Forword:

The first Private Sector Road Safety Collaboration (PSRSC) Meeting took place in Shanghai in November 2007. It gathered the representatives of the companies willing to act in favour of road safety worldwide. The three founding members of this informal network were Michelin, Scania and Johnson & Johnson.

The second PSRSC meeting took place in Budapest on November 21, 2008. At that time, three major objectives were identified to guide the involvement of the private sector in road safety development:
- to improve private sector road safety current actions
- to raise private sector voice to influence road safety policy development
- and to leverage private sector funding effort for global road safety projects.

2009 is an important year for road safety, and the private sector has a key role to play on the international scene. The renewal of the GRSI (Global Road Safety Initiative), the UNRSC (United Nations Road Safety Collaboration) coming meeting and the first Ministerial Conference on road safety (Moscow) are opportunities to show the commitment of the private sector toward road safety.

The Third PSRSC Meeting was organised in order to inform and consult the companies interested in supporting road safety actions. The aim was to study the possibility to endow the private sector with a unique voice to improve its recognition in the road safety world, but also to try to reach the three objectives defined in Budapest.

Acknowledgments

Mr Patrick Lepercq, Corporate Vice President Public Affairs Michelin would like to thank the Conseil Economique et Social, which was represented by Mr Philippe Da Costa, for allowing the Third PSRSC Meeting to take place in its headquarters.

Mr Lepercq would also like to thank all the representatives of the companies who joined the meeting and who actively participated to the debates on road safety and the private sector’s involvement.

Mr Lepercq is grateful to the speakers of the meeting, who all gave a positive and constructive vision of the key role of the private sector in the resolution of road safety issues.
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1. Welcome address

Mr Patrick Lepercq welcomed the participants of the Third PSRSC Meeting and introduced the goal of this informal gathering. Started in November 2007 in Shanghai, the PSRSC is a network of companies who want to get more involved in road safety. After two meetings, three main objectives had arisen (see above), and this new meeting was organised in order to give the private sector an opportunity to find solutions to make them more tangible.

The Third PSRSC Meeting clearly took place at a turning point of the growing maturity of the road safety cause, worldwide, and at the right time in the perspective of the Moscow Ministerial Conference to be held in November 19-20, 2009.

As a result, this meeting aimed at gathering companies’ representatives able to identify what the private sector is willing to promote, to voice and to achieve over the next decade, particularly in the perspective of the Moscow conference.

2. Update on the Global Road Safety Challenge and the preparation of the Ministerial Moscow Conference

In order to remind participants of the huge impact of road safety on society, Dr. Margie Peden, Coordinator, Unintentional Injury Prevention at the World Health Organisation (WHO), updated the participants about the official WHO statistics. There are currently 1,3 deaths and between 20 and 50 millions injuries per year on the roads worldwide (2004 figures). These figures are only estimates, as numerous countries still don’t have efficient national data processing. Moreover, the social and economic costs of road crashes are even more difficult to evaluate, as the repercussions of these accidents on families include human and financial tragedies that are not taken into account. Broadly speaking, the cost of road accidents represents the same amount that is spent on global foreign aid.

Children are the first victims of road accidents; thanks to WHO studies, it is now recognized that these accidents are the leading cause of death for 15-29 year olds.
According to WHO predictions, road traffic accidents will move from 9th leading cause of death to 5th place by 2030.

The low and middle income countries are affected by 90% of road casualties. In these countries, the vulnerable road users (pedestrians, bikers…) are the first victims.

According to WHO, road accidents are preventable. High income countries such as the United Kingdom and the United States have managed to reduce the casualties on their roads over the past decades. That is why the organisation encourages the development of a “system approach” to promote road safety: the issues related to infrastructures, those related to vehicles and those related to road users are always linked and should systematically be addressed at the same time. A lot of stakeholders are responsible for the implementation of such systems: governments, associations and NGOs, media, companies…But it is still difficult today to make them work together and the implementation of joint actions is not systematic yet.

The involvement of WHO in road safety consists of three major contributions:
- advocacy (with the road safety week for instance)
- prevention (the best practices manuals are a case in point)
- policy development
- normative work (World report on road traffic injury prevention, Global road safety status report…)
- knowledge sharing (through the UNRSC for example).

For further information, please go to: http://www.who.int/roadsafety/en/index.html

2009 is a turning point for policy development, as road safety will be the subject of a Ministerial Conference for the first time. The international recognition of this cause will
permit the stakeholders to face their responsibilities and to learn to deal with them in a joint and systematic way.

Mrs. Peden introduced the First Global Ministerial Conference on Road Safety, which would be held at the International Trade Centre in Moscow on November 19-20, 2009 under the auspices of the Russian Minister of Transport and WHO. This high level meeting will be divided into several parts:

- a plenary session gathering Heads of State and international stakeholders
- seven round tables dedicated to panel discussions (one of these tables will focus on public/private partnerships).

The objectives outlined for the conference include:

- Raise awareness of the global impact of road traffic injuries and fatalities and the disproportionate cost to low and middle income countries
- Review progress on implementation of the World report on road traffic injury prevention and the UN General Assembly resolutions
- Provide a high-level global multisectoral policy platform to share information and good practices on road safety
- Propose a series of next steps to include a discussion on resource requirements for implementation of recommended actions

The Commission for Global Road Safety prepared a report called “A Decade of Action for Road Safety” and presenting 10 recommendations to the Moscow Ministerial and the UN General Assembly (http://www.road-safety-conf.net/).

Some difficulties were pointed out by the participants, like for instance the issue of custom duties and visas. In addition, the role of the private sector in this event had not been clearly defined, even if an exhibition was to be organized to permit companies to highlight their actions (the terms of reference of this exhibition are now available online: http://www.gibdd-expo.ru/en/). What is important to remember is that if the private sector wants to be present at Moscow, it has to raise its voice and make sure that it can be heard → the organisation of the next PSRSC Meeting in Moscow could be a good opportunity to promote private sector involvement.

At the end of her presentation, Mrs. Margie Peden encouraged the private sector to get involved in road safety and to set up concrete actions:
<table>
<thead>
<tr>
<th>What the private sector can do</th>
<th>What the private sector can do</th>
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<tbody>
<tr>
<td>– as manufacturers</td>
<td>– as donors</td>
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<tr>
<td>• Use vehicles that meet safety standards set for HICs for fleets ➔ seat-belts, other safety equipment</td>
<td>• Road safety outcomes ➔ a global development priority.</td>
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<td>• Safer vehicles ➔ fronts ➔ VRUs</td>
<td>• Road safety grants for health, transport, environment and education</td>
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<td>• R&amp;D ➔ continue to improve vehicle safety</td>
<td>• Promote the design of safer infrastructure ➔ funding for projects conditional on completion of a safety audit.</td>
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<td>• Advertise and market vehicles responsibly by emphasizing safety.</td>
<td>• Support research, programs and policies on road safety in low-income and middle-income countries.</td>
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<td></td>
<td>• Fund knowledge sharing and promotion of road safety in LMICs</td>
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<td></td>
<td>• Capacity building at regional and national levels.</td>
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### 3. Review, discussion and conclusions of the first PSRSC Objective: to improve private sector road safety current actions

Mr Michael Parish, Programme Consultant at RoadSafe, lead the debate on the first objective of the PSRSC. In order to improve private sector coordination on road safety issues, it was proposed to the participants to set up a process of sharing:

- data
- case studies showing the business case
- best practices
- tools and benchmarks
- research
- management systems
- information relating to road safety training seminars & conferences.

Mr Parish presented the example of Roadsafe, the British leading forum for promoting and devising solutions to road safety problems. The three main goals of Roadsafe are:

- to build partnerships between the motor industry and related companies; traffic engineers; the police and road safety professionals.
- to promote the safe design and use of vehicles and roads.
- to encourage education and innovation.

The central point of the presentation was to highlight the negative impact of road accidents on companies: most managers do not realise that the single biggest risk to their businesses is the people they employ who drive for work. In fact, work-related road accidents are the first cause of work-based accidental deaths. There are two main matters: firstly, the number of work-related road accidents is often difficult to evaluate, because some of them are part of national statistics and some others are reported as work accidents. Secondly, companies do not forecast the huge cost of road accidents and fail to prevent their impact on their budgets.

In the United Kingdom, Roadsafe created a program named “Driving for better business”, aimed at demonstrating the social responsibility of companies toward road safety. Based on a
“systematic programme of outreach” and on the experience of Business Champions, the program aimed at spreading good practices and at creating a network of businesses. Its central message is that effective work-related road safety policies benefit business (financial but also social benefits). “Driving for better business” has its own website (http://www.drivingforbetterbusiness.com/) which is both a portal for membership and an access to information.

Mr Parish explained that a company committed with its employees’ road safety benefits from an internal approval, but also an external recognition. The “Driving for better business” program could be extended to support the PSRSC, and inside this group the work-related accidents could become a key theme on which the companies could work together in order to improve the safety of their employees. A 10 year plan could be adopted, in order to engage the private sector to take actions. Such a plan could focus on:

- Systems approach
- Partnership in mobilizing expertise and resources
- Public data management
- Employee education - fleet safety management
- Public education and enforcement
- Vehicle technology, road infrastructure
- Emergency care and support to injured people
- International regulations

The participants were all conscious that there had always been a lack of recognition of the road safety issue inside companies. This issue was described as an iceberg: managers just see the accidents, not their real financial impact. Knowledge and best practices on this subject should be more disseminated, and according to Mr Parish, this should be done through plans of action and confident management.


Dr Will Murray, Research Director Interactive Driving Systems at Virtualriskmanager, presented an overview of the Washington Conference which had taken place on February 16-18, 2009. This conference was held by the American National Institute for Occupational Safety and Health (NIOSH), in collaboration with WHO, the Pan American Health Organization, the International Labour Organization, the US Department of State and the National Safety Council. It aimed at providing a forum for business, labour, policy makers, and the research community to discuss strategies to prevent road traffic crashes in the workplace. More than 220 participants from 45 different countries were present. All conference documents are now available on www.virtualriskmanager.net/niosh.

Dr Murray updated the PSRSC participants with the major conclusions of the NIOSH conference:

- Consensus on the need to adopt a systems-based approach *
- A road safety benchmarking tool had been expanded into a global programme, which was available on www.fleetsafetybenchmarking.net
- At the macro or government level:
  - Better surveillance data required to identify purpose of journey in road safety statistics and include on-road incidents in OSH datasets to guide and evaluate policy, regulation & enforcement
Leadership required by governments and NGOs to manage the safety of their own people driving for work purposes

- **Organisational level:**
  - business case, reviews of existing situation, framed by a systems-led approach eg Haddon Matrix *. Supported by rigorous evaluation

- Further efforts required to link research and practice, and engage organisations, governments, researchers, practitioners and NGOs

*The Haddon Matrix

<table>
<thead>
<tr>
<th>Management Culture (30%)</th>
<th>Journey (10%)</th>
<th>Road/ Site Environment (10%)</th>
<th>People - Drivers and Managers (20%)</th>
<th>Vehicle (10%)</th>
<th>External/Societal/Community/Brand (20%)</th>
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<tbody>
<tr>
<td>Leadership</td>
<td>Travel policy</td>
<td>Risk assess</td>
<td>Recruit</td>
<td>Risk assess</td>
<td>Regulator/policy engagement</td>
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<tr>
<td>Business case*</td>
<td>Mode choice</td>
<td>Observation</td>
<td>Contract</td>
<td>Select</td>
<td>CSR</td>
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<tr>
<td>Legal compliance</td>
<td>Planning</td>
<td>Guidelines</td>
<td>Induct</td>
<td>Specification</td>
<td>Benchmarking</td>
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<tr>
<td>Safety audit*</td>
<td>Routing</td>
<td>Site layouts</td>
<td>Check</td>
<td>Safety features</td>
<td>Communications</td>
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<tr>
<td>Benchmarking*</td>
<td>Risk assessment</td>
<td>C&amp;D rules</td>
<td>qualified</td>
<td>Service</td>
<td>Family members</td>
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<tr>
<td>Pilot studies</td>
<td>Emergency</td>
<td>Road design</td>
<td>Handbook</td>
<td>Maintain</td>
<td>Community</td>
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<tr>
<td>Goals &amp; policies</td>
<td>Preparation</td>
<td>Black-spot mapping</td>
<td>Risk assess</td>
<td>Check</td>
<td>Road safety</td>
</tr>
<tr>
<td>Safety culture*</td>
<td>Shifts/working time</td>
<td>Engage local road agencies</td>
<td>Train</td>
<td>Use policy</td>
<td>weeks/ days</td>
</tr>
<tr>
<td>Committee</td>
<td>Emergency</td>
<td>Engage local investigators</td>
<td>Equip</td>
<td>Mobile comms</td>
<td>Awards</td>
</tr>
<tr>
<td>Pledge</td>
<td>Support to driver</td>
<td>Manage scene</td>
<td>Communicate</td>
<td>IT's/telematics</td>
<td>Grey fleet</td>
</tr>
<tr>
<td>Communications</td>
<td>Engage local investigators</td>
<td>Process to manage scene</td>
<td>Crashworthy 'ITS' data capture</td>
<td>Escalation process</td>
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<td>Contractors</td>
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<td>Correct</td>
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For further information please go to NIOSH website:
www.cdc.gov/niosh/programs/twu/global/

A discussion took place on the expectations of companies with regard to the ISO 39001 standard on road safety. Participants asked for further information on this standard. Gabriel Kardos answered that he will try to obtain permission to share the 2nd draft of the standard with the rest of the group and feedback any comments (since the Paris meeting Mr Kardos has already got permission from the ISO secretariat to share the draft with the PSRSC group for feedback. See annex 2).

5. **The European Road Safety Charter: news and perspectives**

Mrs Martine Aitken, Networking Officer, attended the Third PSRSC Meeting as a representative of the European Road Safety Charter. This Charter was created in 2001 as a follow up of the White Paper on European Transport Policy which set the objective of **halving the number of fatalities on European roads**. As a result, it has been part of the
Commission’s Road Safety Action plan for 2001-2010; its goal was to provide a network where ideas and solutions can be shared to improve road safety at a European level. Today, there are more than 1300 signatories (more than 500 companies), which all got committed to respect 10 general principles and to implement their own actions. As a result, the European Road Safety Charter has managed to gather stakeholders and to create a European Road Safety community. The challenge is now to make this community active. A new website was designed (www.erscharter.eu) in order to give the network more interactivity. Each signatory can now freely use its own page to promote its road safety actions. Logos, pictures and a new search engine permit to easily identify the actors involved in the European road safety.

Events are organized to make companies and organisations aware of the Charter’s objectives:
- a European Tour (events in each of the 27 Members States)
- specific signing events
- workshops
- summer contests
- award ceremonies

The Charter is now present in the 27 Member States, through its signatories but also thanks to the appointment of national correspondents. According to Mrs Aitken, some correspondents were still to be identified (like in France for instance).

After three years, the signatories can renew their commitment to the Charter. The renewal phase (the last year) is an active contribution to the dialog within the community, during which the members can make an assessment of their commitment and evaluate the benefits generated through the Charter. They have also the opportunity to study possible additional actions and benefits.

As participants asked what the action plan of the EURS Charter would be in the short/long term, Martine Aitken explained that such a plan was currently being developed by the EU, but it was not finalised as yet. It may expand globally and link to other issues.

6. Review, discussion and conclusions of the second PSRSC Objective: to raise private sector voice to influence road safety policy development

This section of the meeting was moderated by Mr Gabriel Kardos, Fleet Safety Manager of Johnson & Johnson Europe, Middle East and Africa SAFE Fleet Program, and Mr Kevin Warburton, Divisional HSE Manager Corporate Responsibility at TNT. It gave the participants the opportunity to discuss the following points:
- PSRSC website
- Organisational structure
- Communication process
- Focus areas

Creating a PSRSC website is the first step to give the network a real consistency and to permit its participants to share information and experiences. The PSRSC goals and objectives, members’ information and contacts, meeting agendas and minutes, best practice links could be posted on this website. The chairmen proposed 3 different options:
As the chairmen highlighted the clear role and enormous potential that PSRSC had to assist UNSRC work, the participants agreed that a PSRSC page should be created on the WHO’s website (www.who.int/roadsafety/private_sector_network), with a link to Gtkp/FleetSafe and Fleet Safety benchmarking websites which could host all detailed case studies. WHO was entitled to design PSRSC page.

Some difficulties were pointed out:
- the private sector’s dynamism and directness could be in contradiction with slower UN/WHO bureaucratic processes.
- WHO does not have funding available to help the creation of the PSRSC page (no dedicated webmaster, but a cobranded website)
- Language is a major issue: WHO can not pay the translation of the page (even if the French version of the page is required under its regulation). As a result, the PSRSC page will only be in English and could be seen as just another western European tool.
- Shell reminded the PSRSC participants that there were many initiatives in the area of road safety. PSRSC needs a holistic view, where it can put its limited resources to best use. As WHO site already has all the links to road safety charities, the private sector should focus on its own added value.

The next step of the discussion was the issue of the PSRSC’s organisational structure. Mr. Kardos and Warburton proposed a structure to link with UNRSC (with PSRSC member representatives to sit for a fixed term on the UNRSC). Three permanent member representatives (J&J, Michelin and Scania) could lead the group, with other member representatives to be elected and rotate every 2 years. The composition of PSRSC requires representation by the broad industry. The number of member representatives and the election process still have to be defined in a terms of reference.

The representatives of Shell, AstraZeneca and Unilever pushed for clarification of the terms of reference of the network. They wanted to be sure that PSRSC’s existence was justified (no duplication with other initiatives, like UNRSC for instance) and that the process for membership of the group was clear. The issue of firms in public ownership was a case in point: the participants of the meeting discussed the possibility to include them in the network, and agreed on the added value they can bring to the group. Another question was raised: How do organizations like GRSI/GRSP fit into the PSRSC? The links with global road safety organisations have to be clarified.

Gabriel Kardos and Kevin Warburton proposed to draft a simple short document on terms of reference (structure), but also a draft charter, and to submit both document to the PSRSC’s network for the next meeting.

Mr Kardos also mentioned that there should be no membership fees, because all participants were already part of many road safety networks asking for fees. PSRSC could have other resources like knowledge, experiences… and allow poorer businesses to join the group.

The elaboration of a communication process is also an important step in the creation of the network. The Chairmen explained that this process should be based on:
- a consultation process between UNRSC member representatives and the rest of the group
a feedback mechanism for all PSRSC members
- communication plans/calendar

But the communication process is not a priority yet, as long as the status of PSRSC has not been defined.

The last step presented by M. Kardos and Warburton was about the focus areas. As PSRSC wanted to act as a collective voice to influence road safety policy development, it could focus its efforts on several issues, like ISO road safety standards or EU legislation.

7. Review, discussion and conclusions of the third PSRSC Objective: to leverage private sector funding effort for global road safety projects, including support to the UNRSC

Dr Etienne Krug, Director of the Department of Injuries and Violence Prevention at WHO, took part too the meeting by phone, in order to present WHO’s expectations from the private sector and the need to develop private sector potential by identifying common interests. He recognized the importance of case studies and business cases as a way to demonstrate the value of road safety projects within companies. Mr Krug also confirmed his agreement to host PSRSC documents, data and news within a dedicated section of the UNRSC web site directed by WHO (but he indicated that UNRSC could not showcase company logos).

He made an offer for global companies to attend the UNRSC meetings in addition to J&J and Michelin, and those wishing to do should express interest to Dr Margie Peden.

Then he acknowledged the need for further financial support to WHO for road safety global projects, such as the Global Youth NGO for Road Safety (see presentation below), and for the UNRSC. To conclude, Etienne Krug recognized the challenge faced in the current economic climate to find sufficient funding to complete successfully the numerous existing road safety projects.

Mr Floor Lieshout presented to PSRSC an introduction to the future Global Youth NGO for Road Safety.

First, he reminded the participants of the project’s background: in 2007, the first Youth Assembly for Road Safety was organised in Geneva by the UN and WHO to give young people a voice towards the rest of the world. For the first time, the youth was able to express itself on road safety issues, and the 200 delegates coming from 100 different countries adopted the Youth Declaration For Road Safety. Another outcome of this assembly was the common wish to create a global youth NGO for road safety. This project was supported by WHO and Michelin, and in January 2009 Floor Lieshout was hired to work on the creation of the NGO. First of all, he started activating the network of the former young delegates, amongst whom more than 50 were still involved in road safety and willing to take part to the project. Then he set up a Taskforce by selecting 7 delegates and inviting them to Geneva to work on the launch of the Global Youth NGO for Road Safety. During a two day workshop, they tried to shape the direction of the NGO.

Floor Lieshout presented the 4 main outcomes of this meeting to the PSRSC:

- the NGO’s problem statement: Road Traffic crashes are the leading cause of death among young people, aged 15-24 years old. Every year, road traffic crashes kill more than 400,000 young people and injure millions more.

In order to change this situation, young people face several challenges:
• A lack of awareness and recognition in the world of the vulnerable position of young people in traffic.
• A lack of global coordination and collaboration among youth and youth-led NGO's and their road safety initiatives. Youth road safety initiatives remain small-scaled and scattered.
• No strong voice to advocate on the behalf of youth and road safety.
• A lack of resources for youth road safety programmes.
• A lack of capacity building. Road safety knowledge and best practices from youth initiatives are not shared in a broader network. Besides this, programmes targeting youth and road safety are commonly not evidence-based.

- the NGO’s beliefs and values:
  “We believe...
  • that road crashes are preventable
  • road safety does not stop at our borders
  • in the high potential of youth
  • it is young people themselves who can be at the forefront of making a difference
  • in peer-to-peer communication”

- the NGO’s mission statement: “The Global Youth NGO for Road Safety is a unique global youth led organization that acts to keep young people safe on the world’s roads”. It does so by:
  • advocating for youth related road safety issues nationally, regionally and especially globally;
  • connecting young people and youth NGOs active in the road safety field around the world, so they can work together and easily share information and experiences;
  • building capacity among youth in the road safety field.

- the NGO’s actions:

<table>
<thead>
<tr>
<th>Global Youth NGO for Road Safety</th>
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<tbody>
<tr>
<td><strong>Mission: Keeping young people safe on the world’s roads.</strong></td>
</tr>
<tr>
<td>Advocating</td>
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<tr>
<td>World and Regional Youth Assemblies for Road Safety</td>
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<tr>
<td>Lobby continuously to bring attention to youth and road safety problems and ask support.</td>
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<tr>
<td>INPUT @ UNRSC</td>
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<tr>
<td>Set up, maintain and expand Global Youth Network. Create a mechanism (platform) where they can easily share knowledge and experiences.</td>
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<tr>
<td>Develop Twinning programmes and trainings to learn and model from the road safety successes in other countries.</td>
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</table>
As it will be launched at the beginning of 2010, the NGO will have to leave WHO and to find new partners and financial support. The funding of a small secretariat but also the development and the implementation of the programs (maintain the youth network, grants for youth NGOs around the world, regional youth assemblies, capacity building...) will require major support from partners. F. Lieshout will ask as well the Private Sector as the Public Sector to invest in this Youth Movement for Road Safety.

One of the first projects of Mr Lieshout for the NGO is to organise a new Youth Assembly for Road Safety within the framework of the Moscow conference in November 2009, as it was suggested by the Russian Government. 50 young leaders from all over the world could be invited in order to give the youth position on road safety issues. They would have the chance to share knowledge and experiences and achieve a strong statement to be presented to the Ministerial Conference. This assembly could also be the perfect opportunity to announce the launch of the Global Youth NGO for Road Safety. This demanding project will required a lot of time and fundings in order to permit all the young delegates, especially those from low and middle countries, to come in Moscow and express their views. The first estimation of the investments could be as high as € 300,000.

To conclude his presentation, Floor Lieshout offered the PSRSC to include in the Youth network some young representatives of the companies, in order to bring the private sector and the future NGO together. That could permit companies to get to know better the project and to be closely involved in the launch of the NGO. For instance, each company could send two employees and pay 5000 € for their trip and for the support to the Youth Assembly.

8. Potential Private Sector Global Road Safety Initiative

Mr Andrew Pearce, Chief Executive of the Global Road Safety Partnership (GRSP), presented the new Private Sector Global Road Safety Initiative (GRSI II), the continuation of GRSI for the years 2010-2014.
Mr Pearce started off with statistics of road accidents worldwide and a short movie showing the impact of these accidents on families and relatives. He reminded PSRSC that the toll of deaths on the road was similar to the one caused by natural disasters such as the Cyclone Nargis in Myanmar (over 100,000 dead people), but that the responses to road fatalities were less adapted and organised.

GRSP was created in 1999 by the World Bank and the International Federation of Red Cross to promote the sustainable reduction of road death and injury in low and middle income countries. It is one among many partners helping to get straightforward good practice behavioural interventions made.

GRPS governance structure:
GRSP tasks:
- technical guidance to local stakeholders in the design and delivery of local programs based on good practice;
- facilitate the development of partnerships among road safety stakeholders to collaborate on delivering effective road safety programs;
- build the capacity of local road safety professionals through targeted training programs and demonstration projects;
- monitor lessons learned and make them available to others;
- contribute to global knowledge of effective programs by playing a leading role in producing and working with the UN road safety manual series.

Mr Pearce explained that building and maintaining partnerships was at the core of what GRSP had done. It was recognised by the World Bank during the 90’s that the three voices of civil society, business and government in partnership could be effective in order to improve road safety. GRSP is built upon this principle, and recognizes that each sector has a unique contribution to bring.

- the civil Society brings the power of the individual that wants to contribute to reducing human suffering. The Red Cross movement is built exactly upon this voluntary contribution.
- Business can make wealth creating choices that are ahead of the law and actually lead society in road safety, for example by choosing electronic stability control, by fitting electronic monitoring systems, by training their drivers and staff far more than the legal minimum, by educating and protecting their staff.
- The government’s contribution is to maintain, improve and uphold the legal framework in a country in order to protect its citizens. Although these different stakeholders have different visions of road safety, GRSP acts like a “neutral glue” that permit them to work together and to deliver global good practices on the key risk factors highlighted in the World Report.

GRSP developed a system to analyse the different causes of road crashes and to fight them as a whole. Like in the WHO “system approach”, road, vehicle and people are the three possible causes of road accidents. GRSP elaborated “the safe system”, a series of defences (in yellow on the scheme) able to stop the huge energy of vehicle movement coming into contact with
an individual. But the defences have holes in, illustrating the deficiencies of the three components of the system. According to GRSP, improving road safety consists both in repairing the existing holes in the defences, and in not creating new ones.

Mr Andrew Pearce explained that the four good practices manuals created by the UN focused on improving people’s behaviour on the road (the “people barrier” of the system) and that their efficiency had been proved by the reduction of road fatalities in high income countries. GRSP has worked on implementing them in low and middle income countries in order to “fill the holes” of one of the three defences. In 2004, seven global companies (Ford, General Motors, Honda, Michelin, Renault, Shell and Toyota) decided to concentrate their efforts and resources on putting the manuals into practice in China, ASEAN countries and Brazil. This project was called the GRSI and represented a US$ 10 million collaborative investment. Its key strengths were:

- 5 year time scale
- Resources sufficient to achieve objectives
- Focus
- Participating business local co-operation
- Business partner oversight
- Local and Global involvement of participating companies
- Flexibility and speed of approach

The success of GRSI was demonstrated by the reduction of road fatalities (1550 fewer deaths in 2008 in Vietnam thanks to the adoption of a helmet legislation), the evolution of behaviours (over 65% reduction in drink drive cases in the two test cities in China) or fewer injuries (for the first time, there were empty beds in the hospital of Guaiba, the Brazilian test city).
As a result, a new GRSI is planned to be set up in order to continue the efforts of the first program and to perpetuate its successes. A new format was chosen:

- Aiming for 15 companies instead of previous seven
- US$ 150,000 per annum for five years to GRSI-2 project fund
- CHF 75,000 Annual GRSP subscription (about US$65k)

Andrew Pearce stressed the opportunities for the companies that would be part of GRSI II:

- Involvement as part of the solution to a global crisis
- Joining with the leading organisation in good practice implementation
- Visibility of your organisation related to the improvement of road safety at global and local level
- A new range of contacts based around a common cause
- Possibility to share good practice throughout own company
- Opportunities to get staff involved
- A common way for you to approach public road safety across your company
- Involvement into the “Decade of Action” for road safety

9. What inputs can the private sector give to the planned 2009 Russia Road Safety Ministerial Conference?

In order to sum up the different presentations of the Third PSRSC Meeting, Mr Patrick Lepercq reminded the participants of the specific impact the private sector had on the road safety by focusing on:
- employees
- suppliers
- consumers
- communities
- governments
- global programs

He also presented the role that the private sector could play in the ten coming years, through the program “A Decade of Action” proposed by the Commission for Global Road Safety. The objective of this program is to reduce by 50% the number of road fatalities by 2010. A plan based on 5 pillars drawn from the safe system approach would permit to reach that target:

- Building management capacity
- Influencing road design and network management
- Influencing vehicle safety design
- Influencing road safety behaviour
- Improving post road crash care

Other specific targets (for instance on infrastructure assessment, UNECE standards, speed, alcohol, helmets, seat belt, data collection…) could be identified as new guidelines for the private sector’s actions for road safety.

The Moscow Conference could be the perfect opportunity to present the private sector’s involvement in road safety, and to make it recognized as legitimate and useful. Mr Lepercq proposed PSRSC to support the WHO World Report Recommendations and to make commitments over a “Decade of Action”:

- systems approach
- partnership in mobilizing expertise and resources
As part of the Conference, an exhibition will be organised in Moscow to present road safety new solutions. Businesses are invited to take part to the show room for safety features and best practices aligned with global road safety policies (further information on the Moscow Conference’s website: road-safety-conf.net or 1300000.net). The Russian authorities still look for sponsorship to finance the Ministerial Conference.

PSRSC decided to organize its next meeting within the framework of the Moscow Conference. This meeting could take place on October 18th, the day before the Ministerial Conference, but also the same day that the possible Youth Assembly for Road Safety (link between the two gatherings?)
Shell, Total, Renault, Michelin Johnson & Johnson and the GRSP foresee to be present in Moscow. Other companies are welcomed to send representatives to express their views on road safety. The next step is to find resources to organize the meeting. Participants were asked to start studying options with their staff in Russia. A call conference could be held to discuss the possibilities in Moscow.

10. Summary of conclusions and next steps for the three PSRSC objectives

Objective 1: To improve private sector road safety current actions
- share results and experiences
- Improve private sector RS practice by sharing data, case studies, best practices, research, management systems. . .  
- create a platform on WHO website, with a link to RoadSafe/gTKP site.

Objective 2: To raise private sector voice to influence road safety policy development
- Use UNRSC website for PSRSC core business (influence/ status) but link to RoadSafe/gTKP.
- Need to clarify links to UNRSC with simple terms of reference.
- Should not exclude large state run companies with private sector business ethic (eg. Deutsche Post). Need therefore to reconsider if name is appropriate.
- Need clear procedure for feed-back to ISO 39001.

Objective 3: To leverage private sector funding for global road safety projects.
- Requested private sector support for:
  ✓ Funding WHO Global Youth Conference in Moscow – max. €300K.
  ✓ Funding to support the launch of the Global Youth NGO for Road Safety- €800K
  ✓ 2 youth representatives from each country for WHO Global Youth Conference in Moscow at €5K per representative, in part used to subsidized travel for the poorer nations.
✓ Funding or secondment to replace Swedish Government contribution for Youth Road Safety Coordination Officer. Costs were €800K per year to cover office and personnel costs.

- GRSI Phase 2 needed to expand from existing 7 firms to 15 firms. Cost to individual firms was USD 150K per year for 5 years in addition to GRSP membership fee of USD 65K per year.

- Host need to support PSRSC Meeting in Moscow. (Shell; AstraZeneca; Renault offered to contact their Moscow offices to see if they could help)
ANNEX: List of participants

Speakers and moderators:

Martine Aitken
European Road Safety Charter

Gabriel Kardos
Johnson& Johnson

Etienne Krug
WHO

Patrick Lepercq
Michelin

Floor Lieshout
WHO – Global Youth NGO for Road Safety

Will Murray
Virtualriskmanager

Mike Parish
GTKP & RoadSafe

Andrew Pearce
GRSP

Margie Peden
WHO

Kevin Warburton
TNT

Participants:

Fabrice Accary
FNTR

Matts Belin
WHO

Ariel Cabanes
Michelin

Thierry Cortale
TOTAL

Xavier Crépin
Association ISTED
Philippe da Costa
Président section Environnement Conseil Economique et Social

Richard Driscoll
Renault

Andy Griffin
Unilever

Damien Leclercq
Nestlé Waters

Claire Léquipé
RATP

David Lewis
Shell

Fabrice Lorilllon
AXA

Olivier Luneau
Lafarge

Rob McAuley
AstraZeneca

Lori Morren
University of new South Wales Australia

P. Oberto
PSRE

Roland Palacio
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Jean-Claude Robert
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