The GLOBAL ROAD SAFETY INITIATIVE (GRSI)

Presented by Dr Pieter Venter, GRSP
Global Road Safety Initiative

- **The Partners:** Michelin, Renault, Shell, Total, Toyota
- **The Objective:** “To improve the quality of life through improved road safety in the communities in which we operate, work and live.”
- **Established in 2005,** it is the longest running and largest private sector road safety collaboration in the world, currently in its second 5 year phase.
- **Working in 8 countries on 3 continents** – Brazil, Cambodia, China, Laos, Morocco, Nigeria, Vietnam, Zambia.
- **Hosts annual regional seminars** – Africa and Asia.
GRSI Working Values

Projects must:

- Respond to a NEED and align with local WILL
- Make a difference (be measurable and achievable)
- Be replicable
- Be sustainable
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Project Example: GRSI BRAZIL

- **The Need:** Rapid Growth in Motorization
- **The Approach:** City / Town
- **Local Partnership:** GRSI Partners nominated the towns in which they had footprint, GRSP then built partnerships with the Mayoral office, relevant bodies, civil society and other contributing private sector companies

- Over 10 years the PPS has been applied in over 35 Brazilian cities.
- Inter Ministerial Commission has committed to apply the methodology in all 27 capital cities with a further reach of some 45 million people
- The methodology has been applied in Cambodia and Zambia and a comprehensive manual has been published
- In 2013 and Q1 2014, GRSI is implementing a strategy of migration to local sustainability
The 6 point Proactive Partnership Strategy (PPS)
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Project Example: GRSI VIETNAM

- **The Need:** Vulnerable Road Users - Children
- **The Approach:** Provincial school based
- **Local Partnership:** Provincial Traffic Safety Committee, School faculties, Traffic Police, Dept of Education
- **‘Safe to School – Safe to Home’ programme:** a comprehensive child safety around schools initiatives
• ‘Safe to School – Safe to Home’ builds on collective global knowledge on child safety implementations

• The programme is inclusionary of any existing child safety educative programmes, or it can be implemented as a complete, stand alone project

• The Vietnam pilot led the way with the development of the manual and toolkit, and the development and localization of training materials

• ‘Safe to School – Safe to Home’ to expand to other provinces in Vietnam, rolled out in China and Nigeria, earmarked for inclusion and replication in many other country programmes
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Project Example : GRSI MOROCCO

• **The Need:** Motorization and Mixed Traffic

• **The Approach:** City (Mohammedia & Tangier)

• **Local Partnership:** GRSI Partners nominated Morocco as a focus country. GRSP built partnerships with the local traffic authority (CNPAC), relevant government bodies, civil society (Red Crescent), local partner offices and other private sector companies

• A three year strategic plan is in place with commitment from corporates and government,
The GRSI Morocco road safety plan

- Assessment and auditing of hazardous locations, with engineering recommendations to be made – funds committed and set aside at the prefecture level for
- Education for professional drivers and in schools
- Social marketing campaigns
- Enforcement training and enforcement campaigns
- Evaluation of the existing 10 year national road safety strategy and the drafting of the new strategy in line with the Decade
- Contribute to the drafting of the new national strategy for traffic education
THE NEXT STEPS – 2015 and Beyond

• GRSI to grow its partner base within the private sector
• Build on successful in-country activities whilst expanding its regional coverage
• Continue strategy to work with cities
• Include an exit strategy in country programmes whilst providing the necessary support to ensure sustainability
• Promote strong evaluation through data collection and analysis and strengthen the technical content of its support activities
• Focus upon the development of accountable institutions that are committed to making roads safer
• Continue high accountability for the use of resources
Thank you.