

THE GLOBAL ROAD SAFETY PARTNERSHIP PROGRAM

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The Problem Worldwide

With nearly 1 million persons killed and over 10 million injured in road accidents each year, road safety is an issue of immense human proportions. Over 75 percent of these casualties occur in developing and transition countries, though they account for only 32 percent of motor vehicles. These accidents will continue, and very likely increase as motorization increases, unless all stakeholders act together.

Likewise, the global economic impact is huge: economic losses caused by road accident amount to US\$500 billion worldwide. For the countries in development and transition, their share of this economic loss is estimated to be close to 2% of GDP, nearly US\$100 billion, i.e., nearly equivalent to double all overseas development assistance. These huge economic losses inhibit economic development and perpetuate poverty. Apart from releasing pressure on medical facilities, reductions in deaths and injuries will produce savings that can be spent on other aspects of health care, or can be invested to deliver better public services.

The BPD Program

The Business Partners for Development (BPD) program is an informal network of businesses, civil society organizations and relevant government ministries initiated by the World Bank Group to benchmark good practice and provide solid evidence of the positive impact of business partnerships—both the developmental impact and the business benefits. The expectation is that partnerships between these three sectors will result in more effective and sustainable development activities than if any of these partners acted on their own.

The BPD program core hypothesis is that the creative involvement of business in development can lead to innovative solutions that have wide applicability and promote a more sustainable form of development. The rapid rise in corporate investment in developing countries has raised pressure on businesses to deliver value both to their shareholders and to the communities in which they operate. The time is therefore ripe to harness the synergies of business, civil society and government to tackle common problems together.

What is the Global Road Safety Partnership (GRSP)?

The Global Road Safety Partnership (GRSP) is one of four BPD programs initiated by the World Bank. The International Federation of Red Cross and Red Crescent Societies hosts the GRSP Secretariat at its headquarters in Geneva.

Road safety offers an opportunity for a wide range of stakeholders to actively engage in addressing the problem. Previous efforts by governments and donors to try to improve road safety in developing and transitional countries have had limited success and many interventions simply have not been financially or institutionally sustainable. The Global Road Safety Partnership aims to identify innovative ways to improve road safety by

applying the business partnership approach. It hopes to produce solid evidence that partnerships between business, civil society and government offer win-win benefits for all three parties and that this approach can be widely used throughout the world.

The GRSP is **not a funding agency and does not finance road safety interventions** of the type normally financed by governments, bilateral and multi-lateral donors.

GRSP Mission Statement

GRSP is a global partnership between business, civil society and governmental organizations dedicated to the sustainable reduction of road accidents, fatalities and injuries in developing and transition countries.

GRSP Strategy

On the one hand, the GRSP will identify and share lessons learned from ongoing projects already being implemented or involving the business sector and aim to demonstrate that partnerships for development can be replicated and scaled up at regional and national levels. This will include both success stories and learning experiences.

At the same time, GRSP aims to develop and implement with its partners new demonstration projects in selected developing and transition countries. By engaging in new projects, GRSP partners can learn from and illustrate to others the benefits of this approach, i.e., more effective and sustainable road safety. Good practices arising from the GRSP partnership projects will then be widely disseminated, so as to influence the quality and quantity of road safety activities.

GRSP Activities and Outputs

GRSP has identified the following priority areas for its activities:

1. Identifying and studying ways in which business and civil society already intervenes to improve road safety and then working to disseminate this information widely to encourage replication by other partners and countries.
2. Encouraging establishment and strengthening of National Road Safety Councils (or their equivalent) through twinning and partnering arrangements, involving direct support, exchange of staff, study tours, etc.
3. Introducing and developing innovative off-budget financing mechanisms to supplement regular government funding. These mechanisms may involve motor insurance levies (supplemented by better enforcement of compulsory insurance requirements), voluntary levies by business associations, annual allocations made by national and local road funds, etc.
4. Functioning as a clearing house and matching service to identify potential partners willing to support individual components of national and local road safety programs, particularly when these act as demonstration projects to illustrate innovative solutions to road safety problems.
5. Disseminating examples of “good practice,” particularly those involving the partnership approach to road safety, by way of regular newsletters, through the GRSP web page (<http://www.worldbank.org/bpd>) and through sharply targeted country level workshops.
6. Maintaining a knowledge base on key issues in road safety, both by topic and on a country/regional basis, a database of expertise, detailed approaches to the planning and implementation of road safety action plans, and examples of “good practice”.

7. Raising awareness of the seriousness and urgency of the global road safety problem and encouraging collaboration and coordination between all key parties to increase the effectiveness of their individual interventions.

Potential Focus Countries

Initial attention has focussed on the following countries:

Africa	Ghana and Zambia
Asia	Bangladesh
Eastern Europe	Poland
Latin America	Argentina and Peru
Middle East	Jordan

In the medium term, the program may also explore potential involvement in:

Africa	Uganda and South Africa
Asia	Thailand and Viet Nam
Eastern Europe	Hungary, Romania and Armenia
Latin America	Costa Rica, Brazil
Middle East	Syria

GRSP Programs

GRSP is setting up programs now in these focus countries. GRSP National Committees have been formed in Poland, Romania and Hungary now, on July 19th a GRSP Round Table Meeting (see Conference Program) this will take place in South Africa, more countries are to follow.

During my presentation I will show some examples of programs in other GRSP countries. I expect that there will be a GRSP National Committee South Africa. GRSP has organised an International Workshop and Course on Traffic Calming, details are to be found in the Program

Conclusion:

GRSP a new public private tool for increasing road safety. This is of interest to all parties involved and from which society and economy can benefit. It is also a proces that can help to raise awarenes amongst the public. An organisational set-up should be invented to continue this work on the long term and to continue the political priority and execution of road safety initiaves on the local level.

Contact Details:

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For further details of GRSP activities consult the GRSP

page: <http://www.worldbank.org/bpd>