



DECADE OF ACTION FOR ROAD SAFETY 2011-2020



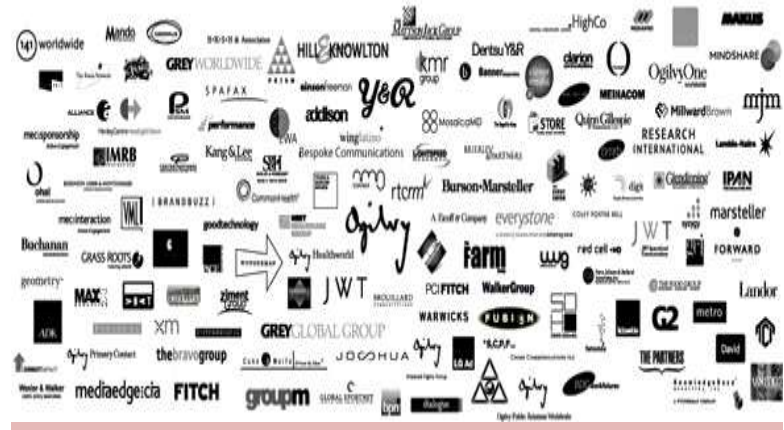
Development of the Tag



March 2010: UN Road Safety Collaboration meeting in New York accepts FIA Foundation offer to ask WPP to design a symbol



WPP, world's largest advertising and communications group, agrees to launch internal pro-bono competition for Decade



April 2010: WPP winning agency 'The Partners' designs 'Tag' in consultation with UN lead road safety agency WHO and the FIA Foundation



June 2010: Governmental 'Friends of the Decade' meeting approves Tag as symbol for the Decade of Action for Road Safety

Development of the Tag



September 2010: Tag announced in New York at Clinton Global Initiative and at UN Millennium Development Goals summit



September 2010: Tag announced at World Injury Prevention conference in London



October 2010: Tag adopted as symbol of UN Decade by UN Road Safety Collaboration



Development of the Tag



December 2010: WHO & FIA Foundation agree modus operandi for Tag and share copyright. Tag website www.decadeofaction.org launched. Physical tags for sale to public.



December 2010: Tag symbol use freely available to registering non-profits. Road Safety Fund launched to engage corporate sector.



December 2010: UN Secretary Ban Ki-moon endorses Tag



**ROAD SAFETY
FUND**



Tag objectives



Raise profile of road safety by becoming globally recognised symbol of road safety with similar brand values to AIDs ribbon etc



Be unifying theme and symbol for Decade of Action launches and activities



Deliver fundraising benefit for Decade injury prevention programmes through corporate support via the Road Safety Fund






ROAD SAFETY FUND

- Maximise potential of the Decade of Action
- Use the 'Tag' to generate funds for safety by engaging private sector
- Present a united voice to potential donors and work together with UNRSC partners to deliver funds
- Hosted and managed by FIAF Foundation at zero cost. FIAF also donates to the Fund. Neither FIAF or WHO benefit from the Fund.

Invest in Life
Support the Decade of Action
for Road Safety 2011-2020

Together
We can Save
Millions
of Lives.

 **ROAD SAFETY
FUND**

www.roadsafetyfund.org

Launch: 11 MAY 2011

A global launch consisting of “rolling” national launch events in every time-zone of the world, beginning in the Pacific and ending on the west coast of the Americas.

Each national launch is expected to include some or all of the following:

- One-hour media event with heads of state, government ministers dignitaries, celebrities, RTI victims and others
- Release of national plans for the Decade and/or a new road safety initiative





WEAR. BELIEVE. ACT.

DECADE OF ACTION FOR ROAD SAFETY 2011-2020

MORE INFORMATION:

Go to the following websites:

http://www.who.int/roadsafety/decade_of_action

<http://www.decadeofaction.org>

