

LAUNCH OF THE DECADE OF ACTION FOR ROAD SAFETY 2011-2020



Launch Objectives:

- Organise Global Decade Launch consisting of rolling national launches
- Use 'Tag' as unifying theme and symbol for Decade of Action launches and activities
- Raise public, media, policy, corporate awareness of Decade and generate momentum for further progress
- Use 'Tag' to strengthen road safety 'brand' by establishing a globally recognised symbol with similar brand values to AIDs ribbon
- **Secure political support for action**
- **Establish platform and strategic framework for collective effort**



Pre-launch: building momentum, setting expectations



12th April 2011 – Launch of Commission for Global Road Safety ‘Make Roads Safe report’



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Pre-launch: building momentum, setting expectations

‘Time for Action’ report:

- Urges UN reform in transport sector and road safety inclusion in post MDG framework
- Maintains pressure on development banks to prioritise safety
- Calls for urgent action to protect child and adolescent rights to safe mobility
- Proposes voluntary ‘safety levy’ of US\$2 on every new car to support Decade implementation through Road Safety Fund



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Pre-launch: building momentum, setting expectations



12th April 2011: Nelson Mandela Foundation and FIA Foundation announce Zenani Mandela Road Safety Scholarship



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Pre-launch: building momentum, setting expectations



19th April 2011: World Bank President Robert Zoellick and regional development banks launch 'MDB Road Safety Initiative'



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Pre-launch: building momentum, setting expectations



11.05.11

Australia



“...let us ensure that the ten years ahead mark a turning point for global road safety...”

Julia Gillard, Prime Minister



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China



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Thailand



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Indonesia



Philippines



Cambodia



Singapore



Vietnam



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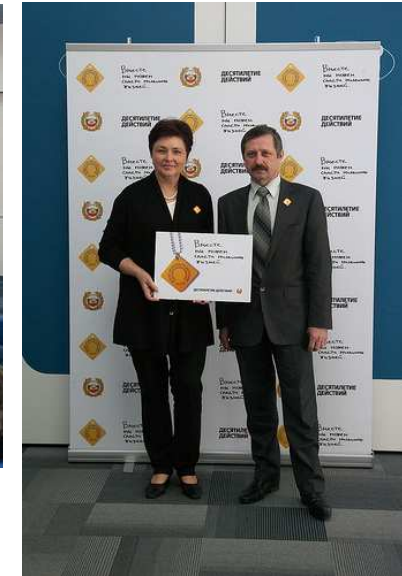
India



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Russian Federation



“The international community has a duty to develop a common strategy and joint action to enhance road safety”

President Dmitry Medvedev



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Oman



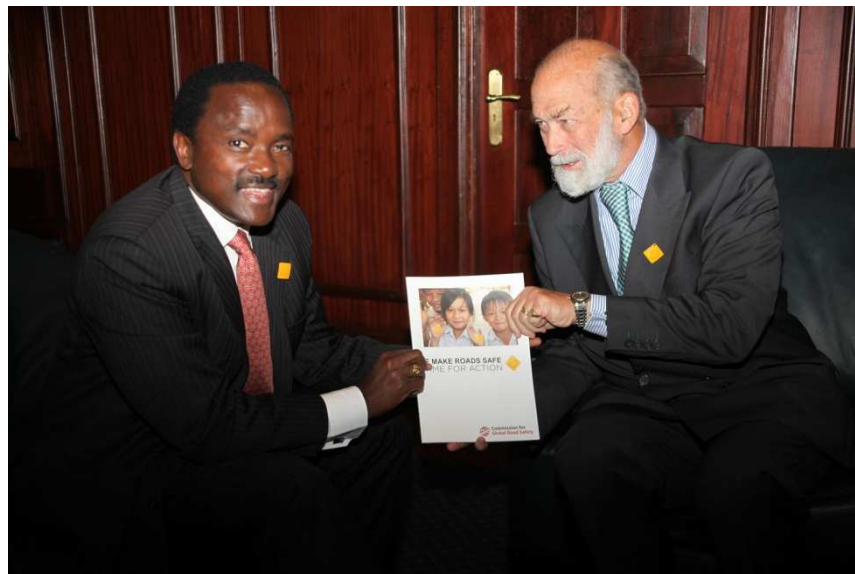
Lebanon



Iraq



Kenya



South Africa



Namibia



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Nigeria



Tanzania



Cameroon



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Moldova



Armenia



Lithuania



Croatia



Serbia



Slovakia



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Slovenia



Czech Republic



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Italy



Germany



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UK



“Every six seconds someone is killed or seriously injured on the world's roads. We simply cannot go on like this”.

David Cameron, Prime Minister



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France



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European Union



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United States: Washington, DC



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Inter-American Development Bank, Washington DC



United States: New York City



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Canada



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Argentina



El Salvador



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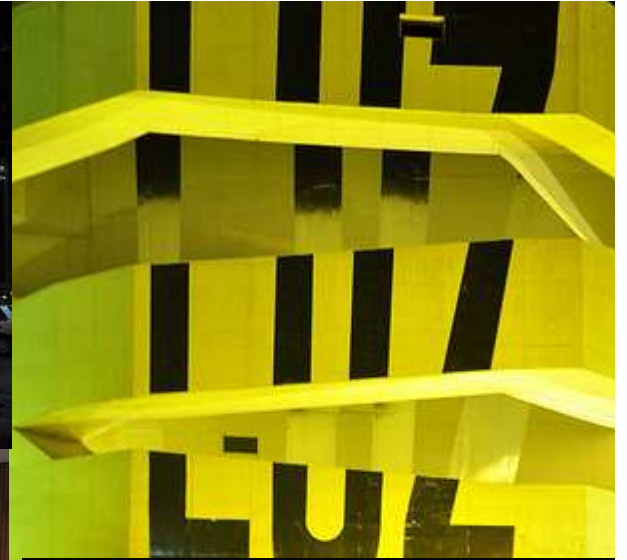
Jamaica



Gold medal Olympic sprinter, Asafa Powell



Brazil



Mexico



“I am delighted that the United Nations has proclaimed 2011-2020 to be a Decade of Action for Road Safety. In Mexico, we will strive to reach the world-wide target of reducing road deaths by 50% in the next 10 years.”

President Felipe Calderón



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New partners joining road safety movement

Sesame Street & FIA Foundation

- 3 public service announcements funded by FIAF
- Broadcast deal with IDB
- 21 countries with local production including Brazil, China, India, Russia and South Africa



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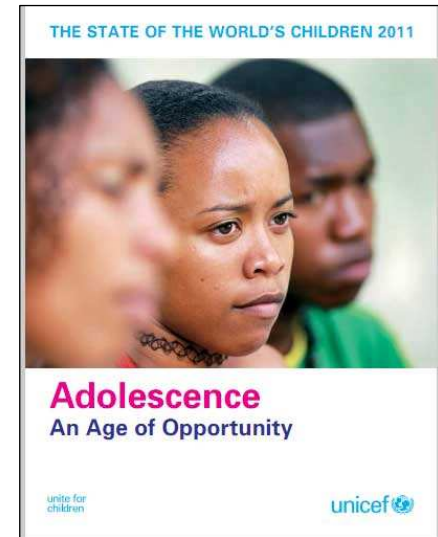


Policy momentum

- + 100 Countries, many with government participation
- Australian Government announces US \$ 6 million for Global Road Safety Facility ‘MDB Initiative’
- Unicef ‘State of the World’s Children Report, 2011’

“Injury prevention in a child’s second decade of life should become a major international public health objective”

- World Health Assembly Resolution on Child Injury Prevention, May 2011
- Decade of Action is now framework for national road safety strategies in many countries
- Leading transport policy organisations: IRF, PIARC etc using framework of Decade for policy development



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thank you

