

# ANNUAL REPORT 2018



## INTRODUCTION

More than 3,700 people around the world die every day from road traffic injuries, the equivalent of 15 average-sized passenger planes, making these preventable tragedies the eighth leading cause of death globally and the number one killer of 5–29-year-olds.

These deaths seem to be accepted as the cost of motorization and progress, but each one represents a mother, father, child, sibling, friend, or husband who will never come home—a family torn apart. Yet, road safety still does not receive the level of attention and funding that other public health issues do.

Around the world, NGOs are working tirelessly to bring this public health crisis to their governments' attention, to remind them of their global commitments and to help them implement effective solutions that will save lives on the road.

Politicians, police, UN agencies, and the private sector are starting to take notice of what NGOs are doing and to realize how valuable they can be as partners in solving this crisis on the roads. In several countries, Alliance members have earned a seat at the decision-making table, through their perseverance, commitment, and work quality.

As a representative for NGOs, the Alliance is gaining traction with a wider field of stakeholders: this year, we were invited to represent civil society on the board of the UN Road Safety Trust Fund and have built connections with organizations both inside and outside of the traditional road safety sphere.

As the 2020 deadline to reduce road deaths by 50% approaches and is unlikely to be met, we have reflected on the global targets and their role. Our NGO members tell us that these targets have given them leverage with their governments and provided a useful framework for road safety in their countries.

Therefore, we seek a renegotiation of the 2020 target: a new goal by which to measure the commitments and progress made by governments and a benchmark for accountability that can be used by NGOs in their push for stronger laws, better enforcement, and more stringent road and vehicle standards.

There is much to be done in the year ahead as we prepare for the end of the decade and the Third Global Ministerial Conference on Road Safety in Sweden, in 2020, where these targets will be discussed. Join us in making sure that the voice of civil society is heard.

Thank you to our sponsors, partners, and members. By working together and utilizing our different strengths, skills, and resources, we are a force for change.



Lotte Brondum  
Executive Director





# CONTENTS

## GLOBAL ROAD SAFETY



The State of the World

Page 5–6



NGO Perspectives on the Decade of Action

Page 7–8

## THE ALLIANCE



Our Members

Page 9–10



What We Do

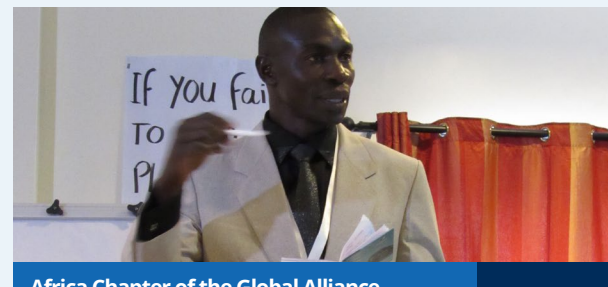
Page 11–12

## EQUIPPING AND EMPOWERING NGOS



Alliance Empowerment Program

Page 13–16



Africa Chapter of the Global Alliance of NGOs for Road Safety

Page 17–18

## MOBILIZING NGOS IN GLOBAL CAMPAIGNS



Global Week of Action

Page 19



World Day of Remembrance for Road Traffic Victims

Page 20

## REPRESENTING NGOS TO A GLOBAL AUDIENCE



UN Road Safety Trust Fund

Page 21



1st African Road Safety Forum

Page 22

## PROMOTING EVIDENCE-BASED SOLUTIONS



News and Webinars

Page 23



Evaluating Best Practices

Page 23



Emergency Care in Colombia

Page 24

## COLLABORATIONS AND CONNECTIONS



Collaborations

Page 25



Sponsors

Page 26

## GOVERNANCE



Governance

Page 26



Financials

Page 27



Member List

Page 28–30

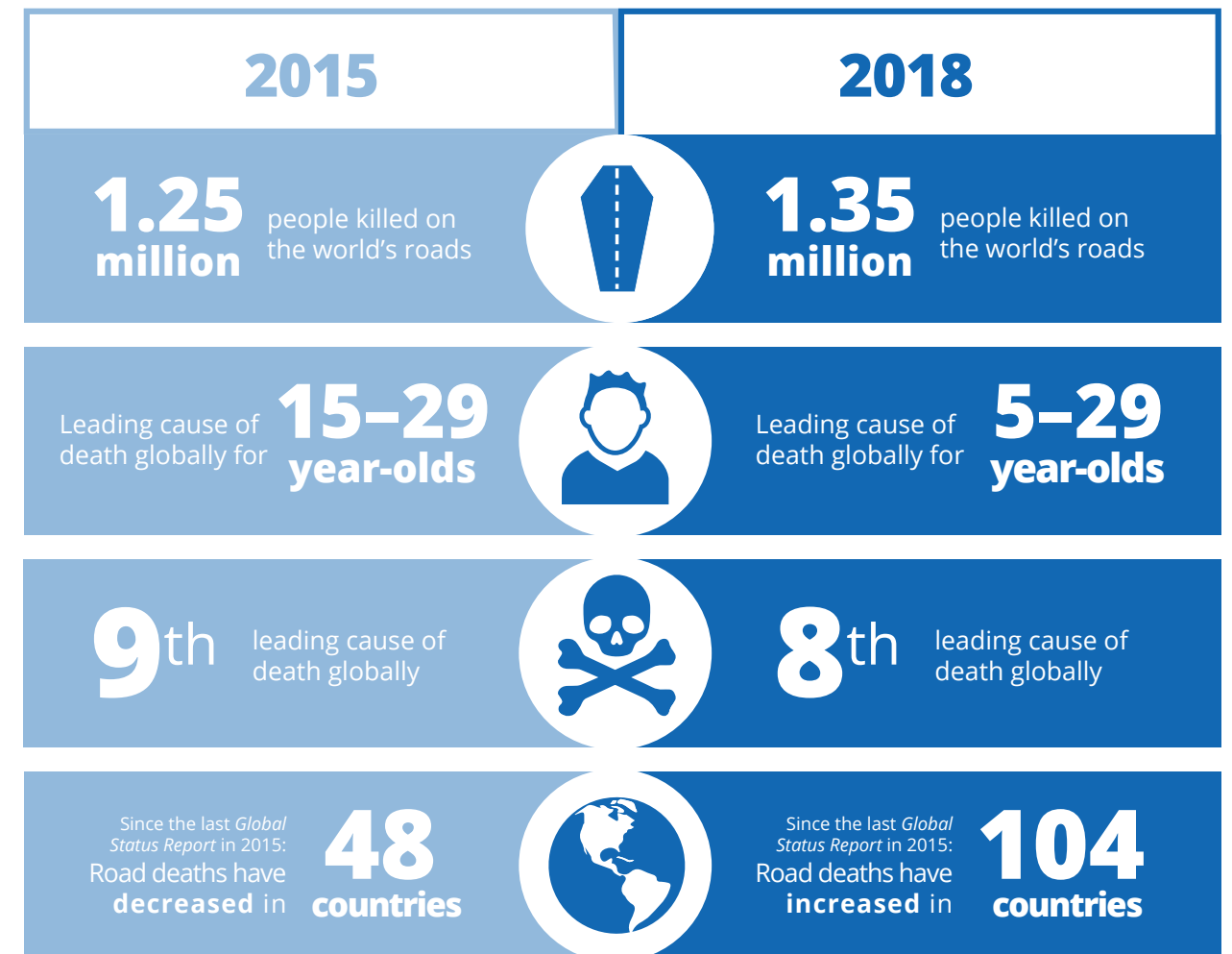


“ Although only 1% of the world’s motor vehicles are in low-income countries, 13% of [road traffic] deaths occur in these countries. ”

*Global Status Report on Road Safety 2018*

In December 2018, WHO published its *Global Status Report*. The report is the most significant source of objective, global road safety data available. It demonstrates that, globally, road deaths are not decreasing. The picture is particularly depressing in those countries where the need is greatest: no low-income country has reduced road deaths since the 2015 report and a person living in a low-income country is at least three times more likely to be killed in a road traffic crash than a person living in a high-income country. The differential is higher still between some of the best- and worst-performing countries: for example, someone in Liberia is 13 times more likely to die of a road traffic injury than someone in Norway. Despite pockets of progress, insufficient commitment has been made toward the global goals. Urgent action is required to address the crisis on our roads, and NGOs are part of the solution.

## THE STATE OF THE WORLD



### CASE STUDY

#### NIRAPAD SARAK CHAI (WE DEMAND SAFE ROADS)

Bangladesh

Bangladesh became the focus of international media attention in July 2018 when, following the death of two young people in a bus crash, students in Dhaka organized protests demanding action on the estimated 25,000 road deaths that occur in Bangladesh each year.

Under heavy pressure, the government quickly pushed through several road safety laws to appease the students. Officials sought advice from Alliance member Nirapad Sarak Chai (We Demand Safe Roads)—the slogan adopted by the protesters. Nirapad Sarak Chai's founder, Ilias Kanchan, is a well-known road safety campaigner and film actor in Bangladesh. He has been advocating for road safety for more than 25 years. His outspokenness has not



always been welcome—he has received threats on a number of occasions—but his persistent willingness to speak out and the practical work that Nirapad Sarak Chai has continued to do, including driver training and awareness campaigns, have given the organization recognition and respect among decision makers.





As 2020 approaches, the Alliance has gathered a unified testimony on the Decade of Action as seen from the eyes of the world's NGOs: its successes, its shortcomings, and the roles of different partners. The purpose of the testimony was to present personal accounts and views to complement the statistical evidence presented in the *Global Status Report* and to inform the advocacy work of the Alliance up to and beyond the Third Global Ministerial Conference on Road Safety to be held in Sweden in 2020. The testimony highlighted some notable successes that could be replicated among NGOs and some significant challenges that NGOs face in pushing forward the road safety agenda in their countries. The findings have been used to formulate advocacy statements, presentations to the global road safety community, capacity building activities, and the Africa Chapter and will continue to guide our advocacy and campaigns in the run-up to 2020.

## NGO PERSPECTIVES ON THE DECADE OF ACTION

### KEY FINDINGS



In many countries, road safety does not have a natural ministerial "home." This reduces the efficacy of interventions.



Lack of reliable data at both local and national levels is hampering the efficacy of interventions.



The Decade of Action framework has been instrumental in opening doors for NGOs.



The Decade of Action represents an implicit commitment to road safety by UN Member States, making it easier to put road safety on national agendas.



Many NGOs have embraced the principle of partnership embodied in the SDGs.

### RECOMMENDATIONS



Every country needs a single, national, coordinating body to act as a focal point. This will ensure effective implementation.



The Decade of Action should be replaced with a similar global structure that can guide national dialogue.



NGOs need to work together to ensure that they have representation on national government road safety committees.

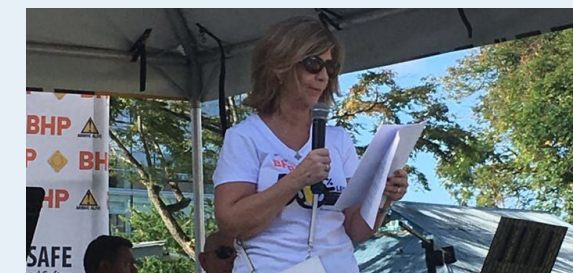


Funding must be scaled up for road safety.

### CASE STUDY

#### ARRIVE ALIVE

Trinidad and Tobago



"I had lost my son, and I was fearless. I didn't know what I was doing, but I knew that 200 deaths on a small island was too many.

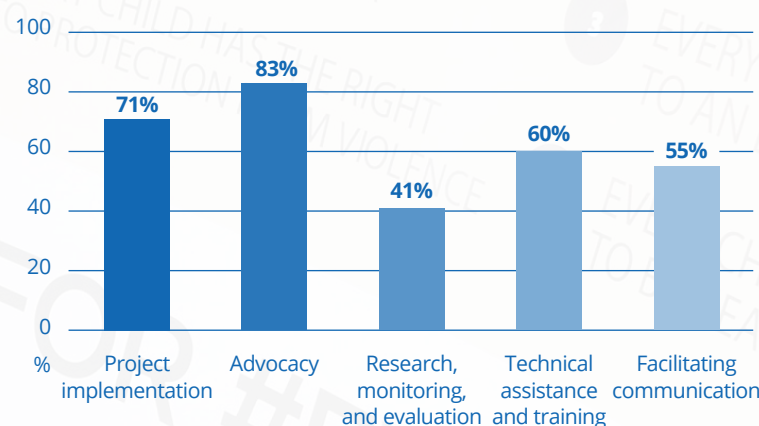
"I found out about the Decade of Action by researching on the Internet and brought it to the attention of the government. I used the

pillars of the Decade of Action to know who to reach out to first. Police and policy makers were aware of the statistics, but there was not the political will until we highlighted the issue.

"I highlight the fact that we have made a promise to the United Nations that there would be a 50% reduction by 2020. I highlight it any time I write to the ministry, any time there's a change in government. Every time the ministers change, I have to educate them again about what the Decade of Action stands for and the responsibilities of the different stakeholders. It is something that has certainly helped me."

Sharon Inglefield, President





**224**  
members  
— in —  
**90**  
countries

CANADA  
UNITED STATES OF AMERICA  
MEXICO

COSTA RICA  
DOMINICAN REPUBLIC  
TRINIDAD AND T  
VENEZUELA  
ECUADOR  
COLOMBIA  
PERU

URUGUAY  
ARGENTINA  
PARAG

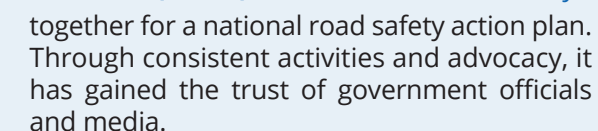
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To be a member of the Alliance, an organization must be an NGO registered with their government, with a primary focus on road safety and at least three years' track record of implementation of road safety or post-crash care and response activities. Our members are spread across the globe. Some members work at local levels, others at national levels, and a few at global levels. Many work across a number of areas, some focus on just one. 63% of members say that their role has changed in the

past decade, moving away from downstream service delivery toward upstream policy making and advocacy. Most NGOs are using a mixed approach, partly because of the challenges of securing funding for policy work. They also reported a shift toward partnership working: NGOs are recognizing that the most effective way to effect change is to work together with other NGOs from different sectors, government officials, police, private sector, and academics for a shared goal.

## ASSOCIATION FOR SAFE INTERNATIONAL ROAD TRAVEL (ASIRT)

Kenya



ASIRT – Kenya is an example of how NGOs can become influencers at the government level through constructive advocacy and evidence-based work. ASIRT – Kenya has been at the forefront of NGO advocacy for road safety and a key member of a coalition of road safety NGOs in Kenya campaigning

In 2012, the National Transport Safety Authority (NTSA) was established as the lead agency for transport and safety, and in 2013, Bright Oywaya, ASIRT – Kenya's Executive Director, was appointed to the inaugural board. This gave her a say in the priorities and activities of the authority, and through her, provided a route for NGOs to be heard. She advocated for the Child Safety Traffic Amendment Bill and was instrumental in its drafting. It was signed into law in 2017, and Bright is currently involved in its operationalization. She is seen by many as a bridge between decision makers and civil society.



## WHAT WE DO

### OUR VISION:

A world where everyone has the opportunity for a just life and is safe from preventable road traffic deaths and injuries

### OUR MISSION:

To unite, empower, and strengthen NGOs to stimulate collaborative advocacy, action, and accountability for road safety



Campaigns reaching **five million-plus people**



Webinars viewed **1,460 times**



**1,560 newsletter subscribers**



**70 Alliance Advocates** trained face-to-face



**5,584 Facebook and 2,870 Twitter followers**



**17 schools assessed in Africa and one in India**



**87,340 website page views**



### Networking & Sharing

- › Sharing member and global news
- › Opportunities to gather and learn
- › Best practice sharing



### Advocacy

- › Mobilizing NGOs in global campaigns
- › Amplifying NGOs' voices
- › Enabling NGOs to connect with the global road safety agenda



### Capacity Building

- › Face-to-face training
- › Online training
- › Mentoring
- › Seed grants for demonstration projects

The Alliance is the bridge between global road safety stakeholders and grassroots NGOs. It is our role to equip and mobilize NGOs, to disseminate global messages and ways to translate them at national and local levels, and to showcase how NGOs are making a difference around the world. We have seen in 2018 that global influencers and decision makers are beginning to recognize the role that road safety NGOs have to play in the global goals, and we push for NGOs to be treated as valued partners by their governments and other institutions.





## ALLIANCE EMPOWERMENT PROGRAM

Through capacity building, the Alliance equips its members to grow their potential and strengthen their work, basing everything they do on evidence of what really works. The Alliance Empowerment Program, sponsored by FedEx Corp., empowers grassroots NGOs to implement evidence-based programs, advocate more effectively for change, and increase their value as road safety partners. The program incorporates face-to-face training through the Alliance Advocate scheme, online webinars, mentoring, and seed grants.

The Alliance Advocate program is the flagship element of the Alliance Empowerment Program, a growing movement of Alliance member NGOs advocating for road safety around the world. Graduates of previous programs have used their action plans to achieve legislation change and start campaigns that have contributed to significant road fatality reductions.

In 2018, two regional Alliance Advocate training courses were held in Kenya and India. The training focused on a demonstration safe school zone project. Advocates learned, through first-hand experience, how to collect meaningful data, form evidence-based recommendations, and create an advocacy message. Each training culminated in a panel event where Advocates presented their messages to decision makers and influencers and received their feedback. With this training, the Alliance Advocates are now replicating the demonstration project in their own communities, collecting data to advocate for safe school zones and tracking commitments.



**70 Advocates**

since 2016



**49 countries**



**18 schools**

assessed so far

### Target:



**40 schools**

assessed in 2019



**7 improvements**

implemented by 2019



2016 Alliance Advocates



2017 Alliance Advocates



2018 Africa Alliance Advocates



2018 Asia Alliance Advocates



### CASE STUDY

#### PRIVATE SECTOR ROAD SAFETY FORUM (PSRSF)

Namibia

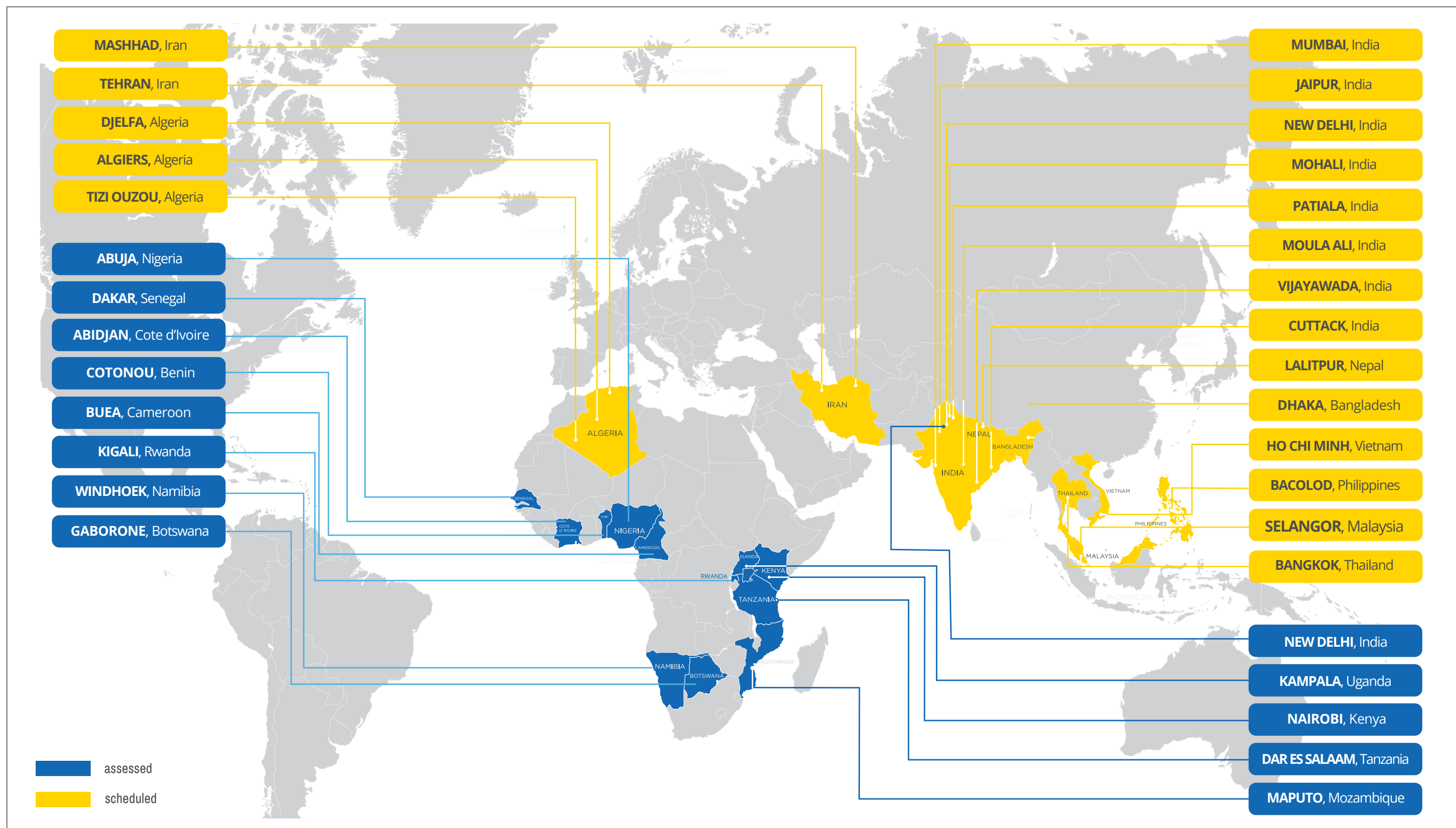


Horst Heimstadt has been working in road safety for 10 years, founding PSRSF in Namibia in 2013.

In March 2018, Horst was one of the 2018 Africa cohort of Alliance Advocates. PSRSF was already working in schools, doing safety assessments, and implementing infrastructure improvements and school patrols, so many aspects of the training were familiar to him. One aspect, however, was particularly insightful: Horst had the opportunity to present the findings of the Advocates' school assessment to Kenyan government representatives.

Horst says, "The advocate training came at the right time amidst our negotiations with the local authority with whom we had been discussing a reduction in speed limits around schools. Having the opportunity for a 'practice run' in front of the Kenyan panel showed me how my advocacy message was received by the decision makers, and therefore how we could present our message more effectively in our discussions with city local authorities in Namibia. As a result, we now have a written commitment from the City of Windhoek that all signage around schools can be changed to reduce the speed limit from 40 to 30 kilometers per hour."





## IMPACTS

In **Kenya**, during the Alliance Advocate training, decision makers committed to implementing changes outside St. Dominic's School, Nairobi. So far, a train stop has been moved so that the train no longer stops across the road outside the school. Advocates continue to push for further implementations.

In **Nigeria**, Advocates at Kwapda's Road Safety Demand (KRS) Trust have obtained the commitment of the Minister of the Federal Capital Territory Authority to implement zebra crossings and signage outside schools in Abuja.

## IMPACTS

In **Rwanda**, the safe school project was presented to representatives of the national government.

In **Namibia**, commitment has been given toward mandated 30 kilometer per hour speed limits around schools in Windhoek. The Private Sector Road Safety Forum (PSRSF) has worked with Amend to erect signs at 10 schools and plans to implement them at all Windhoek schools by the end of 2019.

In **Botswana**, the Society of Road Safety Ambassadors (SORSA) has signed a memorandum of understanding to work with Amend to implement infrastructure changes around a school in Gaborone.



# AFRICA CHAPTER OF THE GLOBAL ALLIANCE OF NGOS FOR ROAD SAFETY



More than 270,000 people in Africa die from road traffic crashes every year



The Alliance has 60 members in 25 countries across Africa

In November 2018, the Alliance launched its Africa Chapter during the 1<sup>st</sup> African Road Safety Forum (page 22). The Africa Chapter will strengthen and unite road safety NGOs in Africa, equipping them to take the forefront of the combined effort to transform Africa’s roads and address the SDGs’ challenge.

Some African countries have taken strong steps to address the road death pandemic, but, overall, progress is uneven and largely off-track. Action is hampered by gaps and shortcomings in responses at regional and national levels. Momentum is growing for an evidence-based approach to road safety that incorporates multiple stakeholders including NGOs.

## The Africa Chapter calls for governments in Africa to:

- ▶ Take the lead and walk the talk in road safety
- ▶ Put people first in road safety actions through road safety actions that respond to people’s health and well-being and involve NGOs
- ▶ Scale up financing for road safety
- ▶ Base road safety action on evidence and be accountable

## NGOs in Africa commit to:

- ▶ Raise awareness among policy makers and the community, aligning our work with the voluntary targets
- ▶ Contribute constructively to government action, continuously evaluating and improving our work
- ▶ Work through partnerships and coalitions
- ▶ Base work on evidence and assessing governments’ responses

## CASE STUDY

### SOCIETY OF ROAD SAFETY AMBASSADORS (SORSA)

Botswana



Despite increasing motorization in Botswana, donkey carts are still the main means of transport in rural areas. However, inadequately maintained infrastructure has made this transport mode unsafe among the rising number of motorized vehicles, in both urban and rural areas, and worse, the needs of these road users are routinely omitted from road-improvement designs. As a result, animal-drawn cart users are among the most vulnerable of road users.

The project engaged rural communities along Botswana’s busy A1 highway. SORSA created awareness and fixed reflective tape to the donkey carts—simple and cheap but very effective. Since the project, the number of crashes involving donkey carts fell from 299 in the year before the project to 176 in the year following—a drop of more than 40%.

The project was documented in a video by FedEx entitled *How a Roll of Tape can Help Save Lives*.

“Lack of road safety in Africa is a burden for people, the environment, and the economy. To achieve the Sustainable Development Goals, we must engage, empower, and protect the people of Africa.

We must act now! ”

Alliance statement at the closing plenary of the 1st African Road Safety Forum



## GLOBAL WEEK OF ACTION



**14,000 people**  
participated in events



**28,000 people**  
reached through interactions  
with participants



By mobilizing NGOs to participate in global campaigns, we amplify their voice on the ground and give them a brand and cause bringing greater traction with their governments, both local and national. This Child Health Initiative-led campaign by FIA Foundation focused on the fundamental right of every young person to access safe and healthy streets. 22 Alliance member NGOs took part in the Global Week of Action, mobilizing young campaigners, engaging leaders, organizing events, and gathering signatures for the #EveryLife declaration.

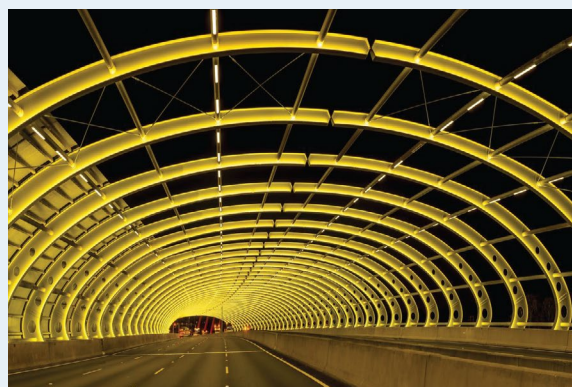
### CASE STUDY

#### SAFER AUSTRALIAN ROADS AND HIGHWAYS (SARAH)

Australia

Peter Frazer's daughter, Sarah, was killed by a distracted driver on a busy highway. Her death prompted him to start SARAH to prevent similar deaths.

In 2013, SARAH launched Yellow Ribbon National Road Safety Week. Iconic Australian buildings and landmarks are lit in yellow and events are held across the country. More than 21,000 drivers have signed the campaign's driver pledge.



Peter says, "Through Yellow Ribbon National Road Safety Week and our support of UN Global Road Safety Week campaigns, we have gained significant traction with our national, state, and local governments. It is heartening to see our Deputy Prime Minister demonstrating his steadfast support by wearing a yellow ribbon and encouraging politicians and the public to do the same. Our yellow ribbon has now become the national

symbol for road safety and is widely used to remind every road user to show their commitment to others and drive safely. It is also used to honor those who have been killed and show solidarity with seriously injured loved ones and their families. Campaigns not only mobilize support but show politicians that the community is serious about road safety."

## WORLD DAY OF REMEMBRANCE FOR ROAD TRAFFIC VICTIMS



**Five million-plus**  
people reached through social media banners



**1,000-plus**  
shares on social media

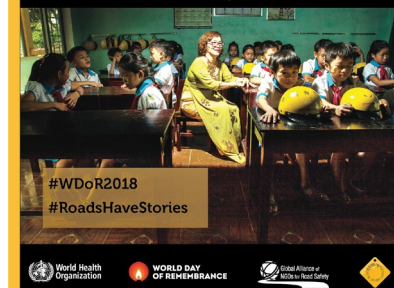
The theme of the 25<sup>th</sup> World Day of Remembrance for Road Traffic Victims, created and owned by the European Federation of Road Traffic Victims (FEVR), was "Roads have stories." The Alliance worked with WHO and Alliance member NGOs to promote key messages centered on individuals and their stories. The stories were presented as a series via social media.

Alliance members shared the banners and their own stories and held events, including vigils, rallies, blood donations, and school events.



#### Roads have stories: Viet Nam

Mrs Nghia was hit by a car while driving her motorcycle. Although her head hit the sidewalk in the crash, she was wearing a helmet. It saved her life. As a head teacher in a primary school, Mrs Nghia advocates the importance of wearing helmets for children.



#WDoR2018  
#RoadsHaveStories



#### Roads have stories: Ghana

Thanks to a new side walk and speed humps and a zebra crossing which have slowed traffic, students at the Christ Mission School are able to walk to and from school with confidence.



#WDoR2018  
#RoadsHaveStories



#### Roads have stories: Slovenia

Domen always wears a seat-belt. When he was 10, seat-belts saved his and his family's lives when their vehicle collided with an oncoming car.



#WDoR2018  
#RoadsHaveStories





## UN GLOBAL ROAD SAFETY TRUST FUND

The UN Road Safety Trust Fund was launched in April 2018. Lack of funding for road safety and lack of transparency in the way that funds are awarded and spent have been significant hindrances in the past to achieving the global road safety goals. The Alliance has been among voices calling for a targeted fund to support evidence-based road safety initiatives and greater accountability for use of global public funds. The UN Secretary General's Special Envoy for Road Safety, Jean Todt, was a driving force behind the implementation of the new UN Road Safety Trust Fund and it is co-ordinated by the UN European Commission for Europe (UNECE).

We are delighted that the UN Road Safety Trust Fund has come to fruition and are proud to have been invited by UNECE to represent civil society on its advisory board and steering committee.



In her speech at the launch of the fund, Lotte Brondum said:

**“Funding is our NGOs’ biggest worry and their greatest constraint. The UN Road Safety Trust Fund is a major milestone in our work to save lives on the world’s roads. The fund will facilitate more durable and productive partnerships between NGOs, their governments, and other stakeholders, and it will make scaling up national and local road safety interventions more feasible. ”**

Lotte Brondum

## 1<sup>st</sup> AFRICAN ROAD SAFETY FORUM

The 1<sup>st</sup> African Road Safety Forum, organized by the Comité National de Prévention des Accidents de la Circulation (CNPAC), brought together road safety experts, government officials, and NGOs to focus on action for safer roads across Africa. CNPAC invited the Alliance to be a key partner in the forum. This honor increased the profile of civil society among governments in Africa and gave NGOs a prominent role at the event.

The Alliance facilitated three sessions that enabled member NGOs to share their experiences of data collection, partnerships, and the combined effort to achieve the SDGs. At the final plenary session, Ndèye Awa Sarr, Alliance Board Member and founder of LASER International, presented the Africa Chapter’s NGO commitments and calls to action for governments.



### CASE STUDY

#### LASER INTERNATIONAL

#### Senegal



Ndèye Awa Sarr has been advocating for road safety since 1998. As the founder of LASER International, she was heavily involved in Senegal becoming a signatory to the Moscow Declaration and played a lead role in the launch of the Decade of Action in Senegal. Awa has a significant role among road safety NGOs in West Africa, advising other countries, leading the Alliance Francophone pour la Sécurité Routière, and organizing the Global Road Safety Film Festival. She was a prominent figure at the 1st African Road Safety Forum in Morocco, coordinating the film festival, as a speaker, and presenting the Africa Chapter on behalf of the Alliance in her capacity as board member.

Awa says, "Africa has the highest rate of road traffic fatalities in the world. NGOs are highly important in tackling this urgent problem. The 1st African Road Safety Forum has raised the profile of NGOs in the region and shown that they can be serious partners to their governments. The launch of the Africa Chapter of the Alliance at the forum will bring our NGO community into greater unity and will help to amplify our voice."



NEWS AND WEBINARS



What works in one country can often provide inspiration for another. The Alliance promotes evidence-based solutions that can be replicated.

The Alliance shares global and local road safety news through its newsletters, website, and social media. Member features showcase the work that NGOs are doing around the world.

Webinars, presented by member NGOs and global experts, are made publicly available via the website and YouTube. The Alliance published two webinar series in 2018: NGOs and the Voluntary Targets and Fundraising for Road Safety NGOs.

CASE STUDY

YOUNG GENERATION OF TAJIKISTAN (YGT) AND EASTERN ALLIANCE FOR SAFE AND SUSTAINABLE TRANSPORT (EASST) Tajikistan

This joint project set out to improve seat belt use in Dushanbe, Tajikistan. Youth volunteers collected observational data and surveyed passersby. They found that only one in eight car occupants were wearing a seat belt, none of the truck drivers were, and only 22% of taxi drivers were. Nearly two-thirds of cars did not have working or accessible seat belts.

Based on the data, YGT and EASST launched a public campaign in collaboration with the Ministries for Internal Affairs and Transport, Committee on Youth and Sport Affairs, the Office of the Mayor of Dushanbe, traffic police, and civil society partners. The campaign included printed media, billboards, and radio, television, and social media messages. They also worked with local traffic police on enforcement strategies for seat belt usage.

By the end of the pilot project, three-quarters of people surveyed had seen the campaign, and all said that it had changed their thinking. Seat belt use increased from 12.9% to 21%, and new fines for not wearing a seat belt have been introduced.



EVALUATING BEST PRACTICES



The UPS Foundation commissioned the Alliance to perform an in-depth review of its road safety projects implemented in the Africa, Americas, European, and South-East Asia regions between 2012 and 2017. The Alliance reviewed project activities, achievements, challenges, best practices, and lessons learned, as well as the contribution that the Foundation's work has made toward the Decade of Action.

EMERGENCY CARE IN COLOMBIA

Funded by the Puma Energy Foundation, the Alliance is working with local partner, Meditech, to pioneer a community-based intervention model for post-crash response and emergency care in Colombia that will empower communities to take ownership for road safety in their local local areas—an effort that could be replicated in other communities in Colombia and other countries. Through awareness, education, and simple life-saving training, the program equips community volunteers to become agents for change, advocating with and for their communities. We hope that the project will lead to a community-based engagement model that will strengthen grassroots advocacy and enable local communities to push for better post-crash responses and victim-care policies.



KEY FINDINGS

- 8.9% of respondents had been in a road crash in the last year
- 48.7% had witnessed a crash
- Bystanders would intervene to help road victims if they felt they knew how to do so
- Most respondents did not know the emergency number
- In three communities, the national emergency number was not activated

RESULTS SO FAR

- 450 community volunteers in eight communities trained in post-crash care
- 740 school students received educational workshops
- Four sets of ambulance equipment distributed
- Six roundtables conducted with local authorities to discuss first responder regulation
- Six community advocate groups organized using WhatsApp to communicate
- Development of an emergency care app to trigger the emergency service response
- Commitment from the Ministry of Health to make emergency care one of four top priorities during the next government



## COLLABORATIONS

Road safety is not a stand-alone issue. To achieve real change, NGOs must work with a diverse range of stakeholders toward a common goal: the right to safety for every person.

### UN Road Safety Collaboration (UNRSC)

The UNRSC is a collaboration of road safety stakeholders. Some Alliance members are members of the UNRSC themselves but the Alliance is the gateway for smaller NGOs to engage. To facilitate this, the Alliance coordinates five working groups. At the October UNRSC meeting, Rochelle Sobel, Association for Safe International Road Travel (ASIRT), an Alliance Board Member, presented case studies from Alliance members to demonstrate NGO best practices.



### Network of Employers for Traffic Safety (NETS)

NETS is a collaborative group of employers whose objective is to advance road safety for their employees and communities. Lotte Brondum and Shane O'Connor, FedEx Corp, presented on road safety sustainability at the NETS Strength in Numbers Annual Conference. The presentation focused on the impact of the Alliance's collaboration with FedEx through the Alliance Empowerment Program to empower other NETS members to engage with NGOs.

### UN Children's Fund (UNICEF) Safe and Healthy Journey to School Workshops

UNICEF is mandated to advocate for the protection of children's rights, to help meet their basic needs and to expand their opportunities to reach their full potential. Road safety is an integral element of children's rights. The Alliance assisted UNICEF by sharing our expertise in advocacy to train staff involved in the agency's child road traffic injury prevention program to use power mapping and strategic partnerships for activating road safety change.



### Advocacy for Voluntary National Reviews

Each year, UN Member States gather at the High-Level Political Forum to review progress toward the SDGs with selected countries undertaking voluntary reviews of progress at national level. Reviewing individual targets spotlights them and can incubate stronger action toward their achievement. Alliance members worked with FIA Foundation to advocate with their governments to include SDG 11.2 in their voluntary reviews.

## SPONSORS



## GOVERNANCE

### BOARD OF DIRECTORS

Jeffrey Witte  
Amend

Ndèye Awa Sarr  
LASER International

Gela Kvashilava  
Partnership for Road Safety (PfRS)

Rochelle Sobel  
Association for Safe International  
Road Travel (ASIRT)

Manuel Ramos  
Associação de Cidadãos  
Auto-Mobilizados (ACA-M)

### SECRETARIAT

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Valeria Motta  
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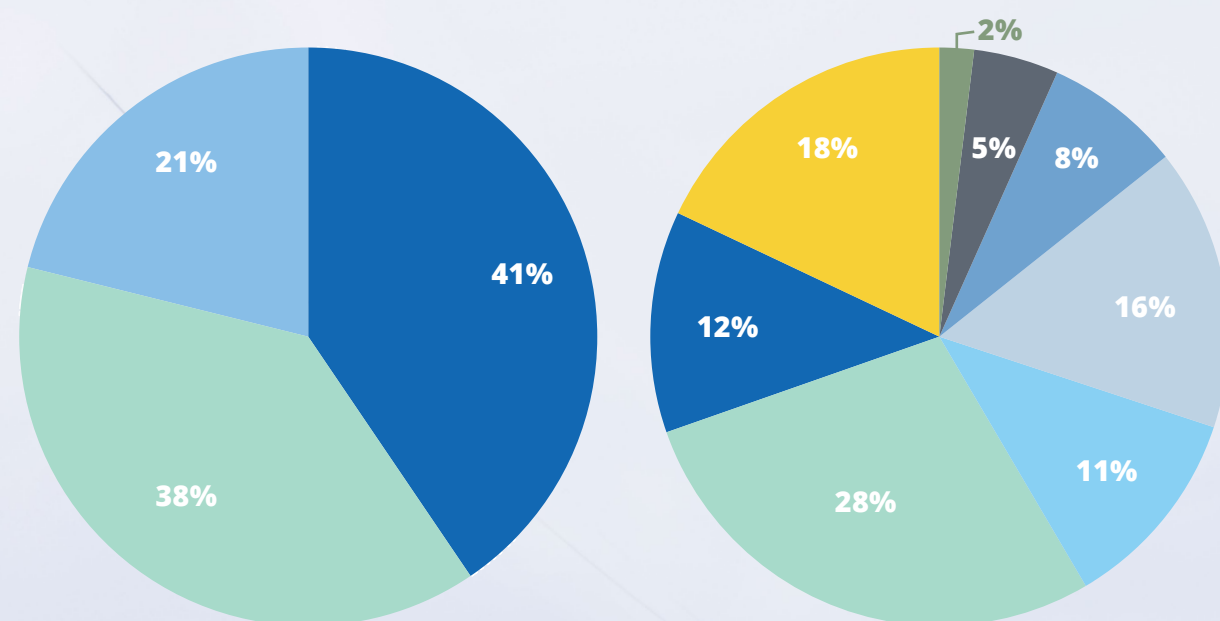
Patrick Kinyanjui  
Program Manager

Liz Man  
Communications Manager

Nguyen Thi Nhu Nguyet  
Finance Manager



## FINANCIALS



● Corporate grants  
 ● Foundation grants  
 ● Multilateral grants

● Board  
 ● Costs of fundraising  
 ● Secretariat  
 ● Advocacy  
 ● Capacity building: creating programs  
 ● Capacity building: implementing programs  
 ● Global Meeting  
 ● Networking and sharing



## MEMBER LIST

### AFRICA

- ▶ **ALGERIA**
  - E-Consumer Protection Association
  - Les Amis de la Route
  - Association Tariq Essalama Bejaia
- ▶ **BENIN**
  - ONG Alinagnon
- ▶ **BOTSWANA**
  - Society of Road Safety Ambassadors (SORSA)
- ▶ **BURKINA FASO**
  - ReJSER-BF
- ▶ **CAMEROON**
  - Association des Familles de Victimes des Accidents de la Circulation du Cameroun (AFVAC – CAMEROUN)
  - Association Des Personnes Préférées (amputées)
  - Cameroon Association for the Defense of Victims of Accident (CADVA)
  - Cameroon Road Safety Foundation (CAROSAF)
  - Securoute
- ▶ **CÔTE D'IVOIRE**
  - Organisation des Jeunes Ivoiriens pour la Sécurité Routière (OJISER)
- ▶ **ETHIOPIA**
  - Save the Nation Association (SNA)
- ▶ **GAMBIA**
  - National Youth Parliament – the Gambia
- ▶ **GHANA**
  - Amend Road Safety – Ghana
  - Centre for Road Safety and Accountability Africa (CROSA)
- ▶ **KENYA**
  - Association for Safe International Road Travel (ASIRT) – Kenya
  - Chariots of Destiny Organization (COD)
  - Injuries Prevention & Information Centre – Kenya (IPIC – K)
  - Pamoja Road Safety Initiative
  - RoadWise Network
  - SafeDrive Africa Foundation (SDAF)
  - Save the Children
  - Smart Drivers Organization
  - Usalama Watch Initiative
- ▶ **LIBERIA**
  - Save Life Liberia Inc.
- ▶ **MALI**
  - Action et Jeunesse pour le Développement – Sécurité Routière (AJD – Sécurité Routière)
  - Siraba Lakana
- ▶ **MOZAMBIQUE**
  - Amend – Mozambique
  - Mozambican Association for the Victims of Road Insecurity (AMVIRO)
- ▶ **NAMIBIA**
  - Private Sector Road Safety Forum (PRSF) – Namibia
- ▶ **NIGER**
  - ONG Fondei Ma Bori
- ▶ **NIGERIA**
  - Arrive Alive Road Safety Initiative (AARSI)
  - Highway Safety Initiative
  - Kwapda's Road Safety Demand (KRSD) Trust Fund
  - Lifestyle Health Education and Safety Foundation
  - Prompt Assistance to Victims of Road Accidents (PATVORA) Initiative
  - Road Accident Information & Rescue Organization
  - Road Accident Prevention Network Center (RAPNEC)
  - Safety Beyond Borders
  - Temidayo Ogan Child Safety and Support (TOCSS) Foundation
- ▶ **RWANDA**
  - Healthy People Rwanda (HPR)
- ▶ **SENEGAL**
  - LASER International
  - Sierra Leone
  - Road Safe Salone
- ▶ **SOUTH AFRICA**
  - Childsafe South Africa
  - South Africans Against Drunk Driving (SADD)
- ▶ **TOGO**
  - Association des Victimes d'Accidents du Togo (AVA – Togo)
  - Association Nationale des Victimes de la Route (AVR)
- ▶ **UGANDA**
  - Hope for Victims of Traffic Accidents (HOVITA)
  - Road Safety Initiative (RSI) – Uganda
  - Road Safety Trust (RST) – Uganda
  - Safe Way Right Way – Uganda
  - Uganda Red Cross Society (URCS) – Mbarara
  - Uganda Road Accident Reduction Network Organization (URRENO)
- ▶ **UNITED REPUBLIC OF TANZANIA**
  - Amend – Tanzania
  - Helmet Vaccine Initiative Tanzania Foundation
  - Umma wa Wapanda Baisikeli (UWABA) Dar es Salaam Cycling Community
- ▶ **ZAMBIA**
  - Zambian Road Safety Trust (ZRST)



## AMERICAS

- **ARGENTINA**  
A.C.T.I.V.V.A.S. Asociación Civil Trabajar contra la Inseguridad Vial y la Violencia con Acciones Sustentables  
Asociación para la disminución de siniestros viales ADISIV  
Asociación Civil Madres del Dolor  
Bien Argentino  
Conduciendo a Conciencia  
Luchemos por la Vida – Asociación Civil  
MiNU Asociación Civil  
Tecpremer Asociación Civil
- **BRAZIL**  
Criança Segura Safe Kids Brasil  
Fundação Thiago de Moraes Gonzaga  
Instituto de Ética e Comportamento no Trânsito (IECT)  
Observatório Nacional de Segurança Viária (ONSV)
- **CANADA**  
Canadian Association of Road Safety Professionals (CARSP)  
Mothers Against Drunk Driving (MADD) Canada  
Parachute Leaders in Injury Prevention
- **COLOMBIA**  
Fundación IRM (Inclusion, Resiliency, and Mobility)  
MEDITECH Foundation  
Por la Via Por la Vida – Liga Contra la Violencia Vial
- **COSTA RICA**  
Asociación de deportistas Contra la Violencia Vial y el Irrespeto (ACONVIVIR)  
Fundación S.O.S. Paz en las Carreteras
- **DOMINICAN REPUBLIC**  
ACODOM, INC
- **ECUADOR**  
Fundación CAVAT – Nicole Paredes
- **MEXICO**  
Fundación Tiempo para Vivir, AC  
Instituto Profesional de Capacitación para el Transporte Público, AC  
Jóvenes Salvaguarda, AC  
México Previene  
Movilidad y Desarrollo México, AC  
Movimiento de Activación Ciudadana, AC  
NACE No A Conducir Ebrio AC  
Víctimas de Violencia Vial, AC
- **PARAGUAY**  
Asociación de Familiares, amigos y Víctimas de la Inseguridad Vial (AFAVIV)
- **PERU**  
Lima Cómo Vamos
- **TRINIDAD AND TOBAGO**  
Arrive Alive
- **UNITED STATES OF AMERICA**  
Amend  
Association for Safe International Road Travel (ASIRT)  
Institute for Transportation and Development Policy (ITDP)  
International Road Federation (IRF)  
Mothers Against Drunk Driving (MADD)

- National Organizations for Youth Safety (NOYS)  
Shushanna Mignott  
Trek Medics International  
Youth Service America (YSA)
- **URUGUAY**  
Fundación Gonzalo Rodríguez  
Fundación Unitran
- **VENEZUELA (BOLIVARIAN REPUBLIC OF)**  
Asociación Civil Paz Activa  
Asotrânsito

## EASTERN MEDITERRANEAN

- **EGYPT**  
Egyptian Society For Road Safety (ESRS)  
The Nada Foundation for Safer Egyptian Roads
- **IRAN (ISLAMIC REPUBLIC OF)**  
Road Safety Pioneers (RSP)  
Road Safety Supporters Society (RSSS)
- **JORDAN**  
The Royal Health Awareness Society (RHAS)
- **LEBANON**  
Adel Metni Foundation (AMF)  
Association ZeinaHauch  
Kunhadi  
Roads for Life
- **MOROCCO**  
Association M'zab Prévention Routière et Développement (AMPROUD)
- **OMAN**  
Sustainability LLC
- **PAKISTAN**  
Centre for Development Innovation (CDI)
- **TUNISIA**  
Les Ambassadeurs de la Sécurité Routière

## EUROPE

- **ARMENIA**  
National Road Safety Council (NRSC)
- **AZERBAIJAN**  
Hayat International Humanitarian Organization  
National Automobile Club of Azerbaijan – Azerbaijan Milli Avtomobil Klubu (AMAK)
- **BELARUS**  
Belarusian Auto Moto Touring Club (BKA)
- **BELGIUM**  
CITA – International Motor Vehicle Inspection Committee  
Eurocare (European Alcohol Policy Alliance)  
European Cyclists' Federation (ECF)  
European Federation of Road Traffic Victims (FEVR)  
Handicap International Federation  
Responsible Young Drivers
- **BULGARIA**  
Open Youth Institute for Research, Education and Development (iRED)

- **CYPRUS**  
Reaction – Youth for the Prevention
- **DENMARK**  
Dansk Fodgænger Forbund
- **FRANCE**  
Fédération Internationale de l'Automobile (FIA)
- **GEORGIA**  
Georgia Alliance for Safe Roads (GASR)  
Partnership for Road Safety
- **GREECE**  
Make Roads Safer Hellas  
The Hellenic Organisation for Victims of Road Accidents of Rhodes (EFTHITA Rhodes)  
You Are What U Do / Kostas Kouvidis
- **IRELAND**  
Irish Road Victims' Association (IRVA)
- **ITALY**  
Associazione Italiana Familiari e Vittime della Strada onlus (AIFVS onlus)  
Italian Association of Road Safety Professionals (AIPSS)
- **KAZAKHSTAN**  
Road Safety Association of Kazakhstan
- **KOSOVO**  
Kosovo Association of Motorization (AMRKS)
- **KYRGYZSTAN**  
Kyrgyz Road Safety NGO
- **LATVIA**  
Latvian Auto Moto Society (LAMB)
- **LUXEMBOURG**  
Association Nationale des Victimes de la Route (AVR)
- **NETHERLANDS**  
La Prévention Routière Internationale (PRI)  
Safe Crossings  
Youth for Road Safety (YOURS)
- **POLAND**  
The Association for Improving Safety of Road Traffic
- **PORTUGAL**  
Associação de Cidadãos Auto-Mobilizados (ACA-M)
- **REPUBLIC OF MOLDOVA**  
Automobile Club of Moldova (ACM)  
ProtectMD Foundation  
Road Safety Moldova
- **ROMANIA**  
Asociația Siguranța Auto  
CCVR Romania
- **RUSSIAN FEDERATION**  
Road Safety Russia
- **SLOVENIA**  
Vozim, Zavod za inovativno izobraževanje o varni vožnji (Zavod VOZIM)  
Zavod Varna pot
- **SPAIN**  
Asociación Internacional de Profesionales para la Seguridad Vial (AIPSEV)  
Asociación para el Estudio de la Lesión Medular Espinal (AESLEME)  
Federación Iberoamericana Asociaciones de Víctimas Contra la Violencia Vial (FICVI)  
Instituto Internacional de Ciencias Políticas (IICP)  
Asociación para la Prevención de Accidentes de Tráfico (P(AT))

- Stop Accidentes
- **SWEDEN**  
Kids Non-Profit Organization (KNPO)
- **SWITZERLAND**  
International Federation of Pedestrians
- **TAJIKISTAN**  
Young Generation of Tajikistan (YGT)
- **TURKEY**  
International Police Association (IPA) – Turkey  
Turkish Traffic Safety Association
- **UKRAINE**  
Safe City–Lviv  
Road Safety Support Foundation  
Ukrainian Road Safety Association (URSA)
- **UNITED KINGDOM**  
Brake  
Eastern Alliance for Safe & Sustainable Transport (EASST)  
FIA Foundation  
Global New Car Assessment Programme (Global NCAP)  
RoadPeace  
RoadSafe  
Royal Society for the Prevention of Accidents (RoSPA)

## SOUTH-EAST ASIA

- **BANGLADESH**  
BRAC  
Centre for Injury Prevention and Research, Bangladesh (CIPRB)  
Eakok Attomanobik Unnayan Sangstha  
Nirapad Sarak Chai (We Demand Safe Roads)
- **INDIA**  
ArriveSAFE  
Avoid Accident  
Forum for Prevention of Road Accidents (FPRA)  
Indian Federation of Road Safety (IFROS)  
Indian Head Injury Foundation (IHIF)  
Muskaan Foundation for Road Safety  
National Safety Council – Maharashtra Chapter  
Patiala Foundation  
People's Trust Jaipur  
Safe Drive Save Life  
Safe Kids Foundation (SKF)  
Safe Road Foundation (SRF)  
SaveLIFE Foundation  
Sudheekshan foundation  
The Ability People  
TRAX S. Society  
United Way Mumbai  
Women & Child Welfare Society  
Youth Task Force
- **INDONESIA**  
Road Safety Association (RSA)
- **NEPAL**  
Nepal Automobiles' Association (NASA)  
Public Health Perspective  
Swatantrata Abhiyan
- **THAILAND**  
Asia Injury Prevention (AIP) Foundation  
Child Safety Promotion and Injury Prevention Research Center (CSIP)



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**Page 6:** Nirapad Sarak Chai

**Page 8:** Arrive Alive

**Page 9:** BRAC

**Page 12:** UNECE

**Page 19:** Bien Argentino, Safer Australian Roads and Highways (SARAH)

**Page 20:** Kyrgyz Road Safety NGO

**Page 21:** UNECE

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## ABBREVIATIONS AND ACRONYMS

**Africa Chapter** / Africa Chapter of the Global Alliance of NGOs for Road Safety

**Alliance** / Global Alliance of NGOs for Road Safety

**Decade of Action for Road Safety 2011–2020** / Decade of Action

**SDG** / Sustainable Development Goal

**WHO** / World Health Organization

**UN** / United Nations

**Voluntary Targets** / Global Road Safety Performance Targets

**NGO** / Nongovernmental Organization

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