



GLOBAL
ROAD SAFETY
PARTNERSHIP

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A DECADE OF CONTRIBUTION

1999 2009



ALL ROADS LEAD TO PARTNERSHIP: THE GRSP IS BORN

It's hard to say exactly when the inspiration for a worldwide partnership for road safety was born. The idea for some kind of global coalition - a concerted worldwide response - had been brewing in many minds in numerous sectors.

Motor vehicle manufacturers were involved in various road safety collaborations. Non-governmental organizations (NGOs) and advocacy groups were beginning to lobby global bodies such as the United Nations (UN) and World Bank more forcefully.

And road safety researchers - such as the UK-based Transport Research Laboratory (TRL), which had been advising low- and middle-income countries since the 1970s - increasingly raised red flags about a growing road safety crisis in these regions.

Starting in the 1970s, road safety experts such as the UK's Transport Research Laboratory (TRL), led by Dr Goff Jacobs, begin to document the burgeoning road safety crisis in low- and middle-income countries.



By the 1990s, more international development banks and agencies include road safety as small components of larger loan or project packages.

"Many people were doing something about road safety, but it wasn't coordinated and there wasn't much real funding," said Alan Ross, a UK-based road safety expert who served as GRSP's first technical director.

By 1998, the time was ripe for something bigger to happen. The 1998 World Disasters Report by the International Federation of Red Cross and Red Crescent Societies (IFRC) had crystallised the issue, bringing global attention to road safety as a major health concern, not just a problem for police or the traffic sector.

The IFRC's editorial board had decided to study the top 20 killers worldwide, said Ibrahim Osman, now deputy secretary general of the Federation. "When the facts came out, it hit us," he said; "this is a man-made disaster, and we need to focus on it."

In 1996, the World Health Organization (WHO), World Bank and Harvard University publishes "The Global Burden of Disease", which projects that, by 2020, road accidents would move up to second and third place in terms of years of life lost and disability-adjusted life years. In October 1997, the World Bank's Business Partners for Development (BPD) identifies four key focus areas, including road safety, for tri-sector partnership efforts.



The fuel was in the tank. What it needed was ignition. One of those first sparks occurred in June 1998, when a group of World Bank officers and traffic engineers, including a Norwegian civil engineer named Stein Lundebye, set up a stand at the annual Innovations in the Marketplace Fair.

In the atrium of the World Bank Headquarters in Washington DC, Lundebye and some colleagues set up a small booth with the words "Road Safety Partnership" on a little banner.

The proposal tied in with a World Bank initiative called the Business Partners for Development (BPD), which promoted tri-sector partnerships between civil society, business and government as an effective means to solve complex issues.

1998

The International Federation of the Red Cross and Red Crescent Societies (IFRC) publishes the 1998 World Disasters Report, which raises international attention to road safety crisis as a public health issue.

JUNE: The idea of a global road safety partnership is proposed at an "Innovation in the Marketplace Fair" at the World Bank Headquarters.

AUTUMN: Road safety expert Alan Ross is contracted by the World Bank to explore the possibility of creating a worldwide road safety partnership.



"We realised that government cannot do it alone," said Lundebye, who had worked in both Africa and Asia and had seen the power of NGOs to reach people that governments could not. "It has to be a partnership."

In the ensuing months, Lundebye and colleagues - such as Brett Bivans, Thor Wetteland, Nigel Twose and others from the Bank's BPD office - continued to push the road safety message within the World Bank.

To Lundebye, who was serving as project officer in low- and middle-income countries, road safety was not sufficiently integrated into major road and transport-sector projects.

"In those days, there was a handful of individuals in key organisations like the World Bank and the Red Cross who

were like prophets in the desert," said Bivans - adding that, back then, no one was sure whether this fledgling experiment in global partnership would survive. "Normally 99.9 per cent of global NGOs in the development field fail after two or three years. So for GRSP to not only survive but continue to grow and thrive is a great accomplishment."

1999

JANUARY: Roughly 70 road safety experts meet in Stuttgart, Germany, at then Daimler-Chrysler headquarters, to discuss the formation of a road safety partnership between business, civil society and government.

FEBRUARY: About 100 organisations gather at the World Bank in Washington DC to officially create GRSP and establish a steering committee.

The Manager of the World Bank's transport division, John Flora, is named as first chairman of GRSP.



APRIL: GRSP hires the World Bank's Brett Bivans as first coordinator.

MAY: First meeting of the GRSP Steering Committee in Paris, France.

JULY: Approximately 200 people attend a Daimler-Chrysler forum in Madgeburg, Germany. With GRSP and road safety in low- and middle-income countries as a key theme, the conference helps to determine the first priorities and projects.

The GRSP Secretariat identifies a series of focus countries and suitable partnership projects. Potential projects are considered in Ghana, Zambia, Bangladesh, Poland and several others: Jordan, Lebanon and Syria. One of the first projects: GRSP begins a black-spot improvement programme along with 3M and Poland's National Road Safety Council.

OCTOBER: Retiring World Bank roads advisor Ian Heggie joins as GRSP Chairman just before the second Steering Committee meeting is held in Geneva.

The second meeting of the Steering Committee in Geneva instructs the GRSP Secretariat to concentrate on developing a partnership approach to road safety, including identifying ways in which a programme such as GRSP can enhance efforts to reduce road-crash related injury.

NOVEMBER: The Secretariat meets for five days in Geneva to clarify GRSP's mission, objectives and working methods, together with a limited set of focus countries where these could be field-tested. A draft Mission Statement is circulated to Steering Committee members.

NOVEMBER/DECEMBER: Field trips are made to selected countries to test the new approach under tight terms of reference set down by the Secretariat.

JUNE 1998: A booth at a World Bank "Innovations in the Marketplace Fair" in Washington DC proposed a Global Road Safety Partnership.



WHEELS IN MOTION: THE PARTNERSHIP HITS THE ROAD

Inside the World Bank, the wheels were now in motion. In the autumn of 1998, the manager of the World Bank's transport division, John Flora, hired Ross, using funds from the UK's Department for International Development (DfID), to assess the feasibility of a road safety partnership.

Ross took a leave of absence from his firm, Ross Silcock Ltd, and hit the road. "I was on a plane 28 days a month," Ross recalled with a laugh. "I went to every organisation I could think of: the Red Cross, WHO, the UN, the big motor vehicle companies. I met with government ministers. I was not just seeing if they were interested - I was an advocate trying to persuade them it was a good thing to do."

In general, Ross was well received. Many companies were already engaged in their own road safety efforts in countries where they operated. And within agencies such as WHO, there was growing awareness that road safety was a not a transport issue, but a major health problem that deserved a concerted global effort.

Then in January 1999, Daimler (then Daimler-Chrysler) organised a meeting at its headquarters in Stuttgart, Germany. "The meeting brought together 80 or 90 major players in the field," Ross said. "It was three days of real chest-thumping and brainstorming. And I think we went away very clearly feeling that something could and should be done."

With a general consensus from top road-safety experts in hand, the budding partnership now needed the support of government and business leaders.

In February 1999, the World Bank invited representatives and leaders from about 100 businesses and organisations to Washington DC to crystallise the proposal.

"We had some serious players there - most of the major car manufacturers - and with that backing it was much easier to get support internally in the Bank," said Ross.

"It was a green-light to go forward."

2000



JANUARY: GRSP publishes its first edition of "GRSP News".

The GRSP Steering Committee endorses proposed Action Plan as well as a plan for a seminar series in the Association of South-East Asian Nations (ASEAN) countries.

FEBRUARY: With demand for projects growing, GRSP assembles its first team of technical advisors to work in the focus countries: Andrew Downing, Peter Elsenaar, David Silcock, Michael Bernhardt, José Cardita, Paulus Guitlink, Mike Winnett and Dick Johnson.

SPRING: Peter Elsenaar begins work in Romania and Hungary. GRSP explores projects in Brazil and co-sponsors national Road Safety Congress in Costa Rica.

A study commissioned by GRSP, with support from TRL and the Department for International Development (DfID), finds that road deaths in Africa increased by 40 per cent from 1987 to 1995. In Asia, the increase was 26 per cent.

The Swedish International Development Agency (Sida) grants GRSP SEK 1,575,000 for the two-year period up to June 2002. This was later increased to SEK 2,535,000 (then the equivalent of US\$ 257,374).

JUNE: 14 contributing members attend the first GRSP Annual Meeting.

JULY: Ghana establishes the first GRSP NGO.

SEPTEMBER: GRSP develops its trademark logo.

GRSP Romania hosts the first conference organised by a national GRSP committee.

OCTOBER: The Bangalore Agency Task Force and GRSP Launch Road Safety Drive 2000 or Suraksha Sanchara, an initiative that continues to this day.

NOVEMBER: The first meeting to discuss the choice of Brazilian towns to be included as GRSP focus areas is held in São Paulo.

With initial funds from World Bank, the UK's DiID and some early members, and a hosting agreement from the IFRC, Ross extended his World Bank contract and began assembling a team.

Brett Bivans served as manager, while Ross, Peter Else-naar, Andrew Downing and Kathleen Elsig began identifying potential projects in Ghana, Zambia, Bangladesh, Poland, Jordan, Lebanon and Syria - a list that would soon include Romania, Hungary, Brazil and Costa Rica.

On the ground, there was a real hunger for partnership, says Elsig, then an analyst for Daimler and now GRSP's Europe and Central Asia Manager. "They were struggling alone," she said. "They had been working in isolation."

Today, many of the partnerships that began in those early days are still going strong. In Poland, what started as cooperation between a few committed business partners

has evolved into a registered NGO with a strong, active board and 30 partners representing all sectors who engage in a wide range of projects.

"We have a dream team," Ewa Labno Falecka, president of GRSP Poland, says of the partners as well as the organisation's volunteers and staff. As with many GRSP partnerships around the world, the Polish GRSP partnership has become a well-known brand, a trusted partner, and a valuable resource among government, corporate and civil society sectors.

This credibility, GRSP advisors say, is due to the hard work of local road safety champions such as Ewa who make partnership, interventions based good practice tailored to local circumstances, and long-term thinking high priorities. "The secret of success is hard work, dedication and keeping people motivated," she says. "I keep saying that the partnership is only as strong as the partners. In

our case, the partners are convinced that road safety is an important issue."

Anastasia Shenina, the coordinator of the Sakhalin Road Safety Partnership (SRSP), is another example of a local GRSP champion dedicated to working in partnership with diverse stakeholders to help make her community's roads safer. Shenina worked for many years as a teacher in Sakhalin schools and now she is developing effective "Safe Routes to School" programmes with the SRSP that have strengthened her own commitment to road safety.

"This experience has helped me understand the scale of the problem regarding deaths and injury to children on our roads," she said. "I hope that simple safety measures, regular reminders about safe behaviour on the roads and leading by personal example will help to substantially reduce these casualties."

2001

MARCH: The Japan GRSP Committee brings together officials for the first GRSP ASEAN Seminar for the Enhancement of Road Safety. Prof. Masaki Koshi, Chairman of the Japan GRSP Committee, inaugurates seminar in Tokyo.

MAY: The GRSP website (<http://www.grsproadsafety.org>) is launched.



JUNE: GRSP publishes its first Annual Report. The report details its knowledge-sharing efforts and projects in Ghana, South Africa, Zambia, Bangalore, Thailand, Vietnam, Brazil, Costa Rica, Hungary, Poland and Romania.

British Parliamentarian Barry Sheerman assumes the chairmanship of GRSP.

In a new report, "Moving Ahead: Emerging Lessons", the partnership records early achievements and lessons learnt.

AUTUMN: A partnership approach to road safety advocated by GRSP is used to help the "Consejo de Seguridad Vial" (National Road Safety Council) to develop a road safety 'culture' in Costa Rica.

A CLEARER VISION OF PARTNERSHIP

4

But it wasn't always smooth driving for GRSP. In the first few years, GRSP had to, defend itself from sceptics, build up a body of evidence, find new funding, work to reassure existing members, learn from mistakes, and more clearly identify its role.

"One of the main problems with road safety is that there is no clear centre of responsibility," former chairman Ian Heggie said. "If you go into a country and ask 'Who is responsible for road safety?' you get passed from one agency to another. The transport ministry says, 'Oh, that's just a small part of our responsibility - go to the police.'

"So we had an idea that we would actually become the messenger that pulls these people together to agree how each could contribute," Heggie said. "The motor vehicle manufacturers said: 'We are willing to put up some money for demonstration projects, and if it works then we expect the governments to keep it going.'"

At the same time, it was clear that GRSP's increasing goals were too much for one manager and an executive chairman. The board decided in April of 2002 to hire its first CEO: David Silcock, an engineer with in-depth experience in road safety who had been working as a consultant and advisor to GRSP.

"I always used to stress that the 'P' in GRSP is the important thing," said Silcock. "It's where we differed from other organisations. We genuinely try to build at the global level a strategy based on the acknowledgement that road safety is a shared responsibility."

GRSP got a big boost when the Swedish International Development Agency (Sida) increased its support in July 2002 to 8 million SEK (approximately US\$ 800,000), including SEK 2 million for direct funding of specific activities. "That was very important," said Silcock. "The value of Sida's contribution to GRSP is enormous."

2002

SPRING: A total of 300 participants from the South-East Asia region meet in Hanoi to discuss sustainable partnerships in road safety, under the umbrella of GRSP ASEAN seminar series.

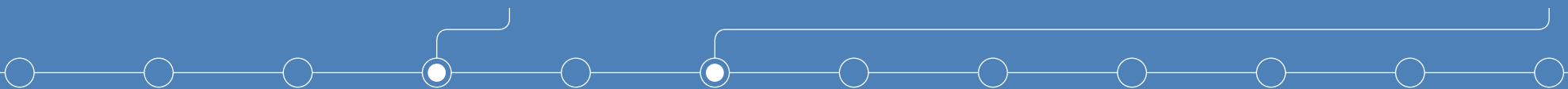
APRIL: GRSP's first CEO, David Silcock, is appointed.



JUNE: GRSP's second Annual Report describes a year of rapid growth: "The programme now includes 10 countries, with 54 active projects, and a further 50 or so in various stages of planning. This of itself is a substantial achievement with the limited resources available to devote to each country." Those countries include Ghana, South Africa, India (Bangalore), Thailand, Vietnam, Brazil, Costa Rica, Hungary, Poland and Romania.

Marcus Grant, president of International Center on Alcohol Policies (ICAP), takes over as Chairman of GRSP.

An early project in Poland sponsored by Michelin



When Josef Schleicher, from Daimler (then Daimler-Chrysler), became chairman, he brought a business perspective, as well as experience in road safety and other community projects around the world. "I really wanted GRSP not to be exclusive for one brand ... not only one insurance company, or just one car manufacturer," he said. "We will take them all. It's a huge humanitarian project; we need all the help we can get."

Over the next several years, the GRSP membership did grow. By the time Silcock retired in 2008, GRSP had doubled its membership and trebled its budget. In the meantime, GRSP continued developing partnerships and projects, many of which have now accumulated a body of evidence suggesting that multifaceted interventions are effective.



Jack Lewis, executive chairman of the Ghana Road Safety Partnership, GRSP's first in-country NGO.

In cooperation with the World Road Association, GRSP helps produce the booklet "Keep Death off Your Roads" in 2002 to educate and influence decision makers about road safety.



2003

JANUARY: Thailand GRSP signs a Memorandum of Understanding (MoU) for the establishment of the Thailand Accident Research Center (TARC).

The Proactive Partnership Process approach is introduced in two states in Brazil - São Paulo and Minas Gerais.

FEBRUARY: The home minister of Karnataka launches its "Drive Against Drunken Driving" in Bangalore as part of its on-going Suraksha Sanchara or "Road Safety Drive" programme.

Along with the UK's Department of International Development, GRSP Ghana launches the project "Promoting Road Safety Through Community Education." Ghanaian road safety champion Jack Lewis, the executive chairman of GRSP Ghana, works closely with the National Road Safety Commission to support Ghana's national road safety strategy.

JUNE: Josef Schleicher, director of External Affairs and Public Policy for Daimler-Chrysler AG, becomes Chairman of GRSP.

BIG WHEELS KEEP ON TURNING

6 During those early years, it often seemed to some that promoting the road safety message in a world consumed with other problems was a bit like pushing a giant ball up a hill.

"In a way, road safety was paying the price of one of these big multi-sectoral issues - it's everyone's problem, but then it's nobody's problem," said Dr Etienne Krug, director of the Department of Violence and Injury Prevention at WHO in Geneva. "There's no clear ownership. So, for a long time, it was not addressed very strongly as a key international public health issue."

But, in 2004, the momentum began to shift. The WHO and the World Bank released the *World report on road traffic injury prevention*. The study painted a grim picture of the world's future if a major concerted effort was not made. With more than 1.2 million people dying each year from road crashes, the problem was likely to become much worse given the increasing use of motorised vehicles.

Low- and middle-income countries were already experiencing more than 85 per cent of road deaths and injuries. If significant steps were not taken, the report warned that

the crash death rate in low- and middle-income countries will increase by 80 per cent by 2020.

The report was a turning point. It led directly to debate in the United Nations General Assembly and adoption in April 2004 of United Nations General Assembly's resolution A/RES58/289 on "Improving global road safety."

The resolution invited WHO, working with the UN's regional commissions, to coordinate the UN Road Safety Collaboration (UNRSC), which now included representatives from more than 42 organisations and UN agencies.

2004

APRIL: WHO dedicates World Health Day to the topic of road safety for the first time. Events marking the day are held in over 130 countries.

WHO and the World Bank jointly launch the "World Report on Road Traffic Injury Prevention", which details the fundamental concepts of road traffic injury prevention, the impact of road traffic injuries, the main causes and risk factors for road traffic crashes, and proven and effective intervention strategies.

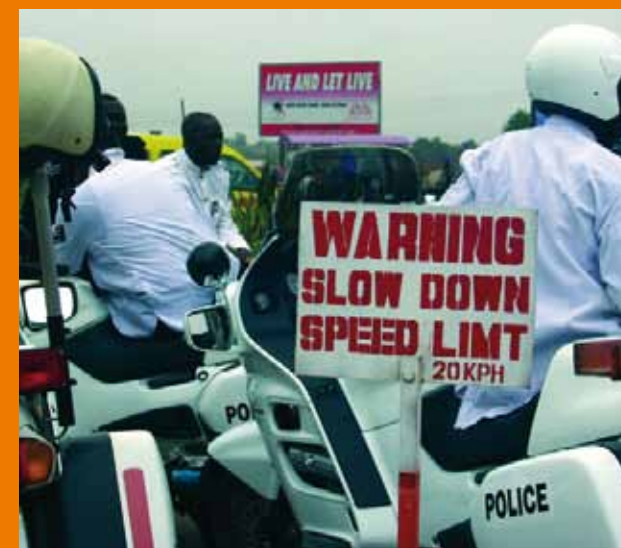
The United Nations General Assembly passes a resolution urging that greater attention and resources be directed towards the global road safety crisis. Resolution 58/289 on "Improving global road safety" stresses the importance of international collaboration in the field of road safety.

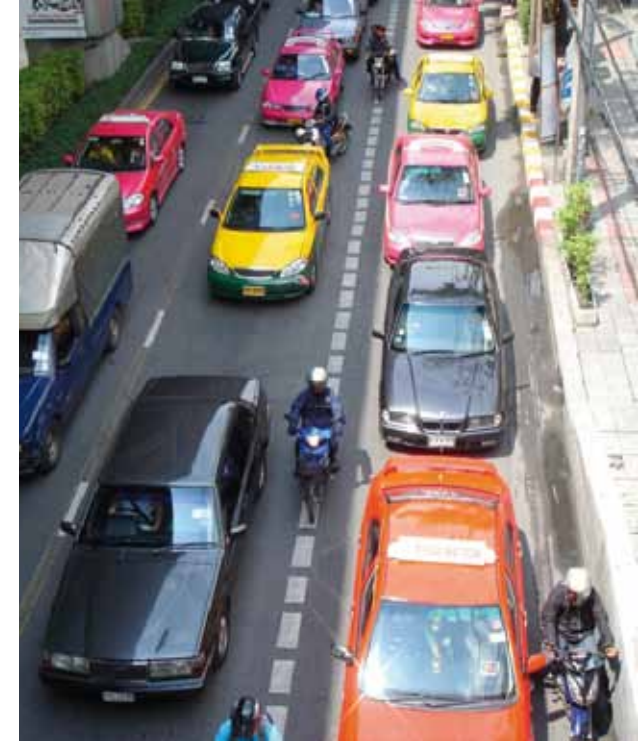
A group of seven energy and transport companies establish the Global Road Safety Initiative (GRSI), a five-year, US\$ 10 million initiative to implement pilot projects in Brazil, China and ASEAN countries. GRSP is appointed to implement the programme.



GRSP Poland identifies fleet safety as a key issue

As part of World Health Day 2005, GRSP Ghana produced 600 posters and launched a program of "Voluntary Driver Compliance to Good Behaviour on the Highway."





Among other things, the UN Road Safety Collaboration was charged with creating a series of good practice manuals on the key risk factors identified in the World Report: speed management, drinking and driving, helmet wearing and seat belts.

The combined effect of the report - the manuals, subsequent resolutions and a growing international structure to support road safety activities - gave an important boost and much-needed global leadership for road safety as a key global health and development issue.

To Krug, who first became concerned about road safety while working in Nicaragua and El Salvador with Doctors Without Borders, awareness about traffic injury has improved since 2004 - but it's not enough.

"Even for those of us working with NGOs in conflict areas, we'd often see more damage from car crashes than from war-related events," he said. "It's such a huge public health issue, yet so much more needs to be done."

2005

Namibia joins GRSP as a focus country.



JUNE: The Sakhalin Road Safety Partnership is established by representatives of the Sakhalin Administration, Road Traffic Militia (GIBDD), business and civil society organisations. The opportunity is facilitated by Sakhalin Energy Investment Company Ltd (SEIC), a Shell joint venture in Russia.

OCTOBER: A UN resolution (A/58/L.60) is passed, reaffirming the UN's commitment to this issue, encouraging Member States to implement the recommendations of the World Report on Road Traffic Injury Prevention and commending collaborative road safety initiatives already under way.

The Global Road Safety Facility is created with support from the World Bank, FIA Foundation

and the Dutch Government. Managed by the World Bank, it aims to generate increased funding and technical assistance for global, regional and country-level road safety initiatives for low- and middle-income countries. GRSP is a recipient of the Facility's support.

Sida continues its support to GRSP with a three-year (2005 to 2007) pledge of US\$ 1.3 million. This funding

comes after a review of GRSP, commissioned by Sida, and conducted by Transport Economics Institute (TØI), Norway, finds that: "The review of performance reveals that GRSP activities are relevant and address global and country-level road safety policies in a meaningful way."

NOVEMBER: A programme coordinator (Buaboun 'Jan' Pinjaroenpun) is appointed by GRSP, based in the IFRC regional office in Bangkok, Thailand. The first key theme being addressed is 'helmets'. The countries selected for implementation are Thailand, Laos, Vietnam and Indonesia.

SUSTAINABLE MOBILITY AND THE BIRTH OF GRSI

Around the time the World Report was released, a group of major energy and motor vehicle companies with interest in emerging markets in Asia and Latin America was engaging in a sustainable mobility project with the World Business Council on Sustainable Development.

"Road safety popped to the top of the list as a way we could collectively make a difference," said Tayce Wakefield, who represented General Motors (GM) on the project and who now serves on GRSP's Executive Committee. After a series of meetings, a group of seven companies - Ford, GM, Honda, Michelin, Renault, Shell and Toyota - decided to create a group called the Global Road Safety

Initiative, or GRSI. This endeavor would fund and steer a five-year, US\$ 10 million GRSP programme for creating and implementing demonstration projects in South-East Asia, China and Brazil. It has been the largest-ever single private sector investment in road safety.

"We knew the UN's good practice guides were being developed and we wanted to be the bridge between that body of knowledge and implementation on the ground," said Wakefield. "The idea is that these would not just be good guides on the shelf but be put into action - with the view that the safety practices would be owned and sustained locally in the long term."

Rather than create a new private body to administer the fund, the companies chose to work with GRSP under the framework of partnership with governments and NGOs. GRSP's multi-sector partnership model was seen as the most effective way to create projects that demonstrate how to reverse the negative trend of road crashes in low- and middle-income countries.

GRSI funds are also leveraged with even greater resources in time and money from local government and other partners who take ownership and responsibility for the outcome.

2006

FEBRUARY: A programme coordinator (Ann Yuan) is appointed for China, based in the IFRC regional office in Beijing.

APRIL: GRSP membership has grown to 28, as well as a number of supporting members. The GRSP Secretariat's budget has approximately doubled since 2000.

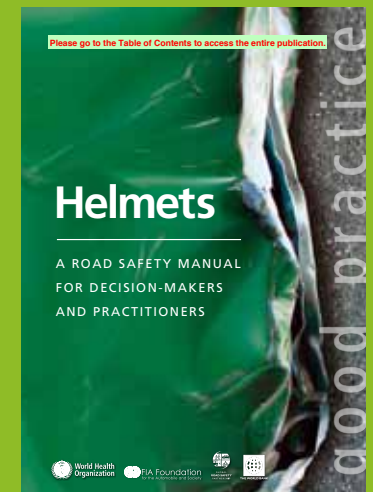
Gerard Lautrédou begins work in a joint GRSP/IFRC road safety advisor position in Geneva.

GRSP works in Vietnam on development of a national helmet action plan.

The GRSP 2006 Annual Meeting in Moscow is the platform for the launch in Russia of the report "Make Roads Safe; Report of the Commission for Global Road Safety." The aim of the Report is to put the global road safety crisis on the development agenda of the G8 countries.

JUNE: Ingrid Skogsmo, the director of Volvo Cars Safety Centre, takes over as GRSP chairperson.

AUGUST: The first United Nations Road Safety Collaboration (UNRSC) good practice manual is published, taking on the issue of helmets.





In addition, the GRSI partners take an active role in the programmes in the cities and countries in which they operate.

"In my view, what has been achieved is unique," said GRSP Chairman Patrick LePercq, who also serves as corporate vice president of public affairs for Michelin. "The reason the GRSI is so effective, in my opinion, is that it is not just a collection of money: the partners are engaged from the global, down to the regional and local level."

At the same time, key supporters such as Sida increased vital support for core operations and interventions. Together with support from a growing member base and other key funders such as DfID, GRSP was poised for the next phase: to reorganise along regional lines and gear up for a new era of growth.

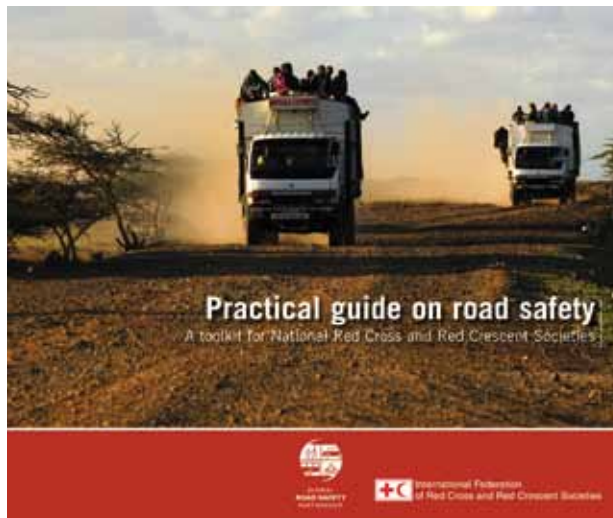
2007

APRIL: The first Global Road Safety Week is launched.

The UNRSC publishes the good practice manual on drinking and driving with leadership from GRSP.

MAY: Malaysia partners with GRSP and signs a MoU with GRSP and IFRC.

GRSP and IFRC publish "A Practical Guide to Road Safety".



JUNE: The GRSP Steering Committee agrees to implement a regional approach, a response to the growing number of countries engaged with GRSP, as well as a growing number of projects and regional partnerships.

After initial public awareness and enforcement campaigns, seat-belt use on Sakhalin is now up to around 63 per cent.

Sida announces a further three-year commitment to GRSP and the World Bank's Global Road Safety Facility also announces a two-year US\$ 650,000 commitment.

Patrick LePercq, corporate vice-president of public affairs for Michelin, takes over as Chairman of GRSP.

SEPTEMBER: GRSP CEO David Silcock announces his intention to retire in the spring of 2008.

The GRSP East Asia regional office is established, to be headed by Robert Klein.

THE PEOPLE OF THE PARTNERSHIP

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GRSP may be small and relatively young but, right from the beginning, it has had wisdom beyond its years. Many of the people who came on board as advisors, facilitators and consultants in the early years brought 10 to 20 years of experience working in road safety and in low- and middle-income countries.

"We can genuinely claim that, within the GRSP family, we have the biggest global concentration of road safety expertise, in terms of numbers of people and skills and experience," said former CEO David Silcock.

Rob Klein was already one of Australia's leading road safety specialists before he came to GRSP. Senior advisor Andrew Downing had worked at TRL under Dr Goff Jacobs, a pioneer of road safety in low- and middle-income countries.

Senior advisor Mike Winnett worked for the UK's Ministry of Defense, and later TRL, one of the UK's leading transport research organisations, before being invited to support the GRSP mission in 2000.

These are just a few examples. Senior advisor José Cardita was a top safety manager worldwide for Royal Dutch Shell. Peter Elsenaar held a senior position in the Dutch Ministry of Transport including director of road safety. Rikke Rysgaard brought her experience from working for the Danish Transportation Agency.

Others brought business experience. Kathleen Elsig was an analyst of Eastern and Central European markets and a project manager for Daimler. China coordinator Ann Yuan came with 20 years of multinational corporate experience, including 10 years in the automotive industry. CEO Andrew

Pearce had a long career in production and safety management with Shell in Africa, Asia, Russia and the Middle East.

In the meantime, GRSP partnerships in countries around the world, from Poland to Thailand, brought together the combined experience of mayors, police chiefs, teachers, engineers, rescue workers, international corporations, local businesses and others.

"That's the beauty of partnership," said GRSP South Africa country coordinator Pieter Venter. "It's not about a one-shot event for a month or a few years: it's making sure that, year after year, there's a complete change from the position of government, schools, traffic police and engineering departments. That's the beautiful thing; it's systemic change."

To be part of that change, GRSP advisors have learned from experience to develop and manage complex and sustainable partnerships that rely on local talent and experience in diverse cultures.

"You cannot come in and act like someone bringing the knowledge from Europe and saying 'do this!' 'do that!'" said GRSP senior advisor Peter Elsenaar. "You have to manage the process so that the local people invent the solutions themselves."

That's one reason why GRSP's Mike Winnett prefers to be called a 'facilitator', rather than an 'advisor'.

"There are some consultants who are very prescriptive," he said. "That doesn't work very well. With GRSP, it's more about letting people have their say and developing a dialogue."

The GRSP advisors team in 2006: (from left to right) Robert Klein, Pieter Venter, Raoul Powlowski, Michael Bernhard, Mike Winnett, David Silcock, Peter Elsenaar, Andrew Downing, Rikke Rysgaard, Gérard Lautrédou, José Cardita and Kathleen Elsig.



Des Myers agrees. "I was running a workshop recently and realised at one point that there was 1,000 years of police experience in that room," he said. "I was just one of facilitators, trying to help them find the solutions."

Because development aid and loan packages are sometimes proscriptive - or come along with political, economic or public-relations motives - people are sometimes sceptical of advisors or donors who "parachute in" or claim to have all the answers.

Building trust is therefore essential. People need to know that you're in it for the long term, and not for self-interested motives. "We have gained a good level of respect and recognition from governments within our region for being experts and being dedicated without any hidden agenda," said GRSI coordinator for the ASEAN region, Buaboun 'Jan' Pinjaroenpun. "We're not going in to gain any personal benefit, or wanting anything in return."

Multi-sector partnership also built on the experience and energy of each sector. "One of the key things I've learned over the years is the incredible depth of knowledge and expertise that the corporate sector brings to the table," said Rob Klein, noting that corporations have developed an understanding of markets, an ability to organise effective campaigns and skills in managing large systems.

To Ken Shaw, formerly head of road safety for BP and now a GRSP advisor, partnership creates synergy. "You need technical expertise but then you need the management leadership capabilities - unless you've got those two working together, you struggle," he said.

THE RED CROSS/RED CRESCENT PARTNERSHIP

Ever since he helped author the 1998 World Disasters Report - which brought much needed global attention to road safety - Ibrahim Osman has seen a steady evolution in the International Federation of Red Cross Red Crescent Societies' commitment to road safety.

Now deputy secretary general of the Federation, Osman says his own perspectives and awareness have also grown since the report was published a decade ago.

"At that point I looked at road safety from a reactive standpoint," he said. "I saw it as a health issue to be addressed by improving and spreading first aid and curriculum for emergency responders. But as time went by it became clear that road safety was really a part of risk reduction. That's a big part of what we do - prepare for risk."

Osman said he subsequently agreed to host GRSP because it supported the Federation's mission to prevent death and injury and encourage cooperation to find solutions to community problems. He also wanted to see if multi-sector partnership could effectively address difficult public health problems. Since then, he says, the GRSP experience has proven effective, and has informed other partnership projects within the Red Cross/Red Crescent family.

"I see GRSP as one of the most successful partnership projects I've been involved with," he said. "I feel proud that this has kept on moving and I'm satisfied that it has made a serious influence in the area of road safety."

Over the years, the partnership between the two organisations has grown, with numerous examples of cooperation on projects in low- and middle-income countries around the world. As the road safety crisis worsened, meanwhile, Red Cross/Red Crescent personnel such as Gérard Lautrédou witnessed first hand the growing dangers on the road .

Lautrédou remembers the day, back in Hanoi in May 2003, when his career first took a turn toward road safety. "I was having a coffee at an outdoor café in Hanoi with my head of mission for Vietnam and we were discussing what future support could we propose to the Vietnamese Red Cross," said Lautrédou, who was visiting Vietnam as the French Red Cross desk-officer for Asia.

"In front of us, there was this horde of motorcycles. There were mothers and fathers with two or three kids going by - all without helmets. And I said to my colleague, 'Moving like this with your family is suicide; why don't we do something about road safety?' "

"I started to realise that day in Hanoi that road safety was a major public health problem. With the road safety issue in the developing and transition world, I'm convinced that we are confronting a massive daily war, occurring insidiously, killing more and more people every day."

A few months later, Lautrédou took on the position of the French Red Cross's Head of Mission in Vietnam and started to support a Vietnamese Red Cross national road safety project, focusing on helmet wearing and first aid. During that period, Lautrédou discovered GRSP.



Lautrédou later suggested to the French Red Cross to propose to the IFRC Secretariat to open an IFRC road safety advisory position in Geneva. The aim was clear and ambitious: to greater promote road safety within the Red Cross and Red Crescent family and to bring more operational support by strengthening the collaboration between IFRC and GRSP. Lautrédou began its implementation in early 2006.

One of his first tasks was mapping Red Cross/Red Crescent activities. Roughly 30 percent of national societies, he discovered, already included road safety in their action plans. This mapping helped shape the Practical Guide to Road Safety, a joint IFRC/GRSP document published in six languages in 2007.

Over time, the road safety message has become a more integral part of the Red Cross/Red Crescent's mission and culture, as well as of the IFRC's Secretariat. An IFRC road safety programme is in place, providing training, technical support and funding opportunities. GRSP is a key supporter of this programme.

Finally, the developing IFRC strategy 2020 has integrated road safety as a major issue, announcing another decade of action for the Red Cross Red Crescent family to tackle road traffic injury.

GRSP AT THE CROSSROADS

12

Active in 15 target countries in four continents, GRSP is engaged in a wide range of efforts that include locally driven road safety partnerships, as well as projects funded and implemented via the GRSI in China, six ASEAN countries and Brazil.

Now the organisation stands at a crossroads. It has proven itself effective, but it is still too small to make a significant impact on the global crisis. "Thanks to the people who took GRSP to where we are, we're a highly efficient and effective organisation," said Andrew Pearce, who was hired as GRSP's second CEO in 2008.

"But we're small. We're a US\$ 6-million-a-year operation up against a \$65-billion-a-year problem. The directive from our Executive Committee is crystal clear: to contribute effectively to solving this global crisis we've got to get bigger - much bigger.

"The tools and techniques for what we do exist and are proven. The only thing that is required is to do a great

deal more to implement them; not double or five times as much, but 40 to 50 times. It's going to need help from everyone in a major global coalition, and we will be proud to play our part."

In the short term, GRSP plans to renew and expand GRSI, find the funding to expand its ASEAN presence from six to ten countries, expand operations in Africa, and explore new partnerships in countries such as India, as well as Eastern Europe and Central Asia and South America.

Globally, road safety needs to be moved to a higher level. Five years after the World Report called for a concerted global response, the effort is still far from receiving the support it deserves.

"We have to find a funding mechanism that will be very robust and last over the years," said LePercq. "Road safety has been like a little orphan compared to some of the other issues. We need the kind of funding mecha-

nisms and recognition for road safety that has been given towards fighting the major diseases."

A key area of emphasis in coming years, said LePercq, will be strengthening methodologies for obtaining measurable results - a key tool for continued and expanded investment and advocacy. This year, GRSP also hired its first resource mobilisation manager. "We would like to find and spend about US\$ 20 million per year in five years' time," said Pearce.

The economic crises of 2008 and 2009 pose a serious challenge. But there are positive signs as well. In November 2009, for example, the first-ever United Nations ministerial conference on road safety will be convened in Moscow.

To road safety advocates such as Alan Ross, that meeting is a major sign of how far road safety has come. "That would never have happened ten years ago," Ross said. "We would be lucky to even see a minister of health in those days. That's the difference in a decade."

2008



APRIL: Andrew Pearce is hired as GRSP's second CEO.

The UNRSC publishes a good practice manual on speed management under GRSP's leadership.

Independent review of GRSI finds that the initiative is a unique contribution to road safety globally and has developed programmes that serve as a model for future initiatives.

OCTOBER: The city of Olsztyn, Poland, launches an ambitious Drinking and Driving campaign.

GRSP hosts the sixth ASEAN seminar in cooperation with the Government of Malaysia.



NOVEMBER: The Brazilian partner city São José dos Campus addresses the UN Road Safety Collaboration and wins the prestigious Volvo road safety award.

GRSP begins work on a Fleet Management manual.



INTO THE FUTURE

Ultimately, the future of GRSP and the road safety movement rests with its people: leaders who champion the cause or manage partnerships, volunteers in city ambulance squads, police officers who take good practice to the streets every day, and teachers who show a new generation of road users how to get home safely.

It's people such as Nellie Ghusayni, one of the leading voices of the youth road safety movement. A former chair of the UN Youth Assembly for Road Safety, Ghusayni became active in road safety issues as a 14-year-old in her hometown Beirut, long before taking the job of GRSP coordinator for the new Middle East and North Africa Road Safety Partnership in 2008.

"I saw that I could put my energy into something and really make a difference for young people," Ghusayni said. "Young people have so much energy and want to change the world; however, all too often, they are viewed as targets for road safety information, not as active participants."

Ghusayni is just one example of the energy, commitment and passion that GRSP brings to road safety challenges as it enters its second decade: the 'Decade of Action' in which GRSP will bring its partnership approach to new regions and countries where road-safety interventions are desperately needed.

In Asia, also, a new generation of road safety experts is emerging. These "up-and-coming young guns" of road safety - as GRSP's Asia director Robert Klein refers to them - are bringing a fresh wave of energy and expertise to the battle.

GRSP's Vietnam country coordinator Lan Huong Nguyen, Thailand coordinator Nuananong 'Kwan' Lohitakul Kwan, ASEAN coordinator Buabuon 'Jan' Pinjaroenpun and China coordinator Ann Yuan are all "rising stars" of the road safety movement, said Klein, who directs GRSP's Asia region.

While GRSP's first generation of advisors was mostly European men with technical backgrounds, this next generation brings decades of experience from business and project implementation in their native countries.

"They have a passion for improving their communities," said Klein. "They understand the cultures where they work and they have the experience of the road safety situation in each country. They are an integral part of the road safety network in their countries."

The same could be said of GRSP coordinators such as Jack Lewis in Ghana, Iustina Diaconu in Romania, Anastasia Shenina in Sakhalin - to name just a few. Their passion for their communities, and their varied experience, is a key part of GRSP's contribution toward preventing road crashes.

Behind them is one of the world's top teams of technical advisors and programme directors. That team includes some of the most respected names in road safety: Rob Klein, Andrew Downing, Peter Elsenaar, José Cardita, Des Myers, Gayle di Pietro, Ray Shuey, Pieter Venter, Mike Winnett, Rikke Rysgard, Samar Abouraad and Kathleen Elsig. Combined, they offer a resumé with nearly three centuries of experience.

When engaged with the commitment, passion and experience of their partners around the world - people in busi-

ness, government, NGOs - the leverage brought to bear on complex road safety issues is formidable.

"I don't know about being a star of road safety," said Lan Huong Nguyen, who in 2009 organised a drink-drive workshop in Vietnam that brought together 300 people from 63 provinces; "but one thing I do know for sure is that I really want to do things for my country and my people. Whatever I can do that is good for them, I will do my best."

2009

The National Road Safety Committee of Vietnam reports that 1,577 fewer people died on the country's roads due to helmet legislation that GRSP played a role in developing.

The UNRSC publishes a global good practice manual on seat-belts.

The Sakhalin Road Safety Partnership reports a decrease in road-crash injuries and deaths as well as a dramatic rise in seat-belt wearing to near 83 per cent.

GRSP celebrates "Ten Years of Contribution" to road safety, marking its tenth

year in conjunction with the 150th anniversary of the Red Cross movement.

GRSP joins the Make Roads Safe campaign's call for a "Decade of Action" on road safety, aimed at bringing the level of support for road safety to a higher level.

GRSI II fundraising and expansion campaign is launched.

NOVEMBER: The government of the Russian Federation plans to host the first Global Ministerial Conference on Road Safety in Moscow at the request of the United Nations General Assembly..



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GLOBAL
ROAD SAFETY
PARTNERSHIP

The Global Road Safety Partnership (GRSP) brings together governments and governmental agencies, the private sector and civil society to urgently address road safety issues, especially in low and middle countries, where 80% of traffic deaths and injuries occur, and where numbers continue to increase. The GRSP is "hosted" at the Secretariat of the International Federation of Red Cross Red Crescent, in Geneva.

Traditionally, road safety has been seen as an unfortunate consequence of a transport system and as a problem for the transport sector. However, the direct costs of the growing number of crashes falls mostly on the health sector, businesses and families. Today it is widely acknowledged that many sectors have a role to play in road safety, especially in the prevention of crashes, deaths and injuries. GRSP brings together these sectors at the global, national and sometimes local government level. GRSP provides advice on good practice and facilitates projects in a growing number of developing and transition countries.



International Federation
of Red Cross and Red Crescent Societies

The International Federation of Red Cross and Red Crescent Societies is the world's largest humanitarian organization, providing assistance without discrimination as to nationality, race, religious beliefs, class or political opinions.

Founded in 1919, the International Federation comprises 185 member Red Cross and Red Crescent Societies - with others in formation - a secretariat in Geneva and more than 60 delegations strategically located to support activities around the world.

The International Federation, together with the National Societies and the International Committee of the Red Cross (ICRC), make up the International Red Cross and Red Crescent Movement.

Global Road Safety Partnership is hosted by International Federation of Red Cross and Red Crescent Societies