Building a Road Safety Coalition in Tanzania

Susanna Zammataro
IRF Director General

www.irfnet.ch
THE PROJECT

TOTAL and IRF are collaborating to build experience gained via “Safe Way Right Way”.

AIM:

▪ To mobilise and federate private sector stakeholders to support road safety efforts in Tanzania. (Public sector, Intl. orgs & NGOs to follow.)

▪ To substantially improve road safety via hands-on, impact-oriented and scalable activities.

WHY TANZANIA?

TOTAL Presence, IRF’s network and expertise. Other key stakeholders with strong presence in the country (eg. AMEND).
Road Safety: Context in Tanzania

**INSUFFICIENT:**

### ROAD SAFETY REGULATIONS & VEHICLE STANDARDS

- Good speed limit law: ✔
- Good drive-drinking law: ❌
- National front seat-belt law: ✔
- National child restraint law: ❌
- National law on mobile phone usage while driving: ❌
- National drug driving-law: ✔

### LAW ENFORCEMENT

### GOVERNMENT FUNDING

Source: Global Status on Road Safety 2018, World Health Organization; Improvement of Road Safety in Tanzania Mainland June 2017, Sumatra
Why the private sector should care and support action on the 5 pillars

**Benefits of Improving Road Safety**

- Saving lives and reducing injuries
- Access to tender processes / new market opportunities
- Mechanism to comply with legal requirements
- Reducing risk of injury claims
- The potential for lowering of insurance premiums
- Promotional purposes
- Demonstrate commitments and enhance reputation
- Consistency of approach within and across organisations
- Differentiation in the market place / market advantage
THE BENEFITS OF A COALITION

Collaborating to maximise impact

- Share Best Practices
- Share Cost
- Share Expertise
- Avoid Duplication of Effort
- Carry Out More Impactful and Visible Projects
EXAMPLES OF PRIVATE SECTOR INITIATIVES

Guinea
- 1 driving school

Cameroon
- Proposals for legislative action plan
- Training schools for drivers
- Cross audit

Pakistan
- Driver training
- Label

Kenya
- Mapping of blackspots

Uganda
- http://safewayrightway.org/
In 2011, the World Bank and TOTAL Group established the Safe Way Right Way NGO. Its goal is to recruit private sector firms and work with other stakeholders in promoting road safety.

**MISSION**
- Create an exchange platform between key stakeholders
- Identifying and analysing road safety risks
- Implement awareness-raising actions
- Best practice sharing
- Engagement charter

**COUNTRIES**
- Uganda
- [Flag of the Republic of South Africa](http://example.com)
- [Flag of Cameroon](http://example.com)

**BENEFITS FOR SWRW MEMBERS**
- **Operational** e.g. Support along corridors through wellness centers
- **Expertise** e.g. Receive blackspot mapping data and report
- **Communication** e.g. Join a strong network of partners

**SUCCESSES:**
- SWRW is the most prominent NGO for road safety in Uganda and is highly regarded by the government, communities and other NGOs. It plays a major role in government decision-making.
- In December 2017, SWRW Uganda received the Prince Michael of Kent Award for outstanding road safety work.

**A ROAD SAFETY COALITION: “SAFE WAY RIGHT WAY”**

[www.irfnet.ch](http://www.irfnet.ch)
TANZANIA COALITION: NEXT STEPS

• First meeting on 2nd May in Dar es Salaam
• 7 major private sector stakeholders have confirmed interest.
• Identify priorities and define a first set of activities (driving school, audits, education and awareness, first-aid, ...)

www.irfnet.ch
Thank you

www.irfnet.ch