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**Lotte Brondum** - Executive Director  
**Global Alliance of NGOs for Road Safety**

# GLOBAL ALLIANCE OF NGOS FOR ROAD SAFETY

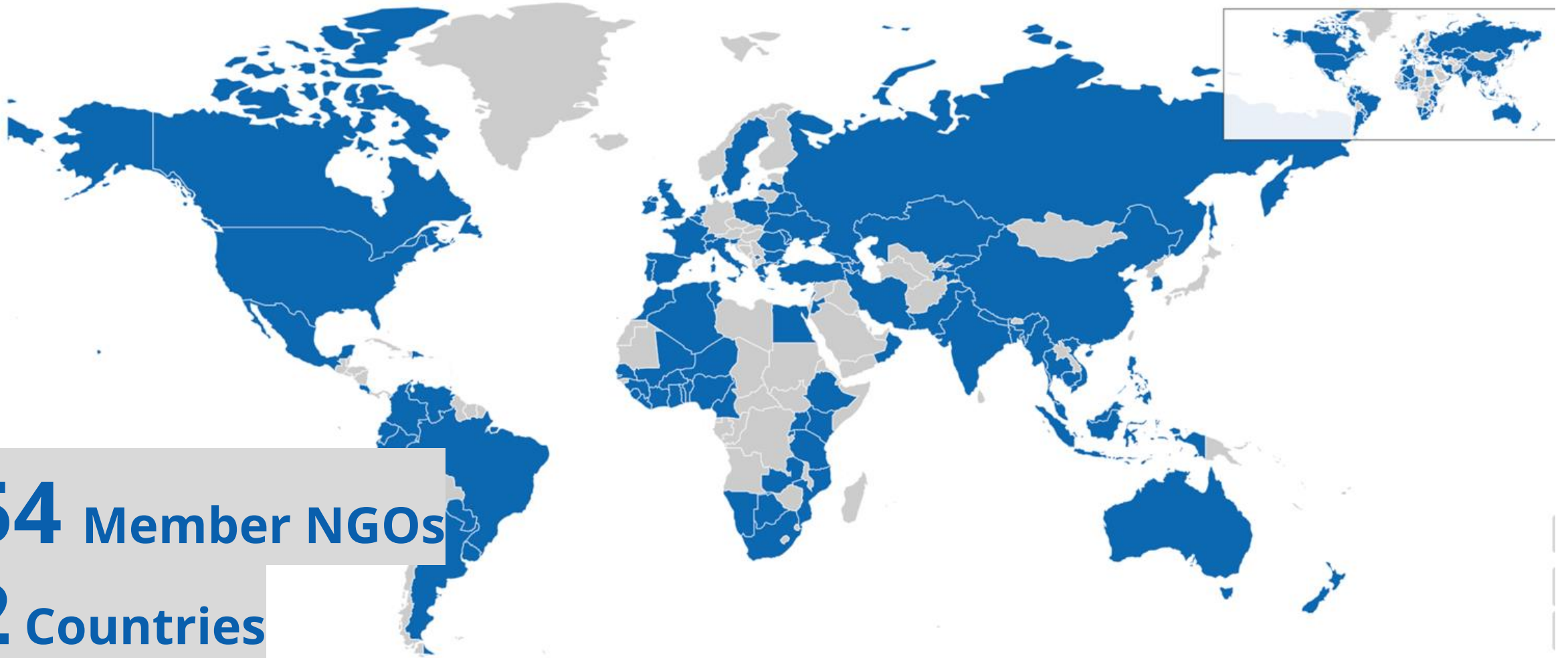
**Mission Statement:** We mobilize and empower NGOs from around the world. Together act to make roads safer for all road users and advocate for the rights of victims.





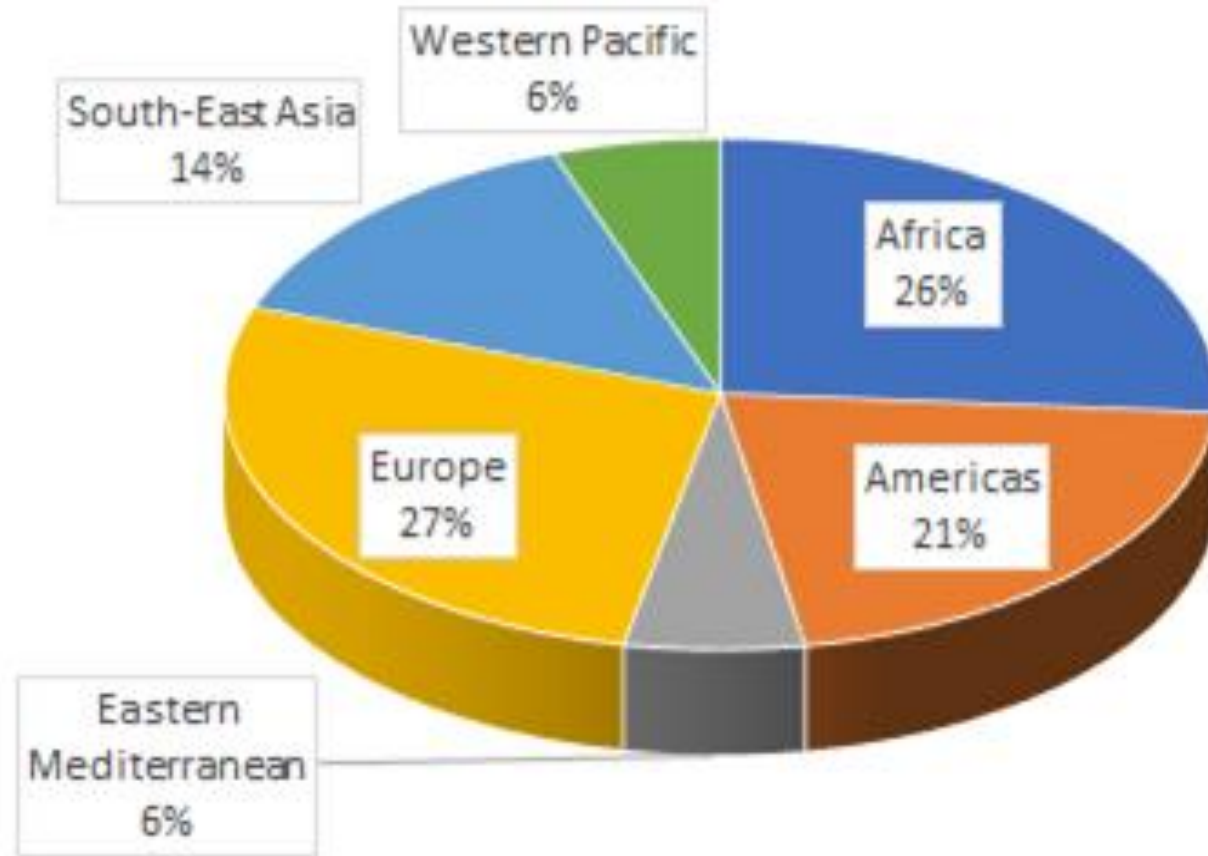
# GLOBAL ALLIANCE OF NGOS FOR ROAD SAFETY

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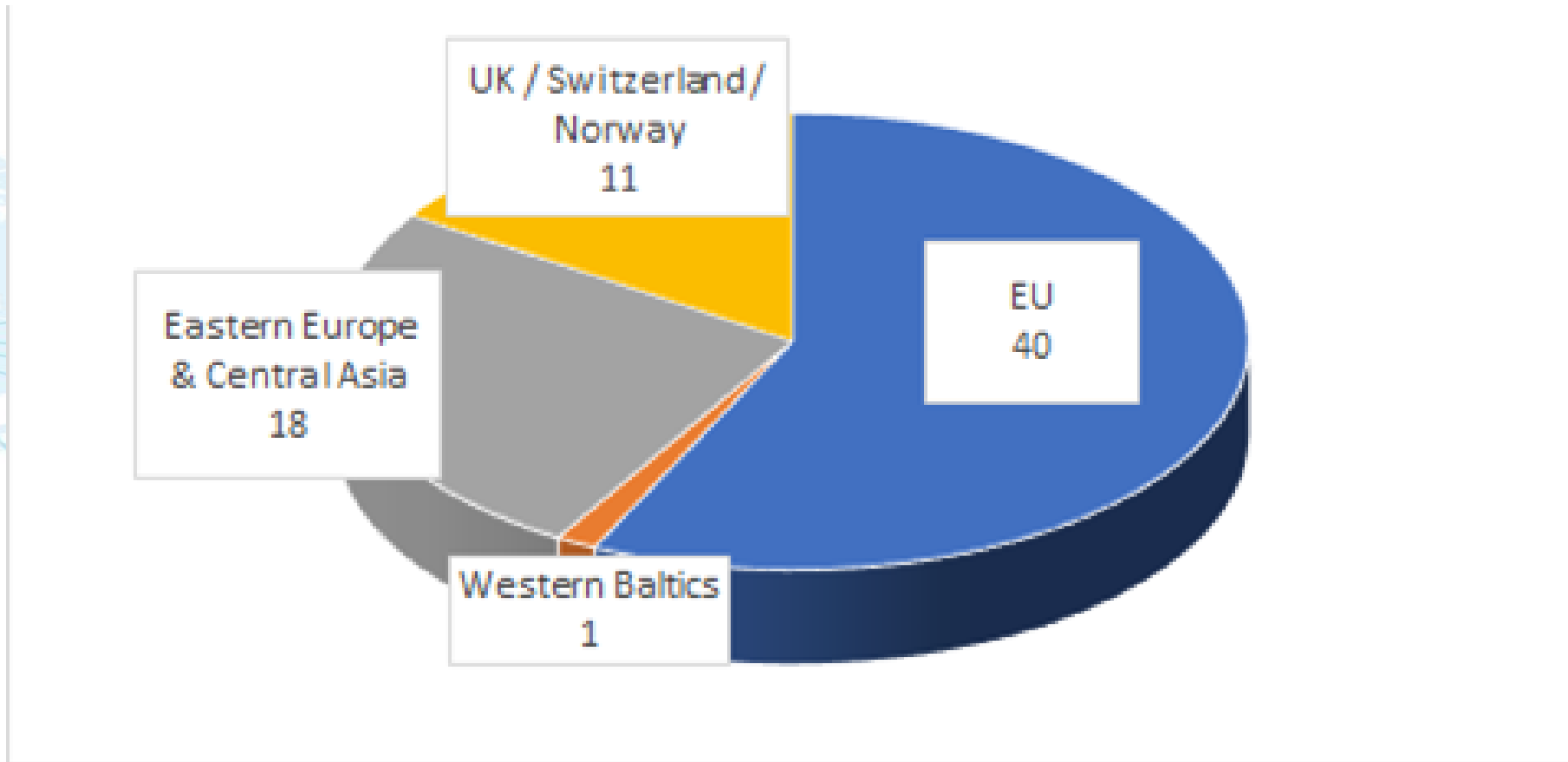


**254** Member NGOs  
**92** Countries

# MEMBERS - GLOBALLY

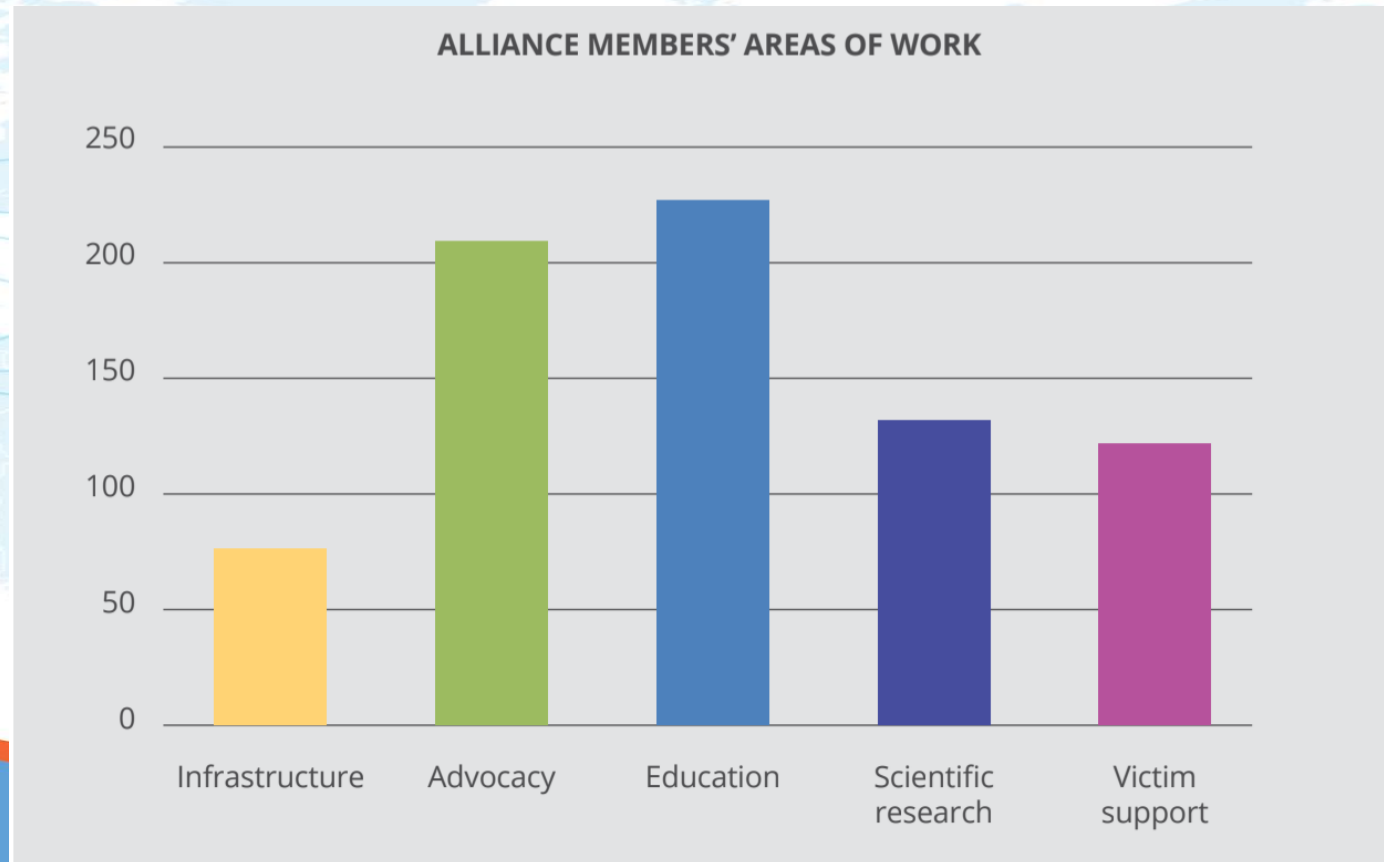


# MEMBERS - EUROPE



# AREAS IN WHICH ALLIANCE MEMBER NGOS ARE WORKING

The majority of members work in education, advocacy and victim support. Fewer work in infrastructure and scientific research. 15 member NGOs work in all five listed areas.





# ALLIANCE SCOPE OF WORK

## STRENGTHENING NGOs' VOICE AND CAPACITY

### OVERVIEW

The overall objective of the organization is to mobilize the NGO community by empowering, strengthening and supporting NGOs' work on road safety, fostering effective partnerships, and building on governments plans and existing initiatives by relevant stakeholders. The three areas of work of the organization are:

### NETWORKING & SHARING



**Networking and sharing:** coalescence and alignment among NGOs, by growing the NGO member base, developing an online resource center, and hosting regional meetings that include training

### ADVOCACY



**Advocacy:** unified messaging through campaigns that mobilize and include relevant stakeholders

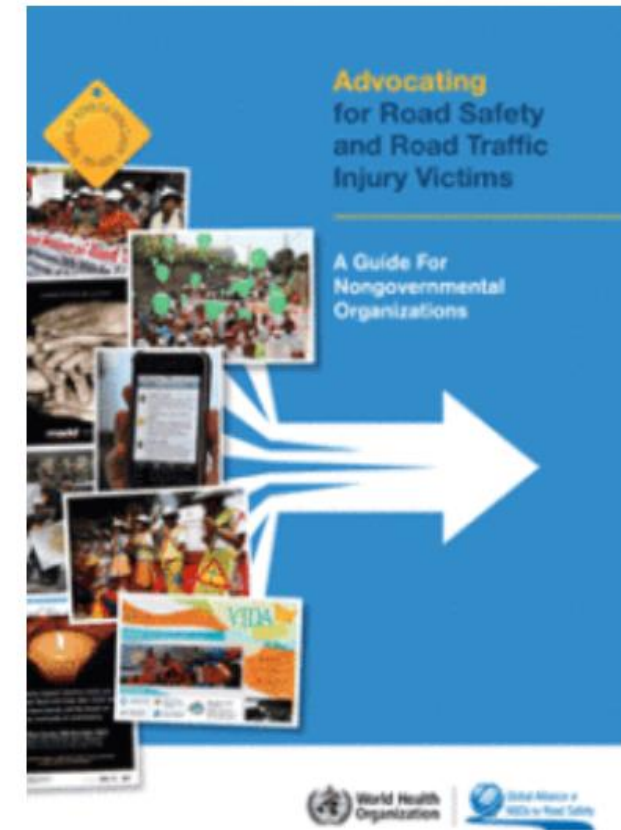
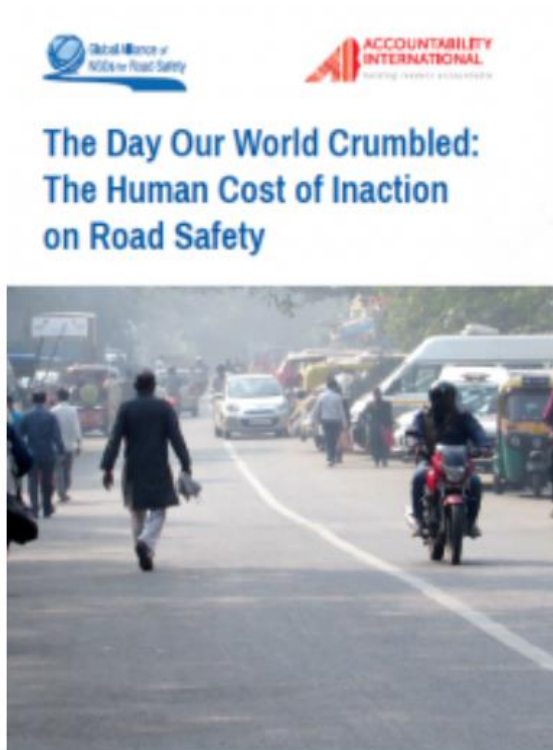
### CAPACITY BUILDING



**Capacity building:** empowerment of local civil society organizations and NGOs, bridging the knowledge gap by increasing capacity and access to tools, information, and opportunities



# RESEARCH & PUBLICATIONS





# OPPORTUNITIES: LEVERAGING PARTNERSHIPS

The Alliance aims to leverage and connect different stakeholders working in the region for a sustainable approach that avoids overlaps.



## PROJECT OVERVIEW

### BEST PRACTICE GUIDE

# SAFER CYCLING ADVOCATE PROGRAM

The Safer Cycling Advocate Program (SCAP) is a program that started in 2019 to equip NGOs and activists at community-level in Bosnia & Herzegovina, Croatia and Slovenia, to promote and increase safer cycling in the said countries.

Collaboration with the European Cyclist Federation, and it has three main components

**-The Safer Cycling Advocate Program - Best Practice Guide** - a publication that gathers safer cycling best practices and interventions related to infrastructure and road design, regulation, enforcement, human behaviour, and vehicle safety.

**-Trainings based on the Best Practice Guide** - three trainings were carried out for NGOs based in Bosnia & Herzegovina, Croatia and Slovenia. In total, 40 NGOs representative participated

**-Communications campaign and seed grants** for demonstrations projects - the campaign and the demonstrations projects will be carried out in the three Balkan countries in the next two months



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# SCAP - BEST PRACTICE GUIDE

## PROJECT EXPLANATION

**90% of all deaths**  
occurring in low- and  
middle-income countries

**1.3 million**  
people killed  
every year

The Safer Cycling Advocate Program (SCAP) seeks to empower civil society organizations by building their capacity to advocate for safer roads and to promote cycling as a transport mode. Road crashes are estimated to kill around 1.3 million people globally every year and are the leading cause of death among children and young people aged between 5 and 29 years. Although the burden is universal, low- and middle-income countries (LMICs) are hit the hardest, with over 90% of all deaths occurring in these countries. In 2015 the World Health Organization released the Global Status Report on Road Safety<sup>1</sup>. This publication highlighted risk areas to work on in order to achieve the road safety targets set for 2020 and 2030. When more than 3,000 teenagers die every day from preventable causes<sup>2</sup> and road fatalities are the leading cause of death for teens between 10-19 years of age in high-, middle-, and low-income countries, the incentive to strive to put an end to this situation is pressing<sup>3</sup>.

According to the World Resource Institute research study "Saving lives with sustainable transport", when there is a shift towards cycling in cities on a larger scale, safety trends improve considerably and not only for non-motorized modes. As an example, Copenhagen is cited as a city where infrastructure improvements to encourage cycling had as a direct consequence a sharp decrease on road fatalities<sup>4</sup>. Road Safety measures should also seek to increase cycling and other sustainable modes of transport, promoting their use through comfortable, and easy to use infrastructure.

## THE BEST PRACTICE GUIDE

The Safer Cycling Advocate Program's Best Practice Guide contains a list of positive measures that can be adopted to promote cycling and cycling safety. It is based on the experiences of the Netherlands and Denmark, two countries that have developed significant expertise in the field of cycling safety.

Written in cooperation between the European Cyclists' Federation, the Fietsersbond (the Dutch Cyclists' Union) and the Cyklistforbundet, (the Danish Cyclists' Federation), this guide seeks to collate and advocate for the adoption of best practice measures regarding road user behaviour, infrastructure design, safe vehicles and the management of road infrastructure. Whilst non-exhaustive, a wide variety of topics are covered, representing the areas most relevant to policymakers, safety campaigners and anyone with an interest in improving road user safety.

While car occupant fatalities have dropped by 50% over the past ten years, cycling fatalities have stalled at around 25% as a total of all fatalities and have even increased slightly over some time periods (in 2014 for example). This means that whilst Europe has made good progress generally in reducing cycling fatalities, they are not keeping pace with fatality reductions in other transport modes.

<sup>1</sup> ASIRT, 2019, Road safety facts, <https://www.asirt.org/safe-travel/road-safety-facts/>

<sup>2</sup> WHO, 2018, Global status report on road safety 2018, [https://www.who.int/violence\\_injury\\_prevention/road\\_safety\\_status/2018/en/](https://www.who.int/violence_injury_prevention/road_safety_status/2018/en/)

<sup>3</sup> WHO, 2014, Health for the World's Adolescents, [http://apps.who.int/adolescent/second-decade/files/1612\\_MNCAH\\_HWA\\_Executive\\_Summary.pdf](http://apps.who.int/adolescent/second-decade/files/1612_MNCAH_HWA_Executive_Summary.pdf)

<sup>4</sup> WHO, 2019, Maternal, newborn, child and adolescent health, [http://www.who.int/maternal\\_child\\_adolescent/topics/adolescence/what-is-global-aa-ha/en/](http://www.who.int/maternal_child_adolescent/topics/adolescence/what-is-global-aa-ha/en/)

<sup>5</sup> WRI, 2013, Saving lives with sustainable transport, [http://wri.org/s3.amazonaws.com/s3fs-public/saving\\_lives\\_with\\_sustainable\\_transport.pdf](http://wri.org/s3.amazonaws.com/s3fs-public/saving_lives_with_sustainable_transport.pdf)

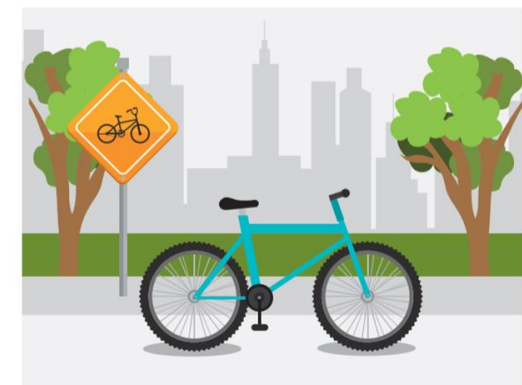
## INTRODUCTION

### I. TARGET GROUP – INCLUDING THE POTENTIAL FOR CYCLING

Bicycle traffic should be an essential part of an integrated urban development and transport policy; and this is beginning to happen. Cycling is being seen more and more by public authorities as an excellent tool to alleviate problems in areas such as health, congestion, air pollution and CO<sub>2</sub> emissions, as well as to improve road safety. Increased cycling levels are linked with increased road safety in general since most serious crashes involve a motorised vehicle of some sort.

More than 30% of trips made in cars in Europe cover distances of less than 3 km and 50% cover less than 5 km<sup>1</sup>, yet 73% of Europeans believe that the cycling sector as a mode should benefit from preferential treatment compared with motor vehicles<sup>2</sup>. This shows clear potential for increased cycle use, however one of the major barriers to increasing cycling is danger on the roads. Better road safety is an essential part of getting people cycling. We must reduce the risk and perceived risk to incentivise people to move from polluting forms of transport to more sustainable, safe and active modes.

The EU has been a relative road safety success story, with the number of fatal crashes falling by 43% between 2001 and 2010, and by another 20% between 2010 and 2017. Yet despite this, fatalities still sit at around 26,000 people killed each year<sup>3</sup>, with fatality reductions stalling at this number since 2014.



<sup>1</sup> Edwards P, Tsouros A, 2006, Promoting physical activity and active living in urban environments, WHO Europe, [http://www.euro.who.int/\\_data/assets/pdf\\_file/0009/98424/E89498.pdf](http://www.euro.who.int/_data/assets/pdf_file/0009/98424/E89498.pdf)

<sup>2</sup> EC, 1999, Cycling: the way ahead for towns and cities, [http://ec.europa.eu/environment/archives/cycling/cycling\\_en.pdf](http://ec.europa.eu/environment/archives/cycling/cycling_en.pdf)

<sup>3</sup> EC, 2019, CARE Statistics – accidents data, [https://ec.europa.eu/transport/road\\_safety/specialist/statistics\\_en](https://ec.europa.eu/transport/road_safety/specialist/statistics_en)

Translated to:

- Bosnian
- Croatian
- Slovenian



# SCAP - MOVING FORWARD

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2020 has shown us the importance and urgency to switch to a more active and sustainable mobility.

As a result of the success of SCAP and the current context, the program has been awarded funding for a third year, and to be rolled out in other EU countries (SPN, IT, PN), but also in Latin America (BR, COL, MEX).

As a long term outcome of this program, we aim to get national commitments from relevant authorities to implement some of the recommendations in the Best Practice Guide to promote safer cycling in their communities.

Could it be scaled up to more cities and countries?



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**Seventy-fourth session**

Agenda item 12

**Improving global road safety**

## **Resolution adopted by the General Assembly on 31 August 2020**

*[without reference to a Main Committee ([A/74/L.86](#) and [A/74/L.86/Add.1](#))]*

**74/299. Improving global road safety**





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PARADIGM FOR SAFE CITY ST

in following principles as necessary for sound and effective act

visibility  
downways  
or it won't  
cy  
role of choice  
romise

Commitment  
for safer roads



The European Commission and the 32 Member States present to  
their target of reducing the number of fatalities and serious injuries on European  
50% between 2020 and 2050  
with a view to working towards a road zero - zero fatalities and serious injuries

Paris, 7th November 2019



ROUND THE WORLD  
ROUND TABLE

EUROPEAN MOBILITY

#mobilityweek





<a href="#">Push for drunk driving laws</a>		Argentina		No Progress Yet
<a href="#">Dissemination of guide for road victims</a>		Argentina		In Progress
<a href="#">Push for specialist road courts</a>		Argentina		In Planning
<a href="#">Create a Victims Observatory</a>	<a href="#">Link</a>	Argentina	Mar 2020	Completed
<a href="#">Infrastructure changes around one school</a>	<a href="#">Link</a>	India	Apr 2019	Completed
<a href="#">Road safety lesson inclusion in text book</a>		Bangladesh	Jan 2020	Completed
<a href="#">Provide training for improving skill of Driving Instructors and and heavy vehicle drivers</a>			5	In Progress
<a href="#">Reduce fatalities and serious injuries by 50%</a>			0	In Progress
<a href="#">Creation of national road safety strategy and data system</a>				In Progress
<a href="#">30kmph limits became regulation on urban roads across Zambia</a>			0	In Progress
<a href="#">Road signage &amp; improved enforcement around schools</a>	<a href="#">Link</a>	Nigeria		In Progress
<a href="#">Safe Mobility in Rural Spain</a>	<a href="#">Link</a>	Spain	Dec 2021	In Planning

Commitment Description

Made By: European Commission  
Receive By: Global Alliance of NGOs for Road Safety  
Committed On: Sep 2020  
Target Date: Dec 2030

Reduce the number of fatalities and serious injuries on European roads by 50% between 2020 and 2030 with a view to working towards «Vision Zero» – zero fatalities and serious injuries by 2050.

Read more about #CommitToAct [HERE](#)

Submit a commitment

31  
in progress

17  
completed

Worldwide Commitments

click to view detail

# OPPORTUNITIES FOR COLLABORATION

- **Joint capacity building - webinars, trainings**
- **Share opportunities, joint programs, e.g. Safer cycling**
- **Activities at key road safety and victims dates: Launch of Decade of Action, UN Road Safety Week, European Road Safety Week, World Day of Remembrance, Head of State Meeting 2022,**
- **30km/h target - joint pushes/ campaigns - opportunity for role modeling**
- **Work with your NGO and agree to a commitment**

**#CommitToAct**



# Thank you

**Lotte Brondum** Executive Director Global Alliance of NGOs for Road Safety

