

OUR INFORMATION

Global Alliance of NGOs for Road Safety

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ANNUAL REPORT 2015

LETTER FROM THE PRESIDENT



Dear Friends,

In September 2015, the United Nations ratified the Sustainable Development Goals (the “Global Goals”), which included two key targets for reducing deaths and injuries on the world’s roads. Strong NGO participation is essential to achieve the global targets for increasing road safety and reducing road fatalities. In 2015, the Global Alliance of NGOs for Road Safety continued to grow and push forward with its mission: to mobilize and empower road safety NGOs from around the world, enabling them to act to make roads safer for all and advocate for road victims’ rights. In 2015 our member base increased to more than 150 member NGOs active in over 90 countries.

With a Secretariat and a strategic plan in place, the internal focus this year was to build a sustainable, transparently governed and well-managed organization. Work toward these goals included improved oversight, and the Alliance Board of Directors approved an Anti-Bribery and Corruption Policy and required all staff and Board Members to declare their interests and sign a Code of Conduct. Also, readily available on our website, are the Alliance bylaws and internal regulations that guide the Board’s work between the General Assemblies. This is important as we grow and build a stronger organization.

The milestone event for the Alliance in 2015 was the Fourth Global Meeting of NGOs for Road Safety and Road Victims that took place in March in beautiful Marrakech, Morocco. The great passion shown by the

more than 200 road safety activists from around the world who attended, demonstrates that NGOs are a key part of the road safety equation and can contribute in significant ways to saving lives. We owe a great debt of gratitude to the Moroccan National Committee for Traffic Accident Prevention and Permanent Secretary Mr. Benacer Boulaajoul for hosting the event.

With the Global Goals adopted, the Alliance’s focus is now on how NGOs can help make sure those goals are achieved. Hundreds of NGOs across the globe joined the **#SaveKidsLives** Campaign, collected signatures for the Child Declaration for Road Safety and took thousands of “Safies” which generated a lot of buzz on social media. There was also momentum for action in Brasilia at the Second Global High-Level Conference for Road Safety, where the Alliance both facilitated NGO participation in the meeting and handed over the one million signatures to the Child Declaration for Road Safety to decision makers. These actions demonstrate that, with concerted effort and support, NGOs are instrumental in generating a demand from the public and governments for safer roads.

As always, the strength of the Alliance is in the partnerships for action that we build. The United Nations Road Safety Collaboration and the Friends of the Decade group are two platforms where we are fortunate to work with committed road safety professionals from around the world. And, of course, none of our work would be possible without the generous support of our funders: WHO, the Global Road Safety Facility, FIA Foundation, Allianz and FedEx. Their belief in the value of our work humbles us and drives us forward.

I would also like to extend a sincere thank you to the volunteers who contribute to the Alliance’s work. The Board is composed entirely of volunteers, who exhibit a passion and commitment to improving road safety around the world, and they work tirelessly to improve the Alliance.

We look back on 2015 proudly and look forward to growing the organization together.

Yours sincerely,

Jeffrey Witte
President
Board of Directors
Global Alliance of NGOs for Road Safety

THE CHALLENGE



1.25 million
lives are lost

each year due to road traffic injuries



50 million
people suffer injuries

on the world's road each year



The number of road traffic deaths has
has plateaued
since 2007



The African region
has the highest
road traffic fatality rate



The Sustainable Development Goals (SDGs) includes a target of

50% reduction
in road traffic deaths

and injuries by 2020. One of the new SDG targets (3.6) is to halve the global number of deaths and injuries from road traffic crashes by 2020



Almost half of all road traffic deaths are
pedestrians, cyclists
or motorcyclists



OUR RESPONSE



Increased membership to **158 road safety NGO member**, working in more than **90 countries**;



In March 2015, the **Fourth Global Meeting was hosted** by the Moroccan National Committee for Prevention of Traffic Accidents and was sponsored by FedEx, the Road Safety Fund, the World Bank's Global Road Safety Facility, and Allianz;



Organized Fourth Global Meeting for Nongovernmental Organizations Advocating for Road Safety and Road Victims in Morocco with participation of **201 stakeholders from around the world**. The Global Meeting was hosted by the Moroccan National Committee for Traffic Accident Prevention, co-sponsored by WHO, and funded by the Global Road Safety Facility, and FedEx;



Provided **89 travel grants** for the Global Meeting in Morocco, **51 travel grants** for the Second Global High-Level Conference in Brazil, 9 grants to kick start the **#SaveKidsLives** campaign, and **10 grants** for Child Reporters for UNRSW;



Provided opening remarks at the Second Global High-Level Conference on Road Safety in Brazil and facilitated more than 80 NGOs to participate in the conference;



Supported dissemination of the Global Status Report on Road Safety 2015;



Mobilized increased NGO participation in the Third United Nations Road Safety Week (UNGRSW) and the United Nations campaign: **#SaveKidsLives**;



Secured a grant from FedEx for networking and sharing and capacity building activities;



Facilitated collection of 1 million signatures for **#SaveKidsLives** campaign;



Established a capacity building program, the Alliance Empowerment Program, which **was launched at the Second Global High-Level Conference** on Road Safety in Brazil and started collecting data for a learning needs assessment;



Established the Secretariat, a governance structure for the Alliance. The Secretariat has, among other things, overseen the revision of the Alliance bylaws, and financial and accounting systems, and obtained a Swiss tax exemption declaration;



Participated as a member of the Friends of the Decade group and attended meetings in Gothenburg and Geneva.



In March 2015, the **Fourth Global Meeting was hosted** by the Moroccan National Committee for Prevention of Traffic Accidents and was sponsored by FedEx, the Road Safety Fund, the World Bank's Global Road Safety Facility, and Allianz;



Improved communication, including production of **27 newsletters** in 2015;



WHAT WE DO

NETWORKING AND SHARING

Global Meeting 2015

The Global Meeting of Nongovernmental Organizations Advocating for Road Safety and Road Victims (Global Meeting) is a key event for the Alliance and takes place every two years. Previous events were held in Brussels, Washington, DC, and Antalya. The Global Meeting brings together members for networking, sharing best practice, and capacity building.

In March 2015, the Fourth Global Meeting was hosted by the Moroccan National Committee for Prevention of Traffic Accidents and was sponsored by FedEx, the Road Safety Fund, the World Bank's Global Road Safety Facility, and Allianz.



On 13-14 March 2015, more than 201 delegates from over 52 countries, representing 100 NGOs, gathered in Marrakech, Morocco at the Zalagh Kashbar Hotel & Spa for the Fourth Global Meeting of Nongovernmental Organizations Advocating for Road Safety and Road Victims. Dignitaries from the Moroccan Government included Aziz Rabbah, Minister of Transport, Equipment and Logistics, and Dr. Mohamed Najib Boulif, the Minister Delegate to the Minister of Logistics, Equipment and Logistics in charge of Transport.



Main outcomes from the meeting were:

- The Alliance Marrakech Declaration, which calls for NGOs to be consulted in the implementation of evidence-based programs, was handed over to Aziz Rabbah, Minister of Transport, Equipment and Logistics, Morocco;
- A poster exhibition was opened by Dr. Mohamed Najib Boulif, Minister Delegate to the Minister of Logistics, Equipment and Logistics in charge of Transport, Morocco, displaying best practice safety work from 100 NGOs from 52 countries;
- 30 NGO delegates were trained in fundraising and data analysis by FedEx representative, Shane O'Connor; 50 NGOs participated in program evaluation training by Dr. Kate Allen from Johns Hopkins School of Public Health;
- The Second General Assembly of the Global Alliance of NGOs for Road Safety was held, resulting in the re-election of four Board Members and election of a fifth Board Member;
- NGO activities were planned for the Global High-Level Conference on Road Safety in Brazil in November 2015;
- NGO activities were planned for the **#SaveKidsLives** campaign and the Third UN Global Road Safety Week, which took place from 4-10 May 2015;
- A moment of silence was held for road victims;
- Partnerships with multilateral organizations and corporates were discussed.



WHAT WE DO

ADVOCACY

At the outset of the **#SaveKidsLives** campaign, the Alliance supported the design of an introductory film that served to describe the campaign and how people could be involved.

The Alliance was instrumental in mobilizing NGOs around the world to secure the one million signatures on the Child Declaration.

The Child Declaration was ultimately handed over to ministers and decision makers in Brazil at the Second Global High-Level Conference on Road Safety which convened on 18-19 November 2015.



Country highlights

URUGUAY - Alliance Member, Fundacion Gonzalo Rodrigues, organized features in a children's magazine to create a larger impact among parents and children.

VIETNAM - In cooperation with the Ho Chi Minh Government, the AIP Foundation organized a Traffic Safety Forum for Children. Select students from Ho Chi Minh City joined a panel to discuss road risks and hazards they encounter when travelling to school. Students asked questions and presented solutions to road safety leaders that will enhance the safety of child road users and improve traffic environments.

SOUTH AFRICA - South Africa Against Drunk Driving implemented the **#SaveKidsLives** campaign to create awareness about the many children killed on South Africa's roads. The NGO wrapped trees and lamp posts in yellow banners displaying the **#SaveKidsLives** campaign logo, sent comprehensive material about the campaign to participating schools and businesses so that they could create their own presentations, and visited the local offices of the Department of Transport and Health to speak to government officials about the **#SaveKidsLives** campaign, its aims, and to ask them to commit to the declaration. The campaign also reached three large McDonald's stores which will continue to run the project and wear the **#SaveKidsLives** campaign shirts every second Friday.



WHAT WE DO

CAPACITY BUILDING

Announcement of the Alliance Empowerment Program in Brazil

In October 2015, the Alliance received a generous grant from FedEx to build the capacity of Alliance Members. This led to the Alliance Empowerment Program, which was launched at the Second Global High-Level Conference in Brazil in November 2015. The grant is meant to facilitate networking and sharing among NGOs working in road safety as well as the larger global road safety community. It will also support the capacity development more than 150 Alliance Members working in road safety around the world.



Main Components of the Alliance Empowerment Program

Website and Social Media:



The new grant will help the Alliance to improve its communication to both members and the larger road safety community. The Alliance contracted a web design agency to develop a new, more user-friendly website that goes live in 2016. The Alliance will continue to connect with and inspire members through our monthly newsletter, and improve its presence on social media platforms such as Facebook and Twitter.

Capacity Building:



The new Alliance Empowerment Program will be informed by a learning needs assessment that will close in January 2016. This comprehensive needs assessment will reveal the specific areas in which members would like to receive training to improve the effectiveness of their programs. The assessment is an online survey paired with in-depth interviews with key NGOs.



A GROWING ALLIANCE

With **158 member nongovernmental organizations** (NGOs) active in more than **90 countries**, the Global Alliance of NGOs for Road Safety was founded in response to demand from NGOs worldwide for a forum where NGOs can share best practices and collectively advocate for road safety and the rights of victims of road traffic injury.



Member Features

BENIN - Alliance Member, ALINAGNON, organized the fourth year of the African Night Without Accident in 2015. The first African edition of Night Without Accident, an initiative that educates bar and nightclub customers on the consequences of drinking and driving, was organized in 2012 in the city of Parakou, the third largest city in Benin, through a partnership between ALINAGNON and the NGO Responsible Young Drivers (RYD). The awareness raising activities involved, among other things, competitions, breathalyzers, distribution of gifts and gadgets, and poster collages. Results have indicated that Night Without Accident led to a decrease in traffic crash rates related to alcohol by approximately 10%. Now, in 2015, the African Night Without Accident is an annual event throughout Benin. The success of the initiative in 2012 was responsible for its spread in Benin in 2013. ALINAGNON continues to organize the event every year. ALINAGNON also advocated for the initiative's expansion to neighboring countries such as Cameroon, Nigeria, Togo, and Burkina Faso.

ARGENTINA - Alliance Member, Luchemos por la Vida, from Argentina, launched a free program Conduciendo por la Vida ("Driving for Life") in collaboration with Ford Argentina. The goal of the program was to raise awareness and provide road safety education to youth aged between 15 and 18. The program also provides guidance and information for educators and parents, to allow them to participate actively in the educational process. The course touches on topics including drunk driving, proper use of seat belts and helmets, speed limits, cell phone use while driving, respecting pedestrians and cyclists, and more. The program was based on guidelines from Luchemos por la Vida's extensive educational experience and on the successful program Ford Driving Skills for Life, which has been delivered for the last 12 years in the US and countries from Europe, Asia, and Latin America.

IRAN - Road Safety Supporters Society, an Alliance Member from Iran, empowers women in their country by involving them in the road safety agenda. The NGO has recently established a Women's Committee to help women to realize their ability to lead and effect change. In its early stages, the Women's Committee has mobilized women to speak about road safety and its importance at a variety of family and religious gatherings. These are promising spheres of influence for women in the country. The Committee also has plans to train female school teachers on road safety, so that they can transfer this knowledge to students and Iran's younger generation.

NIGERIA - Alliance Member, Safety Beyond Borders, created the initiative "Light Up the Night for Traffic Safety" in 2015. They encouraged Nigerians to use a USD 4 safety device - a pair of 45 centimeter-long reflective straps or tapes - to promote the visibility of their vehicles when traveling on the road at night. Car owners and drivers of large vehicles stick these reflective tapes on the sides and rear of their vehicles so they can be seen from a distance of about 500 meters by other road users, consequently averting traffic crashes and saving lives. Of surveyed vehicle owners and drivers, 85% stated that they can see vehicles with reflective tapes more clearly and quickly than vehicles without these devices when they are driving on the roads.



GLOBAL ALLIANCE OF NGOS FOR ROAD SAFETY

MEMBERSHIP LIST 2015

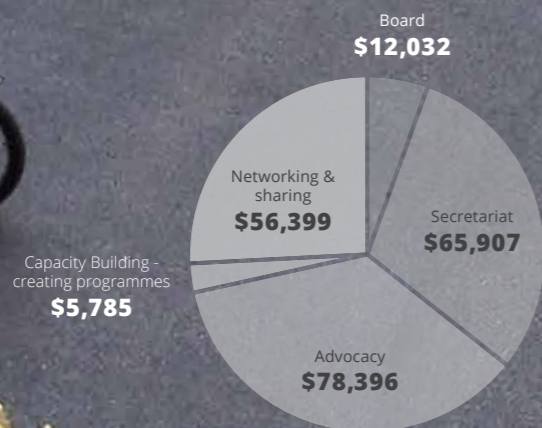
- ▶ A.C.T.I.V.V.A.S. ASOCIACIÓN CIVIL CONTRA LA VIOLENCIA VIAL
- ▶ ACODOM, INC
- ▶ ACONVIVIR
- ▶ Action et Jeunesse pour le Développement - Sécurité Routière (AJD - Sécurité Routière)
- ▶ ADISIV
- ▶ AESLEME
- ▶ Afavivy
- ▶ Amend
- ▶ AMPROUD
- ▶ AMRKS
- ▶ Arrive Alive Road Safety Initiative
- ▶ ArriveSAFE
- ▶ Asia Injury Prevention Foundation, Vietnam
- ▶ Asia Injury Prevention Foundation, Thailand
- ▶ Asia Injury Prevention Foundation, Cambodia
- ▶ ASIRT
- ▶ ASIRT Kenya
- ▶ ASOCIPIA SIGURANPA AUTO
- ▶ Asociacion Madres del Dolor
- ▶ Asoransito
- ▶ ACA-M
- ▶ Association des Familles de Victimes des Accidents de la Circulation (AFVAC - CAMEROUN)
- ▶ ASSOCIATION ZEINA HAUCH
- ▶ Australian Road Safety Foundation
- ▶ Automobile Club of Moldova (ACM)
- ▶ AVA-TOGO
- ▶ AVOID ACCIDENT
- ▶ AVR
- ▶ AVR Association Nationale des Victimes de la Route
- ▶ INJURIES PREVENTION & INFORMATION CENTRE-KENYA (IPIC-K)
- ▶ Belarusian Auto Moto Touring Club
- ▶ Brake
- ▶ Cambodia Movement for Health
- ▶ Cameroon Association for the Defence of Victims of Accident (CADVA)
- ▶ Cameroon Road Safety Foundation (CAROSAF)
- ▶ Canadian Association of Road Safety Professionals
- ▶ CCVR Romania
- ▶ Chariots of Destiny Organization
- ▶ Child Safety Promotion and Injury Prevention Research Center
- ▶ Childsafe South Africa
- ▶ Conduciendo a Conciencia
- ▶ CRIANÇA SEGURA SAFE KIDS, BRASIL
- ▶ Eastern Alliance for Safe & Sustainable Transport (EASST)
- ▶ EFTHITA RHODES
- ▶ Egyptian Society For Road Safety - ESRS
- ▶ European Alcohol Policy Alliance
- ▶ European Cyclists Federation
- ▶ Federaci
- ▶ FEVR
- ▶ FIA
- ▶ FIA Foundation
- ▶ Forum for Prevention of Road Accidents
- ▶ Friends of the Road
- ▶ Fundação Thiago de Moraes Gonzaga
- ▶ Fundación S.O.S. Paz en las Carreteras
- ▶ Fundación Tiempo para Vivir, A. C.
- ▶ FUNDACION CAVAT
- ▶ Fundacion Gonzalo Rodriguez
- ▶ FUNDACION UNITRAN
- ▶ Global New Car Assessment Programme
- ▶ Handicap International Federation
- ▶ Hayat International Humanitarian Organisation
- ▶ Helmet Vaccine Initiative Tanzania Foundation
- ▶ IECT - Instituto de Ética e Comportamento no Transito
- ▶ Indian Federation of Road Safety
- ▶ Institute for Transportation and Development Policy
- ▶ Instituto Internacional de Ciencias Pol
- ▶ International Federation of Pedestrians
- ▶ International Police Association (IPA) Turkey
- ▶ International Road Federation
- ▶ Irish Road Victims' Association
- ▶ Italian Association of Road Safety Professionals
- ▶ Kids Non-Profit Organization
- ▶ Kunhadi
- ▶ Kwapda'as Road Safety Demand (KRSD)
- ▶ Kyrgyz Road Safety NGO
- ▶ La Prévention Routière Internationale
- ▶ LASER international
- ▶ Les ambassadeurs de la sécurité routière

- ▶ Lifestyle Health Education and Safety Foundation
- ▶ Lima Cómo Vamos
- ▶ Luchemos por la Vida-Asociación Civil
- ▶ MADD Canada
- ▶ Mexico Previene
- ▶ Mothers Against Drunk Driving
- ▶ Movilidad y Desarrollo M
- ▶ NACE A.C. (No A Conducir Ebrio)
- ▶ National Organizations for Youth Safety (NOYS)
- ▶ National Road Safety Council (NRSC)
- ▶ National Youth Parliament-The Gambia
- ▶ New Zealand Sleep Safety Ltd
- ▶ Observatório Nacional de Segurança Viária
- ▶ ONG ALINAGNON
- ▶ Open Youth Institute for Research, Education and Development
- ▶ Organisation des Jeunes Ivoiriens pour la Security Routiere (OJISER)
- ▶ P(A)T - PREVENCIÓN DE ACCIDENTES DE TRAFICO
- ▶ Pamoja Road Safety Initiative
- ▶ Parachute Leaders in Injury Prevention
- ▶ Partnership For Road Safety
- ▶ PATVORA Initiative
- ▶ PEOPLE'S TRUST JAIPUR
- ▶ Por la Via Por la Vida - Liga Contra la Violencia Vial
- ▶ Private Sector Road Safety Forum (Namibia)
- ▶ PROJECT C.A.R.E.S.
- ▶ REACTION YOUTH FOR THE PREVENTION
- ▶ Responsible Young Drivers
- ▶ Road Accident Information & Rescue Organization
- ▶ Road Safety Association Indonesia
- ▶ Road Safety Initiative - Uganda
- ▶ Road Safety Moldova
- ▶ Road Safety Russia
- ▶ Road Safety Support Foundation (Ukraine)
- ▶ Road Safety Supporters Society (RSSS)
- ▶ Road Safety Trust Uganda
- ▶ RoadPeace
- ▶ Roads For Life
- ▶ RoadSafe
- ▶ RoadWise Network
- ▶ RoSPA
- ▶ Safe Kids (Worldwide) Philippines
- ▶ Safe Kids China
- ▶ SAFE KIDS FOUNDATION
- ▶ Safe Kids Korea
- ▶ Safe Kids Malaysia
- ▶ Safe Kids Worldwide
- ▶ Safe Road Foundation
- ▶ Safedrive Africa Foundation (SDAF)
- ▶ Safekids Aotearoa/New Zealand
- ▶ Safer Australian Roads and Highways (SARAH)
- ▶ Save Life International
- ▶ SaveLIFE Foundation
- ▶ SECURROUTE
- ▶ Safety Beyond Borders
- ▶ Smart Drivers Organization
- ▶ Society of Road Safety Ambassadors
- ▶ South Africans Against Drunk Driving
- ▶ Stop Accidentes
- ▶ Sustainability for Life
- ▶ Swatantrata Abhiyan Nepal
- ▶ TEMIDAYO OGAN CHILD SAFETY AND SUPPORT (TOCSS) FOUNDATION
- ▶ THE ABILITY PEOPLE
- ▶ The Association for Improving Safety of Road Traffic
- ▶ The Royal Health Awareness Society
- ▶ TRAX S. SOCIETY
- ▶ Turkish Traffic Safety Association
- ▶ Uganda Red Cross Mbarara
- ▶ Uganda Road Accident Reduction Network Organisation (URRENO)
- ▶ Ukrainian Road Safety Association
- ▶ UWABA Dar es Salaam Cycling Community
- ▶ Victimias de Violencia Vial AC
- ▶ YOU ARE WHAT U DO - KOSTAS KOUVIDIS
- ▶ Young Generation of Tajikistan
- ▶ YOURS - Youth for Road Safety
- ▶ Youth Task Force
- ▶ Zambian Road Safety Trust

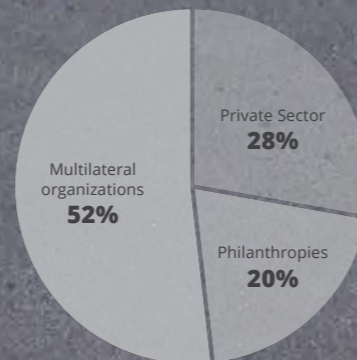


2015 FINANCIALS

EXPENDITURE



SOURCES OF INCOME



GOVERNANCE

BOARD OF DIRECTORS

Jeffrey Witte Amend	Manuel Ramos ACA-M	Rochelle Sobel Asirt
Ndèye Awa Sarr Laser International	Floor Lieshout YOURS	

The Board of Directors is composed entirely of volunteers. Board members are elected from among Alliance member NGOs.

SECRETARIAT

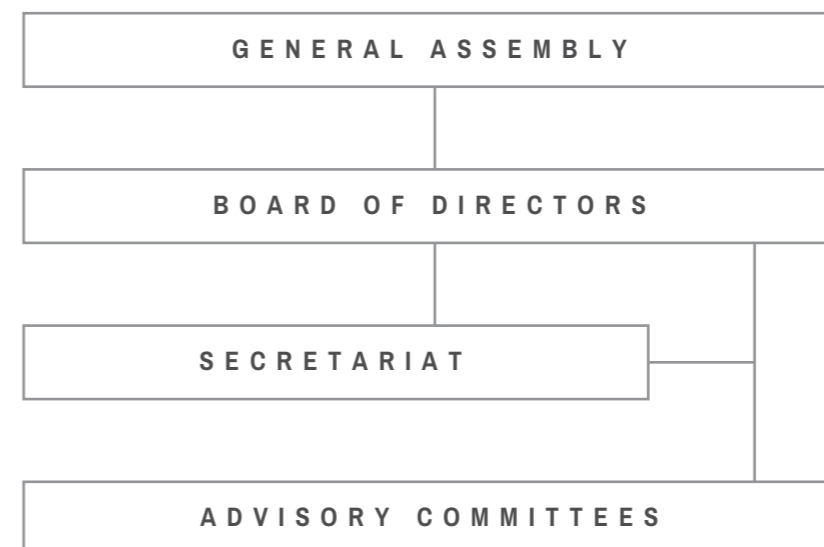
Lotte Brondum Administrative Director	Claire Montgomery Financial Officer	Bailey Marshall Communication Officer
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AFFILIATIONS

- ▶ Decade of Action for Road Safety 2011-2020
- ▶ Friends of the Decade
- ▶ United Nations Road Safety Collaboration (UNRSC)

SUPPORTING ORGANIZATIONS

- ▶ Alliance
- ▶ Blacklane
- ▶ FedEx
- ▶ Safe Kids
- ▶ Road Safety Fund
- ▶ Global Road Safety Facility
- ▶ World Health Organization



The General Assembly convenes every two years and is composed of all Alliance member NGOs. At the General Assembly members vote on Alliance bylaws and elect the Board of Directors.