



# MAKING ROADS SAFE

Active philanthropy for global road safety





# Much progress has been made in tackling and preventing global road traffic injury.

Since the beginning of this century a coalition of governments, institutions, civil society organisations and foundations, including ours, have campaigned successfully to put road safety on the international policy agenda. The Sustainable Development Goals target, the UN decades of action, and this Fourth Global Ministerial Conference on Road Safety in Marrakesh are the result.

Sustained efforts have been made at regional, national and city level to drive down death and injury by implementing what we know works: safer vehicles, safe road design, speed management, standardised motorcycle helmets, data-led enforcement, accelerating the use of new technologies. I am proud that the FIA Foundation has instigated and funded many of these initiatives.

But there is still much to do.

Through our collective efforts global road deaths have stabilised, despite big increases in both population and motorization. Yet more than a million people are still losing their lives each year, and tens of millions suffer life changing injury. Across Africa, in particular, trends are heading in the wrong direction. New highways are still being poorly designed, resulting in unnecessary deaths and injuries, whilst many countries do not yet require, or enforce, motorcycle helmet standards.

This Marrakesh Ministerial must mark a new determination for action. The FIA Foundation will play its part, building on the partnerships and achievements highlighted in this report.



**David Richards CBE**  
Chair, FIA Foundation





# SAFER VEHICLES

Every driver deserves safety, no matter where in the world they live. Unfortunately, a two tier car market has operated, with consumers in some regions of the world sold cars that fail to meet either UN standards or basic ethics. In response, the Global New Car Assessment Programme (Global NCAP) was launched in 2011, initially as an initiative of the FIA Foundation, and we have provided core funding ever since. Global NCAP has deployed independent car crash testing, undertaken by German auto club ADAC; policy advocacy; and high profile media campaigns to demand and secure five star safety for consumers in ASEAN, Latin America, India and South Africa. Its 'Safer Cars for India' campaign resulted in the launch of an official Bharat NCAP by the Indian government in 2023.

The FIA Foundation is committed to continuing support for Global NCAP, Latin NCAP, Australian NCAP and other consumer safety testing campaigns as we strive to achieve the 2030 goals. The NCAP forward agenda includes a focus on encouraging uptake of active safety technologies, including in the HGV fleet; working with corporate and institutional fleets to encourage more informed, and safer, purchasing; continuing transparent testing to identify OEMs who persist in offering unsafe products; and constructive partnership with the many car makers who now desire and deliver five star safety performance. The FIA Foundation helped to fund the advocacy which led to the EU direct vision design requirement for trucks, and we are also looking at the issue of supersized SUVs - a worrying trend with negative safety and environmental impacts.





# SAFER HIGHWAYS

Safe road infrastructure design and speed management are essential to delivering sustained casualty reduction. The FIA Foundation is a leading advocate for making roads safe, and in 2008 convened a first global meeting of development banks on the issue, sparking a process which eventually resulted, ten years later, in the adoption of the World Bank's road safety safeguard policy. Yet too many highways are still being built without basic safety design protections, particularly for pedestrians. Our new report 'Life Support', published at the Marrakesh Ministerial, urges closer collaboration between banks and other donors, client governments, and technical expert partners to close the capacity gaps which still leave highways engineers implementing outdated and unsafe road design.

Johns Hopkins University has estimated that 700,000 deaths and serious injuries were prevented between 2016 and 2025 as a result of safety design improvements powered by the International Road Assessment Programme (iRAP). Following star rating assessments, highly cost-effective road treatments for junctions, median divides, run-off protection and pedestrian safety were recommended by iRAP and implemented by road authorities, often in partnership with development banks. For two decades the FIA Foundation has provided iRAP's core funding and worked in close partnership, and we remain firmly committed to its life-saving mission.

iRAP's 2030 vision is a world free of high risk roads. This is achievable, if the political will is there. Conducting assessments in more than 100 countries, training thousands of engineers to use its tools, deploying big data, calculating economic benefit, iRAP has identified the ten per cent of roads which carry fifty per cent of the injury burden. Fix that one-in-ten, and we can take a massive stride towards halving traffic deaths.







# PROTECTING MOTORCYCLISTS

Dramatic growth in motorcycle and e-bike use is fuelling a rise in road traffic casualties across the world. Many of these new motorcyclists are young men, economically precarious, who need their bike for their livelihood. Governments need to do more to protect them. Using an approved helmet is proven to reduce the risk of brain injury by up to seventy-four per cent, so ensuring standardised helmets are the only helmets available must be a priority. In several countries, including Dominican Republic, Jamaica, Mexico, Kenya, Rwanda and Thailand, the FIA Foundation is supporting national helmet coalitions and campaigns to set and enforce internationally recognised helmet standards; to educate government, police and riders in the importance of helmet safety; and to engage with industry for supply to meet the demand. An international child helmet standard is also urgently needed. We recently joined the UN Road Safety Fund in assisting Rwanda to establish Africa's first helmet testing laboratory.

Better road design can prevent motorcycle crashes. iRAP recently analysed 500,000 km of road disaggregated for 80 countries, and found that only 29% of roads perform to a 3 star safety standard or better for motorbikes. But there are fixes to intersections and road layout that can protect riders. ABS is a proven crash mitigation technology which should be fitted as standard on all motorbikes. If the entire motorcycle fleet was so equipped it is estimated that around thirty per cent of two-wheeler fatalities could be avoided. We are working with Global NCAP in an ABS partnership encouraging ASEAN countries to require, and industry to implement, this cost-effective solution. It is a partnership which could be replicated in other regions. Motorcycles will multiply manyfold by 2030. It is urgent that governments get a grip on two-wheeler safety now.







# PRIORITISING CHILDREN

More than five hundred children die on the world's roads every day. These individual tragedies somehow don't automatically translate to collective action, despite road traffic crashes being the number one global killer of children above the age of five. So the FIA Foundation convenes the Child Health Initiative, which brings together agencies, activists and practitioners to advocate and to provide engineering and speed management solutions to make children's journeys safer. Our partners focus particularly on the school journey, because schools are community hubs which allow for defined, cost-effective action, and on promoting 30km/h speed limits where children and traffic mix.

Since launching the Child Health Initiative's Manifesto 2030 at the last Ministerial in Stockholm, our partners have delivered significant change in policy and practice. In Vietnam, AIP Foundation has secured government support for a new Safe School Zone technical guidance. In Moldova, national policy has been set requiring 30km/h in school zones. Safe Schools Africa, led by Amend, is working with World Bank road corridor projects in East Africa to ensure community-level safe engineering design for child pedestrians, and a Safe Schools Africa partnership with Agence Française de Développement (AFD) is gearing up in West Africa. Also launched at the Stockholm Ministerial, iRAP's Star Rating for Schools marks five years with almost 2000 schools assessed, and 450 upgraded with safer sidewalks, crossings, and speeds, protecting an estimated 460,000 children.





# CONNECTING TO CLIMATE

Safer roads are a prerequisite for encouraging walking and cycling which, in turn, is vital for reducing road transportation's share of carbon emissions as well as contributing to other health and development objectives. Replacing some shorter car journeys with active travel, and upgrading walking and cycling connections to public transport, can help make cities healthier and less congested, reduce carbon use, tackle obesity and related disease, and improve public safety, particularly for women and girls.

The FIA Foundation is the funder, and a coordinator, of the Partnership for Active Travel and Health (PATH), a coalition seeking to unlock walking and cycling's potential through greater prioritisation and investment, including through national transport, health and environment strategies, and through the 'Nationally Determined Contributions' mandated by the UN climate framework. This work builds on our long partnership with the UN Environment Programme, supporting African governments to build technical capacity in safe walking and cycling, including the new Pan African Action Plan for Active Mobility (PAAPAM), a comprehensive framework aimed at transforming mobility across Africa by prioritising the needs of pedestrians, cyclists, and other non-motorised transport users.





# PRIVATE SECTOR ENGAGEMENT

Companies that are serious about their social impact recognise that corporate social responsibility includes addressing their road safety footprint. Many leading Fortune 500 companies have for years shared data and best practice via the Network of Employers for Traffic Safety (NETS) and similar fora. Arising from recommendations made by the expert advisory group to the Stockholm Ministerial, the FIA has launched a Road Safety Index which aims to help companies achieve a more sustainable road traffic footprint through continuous improvement and benchmarking of their own performance, with star ratings assigned. Intended as a long-term commitment, the Index, which is supported by the FIA Foundation, offers a systematic approach to identify, measure and follow up road safety results from a value chain perspective.

Since Total Energies became the first company to achieve a top three star rating in 2022, other major companies are coming on board and the Marrakesh Ministerial is a key moment to announce new participants and build momentum. With around a third of road traffic fatalities involving driving for work, there is a real opportunity to drive down casualties by encouraging all employers to meet the standard of the best. The FIA Foundation is committed to its active support for the FIA Road Safety Index and partnering with companies to achieve safer driving for business.





# TOOLS AND TRAINING

Effective and lasting change can't be delivered by here-today-gone-tomorrow consultants. The most successful road safety advocates are rooted in their communities, daily living their political systems, and expert in the technical solutions they promote. Recognising this, the FIA Foundation is supporting capacity development at many levels. Funding for the Global Alliance of NGOs for Road Safety and for the Youth for Road Safety (YOURS) youth movement is helping to identify and empower smaller civil society groups and the young leaders of tomorrow (and today). Delft University's road safety scholarship programme is providing essential Safe System grounding. A new partnership with the UN training agency, UNITAR, and the FIA is piloting hands-on training for auto club advocates. Through our support for iRAP, thousands of assessors have received mentoring.

Alongside training, of course, tools. Our Traffic Conflict Analysis tool, developed with US Centers for Disease Control and piloted by NGO and auto club partners, provides a cost-effective, low maintenance means to measure traffic risk. A Youth Engagement App (YEA) developed by iRAP and the AIP Foundation, and co-funded with Fondation Botnar, is empowering students in Vietnam to identify and highlight unsafe roads. The Designing Streets for Kids suite of guidance from the Global Designing Cities Initiative is transforming journeys and play in cities across the world. Find these and other tools on our website.





# GLOBAL ADVOCACY

From the Commission for Global Road Safety and the Make Roads Safe campaign, which called for the first UN Decade of Action for Road Safety, to the Save Kids Lives campaign which called for road safety to be included in the Sustainable Development Goals, the FIA Foundation has a strong track record of leading effective global advocacy. In recent years we have helped design the UN's Streets for Life call for 30km/h streets, which launched in 2021, and persuaded the global health community to back a campaign for adolescent health and well-being, with road safety at its core. This '1.8 billion for change' campaign, led by the Partnership for Maternal, Newborn and Child Health, resulted in a Ministerial event during the 2023 SDG Summit, and the first ever Global Forum for Adolescents. The campaign mobilised many activists but secured only warm words from international agencies and political leaders. Plus ça change.

We need to face facts: road safety is on the international development agenda, but not prioritised. The FIA Foundation provided millions of dollars in seed funding for both the World Bank's Global Road Safety Facility and the UN's Road Safety Fund, but more donors must step up with similar pledges. Too many governments still see road safety as primarily a behavioural issue, not one for which they are responsible as system managers. Between now and 2030, we need to redouble our advocacy efforts to secure real action. This can best be achieved by focusing on some core activities - like the ones detailed in this report - that can improve safety at scale, and making the case for existing sources of funding, like highway construction and maintenance, and policing budgets, to be better targeted at these measures that are proven to save lives.



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