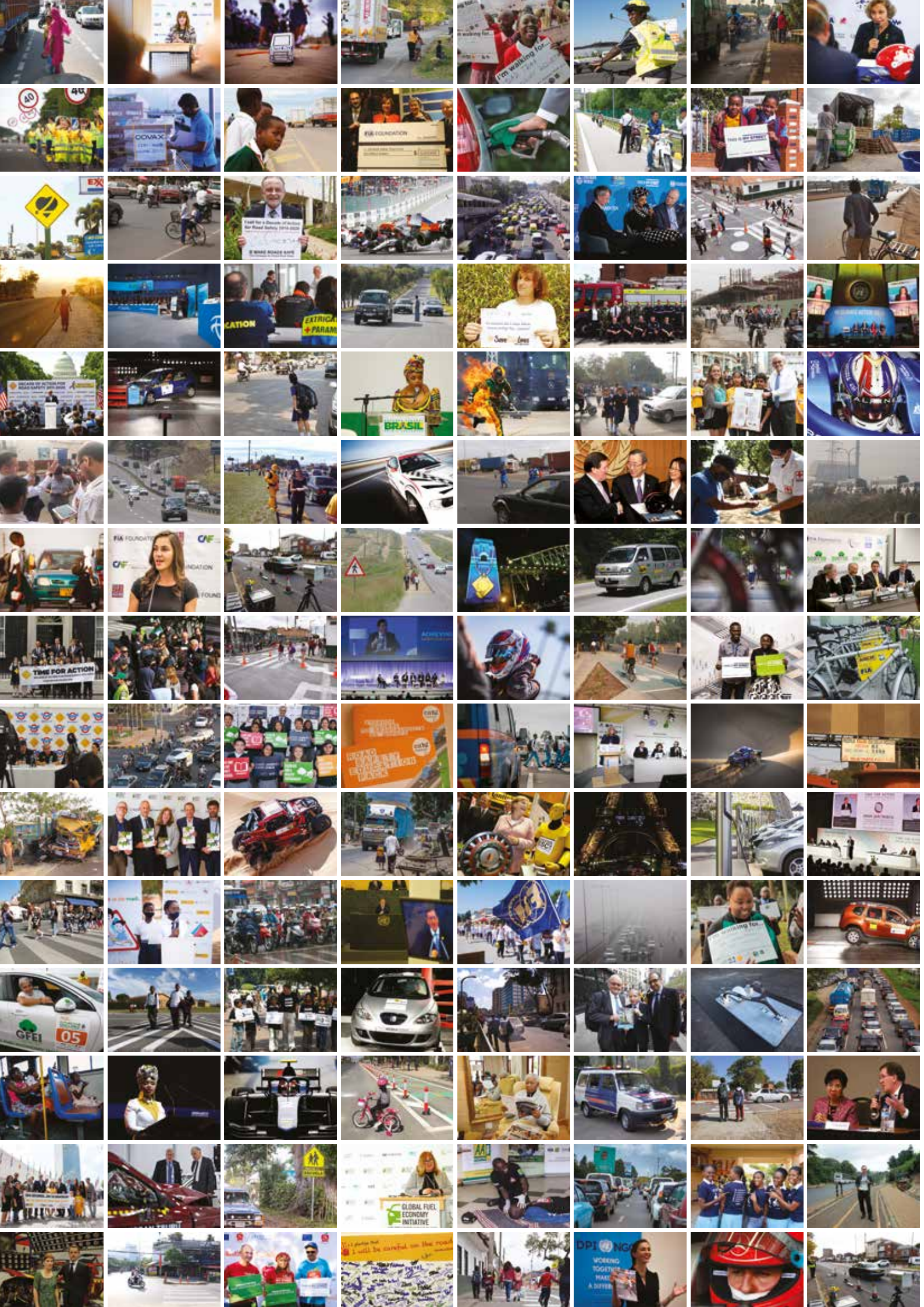


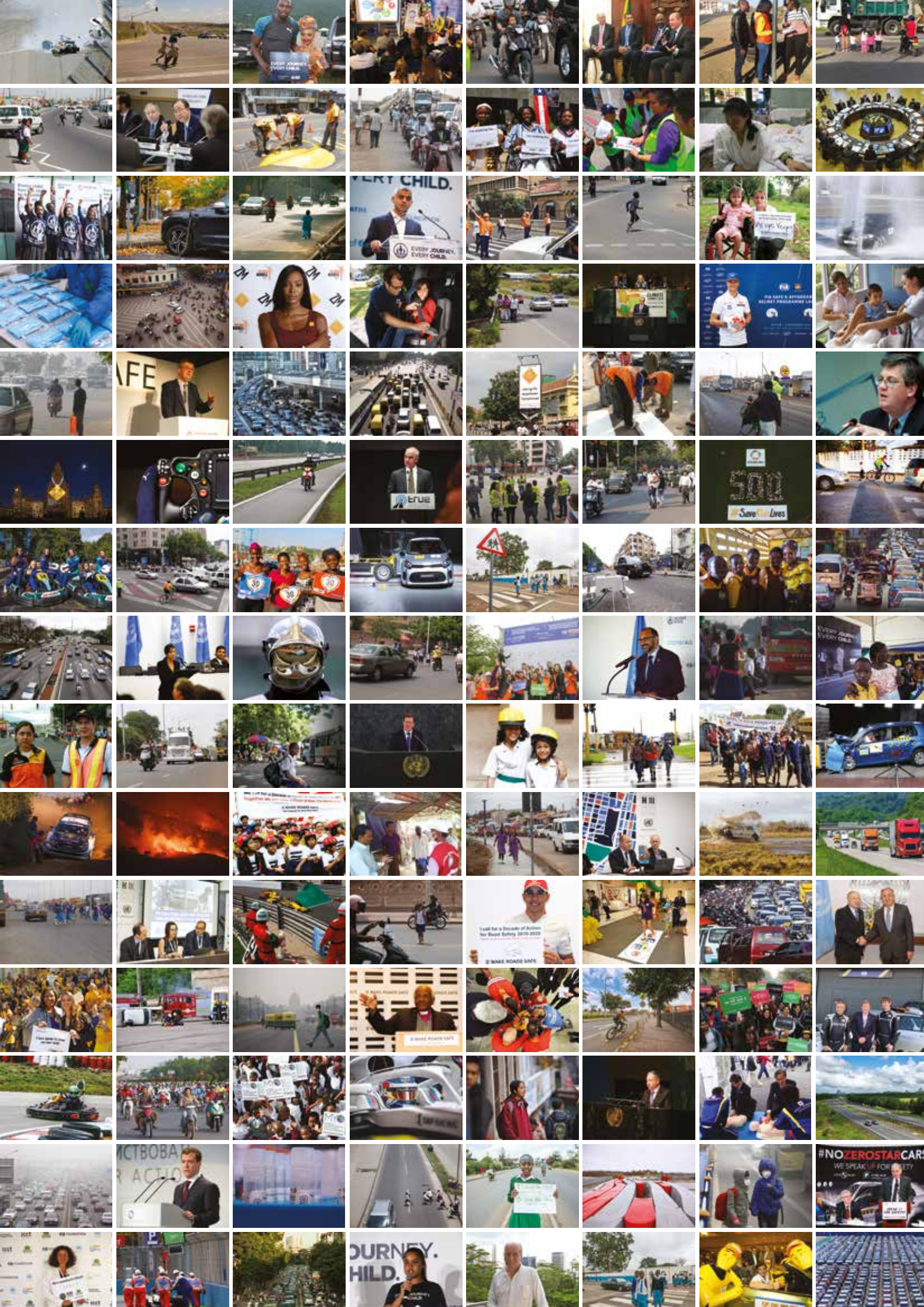


20

YEARS

2001-2021





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20 YEARS 2001-2021



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This document marks and celebrates the first twenty years of the FIA Foundation, the international charity and campaigning philanthropy established by the Fédération Internationale de l'Automobile (FIA) in 2001.

Reflecting the unique nature of the FIA – part global sport governing body, part convenor of automobile clubs from across the world – the FIA Foundation has played both the traditional role of a sport federation's charitable arm, supporting the safety and development of motor sport from grassroots up, investing in the charitable activities of the national members; and an activist role in global public policy, working with multilateral institutions, regional NGOs and member clubs to promote an agenda of road safety, sustainable mobility and climate action.

The strength of the Foundation lies in this diverse range of partners. We thank all of them for their collaboration over two decades, and look forward to continuing together on this journey in the years to come...





“The establishment of the FIA Foundation showed great foresight and generosity on the part of the FIA leadership and membership of twenty years ago. By securing a Formula One windfall within the walls of a tightly regulated charity, the federation ensured a long-term legacy of great public benefit.

This remarkable charity works on some of the most pressing public health issues arising from the way we live in the modern world. Road traffic deaths and injuries. Air pollution. Climate change. Working with the leading global experts in their field, the Foundation marshals evidence, designs solutions and advocates ferociously for them. It helps create platforms from which young people and marginalised communities can make themselves heard. It has secured significant policy advances, while recognising that there is still far to go.

Supporting motor sport safety, the Foundation has been the financial engine powering dramatic innovation for safety. The charity’s funds have helped to enable all the key breakthroughs in motor sport safety research of the last twenty years, while supporting the national associations and the volunteer sector with funding for training and development, marshalling and medical interventions.

The initial donation of €344 million has generated expenditure of €275 million, while maintaining the real term value of the fund. Behind these figures lie substantive achievements: transformative global initiatives for vehicle and infrastructure safety; tens of thousands of deaths and injuries prevented on the roads; leaded fuel eliminated from every country in the world; almost a hundred countries supported with fuel efficiency strategies and technical advice; Motor racing stars walking away unharmed from high-speed crashes; children being able to walk safely and happily to school. The Foundation’s grant-making and activities have in turn leveraged hundreds of millions of dollars of social benefit through safer vehicles and roads, and cleaner air.

While providing more than €168 million in grants to more than 150 organisations, the Foundation has also, from the beginning, managed its own impactful in-house advocacy and research activities. I first became involved with the Foundation when I agreed to chair its Commission for Global Road Safety in 2005. The Make Roads Safe campaign we then launched was responsible for proposing and helping to secure a succession of global Ministerial conferences on road safety, the UN Decade of Action for Road Safety, and the inclusion of road safety within the United Nations’ Sustainable Development Goals. Much of the international architecture and activity on this most neglected of health issues has come about because of the time, talent and finance invested by the Foundation.

It is a great honour to chair the FIA Foundation’s Board of Trustees. I pay tribute to my distinguished predecessors as Chairman: Rosario Alessi, the late Carlos Macaya, and Tim Keown; and to our essential founder, former FIA President, the late Max Mosley. I have enjoyed the strong and lively partnership and friendship with the incumbent FIA President during my term in office, Jean Todt, and look forward to working with his successor. My thanks above all to the Foundation’s trustees and staff, past and present, and to our many partners around the world. Here’s to the next twenty years, and more, and to playing our part in helping to achieve the 2030 Global Goals.”



Rt. Hon. Lord Robertson of Port Ellen KT GCMG
Chairman

OUR ACTIVITIES AND IMPACT

THE FOUNDATION SINCE 2001

Original FIA donation

€344m

Expenditure

€275m

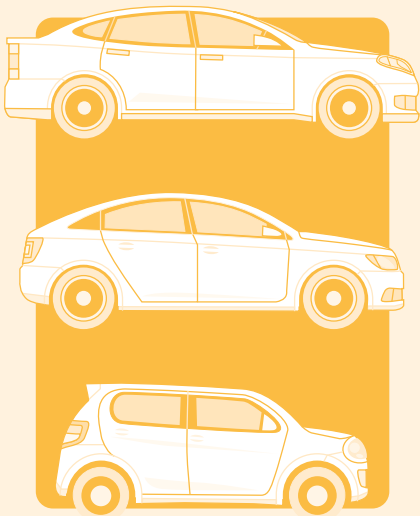
Value of Listed Investment Portfolio (Sep 2021)

€448m

From the original FIA donation of €344m in 2001, the FIA Foundation has spent €275m on charitable activity while maintaining real-terms value.

Over the course of two decades of active philanthropy for safer roads, sustainable mobility and safe motor sport, the FIA Foundation has deployed this funding for impactful achievements across the world, including:

SAFER VEHICLES



Latin NCAP

136

Ratings Since 2010

ASEAN NCAP

135

Ratings Since 2011

Safer Cars for India

37

Ratings Since 2014

Safer Cars for Africa

16

Ratings Since 2017

SAFE ROADS

★ ★ ★ ★ ★
1.3m km

Star rating and designs for **1.3m km** of road

38,000 people trained in iRAP assessments

155 IRAP accredited suppliers

US\$ 80 billion of road construction made safer

\$80bn

MAKING MOTOR SPORT SAFER

Funded the **FIA Institute for Motor Sport Safety** and its research and training programmes.

Through the FIA Sport Grant Programme we have contributed to **516** projects in **131** countries, led by national sporting authorities.

Foundation funding has powered sport safety research including **HANS system, Halo, high speed barrier testing, chassis testing, fire-resistant clothing, F1 helmet** and **bio-metric analysis**.

\$\$\$ 516 131

ACTION FOR ROAD SAFETY

THINK BEFORE YOU DRIVE

Coordinated and funded **Think Before You Drive** and **Make Road Safe** campaigns, both engaging more than 70 auto clubs.

Through the **FIA Road Safety Grants Programme** we have funded **540** auto club initiatives in **97** countries.

#3500

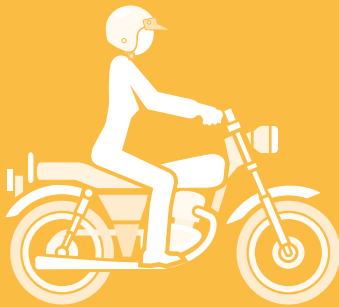
Funded **FIA High Level Panel** including major advocacy film by **Luc Besson, #3500 Lives** campaign and exploratory initiatives for sustainable road safety funding.

\$\$\$ 540 97

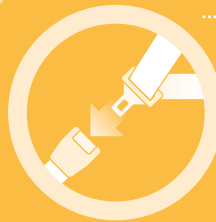
ADVOCACY, LEGISLATION AND IMPLEMENTATION



Supporting **AIP Foundation** in Vietnam since 2008 we helped implement a 2007 motorcycle helmet law, by funding specific action for children. Since the law, Vietnam has avoided **25,700** deaths; prevented **846,500** head injuries; and saved **6.2 billion USD**.

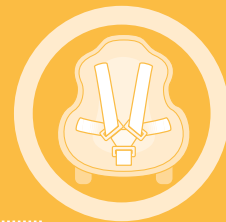


In Cambodia we supported **AIP Foundation** advocacy for a 2014 road traffic law mandating helmet use for all motorcycle riders.



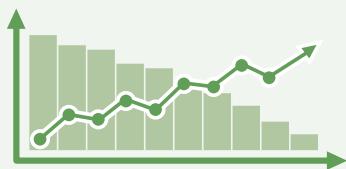
In **Georgia, Armenia** and **Moldova** new seat belt laws were secured following advocacy by the **EASST** network.

New child seat regulations in **Uruguay, Argentina** and **Chile** resulted from advocacy by **Fundacion Gonzalo Rodruguez**.

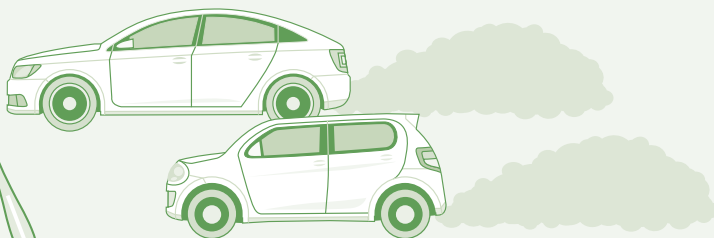


Fostered **Amend's SARSAL** programme for school infrastructure assessment which has protected more than **80,000** African children and won prestigious **WRI Ross Cities Prize**.

ACTION FOR CLIMATE AND CLEAN AIR



Our **Global Fuel Economy Initiative (GFEI)** is working with 100 countries advising on data and policy.



The Real Urban Emissions Initiative (TRUE) is engaging with more than 30 cities worldwide and has an emissions database of 60 million readings.



As a partner in the **Clean Air Fund** we are pooling resources with other philanthropies to promote clean air and climate action.

ROAD SAFETY PARTNER FOR THE UNITED NATIONS



Funded first **WHO** five year strategy for global road safety.



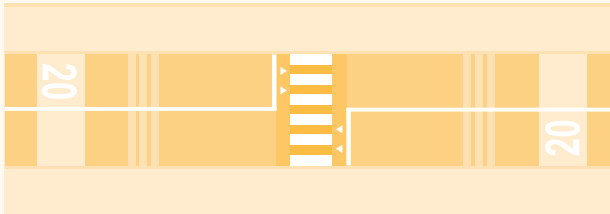
Developed and funded first **UNICEF** strategy for child road traffic injury prevention.



Provided start-up funding for **World Bank Global Road Safety Facility**.



Lead start-up donor for **UN Road Safety Fund**.



Supporting Office of **UN Special Envoy for Road Safety**.

GLOBAL ADVOCACY LEADERSHIP FOR ROAD SAFETY

MAKE ROADS SAFE

Launched **Make Roads Safe** campaign to call for UN Ministerial Conference.



Devised and led successful Call for a **Decade of Action for Road Safety**.



Led successful campaign for road safety to be included in the **Sustainable Development Goals**.



Supported successive Ministerial conferences in **Moscow, Brasilia, Stockholm**.

2001

THE FIA FOUNDATION LAUNCHED

The FIA Foundation was launched in 2001, to build on the expanding interest of the Fédération Internationale de l'Automobile (FIA) in road safety and environmental public policy. In recent years the FIA, together with its European automobile clubs, had played a leading role in securing new European Union crash test legislation, the first for twenty years, and launching the European New Car Assessment Programme; had worked with members of the European Parliament for a directive to reduce sulphur content in fuel; and had engaged with the United Nations' climate change process, publishing a report 'Climate for Change' on the transport sector's role in reducing carbon emissions at the 2001 Conference of Parties. There was also growing awareness within the FIA, prompted by a landmark Red Cross report, of the scale of global road traffic deaths and the policy vacuum that existed where any kind of joined-up international response should be.





ABOVE One of the Foundation's first major activities was supporting the 'Por Amor' seat belt campaign in Costa Rica, led by the Automobile Club of Costa Rica.

I 2001: THE FIA FOUNDATION LAUNCHED I



TOP FIA President Max Mosley proposed setting up the charity to deploy monies secured from Formula One.

MIDDLE David Ward, who ran the FIA's Brussels office and had previously been a senior UK political adviser, became Director General.

BOTTOM Rosario Alessi, President of the Automobile Club d'Italia (ACI) became the Foundation's first chairman.



As the FIA reached agreement with the European Commission on a competition issue relating to the lease of Formula One rights, a multi-million euro payment was made to the FIA by F1 rights holder Bernie Ecclestone. The FIA President, Max Mosley, wanted these funds to be deployed for public benefit, including by enhancing the role of the FIA and its clubs in the public policy arena. To safeguard this public benefit role the FIA General Assembly agreed to establish the FIA Foundation for the Automobile and Society as an independently managed charity, registered in the United Kingdom, with a board led by the President of the Italian Automobile Club, Rosario Alessi. A founding donation of €344 million was made by the FIA to the FIA Foundation. David Ward, director of the FIA's European Bureau, and a key player in the crash testing breakthrough, was appointed as the Foundation's first Director General.

With approval from the UK's Charities Commission the FIA established its Foundation with the charitable objects to promote public safety and public health, the protection and preservation of human life and the conservation, protection and improvement of the physical and natural environment through:

- promoting research, disseminating the results of research and providing information in any matters of public interest which include road safety, automobile technology, the protection and preservation of human life and public health, transport and public mobility and the protection of the environment;
- promoting improvement in the safety of motor sport, and of drivers, passengers, pedestrians and other road users.



Beginning its activity in early 2002, the way the Foundation has sought to realise these charitable objectives through collaborative impact has evolved over time.

king

ads Safe

uly 2008 on



on for
ad S

ion

“Twenty years ago I had the privilege to be the inaugural Chairman of the FIA Foundation. It was Max Mosley who wanted it. I accepted enthusiastically. I steered the FIA Foundation through eight years as it defined its mission and built its reputation. I was the President of the FIA Senate and the Honorary President of the Automobile Club of Italy, and, as such, I knew very well the objectives of road safety culture the FIA pursued, which were the same I had been promoting in Italy for several years.

The FIA had made an ‘historic’ and noble decision: using the revenues from the sale of Formula One’s commercial rights to solely promote road safety and sustainable mobility, while protecting the environment – that is the Foundation’s statutory objectives. I was keen to ensure that the Foundation reflected the best traditions of the FIA’s motor sport and mobility clubs and activities, while charting new directions in global policy.

This we achieved, engaging many clubs in campaigns and projects, and broadening our focus to embrace clubs from South America, Africa and Asia in the Foundation’s policy working groups: in particular Clubs from Costa Rica, Ecuador, Egypt, South Africa and Armenia. Our actions caught media interests and led to positive results.

In those years we established important partnerships with the World Health Organization and the World Bank. The committed support of motor racing stars was fundamental and effective – one above all, Michael Schumacher, who came to Rome to foster road safety values among young people, in the presence of two Italian Ministers and the European Transport Commissioner.

During my term of office, the cooperation of David Ward – the talented and intelligent first Director General of the charity – was essential.

Like Max, several trustees with whom I served, including Otto Flimm, Burdette Martin, Sebastia Salvado and my successor as Chairman, Carlos Macaya, are sadly no longer with us. I remember them all with deep gratitude and respect.

Another trustee who I must mention is John Dawson, who made a significant contribution under the commendable Presidency of Tim Keown and continues to be an energetic advocate for safe roads.

It is indisputable that the Foundation has successfully implemented initiatives and projects throughout the world to improve global road safety. I have remained in close touch with the work of the Foundation and am pleased to see our charity go from strength to strength. We have many global challenges today, but I see that the FIA Foundation is promoting achievable solutions and standing up for public health and for road safety, for children and the poorest in our societies.

I am convinced that the praiseworthy activities of the FIA Foundation will be increasingly successful under the wise guidance of Lord Robertson of Port Ellen – a very authoritative person who is generously putting his experience at the service of a noble objective, and who can count on the precious cooperation of the Executive Director, Saul Billingsley.”

Rosario Alessi

Inaugural Chairman, 2001-2008

2002-2007

DESIGNING A GLOBAL AGENDA

In its early years the Foundation gradually developed a strong role and profile as a leader in global road safety advocacy, working closely with and strategically funding the World Health Organization and the World Bank, and seed-funding the embryonic global road safety community. The Foundation started as an early adopter and from a very low base: road traffic injury prevention was not at all recognised in the global policy agenda, and WHO's active interest in the issue fortuitously coincided with the Foundation (and its money) coming on the scene. The Foundation was closely involved in organising and supporting the first UN debates on road safety led by the Sultanate of Oman; the 2004 WHO/World Bank 'World Report on Road Traffic injury Prevention, the development of the UN Road Safety Collaboration from 2005, seed funding for the World Bank Global Road Safety Facility (the first multi-donor fund) from 2005; and, in 2006, the launch of the Commission for Global Road Safety under former NATO Secretary General Lord Robertson of Port Ellen, with its Make Roads Safe campaign and the call which it instigated for a first ever global ministerial conference on the issue.







PREVIOUS Formula One star Michael Schumacher was a strong supporter of the FIA Foundation's safety campaigns, here at a European Council in Dublin.

TOP LEFT The first United Nations General Assembly debate in 2003, sponsored by Oman.

TOP RIGHT The Commission for Global Road Safety, established by the Foundation, set the agenda for global road safety.

BOTTOM LEFT Launching the World Bank Global Road Safety Facility in 2005.

BOTTOM RIGHT UN Secretary General Kofi Annan gave his first interview on global road safety to the FIA Foundation in 2004.

I 2002-2007: DESIGNING A GLOBAL AGENDA I



Over the same period, the Foundation worked closely with the FIA and automobile club members. The Foundation organised and funded the first truly global public policy agenda for the clubs (the FIA's policy interventions had previously been primarily Euro-centric), with new mobility and technical working groups bringing together a wide range of participants from Africa, Latin America and the Caribbean, and Asia. The road safety agenda was a priority, and more than 70 FIA clubs were actively involved in the Think Before You Drive campaign, co-funded by Bridgestone, in 2005-7 and the Make Roads Safe campaign from 2006-9. Between 2007-2012 the Choose ESC campaign, in conjunction with the EU and eSafetyware AISBL, promoted e-safety technology in vehicles. These campaigns were all devised and led by the Foundation, working directly with the clubs and other NGO partners.

The Foundation also managed a direct grant-making relationship with its member clubs, the majority of which were for short-term road safety projects, and with other road safety organisations. There was an element of trial and error to the grant programme, and a gradual shift of emphasis away from relatively small grants towards larger, longer-term partnerships. For example, the evolution of the European and then International Road Assessment Programme (iRAP) from an initial club-led cluster of research projects into a global organisation working with major development bank partners was enabled by core Foundation funding.

From 2002 onwards the charity also provided significant multi-million Euro per year funding for motor sport safety research, initially directly to the FIA then subsequently to the FIA Institute for Motor Sport Safety. Supporting the work of the FIA's Safety Commission and FIA's technical experts, the Foundation in this period contributed funding to innovations including, inter alia, the HANS system, wheel tethers, high speed barriers, crash testing and solving dangerous aerodynamic issues in sportscars.

The Foundation's environmental programme during this period was relatively limited. The Foundation joined the UN Environment-led Partnership for Clean Fuels & Vehicles in 2003, which worked for and (in 2021) secured the elimination of leaded fuel worldwide; supported the German automobile club ADAC in emissions testing which became the EcoTest programme; and through the Foundation technical working group encouraged clubs to campaign for low sulphur fuel.



TOP iRAP grew from beginnings as a European club programme to be a global force.

BOTTOM In 2003 the Foundation joined a UN-led campaign to eliminate leaded fuel.

POR AMOR SEAT BELT CAMPAIGN



The 'Por Amor' campaign in Costa Rica in 2003/4 was one of the first major interventions supported by the Foundation. Working with the auto club and Costa Rica's dynamic transport minister Karla Gonzalez (bottom left) the Foundation supported a campaign which combined legislative action, police enforcement and innovative awareness raising. It resulted in an enhanced seat belt law. A toolkit developed for the campaign became a model for a WHO-led series of best practice manuals.



**INSTITUTE OF
ROAD TRAFFIC
EDUCATION
(IRTE), INDIA**

PEOPLE KILLED ON DELHI ROADS
YESTERDAY: 02
SINCE JANUARY 1st.: 1650
YOUR SAFETY IS OUR CONCERN
DELHI TRAFFIC POLICE

Two triangular warning signs with the text 'SAFETY IS OUR CONCERN' and 'DELHI' are positioned on either side of the main sign.

I 2002-2007: DESIGNING A GLOBAL AGENDA I



Alarmed by India's appalling road deaths, Indian road safety campaigner and philanthropist Rohit Baluja invested the proceeds of his shoe business into his Institute for Road Traffic Education (IRTE). From 2004 the Foundation began supporting his work, funding mobile 'Crash Labs' to undertake collision investigations and workshops to train government officials and hundreds of police officers.



**THINK BEFORE
YOU DRIVE
CAMPAIGN**



'Think Before You Drive' was the message of the Foundation's first global campaign in 2005-7. An awareness raising effort aimed at motorists, the campaign was co-funded by Bridgestone Tyres, with advice on key 'risk factors' that contribute to crashes. Tyre safety was obviously an important theme, and Bridgestone provided millions of pressure testers. With a ubiquitous crash test dummy mascot, the campaign was supported by motor racing stars including Ferrari's Michael Schumacher and Rubens Barrichello (right) and led by FIA auto clubs in more than seventy countries.





EURO NCAP



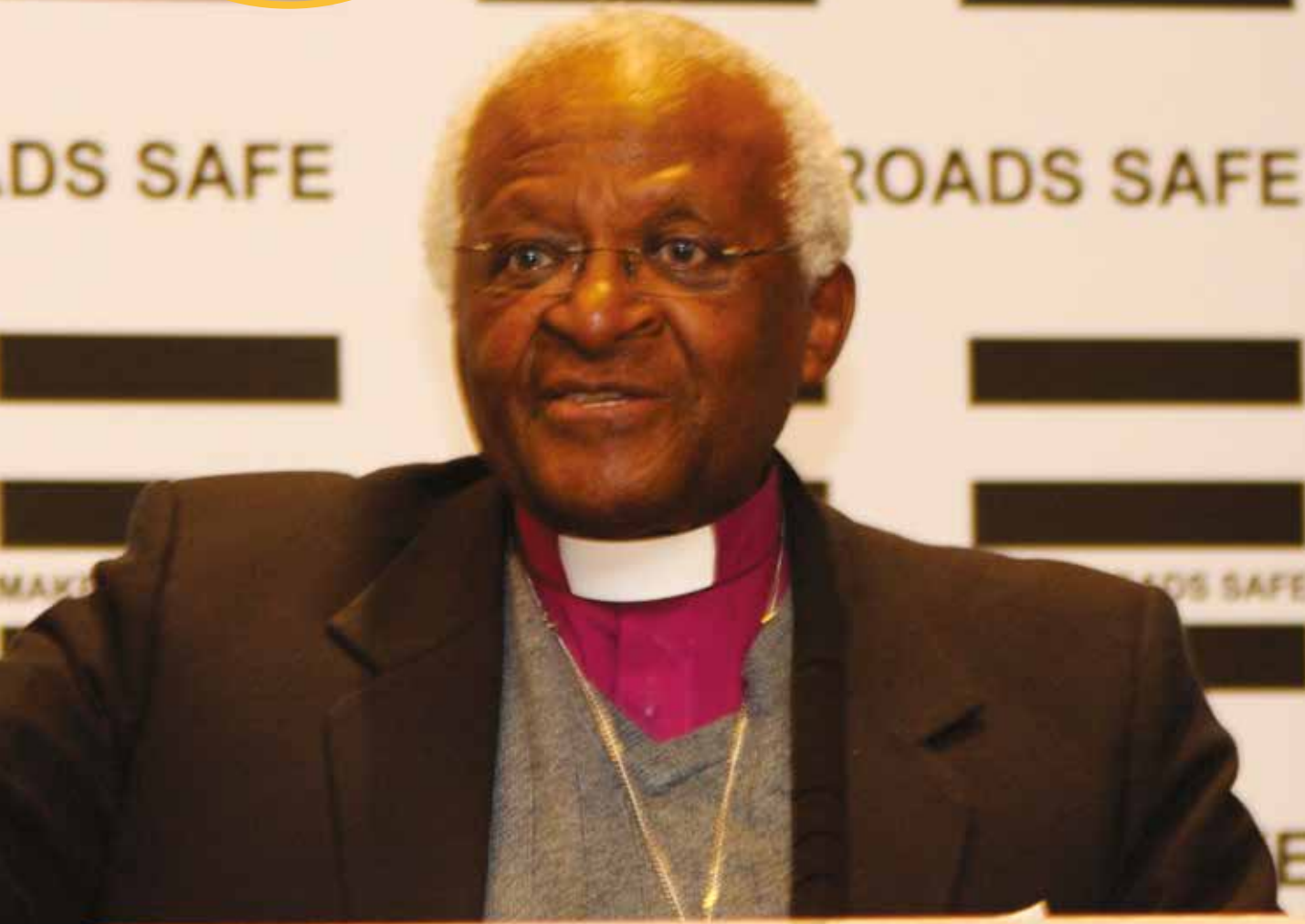
I 2002-2007: DESIGNING A GLOBAL AGENDA I



The Foundation emerged as a result of the FIA's increased focus on road safety under Max Mosley, and the European New Car Assessment Programme, established in 1996 by the FIA, the European Commission, the UK Department of Transport and British auto clubs the AA and RAC, was an early and obvious candidate for the Foundation's investment after 2001. With Foundation Technical Director Frank van West on the board and active involvement by the ADAC and other European auto clubs, the programme matured, with many car makers volunteering their new models and spending millions of euros advertising the results.



ADVOCACY //
MAKE ROADS
SAFE CAMPAIGN



≡ MAKE ROADS SAFE

www.makeroadssafe.org

I 2002-2007: DESIGNING A GLOBAL AGENDA I



By 2006 the global road safety movement's early momentum, which had seen UN resolutions, a UN Road Safety Collaboration and a World Report on Road Traffic Injury, was faltering. The Foundation's response was to set up the Commission for Global Road Safety, chaired by recently ex-Secretary General of NATO Lord George Robertson, with a brief to shake things up. Launching a 'Make Roads Safe' report and campaign, the Commission and Foundation called for a first ever global ministerial conference on road safety. Soon moral leaders like President Oscar Arias of Costa Rica and Archbishop Desmond Tutu were offering vocal support...



CHOOSE ESC! ACTIVE SAFETY CAMPAIGN



Complementing the strong focus on improving passive safety of cars, researchers and safety policymakers in the US and Europe increasingly recognised that active safety systems would play a key role in reducing serious crashes. Electronic stability control (ESC) was the most promising technology, yet too few car makers were offering it as standard and political leaders were unaware of its benefits. So, with active leadership from Max Mosley and financial support from the European Commission Choose ESC was born – an awareness campaign managed by the Foundation which quickly caught the attention of members of the European Parliament and leaders like German Chancellor Angela Merkel (right).





MOTOR SPORT
SAFETY //
BARRIERS





For track racing barrier protection is vital, both for participants and track-side officials, and for spectators. FIA research in barrier development has been relentless, including high speed barriers at FIA grade circuits and armco end barrier protection for World Rally Championship events. High speed barrier testing for Formula One was one of the first safety research projects supported by the Foundation. In 2006 the FIA Institute won the Safety Innovation of the Year award at the Professional Motorsport World Expo Awards for the development of a new high-speed safety barrier, which is particularly effective in high-speed corners with short run-off areas. It is implemented at most top-level race circuits around the world.



MOTOR SPORT SAFETY // RALLY



In the FIA's drive to eliminate death and serious injury from motor sport, rally competitions are one of the focus areas. Rally safety is not only an issue of competitors and participants but, given the democratic nature of the sport, spectators who line the stages are also vulnerable. In fact, there are more injuries to spectators than competitors, and rally safety guidelines have been progressively introduced to reduce the occurrence of incidents. In 2003 the FIA established a Rally Research Group, which has since been very active - supported by the Foundation - in improving passive safety, including crashworthiness of the cockpit of the rally car, design of the seat to manage energy in a crash and fire-resistant protective clothing. The research is also applicable to all closed car racing and is followed by the Karting Research Group. As described elsewhere, marshal training is vital and in rally this includes strong components on crowd and event management which are regularly reviewed and updated to meet latest best practice.







ABOVE David Ward inspects a Global NCAP crash test with Ralph Nader, who pioneered car safety campaigning in the 1960s.

“Twenty years ago I had the huge privilege to lead the creation of the FIA Foundation. This was possible thanks to an act of great foresight and generosity by the Federation Internationale de l’Automobile (FIA) led by its President, the late Max Mosley. He persuaded the Federation that the proceeds from the lease sale of its commercial rights to Formula One should be used to permanently endow a new charity dedicated to road safety, sustainable transport, and motor sport safety. This exciting task fell to me to establish the Foundation as a UK registered charity with a Board of Trustees mainly drawn from FIA clubs and chaired by the then President of the Italian Automobile Club Avvocato Rosario Alessi.

It is a rare opportunity to be able to build a major new philanthropy with significant resources. And we were fortunate to be able to act quickly in serving as a global catalyst for change. The launch of the Foundation came just one year after the United Nations had adopted the Millennium Development Goals (MDGs). But unfortunately the MDGs had completely overlooked the rising tide of road traffic injuries, 90% of which were occurring in low and middle income countries. The FIA Foundation was ideally placed to tackle this serious omission and we began working with the World Health Organization (WHO) to ensure that road safety gained the global recognition it deserved.

Contributing \$1 million annually to the WHO’s Five Year Road Safety Strategy, we were able to boost international awareness about their alarming forecasts of a potential surge in levels of road trauma. We also hosted the then WHO Director General Gro Harlem Bruntland at a major conference in London in 2003 where she dedicated World Health Day that year to road safety. In parallel the UN General Assembly, on the initiative of the Sultanate of Oman, held a first ever debate on road safety and this led to the creation of the UN Road Safety Collaboration which, to this day serves, as the main coordination mechanism for UN activities in road injury prevention.

Having gained a place on the foothills of the global health and development agenda, the Foundation then set about climbing higher. We played a key role in the creation of the World Bank’s Global Road Safety Facility with a \$5 million grant designed to stimulate other donors to invest. And in 2006 we launched the Commission for Global Road Safety under the patronage of Prince Michael of Kent and the Chairmanship of Lord Robertson of Port Ellen. The Commission began to publish a series of ‘Make Roads Safe’ reports that called for a first global Ministerial Conference on road safety, a UN Decade of Action, the creation of a UN Special Envoy for Road Safety, and inclusion of road injury in the Sustainable Development

Goals (SDGs) that succeeded the MDGs after 2015. All our advocacy targets were achieved: with the first Ministerial Conference held in Moscow in 2009; the first Decade of Action launched in 2011; Jean Todt, Max Mosley’s successor as FIA President, appointed as the UN Secretary General’s Special Envoy; and road safety included in the SDGs launched in 2016.

Alongside these advocacy campaigns we also supported direct interventions in key pillars of road traffic injury prevention. The Foundation helped to establish the Global New Car Assessment Programme and the International Road Assessment Programme which are working to transform the safety of vehicles and roads. And we tackled the broader agenda of sustainable transport and environmental protection. The Foundation supported UNEP’s Partnership for Clean Fuels and Vehicles and launched the Global Fuel Economy Initiative. And, of course, in recognition of the origins of our endowment we helped to establish the FIA Institute for Motor Sport Safety and contributed resources to key areas of safety research and training. My successor at the FIA Foundation, Saul Billingsley, has sustained these efforts superbly and also succeeded in bringing a much needed focus on risks to child health caused both by road injury and air pollution.

Reflecting on the Foundation’s first twenty years, I think the extraordinary act of philanthropy made by the FIA has been both hugely influential and beneficial. The Federation and its member clubs can be justifiably proud of what has been achieved. For it is fair to credit the FIA Foundation with playing a leading role in transforming global road safety. The WHO’s initial forecasts of soaring road deaths have not happened and the first UN Decade of Action has seen fatality rates stabilise. Of course, 1.3 million people being killed annually on the world’s roads is entirely unacceptable and that is why we need to redouble our efforts in a new Decade of Action to at least halve road deaths and serious injuries. By 2030 we need also to take decisive steps towards decarbonising road transport to prevent damaging climate change, and stronger action to improve air quality. The transformation of our transport systems to make them safer and cleaner than ever before is the urgent task of the next ten years. Whilst the global agenda certainly does not get any easier, it is reassuring that, after twenty years of solid achievement, the FIA Foundation is still fulfilling its original mandate as an independent champion of safe and sustainable transport. Given the challenges we face in the decades ahead its influence and commitment will be needed more than ever before.”

David Ward
Director General, 2001-2013

2008-2011

CAMPAIGNING FOR CHANGE

The final years of the Foundation's first decade were incredibly productive and successful. The global road safety agenda achieved a breakthrough with a substantive UN Resolution in 2008 leading to the Moscow Ministerial Conference in 2009; the adoption of the Decade of Action for Road Safety in 2010; and the launch of the Bloomberg Road Safety Programme in the same year (which also meant the FIA Foundation was no longer the lead philanthropic donor player in the field). The ministerial conference, Decade of Action and the 'five pillar' approach for its Global Plan were all first proposed by the Foundation, through its Commission for Global Road Safety, so its policy leadership and influence was significant. Another example of the Foundation's convening role was the 2008 Safe Roads conference, hosted at the European Bank for Reconstruction & Development, which for the first time brought together all the multilateral development banks to establish a joint working group on infrastructure safety.







TOP Russian President Dmitry Medvedev opens the first Global Ministerial Conference on Road Safety in Moscow, November 2009.

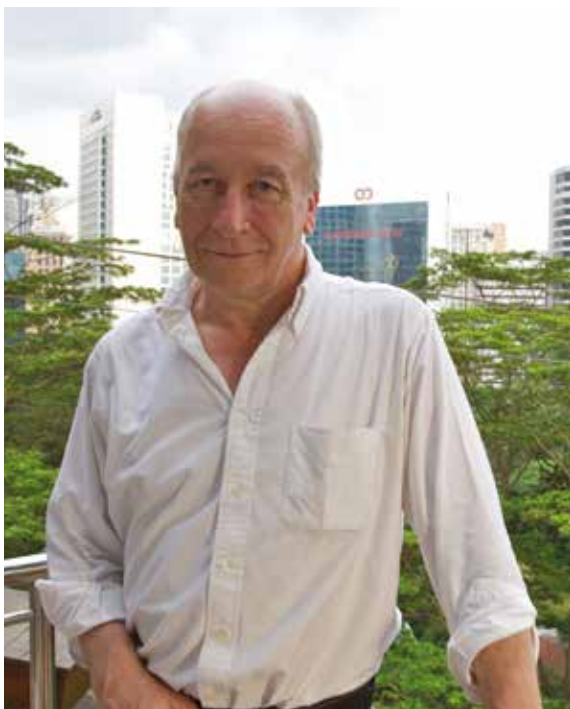
BOTTOM The first meeting of development bank officials specifically to coordinate on road safety was orchestrated by the Foundation in 2008.

I 2008-2011: CAMPAIGNING FOR CHANGE I



The evolution of the Foundation's grant programmes towards larger, longer-scale and expert partnerships also continued. In 2010 the Foundation established the Global New Car Assessment Programme, to catalyse vehicle safety in emerging markets, with an initial focus on Latin America and South-East Asia. Automobile clubs were integral to the development of testing in both regions. From 2008 partnerships were established with selected regional road safety NGOs capable of delivering transformational legislative action and/or evidence-based demonstration projects with potential to be taken to scale.

This period saw burgeoning activity on the environmental front too. The Global Fuel Economy Initiative, a policy research and technical implementation partnership coordinated by the Foundation with the UN Environment Programme, the International Energy Agency and the International Transport Forum, was launched in early 2009; while the 'Share the Road' active mobility initiative was launched with the UN Environment Programme in 2010. With these initiatives the Foundation began to develop a profile and reputation as both a thought leader and fund mobiliser comparable to that for its role in the road safety field.



TOP Michael Bloomberg. The entry of Bloomberg Philanthropies into road safety funding in 2009 transformed the scene.

BOTTOM Richard Stanley, veteran Oxfam and Unicef filmmaker, crafted the Foundation's advocacy films, including two BBC documentaries with Michelle Yeoh.

A significant development in the motor sport safety arena from 2008 was the inflow of around €39 million of new funding from the FIA for the ring-fenced Motor Sport Safety Development Fund. This new money, for the first time, meant there was real capacity to fund motor sport club projects for and by the ASNs (the national sporting clubs and authorities). This funding was managed by the Foundation and operationally delivered by the FIA Institute, with tripartite FIA Foundation, FIA Institute and FIA oversight. In addition to motor sport safety management and training projects, the funding enabled a flowering of young racer training, led by the FIA Institute, and supported the FIA's environmental accreditation agenda.

From around 2007 the Foundation's working partnership with the FIA and clubs began to change, as the FIA became more directly active in global public policy. For example, an FIA declaration on air quality, climate change, and automotive fuel economy, launched at the FIA General Assembly in October 2007, led to a 'Make Cars Green' global advocacy campaign managed by the FIA directly with clubs. The Foundation's role in coordinating global policy & technical working groups of the clubs was also increasingly taken on by the FIA's own secretariat. The new FIA leadership elected in late 2009 accelerated this trend.

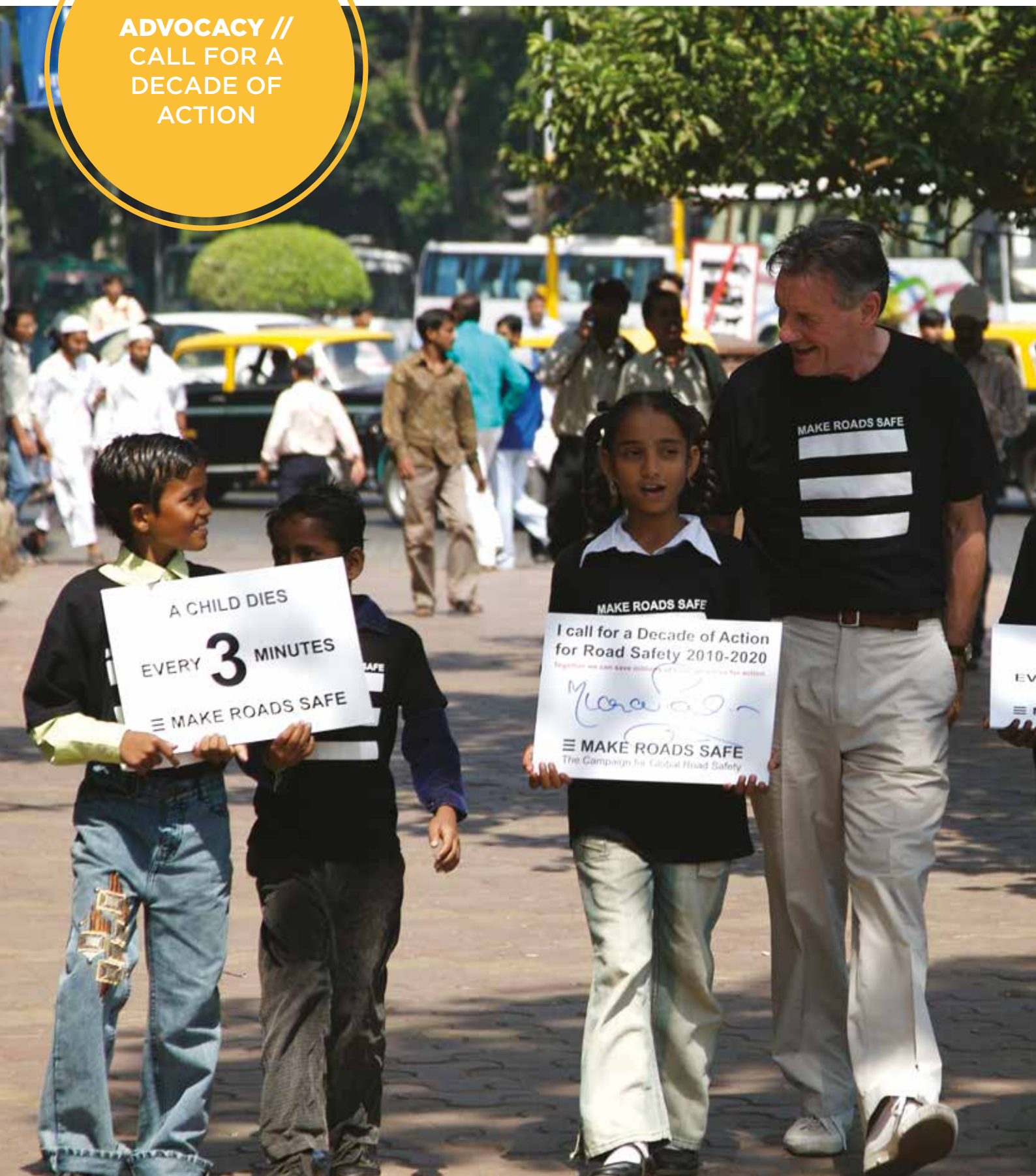
**ADVOCACY //
SECURING A UN
MINISTERIAL**



2008 was a breakthrough year for the Foundation's Make Roads Safe campaign and wider road safety efforts led by WHO. Lord Robertson spoke in the UN General Assembly and, together with actress Michelle Yeoh, presented a million-name petition to UN Secretary General Ban Ki-moon as the UN approved a first ever global ministerial conference, a key demand of our campaign. Russia's Deputy Interior Minister (and president of the Russian Automobile Federation) Victor Kiryanov was a pivotal figure in securing the conference, which would be hosted by Russia in Moscow.

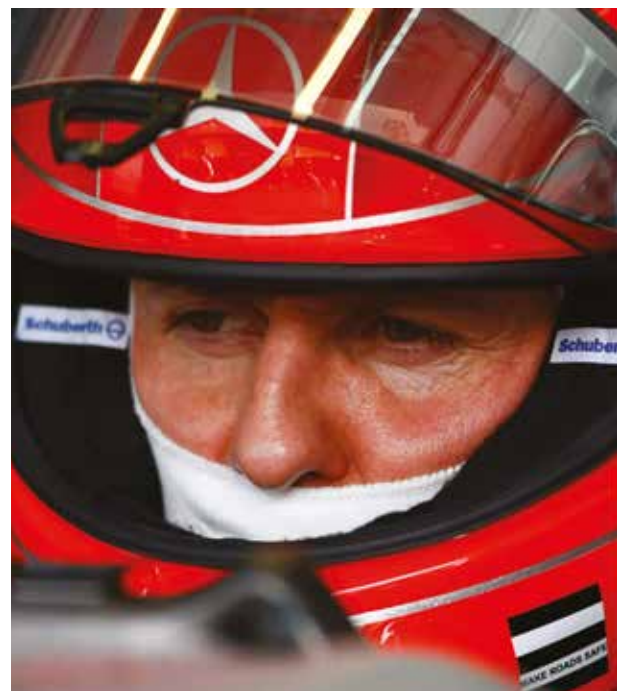


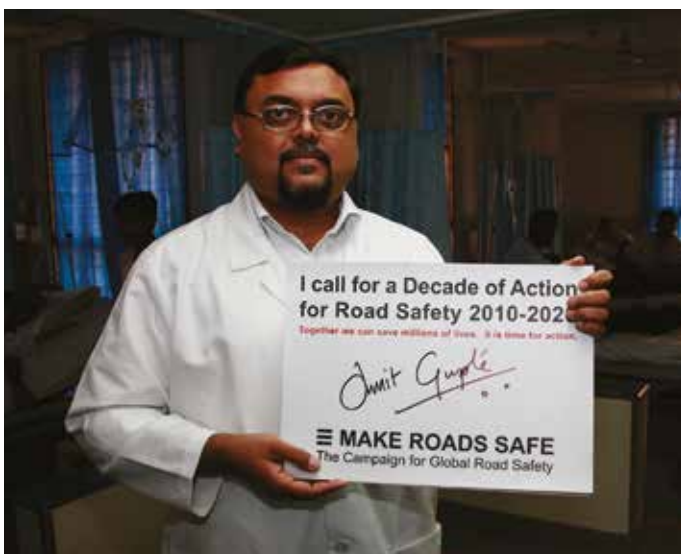
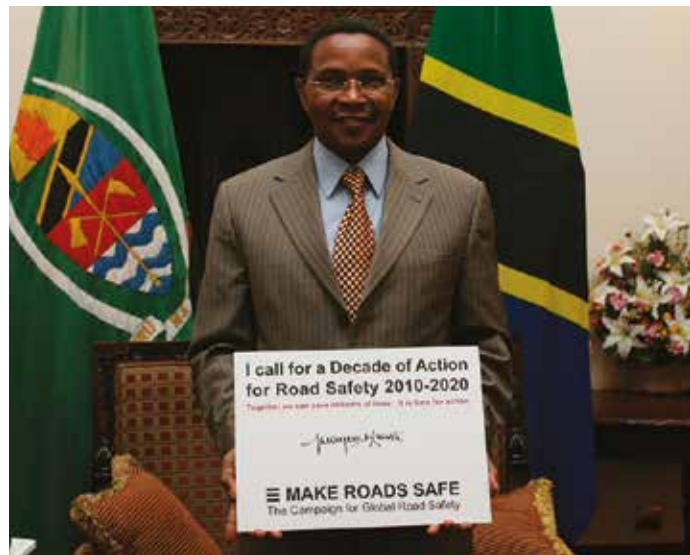
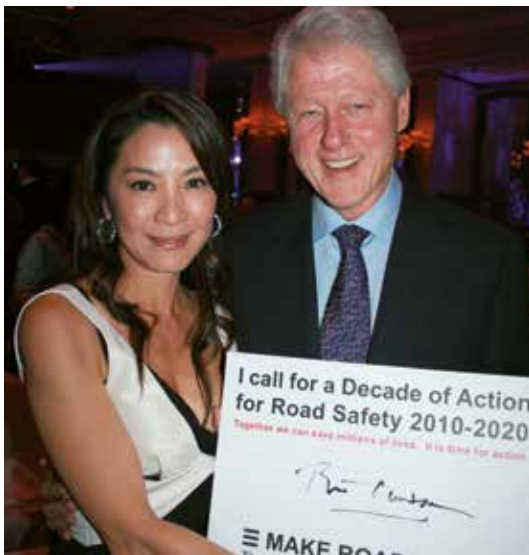
ADVOCACY //
CALL FOR A
DECADE OF
ACTION



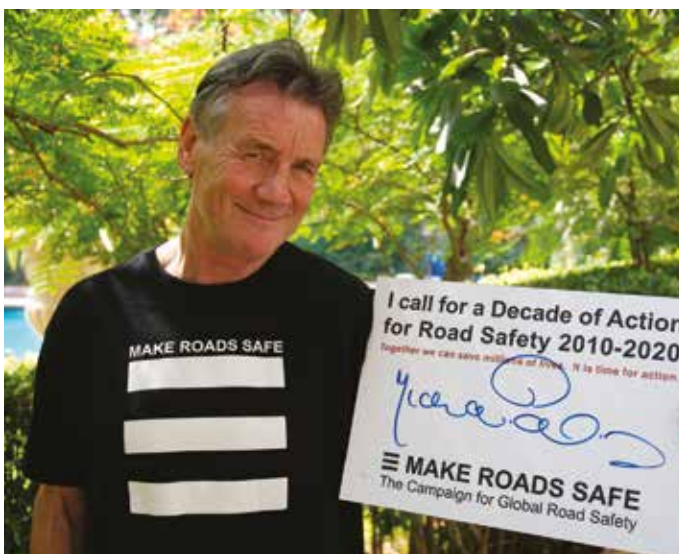
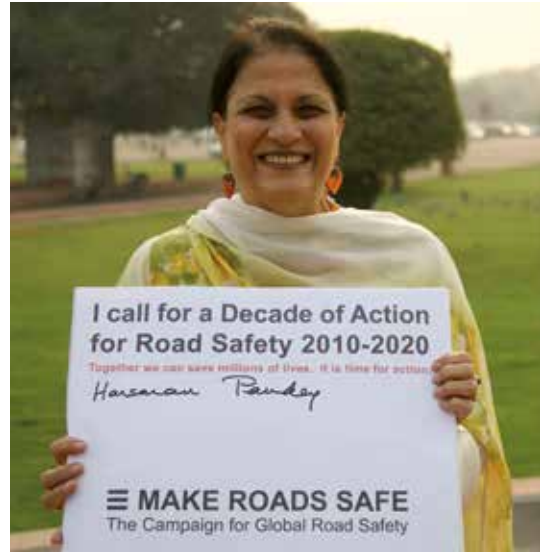
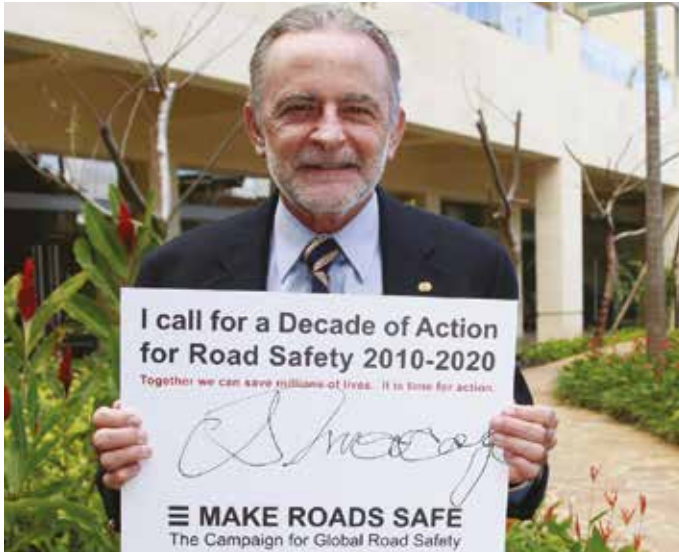


With the Moscow Conference in preparation, the Foundation decided to ramp up the demands, calling through the Commission for Global Road Safety for a fatality reduction target, a UN Decade of Action for Road Safety and a 'five pillar' safe system approach to be adopted. Michelle Yeoh (top right), who began campaigning with the Foundation in 2008, became the figurehead for the Decade of Action Call, while other public figures including Michael Schumacher (right) and Monty Python star Michael Palin (left) gave their support. Presidents, prime ministers, health campaigners and road traffic victims would all lend their voice (see overleaf).





I 2008-2011: CAMPAIGNING FOR CHANGE I



AMBASSADOR //
MICHELLE YEOH





Michelle Yeoh, the star of countless movies, was encouraged by her partner, Ferrari chief Jean Todt, to help the Foundation's road safety campaigning. From early 2008 Michelle became wholeheartedly involved, making a BBC documentary on the issue, learning different perspectives from bereaved mothers, schoolchildren and road engineers, and urging action on political and institutional leaders.



**MOSCOW
MINISTERIAL
CONFERENCE
2009**



Road traffic injury prevention came of age as a global issue at the Moscow Ministerial Conference in November 2009. Governments endorsed a strong declaration which included support for a UN Decade of Action for Road Safety, the main demand of the Foundation's Make Roads Safe campaign. Working closely with the Russian government, the World Bank and WHO, the Foundation co-sponsored the conference and ensured that ministers and NGO activists from low income countries, where the majority of deaths occur, were able to attend.





**ADVOCACY //
DECADE OF
ACTION LAUNCH
2011**





The UN Decade of Action for Road Safety was launched in May 2011 with events across the world, and many statements of support from world leaders – although time would tell whether these words would translate into more. Coordinating the global launch with WHO, the Foundation also organised a photocall in Downing Street with UK prime minister David Cameron and British racing stars Lewis Hamilton and Jenson Button. The message: Time for Action!



GLOBAL FUEL ECONOMY INITIATIVE



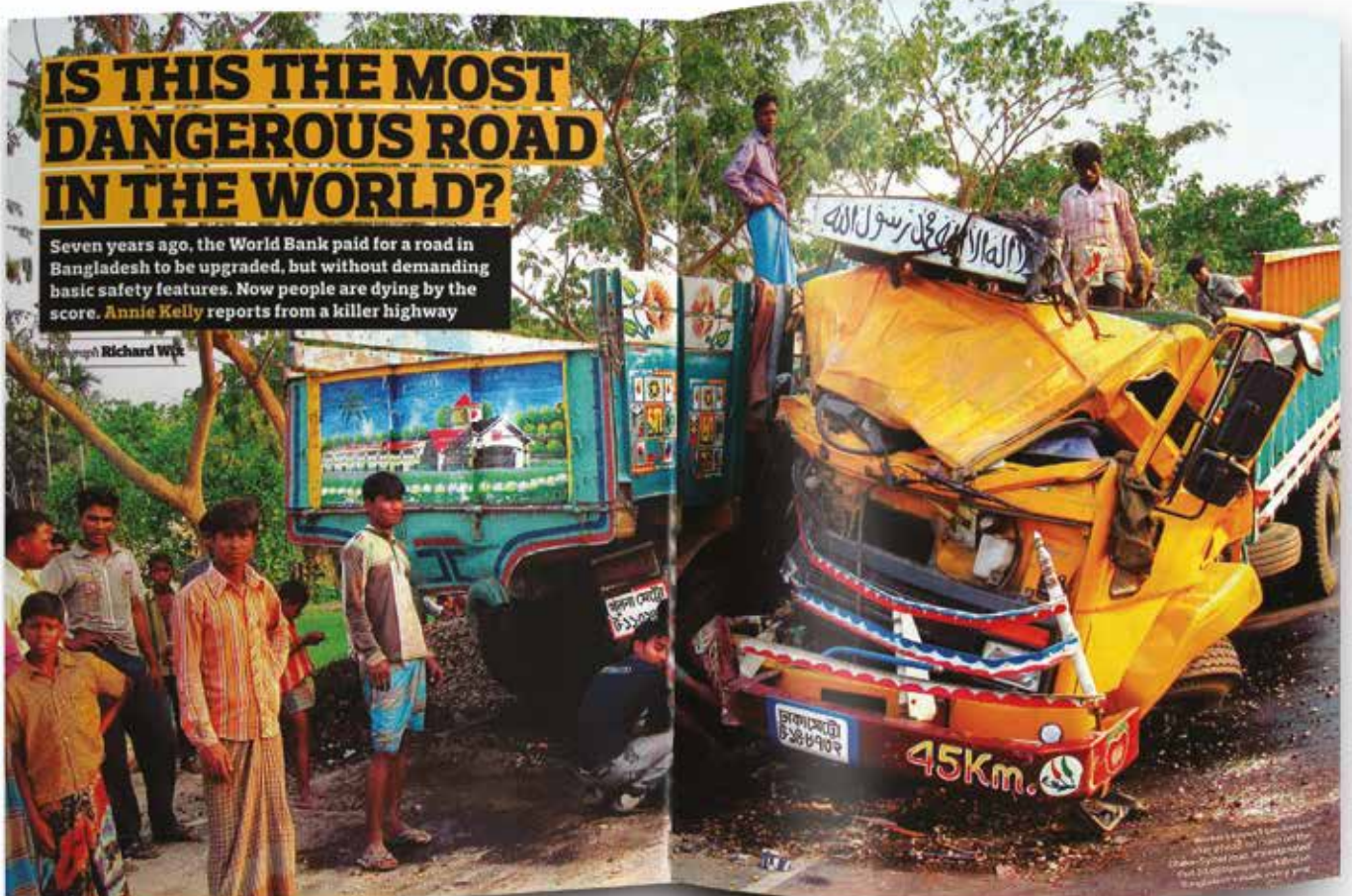
Road safety was not the only focus in these busy years. In 2007 Sheila Watson (left), a former political advisor to British Foreign Secretary Margaret Beckett, came to the Foundation to build the charity's environmental portfolio. The main result was the Global Fuel Economy Initiative, a partnership with UN Environment Programme, International Transport Forum and the International Energy Agency, launched at the Geneva Motor Show in 2009 (above). Former F1 world champion Damon Hill (right) helped promote the GFEI's message that fuel efficiency must be improved at least 50% by 2030 to reduce carbon emissions.



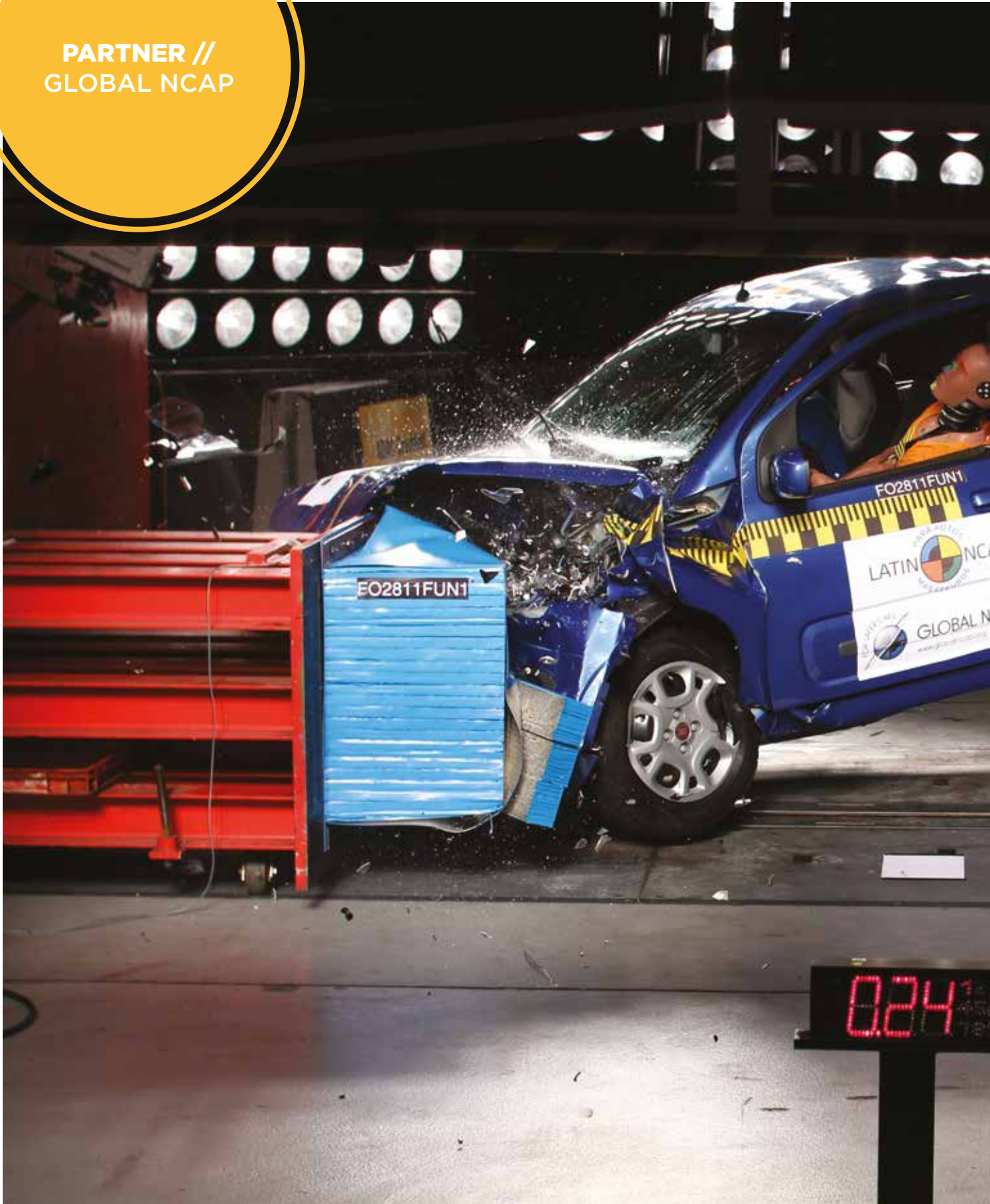
**PARTNER //
INTERNATIONAL
ROAD ASSESSMENT
PROGRAMME
(IRAP)**



The International Road Assessment Programme (iRAP) is one of the Foundation's main strategic partners. With a mission to encourage three-star or better safety performance on the world's high risk roads, iRAP now works in more than 100 countries and has trained thousands of engineers across the world. Home-grown RAPs in China and India are building national capacity and influencing billions of dollars of road investment. While iRAP sometimes names and shames (see below, a main feature in the Observer Magazine) it seeks to work constructively with governments and development banks.



PARTNER //
GLOBAL NCAP



I 2008-2011: CAMPAIGNING FOR CHANGE I



The Global New Car Assessment Programme was launched by the Foundation in 2010 and later became an independent charity. Global NCAP has supported regional crash test programmes in Latin America and the ASEAN region and leads safer car campaigns in India and Africa. Global NCAP quickly shone a spotlight on car industry double standards - the shocking zero star levels of safety auto execs are willing to tolerate in less mature markets (at the same price as five star European cars). Global NCAP and its partners are changing that, using media interest to pressure car makers into improving their product and working with UN agencies (see below then-UNECE Executive Secretary Christian Friis Bach with Foundation Partnerships Director Rita Cuypers in 2015) to persuade policymakers to act on regulation.



MOTOR SPORT SAFETY // MARSHALS



Volunteer marshals are the backbone of motor sport, and the FIA is committed to providing the highest possible levels of training and support for their work. In 2005 the FIA institute launched the Medical Training Working Group, a new initiative to improve medical education and training for motor sport medics and marshals. In 2009 the first Regional Training Providers were appointed - UK's MSA and Australia's CAMS - to help increase the safety and training standards of motor sport officials across the world. Since 2012, as part of the Foundation's support to the FIA Institute and then the FIA Sport Programme, thousands of volunteers have been trained in a range of crowd management, medical and extrication techniques.

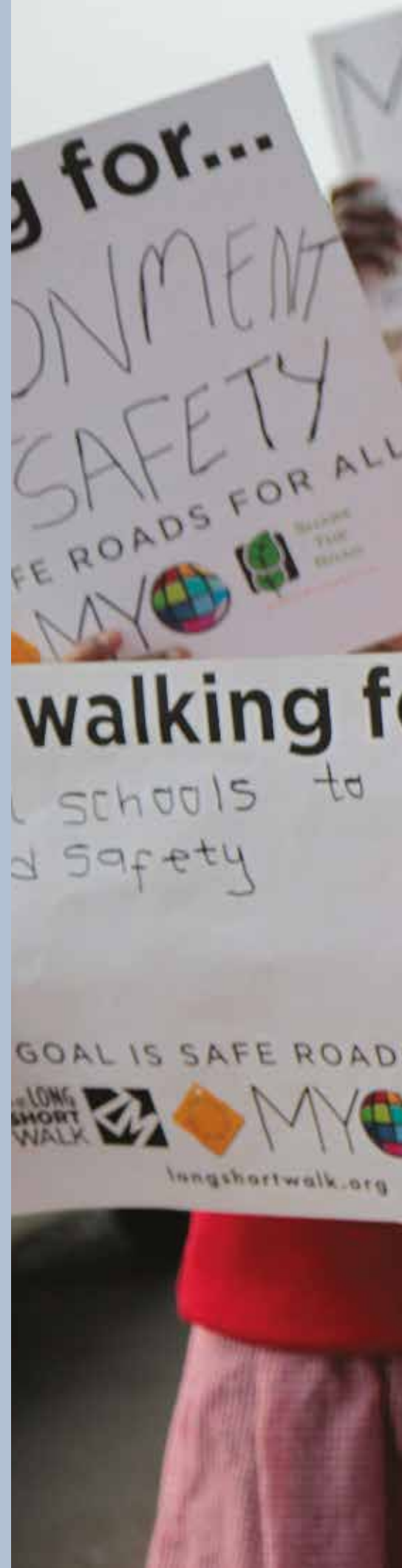




2011-2015

FOCUSING ON DELIVERY

The Foundation conducted a strategic review in 2011 which concluded with a focus on supporting implementation of the pillars of the Decade of Action Global Plan, just launched. Key investments in safe infrastructure (via iRAP); vehicle safety (via Global NCAP, now a separate charitable entity); and user behaviour (via a new FIA road safety programme for auto clubs managed by the FIA, and via the Foundation's key regional NGO partners) formed the core of the strategy. The Foundation's road safety advocacy – through the Commission for Global Road Safety – focused on promoting the Decade of Action to governments; to corporates (through a Road Safety Fund established with WHO in 2011, which raised €1m plus a year in corporate donations); and to the international development community. Increasingly, however, this mainstream road safety advocacy overlapped with the FIA's own high profile 'Action for Road Safety' campaign and other vocal actors in the field.





I'm walking for...
ALL MEN TO HAVE SAFETY
ON THE ROAD.

I'm walking for...
SAFE ROADS FOR
ALL

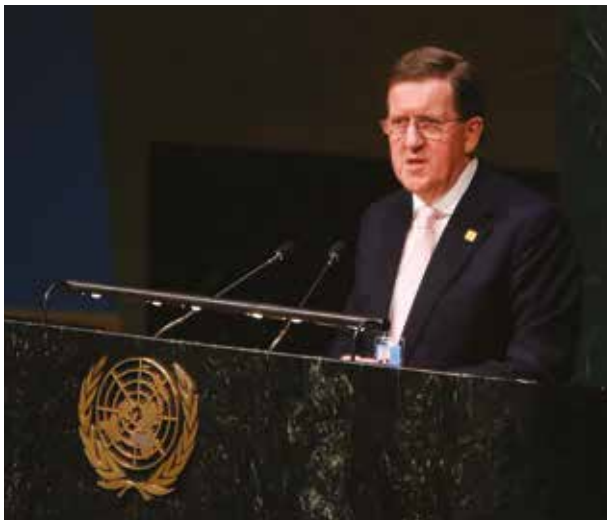
THE GOAL IS SAFE ROADS FOR ALL
MY

or...
have

S FOR ALL

SHARE THE ROAD

I'm walking for...
ROAD TRAFFIC REDUCED
THE ROAD



PREVIOUS Kenyan schoolchildren take part in the 'Long Short Walk', a Foundation campaign calling for inclusion of road safety in the Sustainable Development Goals (SDGs).

TOP LEFT Lord Robertson, Chairman of the Commission for Global Road Safety, speaking in a UN debate on behalf of the UK.

TOP RIGHT Zoleka and Zindzi Mandela with Mayor Michael Bloomberg of New York City at an FIA Foundation event.

BOTTOM South African children join the campaign for road safety to be part of the SDGs.

I 2011-2015: FOCUSING ON DELIVERY I



TOP Saul Billingsley, long-time deputy, became Acting Director of the Foundation in 2013, confirmed in 2014.

MIDDLE Sheila Watson speaks at a preparatory meeting for COP21, the crucial Paris Climate Summit.

BOTTOM UNICEF Executive Director Tony Lake launches a joint UNICEF/FIA Foundation report with new UN Special Envoy Jean Todt and Saul Billingsley, 2015.



2013 saw the departure of David Ward, after eleven incredibly successful years leading the Foundation, to head up Global NCAP. He was succeeded by his deputy, Saul Billingsley. From 2014 the Foundation focused its global advocacy on the specific objective of securing inclusion of a road safety target in the new Sustainable Development Goals (SDGs) agenda then being negotiated by governments at the UN. This campaign, conceived and led by the Foundation together with WHO, achieved success in 2015 with the adoption of a 2020 health target to halve road traffic deaths (later extended to 2030).



These years also saw the Foundation's environmental portfolio coming to maturity, with the Global Fuel Economy Initiative firmly established and recognised as the main international forum for research, policy advice and implementation support for countries seeking to introduce fuel efficiency measures. With partners now also including the International Council on Clean Transportation (ICCT) and the transportation team of the University of California Davis, at the 2015 Paris Climate Summit GFEI announced plans to support 100 countries in developing fuel economy strategies and policies.



"I became a trustee of the FIA Foundation in 2004. At that time I was chairman of the Royal Automobile Club and a director of the UK Motor Sports Association, so was already familiar with the role and the structure of the FIA. In 2011 I succeeded Carlos Macaya as chairman of the Foundation, and retired in 2015.

In looking back on those years there are two particular features of the Foundation's work which to my mind make it such an effective force in reducing both the death toll from road crashes and the impact of road transport on the environment.

The first lies in the source and application of its finance. Motor sport generally (and Formula 1 in particular) is widely - if often unfairly and incorrectly - perceived, other than by its worldwide band of dedicated fans, to be a noisy, dangerous, climate-polluting playground of billionaires with massive egos. The fact that the Foundation's core funding derived from the sale of the commercial rights of Formula 1 meant that the sport had found a way of giving something back to the global community.

That Max Mosley, then the FIA President, had the vision to enshrine this capital sum in a UK-based charitable entity ensured that it had important built-in legal safeguards and benefited from the benevolent tax treatment accorded to charities. It also meant that its governance had to accord with the Charity

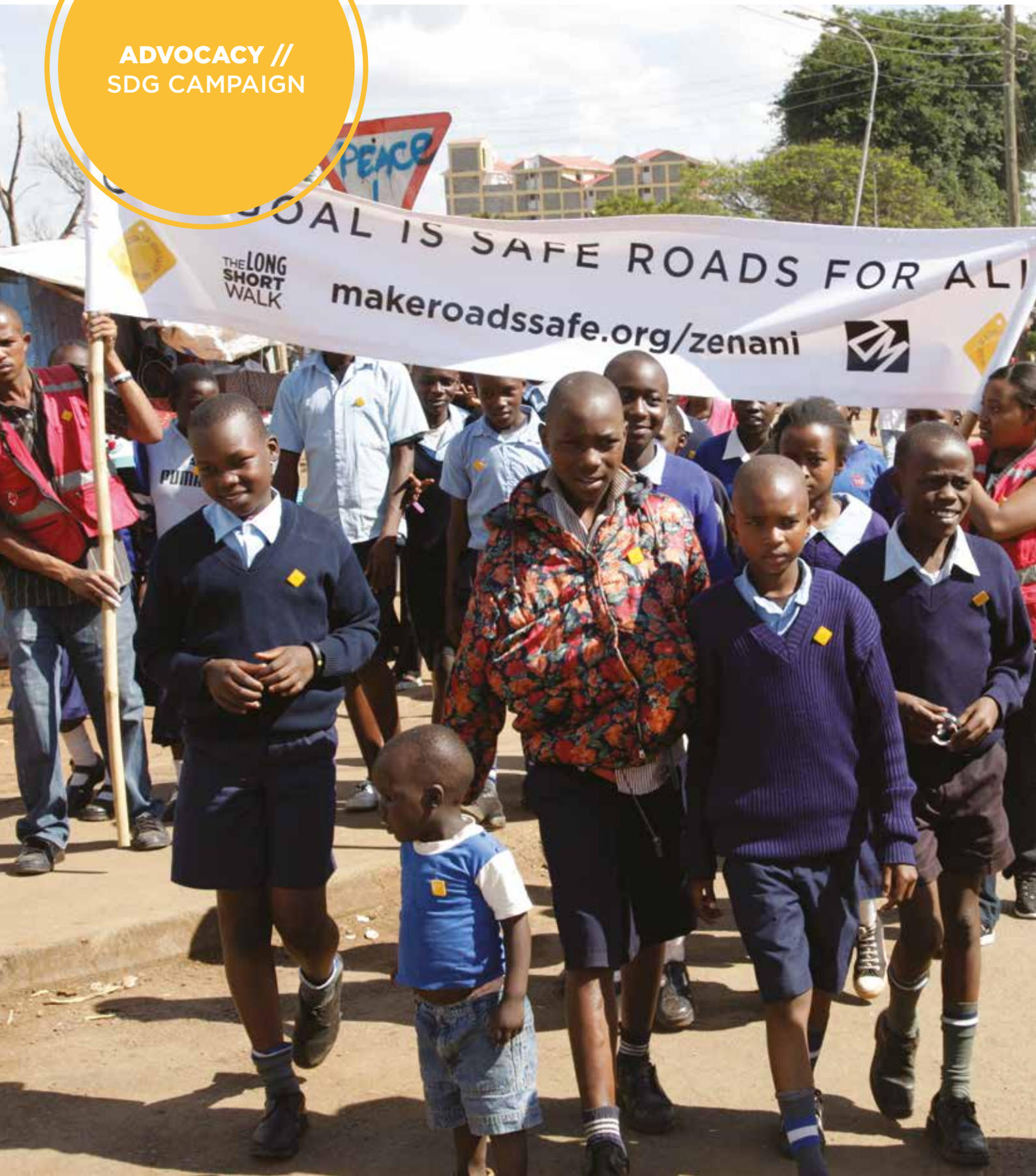
Commission's strict regulatory requirements and be independent of undue influence from the original source of its funding. The Foundation's annual grants have made possible an impressive variety of global initiatives that have inarguably saved many thousands of lives over its first twenty years.

The second striking feature of the Foundation lies, to my mind, in the quality of its people. All successful businesses boast a combination of high calibre staff and strong leadership, and from its inauguration the Foundation has scored well in both these areas. When in 2013 David Ward, its first Director General, decided to stand down it fell to me to oversee the selection of his successor. After due process, conducted with help from a number of trustees and a leading firm of headhunters, the result was the appointment of Saul Billingsley.

Since then, Saul has clearly demonstrated that we made a good decision. He leads a small number of bright, well-motivated and enthusiastic staff, who punch well above their weight on the international scene, and who have coped well with the restrictions imposed - especially on foreign travel - by Covid-19. I am certain that as these begin to lift this remarkable team will forge ahead with renewed energy in the life enhancing work that they do."

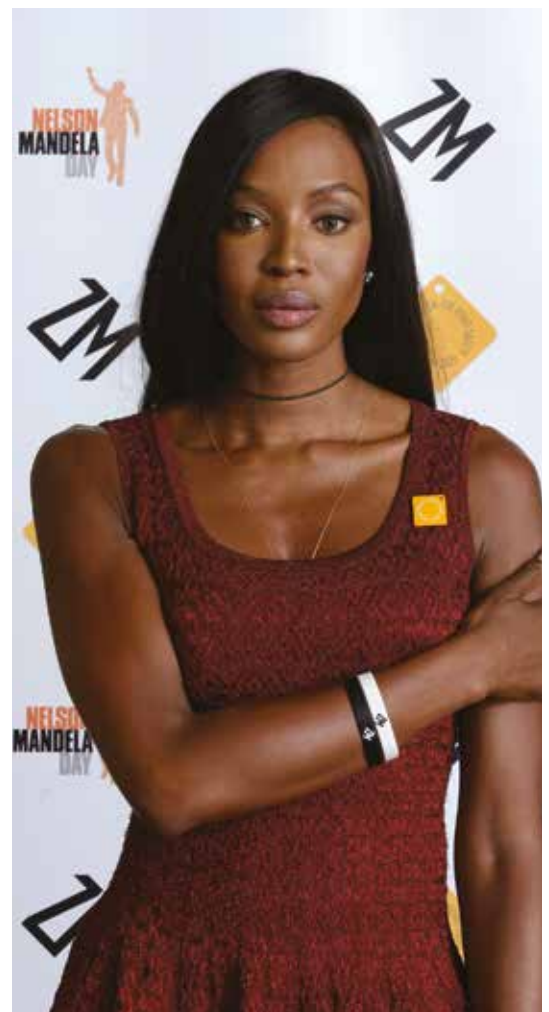
Tim Keown
Chairman, 2011-2015

**ADVOCACY //
SDG CAMPAIGN**





In 2013 the Foundation launched a 'Long Short Walk' campaign, combining hundreds of short walks across the world into a powerful call for road safety and the rights of children in particular to be included in the UN's new 2030 agenda. The campaign's figurehead was Zoleka Mandela (below, left), bereaved mother of a road traffic victim, 13 year old Zenani, and granddaughter of Nelson Mandela (who himself showed an interest, left). The campaign engaged NGOs and communities, as well as support from celebrities like supermodel Naomi Campbell (below).





I 2011-2015: FOCUSING ON DELIVERY I



Our campaign to include road safety in the SDGs required close and constant engagement with the UN negotiation process. For example, we worked with Kenyan road safety campaigner Bright Oywaya to ensure she could contribute to the African regional consultation in Liberia and join us in New York for a hearing with the co-chair of the SDG negotiations (who happened to be Kenya's Ambassador to the UN - main photo left). Lord Robertson and Zoleka Mandela, below right with Unilever's Paul Polman, were also active in the New York discussions.



By 2015 the SDG campaign had built into a broad-based 'Safe Kids' Lives' movement, still coordinated by the Foundation. The Foundation team, including new North America director Natalie Draisin (right, right of picture) worked closely with WHO officials at UN headquarters in New York as the negotiations continued. Although the road safety target date was shortened from 2030 to an unrealistic 2020, it remained in the text and was duly celebrated by the campaign team in August 2015 (opposite page) as the SDGs were adopted. Now attention, with support from Brazilian football star David Luiz (below), turned to the second road safety Ministerial in Brasilia...





**BRASILIA
MINISTERIAL
CONFERENCE
2015**



THE GLOBAL GOALS
For Sustainable Development



#SaveKidsLives

I 2011-2015: FOCUSING ON DELIVERY I



In Brasilia, November 2015, 500 children gathered to show what the daily toll of young lives from road crashes looks like (main picture) and to call for accelerated action. It was a message echoed by Zoleka Mandela in her keynote address at the Global Ministerial Conference. The Foundation used the conference to sharpen its focus on child rights (above) and Lord Robertson joined WHO Director General Margaret Chan to help launch a new Legislators' Network.



**GLOBAL FUEL
ECONOMY
INITIATIVE //
ROAD TO PARIS**

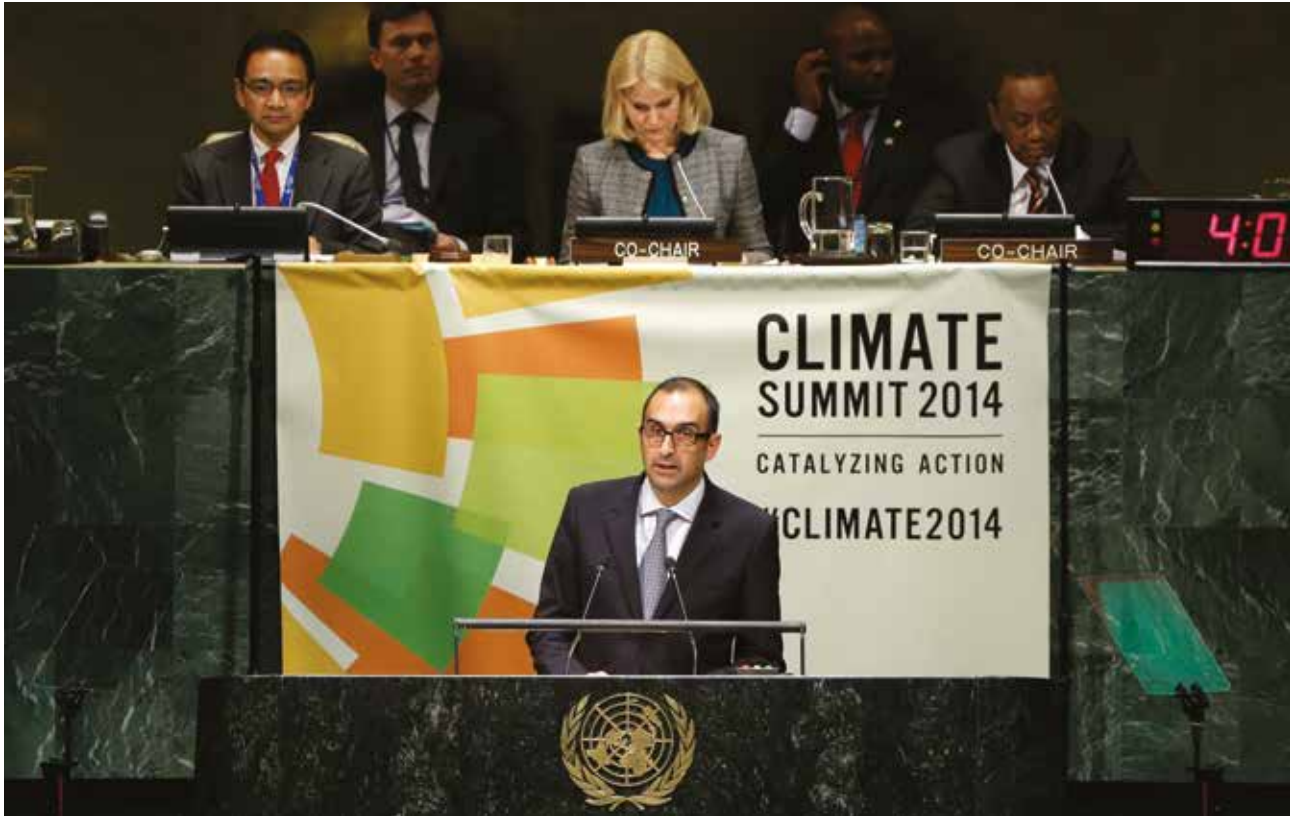


I 2011-2015: FOCUSING ON DELIVERY I

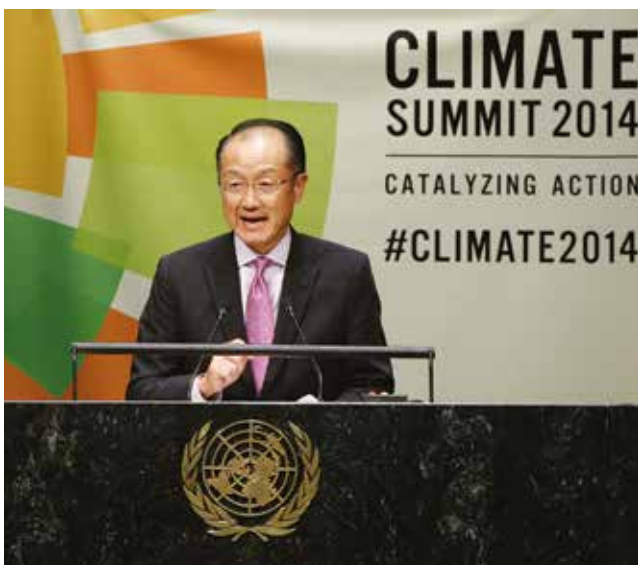


During 2014 and 2015 momentum built for the Paris Climate Summit, COP21. This was recognised as a pivotal moment for the world's response to climate change. The Global Fuel Efficiency Initiative was by now firmly positioned as the leading authority on automotive powertrain efficiency, and included in the UN's Sustainable Energy for All strategies for the COP. Sheila Watson met Ban Ki-Moon and other leading policymakers, addressing the ministerial session of the International Transport Forum (main picture), and GFEI organised a major preparatory meeting for the COP with the French Government.



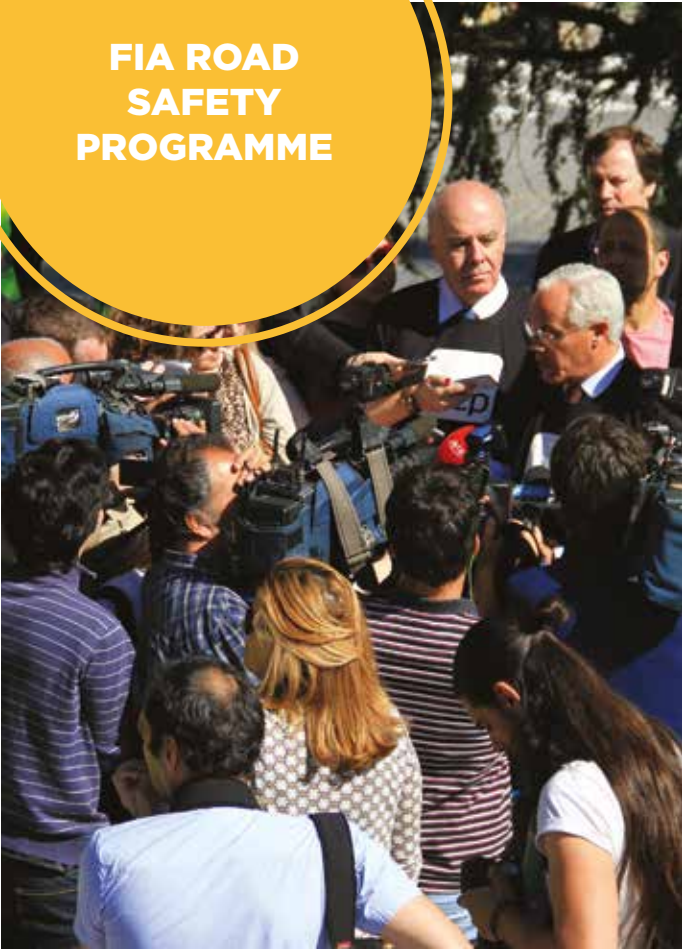


At a UN Climate Action Summit in September 2014, Saul Billingsley addressed the UN General Assembly on behalf of GFEI (top), alongside speakers including World Bank president Jim Yong Kim (bottom left). At the Paris Summit in December 2015 GFEI announced an objective to work with 100 countries by 2020, supported with additional funding from the FIA Foundation (bottom right).





FIA ROAD SAFETY PROGRAMME



The Foundation has always played an important role in supporting the road safety activities of the FIA auto clubs, and after 2011 this was formalised into a grant to the FIA Road Safety Programme, managed by the FIA team in Paris. Hundreds of club projects have been supported, ranging from research studies to public awareness campaigns, development of safe driving apps and training to collaboration on first aid with national Red Cross/Red Crescent societies, as in Kenya (below left).







I 2011-2015: FOCUSING ON DELIVERY I



As the FIA Road Safety Programme has evolved into larger thematic projects many clubs are working and collaborating on issues including child seat safety; motorcycle crash helmets; and safe infrastructure near schools, in partnership with iRAP's Star Rating for Schools. FIA clubs are also leading Latin NCAP crash test programme and AA South Africa is working with Global NCAP to promote Safer Cars for Africa.



EVERY EIGHT MINUTES
ONE CHILD DIES IN A CAR CRASH,
SOMEWHERE IN THE WORLD

A CHILD SEAT CAN REDUCE
THE RISK OF DEATH BY 80%

**PROTECT OUR
KIDS BY LAW**

SAFE KIDS IN CARS





**MOTOR SPORT
SAFETY //
MEDICAL AND
EXTRICATION**



The Foundation has funded medical support for race events, from the medical team at Formula One races to training in extrication and first aid for volunteers at all levels of the sport. In 2011 the FIA Institute launched a Medicine in Motor Sport book, providing medical personnel with an in-depth understanding of a broad range of topics from medical infrastructure at motor sport events to extrication techniques and advice on dealing with motor sport-specific injuries. In 2013 an extrication training and certification programme was developed to help improve and standardize extrication procedures. In 2014 extrication simulators for open-wheel race cars were developed and sent to circuits around the world for medical teams to practice and train ahead of international motor sport events.





**PARTNER //
AMEND**



Since 2014 the Foundation has worked closely with African NGO Amend to develop the School Area Infrastructure Safety Assessment (SARSAI) programme. Beginning with a research project at 20 schools in Tanzania to prove the concept - that low-cost improvements such as sidewalks, speed bumps and signage can save children's lives - with evaluation from US Centers for Disease Control, SARSAI has expanded to several countries and dozens of schools, protecting almost 100,000 children, while receiving prestigious global recognition with the award of the WRI Ross Cities Prize in 2019.

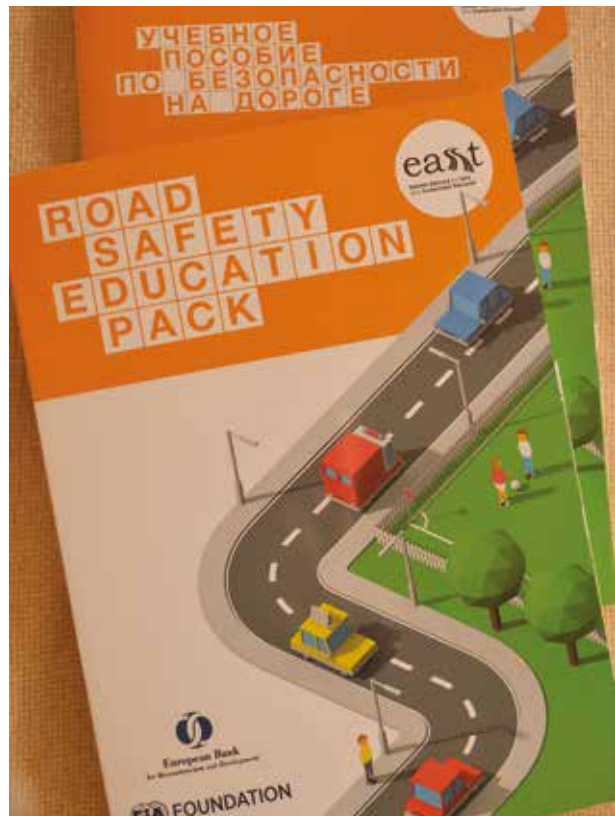




PARTNER //
EASST



Countries of the former Soviet Union/ CIS in Eastern Europe and Central Asia are diverse, some rich in resources, some landlocked and poor, most overlooked and overflowed by donors. As their economies have developed and motorisation increased, many have experienced serious traffic injury casualties. Since 2012, funded by the Foundation, the Eastern Alliance for Safe and Sustainable Transportation (EASST) has knitted together a strong coalition of NGOs and auto clubs to respond, in some cases helping to establish national road safety councils to advise governments. Legislative success in countries like Armenia, Moldova and Georgia, policing reform and cooperation with development banks on infrastructure safety have demonstrated EASST's significant impact.







Post-crash response is a neglected service in many of the countries in which EASST operates. Set up by EASST to train local fire brigades and donate fire engines and ambulances, FIRE AID has grown to include 30 member organisations and has delivered projects in more than 50 countries, with support from the FIA Foundation between 2015-20. FIRE AID has delivered more than 200 fire appliances, 10 water rescue boats, 10 ambulances, three 4x4 response vehicles, two Incident Response Units and over 2,000 sets of breathing apparatus; as well as training more than 5,000 firefighters.





PARTNER //
ASIA INJURY
PREVENTION
FOUNDATION



I 2011-2015: FOCUSING ON DELIVERY I



Since 2009 the Asia Injury Prevention (AIP) Foundation has worked in Vietnam, and across SE Asia, to promote road safety. It was influential in securing Vietnam's landmark 2007 universal helmet legislation. In 2008 we began working with and funding AIP Foundation, supporting improvements to the helmet law encompassing children; a successful campaign in Cambodia to introduce a new road traffic law (below); and helping to bring new private sector donors to sponsor the NGO's 'Helmets for Kids' initiative. The work of AIP Foundation has received several Prince Michael Road Safety Awards (see left) and has more recently expanded into innovative pedestrian safety activities.



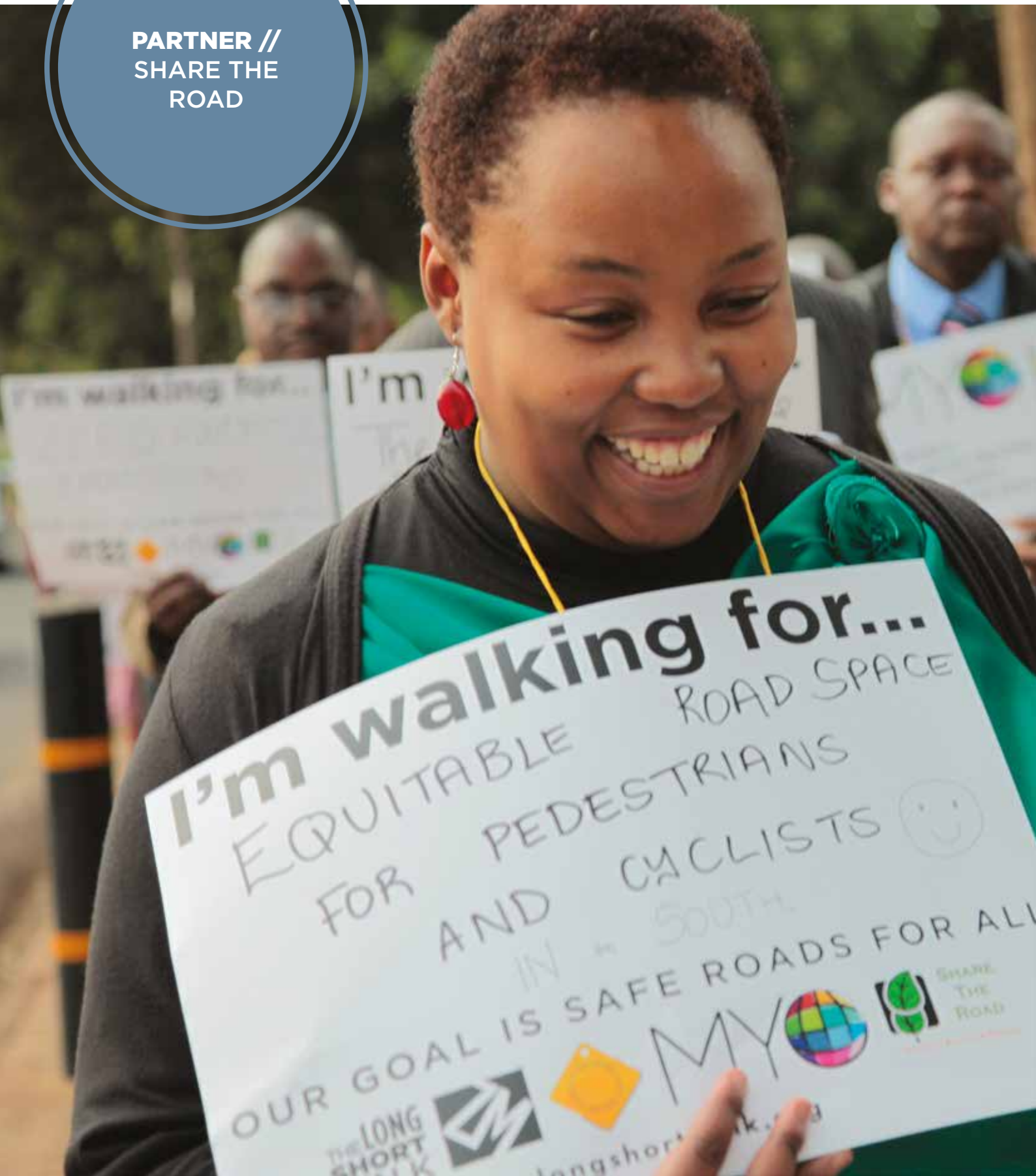
PARTNER //
FUNDACIÓN
GONZALO
RODRÍGUEZ

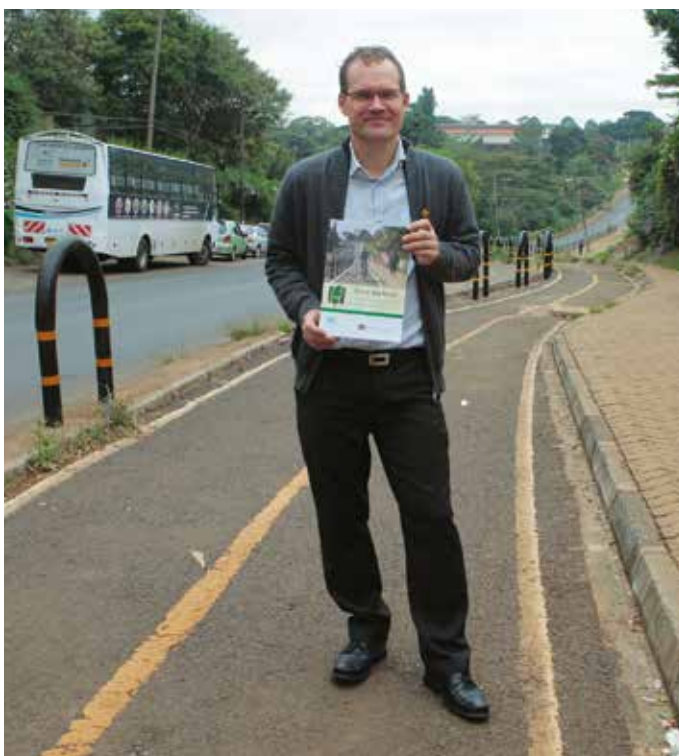




Fundación Gonzalo Rodríguez (FGR) was born out of tragedy, the racing death in 1999 of motor sport champion Gonzalo 'Gonchi' Rodríguez. The foundation established in his memory by his sister Nani has made a measurable difference to road safety across Latin America. With a strong focus on child seat and seat belt safety, FGR has helped to secure new legislation and regulation in countries including its native Uruguay, Argentina and Chile. Supported by the FIA Foundation for more than a decade, FGR has also developed its FISEVI conference into the leading child road injury forum in the region.

PARTNER //
SHARE THE
ROAD





Redressing one of the great injustices of the age - the overwhelming transfer of urban public land and funds to support the motor car over all other modes of travel - is at the heart of the Share the Road programme. Launched by the Foundation and the UN Environment Programme in 2009, Share the Road, led by Rob de Jong (left) works with governments and cities in Africa to encourage investment in walking and cycling infrastructure and policy. Success has included significant provision of active travel funding in Nairobi's transport budget, and advice to Rwanda on reallocating its urban space.

**MOTOR SPORT
SAFETY //
YOUNG DRIVER
TRAINING**



One of the signature programmes of the FIA Institute was its young driver excellence academy, led by racing and rally experts, equipping talented young racers with the skills to compete safely and fairly. Through funding from the Motor Sport Safety Development Fund, a time-limited fund administered by the Foundation between 2009-15, and more recently through grants to national sporting associations, thousands of young drivers have been trained in motor sport skills from Nepal to Rwanda and all points in-between. More recently, the FIA has introduced the Girls on Track programme, enabling talented young female racers to get their chance to learn safe racing skills.





2016-2020

WORKING FOR THE GLOBAL GOALS

The adoption of the Paris Agreement on Climate Change in 2015 and the launch of the Sustainable Development Goals in January 2016 changed the policy dynamic for mobility issues. For the first time there is a mandated framework with clear interlinkages between the issues of road safety, sustainable transport, air quality and fuel efficiency and a range of wider health and development concerns. Since 2016 a key objective of the Foundation has been to encourage this integrated thinking, to unlock beneficial partnerships by stressing the connectivity of, for example, road safety and air quality with child & adolescent health and climate change.

With the SDGs global road safety advocacy became much more mainstream and integrated within institutions than in the early days of the Foundation. Greater prominence for the issue within the World Health Organization, the appointment of FIA President Jean Todt as the first UN Secretary General's Special Envoy for Road Safety, and the launch of the FIA High Level Panel for Road Safety with broad based membership amongst institutional leaders and corporate CEOs meant leadership of the issue was both more visible and more diversified than in the early 2000s.







PREVIOUS The inclusion of road casualty, air quality and sustainable transport targets in the Sustainable Development Goals in 2015 gave new impetus to the Foundation’s work.

TOP LEFT Launching the Clean Air Fund during the UN opening session in 2009.

TOP RIGHT Habitat III in Quito added a new mandate for the work of the Child Health Initiative.

BOTTOM The launch of the UN Road Safety Fund by UN Deputy Secretary General Amina Mohammed and UN Special Envoy Jean Todt in 2018. The Foundation contributed the largest single donation to date.

I 2016-2020: WORKING FOR THE GLOBAL GOALS I



TOP Launching GFEI's ten-year strategy review, with a focus on fleet electrification.

MIDDLE 'This is My Street', the message of the Child Health Initiative, launched by the Foundation in 2016.

BOTTOM Lord Robertson, who became Foundation Chairman in 2015, speaks at the European Bank for Reconstruction & Development.



The Foundation stepped up to fund the work of the Special Envoy's UN Office and to provide core support for the FIA High Level Panel. In 2018 the Foundation played a crucial role in providing start-up funding of US \$10 million for the new UN Road Safety Fund. The charity also continued to support the broader global effort with funding, policy advice, research on the cost-effectiveness of road safety, and support for key interventions (for example through major funding for iRAP, Global NCAP and campaigns for motorcycle helmet legislation and standards) that are proven to work and can be quickly scaled up.

To realise the opportunity presented by the SDGs, a main strategic focus now became the nexus where child health meets urban design. The launch in 2016 of the Child Health Initiative, with partners including UNICEF, Save the Children, the UN Environment Programme and the World Resources Institute, was an effort to reach the influential and well-resourced child health community with a message that relatively low-cost safety and design interventions on urban streets (such as those implemented by many Foundation partners) can unlock a wide range of health and environmental benefits.



Linked to this agenda is the Foundation's air quality programme, launched as a response to the 'dieselpgate' scandal. Building on the reputation and partnerships garnered by its fuel economy work, the Foundation convened experts who together defined a policy need - independent scrutiny of manufacturer performance through analysis of real-world emissions data - and launched The Real Urban Emissions (TRUE) Initiative with leading partners and philanthropic co-funding. Working initially with the Mayors of London and Paris, and with technical expertise from ICCT, TRUE quickly demonstrated the power of its data for targeted policymaking. So, when leading philanthropies including the Children's Investment Fund Foundation, IKEA Foundation and Bernard van Leer Foundation came together in 2019 to establish the Clean Air Fund, the FIA Foundation was an obvious expert mobility partner.



CHILD
INITIATIVE

SUSTAINABLE
DEVELOPMENT

“Early in 2010 we gathered in the café at Blackwell’s bookshop in Oxford: me; Richard Stanley, the Foundation’s videographer and advocacy advisor; and two of his long-time international development friends whom he had persuaded to help the Foundation, Peter Adamson, former communications advisor to legendary UNICEF chief Jim Grant, and Kevin Watkins, ex-Oxfam and UNDP, then with UNESCO, subsequently with Brookings Institution, Overseas Development Institute and Save the Children. What a brains trust!

We were there to talk about children, and specifically how to save them from horrible, violent death or maiming at the hands of adults in road traffic crashes, a fate befalling thousands of young people every day across the world. A fate to which governments, aid agencies, UN officials and the media seemed largely oblivious. We’d just had the successful Moscow conference, the launch of the Decade of Action was around the corner. As we chatted and scribbled ideas on a note pad inspiration formed: to focus on the school journey as an entry point, a positive wedge issue to breach the indifference of policymakers and to humanise the toll of suffering. Who doesn’t want to help children?

The vision from that meeting has been my goal ever since, and together with colleagues and trustees and partners we have tried to make it the signature issue for the Foundation, expanding the child protection focus to encompass air quality and the impacts of climate change on young people. From funding the research that led to Amend’s award-winning SARSAI programme, to working with iRAP to develop Star Ratings for Schools; from addressing the impacts of air pollution on children with UN Environment Programme and our TRUE emissions initiative to supporting a diverse range of auto clubs, NGOs and UN partners to deliver programmes for children – safe and healthy journeys for children to school and everywhere are now at the heart of what we do, with a focus on walking, cycling, safety and security in public transport and – where relevant – motorcycle helmets.

Our advocacy has supported the mission. Launching the Child Health Initiative in 2016, securing language on safe and healthy journeys to school in the UN’s

New Urban Agenda the same year; calling for a Global Youth Summit in 2018 and working with a range of agencies since to try to deliver it; publishing a Manifesto 2030 at the Stockholm Ministerial in 2020 and funding an Advocacy Hub to help deliver it. We have published global and regional reports with UNICEF and helped them to develop their own in-house capacity and programmes for child traffic injury prevention; and supported Jean Todt and the FIA in producing a hit-hitting advocacy film on school journeys by Luc Besson, which has been shown to the Pope, the UN Secretary General and many leaders.

My long-serving, talented and committed policy colleagues, particularly Avi Silverman, Sheila Watson, Natalie Draisin (and before her Bella Dinh-Zarr) and Rita Cuypers have led the charge backed up by our administrators without whom the Foundation couldn’t function, Jane Pearce (present since day one of the charity), Alicia Talbot and Caroline Flynn, and our designers led by John Pap. I mention these longstanding colleagues particularly, but all the team today and in the past are due sincere thanks for their commitment. Until his untimely death Richard Stanley was a filmmaking powerhouse who translated our ideas into pictures, and indeed came up with many of the ideas! David Ward was an inspiring boss to many of us for many years and taught us so much about campaigning and international policymaking. My chairmen, Tim Keown and George Robertson, have been wise and supportive. And during his long service on the board John Dawson was always a huge help and source of advice.

Scaling up and securing financing for our vision of safe, healthy and zero-carbon journeys for every child is of course the major challenge we now seek to overcome, and we are working hard every day with partners and policymakers to make this a reality. The delivery of the Sustainable Development Goals and the urgent needs of children demand nothing less. It is a pleasure and privilege to work for the FIA Foundation, and also a great responsibility to do the best we can in its name.”

Saul Billingsley

Executive Director, 2014 -

**CHILD HEALTH
INITIATIVE**





In 2016 the Foundation launched the Child Health Initiative (CHI), a major new programme to elevate the voices, needs and rights of children and youth in urban mobility. With partners including UNICEF, World Resources Institute, UN Environment Programme and Save the Children, the CHI brought new and existing players in the sustainable transport and road safety fields together united in a goal to ensure 'a safe and healthy journey for every child'. The CHI was launched at the Overseas Development Institute in London with Zoleka Mandela (main photo) and Lord Robertson (above left). But the main work would be done with communities in cities like Accra (below left).

**HABITAT III
NEW URBAN
AGENDA
2016**





An early objective of the Child Health Initiative was to secure an official and specific mandate for our work. The negotiation of the New Urban Agenda in 2016, led by UN Habitat, immediately provided such an opportunity. Working closely with the Government of Brazil, the Foundation participated in Habitat III prep meetings around the world and secured inclusion of language calling for a 'safe and healthy journey to school for every child' in the New Urban Agenda. The policy was launched at Habitat III in Quito.

**GLOBAL
CHILD HEALTH
CONFERENCE
2017**





In 2017 the Child Health Initiative brought together policymakers and NGOs from across the world to City Hall in London for a first conference focused on the impact of both road injury and air pollution on children. Hosted by London's Mayor Sadiq Khan (above right), the event also heard from WHO's air quality lead Maria Neira (above left) and the Mayor of Accra, Mohammed Adjei Sowah (bottom left).

**CHILD HEALTH
INITIATIVE
CASE STUDY //
JAMAICA**





The Child Health Initiative's real progress is measured by change on the ground in country and city policies. In Jamaica, for example, we have worked closely with UNICEF, iRAP and Amend, together with the Jamaican Automobile Association and the National Road Safety Council, to encourage infrastructure safety improvements near schools. The CHI secured significant funding for UNICEF from Spanish company Abertis, and Foundation Deputy Director Avi Silverman briefed Prime Minister Andrew Holness on the project (below). Jamaican sprint stars including Usain Bolt and Shelly-Ann Fraser-Pryce (left and main photo) have lent their support.



**ADVOCACY //
THIS IS MY
STREET**



In 2018 the Foundation published a report 'Unfinished Journey' highlighting the impact of road injury and air pollution on adolescents and young people and calling for a Global Youth Summit to address a range of issues affecting Generation Z in an integrated way. The report, launched during the World Health Assembly, resulted in a new coalition, led by the Partnership for Maternal, Newborn and Child Health, campaigning for the call for a Youth Summit. With the Foundation's advocacy led by Avi Silverman (below left, with Zoleka Mandela and WHO Director General Dr Tedros), three years on – despite the disruption of the pandemic – we have worked with a strong coalition of governments to successfully secure a UN General Assembly high-level summit on youth in 2025.







I 2016-2020: WORKING FOR THE GLOBAL GOALS I

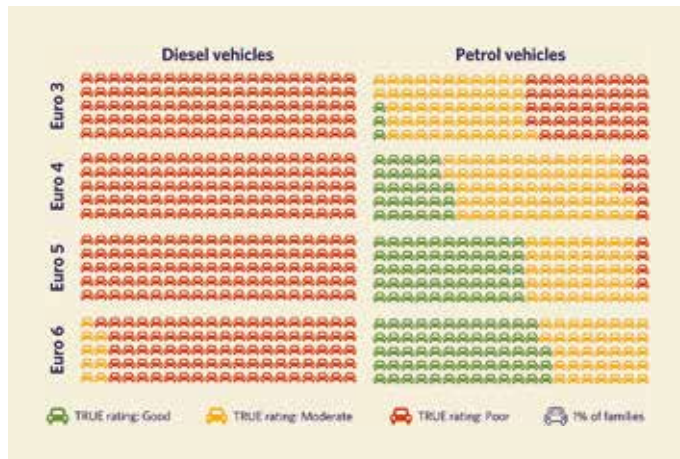


In 2019 the Global Fuel Economy Initiative launched a new ten-year strategy, in which targets for fuel efficiency improvements were incorporated into a fuller agenda for road transport de-carbonisation targets which include the full sweep of vehicles from light- and heavy-duty vehicles (HDV) to two and three wheelers, as well as transit buses. The targets, launched at the ITF Summit, were developed from careful analysis of the existing policy landscape, a broad sweep of vehicle market projections, and scenarios for energy decarbonisation, and all within the context of the dual challenges of climate change and increasingly poor urban air pollution.



THE REAL
URBAN
EMISSIONS
INITIATIVE
(TRUE)





Spurred by a pollution health epidemic and the 'dieselgate' scandal to shed light on the true emissions of vehicles in cities, the Foundation launched the TRUE Urban Emissions Initiative, in partnership with ICCT (led by Drew Kojak, above) and C40 Cities. TRUE tests roadside emissions and uses the data to advise cities on policy measures to improve air quality. Starting in London and Paris, with the support of their mayors (see below right) TRUE has been used to develop new policy, for example targeting London's taxi fleet. TRUE is now expanding to work with more than 30 cities across the world on policy advice and data collection.



MOTOR SPORT SAFETY // HALO



Of the Foundation's life-saving investments, none have been more high profile than the Halo crash protection system for open cockpit racing. Developed with Foundation funding, the Halo was introduced in major FIA competitions in 2018 with the aim of protecting drivers from both direct impacts and debris. Although initially controversial for many fans, and some drivers, the Halo soon proved its worth. One of the first beneficiaries, F2 driver Tadasuke Makino, credited the Halo with saving his life. A sentiment since shared by many others.





WOMEN IN TRANSPORT



I 2016-2020: WORKING FOR THE GLOBAL GOALS I

The Foundation has pioneered research on women's experiences and attitudes to using public transportation, recognising that providing safe, secure and affordable transport is vital for both women's rights and for sustainable mobility. Our research in South America with the CAF Development Bank of Latin America has found that the majority of women have felt unsafe while using trains or buses. In Buenos Aires, for example, 49% of women surveyed had experienced sexual harassment in the past 12 months. In India, meanwhile, where there have been high profile cases of appalling sexual abuse and violence on the transport system, the Foundation worked with NGO Safetipin to research the travel experiences of teenage girls. Using an app, girls rated various audit points on their journeys, finding 44% frightening or uncomfortable because of the potential for male violence. The Foundation (see Sheila Watson, who leads the work, Natalie Draisin and Bella Dinh-Zarr speaking at a women's safety event in Washington D.C.) is working with policy institutions, including development banks and the ITF, to prioritise women in transport planning and delivery.



SPECIAL ENVOY



Since 2015, when Jean Todt was appointed as the first UN Special Envoy for Road Safety by UN Secretary General Ban Ki-moon, the Foundation has funded his office, based in the UN Geneva headquarters. The Special Envoy's remit is to raise the visibility of road safety within the UN system, seek to increase funding for the issue, and to encourage adoption by governments of UN regulations. Since taking office Jean Todt has met with more than 200 high-level officials in more than 90 countries, including 26 heads of state. He led efforts to establish a new UN Road Safety Fund (to which the Foundation committed US\$ 10 million) and raised funds from governments including France and Russia, and companies including Michelin and Total. Through personal missions and discussions, and through the work of his Office, the Special Envoy has contributed to 36 new accessions by countries to UN road safety regulations. He has also established UN Partnership for Road Safety meetings with more than 30 UN agencies, and steered through adoption of a UN road safety policy to ensure that, when it comes to the UN's own fleet, it walks the talk on road safety.



**FIA
HIGH LEVEL
PANEL**



Funding provided by the Foundation has enabled the FIA High Level Panel on Road Safety, a network of policy and business leaders, to establish a number of innovative initiatives. In a partnership with the World Bank and International Transport Forum, the FIA helped to launch new regional road safety observatories to tackle appalling data gaps in national road casualty statistics. Financing working groups on insurance, integrating road safety into ESG policies, and developing impact investing mechanisms have been set up. The Foundation has been a partner in the FIA's 3500 Lives campaign, which with the support of JC Decaux has advertised key road safety messages in dozens of cities worldwide. And in partnership with ITF, the FIA has created a Safer City Streets network to encourage policy change.

TODAY, 3,500 PEOPLE WILL DIE ON THE ROAD...

MAKE ROAD SAFETY A PRIORITY

ANNE HIDALGO
MAYOR OF PARIS AND CHAIR OF C40

Anne Hidalgo

SUPPORT THE FIA'S MANIFESTO FOR GLOBAL ROAD SAFETY AT FIA.COM

FIA ACTION FOR ROAD SAFETY **FIA FOUNDATION**



AMBASSADOR //
ZOLEKA
MANDELA





The Foundation reached out to Zoleka Mandela in 2010 following the death in a car crash of her teenage daughter Zenani. Soon Zoleka was working with the Foundation to promote the new Decade of Action and the campaign for road safety to be included in the SDGs. Channelling her grief and anger into compelling advocacy, Zoleka is a powerful public speaker and, like her grandparents, passionate about social justice. As Global Ambassador for the Child Health Initiative, Zoleka is the very active figurehead for the campaign for a UN Youth Summit to secure health and justice for Generation Z.



**MOTOR SPORT
SAFETY //
PERSONAL
PROTECTION**



From the start, the Foundation has supported FIA research into protective equipment for race competitors, including aspects of the roll-out of the HANS head and neck restraint system from 2002. Safety possibilities are constantly extending as integrating tech into traditional protective clothing becomes a reality. For example, biometric gloves were introduced to Formula One in 2018, fitted with sensors that transmit a driver's heart rate and blood oxygen levels to the Medical Car at all times, giving medical staff greater information and more targeted response. But the fundamentals also still apply, and in 2019 the FIA introduced clothing standard 8856-2018, with higher performance standards for fire resistance and strict replacement schedules for used clothing.





MOTOR SPORT
SAFETY //
THUMS





Following a number of cases of spinal injury reported by Cross Country competitors during a heavy impact or landing, the FIA - with Foundation support - conducted extensive research to identify the most significant factors that contribute to the risk of this type of injury. Using a virtual model of the cockpit environment and the Total Human Model for Safety (THUMS) to represent the driver and co-driver, FIA research engineers could simulate hundreds of crash cases to examine how the position and restraint of the competitors translated into loading of the spine. The THUMS model, which was developed by Toyota Motor Company, who work in partnership with the FIA, offers a virtual representation of the human body. This is made up of almost two million elements, which accurately reproduce the human form, from rigid bone structures to soft tissues and organs. In the case of Cross Country, the research showed that changes to the angle of seat and harness could significantly increase occupant protection. The FIA now has an in-house THUMS facility.



In just a few years Latin NCAP, the crash test programme for Latin America, succeeded in revolutionising car safety. Massive media coverage for zero-star cars and indignation from consumers that they were expected to pay the same as EU customers for a car without equivalent safety spec quickly concentrated the minds of auto execs. As the number of four- and five-star cars increased, so it became easier for Global NCAP and Latin NCAP to expose the laggards, as here at a press conference with David Ward, Nani Rodríguez and legendary safety campaigner Ralph Nader (above).





**STOCKHOLM
MINISTERIAL
CONFERENCE
2020**



In February 2020 Sweden hosted the third Global Ministerial Conference on road safety, with a strong focus on integrating safety into broader sustainable development objectives. The Child Health Initiative launched a 'Manifesto 2030', with support from senior UNICEF and Save the Children officials (left and above left), calling for 30km/h streets and safe walking and cycling facilities. Lord Robertson spoke in a leadership plenary (bottom right) as ministers adopted the Stockholm Declaration.

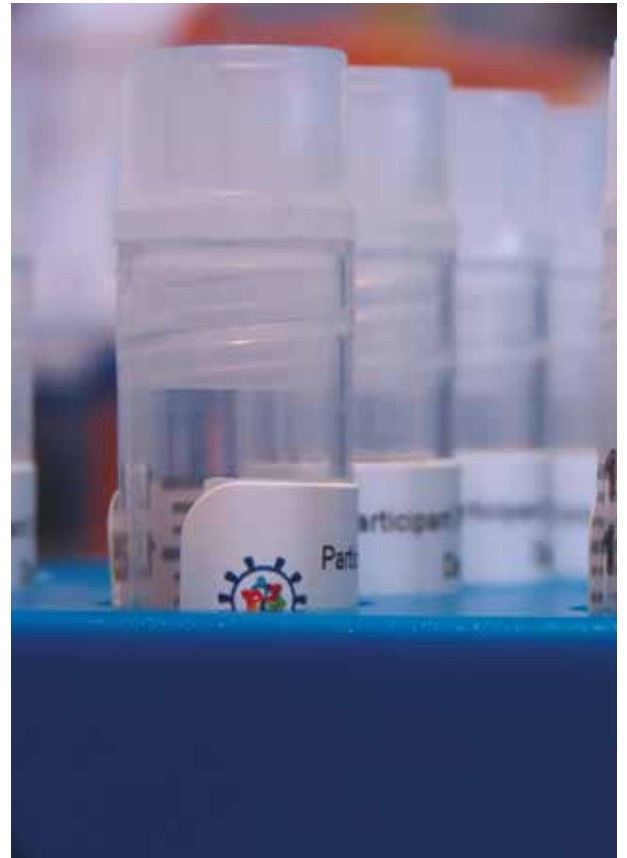


COVID-19 EMERGENCY RESPONSE



As the COVID-19 pandemic struck, the Foundation's Board responded by approving emergency funding, beyond the usual scope of our charitable activities, to support PPE production, medical research for antigen tests, vaccines and 'long covid', and transport logistics to deliver medical assistance and PPE and, later, vaccines. The Foundation also supported cities like Rio de Janeiro in establishing cycle facilities as alternatives to public transit or the car, and worked with UNICEF on global guidance for adapting streets to make the return to school both socially distanced and safe.





MOTOR SPORT
SAFETY //
HELMETS





10 years in the making, the FIA 8860-2018 helmet standard took crash helmet safety to a new level. These new helmets offer a number of safety benefits, including advanced ballistic protection, increased energy absorption and an extended area of protection for drivers. Throughout the research programme, FIA researchers worked closely with F1 helmet manufacturers such as Stilo, Bell Racing, Schuberth and Arai. FIA 8860-2018 helmet standard was introduced to Formula One & Formula 2 and Formula E for the 2019/20 season and Formula 3 for 2021. At the other end of the performance and price spectrum the same research team also developed the FIA 'safe and affordable' helmet, UN Reg. 22.05-certified and comfortable to wear in hot and humid conditions, with a sale cost of around \$20. A powerful motor sport contribution to safer road users.



2021 AND BEYOND

FOR PEOPLE, FOR PLANET

In 2020 the Foundation adopted a new ten-year strategy, focused on playing its part to support achievement of the Sustainable Development Goals and the Paris Agreement on Climate Change. The new strategy maintains the charity's core transformative road safety programmes and campaigning, coupled with a stronger emphasis on child and youth rights and urban mobility. In early 2021 the Foundation devised and helped to lead the UN's 'Streets for Life' campaign, which demands 30km/h liveable urban speed limits where pedestrians and traffic mix, while launching a new €3m per year Advocacy Hub to help deliver the vision. The co-benefits for safety, health and climate are emphasised, and the Hub is mobilising NGOs, youth and FIA clubs to target policymakers to secure tangible policy change.

With a new strategic focus for the Global Fuel Economy Initiative, making a data-led case for rapid electrification of the global car fleet; deepening engagement by the TRUE Initiative in cities of the Global South, to support action to clean the air; and interventions across the world to enable active mobility, the Foundation's environmental agenda is stronger and more urgent than ever.







PREVIOUS A new €15m Advocacy Hub to support safe journeys to school and 30km speed limits is a centre-piece of the Foundation's new strategy.

TOP LEFT Electrification of the vehicle fleet is urgent for clean air and climate.

TOP RIGHT The Foundation is supporting deployment of the FIA's safe and affordable helmet.

BOTTOM Ensuring a fair deal for young people through a Youth Summit that tackles road danger and air pollution is a priority.

I 2021 AND BEYOND: FOR PEOPLE, FOR PLANET I



TOP AND MIDDLE The Foundation's funding came from motor sport, and we are committed to supporting research, training and data to make Vision Zero a reality across the sport.

BOTTOM In 2021 the Foundation helped to launch the Streets for Life campaign. Our vision: Streets for Life, for people and planet.



It is an agenda interweaved with the FIA's own ambitious environmental strategy, for carbon-neutral racing; for championships like Formula E promoting electrification; for new powertrain and fuels research. Blending motor sport and mobility, the Foundation's new strategy established a 'Track to Road' fund to support research that transfers potential sport learning for wider transportation and health benefits. The charity is maintaining close collaboration with both FIA clubs, for example to encourage safe walking environments for school children and to promote affordable motorcycle helmets, and with NGOs and technical partners helps to build a strong community of practice across the world.



All of the Foundation's programmes are grounded in social solidarity and equity, so when the COVID-19 pandemic hit in early 2020 the Board of Trustees didn't hesitate to support a multi-million Euro package of support for pandemic response, including vaccine and testing research, PPE provision and transport logistics. The health emergency not only sharply delineated social inequalities, but also highlighted some solutions for improved and fairer transportation and environmental outcomes. Convening experts in a series of webinars, the Foundation identified some quick interventions to support distanced active mobility and, working with UNICEF, published technical advice for safe journeys on the return to school for millions of children.

A first ever UN High Level Meeting on Road Safety in July 2022 will be an important milestone for the global road safety campaign which the Foundation has led, supported, pushed and funded for twenty years. We have made significant progress but haven't yet got close to where we need to be. There is much still for the Foundation to do!

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