The seven panellists presented varied and interesting interventions about different aspects of partnerships in road safety. During the session it became clear that putting road safety higher on the political agenda will demand cooperation from multiple sectors – governments, nongovernmental organizations, the private sector, civil society, religious bodies, the media and more – if we are to succeed in reaching the ambitious road safety targets that have been set for the Decade of Action.

Mr Sibusiso Ndebele, Minister of Transport from South Africa, grounded the panel discussion by showing a vivid video of the real life situation in his country. The crashes, the injuries, the impact on families and communities, the costs were all depicted in this brief film. He went on to outline how South Africa has been able to halt its road safety crisis by engaging multiple stakeholders, including nongovernmental organizations and civil society.

Minister Kaspar Gerhards, the Minister of Transport of Latvia, highlighted the important partnership between transport and the police. In particular, he emphasized the need for stringent enforcement of traffic laws and regulations in order to get road users to comply and thus reduce road traffic crashes, deaths and injuries.

Mrs Orlova, my co-moderator from the Russian Federation, made the point of the importance of involving youth in road safety, as they are the future leaders in this area. She pledged that the Russian Federation will involve those young people attending the conference in their future road safety work.

Vice-Minister Zambrana of Spain highlighted the importance of partnerships between the education system and the government and how important it was to use mass media to educate lay people. He also mentioned the important role that countries such as Spain, which have come a long way in road safety in just a few years, have to play in other Spanish speaking countries in Latin-America.

Datuk Singh, Director General of road safety in Malaysia and the current chair of the ASEAN working group on road safety, described this inter-country partnership and how it is working together to share good practices and standardize policies. He presented his "shopping list" of road safety good practices that he hopes will be adopted by all ASEAN countries in the coming years. This sub-regional grouping is a good model for other regions to replicate.

We were also fortunate to have three representatives from industry:
Mr Rollier, the Chief Executive Officer from Michelin, outlined the specific contributions that his company makes, both as a tyre supplier and the chair of the Global Road Safety Partnership (GRSP). The Global Road Safety Partnership was started 10 years ago with a grant from the World Bank. Its vision is that road safety can be improved at a country level through public-private-partnerships. The Global Road Safety Initiative, on the other hands is a 10 million dollar five year investment in Road Safety, funded by a collaboration of seven global companies, which is in its last year of operations. This is the largest coordinated private sector investment so far, and it has demonstrated the efficient power of public-private partnerships to implement the Good Practices Guides that have been created at global level by the U.N. Road Safety Collaboration.

Mr David Lewis from Shell shared their two-pronged approach to road safety, viz. to have zero fatalities from road safety among their employees through their extensive fleet safety project and also to impact global road safety through both the Global Road Safety Partnership (of which Shell is a board member) and the Global Road Safety Initiative. As the chair of Global Road Safety Initiative he announced a second phase of this initiative pledging an additional 10 million dollars over 5 years to extend the current project which is focused in the ASEAN countries, China and Brazil, to more countries.

Finally, Mr Sauer from Mercedes Benz Russia reminded us of the huge strides that motor manufacturers, such as his own, have made over the decades and their continued endeavours to keep people, both inside and outside the car, as safe as possible. The seat-belt has been one of road safety's most successful interventions, saving millions of people's lives over the last few decades since it was invented and then made mandatory in vehicles. Mercedes Benz also work through public-private-partnerships both within Russia and other Russian speaking countries to improve road safety.

All companies, whatever their sector of activity, should demonstrate their willingness and ability to reach zero deaths and injuries within their business operations. They should promote road safety both among both their employees and their customers worldwide. Achieving these targets makes a strong business case for companies.

The automotive and road sectors, in particular, can ensure the continuous technological evolution of safety features and safe infrastructures both in developed and developing countries, while other companies that are part of the transport sector can invest time and money in promoting road safety both within and outside their company. An initiative to create a sustainable global innovative funding mechanism will be critical in the coming years to build and keep capacity to ensure real safety on the roads.

In conclusion, ladies and gentlemen, road safety is a complex issue that needs a multipronged, multisectoral approach. No one sector can do this alone. As we move towards a Decade of Action these partnerships need to be strengthened and improved. I believe that the enthusiasm of the panellists and participants in this discussion is a sure sign that they are all ready to begin ACTION now.