The role of partnerships in road safety
Dr Barry Watson

Overview

- The need for partnerships in road safety
- GRSP’s partnership model:
  - Government
  - Private sector
  - Civil society
- The business case for private sector investment
- Tips for working with the private sector
The global road trauma problem

- There are nearly 3400 road deaths per day - more than 2 per minute
- This represents 11 full jumbo jets crashing each day
- Road crashes are the 8th leading cause of death, and the biggest killer of those aged 15-29
- 90% of road deaths occur in low and middle income countries (LMICs), but they only account for 52% of the world’s motor vehicles
- More than 50% of those killed are pedestrians or riders of 2 and 3 wheelers
- Without action, annual road fatalities are predicted to rise to around 1.9 million by 2030 – becoming the 7th leading cause of death

Source: WHO Global Status Report on Road Safety, 2013

Our collective challenge

Goal of the Decade of Action for Road Safety 2011–2020

Source: WHO Global Status Report on Road Safety, 2013
How are we progressing?

Change in road traffic deaths: 2007 to 2010

(87 countries) Countries with increasing numbers of deaths
(88 countries) Countries with decreasing numbers of deaths

Source: WHO Global Status Report on Road Safety, 2013

The need for partnerships

When the 64th General Assembly of the United Nations passed the resolution proclaiming the Decade of Action for Road Safety (2011-2020), it stated:

“The solution to the global road safety crisis can only be implemented through multi-sectorial collaboration and partnerships”
About GRSP

- GRSP was founded in 1999 in response to the global road trauma problem
- Our mission is to contribute to a sustainable reduction in road crash death and injury
- We are hosted by the IFRC, the largest humanitarian organization on the globe
- This gives us access to 189 National Societies and 17 million active volunteers
- Our role is to build partnerships between government agencies, private enterprise and civil society organizations

GRSP’s key strategies

- Contribute to global knowledge about best practice
- Advocate for enhanced road safety
- Offer Road Safety Grants
- Build local capacity through training and mentoring
- Communicate the road safety message
Working through partnerships

- Our role is to create and support multi-sector partnerships
- Our members are leading developmental agencies, governments, businesses and civil society organizations
- We bring relevant Partners together to address key risk factors influencing road safety in a coordinated, economically efficient and effective manner using globally recognized good practice
- We currently are involved in projects in over 30 countries

GRSP’s unique partnership model brings together the experiences, expertise and resources of the private sector, public sector and civil society, with a singular purpose.
Case study: the Global Road Safety Initiative (GRSI)

GRSI is a collaborative initiative between GRSP, Shell, Total and Toyota.

Focuses on developing and implementing community/city-based road safety interventions that are:

- data led
- apply established best practice approaches
- rigorously evaluated
- encourage local involvement for long-term sustainability

**GRSI activities: 2013 - 2014**

<table>
<thead>
<tr>
<th>Activities</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Countries reached (projects and seminars)</td>
<td>54</td>
</tr>
<tr>
<td>No. of cities where activities occurred</td>
<td>15</td>
</tr>
<tr>
<td>Total population of project cities/provinces</td>
<td>10,500,000</td>
</tr>
<tr>
<td>No. of school students exposed to program activites</td>
<td>30,700</td>
</tr>
<tr>
<td>Leveraged support</td>
<td>CHF 2,500,000</td>
</tr>
<tr>
<td>Leveraged funds for project expansion/sustainability</td>
<td>CHF 600,000</td>
</tr>
<tr>
<td>Regional seminars held</td>
<td>4</td>
</tr>
<tr>
<td>Seminar delegates</td>
<td>844</td>
</tr>
<tr>
<td>Targeted workshops conducted</td>
<td>153</td>
</tr>
<tr>
<td>Road safety stakeholders trained</td>
<td>3,190</td>
</tr>
<tr>
<td>Replication-ready projects developed</td>
<td>3</td>
</tr>
<tr>
<td>Helmets procured and distributed</td>
<td>1,200</td>
</tr>
</tbody>
</table>
The business case for private sector investment in road safety

Road safety is an investment for the private sector (1)

- Road crashes have significant human and financial implications for business operators
- 25 - 30% of all crashes estimated to be work-related
- Many organizations fail to recognize the full costs associated with work crashes, such as:
  - Higher insurance premiums
  - Replacement of lost or damaged assets
  - Loss in man hours
  - Administrative costs associated with re-training, re-hiring etc
  - Decrease in productivity through reduced morale
  - Potential loss of brand reputation
  - Potential legal issues
There is good evidence that targeted road safety projects actually generate cost savings many times that invested.

Case studies have shown that a systematic and holistic approach to work-related road safety can produce a range of benefits such as:

- Reduced injuries
- Reduced collision claims
- Lower running costs
- Improved staff morale
- Enhanced reputation

(e.g. Bidasca & Townsend 2014; Murray et al, 2010, 2014)

Road safety is an investment for the private sector (2)

Extended Haddon Matrix

<table>
<thead>
<tr>
<th>Management</th>
<th>Journey</th>
<th>People/Drivers and Managers</th>
<th>Vehicle</th>
<th>External/Societal/Community/Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Crash/Pre-Drive</td>
<td>Leadership, Business case, Safety review, Risk assessment, Engagement, Communications, Contractors</td>
<td>“Travel policy, Driver training, Risk assessment, Engagement, Road safety, Work permits, Roadside safety”</td>
<td>Recruit, Contract, Maintain, Use policy</td>
<td>Risk assessment, Select, Specification, Safety features, Service, Communications, Family members, Community, Road safety awards, Process</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>At Scene</td>
<td>Emergency support to driver</td>
<td>Engage local investigators, Manage process, Crashworthiness, ITS data capture, Escalation process</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Post-Crash</td>
<td>Report, record &amp; investigate, Change process, Data linkage, evaluation, &amp; learnings</td>
<td>Defined &amp; review journeys, Investigate and improve, Review, reduce, elements of collision</td>
<td>Reporting and investigation, Strive for excellence, Investigate, ITS data, inspection &amp; repair</td>
<td>Manage reputation and learning process</td>
</tr>
</tbody>
</table>

Source: Murray, Watson, King, Pratt & Darby (2014)
Core reasons for the private sector investment in road safety

1. To reduce costs
2. To enhance brand reputation and recognition
3. To meet legal requirements under occupational health and safety laws
4. To enhance staff wellbeing, morale and motivation
5. To build relationships with other organizations
6. To demonstrate corporate social responsibility

10 Tips for Partnering with the Private Sector

1. Recognize that each party brings a defined set of resources to the table - know your strengths
2. Get to know your prospective partners - there needs to be a clear alignment of interests (geographic, thematic, outcome, scope of resources etc)
3. Identify how your skills and resources are complementary
4. Gather an evidence base to demonstrate the scope of the problem
5. Work collaboratively to identify potential solutions - what can be done
10 Tips for Partnering with the Private Sector

6. Recognize that resourcing road safety is an investment estimate the potential **return on investment**
7. Identify opportunities to **leverage additional funding** consider other project partners
8. You **don't need to 'reinvent the wheel'- apply existing good practice approaches**
9. Monitor and evaluate the **effectiveness** of your efforts
10. Many private sector organisations have a long and successful history in promoting road safety so, remember your **common goals**

Conclusion

- Road safety is a complex issue requiring a comprehensive, multi-sectorial response
- Partnerships are critical to:
  - Increase the amount of resources and expertise available to address the problem
  - Expand intervention possibilities
  - Build community support for change
- Establishing partnerships requires leadership and a supportive environment
Enhancing road safety requires partnerships

Government  Private enterprise

Civil Society  Leadership by lead agencies

Dedicated to the sustainable reduction of road crash death and injury

Global Road Safety Partnership

c/o International Federation of Red Cross and Red Crescent Societies

P. O. Box 372
17, chemin des Crêts
CH-1211 Geneva 19
Switzerland

Tel: +41 (0) 22 730 42 49
Fax: +41 (0) 22 733 03 95
E-mail: grsp@ifrc.org
Website: www.grsproadsafety.org

Dr Barry Watson

Email: barry.watson@ifrc.org

Tel.: +41 79 708 4763