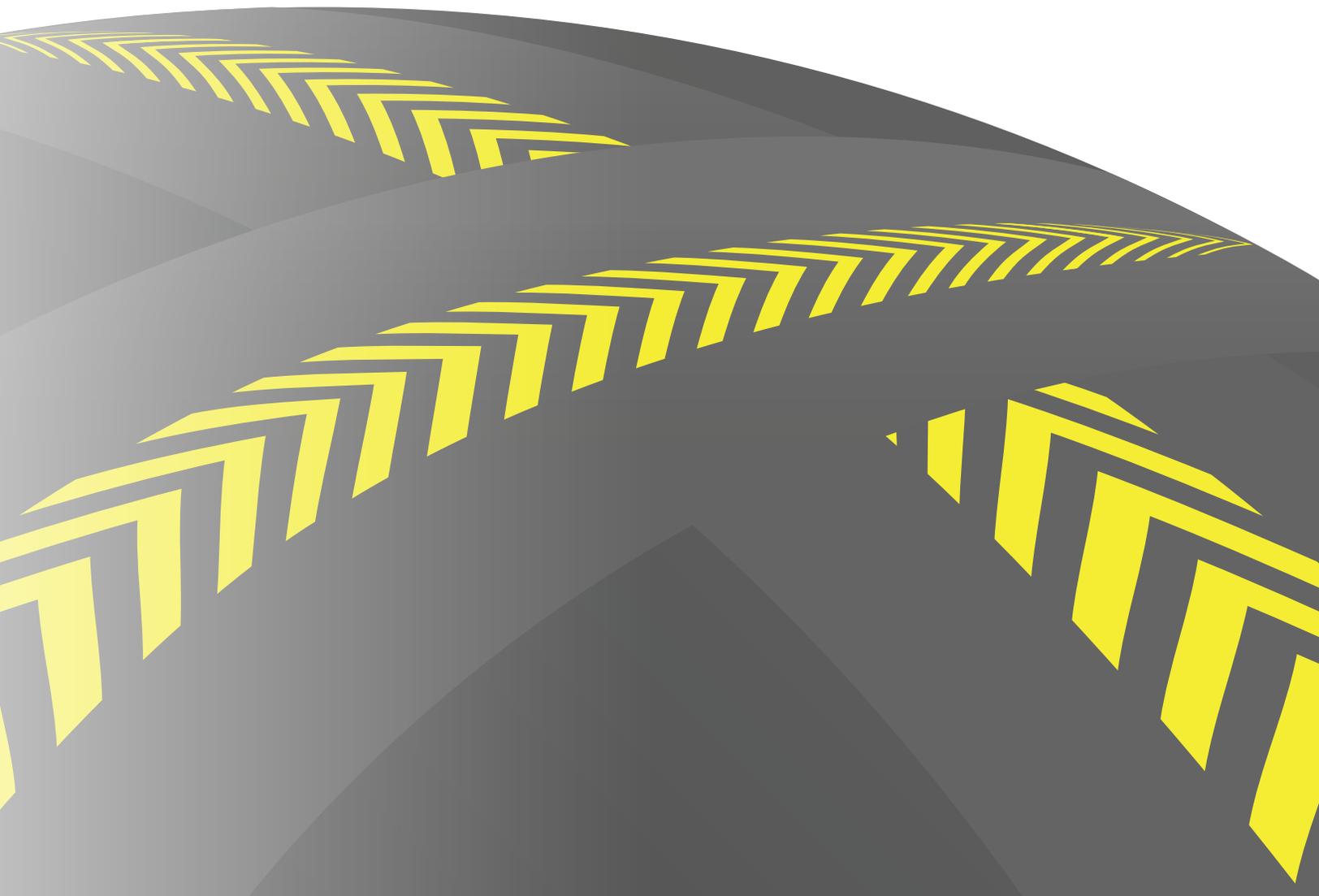


TOGETHER FOR[®]
SAFER ROADS

COMPANIES DRIVEN
TO SAVE LIVES[™]





A Critical Global Challenge

Road safety is a critical global public health challenge, and a barrier to human development and economic growth. Each year, 1.25 million people are killed and 50 million are injured on the world's roads. Road traffic injuries are the 8th leading cause of death worldwide, and are on the rise.

Our vision is a world where roads are safer for all people. Working together, we aim to bend the curve on road traffic collisions so they are no longer one of the leading causes of death and injuries worldwide.

Let's Drive Change

As a private sector coalition, Together for Safer Roads engages with road users, governments, policymakers, and other stakeholders to identify top road safety issues, and turn the vision of a world where roads are safer for all people into reality.

Together for Safer Roads brings together members' knowledge, data, technology, and global networks to focus on five areas that will make the greatest impact globally and within local communities.

Together for Safer Roads focus areas align with the United Nations Decade of Action for Road Safety's Five Pillars by developing programs to address issues in:

PILLAR

1



ROAD SAFETY
MANAGEMENT

PILLAR

2



SAFER ROADS
AND MOBILITY

PILLAR

3



SAFER
VEHICLES

PILLAR

4



SAFER ROAD
USERS

PILLAR

5



POST-CRASH
RESPONSE

- » Globally, traffic crashes are the number one cause of death among people ages 15-29
- » Every day, 500 children are injured in road crashes
- » Motorcyclists, pedestrians, and bicyclists make up 50 percent of road fatalities globally
- » 90 percent of fatalities occur in low- and middle-income countries despite those being the least motorized regions in the world

Source: World Health Organization (2015). Global Status Report on Road Safety 2015.

Advised by an Independent Expert Panel

World-renowned, international road safety leaders and experts from academic institutions, governments, and non-governmental organizations provide independent counsel to the coalition on priorities for action. Together, the Expert Panel develops key recommendations that lay out actionable, concrete, and scalable ways the coalition can address the many different facets of road safety.

TOGETHER FOR SAFER ROADS' PRIORITY INITIATIVES



Implementing the Safer Roads Challenge to aid municipalities in analyzing and addressing road safety issues



Advocating private sector solutions during global road safety events



Engaging with key third-party stakeholders and organizations



Releasing a call-to-action White Paper on road safety principles developed by an independent Expert Panel



Creating reports to provide a set of best practice guidelines for fleet safety delivery and employee transportation programs



Celebrating World Day for Safety and Health at Work to engage our employees in the communities where they live and work on the importance of road safety

Help Bend the Curve on Road Safety

Together for Safer Roads' members collaborate to create a measurable and sustainable impact in road safety by:

- » Leveraging member companies' collective intellectual capital and expertise to advance best practices for companies and their fleets;
- » Addressing strategic road safety challenges in select locations by working with local government and stakeholders;
- » Identifying actionable insights through data collection and management to advance innovative solutions; and
- » Collaborating with the broader road safety community to be the leading voice for the private sector.

Our Members

ABInBev



On the formation of Together for Safer Roads

“Road safety has no demographic or geographic boundaries and impacts countries of all economic levels, from low- and middle-income to high-income countries. Half-way through the United Nations’ Decade of Action for Road Safety, there remains work to do to achieve our goals. Now is the time for the private sector to join forces and help realize our vision of a world where roads are safe for all people.”

AMINA MOHAMMED

Former Secretary-General’s Special Advisor on Post-2015 Development Planning

Join Us in Making Roads Safer

To learn more, contact us at info@togetherforsaferroads.org.

TogetherforSaferRoads.org

