



# PROGRESS REPORT 2016-2017 EXECUTIVE SUMMARY

## Road Safety Initiative

Geneva, Switzerland  
30 August 2017

With the support of:

**DIAGEO**



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# Summary

## Background

Road traffic injuries claim more than 1.2 million lives each year and have a disproportionate impact on health and development. They are the ninth leading cause of death across all age groups globally and the leading cause of death among young people between the ages of 15 and 29 (World Health Organization, WHO. 2015).

Reflecting the urgency to pay attention to road safety, the 2030 Agenda for Sustainable Development has set a goal of **reducing road traffic deaths and injuries by 50 percent** by 2020 (SDG 3.6).

The 2030 Agenda also calls for “**Making cities and human settlements inclusive, safe, resilient and Sustainable**” (SDG 11) and sets as a target to “provide access to safe, affordable, accessible and sustainable transport systems for all, **improving road safety**, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons (Target 11.2).

## Overview

Leveraging its position as the UN entity specialized in capacity-building, UNITAR and its global network of affiliated training centres called «CIFAL» provide a relevant platform for enhancing capacities of government officials in the area of Road Safety.

UNITAR's Initiative on Road Safety targets two key audiences:

- a) **Government officials and policy makers**– from related ministries (Transport, Public Works, Urban Planning, Education, etc.), legislators, as well as local authorities.
- b) **Youth and other road users**– College and university students.

The Initiative places priority in countries with highest road traffic death rates, including several low-income countries, and with a special focus on Least Developed Countries (LDCs), and Small Island Developing States (SIDS).

## UNITAR – Diageo Partnership

UNITAR in close collaboration with Diageo are committed to contribute to halve the number of fatalities and injuries from road traffic crashes by 2020, by promoting road users behavioural changes through advocacy efforts and increased awareness of risk factors, and by enhancing the capacity of government agencies and municipal authorities to improve road safety in their cities and countries.

As part of a collaborative agreement signed in May 2016, the following capacity building activities will be delivered between November 2016 and June 2018:

- 5 training workshops for national government officials
- 5 training workshops for local government officials
- 3 Multi-stakeholder conferences

Between **March 2016 and August 2017**, the following activities have been delivered:

- 2 Multi-stakeholder conferences
- 2 Workshop for national government officials
- 3 Workshops for local government officials
- 2 Road Safety Shows for school students

Total outreach as of August 2017

### WORKSHOPS



**1,260**

beneficiaries  
from 29 countries

### ROAD SHOWS



**603**

primary and  
high school students



## Transport, Transit, Mobility and Road Safety

30 March – 1 April 2016

Santo Domingo, Dominican Republic

🕒 **Status:** Completed

🌐 **Region:** Latin America

👥 **Scope:** National Government officials



Conference participants



Conference participants

### Brief

Road safety is a top priority for the Dominican Republic, given the number of fatalities per year that put the country at the top of the list in Latin America.

UNITAR in collaboration with the Ministry of Public Works and Communications (MOPC) of the Dominican Republic, the National Federation of Architects and Engineers (CODIA), the Autonomous University of Santo Domingo and Diageo hosted a three-day conference on "Transport, Transit, Mobility and Road Safety" from 30 March to 1 April in Santo Domingo, Dominican Republic.

Approximately 600 attendees and more than 25 speakers from 11 countries participated during the three-day conference to discuss on how to improve mobility and transport systems, while enhancing road safety.

### Partners

- Ministry of Public Works and Communications (MOPC), Dominican Republic
- National Federation of Architects and Engineers (CODIA)
- Autonomous University of Santo Domingo (UASD)

### Beneficiaries

- 572 local and *national government officials*
- Countries represented:
  1. Dominican Republic
  2. Cuba
  3. Guatemala
  4. El Salvador
  5. Mexico
  6. Colombia
  7. Brazil
  8. Ecuador
  9. Argentina
  10. Poland
  11. Spain



## Multi-stakeholder Conference: Latin America

8-9 December 2016

Mexico City, Mexico

🕒 **Status:** Completed

🌐 **Region:** Mexico

👥 **Scope:** Various stakeholders



Mr. Josafath Rodriguez, DIAGEO Mexico



Conference participants

### Brief

UNITAR, in close collaboration with the National Commission Against Addictions in Mexico (CONADIC), the City of Mexico (CDMX), and the Secretary of Public Safety of the City of Mexico (SSP CDMX), and the support of DIAGEO, hosted the International Conference titled “Strengthening Road Safety in Latin America: Reducing Drink Driving” taking place in Mexico City on 8 - 9 December 2016.

The Conference provided a platform for local and national level government officials to exchange best practices and solutions to reduce key risk factors such as drink driving, and to identify innovative strategies and programmes that enhance road safety.

The City of Mexico shared its experience with the programme “Alcoholimetro” that has been successfully implemented for 13 years in the City. DIAGEO also shared about its programme “Actuando Mejor” which promotes responsible consumption among youth.

An important discussion held was related to the role of academic institutions in conducting research related to road safety and in providing technical advice to governments to make informed decisions and plan cities mobility better.

### Partners

- National Commission Against Addictions in Mexico (CONADIC)
- City of Mexico (CDMX)
- Secretary of Public Safety of the City of Mexico (SSP CDMX)

### Beneficiaries

124 government officials from the 32 Mexican States and other representatives from academia, NGOs, and civil society

- Countries represented:

1. Mexico
2. Dominican Republic
3. Argentina
4. Ecuador
5. El Salvador





# Road Safety and Sustainable Transport Systems

21-22 February 2017

Lagos, Nigeria

🕒 **Status:** Completed

🌍 **Region:** West Africa

👥 **Scope:** National Government officials



Workshop participants

## Brief

UNITAR jointly with the Federal Ministry of Transport of Nigeria, the University of Lagos and with the support of Diageo hosted the regional workshop “Road Safety and Sustainable Transport Systems” bringing together government officials and representatives from academia and the private sector from Nigeria and West Africa to exchange good practices on improving road safety and transport systems, thus contributing to building safe and sustainable cities.

During the two-day workshop representatives from the Federal Ministry of Transport of Nigeria, the Lagos Metropolitan Area Transport Authority (LAMATA), the Federal Road Safety Commission of Nigeria shared about Nigeria’s strategy to provide safer roads and integrated transport systems in the country.

Experiences and interventions from West African countries were presented as well. Representatives from the National Road Safety Commission of Ghana, the National Centre for Road Safety of Benin, and the Ministry of Transport’s Road Safety Division of Togo shared their expertise and country strategies to mainstream road safety into transport systems.

## Partners

- Federal Ministry of Transport of Nigeria
- Lagos Metropolitan Area Transport Authority (LAMATA)
- Federal Road Safety Commission of Nigeria
- University of Lagos (Unilag)

## Beneficiaries

- 231 government officials and representatives from academia and the private sector from Nigeria and West Africa
- Countries represented:
  1. Nigeria
  2. Ghana
  3. Benin
  4. Togo
  5. Côte d’Ivoire



## Improving Road Safety and Transport Systems

22-23 March 2017

Durban, South Africa

🕒 **Status:** Completed

🌐 **Region:** South Africa

👥 **Scope:** Local Government officials



Workshop participants



Drive Dry Campaign demonstration

### Brief

UNITAR in collaboration with the eThekweni Municipality, the Municipal Institute of Learning (MILE), the International Training Centre for Authorities and Leaders (CIFAL) Durban, and with the support of Diageo hosted a two-day workshop to facilitate knowledge exchange on measures that improve road safety and to discuss how to mainstream road safety into sustainable mobility and transport infrastructure planning and design.

A key discussion was around the importance of a regional approach to road safety and harmonization of standards and legislation amongst countries. Officials from the East Africa Local Government Association (EALGA) led a discussion on this topic.

### Partners

- International Training Centre for Authorities and Leaders in Durban (CIFAL Durban)
- eThekweni Municipality
- Municipal Institute of Learning (MILE)

### Beneficiaries

- 91 city representatives including law enforcement officers
- Countries represented:
  1. South Africa
  2. Uganda
  3. Tanzania
  4. Namibia
  5. Malawi
  6. Mexico



## Road Safety Show

24 March 2017

Durban, South Africa

🕒 **Status:** Completed

🌍 **Region:** South Africa

👥 **Scope:** Primary school students



Students learning about traffic signals



Students from Mayville Primary School

### Brief

It is estimated that 186,300 Children die each year from road traffic crashes around the world. More than 500 children are killed on the world's roads daily. Children are particularly vulnerable because they often walk or use unsafe transportation to and from school. Protecting children from fatal accidents by teaching them how to have a safe journey to and from school is an urgent priority.

eThekweni Municipality and UNITAR, with the support of Diageo delivered a Road Safety Show at Mayville Primary School in Durban. Through plays and activities, students learnt about road safety in an “easy to understand format”. Different games and exercises took place to raise awareness about safe crossings, traffic signals, cycle paths, seatbelts in school busses and other means of transportation.

### Partners

- International Training Centre for Authorities and Leaders in Durban (CIFAL Durban)
- eThekweni Municipality

### Beneficiaries

- More than 350 students participated in the Road Safety Show at Mayville Primary School - a public state primary school located in Durban, KwaZulu-Natal Province, South Africa.





## Strengthening Road Safety in Cities: Asia-Pacific

31 May -2 June 2017

Jeju, Republic of Korea

🕒 **Status:** Completed

🌐 **Region:** Asia-Pacific

👥 **Scope:** Local Government officials



Workshop participants

### Brief

UNITAR, the Jeju Special Self-Governing Province, the Korea Transport Institute (KOTI), and the International Training Centre for Authorities and Leaders (CIFAL) in Jeju, with the support of Diageo hosted a two-day capacity building workshop in Jeju, Republic of Korea from 31 May to 2 June 2017 with the objective of bringing together a group of local government officials from Korea and other invited countries for an open-frank discussion on major risk factors that impact road safety and for an exchange of best practices and measures to effectively address such factors.

In addition to addressing risk factors, a safe road transport system is essential to improve road safety. Effective interventions such as including road safety features into urban planning, transport planning, road design, public transport and infrastructure were also discussed during the workshop.

### Partners

- International Training Centre for Authorities and Leaders in Jeju (CIFAL Jeju)
- Jeju Special Self-Governing Province
- Korea Transport Institute (KOTI)

### Beneficiaries

- 41 representatives from local governments, academia and research institutes
- Countries represented:
  1. Republic of Korea
  2. Cambodia
  3. Laos
  4. Myanmar
  5. Mongolia
  6. Nepal
  7. Vietnam



## Strengthening Road Safety in Latin America

1-2 August 2017

Curitiba, Brazil

🕒 **Status:** Completed

🌐 **Region:** Latin America

👥 **Scope:** Local Government officials



*Dr. Othon Sanchez, Program "Conduce sin Alcohol", Mexico*



*Workshop participants*

### Brief

UNITAR and the International Training Centre for Authorities and Leaders in Curitiba (CIFAL Curitiba) with the support of Diageo hosted the international capacity building workshop "Strengthening Road Safety in Latin America".

The workshop took place in Curitiba, Brazil during the 1st and 2nd of August, bringing together over 100 representatives from governments, the private sector and the international community to identify actions and policies that reduce the number of road traffic deaths in Brazil and Latin American countries.

### Partners

- International Training Centre for Authorities and Leaders in Curitiba (CIFAL Curitiba)
- Federation of Industries of the State of Parana (FIEP)
- Servicio Social de Industria (SESI-Parana)

### Beneficiaries

- 103 representatives from Brazilian States and local governments, private sector and NGOs
- Countries represented:
  1. Brazil
  2. Argentina
  3. Mexico



## Road Safety Show

1 August 2017

Curitiba, Brazil

🕒 **Status:** Completed

🌐 **Region:** Latin America

👥 **Scope:** High school students



*Students from SESI College*

### Brief

CIFAL Curitiba jointly with SESI and UNITAR, with the support of Diageo delivered a Road Safety Show at SESI College in Parana. Through plays and activities, high school students learnt about road safety.

The Road Safety Show consisted of a half-day activity about road safety structured as a theatrical presentation including plays, audio-visual effects, and a combination of lights, music and sound effects that are skillfully combined to create an environment and a specific mood to deliver the key message.

During the Show, experiences and testimonies from participants, fire fighters, paramedics, victims of road accidents, and private companies were also presented.

### Partners

- International Training Centre for Authorities and Leaders in Curitiba (CIFAL Curitiba)
- SESI College

### Beneficiaries

- More than 250 students participated in the Road Safety Show at SESI College in Parana State, Brazil.



## Strengthening Road Safety in India

22-23 August 2017

New Delhi, India

🕒 **Status:** Completed

🌐 **Region:** India

👥 **Scope:** National and State Government officials



*Ms. Carolyn Panzer, Director, Alcohol in Society, Diageo*



*Workshop participants*

### Brief

UNITAR in collaboration with Ministry of Road Transport and Highways of India, and with the support of Diageo and the Institute of Road Traffic Education (IRTE) conducted a two-day capacity building workshop on “Improving Road Safety and Transport Systems” in New Delhi on 22nd and 23rd August 2017.

The workshop convened transport secretaries from Indian States, local authorities, road safety commissioners, representatives from academic institutions and NGOs, along with international experts on road safety.

### Partners

- Ministry of Road Transport and Highways (MoRTH)
- Institute of Road Traffic Education (IRTE)

### Beneficiaries

- 98 transport secretaries and road safety commissioners from Indian States, local authorities, and representatives from academic institutions and the private sector.



## Strengthening Road Safety in Africa

26-27 September 2017

Accra, Ghana

○ **Status:** In Progress

🌍 **Region:** West Africa

👤👤👤 **Scope:** Local Government officials

### Partners

- National Road Safety Commission (NRSC) of Ghana
- Kofi Annan International Training Centre (KAIPTC)

### Beneficiaries

- Expected number of beneficiaries: 100





## Strengthening Road Safety

12-13 October 2017

Addis Ababa, Ethiopia

○ **Status:** In Progress

🌐 **Region:** East & Central Africa

👤👤👤 **Scope:** Local Government officials

### Partners

- Ministry of Transport, Federal Democratic Republic of Ethiopia
- National Disaster Risk Management Commission
- UNDP Ethiopia

### Beneficiaries

- Expected number of beneficiaries: 100



## Strengthening Road Safety: The use of new technologies to reduce traffic accidents

25-27 October 2017

Santo Domingo, Dominican Republic

○ **Status:** In Progress    🌐 **Region:** Central America, Dominican Republic, Cuba    👤👤👤 **Scope:** National Government officials

### Partners

- Ministry of Public Works and Communications (MOPC)
- Global Foundation for Democracy and Development (FUNGLODE)
- Center for Safety and Defense (CESEDE) of FUNGLODE

### Beneficiaries

- Expected number of beneficiaries: 200



## Multi-stakeholder Conference: Asia-Pacific

9-10 November 2017

Manila, Philippines

○ **Status:** In Progress

🌐 **Region:** Asia-Pacific

👥 **Scope:** Various stakeholders

### Partners

- International Training Centre for Authorities and Leaders in the Philippines (CIFAL Philippines)
- Department of Transportation, Republic of the Philippines
- University of the Philippines (UP)

### Beneficiaries

- Expected number of beneficiaries: 300

# Calendar of Activities 2017

**ROAD SAFETY AND SUSTAINABLE TRANSPORT SYSTEMS: WEST AFRICA**

21 - 22 February  
Lagos, Nigeria

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**IMPROVING ROAD SAFETY AND TRANSPORT SYSTEMS: SOUTH AFRICA**

22 - 24 March  
Durban, South Africa

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**STRENGTHENING ROAD SAFETY IN CITIES: ASIA-PACIFIC**

31 May - 2 June  
Jeju, ROK

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**STRENGTHENING ROAD SAFETY: LATIN AMERICA**

1 - 2 August  
Curitiba, Brazil

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**STRENGTHENING ROAD SAFETY IN INDIA**

22 - 23 August  
New Delhi, India

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**STRENGTHENING ROAD SAFETY: WEST AFRICA**

26 - 27 September  
Accra, Ghana

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**STRENGTHENING ROAD SAFETY: EAST & CENTRAL AFRICA**

12 - 13 October  
Addis Ababa, Ethiopia

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**STRENGTHENING ROAD SAFETY: THE CARIBBEAN**

25 - 27 October  
Santo Domingo, Dominican Republic

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**MULTI-STAKEHOLDER CONFERENCE**

9 - 10 November  
Manila, Philippines



More information:  
[www.unitar.org/dcp/road-safety-initiative](http://www.unitar.org/dcp/road-safety-initiative)



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