

4th Global Meeting of Nongovernmental Organizations Advocating for Road Safety and Road Victims

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4th Global Meeting of Nongovernmental Organizations Advocating for Road Safety and Road Victims

Day 1: Friday 13 March 2015

9:00- 10:30: Opening Ceremony

Benacer Boulaajoul – Permanent Secretary, National Committee of Traffic Accident Prevention
Introduced the panel and welcomed delegates.

Dr Mohamed Najib Boulif– Minister Delegate to the Minister of Logistics, Equipment and
Logistics in charge of Transport, Morocco

Offered his welcome to the representatives of the Global Alliance, corporate sponsors and all representatives. Each year 1.3m deaths and 150 million experiencing permanent disability, requires all to make road safety a top priority for governments and NGOs. Morocco has placed a very high priority on this issue and placed consultation with the NGO sector at the centre of our current programmes; this has resulted in positive performance with a -17% reduction in road deaths in 2014 compared to 2011. There is still a long way to go, but at this 4th global meeting there is extensive experience and knowledge that can develop and support this ongoing work.

Etienne Krug – World Health Organisation

Expressed thanks to the government of Morocco, a nation that has done a good deal to improve road safety and promoting a multi-sectoral approach. Also expressed gratitude for the expanding work of the NGO Alliance. In September, when the sustainable development goals are agreed by the UN our hope is that Road Safety will feature as part of that agenda. The 2nd Global High-Level Conference on Road Safety will happen in November 2015 in Brazil, the midpoint of the decade of action; it is important that decisions are made and direction is set that the voices of the NGOs continue to be heard.

Illam Bashish - Director of Hospitals and Outpatient Care, Ministry of Health

Stressed importance of addressing the issue of road traffic in order to ensure that progress can be made on reducing death and injury. Morocco is investing in new emergency health infrastructure to ensure that a more effective rapid response can react when major trauma incidents occur.

Marc Shotten – Global Road Safety Facility, World Bank

Having expressed thanks to the Kingdom of Morocco for their hospitality, highlighted how funding for road safety is falling behind other global health issues. We have a clear and scientific approach to road safety, the Safe Systems approach. The ministerial meeting in Brazil will focus on understanding and extending this work.

Major underreporting remains an issue worldwide with work in India demonstrating that underreporting of road deaths in India may mean that only half are reported and in parts of Africa it may be that only 1 in 6 are appropriately reported.

When governments approach the World Bank, the first focus is on quality casualty data reporting and upscaling high quality municipal interventions. Education on its own is insufficient to deliver change.

Present estimates are that in many countries 2-5% of GDP output is lost through the effects of road traffic injury; in some cases this rises to 8%. Civil society must assist in drawing attention to these issues: the need for a safe systems approach and maintaining a strong social media presence.

Joop Goos – President of La Prevention Routiere Internationale

Emphasised that we can deliver better results through partnership and connection through social media makes this easier than it has ever been. Meanwhile becoming effective at selling our projects becomes necessary to secure the funding that we need to continue our work.

Jeffrey Witte – President of the Global Alliance of NGOs for Road Safety

Expressed thanks to Kingdom of Morocco for hosting the conference, the nation is a model for the partnership between the government and civil society.

In Chad there have been riots after a speedy implementation of a helmet law and enforcement without consultation with civil society. The law will be repealed and the advancement of road safety suffers a set-back.

10:30-12:00 The 2nd Global High-Level Conference & Sustainable Development Goals

Etienne Krug

The 2nd Global High-Level Conference, which will take place in November 2015 will be the follow-up to the Moscow conference in 2007, which resulted in the Decade of Action on Road Safety. Beginning of the Sustainable Development Goal agenda, the aim is to reduce by 50% the road deaths in the next 2015. Ambition is that the NGO community should have an active role in the conference. The voice of NGO's should be there and the youth need to be represented.

There may be a declaration from the NGO community with call to action and specific demands such as the need to ensure that NGOs are represented on national inter-sectoral committees or the need for a global target on road death and injury. The conference may also facilitate the opportunity for a powerful demonstration such as piles of shoes.

Jeffrey Witte asked EK "Do you foresee an opportunity to develop binding targets?"

EK responded that this will be the start of a process that will hopefully result in a set of targets or other performance indicators that will be concrete and morally binding.

Avi Silverman

Where road safety has real strength in the setting of the 2015 Sustainable Development Goals is that there is a framework for implementation through the decade of action, all that needs to happen is for that good practice to be mainstreamed.

AS suggested that there would be validity in an NGO day before the ministerial conference to set the tone and build on the great work that will have been developed through the #SaveKidsLives campaign.

Questions from the floor

David Ward commenting on the challenge that faces the road safety community in the run up to and beyond the announcement of the SDG agenda, highlighted that resources come from 4 main sources:

- Donor governments
- Multilateral development banks
- Corporate sector – can empower but will not release millions
- Philanthropies – there are only really 2 working into road safety (Bloomberg & FIA Foundation)

'It's the squeaky wheel that gets the grease' The loudest voice gets the greatest attention. We have to be prepared and ready to run as soon as the SDGs are announced.

The themes that emerged during the question time were:

- Getting on board for the ministerial conference in Brasilia in November, delegates are concerned to know how they can be involved. AS highlighted that letter templates will be made available to assist with NGOs engaging their respective ministries.
- Emphasis on education as a global need, though EK cast some doubt on whether this was the right priority as evidence of efficacy is limited. EK also asked NGOs to consider carefully how many demands they make of the ministerial conference, it would be better to aim for a small number of clear, strategic aims rather than a long list of 25 points that could not secure international commitment.

The Marrakech Declaration

JW facilitated a whole conference question session asking for answers to the following two questions:

- In one sentence what would you like to see going into the Marrakech Declaration?
- What event would you put on the day before the Brasilia ministerial conference?

1 Sentence Calls for Action

- Establishment of global RTI data observatory that establishes protocols and obligations on national governments to manage and report road casualty data
- Push government so we can go to Brasilia as part of delegations
- To consider the international measures that can be delivered in collaboration
- To ask the governments to regulate or enforce laws
- To share the draft resolution for comment
- Youth engagement should be built in
- Change behaviour by design
- Include education in curriculum
- Find unified way to support education
- Justice through effective laws
- Call for finance
- Ensure justice system promotes safer roads and sustainable transport
- Set a mission for zero deaths
- Only have ministers participating in the conference
- Recognise provisions of world design plan and advocate for it
- Include public transport use, walking and cycling to promote health
- Discuss cost of injury not just death
- Include injuries in policy making
- Make it a shared responsibility
- NGOs included in data gathering
- Government should answer questions about poverty and relationships to road safety
- Web tools to manage ongoing engagement of NGOs and delegates
- Direct result oriented practical approach
- Intensify laws on risk factors
- Governments to release budget
- Stop killing, governments should be regarded as responsible
- Encourage writing and publishing to deploy awareness
- Stop counterfeit helmets
- National budget for data collection
- Establish \$500m fund for capacity building in LMICs
- Base around scientific road safety research
- Stop wasting funds & improving access to funds for disabled (RTI related) people

- Release road safety funding to youth programmes
- Stop governments from interfering
- Create new road safety ministry
- Accepting the role of NGOs as consultants to prevent waste
- All countries should have a lead national road safety authority
- Prepare mothers as they shape the lives of the children
- Review the car companies to limit vehicle speeds to 120kph
- Stop theory and translate into practice
- Teach primary classes to use crossings
- Put into practice the recommendations
- Less declaration more action
- Road Safety to be made a KPI for the Transport Ministries

Later Additions:

- No child or vulnerable road user will be killed or seriously injured because of poor infrastructure
- Create a list of NGO members with social media contacts
- For governments to use their postal systems to reach every household with road safety messages
- We must have projects with direct practical approach and confirmed results

15:00- 16:30: Panel Discussion – What Does a Good NGO/Government/Corporate partnership look like?”

Benacer Boulaajoul – Permanent Secretary, National Committee of Traffic Accident Prevention
- The Moroccan Experience

Morocco developed a road safety action plan with 7 axes to it. In the years 2008-2010 they worked on building communications with an emphasis providing training for companies and enhancing capacity within civil society. This was enhanced with training, educational support and an allocation of 10m Dh for projects.

Credibility of associations and certification of projects is an important aspect for citizens to feel that these projects can be trusted.

Government cannot handle delivery in each local community but we can train and equip the NGOs to disseminate delivery which has been certified to our standard.

Question from Cameroon – what is the Moroccan government doing at the continental level to ensure that the best practice from Morocco can be shared across Africa?

Answer: Morocco is very open about the work that it is carrying out and willing to share its methodology with other nations who are interested.

Marc Shotten – Global Road Safety Facility, World Bank.

What Does a Good NGO-GRSF-World Bank Partnership Entail?

The World Bank is a development bank, one of the largest agglomerations of multi-sectoral expertise in a single institution.

The safe system approach is well regarded as the means by which we deliver safety for all whether we happen to drive whilst tired or make a mistake or encounter someone else who has decided to drink & drive; the system should seek to account for this through effective engineering and enforcement.

The World Bank has a clear Road Safety Management System which works in tiers and requires that nations have the political, legislative and technical capability to deliver interventions as part of a whole road safety system. As part of this process capacity reviews help to identify weaknesses in the national capability and infrastructure. World Bank are also working to support modal shift and sustainable transport through schemes such as rapid bus transit as part of developing safe and sustainable transport where grants and loans are made.

World Bank website has full disclosure on their work so that NGOs can see what grants and loans are being made so that they can engage with national governments on the role of civil society.

Shane O’Connor - FedEx

NGO Engagement Criteria

5 key questions for NGOs wanting to engage

- Does it align to core competencies?
- Does it have measurable impacts? Need to be able to evidence outcomes not just outputs
- Is it sustainable and scalable? Can it grow in other countries?
- Is it strategic? Does it operate in localities where FedEx operate and can engage?

- Employee Engagement? Will it work around skills based volunteering?

Ensure that when you are looking to engage with corporate sponsors that you have something which will align with their business and understand their process for selecting NGO partners.

Andy Price – Zurich

What is in it for the corporate if they are going to invest with your NGO?

There needs to be a clear and compelling case that the corporate entity can understand and see how their business will benefit from an effective partnership.

Look beyond just requesting funding. Are there ways in which we can access expertise, facilities or some other resource to build our own conference.

Question: Where does a small NGO go if they cannot demonstrate the financial capability or scalability for a large donor?

Work in partnership. More NGOs working together will attract more attention or look for companies with a more distributed workforce and budget management may have freedom to support smaller more localised initiative.

Social responsibility is a driver for corporates because it is a conscious choice on behalf of both consumers and employees, but there are other benefits around brand and image as well.

Day 2: Saturday 14 March 2015

8:30- 10:00: The Save Kids Lives Campaign

Avi Silverman – FIA Foundation

AS described the campaign for Global Road Safety Week 2015 and the intention to build on the momentum created by the 'Long Short Walk'. The aim is to push a unified global message that brings agencies together with clarity and a call for action in the form of the Child Declaration. This declaration, which is available in 8 languages, has been constructed through extensive consultation to establish a clear voice built around the views of children.

The website is pulling the campaign together all the strands of the campaign is the definitive place to go to access resources and to engage with the child declaration.

AS also gave some direction on how Alliance members could engage with delivery:

- Be Creative
 - Use children as reporters to put them at the heart of the campaign reporting on the needs of your community
 - Paint the declaration on big banners, get kids to create their visualisation
 - Dance the declaration to create the impact and draw in local and national leaders
- Link to existing campaigns
 - Whether you are focussed on helmets, child restraints or something else – build the declaration and branding into your own projects.

Aakash Shah – Founder & President of Action for Pune Development

Following a meeting with the FIA foundation Akash gathered 25 16-18 year olds who each committed to securing 1,000 signatures each from across the city. Through meetings with school

principals and administrators the team secured support from over 20 schools. Building on this, the group worked with local police, through public events, corporate sector events and sports centres.

Additionally the local ambassadors focussed on social media and used #safies to gather momentum, this was further supported by local radio who broadcast their messages of support and invitation to act.

The effect of this action has so far been the addition of 32,000 signatories to the child declaration from the city of Pune, India.

Dr. Ahmed Boudak, Ministry of Health, Morocco

Responsibility as a government official and as a member of civil society.

We should bear in mind the differences in each nation. We have to build the infrastructure to provide safety for children and the NGOs should put pressure on government to deliver safer places. We should have signs that warn drivers of their proximity to schools and play places.

The work that we are undertaking needs to be underpinned by good legislation which civil society has an important role to appeal for.

Safe schools, safe limits

Question Time on the Save Kids Lives Campaign

Questions:

Q: Can we have more of the resources and the website available in Spanish for the latin American countries?

A: The declaration is available in 8 languages and whilst #savekidslives needs to remain as a consistent motif for all global activity, everything else can be translated. There is a translation of what the website says available and this will be circulated through the alliance.

Q: At present #savekidslives does not seem to be directed towards children with special needs

A: There is a great deal of flexibility about this campaign that you can tailor to your own campaign priorities, based on some clear but quite generic messaging within the main campaign.

Q: Andy Price from Zurich identified that they have a global meeting in the timeframe of the GRSW, but aside from taking a group #safie what can corporate supporters do to go further?

A: Get the company to sign up as a corporate entity, but also get employees to start owning the message and engaging with the issue whether that is working through education or with policy makers.

Q: On the website is there room to ask for advice?

A: There is a contact email address that can be used for specific enquiries.

Q: Can we coordinate action across all the alliance so that in every day there is?

A: This sort of action will need significant coordination, but if alliance members are serious about taking that on

Q: Can we have presentations from the alliance community to give greater visibility to alliance member projects?

A: Alliance members are encouraged to share their projects and submit photos and stories to be shared through the campaign website.

Q: How do we get 120 Aakash Shah's working in our nations?



Suggestions:

In UK resources have been developed that are being made available that are free to download and translated into several different languages, this includes maps, activity sheets and country profilers that show relative risks between countries. These are all available at:

<http://www.roadsafetygb.org.uk/pages/roadsafetyweek/rsw-resources.html>

In Cameroon they have worked with churches and found that there has been a great deal of support from faith groups and leaders to facilitate action on #savekidslives

10:00-12:00: Panel Discussion: Road Safety & Alcohol Money – Why & Why Not?

Panel Discussion: Road Safety & Alcohol Money – Why & Why Not?

Hosted by Jeffrey Witte – President of Global Alliance of NGO's for Road Safety

Panel

Dr Kate Allen – International Injury Research Unit, Johns Hopkins University

Malte Lohan – Head of Global Corporate Health Group, AB InBev

Brett Bivans - International Alliance for Responsible Drinking

Etienne Krug - Director, Department for Management of Noncommunicable Diseases, Disability, Violence and Injury Prevention

Brief Presentations

Malte Lohan – Head of Global Corporate Health Group, AB InBev

ML began by expressing appreciation for the work of NGOs. In 2014 AB InBev were involved in setting-up a major global private sector coalition to improve road safety; we need to improve collaboration and that we have a conviction that there is more that can be done in partnership. AB-InBev is the world's largest brewer (making only beer), accounting for 20% of global brewing market, producing brands such as Corona, Budweiser, Stella & Becks. Have 3 public health PhDs in corporate health department, building expertise in how they can make a difference.

The harm from alcohol is very real and AB-InBev is committed to trying to reduce that harm in all areas of public health; not just road safety, working in partnership with organisations such as:

- Founding partner of Mothers against Drunk Driving in the 80's.
- Traffic Injury Research Foundation and Canadian Road Safety Institute for 25 years.

Together for Safer Roads (TSR) is a coalition of 10 major companies working together to for improve road traffic safety by 'bending the curve' on road traffic injury. Members include: AIG, AT&T, Facebook, Chevron, Erikson, Pepsi, IBM and WallMart. These companies have over 3m employees globally, operates in over 200 countries and conduct around 4.8bn km of driving each year as part of their businesses. TSR has an independent advisory board of independent experts which is working on a white paper to produce a blueprint for what the coalition could be doing. AB-InBev are convinced that there is room for partnership in addressing issues together by:

Support for programmes

- Organisations with a vested economic interest should not have control over or dominate the work of an NGO or its programmes.
- There should be transparency over funds donated.
- Any financial support needs to reflect fair market value relating to the services or resources being procured.
- Robust evaluation should be made available so that value is demonstrable, defined by those not in control of the funding.

Support for research

- Transparency is key, everything should be visible and available via a public website.
- Clarity that the funder should not have any editorial control over reports and findings.
- Full disclosure on the actual value of the contribution from the funder.

Policy and practice

- Recognise that there will be a variety of viewpoints
- Alcohol companies have an obligation to promote responsible consumption

Whilst vested interests need to be managed, the value of all partners is improved through dialogue and understanding.

Brett Bivans - International Alliance for Responsible Drinking

IARD is the new name for ICAP (The International Center for Alcohol Policies) developing policies to promote safe alcohol use and safe behaviour when the decision to drink alcohol is made.

IARD has 3 main areas of work:

- Insight – research and policy
- Engagement – working with stakeholders
- Actions – that can lead to a reduction in harmful drinking

There are voluntary targets set for reducing harmful drinking and international agreements around reducing non-communicable disease. One is reducing by 10% the impact of harmful drinking on health; drink driving is an obvious focus of this activity.

Global health is a global development issue, the UN and WHO consistently refer to the work that the corporate sector has to play in advancing public health, whether alcohol, insurance or motor industry. These roles need to be discussed and monitored.

All stakeholders need to be guided by good practice, what works, what is the evidence. IARD looks to the science and guidance provided by international organisations. The 2004 World Report highlighted the need to address drink drive issue and address capacity at the local level. The stakeholders that can build this capacity are multitudinal and the industry agrees with the consensus on the need to reduce drink driving, working through employees, local communities and different cultures.

We can agree on the need for strong laws, strong enforcement and the targeting risk groups, targeting areas where the greatest harm is being experienced.

There is perhaps less consensus on what role the beverage alcohol industry can have in contributing to the work of NGOs and advocacy groups. Evidence and good practice becomes the point around which we can find agreement – that we strive for common benefit, shared goals and mutual respect. This will be helped by putting certain safeguards in place:

- Size and duration of the commitment
- Ensuring independent direction
- Clear monitoring of impact
- There should be no brand promotion, the purpose always has to be about the promotion of safe and responsible behaviour.

The contribution needs to be measurable and verifiable, all decisions over support and delivery from the alcohol industry need to be transparent.

Dr Kate Allen – International Injury Research Unit, Johns Hopkins University

Faculty research scientist with a focus on impact of road traffic injury around the globe. The international Injury Research Unit at the Johns Hopkins University (JHU) do not accept money from the alcohol industry nor do they engage with them.

KA took the opportunity explain why, as public health professionals and researchers, they do not engage with the industry and outlined why as public health practitioners her colleagues believe that there is a fundamental conflict of interest.

Based on research evidence, voluntary controls do not work, therefore the responsibility to reduce risk does not lie solely with individuals. Indeed the risk is not only to the individual but affects others and disproportionately it affects vulnerable road users. We need a population based mindset with a focus on vulnerable groups which is the way public health approaches such issues.

International best practice prescribes a maximum blood alcohol concentration of 0.05 with strict enforcement and a lower BAC for young and novice drivers. Global move to further reduce this limit to 0.02 BAC.

Peer-reviewed research has shown that all the effective measures are population based. The measures that are endorsed by the WHO and global research community are:

- Regulations against drink driving with strong enforcement such as sobriety checks and alcolocks
- Regulations against the marketing of alcohol especially directed towards youth
- Control and restriction of the physical availability of alcohol
- Taxation on alcohol products

In essence making alcohol harder and more expensive to obtain is the key.

The public health experience of working with the alcohol industry has been largely negative. For example iCAP have promoted interventions with little to no evidence base. The drinks industry has promoted interventions (in the US & UK) that are clearly contradictory to the evidence base. In 2012, efforts in the UK to introduce stricter alcohol pricing laws were resisted by the industry and less effective measures were ultimately introduced. Leading health professionals identified 'excessive industry influence in national policy making'

In 2010, a review of draft national alcohol policy documents in 4 sub-saharan African nations revealed that the alcohol industry led the draft of these policies

"illustrate that the alcohol industries preferred a version of a national alcohol policy which either ignores or chooses selectively from the international evidence base on alcohol prevention."

The importance of this study is that these are among the only nations where the alcohol industry has yet to secure market penetration. The impact of alcohol related harm (mortality and burden of disease) per litre of pure alcohol consumed is greater in countries with a lower economic development level than in more developed countries.

Aside these direct experiences there is also the direct conflict of interest between the industry and public health.

Self-regulatory codes make positive statements about safe levels of consumption, but these levels are never properly defined. If appropriate public health guidance were followed in the US this would lead to an estimated 1/3rd reduction in alcohol industry profits and a reduction of approximately 50% in total market size.

The overriding issue remains that there is a distinct conflict and that for the alcohol industry sales and profits trump evidence based interventions and health outcomes.

Just as we would not allow the tobacco industry to define national smoking policy, there is no space to allow the alcohol industry to define policy in this area.

Etienne Krug - Director, Department for Management of Noncommunicable Diseases, Disability, Violence and Injury Prevention, World Health Organisation

According to WHO estimates 3.3m deaths each year around the world are alcohol related (road traffic, cancers, cirrhosis etc.) This is more than 5% of global deaths. 16% of global road deaths and 22% of all crashes are linked to alcohol consumption.

These deaths could be prevented if there is strong legislation (maximum BAC of 0.05 or less, especially for young people) and enforcement. Random breath testing is effective, good laws and effective enforcement is the key to saving many lives around the world.

The World Health Organization does not collaborate with the alcohol industry in any way and does not accept funding from the alcohol industry.

It is important that Alliance members consider the pros and cons very carefully.

There are many examples where the alcohol industry has not supported the strongest evidence based measures.

There is the clear conflict of interest as the alcohol industry's objective is to sell alcohol and alcohol is a major risk factor for road traffic crashes.

We are happy that the Together for Safer Roads (TSR) initiative has been created because private sector has important contributions to make to road safety, but there is a worry about the alcohol industry's involvement. We are waiting to see what it is going to do.

These are multi-billion dollar companies who could be willing to provide major financial support to the road safety field, but – to avoid conflict of interest - it should best be managed by a totally independent group.

Until we see the alcohol industry being willing to invest in the strongest measures we have to be careful. The NGO community could also reflect on the impact on families of victims who have lost a loved one through a crash involving a drunk driver.

Therefore it may be wise to be cautious, we may even be at the beginning of a change, but we have to wait and see.

Panel Discussion

JW asked if the industry (through TSR) will put investment into programmes that might actually harm the profitability of the beverage alcohol companies.

ML – responded that they will need to see the output of the white paper from the expert panel. Caro Smit – South Africans Against Drink Drivers identified that South African brewers are investing in alcohol evidence centres and supporting education across SA.

David Ward from Global NCap asked why does the alcohol industry not make an investment commensurate with the scale of the problem. Why not allocate \$1bn to contribute to an entirely independent and credible organisation that can deliver evidence based interventions.

Ilyas Saoud from ETSC drew attention to ‘Towards Zero’, a policy document about reducing alcohol consumption and its impact on road traffic injury has been supported.

Statement from the floor: I believe in encouraging the alcohol usage is a prevention, but we need to stop alcohol consumption entirely. I call on the alliance to have a slogan that we want to stop alcohol consumption entirely. ‘Stopping Alcohol is Promoting Health’

Avi Silverman from FIA Foundation emphasised that the restrictions on availability, pricing, taxation and enforceable legislation are the only real levers that work. Recommendation that we go beyond just setting aside a single sum, that we ask the academics and researchers to identify the appropriate response, price it and then ask the drinks industry to meet this cost.

Lena Gabrene from Kunhadi gave a run through of their Taxi Nights intervention to address the risks associated with drink driving.

Jess de la Fuente recommended a far more extensive roll out alcolock technology.

Paco de Anda Orellana from MDM Mexico identified that alcohol has been around for 8,000 years, cars for just 120 years. Alcohol is not the only issue, we could reduce 15% of accidents if we stop distraction by mobile phones, 3% of accidents could be avoided if we stop sex in cars.

Peter Frazer from Safe Australians Roads & Highways – recommendation is to deliver through increased taxation.

Rochelle Sobel from ASIRT stated ‘we are asking you to fastrack the investment in NGOs for their work.’

Cherif Keddou from Algeria recommended that no funding should be received from alcohol companies and lobbyists

Question from Shane O’Connor of FedEx asked ML “Is your CEO prepared to stand up in front of his shareholders and say that we are going to pursue a course of action that is going to reduce profit by one third?”

ML: Our CEO has said that ‘we have to break some eggs’ – AB-InBev are aware that this is not a free lunch, we have to have an impact as part of being a safe and sustainable business.

Other comments, not attributed highlighted the concepts that ‘banning alcohol would only encourage it’ and that ‘alcohol marketing will increase young people’s uptake of drinking and increase levels of consumption’

Consultation on Developing Guidance on working with the Alcohol Industry

The delegates agreed by majority that it would be worthwhile pursuing a consultation on whether road safety NGOs who are members of the alliance could or should work with the alcohol industry. As a first step, a guideline for members can be drafted.



Message to Conference from Etienne Krug

Appreciation of the work of this conference and the members of the global alliance.

Sense some demands and frustration from some of the members, but the executive have spent hundreds of hours to shape the agenda and lay on a conference that allows your organisations to come together. EK implored the members to come together in the General Assembly to use their energy to move the agenda forward not to constrain the work of the alliance or to break it up and disrupt the work of the alliance.

13:30-15:00: 2nd General Assembly of the Global Alliance

Update of Activities

- 40 grants were made to member organisations
- An advocacy guide for NGOs has been created
- Lotte Brondum started her post as Administrative Director in September 2014
- Action Plan was approved by the board
- Have successfully reached out to 90% of members
- A new procedure has been implemented to ensure transparency on financial transaction.
- Membership has grown to 134 member organisations
- Partnership building has been underway over the last few months
- Candidacy to the UNRSC was presented and approved in November 2014
- #savekidslives work has been undertaken by the Global Alliance
- In October 2014 the Global Alliance became part of the 'Friends of the UN Decade of Action on Road Safety' which has responsibility for planning towards the 2nd Ministerial conference in Brasilia.
- Global Meeting 2015 has clearly been planned over recent months and evaluation forms will be shared later to capture delegate feedback

Strategic Area of Networking & Sharing

- Growth in membership – (89 to 134 members)
- A list of all members was presented
- 90% of members reached

Financial Update

- Income of £166,541 against expenditure of £123,747
- Sponsors now include FedEx, Allianz, GRSF, Road Safety Fund and the World Bank

Presentation of the By-Laws & Suggested Changes

The by-laws were established at the founding assembly and LB presented some changes that need to be made.

- As there is no effective secretary general in the alliance, the first proposal is to change 'Secretary General' to 'Head of the Secretariat' – this was agreed by majority
- To include a 6 week announcement of any by-law changes prior to the general meeting – this was agreed by majority
- The removal of duplication of 'Elects an independent auditor of accounts' – this was agreed by majority
- Terms of office – propose that officers should be elected for terms of 2-4 years
 - A proposal from David Ward that there should not be a changeover of any more than half of the board in any election cycle.
 - It was approved by a majority of the members that LB will be given the mandate to redraft the wording on the basis of re-election on a two year cycle, ensuring that no more than two board members will be replaced at any general assembly.

- Proposal that Christian Thomas of the International Association of Pedestrians from Switzerland will be appointed as the Global Alliance's accountant - this was agreed by majority

Election of the Board

Until ratification of the adjusted by-law on election of the board suggested above, the entire board face re-election at each general assembly. Any variance from this, including the nomination of other candidates standing for election has to be presented in writing four weeks prior to the general assembly. This was carried out by LB in a timely manner. Therefore the elections consist of 4 existing board members standing for re-election and one new board member standing for election.

Mr Jeffrey Witte (Amend), President – standing for re-election

JW expressed his pride at serving the alliance and its members and a desire to serve another one to two terms before cycling off the alliance board.

Re-elected by majority

Mr Floor Lieshout (YOURS), Vice-President - standing for re-election

FL also expressed his appreciation for the opportunity to serve the alliance and a desire to serve another one to two terms before cycling off the alliance board.

Re-elected by majority

Mr Manuel Ramos (FEVR), standing for re-election

MR offered to stand for re-election

Re-elected by majority

Ms Rochelle Sobel (ASIRT), standing for re-election

RS described the power and potential of the alliance and her own desire to see the alliance grow from here.

Re-elected by majority

Ms Ndeye Awa Sarr (Laser International), standing for election

Introduced herself as a candidate for election as member of the board president of Laser International

Awa is a member of the UNRSC and wants to work to elevate the issue so that it should be recognised globally. After 15 years of work in this area Awa committed to put her skills at the disposal of the alliance. We are not here as fighters but as those who are aiming to repair the hearts and bodies that have been damaged – as NGOs we commit to

Elected by majority

Discussion on Election Process:

Some of the delegates expressed a desire to have representation at a geographic level, even if this should result in an expansion of the board. The members were asked if other constituencies wanted to be represented and no one came forward.

There was an indication from one or two delegates that they might be willing to stand for board membership but that they have not sought any advice from their own organisations

LB welcomed interest in adding capacity to the board and strength to the executive but stressed that according to the current by-laws there should be a board of five members and that candidates

seeking election should be proposed and announced to all members at least four weeks in advance.

Announcement

At the conclusion of the General Assembly the Formation of the National Alliance of NGOs for Road Safety in India was announced.

The Marrakech Declaration

LB presented the preamble to the Marrakech Declaration which would be presented to the Minister for Equipment, Transport & Logistics at the Closing Ceremony.

15:30-16:30: The Closing Ceremony

Introduced by Benacer Boulaajoul – Permanent Secretary, National Committee of Traffic Accident Prevention

The President of the Alliance, Mr Jeffrey Witte expressed his appreciation to the Kingdom of Morocco for their generosity and hospitality.

Marc Shotten from the World Bank described the Kingdom of Morocco as a model of engagement in road safety and expressed his appreciation to the delegates for increasing the level of engagement and authoritative debate around the issues facing the global road safety community.

Ajiz Rabat – Minister for Transport, Equipment and Logistics

Congratulated the organisers for the outstanding conference and described Morocco's pride in being able to partner with so many nations and welcome them to this beautiful city.

Morocco is a very diverse nation and each city has its own culture. The nation is developing in terms of safety, inward investment and opening our border to other nations through an expanding tourism industry.

In two years Morocco reduced around 700 deaths from its roads but this is only possible through the work of civil society. The minister described how roads can be built or houses can be demolished but we cannot ignore the lives of people. Road deaths are still running at 3,000 per annum and another 10,000 are injured on our roads.

In Morocco NGOs are the representatives of our civil society. There should be a charter for the civil society to ensure that the investment that is made available to NGOs reaches the places of greatest need.

The Moroccan government has 3 clear proposals:

- We will work on behaviour
 - We will work on infrastructure, but how can we change the mindset of the driver. What part can media and religion play in shaping culture and conduct on the roads.
- We will create a database for best practice
 - Building understanding about the work of road safety institutions around the globe.
- We will create a research centre for road safety here in Morocco

Close of Conference