



ROAD SAFETY  
GRANTS PROGRAMME

# OUR CHALLENGE: TO HALVE GLOBAL ROAD FATALITIES BY 2020



Dear Reader,

Today's road safety challenge is one of the world's greatest health and development issues. Every year, 1.34 million lives are lost on the roads and between 20 to 50 million people are seriously injured, leaving families, friends, and loved ones devastated. In this context, the United Nations have set the ambitious objective of halving the number of global deaths and injuries from road traffic crashes by 2020, and this requires everyone's efforts and commitment. We all have an obligation to take action, whether it be politicians introducing new legislations or drivers taking responsibility for their behaviour. Indeed, unlike others health crises, we know how to make roads safe.

It is encouraging to see that FIA Member Clubs, with the support from the FIA, are at the forefront of the effort to achieve this goal. The FIA, as a representative of Automobile Clubs has the mission of advocating that road safety is a fundamental human right which is worth fighting for. All the more promising is the increasing number of FIA Member Clubs getting involved to ensure everyone has the right to a safe journey, whether it be to school or to work.

It is with great pride that I present this review of the outstanding work done by FIA Member Clubs since the inception of the FIA Road Safety Grants Programme in 2012.

The scope of the initiatives undertaken by our Clubs is ambitious both in terms of content and reach. From training sessions for motorcycle taxis and driver distraction campaigns, to road safety education programmes for school children, FIA Clubs have developed truly innovative safety campaigns. Together with the FIA, Member Clubs succeed in mobilising people and resources to shape a better future.

Over the past eight years, the FIA Road Safety Grants Programme has supported many innovative projects that have broken new ground in the mission to make our roads safer, and I look forward to seeing even more come to fruition in the future. With determination, dedication and vision, I know we can succeed in saving lives.

A handwritten signature in black ink, which appears to be 'Jean Todt'.

With best wishes,  
Jean Todt  
FIA President  
United Nations Secretary-General's  
Special Envoy for Road Safety



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## WHAT IS THE ROAD SAFETY GRANTS PROGRAMME?



EVERY YEAR

1.34

MILLION FATALITIES  
ON THE WORLD'S  
ROADS



EVERY YEAR BETWEEN

20 to 50

MILLION PEOPLE  
ARE SERIOUSLY  
INJURED



EVERY DAY

500

CHILDREN  
ARE KILLED

### THE FIA ROAD SAFETY GRANTS PROGRAMME WAS FOUNDED IN 2012,

with an endowment from the FIA Foundation. Since then, it has awarded over €7,200,000 in support of FIA Clubs' road safety projects all over the world. Over 350 innovative road safety initiatives have been started in more than 90 countries: awareness campaigns, educational programmes and trainings, vulnerable road users' protection projects, events and workshops, road infrastructure safety information and vehicle inspection programmes.

BUILDING  
CAPACITIES



MOBILISING  
LOCAL  
ACTIONS



GLOBAL  
ADVOCACY  
EFFORTS

# OUTREACH & IMPACTS



8

years



Over

350

projects



€7.2

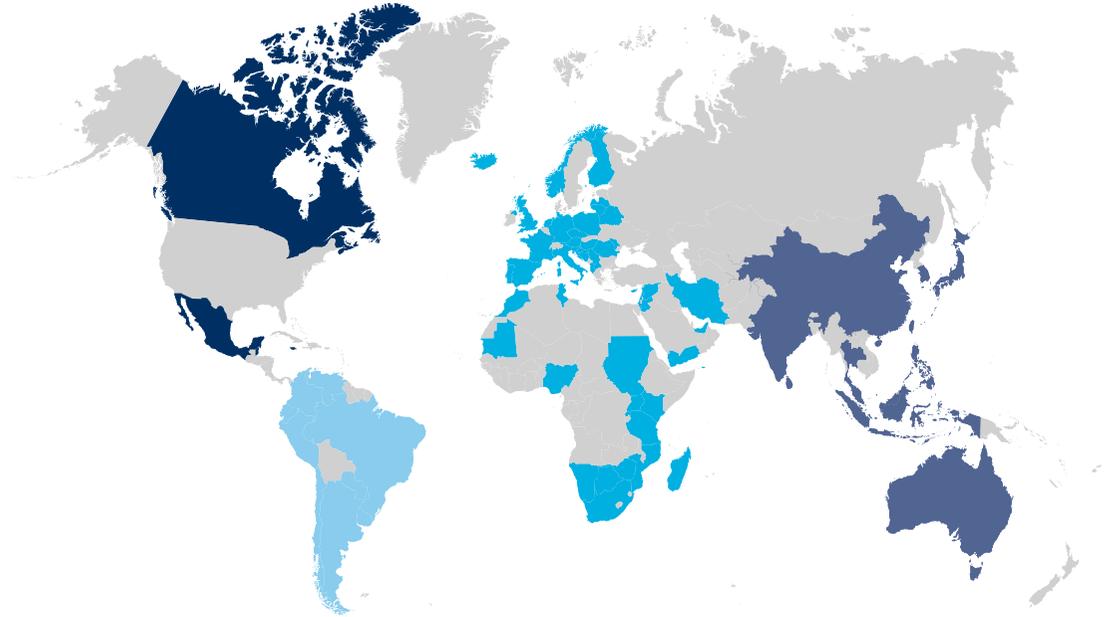
million



In over

90

countries



Region I

232

projects

Europe  
Middle East  
Africa

Region II

74

projects

Asia  
Oceania

Region III

22

projects

North and  
Central America

Region IV

50

projects

South America

# WHAT THE FIA ROAD SAFETY GRANTS PROGRAMME IS ABOUT

## THE FIA ROAD SAFETY GRANTS PROGRAMME WAS DEVELOPED AROUND FOUR THEMES:

- Protecting risk groups;
- Promoting safer behaviour;
- Improving post-crash care;
- Assessing vehicle safety and road infrastructure.

Together, these topics cover all the key challenges of road safety.

Only by addressing all these issues, can the situation be changed lastingly.

**201** awareness campaigns

**68** educational programmes

**49** events

**47** trainings

**19**  
research projects



## ADVOCACY AND ACTION ON THE GROUND

**Supporting and creating opportunities for Clubs** to promote the interests of all road users through road safety improvements is core to the programme.

# ADVOCACY AND ACTION ON THE GROUND

218  
projects

77  
countries

## PROTECTING RISK GROUPS

Vulnerable road users:  
children, pedestrians,  
cyclists, motorcyclists,  
senior and novice drivers



112  
projects

67  
countries

## PROMOTING SAFER BEHAVIOUR

Distraction, drink-driving,  
fatigue, speeding



27  
projects

22  
countries

## IMPROVING POST-CRASH CARE



25  
projects

20  
countries

## ASSESSING VEHICLE SAFETY AND ROAD INFRASTRUCTURE

Vehicle inspection, road  
infrastructure



## **PROTECTING RISK GROUPS**

Projects which develop comprehensive programmes to protect vulnerable road users such as children, pedestrians, cyclists, motorcycle users and elderly people.

## **PROMOTING SAFE BEHAVIOUR**

Projects which develop comprehensive programmes to improve road user behaviour, including awareness campaigns, educational programmes and trainings to discourage unsafe behaviours such as speeding, drink-driving, distraction and other risky activities.

## **IMPROVING POST-CRASH CARE**

Projects which increase responsiveness to post-crash emergencies and improve the ability for emergency treatment and longer-term rehabilitation.

## **ASSESSING VEHICLE SAFETY AND ROAD INFRASTRUCTURE**

Projects which encourage the deployment of improved vehicle safety technologies – both active and passive as well as projects which help to increase the safety of road networks for all users, including those most vulnerable – pedestrians, bicyclists and motorcyclists.

# **BUILDING A SAFETY NETWORK**

The FIA Road Safety Grants Programme has been created to:

- address the road safety challenge at a local level,
- ensure local initiatives are as effective as possible through financial and logistical support,
- provide Clubs with the means to promote road safety at a national level, giving them the tools for institutional and corporate lobbying,
- give innovative initiatives the exposure they deserve,
- support long-term actions, making them accessible to as many Clubs as possible,
- connect FIA Clubs, in order to expand and scale up successful initiatives for maximum impact.

With these clear objectives, the FIA Road Safety Grants Programme will not only help Clubs fight road fatalities at a local level, but also build a vast network of road safety initiatives suitable for all countries and situations.



# PROTECTING RISK GROUPS

Projects which develop comprehensive programmes to protect vulnerable road users such as children, pedestrians, cyclists, motorcycle users and elderly people.

218  
projects  
including

103  
for  
child safety

77  
countries

## EUROPE, MIDDLE-EAST, AFRICA

Albania, Austria, Azerbaijan, Belarus, Belgium, Bosnia & Herzegovina, Botswana, Croatia, Cyprus, Czech Republic, Finland, France, Germany, Hungary, Iran, Israel, Italy, Kenya, Latvia, Lebanon, Lithuania, Macedonia, Mauritania, Moldova, Morocco, Mozambique, Namibia, Netherlands, Nigeria, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, South Africa, Spain, Sudan, Syria, Tanzania, Tunisia, Uganda, United Arab Emirates, United Kingdom, Zimbabwe

## ASIA, OCEANIA

Australia, China, Hong Kong, India, Indonesia, Japan, Malaysia, Nepal, Philippines, Singapore, Sri Lanka, Thailand

## NORTH AND CENTRAL AMERICA

Bahamas, Belize, Canada, Dominican Republic, Jamaica, Mexico

## SOUTH AMERICA

Belize, Brazil, Chile, Colombia, Costa Rica, Ecuador, Guatemala, Nicaragua, Paraguay, Peru, Uruguay, Venezuela



## CHILD SAFETY

Children represent an overwhelming part of roads' victims. It is encouraging to see that FIA Member Clubs, with the support of the FIA, are mobilised to reduce children's fatalities on the road by carrying out initiatives that aim to protect their lives.

Some projects have been carried out in support of the 3<sup>rd</sup> United Nations Global Road Safety week focusing on child safety. **#SaveKidsLives**

**WHAT?** EXPLAINING the dangers and rules of traffic to children **#SaveKidsLives**

**HOW?** Children aged 5 to 6 were taught proper road traffic behaviour (how to cross a street, how to act when on a sidewalk, how to be safe in a car/bus, etc.) in a playful manner through demonstrations of everyday traffic situations.

**WHO?** AUSTRIA - Österreichischer Automobil-Motorrad-und Touring Club (ÖAMTC) / Kleines Straßen 1x1 (2015)



**WHAT?** TEACHING children to be responsible pedestrians

**HOW?** Educational campaign consisting of visits of educational institutions and organisations to provide theoretical and practical classes on road safety. The itinerant circuit taught 15,370 pupils aged 3 to 11 years safe habits and behaviour through classes designed to make pedestrians and future drivers more responsible.

**WHO?** PERU - Touring y Automóvil Club del Peru (TACP) / Itinerant classes of Road Safety (2016)



Around **28,000 people** took part in the campaign; with the participation of municipalities, school directors and teachers, the Minister of Transport and Minister of Education, we have been able to reach between **400 and 600 students** per week. We are very thankful to the FIA for their participation in the implementation of this project.



# PROTECTING RISK GROUPS

## CHILD SAFETY

**WHAT?** ALERTING children to the dangers of the road **#SaveKidsLives**

**HOW?** Project in 10 schools located in highly vulnerable areas of the city of Asunción, where 100 teachers were trained in road safety, passing their learnings on to more than 4,000 students. A one-day event with all the students from the 10 schools capped off the initiative.

**WHO?** **PARAGUAY - Touring y Automóvil Club Paraguayo (TACPy) /** Road Safety for Vulnerable Children in Schools (2015)



**WHAT?** TRAINING school bus drivers to minimise road crashes **#SaveKidsLives**

**HOW?** Training programme for 90 school bus drivers, which reinforced their roles and responsibilities, and raised awareness of stress and fatigue and how best to manage them. As part of this initiative, 300 children received helmets.

**WHO?** PHILIPPINES - Automobile Association Philippines (AAP) /



School service drivers' training programme (2015)



**WHAT? SENSITISING children with a junior co-pilot game mobile app**

**HOW?** Project to promote road safety by inviting kids travelling with their parents to become co-pilots via the Junior Co-Pilot game. The game uses GPS technologies, is fully synced with the car, sending warnings whenever the driver is speeding and when STOP signs or a dangerous curve approach.

**WHO? ROMANIA - Automobil Clubul Roman (ACR) / Junior Co-Pilot (2016)**



*The app produced a large amount of public interest: **58 written articles** in Romania, **6 prime-time news broadcasts**, and **23,177 downloads**. The FIA was always available to support the development of the project. The valuable information provided helped us to implement the project in good conditions.*

**WHAT? EDUCATING pupils on developing good road safety behaviour**

**HOW?** Educational initiative for children to learn the best way to behave as future drivers, passengers, and pedestrians. Educational posters were distributed in 366 schools and used as teaching material. The posters brought children's attention to road user rules and the potential dangers they might face everyday on the road.

**WHO? SINGAPORE - Automobile Association of Singapore (AAS) / Safe Road Habits (2016)**



# PROTECTING RISK GROUPS

## SENIOR DRIVERS

Older people encounter physical and psychological changes which can affect their behaviours as drivers and pedestrians. It is therefore essential to help them remain safe road users while they go through those changes.

**WHAT?** ASSISTING elderly drivers to assess their driving abilities

**HOW?** Development of a website dedicated to elderly drivers, their relatives, and health and mobility professionals to encourage an active, safe and healthy mobility. This project includes an online self-evaluation tool for senior drivers, including seven cognitive tests to assess their vision, attention, memory, coordination, and other perceptive and cognitive abilities.

**WHO?** SPAIN - Reial Automòbil Club De Catalunya (RACC) / Senior driving Self-Evaluation website (2017)

**RACC**

Adopting the **self-assessment approach** to the issue of elderly drivers provided an affordable and rigorous solution. The FIA helped us in advising and following the progress from the first steps of the project, to offering information and answering the possible doubts during the deployment of the project.

## TWO-WHEELERS

Two-wheelers are considered to be vulnerable road users since their vehicles provide less protection than a car. However, it is paramount to ensure that motorcyclists and cyclists can travel safely by improving their visibility and training them to be responsible road users.



**WHAT?** PROVIDING cyclist pupils with helmets for a safe commute to school

**HOW?** Training programme for children and parents to raise awareness on the importance of bike helmet safety. In collaboration with the Government and local associations, one thousand helmets were distributed to low-income children. School Patrols were set up in 122 educational institutions, and booklets with road safety regulations were distributed to children and teachers.

**WHO?** COLOMBIA - Touring y Automòbil Club de Colombia (ACC) / To the school by bike (2017)





**WHAT?** ENHANCING the relationship between drivers and cyclists

**HOW?** Campaign to maintain and improve the low number of road crashes involving cyclists through training and education. This initiative also included an awareness campaign, urging drivers to treat cyclists with respect.

**WHO?** MACEDONIA - Avto-Moto Sojuz na Makedonija (AMSM) / Smart city cycling (2015)



**WHAT?** IMPROVING motorcyclists' visibility at night

**HOW?** Continuation of a proven successful project to train a further 1,000 motorcyclists and three-wheeler drivers, and to distribute 10,000 fluorescent stickers to improve night visibility. In total, the AAT trained 5,024 motorcyclists in several regions of the country.

**WHO?** TANZANIA - Automobile Association of Tanzania (AAT) / Boda Boda 4.0 (2015)



Thanks to the project, the crash rate has decreased for Boda Boda riders in Dar es Salaam by **36%**. The AAT, with the FIA's support, trained more than **5,000 riders**. This campaign raised widespread awareness; now it is compulsory for Boda Boda riders to attend classes and take driving lessons.

## PEDESTRIANS

Pedestrians are major road users along with drivers therefore they should also be protected and behave in a safe way on the road.



**WHAT?** STUDYING texting while walking, and why it can be risky

**HOW?** Study to scientifically analyse the risks generated by texting while walking and cycling. The results have been distributed to Clubs globally. Tests were conducted on pedestrians at a crowded intersection in Shibuya, Tokyo, and on cyclists on a driving school practice course.

**WHO?** JAPAN - Japan Automobile Federation (JAF) / Don't text and walk! (2015)







## PROMOTING SAFE BEHAVIOUR



Projects which develop comprehensive programmes to improve road user behaviour, including campaigns, educational programmes and trainings to discourage unsafe behaviours such as speeding, drink-driving, distraction and other risky activities.

112  
projects

66  
countries

### **EUROPE, MIDDLE-EAST, AFRICA**

Albania, Belarus, Bosnia and Herzegovina, Botswana, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Egypt, Finland, Georgia, Greece, Hungary, Iran, Israel, Italy, Jordan, Kenya, Kosovo, Latvia, Lebanon, Lithuania, Macedonia, Mauritania, Moldova, Morocco, Mozambique, Nigeria, Norway, Poland, Portugal, Romania, Saudi Arabia, Serbia, Slovakia, Slovenia, Spain, Switzerland, Syria, Tanzania, United Kingdom

### **ASIA, OCEANIA**

Australia, Bangladesh, China, Hong Kong, India, Japan, Korea, Nepal, Philippines, Singapore, Sri Lanka, Vietnam

### **NORTH AND CENTRAL AMERICA**

Bahamas, Canada, Dominican Republic

### **SOUTH AMERICA**

Argentina, Brazil, Colombia, Costa Rica, El Salvador, Guatemala, Paraguay, Peru, Uruguay

# PROMOTING SAFE BEHAVIOUR

## RISK FACTORS

The aim is to sensitise road users to everything that can affect their behaviour while on the road and thus to limit the risk factors that can lead to crashes.

Some projects have been implemented in the framework of the 4<sup>th</sup> United Nations Global Road Safety week focusing on speed. 

**WHAT? RAISING awareness during the high seasons of crashes**

**HOW?** Awareness campaign through media, leading up to Easter week (holiday season), which is the most dangerous in terms of accidents. A key radio host spearheaded the campaign. The road safety campaign was activated on TV, in magazines and in newspapers in January.

**WHO? GUATEMALA - Automóvil Club de Guatemala (ACG) / RADIO ROAD SAFETY COMPETITION (2015)**



**WHAT? ALERTING drivers to slow down near schools** 

**HOW?** Training programme focusing on cautious driving in the vicinity of schools. Zebra crossings were created, and traffic signs displayed in school areas to encourage drivers to slow down and thereby reduce the risk of crashes. The AAT involved the traffic police, road safety organisations and Tanzanian personalities to spread the “Save Lives, Slow down” message.

**WHO? TANZANIA - Automobile Association of Tanzania (AAT) / Save Life, Slow down (2017)**



*During the UN Global Road Safety week, schoolchildren and teachers were taught how to use zebra crossings thanks to the AAT's initiative, implemented with the support of the FIA. **The government fully supported the project** and is now aware of the importance of road safety. FIA staff were very cooperative from the beginning, both in terms of guiding the project and providing support until its final execution.*



## DRINKING & DRIVING

The FIA intends to change drivers' behaviours by teaching them that drinking is not compatible with driving, and thereby significantly reduce the number of car accidents caused by drink driving in the world.

**WHAT?** **STAYING sober to reduce serious crashes**

**HOW?** Project addressing drink driving, one of the main causes of serious crashes in Moldova. The project extended the area of risk factor pilot interventions initiated in the previous project funded by the FIA and GRSP/TRACECA in 2015.

**WHO?** **MOLDOVA - Automobil Club din Moldova (ACM)** / Sober and safe villages in Moldova (2016)



## SPEEDING

Speed has been identified as a key risk factor in road traffic crashes. The aim is to make people aware that by respecting the speed limits, they can spare their own lives and those of other road users.



**WHAT?** **RAISING awareness on the importance of respecting speed limits**



**HOW?** Playful awareness campaign involving dressed up people staging how to control speeding and explaining the risks and dangers of driving too fast. Merchandising gifts and information regarding speed limits were given to drivers in six districts of Lima where municipalities were invited to join the campaign. A total of 604,800 people were reached through these street activities and the online campaign.

**WHO?** **PERU - Touring y Automóvil Club del Peru (TACP)** / Save Life, Slow down (2017)



# PROMOTING SAFE BEHAVIOUR



## DISTRACTED DRIVING

The use of electronic devices, especially mobile phones, while driving, walking or cycling can be very dangerous and has become one of the FIA's top concerns with regard to risky behaviour on the road.

**WHAT? CHANGING social attitudes toward mobile phone usage while driving**

**HOW?** Awareness campaign on the risks of texting and driving through the broadcast of a short movie on national TV. One of the great result of this project was the selection of the movie by the British government as a resource to be used by all schools in road safety education.

**WHO? UNITED KINGDOM - Automobile Association Ltd. (AA) /**  
Driver Distraction (2017)



## FATIGUE

Sleepiness and driving is a dangerous combination and most people do not realise that drowsy driving can be fatal. Therefore, the FIA urges drivers to stop when they are tired.

**WHAT? PREVENTING bus drivers from driving while drowsy**

**HOW?** Training programme for bus driver and public transport company training staff. The companies were also sensitised to choosing professional drivers, and learned the importance of monitoring driver health before trips.

**WHO? IRAN - Touring and Automobile Club of the Islamic Republic of Iran (TACI) /** Don't drive when drowsy (2015)



*The driving knowledge of **384 drivers** was measured before and after the training sessions using a specific test. The training had a **positive impact**. The participants were able to improve their scores. We are greatly indebted to the FIA for following up on the project's execution.*





## IMPROVING POST-CRASH CARE

Projects which increase responsiveness to post-crash emergencies and improve the ability for emergency treatment and longer-term rehabilitation.

In 2014, a number of initiatives on first aid training for road safety and post-crash recovery were undertaken in cooperation with the International Federation of Red Cross and Red Crescent Societies.

27  
projects

22  
countries

Bosnia and Herzegovina, Croatia, Czech Republic, Ecuador, Germany, Hungary, India, Israel, Jamaica, Japan, Kenya, Madagascar, Paraguay, Poland, Rwanda, Slovenia, Sri Lanka, Syria, Tanzania, United Arab Emirates, United Kingdom, Uruguay



## POST-CRASH CARE

The FIA intends to raise people's knowledge of first aid to give them the opportunity to become life-savers.

**WHAT?** RAISING awareness of post-crash care with the Japanese Red Cross Society

**HOW?** Collaboration with the Japanese Red Cross Society to raise awareness of post-crash care and general road safety. The project took place during the 6 hours of Fuji, the FIA World Endurance Championship stage in Japan.

**WHO?** JAPAN - Japan Automobile Federation (JAF) / First Aid Training course at the "6 hours of Fuji" (2014)



**WHAT?** ADDRESSING post-crash care in partnership with the Kenyan Red Cross Society

**HOW?** Project to address post-crash care through the drivers of Public Services Vehicles (PSV) who are often the first to arrive at a crash scene. 500 drivers were trained in 5 key cities. The training sessions were led by the Kenya Red Cross Society.

**WHO?** KENYA - Automobile Association of Kenya (AAK) / First Aid Training for Public Service Vehicles Drivers (2016)



*The project raised awareness with regard to road crash management and **changed drivers' attitudes** towards road crash victims. The FIA's involvement in this local project greatly enhanced the public's goodwill towards the Automobile Association of Kenya.*

# IMPROVING POST-CRASH CARE



## POST-CRASH CARE



**WHAT?** PROVIDING effective post-crash care through global action

**HOW?** Project to provide effective post-crash care in collaboration with the JN Foundation and the Ministry of Health. A comprehensive crash mapping assessment was completed to identify fatal crash zones.

**WHO?** JAMAICA - Jamaica Automobile Association (JAA) /  
Post-crash response (2015)



**WHAT?** INFORMING on vehicle first aid kits in collaboration with the Slovenian Red Cross

**HOW?** First aid training and production of a promotional brochure to present vital information on vehicle first aid kits, backed by a media event in conjunction with the Slovenian Red Cross project.

**WHO?** SLOVENIA - Avto-Moto Zveza Slovenije (AMZS) / AMZS and the Slovenian Red Cross Event (2014)







## ASSESSING VEHICLE SAFETY AND ROAD INFRASTRUCTURE

Projects which encourage the deployment of improved vehicle safety technologies – both active and passive – as well as projects which help to increase the safety of road networks for all users, including those most vulnerable pedestrians, bicyclists and motorcyclists.

25  
projects

20  
countries

Australia, Germany, Iceland, Israel, Jamaica, Latvia, Lithuania, Macedonia, Nepal, Nicaragua, Nigeria, Peru, Romania, Serbia, Singapore, Slovakia, Spain, Tanzania, United Arab Emirates, Yemen

## ROAD INFRASTRUCTURE

The FIA's goal is to improve transport and roads worldwide to provide all individuals with an equal right to mobility.

**WHAT?** IMPROVING road infrastructure to reduce the risk of injury

**HOW?** The project has made roads around schools safer by installing road signs for drivers and developing educational material on safety for school-age children. The signs identified school zones and reinforced drivers' awareness of the lower speed limit. 20,000 children from 59 schools across the southern area of rural Guatemala benefited from this project.

**WHO?** GUATEMALA - Automóvil Club de Guatemala (ACG) / School signaling in rural areas (2017)

**ACG**  
AUTOMÓVIL CLUB  
GUATEMALA

Thanks to this project, the ACG gained **strong credibility** and was able to **strengthen its partnership** with a local NGO enabling the project to expand in more communities to prevent crashes. The FIA provided guidance and **shared good practices** of other projects around the world as an example for our initiative in Guatemala.



## VEHICLE INSPECTION

The objective is to keep vehicles roadworthy to reduce road crashes related to mechanical failure and thus ensure all passengers a safe journey.

**WHAT?** KEEPING cars in good condition with information and technical inspections

**HOW?** Campaign focusing on the importance of keeping a car in good mechanical condition, and paying attention to such basics as tyre pressure and working lights. In conjunction with the campaign, free technical inspections were conducted in major cities.

**WHO?** Latvia - Auto-Moto Society of Latvia (LAMB) / Safer cars for safer roads (2014)

**LAMB**  
Autoklubs

# ASSESSING VEHICLE SAFETY AND ROAD INFRASTRUCTURE

## VEHICLE INSPECTION

**WHAT?** **SPREADING** the word about the benefits of emergency braking systems (EMS/AEBS)

**HOW?** Regional press events, trade shows and customer demonstrations on the benefits of emergency braking system (EBS/AEBS). Targets were decision-makers, opinion leaders, and media for maximum coverage.

**WHO?** **GERMANY - Allgemeiner Deutscher Automobil-Club E.V. (ADAC)** / The brakes are on - AEBS Experience (2014)



**WHAT?** **STANDARDISING** training to enhance vehicle safety and proper driving instructions

**HOW?** Training of 100 instructors and production of a manual to standardise training in automobile workshops and garages. This campaign succeeded in establishing vehicle safety as a major pillar of road safety.

**WHO?** **NEPAL - Nepal Automobiles' Association (NASA)** / Safer Vehicles for Nepal (2014)



*Our project succeeded in establishing vehicle safety as a major pillar for road safety. The media coverage was significant and allowed to raise people's awareness of road and vehicle safety. The continuous communication, guidance and support of the FIA were essential to its success.*



**WHAT?** **HIGHLIGHTING** the risks of old or unsafe vehicles

**HOW?** Campaign to raise general public awareness of the dangers of unsafe vehicles – cars over 14 years old and cars that have been damaged in crashes in other European countries – on Lithuania's roads.

**WHO?** **LITHUANIA - Association of Lithuanian Automobilists (LAS)** / Dangers of Unsafe Repaired Vehicle (2013)





II. ENSZ Global  
Közlekedésbiztonsági Hét

# Családi napok

Fókuszban a gyalogosok  
védelme

2013. május 7-12. Szeged (Tesco parkoló)

- Ügyességi vetélkedők
- Részeg szeműveg
- Gyalogosokra leselkedő veszélyek
- Kezd magad program

Támogatók:





## BUILDING CAPACITY

**Offering guidance on good practices in advocacy** can help in the design and implementation of initiatives that significantly reduce the risk of injury and fatality on the roads.

# BUILDING CAPACITY

The FIA Road Safety Grants Programme enables the development of innovative injury prevention programmes and pilot projects.

## **PRIORITIES AREAS:**

### CHILD SAFETY IN CARS

The FIA Child Safety in Cars Toolkit is a practical manual on how to reduce child fatalities on the road, calling for more robust legislation on Child Restraint Systems (CRS) and promoting awareness on the correct use of CRS.

### ROAD SAFETY INDICATORS

In cooperation with the International Transport Forum (ITF), the FIA is developing universal road safety indicators contributing to a better understanding of road safety, and more efficient benchmark of road traffic safety policies.

### WORKING WITH FIA CLUBS TO BUILD CAPACITY

All legal instruments have a direct impact on traffic safety improvements, environmental performance, as well as the facilitation of the international movement of people.



## FIA GLOBAL PROGRAMME FOR CHILD SAFETY IN CARS

The overall objective of this programme is to promote CRS use, and strengthen the legislative enforcement to decrease child mortality. Clubs implemented advocacy campaigns based on the Child Safety in Cars Toolkit's materials targeting road users, stakeholders, public authorities and relevant NGOs. The project aims to improve public awareness on different types of child seats and their appropriate use in vehicles.



6  
projects  
in 2018

3  
projects  
in 2019

Azerbaijan, Belarus, Bosnia & Herzegovina, Hong Kong, Italy, Moldova, Singapore, South Africa, Switzerland, and Vietnam

# A TOOLKIT TO DEVELOP YOUR LOCAL CAMPAIGN / ONLINE GUIDELINES

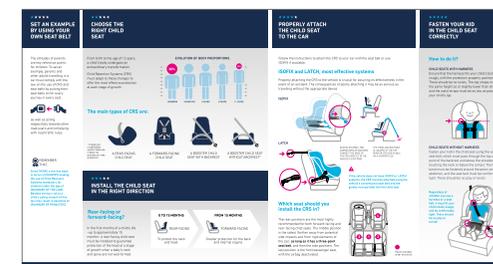
The toolkit helps Automobile Clubs to carry out communication actions for child safety in cars. 5 levels adapted to the situation in each country focus on various objectives, such as the enforcement of legislation on the mandatory use of seat belts for countries willing to enforce a new law, or the development of specialised Child Restraint Systems (CRS) information to meet consumer demand.

**TO ACCESS THE TOOLKIT, PLEASE VISIT THE WEBSITE:**

<http://www.roadsafety.fiagrants.com/projects.php?id=3&menu=1>



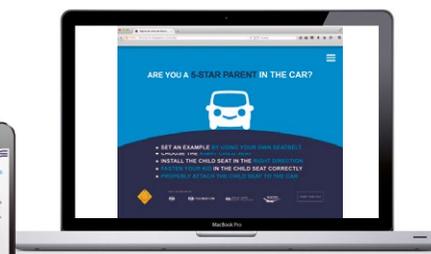
Poster



Brochure

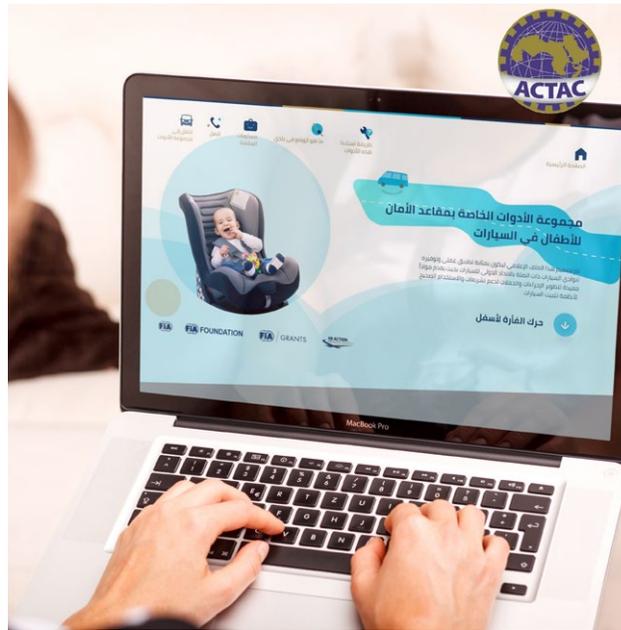


Stickers



Responsive design website





# WORKING WITH FIA CLUBS TO BUILD CAPACITY



## BENCHMARKING ROAD SAFETY PERFORMANCE IN LATIN AMERICA

The FIA-ITF Benchmark on the Road Safety Performance and Indicators in Latin America is a data-driven analysis that identifies the strengths and weaknesses of each country in the region, and proposes paths for improvement. The benchmarking study was carried out in ten Latin American countries in the 2015-2017 period. The project was based on a massive collection of data and information, and a series of consultations with national experts. This benchmarking aims to compare the causal relationships between the safety performance and the outcome indicators. Currently, with the support of FIA Region IV Clubs, results and recommendations of the study are being presented to individual countries.

**STEP 1** Development of a methodological framework

**STEP 2** Collection of data and information

**STEP 3** Benchmarking analysis

**STEP 4** Promotion of the results and policy recommendations

# WORKSHOP ON THE UNITED NATIONS SAFETY CONVENTIONS

To demonstrate the benefits of the ratification of the United Nations Road Traffic Conventions, as well as to exchange best practices on compliance and enforcement methods, the FIA and the Automóvil Club de Colombia organised an awareness-raising seminar for officials from the Colombian government in order to initiate a path which could lead to the inclusion of Colombia in the UN systems. Securing the country's accession to the UN Road Traffic Conventions would deliver better consistency between the different road safety initiatives, which is key to improving the situation in the region. During this seminar, the UNECE Secretariat provided an instructive overview of the most important inland transport related legal instruments while road safety experts highlighted specific regional challenges that countries face in the process of industrial and urban growth.

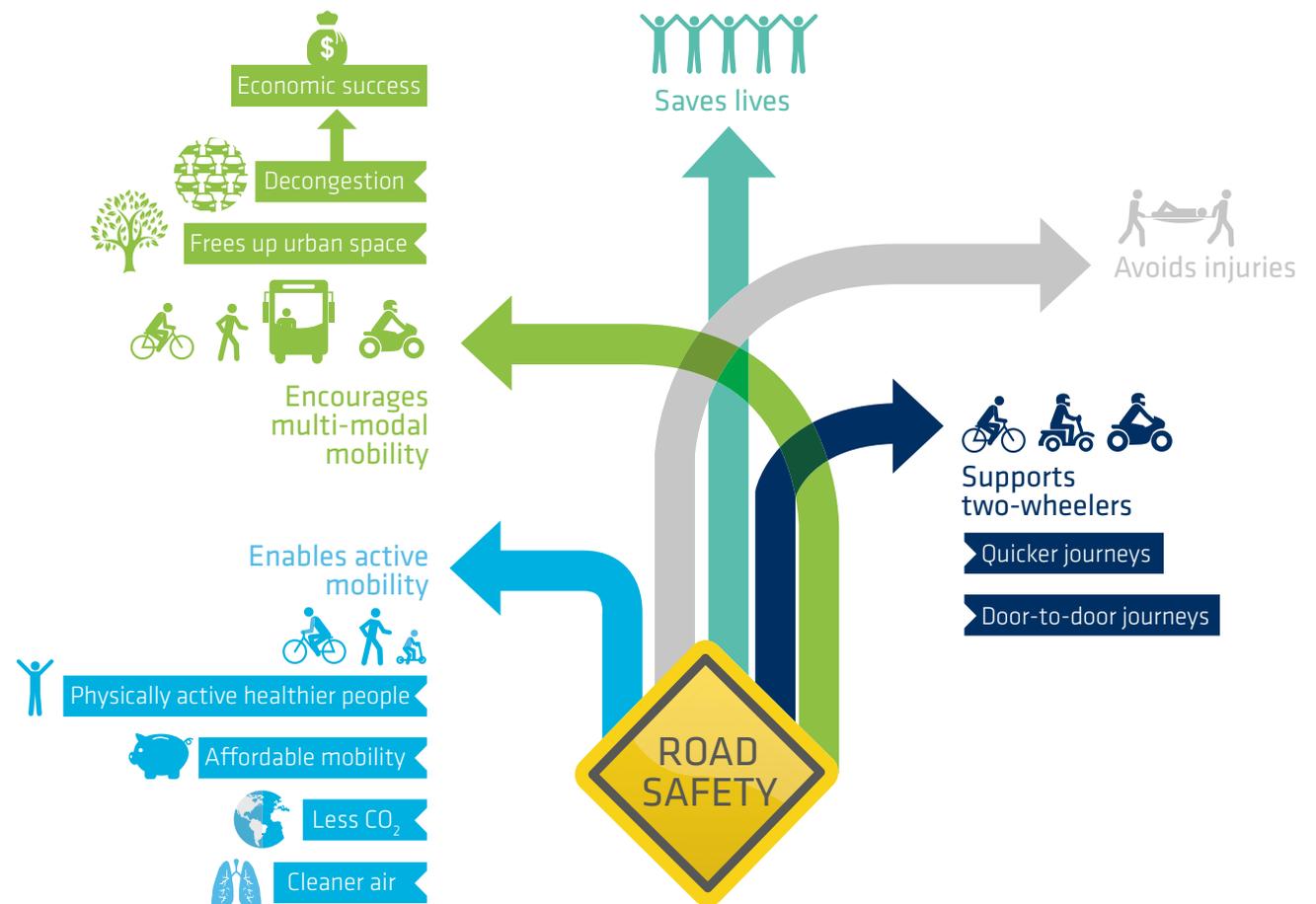


# PROMOTE PARTNERSHIPS

The Safer City Streets initiative was launched in October 2016 at the UN Habitat III Conference. It offers a platform for road safety experts working with cities to share their experience and build a global dataset for urban road safety and mobility. Through the support of the FIA Road Safety Grants Programme and the International Traffic Safety Data and Analysis Group (IRTAD), the initiative led by the International Transport Forum has grown rapidly to include 44 cities and offers a global database for road safety performance. The key developments in relation to urban road safety are dedicated to cycling safety, risk indicators, mobility statistics, crash data systems, health data sources, and road safety policies.

**FOR FURTHER INFORMATION,  
PLEASE VISIT THE WEBSITE**

<https://www.itf-oecd.org/safer-city-streets>



# PROMOTE PARTNERSHIPS



*3<sup>rd</sup> Meeting of the ITF Safer City Street Project*

Currently, the network of cities includes Aguascalientes, Amsterdam, Astana, Auckland, Barcelona, Belgrade, Berlin, Bogotá, Bordeaux, Bournemouth, Brussels, Buenos Aires, Calgary, Copenhagen, Dublin, Edmonton, Fortaleza, Guadalajara, Kiev, La Paz, Lisbon, London, Los Angeles, Lyon, Madrid, Malmö, Melbourne, Mexico City, Milan, Montreal, Morelia, Nantes, New York City, Paris and the Paris area, Riga, Rio de Janeiro, Rome, São Paulo, Stockholm, Tel Aviv, The Hague, Vilnius, Warsaw, and Zürich.



## WEBSITE AND CONTACT

For more information, please visit the FIA Road Safety Grants Programme website

<http://roadsafety.fia-grants.com>

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