The background of the slide features a high-angle photograph of a yellow taxi driving on a road. The road is marked with a series of parallel diagonal stripes in various colors: dark red, orange, green, and magenta. The taxi is positioned in the lower right quadrant of the frame, moving towards the bottom right corner.

Global Plan of Action for the Decade of Action for Road Safety 2021- 2030

Jonathon Passmore
Regional Advisor – Road Safety
World Health Organization – European Region

Decade of Action for Road Safety

- Proclamation of a Second Decade of Action for Road Safety 2021 – 2030.
 - What was achieved in the First Decade?
- A new target to reduce road deaths and injuries by 50% by 2030.
- A request to the WHO and the UN Regional Commissions to prepare a plan of action.



Purpose of Plan

Achieve at least 50% reduction in deaths and injuries

- Call for all countries to act, highlighting urgency for action and emphasizing that action is possible
- Inspire and guide countries to develop and implement plans that are adapted to local contexts

DECADE OF ACTION FOR ROAD SAFETY
2021-2030

TARGET

reduce road traffic
deaths & injuries

BY AT
LEAST **50%**

What Member States need to do

- Prioritize road safety at a level commensurate to the burden
- Develop national and sub-national plans/strategies based on the key elements of this global plan
- Engage a wide range of actors in the implementation of road safety initiatives



GLOBAL PLAN

DECADE OF ACTION FOR ROAD SAFETY
2021-2030

UN General Assembly Resolution 74/299 declared a
Decade of Action for Road Safety 2021-2030,
with the target to reduce road traffic deaths & injuries

**BY AT
LEAST 50%** during that
period

The **Global Plan** describes what is needed to
achieve that target, and calls on governments
& partners to implement an integrated

**SAFE SYSTEM
APPROACH**



What to do: areas for action



Multimodal transport &
land-use planning



Safe road infrastructure



Safe vehicles

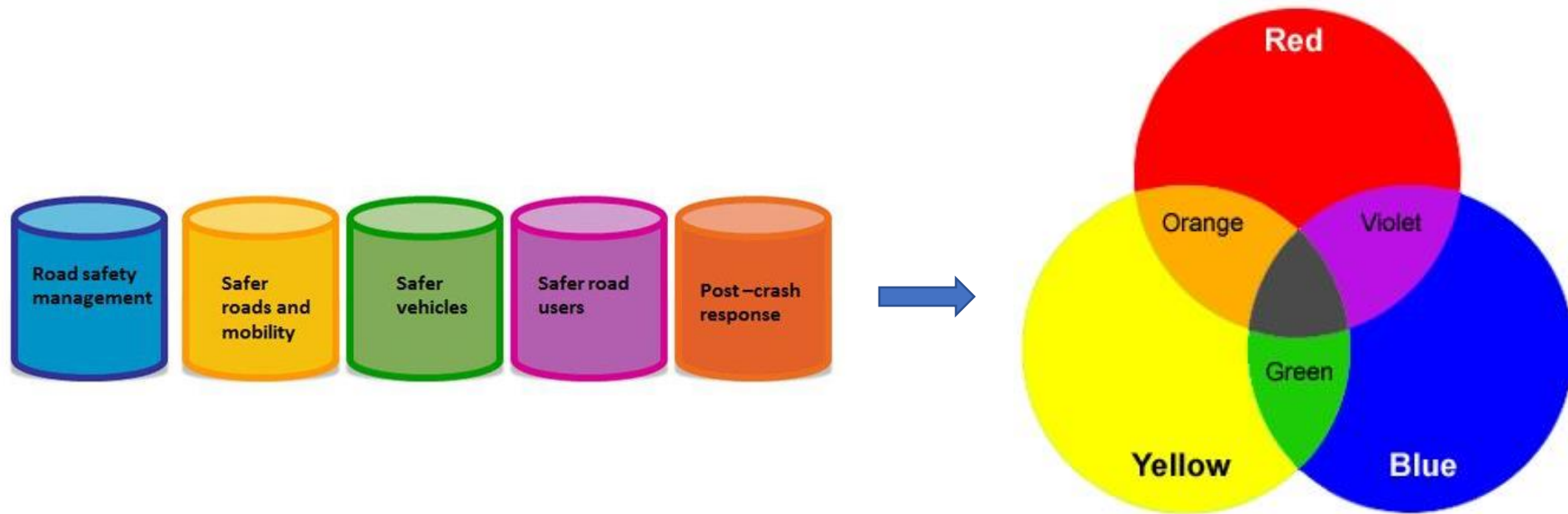


Safe road use



Post-crash response

Moving away from silos and towards interactive systems



How to do it: implementation



Financing



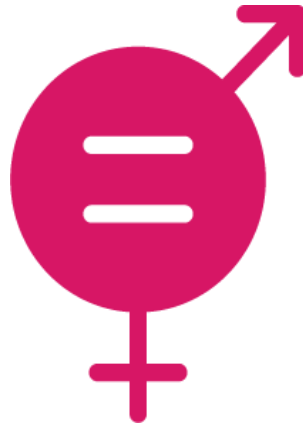
Legal Frameworks



Speed Management



Capacity Development



Gender Perspectives

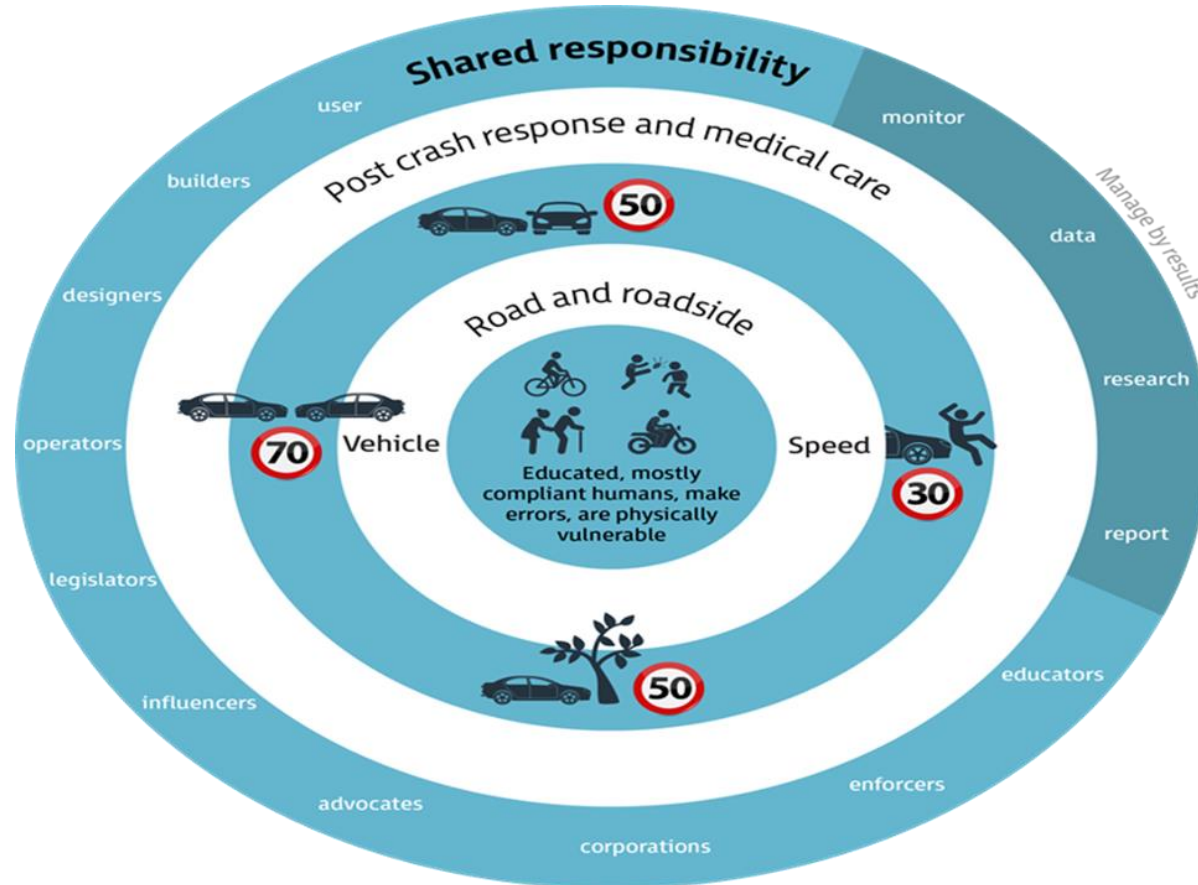


Technologies



Focus on Low- and
Middle-Income Countries

How to do it – Safe Systems





HUMAN LIFE IS PARAMOUNT

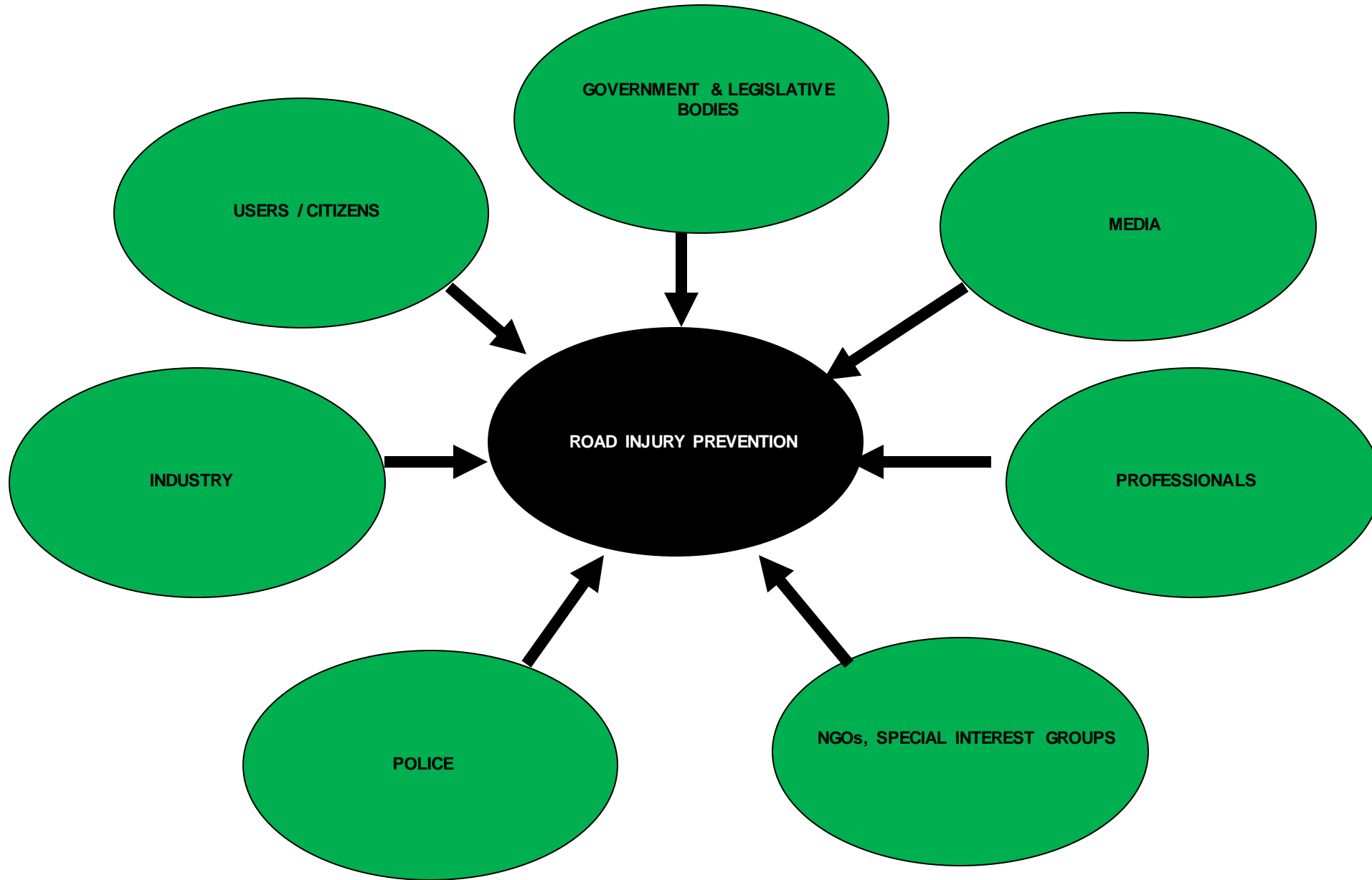


Humans make mistakes but those mistakes shouldn't result in a death or serious injury



Human have a finite tolerance before serious or fatal injuries or sustained

Road Safety is a shared responsibility



**VISION
ZERO** 

TOWARDS  **TAC**

**VISION
ZERO**
Travel Safe. Save Lives

VISION ZERO  

**VISION
ZERO**
JERSEY JC CITY

SAFE STREETS FOR ALL

INDIA
VISION
ZERO 
SAFER STREETS.
SAFER CITIES.



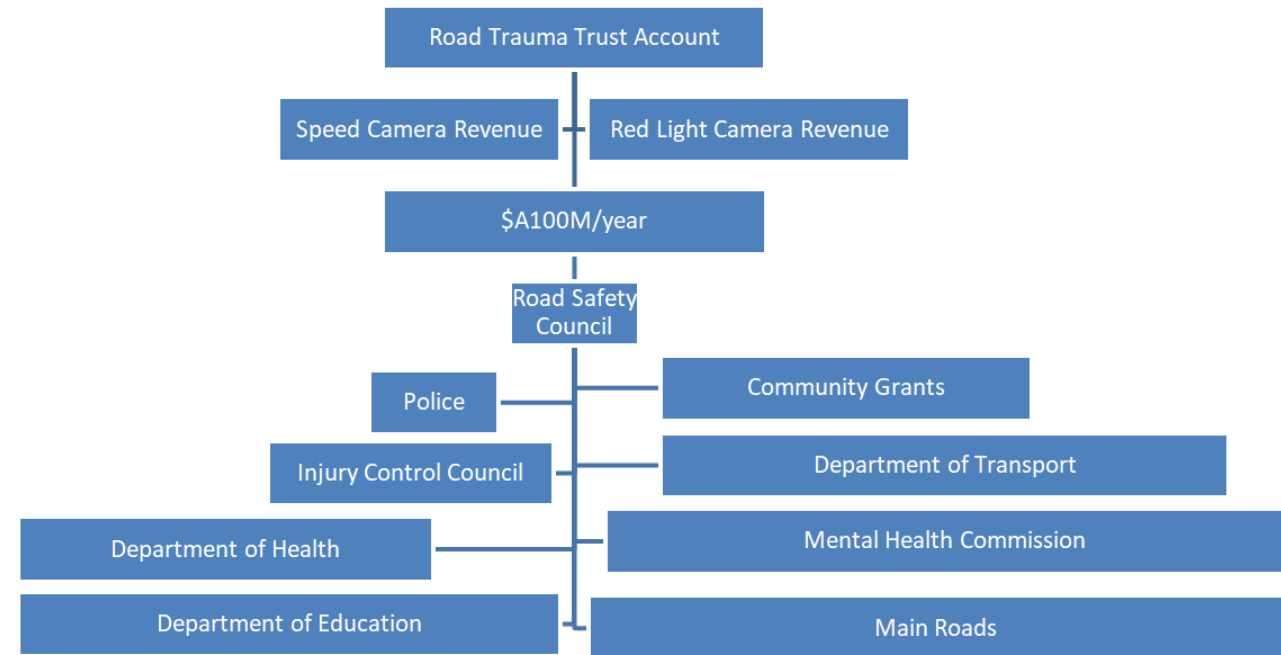
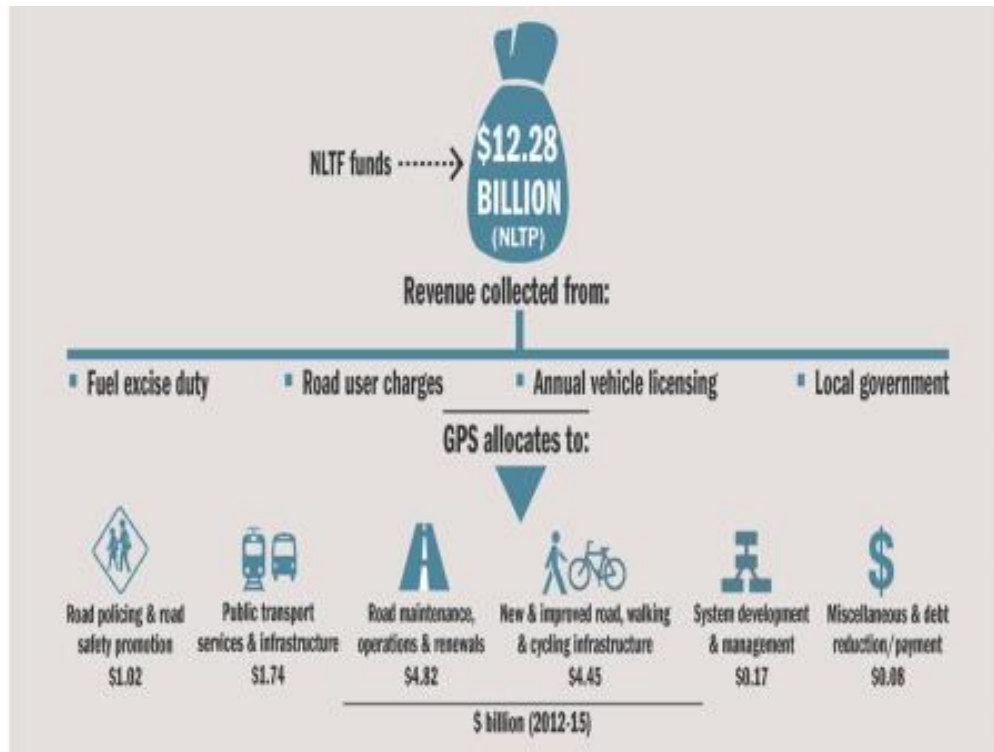
VISION ZERO ★
zero deaths • zero serious injuries

 **VISION
ZERO
CHICAGO**

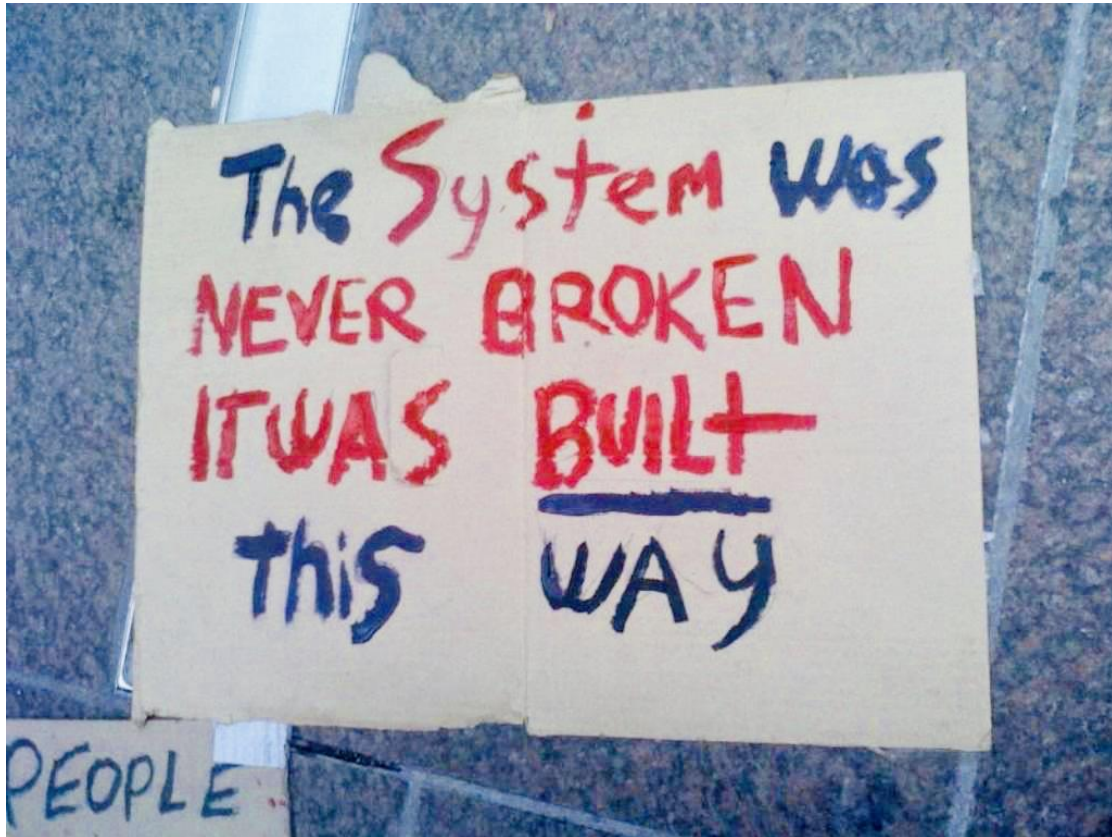
VISION ZERO ≠ SAFE SYSTEMS

**VISION
ZERO**  
nyc.gov/visionzero

How to do it - Finance



How to do it - Gender



How to do it – Speed management

Human tolerance in different crash types



Head-on 70 km/h



Side-impact 50 km/h



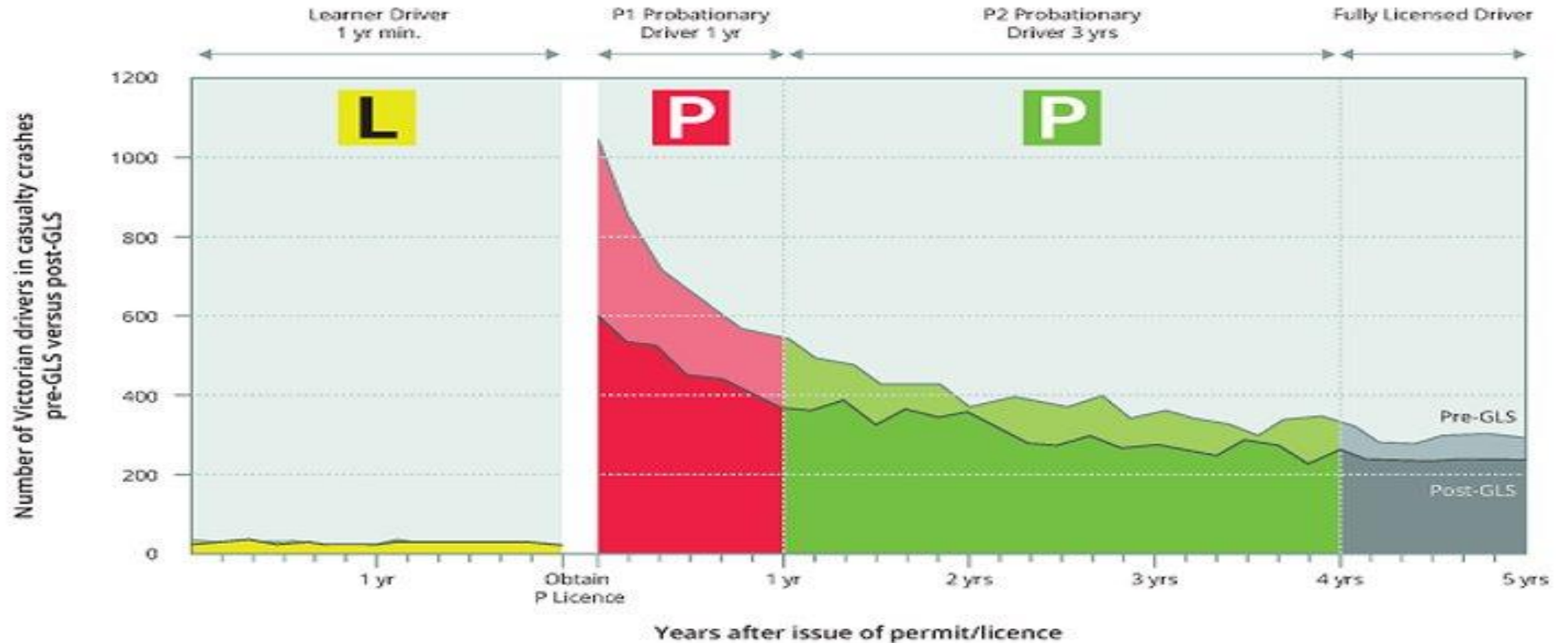
Side-impact with tree 30 km/h



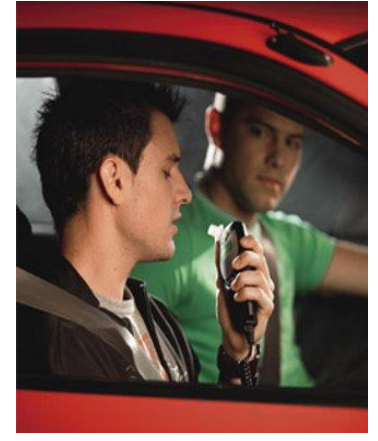
Impact with pedestrian 30 km/h

How to do it – capacity building

Pre-GLS vs Post-GLS



How to do it – Technologies



Who must do it: sharing responsibility



Government



Civil Society



Private Sector



Funders



UN Agencies

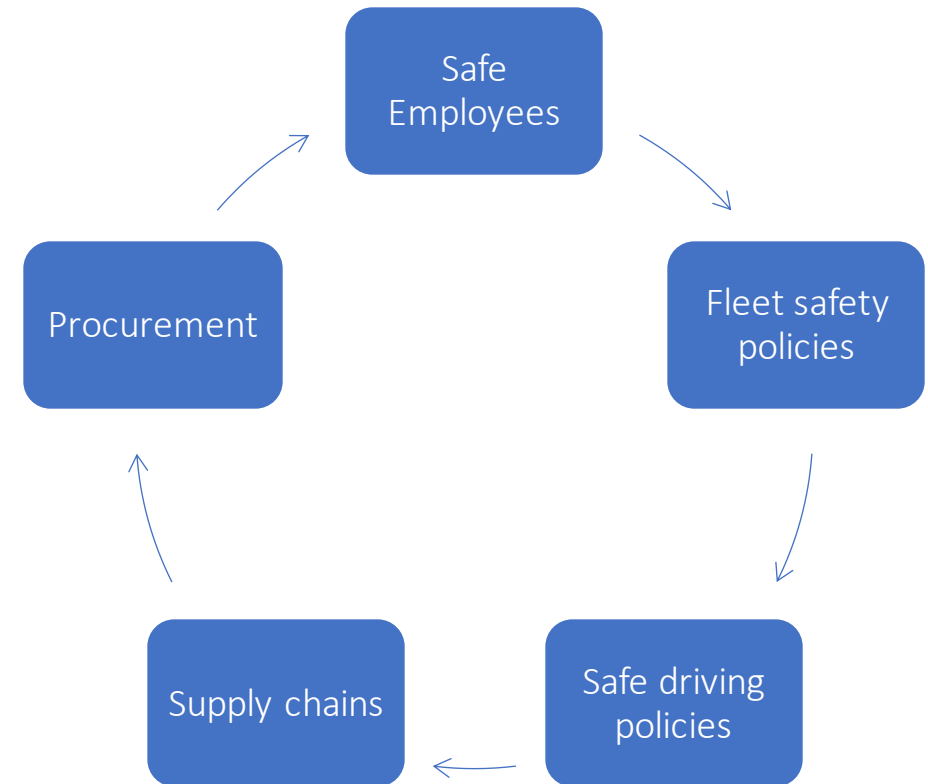
Economic Influence – leveraging private sector

How the 10 biggest corporations compare to economies

Based on a ranking from Global Justice Now. Compares government and corporate revenues. Overall ranking in brackets

1. Walmart (10)
2. State Grid (14)
3. China National Petroleum (15)
4. Sinopec Group (16)
5. Royal Dutch Shell (18)
6. Exxon Mobil (21)
7. Volkswagen (22)
8. Toyota Motor (23)
9. Apple (25)
10. BP (27)

Source: Global Justice Now, CIA World Factbook and Fortune



GLOBAL PLAN

DECADE OF ACTION FOR ROAD SAFETY
2021-2030

**a blueprint for
national & local
road safety plans**

- Every country and every city
- With defined targets, roles and responsibilities
- Supported by financing and reporting to ensure accountability

Take away messages

- The target of a 50% reduction in deaths and injuries can be achieved through the implementation of the Safe System approach.
- It is possible to take immediate actions towards implementing the Safe System, irrespective of the context, by making safety a core value of transport systems
- Leveraging co-benefits of other SDG targets (Climate, City, Gender) and ensuring shared responsibility by ALL actors will ensure adequate resources to achieve the goal.





THANK YOU

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