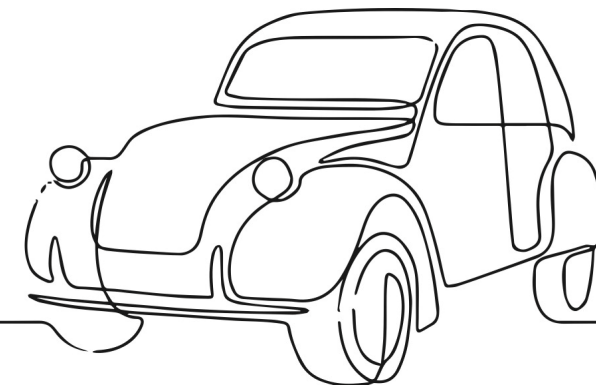


# Activities of the UN Secretary-General's Special Envoy for Road Safety



WP.1, 20 March 2024

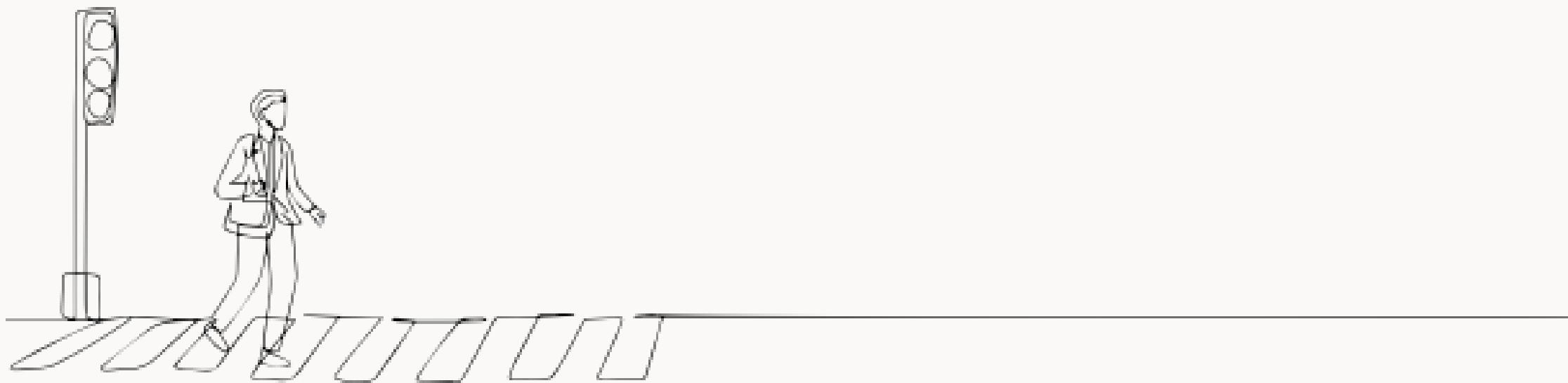




# MANDATE

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- **Promoting global partnerships** to support the design and implementation of strategies and activities to improve road safety
- **Advocating with governments, civil society and the private sector for the promotion of road safety**, particularly in countries with a high rate of road fatalities and injuries
- **Participation in global and regional conferences**, and meetings on road safety
- **Advocating the accession to, and more effective implementation of the United Nations road safety legal instruments**



# ACHIEVEMENTS 2015-2024

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**Missions to 95 Member States, meetings with more than 250 Government officials including 33 Heads of States**

**Hosted 7 United Nations Partnership Meetings for Road Safety with 30+ agencies** to provide guidance on UN priorities for road safety



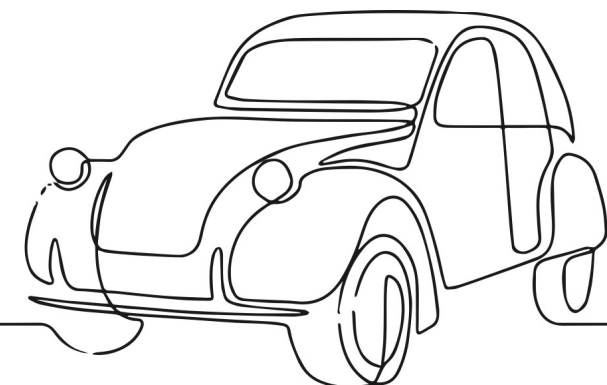
Advocates for accession to the **7 UN Road Safety Conventions. 50 new accessions** since start of mandate

**Hosted 16 regional and national capacity building workshops** in collaboration with ECA, ESCAP, ECLAC, ECE, UN-Habitat, World Bank, Inter-American Development Bank



Secured a manifesto from the Automotive Industry through OICA which supported minimum set of safety standards for new vehicles. OICA also appointed a road safety ambassador

Launched the Global Friends of the Special Envoy for Road Safety Network and the local Groups in Geneva, NY, Washington D.C., Brussels and Bangkok, with the EU Delegation and the diplomatic corps





# ACHIEVEMENTS 2015-2024



Launching a global campaign with JC Decaux to spread awareness on road safety issues around the world



Launched the first **Kofi Annan Road Safety Awards** in Accra (2022) and Marrakech (2023) with the Governments of Ghana and Morocco respectively, ECA and the Kofi Annan Foundation



Joint advocacy with World Bank Vice President led to stand alone road safety projects in Bangladesh and India at \$358 Mil and \$250 Mil respectively

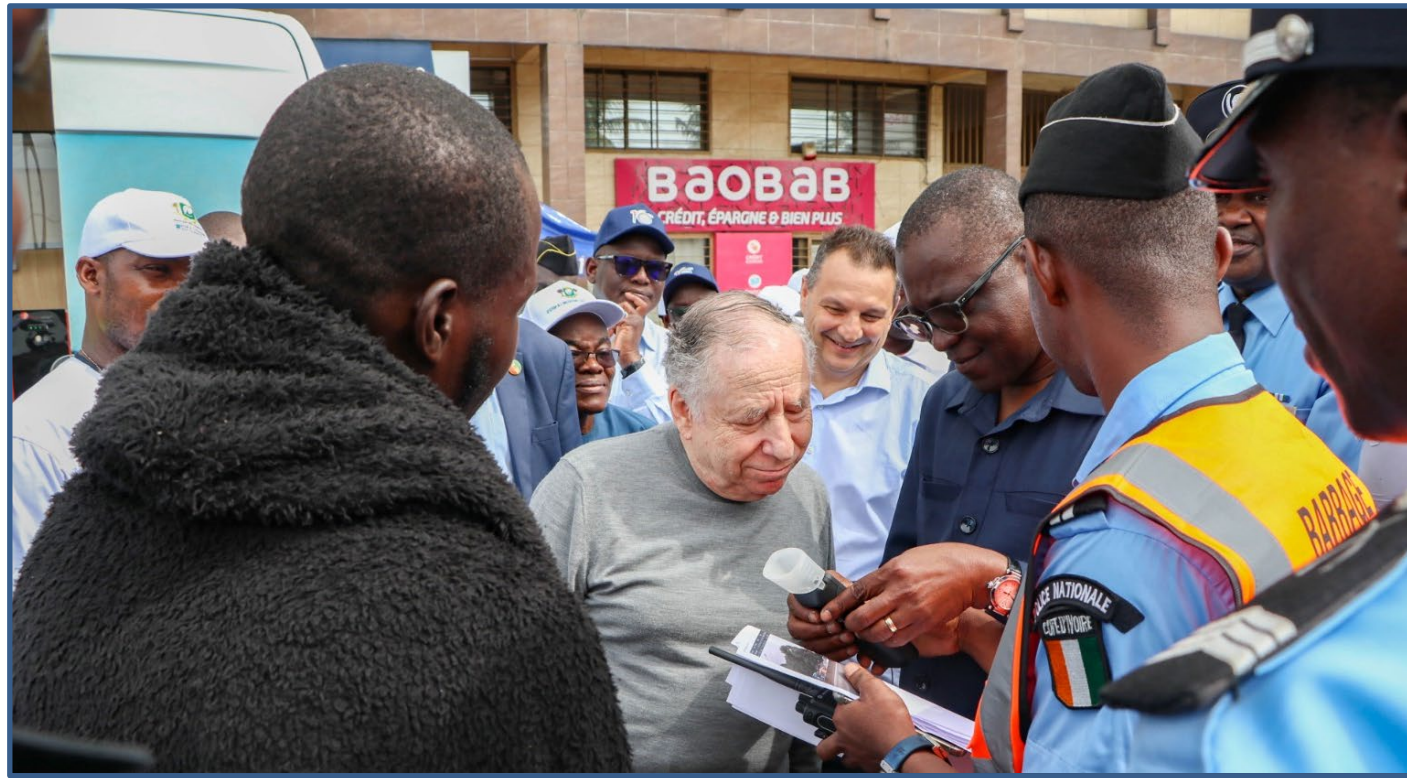


Established the **UN Road Safety Fund in 2018** and raised 30 million USD in public and private sector contributions





# '23 HIGHLIGHTS



- Travelled to **28 countries** and met with more than **70 government officials**
- Established the **Global “Friends of the Special Envoy” for Road Safety Network** and hosted the 1<sup>st</sup> meeting with the Friends’ Advisors
- Engaged with Ministries of Finance, and United Nations Members States to increase domestic investments in Road Safety
- **Participated in the launch of the 2023 Global Status Report on Road Safety**
- Raised the visibility of the UNRSF resulting in partnerships from 26 Member States and Private Sector
- **Launched the second Kofi Annan Road Safety Award in Morocco**
- Held the 7th UN Partnerships meeting for Road Safety

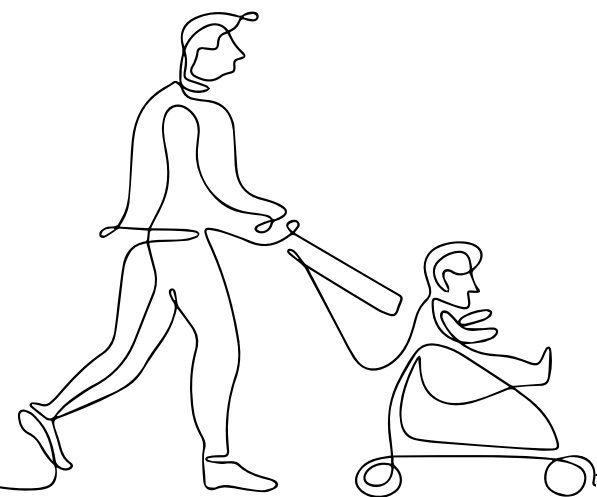




# GLOBAL FRIENDS OF THE SPECIAL ENVOY

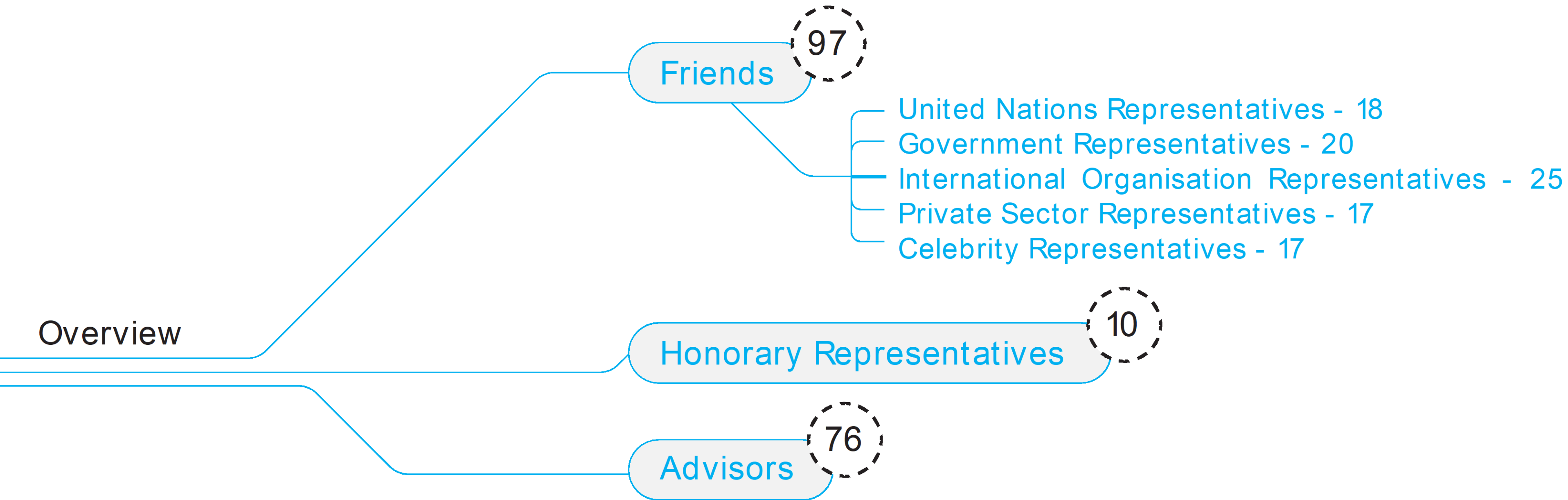
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- **97 Friends, 11 Honorary Representatives, 76 Advisors from the UN and other International Organizations, Governments, private sector and celebrities' world**
- **5 hubs: Geneva, New York, Brussels, DC and Bangkok**
- **Objectives: The networks aim to improve road safety through awareness raising, mobilizing funding and increasing development cooperation.**



# Friends of the Special Envoy

## #FriendofRoadSafety





@SteelbirdHelmet

## GLOBAL SAFE AND AFFORDABLE HELMET CAMPAIGN

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- Advocating for governments to adopt **helmet standard in line with UN regulation 22.06**
- Promoting helmets that are **low cost and meet UN regulation to new markets**

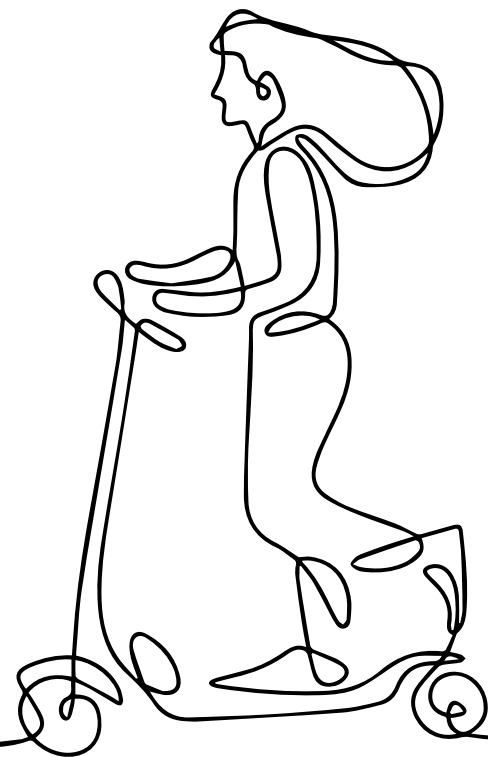






# EXPAND PARTNERSHIPS

- New Partners of the Secretariat:
  - EssilorLuxottica
  - S&P Global





# '23 COMMUNICATIONS

## HIGHLIGHTS

- Launched the global campaign #MakeASafetyStatement, in partnership with JCDecaux – to be expanded to 80 countries over the next two years
- Global (UN platforms, WP, WEF, etc) and national media coverage
- “X” profile @JeanTodt (174.3 K followers)



### Steering road safety in India back onto the right lane

India's roads are a pandemic. They represent an immense and growing opportunity to transform and connect, to develop and create. The progress in India with the country's modernization and impressive economic progress in the context, India has some of the greatest opportunities to build a strong road safety management framework, with several helmet producers, car manufacturers, big tech and high road investments. And yet, in many countries, they are also the scene of a silent but deadly pandemic.

Each year, a staggering 3,000,000 people are estimated to die in the world's roads, according to the United Nations World Health Organization (WHO). This equates to more than 14 people every hour of every day. And that is a conservative estimate. The number of people suffering life-altering injuries in road crashes is exponentially higher even than that. Beyond human suffering, there is a serious economic toll: In India, road deaths are estimated to cost between 5% and 7% of national GDP.

India and the wider region in which it sits, is far from alone. Road safety is a global problem, with 1.3 million people killed in road crashes every year. But almost one in every four road deaths around the world takes place in India.

**World Day of Remembrance**

As the planet commemorated the World Day of Remembrance for Road Traffic Victims on November 19 to provide a platform for road traffic victims and their families to remember, support and act, such figures should serve as a wake-up call to all of us. We need immediate, coordinated and evidence-based interventions to boost road safety and drastically reduce the daily human tragedies behind the alarming statistics.

This will require strategic investments in road safety measures, concerted political will at the national, state and local levels, and a change of collective mindset – after all, every one of us is a

**Focus areas for better safety**

Priority areas need to include reducing the use of smartphones not just for drivers but also for their passengers. Wearing a seatbelt reduces the risk of death among drivers and front-seat occupants by 45% to 50%, and the risk of death and serious injuries among rear-seat occupants by 25%.

Similarly, helmet use must be reinforced among motorcyclists as well as their pillion passengers. Correct helmet use can lead to a 42% reduction in the risk of fatal injuries.

Other critical road users, who include pedestrians, cyclists and the riders of two-wheelers, account for almost three quarters of road deaths in India. And passengers seated in the back seats are not only at themselves-upon impact but also to those in the front seat.

Speeding must be reduced and there can be no tolerance for drink driving, a recent report by the Government revealed that spending 60 to 70% of India's road crash deaths. Road infrastructure should be enhanced – many roads are not in a safe condition, although government programmes to reconstruct roads for rapid improvements – and large-scale public awareness campaigns such as the new UN global campaign for road safety #MakeASafetyStatement, involving international celebrities, must be undertaken to secure behavioural changes.

The call to action is clear. The Sustainable Development Goals, created in 2015, include a target (6.6) to halve the number of global deaths and injuries from road crashes and a call (11.2) to make public transport systems safe, affordable and more accessible to all.

The good news is that we are already seeing steps in the right direction in India. The national government's implementation of the Motor Vehicle (Amendment) Act, 2019, and enhanced data collection from road crashes, alongside efforts that will help experts better understand where and why crashes are occurring, and, therefore, how to reduce them.

**The UN's belief**

Police in the major cities, such as the capital, New Delhi, are adopting modern technologies such as intelligent traffic management systems to effectively regulate traffic. From a smart helmet app and minimise the potential for collisions. To help increase access to safe helmets, the Special Envoy has worked with helmet producers to produce a low-cost certified United Nations standard helmet, for under \$20, including here in India.

Private sector companies are searching for solutions. This is only right: we cannot expect to succeed if we do not have a whole of society effort to improve road safety. But we are still only at the start of the journey. Your chances of surviving a road crash can vary enormously depending on what state you live in and what services you have access to. High quality emergency care services and proper after care.

We also need to look at knowledge of international best practices and successes and then adapt them to India's specific needs and circumstances.

Road safety is a complex and multi-dimensional challenge, but the benefits that come with addressing it can be equally profound. What we need is a comprehensive all-system approach as envisaged in the UN's Sustainable Decade of Action for Road Safety 2020-2030, and full implementation of the Motor Vehicle (Amendment) Act 2019.

By finding the silent pandemic of road injuries will not only save lives but also strengthen the economy and improve the quality of life for everyone.

### TRANSPORTATION

## 1.3 million people die on roads every year. It's a global 'pandemic,' U.N. official says.

Jean Todt, the U.N. secretary general's special envoy for road safety, has a message for governments: 1.3 million deaths on the world's roads is unacceptable

By Luz Lazo  
March 25, 2023 at 6:00 a.m. EDT



Jean Todt, U.N. secretary general's special envoy for road safety, in Washington on March 7. (Luz Lazo/The Washington Post)



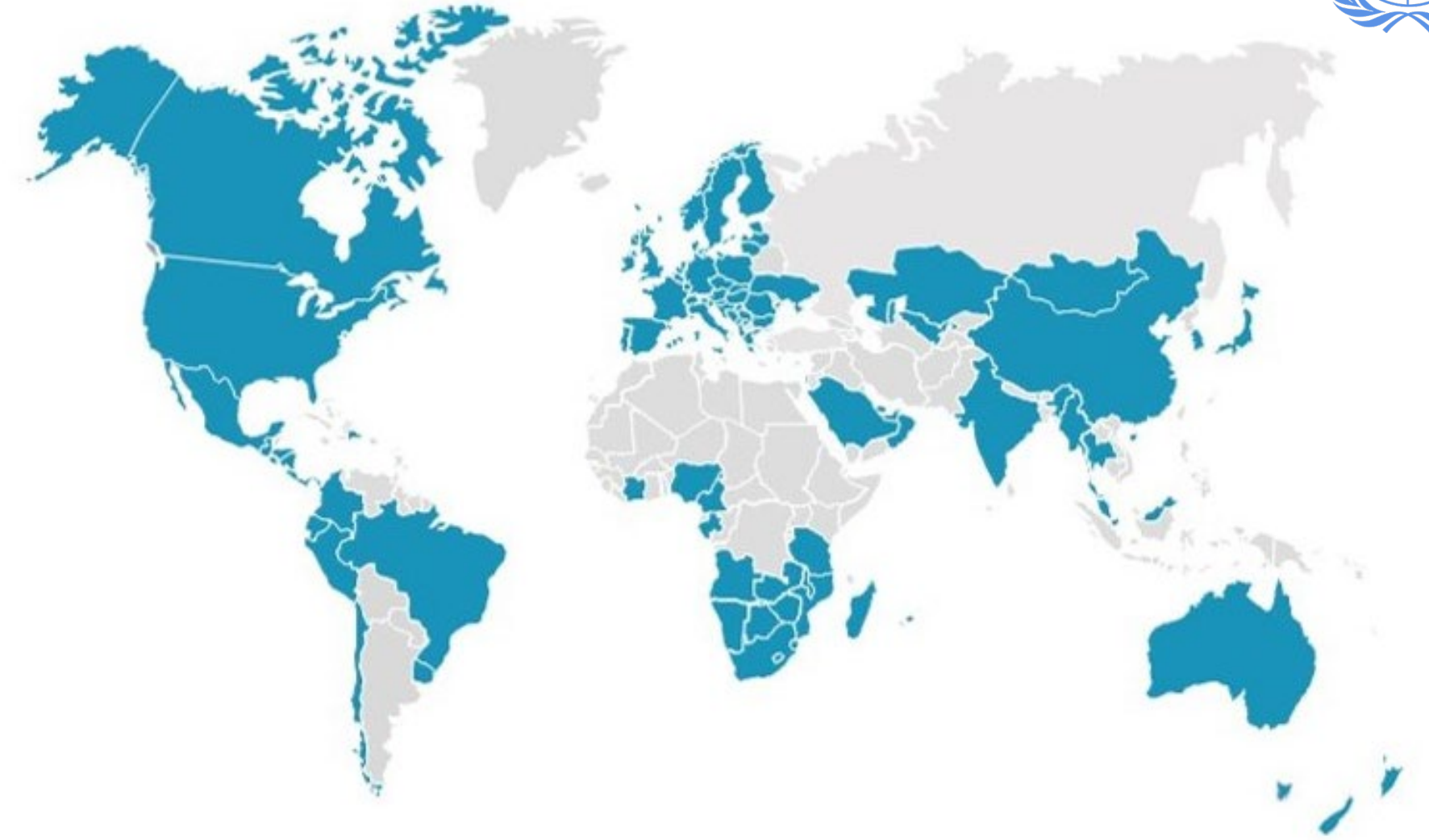


#MakeASafetyStatement:

[streetsforlife-un.org](http://streetsforlife-un.org)

# THE UNITED NATIONS GLOBAL CAMPAIGN FOR ROAD SAFETY

In partnership with JCDecaux, it will be implemented in 80 countries in more than 1,000 cities with the engagement of top celebrities over 2 years. The campaign promotes the mitigation of risk factors on the road. The campaign has been launched in the EU and in Africa so far.



## Two Main Objectives of The Campaign

**Raising awareness**  
about road safety

**Building a culture**  
of safety





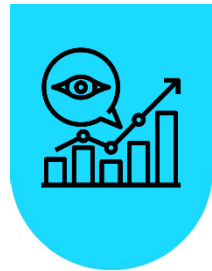
- [Safe Roads for a Sustainable World:](#)



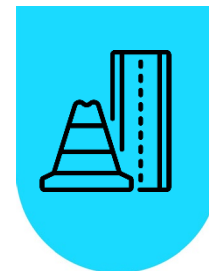
- [Motorcycle Helmets Riders' Guide to Protective Helmets](#)



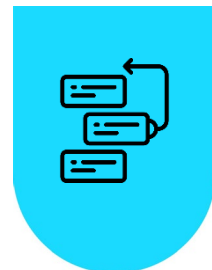
# Priorities 2024 - 25



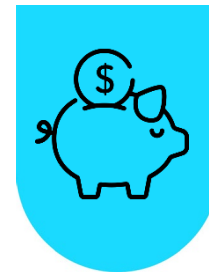
**Raise global visibility of road safety**



**Increase relevance of road safety by framing in green transition, digitalization, AI and cities, protection of children and vulnerable road users.**



**Increase alignment and priority within the UN System**



**Financing for Road Safety**

**Ministerial Conference Marrakesh February 2025**

**Preparation HLM 2026**



**Strengthening partnership with Regional Integration bodies**



**Promote UN legal instruments including helmet standard**





# THANK YOU

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Secretariat of the UN  
SG's Special Envoy for Road Safety

