

# FIA HIGH LEVEL PANEL FOR ROAD SAFETY

## ROAD SAFETY 2030

HIGH LEVEL ACTION  
FOR ROAD SAFETY



# Overview of Initiatives 2015–2021

# STAY SAFE ON THE ROAD



BUCKLE UP



USE A CHILD  
SAFETY SEAT



OBEY THE  
SPEED LIMIT



DON'T TEXT  
AND DRIVE



CHECK YOUR  
TYRES



NEVER DRINK  
AND DRIVE



CHECK  
YOUR VISION



STAY BRIGHT



ALWAYS  
PAY ATTENTION



SLOW DOWN  
FOR KIDS



WEAR A  
HELMET



STOP WHEN  
YOU'RE TIRED



WATCH OUT  
FOR PEDESTRIANS



SHARE  
THE ROAD

FOLLOW THE  
**FIA'S GOLDEN  
RULES**

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# Foreword

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**T**he FIA High Level Panel for Road Safety was launched in November 2015 as a forum of leaders committed to addressing the unacceptable burden of deaths and long-term injuries caused by road traffic crashes globally.

This overview showcases the range of diverse initiatives undertaken by the HLP to tackle, among others, three barriers to improving road safety: lack of political will, lack of funding, and lack of data.

The FIA HLP, in collaboration with FIA Member Clubs and international development institutions, has been promoting a culture of road safety which recognises safety as a core value. In addition to advocating to governments to fulfil road safety regulations, the FIA HLP is generating momentum within the global business community, and encouraging private sector entities to include road safety as part of their corporate social responsibility.

The HLP supported the establishment of the first ever UN Road Safety Fund and some HLP Members were among the first and largest contributors.

To better fill data gaps and stimulate data-driven decision-making, together with institutional partners, the HLP has fostered the establishment of Regional Road Safety Observatories covering more than 120 countries and is engaging new key players in the road safety conversation.

All of this has been possible because of the ongoing commitment of the HLP Members, supported by Experts and Advisors who helped turn ideas into concrete actions; and the coordinating efforts of the FIA HLP Secretariat.

Unfortunately, six years later, road traffic crashes continue to be a leading cause of death and injury, especially among youth and road users in low- and middle-income countries. This stark reality compels us to do more. Guided by the Global Plan of Action for Road Safety 2021–2030, we can accelerate our efforts to promote a culture of safety, to improve vehicle safety through the introduction of Minimum Safety Standards for new and used vehicles being exported to low- and middle-income countries, and to implement innovative financing tools for road safety.

Much more needs to be done and I count on you.

Jean Todt  
Chairman,  
FIA High Level Panel for Road Safety

# Our Mission

The FIA High Level Panel for Road Safety (FIA HLP) takes a strong lead in global road safety efforts by bringing together leaders from international institutions, national and local governments, major private corporations (mainly in the mobility sector), and NGOs and associations (mainly linked to sport).



“ *The FIA High Level Panel for Road Safety strives to bring the pandemic of road crashes to the forefront of the policy debate, from the United Nations to sovereign governments, through persistent advocacy, targeted projects, and activities supporting the development of knowledge and tools, while fostering active participation from the private sector. These will contribute to the efforts of the international community to curb the curse of road deaths and injuries that threatens to undermine the achievement of the Sustainable Development Goals.* ”

The FIA HLP was launched in November 2015 under the auspices of Ban Ki-moon, then United Nations Secretary-General. Initially, the FIA HLP comprised 10 members, but today it brings together more than 80 international leaders from all the regions of the world.

The work of the FIA HLP is based on three main principles:

• **IMPACT:**

HLP-supported initiatives aim to have a significant impact on the ground. FIA HLP advocacy activities are thus results-oriented and its projects, operating mainly on regional and global scales, are designed to catalyse action.

• **PARTNERSHIP:**

FIA HLP-supported initiatives seek to gain scale and relevance by partnering with relevant stakeholders, both from the public and the private sector, and benefit from cross-sectoral synergies (especially those linked to other SDGs, such as the environmental aspects of mobility).

• **INNOVATION:**

FIA HLP-supported initiatives seek to broaden the scope of the global road safety agenda, closing existing gaps, proposing new ideas and avenues for action, and bringing to the table new players who are outside the traditional road safety community.

The FIA HLP is jointly funded by the FIA and the FIA Foundation.



# Our Strategies and Goals

Since its inception in 2015 the HLP has pursued a twin-track approach and aims to strengthen road safety through:

## 1. Advocacy and awareness-raising activities to put road safety at the top of the global development agenda

To this end, the HLP has strived to develop a new road safety culture as an essential step to achieve a permanent reduction of the risks that road users face, especially in low- and middle-income countries.

## 2. Supporting specific initiatives and activities to achieve four concrete goals

- **Increasing funding for road safety** to increase the resources going to road safety, both from governments and the private sector.
- **Promoting a road safety culture** in which road safety is a core value for governments, the private sector, and road users.
- **Improving data collection and policy design** to improve the reliability of road safety data and thereby help the design and implementation of public policies.
- **Improving vehicle safety through adoption of the Minimum Safety Standards and the development of insurance markets** to ensure that all cars meet Minimum Safety Standards, wherever sold or used.

To achieve these goals, the FIA HLP works in close partnership with key stakeholders, in particular with HLP Members. In addition, a group of HLP Experts and Advisors has been established to serve as a permanent forum for discussion and to support the work of the HLP Secretariat.

The role of the HLP Secretariat varies according to the initiative: it can lead or co-lead the initiative, or support its development and implementation. In all initiatives, the FIA HLP aims to play a catalytic role, being there at the initiative's inception and acting as a trust-builder among the different parties involved in its development.



# Our Work Programme (2015-2021)

## Advocacy and Awareness-Raising Activities

Since 2015, the HLP has held 11 members' meetings, sometimes involving key political figures and policy-makers<sup>1</sup>. In support of members' work, the HLP Experts and Advisors group has met 18 times since 2016.

These meetings have served to discuss and support some key HLP advocacy and awareness-raising activities, such as:

### 1. Advocating for a new approach to safe mobility

In light of the insufficient progress achieved during the Decade of Action (2010-2020), the FIA HLP is actively pushing for a new road safety culture to be effective by 2030. The new approach the Panel is promoting relies on the idea that safety needs to be the core value of the mobility system, ahead of other considerations such as speed, aesthetics, or profits, and that it should be treated as a human rights issue. For this, it is essential to hold accountable each stakeholder in the mobility system, correcting the negative impact that the mobility system imposes on users.

This initiative has resulted in two FIA HLP publications: *Road Safety as if it Really Mattered: a Sea-change in Thinking* (February 2020) and *Safe Mobility by Design: Restoring Accountability and Strengthening Safety Culture* (October 2020). Most importantly, this proposed new approach to safe mobility is at the core of several FIA HLP-supported projects that are described in this document.

The recently launched Global Plan for the Second Decade of Action (2021-2030) also emphasises the need to reorient our efforts precisely in this direction.

### 2. Supporting the #3500LIVES Road Safety Campaign

The FIA has partnered with the world's biggest outdoor advertising company JC Decaux to launch the first-ever global road safety advertising campaign ([www.fia.com/3500lives](http://www.fia.com/3500lives)). The campaign, supported by 20 world-renowned ambassadors, promotes basic safe behaviours that can help save lives on the road.

Through its signature "Sign Up, Stay Safe, Save Lives", the campaign highlights the role each and every person can play in making roads safe for all users. Since its launch in 2017, the campaign has been translated into more than 30 languages and displayed in more than 1,200 towns and cities across 80 countries.

### 3. Supporting the establishment of the UN Road Safety Fund (UNRSF)

The FIA HLP Manifesto first advocated for the establishment of a global fund for road safety in 2015 and the HLP strongly pushed for this fund to be created, producing several papers defining its priorities and identifying potential sources of funding. In April 2018, the UN General Assembly endorsed the proposal to create the first ever UN Road Safety Fund.

Among the first contributors to the fund were several organisations that are part of the HLP, including the FIA Foundation with an initial contribution of US \$10 million. Despite some initial administrative problems, the fund has already supported more than 30 projects (for a total amount of approximately US \$18 million) in low- and middle-income countries, particularly in Africa, Latin America, and South Asia. In addition to these activities the HLP has supported broader events such as the UN Global Road Safety Week – for example, in 2021, 30 HLP Members signed the *Global Road Safety Week's Streets for Life Campaign*.

1. These figures include then UN Secretary-General Ban Ki-moon in November 2015, and H.S.H. Princess Charlène of Monaco in October 2020. These meetings have also benefitted from encounters with Mayor of Paris Anne Hidalgo (October 2018 and July 2021) and French President Emmanuel Macron (October 2018), when he announced a €3 million contribution to the UN Road Safety Fund.



#### 4. Communicating:

The FIA HLP has spread the word about its activities through a variety of publications, including a FIA HLP brochure, which has been updated regularly since 2015 and made available to a wide range of stakeholders, and four newsletters that have been widely distributed. Two videos have also been produced. In addition, numerous publications have been produced as part of various FIA HLP-supported initiatives (these are listed in the next sections). Last, but not least, the role of HLP within the FIA is explicitly stated in the FIA Road Safety Advocacy Strategy 2021–2023.

In addition to these publications, the FIA HLP has presented its work in a variety of fora, including the UN Road Safety Collaboration meetings and the SUM4all initiative.

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Each year the *Prince Michael International Road Safety Awards* give public recognition to the most outstanding international road safety initiatives. In 2018, the FIA HLP received an award in the Road Safety Management category for its global action to promote key safety messages and actions.

# FIA High Level Panel-Supported Initiatives

FIA HLP has supported nine initiatives organised around the four main goals pursued by the HLP. These initiatives, their current status and expected outcomes are described in more detail below.

## FIA HLP Work Programme (2015-2021)

4 goals

9 initiatives

**Increasing Funding for Road Safety**

**Promoting a road safety culture**

**Improving Data Collection and Policy Design**

**Improving Vehicle Safety Through the Uptake of Minimum Safety Standards and the Development of Insurance Markets**

### **Innovative Fundraising Mechanism**

for the UN Road Safety Fund.

### **Impact Investment**

to mobilise private capital resources (on a commercial basis) for road safety projects.

### **FIA Road Safety Index**

to assess the road safety performance of private companies.

### **Road Safety: “My Choice, My Way, Our Lives”**

campaign to make safety the core value of the road mobility system showing the importance of individual decisions/ behaviours.

### **Network of Regional Road Safety Observatories**

to improve the quality and reliability of road safety data in low- and middle-income countries.

### **In-country Missions**

to provide technical expertise on road safety policy design and implementation (*discontinued in 2018*).

**Safer and Cleaner Used Cars for Africa** to raise the safety and environmental standards of imported used cars in Africa.

### **Movernos Seguros**

to develop motor insurance markets and promote uptake of Minimum Safety Standards through insurance policies in Latin America.

### **Promoting a Manufacturers’ Voluntary Agreement on Minimum Safety Standards**

(*discontinued in 2019*).



# 1. Innovative Fundraising Mechanism

**Start date:** 2018

**Status:** ongoing

**Project lead and funding:** FIA

**FIA HLP role:** project inception and collaborator



## Background:

Global road safety is severely underfunded compared to responses to address other public health threats. The establishment of the UN Road Safety Fund (UNRSF) in 2018 was a landmark indicating the political will to galvanise the resources to address the shortfall.

## Objective:

This project aims to establish a recurrent and sustainable source of funding for the UN Road Safety Fund, mainly focusing on the private sector. Drawing inspiration from the RED campaign (which has raised around US \$600 million since its launch in 2006 to fight the AIDS pandemic), the goal is to create a brand through which private companies can engage with their customers and, ultimately, raise funds for the UNRSF.

## Expected Outcome:

Generation of recurrent funding for the UNRSF coming from licensing agreements and direct contributions from private companies.

## Status:

The project is fully developed (the concept, the brand name, the business model and activation plan) but its launch has been delayed, partly due to the COVID-19 pandemic.

## Publications and Videos:

*Increasing Funding for Road Safety* – Background note, FIA HLP, 2019.

## 2. Impact Investment: Mobilising Private Capital for Road Safety

**Start date:** 2020

**Status:** ongoing

**Project lead and funding:**

World Bank

**FIA HLP role:** project co-inception and collaborator (together with iRAP)



### Background:

Achieving Sustainable Development Goals (SDGs) 3.6 and 11.2 in low- and middle-income countries by 2030 is threatened by an estimated road safety funding gap of around US \$260 billion. It is acknowledged that this gap cannot be closed through public funding alone, hence the need to mobilise private capital, as has been done already in other fields. For example, the Green Bond market was viewed as a niche in 2007 when the World Bank and the European Investment Bank made the first issuance. Today it is a market that has cumulatively issued over US \$1 trillion in bonds.

### Objective:

This initiative aims to identify and design products to attract institutional investors (such as insurance companies and pension funds) to invest in road safety projects through “Saving Lives Bonds”. This includes three main activities:

- Identifying potential road safety interventions that could be funded by private capital and designing the business models that could make this possible.
- Identifying specific pilot projects in countries with a favourable public and private sector framework.
- Scaling up the project through a mobilisation platform that helps position road safety projects in the Environmental, Social and Governance (ESG) investment landscape.

### Expected Outcome:

Creation of a new category of “Saving Lives Bonds” and generation of a permanent flow of private capital towards investible road safety projects.

### Status:

A *Knowledge Report* recapping the main findings and proposals of the project is planned to be published by the end of 2021. This is expected to contribute to the establishment of the mobilisation platform in 2022.

## 3. The FIA Road Safety Index

**Start date:** 2019

**Status:** ongoing

**Project lead and funding:** FIA

**FIA HLP role:** inception  
and collaborator



### Background:

In the belief that government action is not enough to tackle the global road safety challenge, the FIA HLP – with the support of Julius Baer – discussed the possibility of establishing a road safety benchmarking index in 2019. The Stockholm Declaration (2020) called “upon businesses and industries of all sizes and sectors to contribute to the attainment of the road safety related SDGs by applying safe system principles to their entire value chain (...) and to include reporting of safety performance in their sustainability reports”.

### Objective:

The project aims to build and roll out a benchmarking index that can assess the road safety performance (the “safety footprint”) of private companies in line with indices that are widely used in the financial industry to assess the performance of private companies in certain fields (environmental impact, gender equality, etc).

### Expected Outcome:

Publication of an index that encourages companies to improve their road safety performance and guides investors and consumers in their decisions.

### Status:

A team led by Claes Tingvall is working on a final iteration of the index. Three private companies, two FIA Member Clubs, and one public administration are participating as pilots. The index is to be launched in 2022.

### Publications and Videos:

*FIA Road Safety Index – Feasibility Study*, FIA – AFRY, July 2020.

*FIA Road Safety Index Framework*, FIA – AFRY, 2021.

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The importance of such an index has been recognised through its inclusion in the Global Plan Decade of Action for Road Safety 2021–2030.

## 4. Road Safety: “My Choice, My Way, Our Lives”

**Start date:** 2020

**Status:** ongoing

**Project lead:** FIA HLP



### Background:

Since 2000, the annual number of global road fatalities has stagnated at 1.35 million per year. This reveals a fundamental flaw in the way the international community has addressed the road safety challenge in the past decades. The report *Road Safety as if it Really Mattered: a Sea-change in Thinking* advocated for the need to make safety the core value of the road mobility system and the report *Safe Mobility by Design: Restoring Accountability and Strengthening Safety Culture* proposed ways to achieve this.

### Objective:

The campaign aims to disseminate the idea of safety as the core value in road mobility through a compilation of voices from all segments of society, thereby illustrating the relevant and potential actions that could be taken in this regard.

### Expected Outcome:

Empowering road users in relation to their right to safe mobility and helping them to realise how relevant individual actions can be in building a safer mobility system.

### Status:

A video has been produced with testimonies from seven well-known individuals involved in road safety advocacy. Additional testimonies from a wide range of contributors, both from the developed and developing world, will follow over the next year.

### Publications and Videos:

First video released on the occasion of the Global Launch of the Second Decade of Action for Road Safety (28 October 2021).

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The idea of making safety a core value in the mobility system is steadily spreading and is one of the key points of the Global Plan of Action for the new Decade of Action for Road Safety (2021-2030), which states that: “Placing safety at the core of our road safety efforts will automatically make safe mobility a human right.”

## 5. Network of Regional Road Safety Observatories

**Start date:** 2016

**Status:** ongoing

**Project lead:** FIA HLP, World Bank, ITF and WHO (new MoU signed in 2021)



### Background:

Poor data are at the heart of the global road safety challenge. The well-known discrepancy between government reported fatalities per year (650,000) and WHO estimates (1.3 million) is its most glaring example. Without good data, it is not possible to design and implement good policies. Strengthening the data collection capabilities in many low- and middle-income countries is an essential condition for any successful strategy to significantly curb the number of road crashes and victims.

### Objective:

This project aims to improve the quality and reliability of road safety data collected by national governments through the creation of a Network of Regional Observatories.

### Outcome:

Three new Regional Observatories have been established: the African Road Safety Observatory (ARSO) in 2018; the Asia Pacific Road Safety Observatory (APRSO) in 2020 and the Western Balkans Road Safety Observatory (WBRSO) in 2021. Strong institutional and financial support has been given to the Road Safety Observatory for Ibero America (OISEVI), which is now anchored under the International Organization serving Ibero-America. Today, the network of Regional Road Safety Observatories comprises 120 countries. UN General Assembly Resolution 74/299 Resolution, 2 September 2020, includes an explicit reference to the role of the observatories in monitoring progress towards achieving SDG 3.6.

### Status:

Work is ongoing to establish an Eastern Partnership Road Safety Observatory (EaPRSO) and an Arab Integrated Road Safety Observatory (AIRSO) during 2021. Completion of Regional Road Safety Observatory specific annual reports is also ongoing, alongside the organisation of general assemblies and National Data Coordinators' meetings. The Second Global Network meeting of RRSOs is scheduled for 30 November - 2 December, 2021.

### Publications and Videos:

Specific observatory reports that can be obtained via their respective websites.

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For the first time ever, the conclusions of the Latin American Heads of State 2021 Summit included a statement about the importance for Member States to sign the relevant UN Road Safety Conventions.

## 6. In-Country Missions

**Start date:** 2018

**Status:** discontinued in 2018

**Project lead:** FIA HLP



### Background:

Some low- and middle-income countries lack the technical expertise to design and implement adequate road safety policies. In some of the countries that the UN Secretary-General's Special Envoy for Road Safety visited at the beginning of his mandate, governments had requested technical advice and support.

### Objective:

This project aimed to assist countries in evaluating areas of further road safety development, and to suggest remedial interventions.

### Outcome:

Countries or cities assessed by in-country missions include Azerbaijan (2016), Myanmar (2016-17), Colombia (2017), and Mexico City (2017). As a result of this work, Azerbaijan approved a new Road Safety Plan (2019-2023) and Myanmar and Colombia signed selected UN Conventions on Road Safety.

### Status:

Overlaps with similar work performed by UNECE and the World Bank meant that in-country missions ended in 2018, but the HLP collaborates with these institutions and HLP experts and advisors participate as reviewers.

### Publications and Videos:

*Road Safety in Myanmar*, FIA HLP, 2017.

*How to Improve Road Safety in Your Country: 26 Practical Recommendations*, FIA HLP, 2019.

*UNECE country reviews for Uganda, Ethiopia, and Zimbabwe*, 2020.

*Review of Ukraine's Road Safety Plan*, 2021.

*Recommendations on whether to continue and how to improve FIA HLP's in-country missions*, FIA HLP Experts & Advisors, 2019.

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Work in Myanmar contributed to the adoption of the FIA Safe & Affordable Helmet Programme.

## 7. Safer and Cleaner Used Cars for Africa

**Start date :** 2018

**Status:** ongoing

**Project lead:** UNEP and UNECE (with funding from the UNRSF)

**FIA HLP role:** co-inception and collaborator



### Background:

Every year, about 1 million used cars are exported to Africa, mainly from Europe and Japan. These cars often have very poor safety and environmental standards, and thus, bring about a significant negative impact on road crashes and on the environment.

### Objective:

This project aims to work with importing and exporting countries, and with the industry itself, to reduce this impact. The project relies on the development of sub-regional agreements and new national policies. In addition, it entails defining a label that would guarantee the respect of Minimum Safety Standards and environmentally sound vehicle conditions, as well as the creation of a compliance monitoring system.

### Expected Outcome:

The average age of imported used cars is expected to be reduced significantly (to a target of 15 years maximum on average).

### Status:

The Economic Community of Western African States (ECOWAS) and the East African Community (EAC) have already agreed to adopt Euro 4 standards for imported used cars and the labelling system is expected to be launched in 2022. The project may be extended to other world regions.

### Publications and Videos:

*Used Vehicles and the Environment. A Global Overview of Used Light Duty Vehicles: Flow, Scale and Regulation*, UNEP, 2020.

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From the 146 countries analysed in the UNEP report, about two-thirds have “weak” or “very weak” regulating policies concerning the import of used vehicles. Many of the imported vehicles would not be allowed to run on the exporting countries’ roads.

## 8. Movernos Seguros – Promoting the Development of Motor Insurance in Latin America

**Start date:** 2017

**Status:** ongoing

**Project lead:** FIA HLP and Inter-American Development Bank (IDB) (with funding from the IDB and FIA Foundation)



### Background:

Motor insurance has been neglected as a possible way to improve road safety. However, well-developed motor insurance can have a preventive effect on road crashes (by incentivising the uptake of Minimum Safety Standards and thus improving vehicle safety, or by promoting safe driving through bonus/malus schemes, for example). They also ensure adequate health coverage and, eventually, financial compensation for the victims.

### Objective:

*Movernos Seguros* (Move Safely) works to improve road safety in Latin America through the development of automotive insurance. For this purpose, the initiative gathers (at a national level) the government, the insurance industry, Automobile Clubs, victims' associations, and other relevant stakeholders to help them act in areas where motor insurance is lacking.

### Expected Outcome:

Reinforce the contribution of motor insurance to road safety in every pilot country and position road safety within the road safety agenda at a regional level.

### Status:

Three pilot projects are underway in Paraguay, El Salvador, and Costa Rica (a fourth pilot is underway in the Dominican Republic). The main goal of these projects is to establish third party liability insurance in Paraguay and El Salvador and to improve the compensation to road victims in Costa Rica. In 2022, *Movernos Seguros* will start this work in Perú, Honduras, Uruguay, and Jamaica.

### Publications and videos:

*Diagnóstico "Movernos Seguros": Seguridad Vial a través del seguro vehicular en América Latina y el Caribe*, Gaviria Ricardo, 2019.

*Activating the Automotive Insurance Markets' Potential to Improve Road Safety*, FIA HLP, 2020.

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The Global Plan for the Decade of Action for Road Safety 2021–2030 puts strong emphasis on the importance of motor insurance to promote safer behaviour from drivers and to ensure fair compensation to road victims.

## 9. Promoting a Manufacturers' Voluntary Agreement on Minimum Safety Standards

**Start date:** 2018

**Status:** discontinued in 2019

**Project lead:** FIA HLP and UNECE



### Background:

Improving vehicle safety is one of the most effective – and fastest – ways to improve road safety globally. However, in many regions of the world, it is still possible to sell cars that do not meet UN Minimum Safety Standards (MSS).

### Objective:

The project aimed to make car manufacturers sign a Voluntary Agreement on Minimum Safety Standards covering the seven UN core safety regulations (including front and side impact protection, electronic stability control, pedestrian safety, seat-belt and seat-belt anchorages, among others).

### Outcome:

After several meetings with car manufacturers, no agreement was found. However, in 2019 the International Organisation of Motor Vehicle Manufacturers (OICA) issued a manifesto supporting the uptake of MSS through national regulation (which is known to require a long approval process).

### Status:

Discontinued in 2019.

### Publications and Videos:

*The most important UN Vehicle Regulations to make a change in road safety*, UNECE, 2017.

*United Nations Road Safety Conventions-contracting Party Status* (translations into FR, ES and PT), UNECE, 2019.

*The future of car safety in a changing mobility environment*, 2019.

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Even though an agreement about UN Minimum Safety Standards wasn't found, the work conducted by the FIA HLP in relation to this issue helped Myanmar and Colombia to sign up to UN Conventions and regulations, and the importance of adhering to UN Conventions was included in all Regional Road Safety Observatories' work plans.



# Annex 1:

# List of HLP Members

## Panel Chairman

**Jean Todt**, FIA President and UN Secretary-General's Special Envoy for Road Safety

## Spokesperson

**Michelle Yeoh**, Actress, Producer, and UNDP Goodwill Ambassador

## FIA Representatives

**Thierry Willemarck**, FIA Deputy President for Automobile Mobility and Tourism

**Thomas Møller Thomsen**, FIA President of Region I

**Mike Noon**, Former FIA President of Region II

**Tim Shearman**, Former FIA President Region III

**Jorge Tomasi Crisci**, Former FIA President of Region IV

## Honorary members

**Tedros Adhanom Ghebreyesus**, Director-General, WHO

**Olga Algayerova**, Executive Secretary, UNECE

**Armida Salsiah Alisjahbana**, Executive Secretary, UNESCAP

**Inger Andersen**, Under-Secretary-General of the United Nations and Executive Director, UNEP

**Masatsugu Asakawa**, President, ADB

**Audrey Azoulay**, Director-General, UNESCO

**Michelle Bachelet**, High Commissioner for Human Rights, UN

**Alicia Bárcena**, Executive Secretary, UNECLAC

**Luis Carranza**, Executive President, CAF Development Bank of Latin America

**Rola Dashti**, Executive Secretary, UNESCWA

**Makhtar Diop**, Managing Director and Executive Vice President of the International Finance Corporation (IFC)

**Filippo Grandi**, United Nations High Commissioner for Refugees, UNHCR

**Dr Natalia Kanem**, Executive Director, UNFPA

**Gilles Michaud**, Under-Secretary-General and Head of the Department of Safety and Security, UNDSS

**Maimunah Mohd Sharif**, Executive Director UN-Habitat

**Odile Renaud Basso**, President, European Bank for Reconstruction and Development (EBRD)

**Vera Songwe**, Executive Secretary, UNECA

**Achim Steiner**, Administrator, UNDP

**Adina Ioana Valean**, Commissioner for transport, EU

**Jayathma Wickramanayake**, United Nations Secretary-General's Envoy for Youth

**Liu Zhenmin**, Under-Secretary-General for Economic and Social Affairs, UNDESA

## Members

- Dr. Amani Abou-Zeid**, Commissioner for Infrastructure and Energy, African Union Commission (AUC)
- Akinwumi Adesina**, President of the African Development Bank (AfDB)
- Ahmad Alhendawi**, Secretary-General, WOSM
- Zeid Ra'ad Al Hussein**, Former High Commissioner for Human Rights, UN
- Thomas Bach**, President, IOC
- Bertrand Badré**, CEO, Blue like an orange capital
- François Baroin**, President, Association des Maires de France, Former Minister (France)
- Mary Barra**, CEO, General Motors
- Irina Bokova**, Former Director General, UNESCO
- Felipe Calderón**, Former President of Mexico
- Aleksander Čeferin**, President, UEFA
- Jagan Chapagain**, Secretary General, IFRC
- Her Serene Highness Princess Charlène of Monaco**
- Dan Chen**, Vice-President and General Manager 3M Transportation Safety Division, 3M
- Denis Coderre**, Former Mayor of Montréal
- Lord Sebastian Coe**, President, IAAF
- Jean-Charles Decaux**, Co-CEO, JCDecaux
- Peter Thomas Drennan**, Former Under-Secretary-General for Safety and Security, United Nations
- John Elkann**, Chairman of the Board of Directors, Fiat Chrysler Group
- Tomas Eneroth**, Minister for Infrastructure, Sweden
- Claver Gatete**, Minister of Infrastructure, Rwanda
- Burkhard Goeschel**, President, Manufacturers' Commission, FIA
- Rolando Gonzalez-Bunster**, Chairman and CEO, InterEnergy Holdings
- Anne Hidalgo**, Mayor of Paris
- Arianna Huffington**, Founder and CEO, Thrive Global
- Gloria Hutt Hesse**, Minister of Transport and Telecommunications, Chile
- Gianni Infantino**, President, FIFA
- Dr Young Tae Kim**, Secretary-General, ITF
- General Victor Kiryanov**, President, Russian Automobile Federation
- Amadou Kone**, Minister of transports, Côte d'Ivoire
- David Lappartient**, President, UCI
- Maurice Lévy**, Chairman of the Supervisory Board, Publicis Groupe
- Florent Menegaux**, CEO, Michelin
- Amb. Dr. Amina Mohamed**, Cabinet Secretary for Sports, Heritage and Culture, Kenya
- Luis Alberto Moreno**, Former President, Inter-American Development Bank (IDB)
- Ángela María Orozco Gómez**, Minister of Transport of Colombia
- László Palkovics**, Minister of Innovation and Technology, Hungary
- Christian Peugeot**, Former chairman of the Committee, CCFA
- Patrick Pouyanné**, Chairman of the Board and CEO, Total
- Virginia Raggi**, Mayor of Rome
- Her Royal Highness Princess Reema Bint Bandar Al-Saud**, Saudi Arabia's Ambassador to the United States of America
- Rémy Rioux**, CEO, AFD
- Lord George Robertson**, Chairman, FIA Foundation
- Mark R. Rosekind**, Chief Safety Innovation Officer, Zoox
- Prof. Gérard Saillant**, President, Brain & Spine Institute (ICM)
- Hartwig Schafer**, Vice President, South Asia Region, World Bank
- Jean-Dominique Sénard**, Chairman of the Board of Directors, Renault
- Li Shufu**, Chairman, Geely & Volvo Cars
- Carlos Slim Domit**, Chairman of the Board, Grupo Carso
- Sir Martin Sorrell**, Executive chairman, S4 capital
- Elhadj As Sy**, Chairman of the Board, Kofi Annan Foundation
- Ratan Tata**, Chairman, TATA Trusts
- Jorge Viegas**, President, FIM
- Joachim von Amsberg**, Vice President, Policy and Strategy, AIIB
- Prof. Dr. Hala Zaid**, Minister of Health and Population, Egypt

# Annex 2: List of HLP Experts & Advisors

## HLP Chairman's Advisors

**Onika Miller**, Secretary General for Automobile Mobility and Tourism (ad interim), FIA

**Peter Sørensen**, International Relations Advisor to the President, FIA

## HLP FIA Representatives' Advisors

**Laurianne Krid**, Director General, FIA Region I

## HLP Honorary Members' Advisors

**Yarob Badr**, Regional Advisor on Transport and Logistics, UNESCWA

**Matthew Baldwin**, European Coordinator for Road Safety and Sustainable Mobility, European Union

**Eliana Barleta**, Unit of Infrastructure of the Division of International Trade and Integration, UNECLAC

**Sue Barrett**, Director for Transport, EBRD

**Andre Dzikus**, Coordinator, Urban Basic Services Branch | Acting Coordinator, Risk Reduction and Rehabilitation Branch, UN-Habitat

**Anne Hammenrudh**, DSS Road Safety Focal Point, UNDSS

**Rob de Jong**, Head of mobility, UNEP

**Jamie Leather**, Chief of Transport Sector Group, ADB

**Yuwei Li**, Director of the Sustainable Transport Division, UNECE

**Nandita Parshad**, Managing Director for Sustainable Infrastructure, EBRD

**Weimin Ren**, Director, Transport Division, UNESCAP

**Rita Richter**, Chief of the Asset and Fleet Management Section in UNHCR & Chair of the UNHCR Steering Committee for Road Safety

**Ricardo J. Sánchez**, Senior Economic Affairs Officer, Unit of Infrastructure of the Division of International Trade and Integration, UNECLAC

**Robert Tama Lisinge**, Chief of the Operational Quality Section of the Strategic Planning and Operational Quality Division, UNECA

**Nhan Tran**, Coordinator, Unintentional Injury Prevention, WHO

## HLP Members' Advisors

**Placide Aconkpanle Colombe Badji**, Policy Officer Road Transport Infrastructure and Energy, AUC

**Natalia Agre**, President, Road Safety Russia NGO

**Albert Asseraf**, Executive Vice-President, Strategy, Data and User Innovation, JCDecaux

**Baron Pierre-Olivier Beckers-Vieujant**, IOC Member

**Saul Billingsley**, Director General, FIA Foundation

**Stéphane Carcas**, Project Manager - Lead Transport Specialist AFD

**Francesco Castellacci**, Professional Racing Driver and Technical Driving Instructor

**Adeline Challon-Kemoun**, Brand, Sustainable Development, Communications and Public Affairs Director, Michelin

**Guangzhe Chen**, Global Director for Transport and Regional Director for Infrastructure in South Asia, World Bank

**Daniele Chiari**, Head of Product Planning and Institutional Relations, Fiat Chrysler Automobiles

**Jesper Christensen**, Programmes Director, FIM

**David Cliff**, CEO, Global Road Safety Partnership

**Veronique Feypell De La Beaumelle**, Analyst, ITF

**Carolina Gonzalez-Bunster**, Co-Founder, Walkabout Foundation

**Karla Gonzalez Carvajal**, Manager for Eastern Europe Leading Manager for Gender in Transport Global Practice, World Bank

**Laetitia Habchi**, Sport and Development Project Officer, AFD

**Peter Holló (Prof.)**, Researcher, Institute for Transport Sciences of Hungary

**Soames Job**, Head of the Global Road Safety Facility, World Bank

**Louise Larcher**, Conseillère technique Département Ville, urbanisme, habitat, transports, AMF

**Eric Le Corre**, Corporate Vice President Public Affairs, Michelin

**Manoelle Lepoutre**, Senior Vice President Civil and Society Engagement, Total

**Luis Felipe Lota**, Director of the National Agency for Road Safety of Colombia

**Tim Maylon**, FIA Head of Research, FIA

**Shomik Mehndiratta**, Practice Manager for Transport in South Asia, World Bank

**Fergal Morris**, Area Business Leader - EMEA, Transportation Safety Division, 3M

**Alexander Murdzewski**, Schedvin Head of Geely Group Motorsport, Geely

**Dr Nevine el Nahass**, Assistant to the Minister of Health and Population, Egypt

**Rik Nuyttens**, European Regulatory Affairs Manager, Transport Safety, 3M

**Gábor Pauer**, Research Assistant, Institute for Transport Sciences of Hungary

**Patrick Pelata**, Special Advisor, FIA

**Veronica Raffo**, Senior Infrastructure Specialist, World Bank

**Federico Raviglione**, Project Officer, FIFA President's Officer

**Patrick Rugumire**, Chief Transport Engineer, AfDB

**Abdoul Wahab**, Corporate Senior Advisor - Road Safety, Total

**Annie Weaver**, Senior Manager of Advocacy and Partnerships, WOSM

## Other Advisors

**Lotte Brondum**, Executive Director, Global Alliance of NGOs for Road Safety

**Vassiliki Danelli-Mylona**, President of the Board of Directors, Road Safety Institute Panos Mylonas

**Isabel Falkenberg**, Former CEO, Walkabout Foundation

**Marc Fancy**, Executive Director, Prudence Foundation

**Eric Mark Huitema**, Director General European Automobile Manufacturers Association

**Floor Lieshout**, Executive Director, Youth for Road Safety (YOURS)

**Jeanne Picard-Mahaut**, President, Federación Iberoamericana de Asociaciones de Víctimas Contra la Violencia Vial

**Piyush Tewari**, Founder and CEO, SaveLIFE Foundation

**Susanna Zammataro**, Executive Director, International Road Federation

## HLP Road safety experts

**Matts-Åke Belin**, Project Leader Vision Zero Academy, Swedish Transport Administration, Trafikverket

**Claes Tingvall**, Senior Consultant, AFRY

**John Dawson**, Board Member, EuroRAP

**Oliver Deiters**, Head of Global External Affairs and Public Policy, DEKRA

**Christian Gerondeau**, Former Road Safety Director, France & Former Head of the EU High Level Group on Road Safety

**Hilda María Gómez**, Former Director, Colombian Road Safety Lead Agency

**Jens Hügel**, Head of Sustainable Development, International Road Transport Union

**José Luis Irigoyen**, Former Senior Director ICT, World Bank

**Reinhard Kolke**, Director Test and Technical Affairs, ADAC

**Wassim Raphael**, Director of the Masters in Road safety at the University of San-Joseph in Beirut, Lebanon

**Marc Shotten**, Road Safety Expert

**Ferry Smith**, Chairman Policy Commission, FIA

**Barry Watson**, Global Road Safety Consultant

**Fred Wegman**, IRTAD Chairman and Former Managing Director of SWOV Institute for Road Safety Research

**Prof. Shaw Voon Wong**, Member of the Board of Directors, MIROS

## FIA Special Advisors

**Marc Juhel**, Former Transport Sector Manager, World Bank

**Eva Molnar**, Road Safety Expert

**Felipe Rodriguez Laguens**, Special Advisor on Road Safety and Regional Policies

**María Seguí-Gómez**, Special Advisor on Road Safety, FIA

## HLP Secretary

**Miquel Nadal**, Secretary of the HLP, Advisor & Expert groups, FIA Advisor

**Estelle Aebersold**, HLP Manager



## **RESOURCES**

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[www.roadsafety2030.com](http://www.roadsafety2030.com)

[www.who.int](http://www.who.int)

[www.unece.org](http://www.unece.org)

[www.unece.org/un-road-safety-fund](http://www.unece.org/un-road-safety-fund)

# TODAY 3,500 PEOPLE WILL DIE ON THE ROAD

**WATCH OUT FOR PEDESTRIANS**

H.S.H. PRINCESS  
**CHARLÈNE OF MONACO**

**CHARLES LECLERC**  
FIA FORMULA ONE RACING DRIVER

**USE A CHILD SAFETY SEAT**

**MICHELLE YEOH**  
ACTRESS, PRODUCER AND UNICEF GOODWILL AMBASSADOR

**NEVER DRINK AND DRIVE**

**NICO ROSBERG**  
2016 FIA FORMULA ONE WORLD CHAMPION

**SLOW DOWN FOR KIDS**

**PATRICK DEMPSEY**  
ACTOR, DIRECTOR, PRODUCER, RACE CAR DRIVER

**CHECK YOUR TYRES**

**RAFAEL NADAL**  
TENNIS PLAYER, WINNER OF 20 GRAND SLAM TITLES

**BUCKLE UP**

**FERNANDO ALONSO**  
TWO-TIME FIA FORMULA ONE WORLD CHAMPION, 2010/2018 FIA DRIVERS' LMP WORLD ENDURANCE CHAMPION

**DON'T TEXT AND DRIVE**

**PHARRELL WILLIAMS**  
SINGER, SONGWRITER AND RECORD PRODUCER

**LOOK BEFORE CROSSING**

**FELIPE MASSA**  
FORMER FORMULA ONE AND FORMULA E RACING DRIVER

**STOP WHEN YOU'RE TIRED**

**ANTOINE GRIEZMANN**  
INTERNATIONAL FOOTBALL PLAYER

**MAKE ROAD SAFETY A PRIORITY**

**ANNE HIDALGO**  
MAYOR OF PARIS

**ALWAYS PAY ATTENTION**

**VANESSA LOW**  
LONG JUMP PARALYMPIC GOLD MEDAL CHAMPION

**STAY BRIGHT**

**HAILE GEBRSELASSIE**  
LONG DISTANCE RUNNING, OLYMPIC AND WORLD CHAMPION

**CHECK YOUR VISION**

**MICHAEL FASSBENDER**

**DON'T LET YOUR FRIENDS DRIVE DRUNK**

**WAYDE VAN NIEKERK**  
COMMONWEALTH GAMES GOLD MEDALIST AND WORLD CHAMPION

**WEAR A HELMET**

**MARC MÁRQUEZ**  
50-TIME MOTOCROSS WORLD CHAMPION

**OBEY THE SPEED LIMIT**

**YOHAN BLAKE**  
4 X 100M OLYMPIC AND WORLD CHAMPION AND 100M WORLD CHAMPION

**WATCH OUT FOR KIDS**

**DIDIER DROGBA**  
INTERNATIONAL FOOTBALL PLAYER

**SHARE THE ROAD**

**JULIAN ALAPHILIPPE**  
PROFESSIONAL CYCLIST, TWO-TIME UCI ROAD WORLD CHAMPION

**MICK SCHUMACHER**  
FIA FORMULA 1 RACING DRIVER, 2020 FIA FORMULA 2 CHAMPION

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