

# FIRST GLOBAL MINISTERIAL CONFERENCE ON ROAD SAFETY



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WORLD BANK GLOBAL  
ROAD SAFETY FACILITY



FIA Foundation  
for the Automobile and Society



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## FOREWORD

*Dear Colleagues, Ladies and Gentlemen!*

*I am happy to welcome you to the First Global Ministerial Conference on Road Safety. We are lucky to witness a historic event as it is the first time the problem of road safety is being considered at a global level and with the support of the United Nations.*



*For those whose job it is to save lives on the roads it becomes obvious that there is no way to solve the problem on one's own, by means of one country. Road safety is a shared challenge for us all and globalization has almost eliminated the borders between countries, people easily travel all around the world so it has become impossible to effectively fight for road safety by means of national programs only.*

*The year 2009 will mark the transition from individual, regional and national programs on traffic safety to a global one that will take into account the particularities of different countries and best world experience. We are facing the challenge of global road safety for the first time and we will be best able to cope with it if we work together. The very fact that the conference is being held at such a high level is a breakthrough. Regular meetings and discussions on the subject have been held for a long time but never before at a global level and with the support of the United Nations. The Moscow conference will unite those who are dedicated to improving the safety of our roads and develop a comprehensive and shared approach to the problem.*

*While organizing the conference we have benefited from the best experience and expertise in road injury prevention. Our aim is to exchange best practices in effective road safety action programs, creating a common database of world experience that will strengthen every nation's capacity to make roads safe. This will ensure that the results of the Moscow conference will be of lasting significance at a global level and encourage commitment to action by all nations. For it is obvious that the implementation of truly effective road safety programs requires strong political will, common aims and the mobilization of resources at every level: global, regional, national and local.*

*Together we should make this Conference a breakthrough in the global fight for road safety and ensure that starting this November the victim count begins to turn backwards.*

*Yours faithfully,  
Interior Minister of Russian Federation  
General of the Army  
Rashid Nurgaliev*



## THE FIRST GLOBAL MINISTERIAL CONFERENCE ON ROAD SAFETY

62nd Session of the UN General Assembly  
Resolution 62\244. Improving global road safety  
1200 Participants

### A HIGH LEVEL CONFERENCE

The First Ministerial Conference in Moscow is one of the major global events of 2009

Ministers responsible for road safety will gather to make key decisions on global road safety

Speech of the President of Russian Federation Dmitry Medvedev at the Conference



### CONFERENCE MISSION

1 300 000 people perish in road crashes each year worldwide. In addition, up to 50 million are injured and often disabled. The victims also include families and friends, who now see vehicles as killers, and any road as a field of death.

1 300 000 broken lives a year... Experts estimate that the death rate will double by 2020 if we do not begin to take drastic measures right now.

Globalisation has made the planet's roads our common space. So the most advanced national road safety programs can't cope with the worldwide deadly traffic on their own.

Together we have the power to confront and fight this problem. Together we can reduce the number of deaths on the road.

**IT IS TIME FOR ACTION! AND FOR COMBINED EFFORTS!**

## INTERNATIONAL CONSULTATIVE COMMITTEE

The International Consultative Committee is co-chaired by:



General Victor Kiryanov

Chief, Road Traffic Safety  
of Russian Federation



Dr. Etienne Krug

Director of the Violence and Injury  
Prevention and Disability Department  
of World Health Organization

## ORGANIZING COMMITTEE

The Organizing Committee is  
headed by Minister of Internal  
Affairs of Russian Federation  
Rashid Nurgaliev





## CONFERENCE AGENDA

### 19 NOVEMBER 2009

08.00 10.00	Registration of the participants
10.00 11.00	OPENING PLENARY SESSION
11.00 11.30	Coffee break
11.30 13.00	PLENARY SESSION Road traffic crashes as a development issue
13.00 15.00	Lunch
15.00 16.15	PLENARY SESSION Best practices in road safety
16.15 16.45	Coffee break
16.45 18.00	PLENARY SESSION Further actions for improving road safety
19.00 21.00	Official reception

### 20 NOVEMBER 2009

09.30 11.00	PANEL DISCUSSIONS Partnerships for road safety Health sector's contribution to road safety Safe road users Safe road infrastructure
11.00 11.30	Coffee break
11.30 13.00	PANEL DISCUSSIONS Policy frameworks for road safety Safe vehicles Data for road safety
13.00 14.00	Lunch
14.00 16.00	Reports from chairmen of panel discussions Presentation of a Decade of Action Adoption of the Moscow Declaration Closing ceremony



## OPENING

- Dmitry Medvedev  
President of the Russian Federation
- Rashid Nurgaliev  
Minister of Internal Affairs of the Russian Federation
- Sergei Ordzhonikidze  
Director-General, UN Office in Geneva  
(on behalf of the UN Secretary-General)
- Anarfi Asamoah-Baah  
Deputy Director-General of the World Health Organization
- Hartwig Schafer  
Director of Operations, World Bank
- Steven Allen  
The UNICEF Regional Director for Central and Eastern Europe and the Commonwealth  
of Independent States
- Jan Kubis  
Executive Secretary, UN Economic Commission for Europe
- Lord George Robertson  
Chairman, Commission for Global Road Safety
- Casey Marengo  
Road victim from Kenya
- Floor Lieshout  
Representative of nongovernmental youth organization



## PLENARY SESSION 1: ROAD TRAFFIC CRASHES AS A DEVELOPMENT ISSUE

Chairman	John Mwoono Nasasira
Minister of Transport	Uganda
Speaker 1	Rashid Nurgaliev
Minister of Interior	Russian Federation
Speaker 2	Paul Clark
Minister of Transport	United Kingdom
Speaker 3	Kamal Nath
Minister of Road Transport	India
Speaker 4	Raul Erazo Torricelli
Deputy Minister of Transport	Chile
Speaker 5	Bassirou Guisse
Secretary of Transport Minister	Senegal
Speaker 6	Jamal Saghir
Director of Energy, Transport and Water Department	World Bank
Speaker 7	Rochelle Sobel
President	Association for Safe International Road Travel





## PLENARY SESSION 2: GOOD PRACTICES IN ROAD SAFETY

Chairman	Altero Matteoli
Minister of Transport	Italy
Speaker 1	Moritz Leuenberger
Minister of Transport	Switzerland
Speaker 2	Mike Hammah
Minister of Transport	Ghana
Speaker 3	Manh Hung Le
Deputy Minister of Transport	Vietnam
Speaker 4	Otaliba Libanio Morais Neto
Chair of Health Analysis Department Ministry of Health	Brazil
Speaker 5	Cezary Grabarczyk
Minister of Infrastructure	Poland
Speaker 6	Osita Chidoka
Corps Marshal and Chief Executive Federal Road Safety Corps	Nigeria



### PLENARY SESSION 3: FURTHER ACTIONS FOR IMPROVING ROAD SAFETY

Chairman	Rashid Nurgaliev
Minister of Interior	Russian Federation
Speaker 1	Ray LaHood
Secretary of Transportation	USA
Speaker 2	Manit Nopamornbodee
Deputy Minister of Public Health	Thailand
Speaker 3	Jose Cordova
Minister of Health	Mexico
Speaker 4	Bello Bouba Maigari
Minister of Transport	Cameroon
Speaker 5	Wahid AlKharusi
Advisor to the Minister Responsible for Foreign Affairs	Oman
Speaker 6	Antonio Tajani
Commissioner	European Commission, DG for Energy and Transport



## PANEL DISCUSSION 1: PARTNERSHIPS FOR ROAD SAFETY

Countries which have achieved significant reductions in road traffic fatalities have done so by engaging many sectors of society. These include governmental agencies dealing with transport, health, education and law enforcement as well as nongovernmental organizations, private companies and the media. This panel will discuss different models of multisectoral collaboration and the key ingredients to successful partnerships for road safety. It will make recommendations on ways to strengthen such partnerships in the future.

Chairman	Asa Torstensson
Minister of Communications	Sweden
Moderator	Margaret Peden
Coordinator	World Health Organization
Speaker 1	Joel Sibusiso Ndebele
Minister of Transport	South Africa
Speaker 2	Ong Te Keat
Minister of Transport	Malaysia
Speaker 3	Kaspars Gerhards
Minister of Transport	Latvia
Speaker 4	Justo Tomas Zambrana Pineda
Deputy Minister of Interior	Spain
Speaker 5	Michel Rollier
Managing General Partner Michelin	France
Speaker 6	David Lewis
HSSE Manager & Chairman of GRSI Shell	United Kingdom
Speaker 7	Jurgen Sauer
President Mercedes-Benz RUS	Russian Federation



## PANEL DISCUSSION 2: POLICY FRAMEWORKS FOR ROAD SAFETY

National and local policies, targets and plans are an important element to ensure strategic and coordinated action for road safety. They also serve as the framework for the creation and adoption of national legislation on related issues. The development of multisectoral policies, targets and plans requires a comprehensive 'safe systems' approach based on a sound analysis of data. Their implementation requires political commitment, funding and clearly assigned responsibilities and accountability for each phase of implementation. This panel will draw lessons from different approaches used to develop, implement and evaluate such policies, targets and plans.

Chairman	Dominique Bussereau
Secretary of State for Transportation	France
Moderator	Jack Short
Secretary General	International Transport Forum
Speaker 1	Joe Motha
General Manager Road Safety and Programs Department of Infrastructure, Transport, Regional Development	Australia
Speaker 2	Marzieh Vahid Dastjerdi
Minister of Health	Iran
Speaker 3	J. Djamal
Minister of Transport	Indonesia
Speaker 4	Karim Ghellab
Minister of Transport	Morocco
Speaker 5	Yuri Litvin
Head of Traffic Control Inspection, Division of Public Security and Special Militia Ministry of Interior	Belarus
Speaker 6	Luciana Iorio
Chair of Working Party on Road Traffic Safety	UNECE
Speaker 7	Sergey Shishkarev
Chairman of Transport Committee Federal meeting State Duma	Russian Federation



### PANEL DISCUSSION 3: HEALTH SECTOR'S CONTRIBUTION TO ROAD SAFETY

The health sector can contribute to road safety by improving emergency trauma care and rehabilitation, by supporting and evaluating prevention efforts focusing on changing people's behaviour on the road, by collecting and analyzing data and by supporting advocacy efforts. While road traffic injuries have a significant impact on health, the health sector response has remained limited in many countries. This panel will provide examples of contributions made by the health sector and recommend ways to strengthen the health sector's involvement in road safety in the future.

Chairman	Tatyana Golikova
Minister of Health	Russian Federation
Moderator	Etienne Krug
Director of Violence and Injury Prevention and Disability Department	World Health Organization
Speaker 1	Jose Cordova
Minister of Health	Mexico
Speaker 2	Lester Michael Henry
Minister of Transport	Jamaica
Speaker 3	Ahmed AlSaidi
Undersecretary of Health	Oman
Speaker 4	Ileana Arias
Principal Deputy Director Center for Disease Control and Prevention	USA
Speaker 5	Philippe Delescaille
President	Handicap International
Speaker 6	Vadim Kadyrbaev
Vice President	Red Crescent – IFRC Kazakhstan



## PANEL DISCUSSION 4: SAFE ROAD USERS

Compliance by road users with laws relating to the key risk factors for traffic crashes and injuries is a key target for road injury prevention. However enacting laws that are not always comprehensive and without adequate enforcement and explanation undermines their impact. Several countries have demonstrated that comprehensive laws and effective enforcement of these combined with public education campaigns to create a culture of safety are elements vital to the success of road safety programmes. This panel will discuss examples of successful law enforcement strategies and public education campaigns and will focus in particular on the necessary synergies of these two approaches. Recommendations will be made for strengthening and - where appropriate - harmonizing these approaches in the future.

Chairman	Chirau Ali Mwakwere
Minister of Transport	Kenya
Moderator	Susan Pikrallidas
Secretary General for Automobile Mobility and Tourism	FIA
Speaker 1	Khumbo Kachali
Minister of Transport and Public Infrastructure	Malawi
Speaker 2	Erik Lahnstein
Minister of Transport and Communications	Norway
Speaker 3	Gerrit Jan Olthoff
Director of Road Infrastructure and Safety, Ministry of Transport	Netherlands
Speaker 4	Ichiro Tonokawa
Deputy Director General for Policies on Cohesive Society	Japan
Speaker 5	Kevin Mckinley
Deputy Secretary-General	ISO
Speaker 6	Geert van Waeg
Vice-president	International Federation of Pedestrians



## PANEL DISCUSSION 5: SAFE ROAD INFRASTRUCTURE

Road infrastructure is a key element of the systems approach to road safety. Thoughtfully designed and constructed, 'forgiving' road infrastructure can be a major contributor to the protection of all road users, including vulnerable road users. Successful road traffic injury prevention strategies have focused on improving road infrastructure and network management which takes into account the human tendency to make errors. This panel will discuss strategies to improve infrastructure and network management and possibilities for harmonizing approaches across countries.

Chairman	Enrique Javier Cornejo
Minister of Transport and Communications	Peru
Moderator	Barry Cable
Director of Transport Division	UNESCAP
Speaker 1	Lars Barfoed
Minister of Transport	Denmark
Speaker 2	M. Mrkonjic
Minister of Road Infrastructure	Serbia
Speaker 3	Jose Agustin Aguerre
Manager of Infrastructure and Environment Sector Inter-American Development Bank	USA
Speaker 4	John Dawson
Chairman	EuroRAP & iRAP
Speaker 5	Hilton Vorster
Chairman of Safer Roads Working Group	International Road Federation
Speaker 6	Jean-Francois Corte
Secretary General	PIARC



## PANEL DISCUSSION 6: SAFE VEHICLES

Considerable progress has been made in vehicle design over the past decades, bringing improvements both to crashworthiness and crash avoidance. However, further improvements are still needed especially in relation to protecting vulnerable road users. In addition, many new or second hand vehicles are still being sold without meeting minimum safety standards. This panel will discuss ways to further improve vehicle design, and options to ensure that vehicles which are currently being produced and sold meet minimum, globally harmonized safety construction standards. It will discuss successes in such harmonization and explore potential for additional progress in this area.

Chairman	Besir Atalay
Minister of Interior	Turkey
Moderator	David Ward
Director General	FIA
Speaker 1	Boris Kisulenko
Deputy Chairman of World Forum for Harmonization of Vehicle Regulations	UNECE
Speaker 2	Ronald Medford
Acting Deputy Administrator	NHTSA
Speaker 3	Claes Tingvall
Director of Traffic Safety	Euro NCAP
Speaker 4	Gerald Conover
Managing Director	PRC Associates
Speaker 5	M. Kondratiev
Senior Vice President	ACEA
Speaker 6	Antonio Avenozo
Senior Vice President	European Transport Safety Council





## PANEL DISCUSSION 7: DATA FOR ROAD SAFETY

Effective road safety policies and plans are based on a sound analysis of robust data with regards to the human and economic impact of road traffic crashes. Few countries have detailed and accurate information on fatal and non-fatal injuries, the types of road users most affected, the cost to their national economies and health systems in particular as well as setting and evaluating targets which assess the impact of approaches used to improve road safety. Harmonizing definitions and data collection efforts in general would improve the possibilities for strategic planning and for international comparisons. This panel will discuss successful approaches and options for improving and harmonizing data collection to enhance policy making.

Chairman	Anneli Lontoc
Undersecretary for Road Transport	Philippines
Moderator	Fred Wegman
Managing Director	IRTAD
Speaker 1	Tram Iv Toek
Minister of Transport	Cambodia
Speaker 2	Martin Matthews
Chief Executive Ministry of Transport	New Zealand
Speaker 3	Kebede Worku
Minister of Health	Ethiopia
Speaker 4	Rashid Jooma
Minister of Health	Pakistan
Speaker 5	Peter Reichelt
President Federal Highway Research Institute BAST	Germany



## CONCLUDING CEREMONY

- REPORTS FROM CHAIRMEN OF PANEL DISCUSSIONS
- PRESENTATION FOR A DECADE OF ACTION
- ADOPTION OF THE MOSCOW DECLARATION
- CLOSING CEREMONY



## PANEL DISCUSSION 1: PARTNERSHIPS FOR ROAD SAFETY

### THE ROLE OF THE UNITED NATIONS ROAD SAFETY COLLABORATION

In April 2004, the United Nations General Assembly Resolution A/RES58/289 on “Improving global road safety” invited WHO, working in close cooperation with the United Nations Regional Commissions, to act as coordinator on road safety issues across the United Nations system. Since the World Health Assembly accepted this invitation in May 2004, WHO has hosted ten meetings of the UN Road Safety Collaboration. With representatives from more than 50 organizations (11 of which are United Nations agencies), the Collaboration has:



Dr. Margaret Peden

Coordinator  
World Health  
Organization

- Initiated the development of a series of manuals on good practice
- Organized the First UN Global Road Safety week and hosted a World Youth Assembly
- Completed and updated a series of resolutions on road traffic signs and signals
- Implemented working groups on fleet safety, country work, infrastructure and data
- Followed up with regional stakeholder meetings
- Established an annual World Day of Remembrance for Road Traffic Victims

The number of governmental and nongovernmental organizations involved and the range of sectors they represent — health, transport, safety — as well as foundations and the private sector attest to the broad interest that exists for this effort. The World Health Organization has co-chaired the International Consultative Committee for this, the first Global Ministerial Meeting on road safety, hosted by the Russian Federation.

For more information about the UN Road Safety Collaboration please go to <http://www.who.int/roadsafety/en/index.html>



## PANEL DISCUSSION 1: PARTNERSHIPS FOR ROAD SAFETY

### ABSTRACT OF REPORT OF SPAIN

Within the framework of the European Union, there is a country that has arrived late in the road safety world. It has arrived late but first class. In 2003 Spain was at the very bottom in Europe. But in 2004, road safety became a political priority and the government set a target: reduce casualty rates by 40% in 5 years. And the following initiatives were taken:

- A special commission was set up for road safety in the Parliament.
- The National Road Safety Observatory was set up.
- The 2005-2008 Strategic Plan was approved with assessed targets and identification of people in charge.
- Several legal amendments have been adopted from 2005 introducing the Penalty Points Law; a reform of the Punishment Code for Traffic Offences was initiated in 2007 and was completed a few days ago with the amendment of the law for Traffic Sanctioning Proceedings.
- A Plan to install fixed radars has been undertaken for speed control.
- 1500 police officers have been hired.
- Enforcement campaigns have been carried out, increasing the number of breathalyzer tests, control of speeding, safety belts and helmets, along with advertising campaigns to make citizens aware of the problem and explain police actions.
- The media has been involved.
- Civil Society participation has been boosted through the High Council for Road Safety.
- A Special Prosecutor body has been created to pursue traffic offences.
- A special safety plan was established for motorcyclists after it was found that this was an increasing problem.
- Victims and family associations of traffic accident victims have contributed to this plan.
- All in all we have achieved a change in driver behaviour.



Justo Tomas  
Zambrana  
Pineda

Deputy Minister of  
Interior

This country is Spain and the change has been led by President Jose Luis Rodriguez Zapatero.

Since the change was initiated the number of fatalities and seriously injured people has decreased year after year and 2008 ended with 43% fewer casualties than 2004, meeting the target set by the government and putting Spain in the group of countries with casualty numbers below the European average. And we know that this year improvements continue.

This experience can be applied elsewhere and can be a good example for other countries that want to start working seriously to address the serious problem of traffic accidents and their consequences.

## PANEL DISCUSSION 1: PARTNERSHIPS FOR ROAD SAFETY

### THE PRIVATE SECTOR: A VITAL ROAD SAFETY CONTRIBUTOR IN PARTNERSHIP WITH GOVERNMENTS AND CIVIL SOCIETY

Lessons to learn from the partnership experience:

Business, governments and civil society Partnership is key to promote road safety, because each sector brings a unique contribution; working in partnerships gives sustainable results.

The business contribution is vital to road safety because business needs mobility to function and to deliver products and services to society. Business drives mobility forwards: the last century has shown huge technology business innovations that have made roads safer.

Within the Global Road Safety Partnership chaired by Michelin, the Global Road Safety Initiative, the largest coordinated private sector investment so far, had an unparalleled track record of facilitating the creation of partnerships and has demonstrated the efficient power of public-private partnerships to implement the Good Practices Guides that have been created at the global level by the UN Road Safety Collaboration.



Michel Rollier

Managing  
General Partner  
Michelin  
France

The road safety challenge ahead:

Taking the challenge of ambitious road safety targets over the coming a Decade of Action, the private sector can support the necessary evolution towards sustainable road mobility. The companies that are involved in road transport have specific duties to develop the appropriate new vehicle safety features and to ensure safe fleet management.

All companies can demonstrate their own ability to reach zero death and injury in their business operations. They can promote the road safety culture to both their employees and their customers worldwide.

The private sector ought to participate in the design of the global innovative funding mechanisms that must be created in partnership with international organizations in expecting strong road safety plans from governments. These funding mechanisms and plans have to be set to build and maintain over the years the national capacity required to stop the growing road safety crisis, especially in developing and emerging countries.



## PANEL DISCUSSION 2: POLICY FRAMEWORKS FOR ROAD SAFETY

### INTRODUCTION BY THE CHAIRMAN

France in 2002 identified road safety as a major national cause and a priority for the government. In 2007, the French President set a new ambitious target for road safety: to reduce the number of deaths per year to less than 3000 by 2012.

In order to achieve this target, we work above all on prevention. Our intent is to increase public awareness, to change people's views on road safety, to change behavior. Since May 2007, we have conducted twenty advertising campaigns on French radio and TV, in the press and on the Internet. With their playful or shocking content, these ads were intended to increase drivers' awareness of the potential dangers of breaking traffic laws. They also depict the tragedies that can occur as a consequence of speeding, and driving under the influence of alcohol and/or drugs.

In addition to these preventive efforts, in 2003 we introduced an automated monitoring and fining system. Today our roads are equipped with more than 2400 radars, and soon 4500 new devices will be deployed to combat speeding, and running of red lights or level crossings.

Our national policy has already paid dividends. French drivers have already changed their behavior: between 2002 and 2008, the average road speed went down by 10 km per hour, reducing the number of deaths by 39%. In the course of 7 years, the number of deaths on French roads was cut almost in half, from 8000 in 2001 to 4275 in 2008. Almost 12000 lives have already been saved.

Road safety has improved, but this is not the end yet, far from it. In 2009, we are likely to experience an increase in the number of deaths on the road. We have to pursue our efforts, especially against drinking and driving, our top mortality factor, but we also need to make driving safer among young people.

The French government has an action plan in order to pursue these efforts. However, we cannot fight this battle alone. Road mobility transcends national boundaries. The fight for road safety must also be an international fight.

During its presidency of the European Union, France proposed such an initiative. We want the same rules applied in the whole of the European Union. We want to facilitate prosecutions abroad when traffic laws are broken. All European drivers, whatever their country, must be given a sense of responsibility.

We have shown that tragedies on the road are not a fateful inevitability. Nonetheless, we cannot slacken our efforts to reduce the number of deaths and injuries on our roads. Cooperation between countries is of foremost importance in order to fight together for safety, at a European and international level.

It is very important to share our experiences, and go forward together.



Dominique  
Bussereau

Secretary of State  
for Transport,  
French Ministry of  
Ecology

## PANEL DISCUSSION 2: POLICY FRAMEWORKS FOR ROAD SAFETY

### THE WORK OF ITF ON ROAD SAFETY

The International Transport Forum (ITF) is an intergovernmental body within the OECD family and now brings together Transport Ministers of 52 Member countries. It is a successor to the ECMT, which acted for many years as a “Think Tank” for Transport Ministries.

Improving road safety must be a key objective for a sustainable transport system. Every year over 100 000 people die on the roads across Europe, and road accidents are responsible for more than 60 000 fatalities in the OECD Countries outside Europe. Yet road accident rates vary widely across countries and over 60 000 lives could be saved in Europe alone every year if all countries achieved the same results as the bestperforming countries.

Transport Ministers have used our organisation to develop a body of forward looking policy recommendations on road safety over a period of 40 years, reaffirming their commitment to implement key resolutions at their meeting in 2002 (Road Safety: Recommendations from Ministers). They also confirmed their desire to develop a comprehensive vision for improving safety, based on costed interventions. The 44 European Member countries agreed to a target to reduce the number of people killed on the roads by 50% between 2000 and 2012.

The International Transport Forum gives high priority to road safety, with a number of substantive research publications on safety, including the recent publication *Towards Zero: Ambitious Road Safety Targets and the Safe System Approach*. We have also undertaken a number of national peer reviews on road safety performance in Member countries, including a Review of the Russian Federation, undertaken in cooperation with World Bank and WHO, published in 2006 and updated in 2009. The Forum also houses the International Traffic Safety Data and Analysis Group (IRTAD), and its International Road Traffic and Accident Database.

The website of the Forum [www.internationaltransportforum.org](http://www.internationaltransportforum.org) and the IRTAD group [www.irtad.net](http://www.irtad.net) provide a valuable bank of knowledge and objective information that can assist countries in learning from each other efficiently.



Jack SHORT

Secretary General  
of the International  
Transport Forum



## PANEL DISCUSSION 2: POLICY FRAMEWORKS FOR ROAD SAFETY

### ROAD SAFETY POLICY IN THE REPUBLIC OF BELARUS

The rapidly growing number of road accident victims has evolved into a major global problem with tragic social and economic consequences. This problem is an urgent one for the Republic of Belarus as well. An average of four to five people die in road traffic crashes in Belarus every day and about another 24 are injured.

The Ministry of Interior is increasingly concerned about this situation and, in close cooperation with all stakeholders, has been working actively on road safety legislation for the past five years.

A Concept of Road Safety Enhancement, adopted by the Council of Ministers of the Republic of Belarus in 2006, is a national program defining the road safety policy.

The objectives of the Concept are:

- To ensure the safety of all road users
- To decrease total road traffic losses by at least 25% by 2015, as compared with 2005, and reduce the number of people killed in road accidents by at least 500.

In compliance with the Concept, coordinated efforts have been undertaken to increase public awareness about strict observance of traffic rules, to encourage civilized manners and good behavior from all road users.

Close cooperation has been established with the media. Religious leaders from different faiths have joined public awareness campaigns on road injuries prevention. Road infrastructure improvements are being carried out, with special attention being paid to hazardous locations and locations where road accidents have taken place in the past and are likely to occur again.

Reflective materials are encouraged to be worn at night. This has resulted in a significant reduction of road deaths and injuries among pedestrians and cyclists.

The measures taken have had a major impact on the safety awareness of all road users, promoted a safer traffic environment and, as a result, have led to a decrease in the number of road accident victims.



Yuri Litvin

Head of Traffic Control Inspection,  
Division of Public Security and Special Militia, Ministry of Interior of the Republic of Belarus



## PANEL DISCUSSION 2: POLICY FRAMEWORKS FOR ROAD SAFETY

### ROLE OF UN ECE WP1 ON ROAD TRAFFIC SAFETY IN THE DEVELOPMENT OF NATIONAL FRAMEWORKS FOR ROAD SAFETY

The various challenges of our environment and the development of the global economy have led to an increasing demand for mobility.

Creating and fostering a safe mobility culture has therefore become an imperative mission, of vital importance now more than ever before.

This should not be seen as an obstacle to development, but as an opportunity to create a visibly different approach to road safety and to reliable mobility.

In this context the UNECE and Working Group on Road Traffic Safety (WP1), proceeding from the Vienna Conventions, articulate a new approach to Road Safety that is more responsive to change and is able to compel a common operative vision. It could not only help to build a shared strategy but also - through collaboration among administrations, governments and international institutions - to secure early wins and to speed up the process of making road safety a subject of both reform and relentless action, acknowledged worldwide.

We all know that in this framework the common goal, the paramount objective is to promote actions to save lives by cutting the number of casualties on the roads. But we must also aim to promote the right actions to create safer, faster and more reliable mobility by offering the legal tools and the operative guidelines.

This, indeed, will really make the difference, make the culture of road safety genuine and visible not only through a mere legislative process but through much more complex, synergic action involving policy makers and stakeholders. This will result in the safer use of vehicles, of the means of transport and an efficient transport network, connecting people and economies.

The occasion of the Moscow Conference should be seen as an excellent opportunity to bring together recognised global efforts that will make the upcoming Decade of Action a success. It is imperative that we move together to build our development goal of safer road mobility, which is essential to economic growth and general welfare.



Luciana Iorio

Ministry of  
Infrastructure and  
Transport,  
Department for  
Land Transport  
UNECE



## PANEL DISCUSSION 3: HEALTH SECTOR'S CONTRIBUTION TO ROAD SAFETY

### ROAD SAFETY PROGRAM IN LAO PDR, CAMBODIA AND VIETNAM

HIB launched road safety projects in Lao PDR, Cambodia and Vietnam in 2003 to lobby and support the Governments and several actors from the civil society to take action to prevent road traffic fatalities, disabilities and injuries, and to improve the safe environment for road users.

Philippe Delescaille

President  
Handicap  
International

Our specific objectives are:

- To improve safe driving knowledge, attitudes and behaviors of road users through awareness campaigns and school education
- To increase the capacity of government institutions to plan, implement, manage and coordinate effective and sustainable road safety actions
- To provide government and stakeholders with accurate and comprehensive information on road crashes and victims for the purposes of increased understanding of the current road safety situation, planning appropriate responses, and evaluating the impact of current and future initiatives
- To provide appropriate response to reduce the trauma of victims

Based on the successful experiences of its extensive road safety programs, HIB has expanded its scope of activities and geographical coverage in those 3 countries.

To ensure the long term management of road safety in the selected countries, HIB road safety action has integrated itself into the national government action plans, combined various thematic aspects (education, public awareness and enforcement), provided capacity building to government partners, developed a permanent database, and advocated for road safety globally.

One of our greatest achievements is to develop and implement the Road Crash and Victim Information System (RCVIS) which has nationwide coverage and is currently being extended to the injury surveillance system (ISS) and is being adapted in other developing countries.

Another significant achievement is the successful improvement of the coordination mechanism between the government, private sectors and non-state sectors to implement the national road safety action plan. One of the significant impacts of this coordination was the multi-partner helmet-wearing promotion programme which linked education and enforcement strategies which ultimately led to a tripling of helmet-wearing rates from 2007 to 2009.

### PANEL DISCUSSION 3: HEALTH SECTOR'S CONTRIBUTION TO ROAD SAFETY

#### INTERNATIONAL FEDERATION OF RED CROSS AND RED CRESCENT SOCIETIES

The International Federation of Red Cross and Red Crescent Societies (IFRC) is increasingly concerned about the rapid escalation of the global road safety crisis.

Road crash injury is a major, but neglected global public health issue. Urgent action is now required to reverse the growing mortality rate that affects mainly young people.

National Red Cross and Red Crescent Societies are already active and committed in the field of road safety; they mobilize decision-makers, create awareness among young people and the wider public and provide courses in first aid.

At a global level, the IFRC is advocating for the adoption of simple and cost effective measures to avoid or significantly decrease road crashes and their tragic human, social and economic consequences.

These include:

- Making a First Aid certificate compulsory at school, for professional and young drivers and for traffic police, with a refresher course system in place every 5 years
- Massive public awareness campaigns on good road safety behaviour in line with the main risk factors
- Urgent design and implementation of national plans of action focusing on the main risk factors
- Appropriate and sustainable funding for road safety including support from the donor community

All these measures are described in an IFRC publication titled Call for Action available in Arabic, English, French, Spanish and Russian on <http://www.ifrc.org/>



Dr. Vadim  
Kadyrbaev

Vice-President of the  
Kazakh Red Crescent  
Society International  
Federation of Red  
Cross and Red  
Crescent Societies



## PANEL DISCUSSION 4: SAFE ROAD USERS

### PEDESTRIAN SAFETY IN MALAWI

The Government of Malawi created the Roads Authority and the National Road Safety Council as bodies that promote safety on public roads through the construction of safer roads and provision of civic education on road safety through sustainable awareness campaigns in order to have a road-safety conscious society. The focus is child safety and pedestrians. The Malawi Police, through the Traffic Department and the Road Traffic Directorate, ensures that the Road Traffic Act is fully enforced to promote safety.

Khumbo Kachali  
Minister of  
Transport & Public  
Infrastructure In  
The Republic Of  
Malawi

Accident statistics for the year 2008 show that 3,174 road accidents occurred in the year and 974 people were killed. The statistics also show that 164 of those killed were in the age group of 1-17 years.

#### Measures

The Government developed a pedestrian safety programme where:

- Teachers are trained on road safety and the skills are imparted to pupils
- Signaling equipment is distributed to schools to assist pupils in crossing the road
- Radio and television programmes are developed targeting pedestrians
- Road safety outreach programmes have officers visit villages and show a road safety film aimed at teaching them how to observe safety
- Reflective materials are encouraged to be worn at night; cyclists are sometimes given reflective vests for free
- Pedestrian bridges were constructed in selected accident-prone locations in cities
- All road designs include footpaths and pedestrian crossings aimed at improving safety

#### Way forward

The Government of Malawi will continue to invest in road safety initiatives aimed at improving the safety of pedestrians by reviewing and introducing a comprehensive road safety policy.

## PANEL DISCUSSION 4: SAFE ROAD USERS

### INTEGRATED APPROACH TO PREVENTING ACCIDENTS AMONG MOTORCYCLE RIDERS IN NORWAY

In compliance with Vision Zero, Norway has an integrated approach towards motorcycle riders. Close and mutually committed cooperation between user groups, rider instructors and the authorities is of vital importance in this context.

Human factors are the predominant cause of motorcycle accidents. Environmental factors add to the accident rates. The main focus should therefore be on initial training and infrastructure. The authorities should ensure that every new rider has the competence to interact safely with others in a complex traffic environment. The overall theme in Norway's initial training programme is a combination of machine control and efficient traffic strategies. The practical application of the principles laid down in the training scheme is also described in booklets on motorcycle safety that are produced by the user organization and provided for free at motorcycle dealers.



Erik Lahnstein

State Secretary  
Deputy Minister of  
Transport and  
Communications  
Norway

Accidents involving motorcyclists usually result in severe injuries. Increased awareness and knowledge about powered two-wheelers in planning, construction and maintenance of roads will provide improved safety for motorcycle riders. The Handbook on Motorcycle Safety was therefore prepared by the Public Roads Administration, in close cooperation with representatives of the user group and the national traffic safety organization.

The Vision Zero Motorcycle Road, which was opened last year, is a practical example on the use of the handbook to promote both accident prevention and injury reduction for motorcycle riders. Crash barriers fitted with sub-rails, forgiving side terrain, clearing of sight-hindering vegetation and careful placing of signposts are all measures of vital importance for motorcyclists, but also beneficial for all road users.

Further information can be found at the website of the Norwegian Public Roads Administration: [www.vegvesen.no/en/The+NPR](http://www.vegvesen.no/en/The+NPR)



## PANEL DISCUSSION 4: SAFE ROAD USERS

### PEDESTRIANS: SAFE ROAD USERS AT RISK?

Pedestrians are by far the safest road users when considering the risk they impose on other road users. The number of road users killed by inappropriate behavior of pedestrians is extremely small. However, pedestrians' safety as road users is a different topic. The Global Status Report found that 46% of road victims worldwide are vulnerable road users, many of them pedestrians. Drivers don't fully realize the danger that the large inherent kinetic mass of the vehicle they control poses to other road users.

In many situations where pedestrians put themselves inappropriately at risk, infrastructure plays an important role. When basic pedestrian infrastructure such as sidewalks or appropriately designed places to cross is lacking, pedestrians tend to find their own solutions. Unfortunately, not always the safest ones.

While the main functions of roads are to connect people and goods (network) and to allow people to meet and interact (public domain), many roads are still designed to get as fast as possible from point A to point B by motorized means. Pedestrians are too often condemned to the left-over space (if available at all) and turned into an endangered species. The resulting fear of using the roads as pedestrians not only negatively influences people's choice away from sustainable modes of transport (including public transport), it also leads to obesity and to social isolation, particularly for the young and the elderly. Let's not design roads this way any longer.

Time for a decade of change....



Geert van Waeg

Vice-president of  
the International  
Federation of  
Pedestrians

## PANEL DISCUSSION 5: SAFE ROAD INFRASTRUCTURE

### MASTER PLANS FOR IMPROVING ROAD SAFETY IN LOW- AND MIDDLEINCOME COUNTRIES, TAKING INTO ACCOUNT VULNERABLE ROAD USERS

Almost half of those who die in road traffic crashes are pedestrians, cyclists or users of motorised two-wheelers – collectively known as “vulnerable road users”. Furthermore it was also found that 91% of road fatalities occur in low- and middle-income countries.

One of the challenges in these countries is that reliable accident data are not available. This leaves the traffic safety practitioners with two choices: wait until data are available or use a more pragmatic approach.

The paper describes a pragmatic process to develop road safety master plans utilising available information and involving communities to assist with identifying hazardous locations.

Locations involving vulnerable road users can then be isolated and measures implemented which focus on these road users. Road safety treatments applicable to vulnerable road users are identified and discussed in the paper to provide guidance to practitioners as to the most appropriate treatment for specific conditions. This then assists in creating safer road infrastructure.

However, it also indicates the importance of combining the provision of engineering measures with educational and awareness campaigns focussed on the vulnerable groups which are being targeted. These programmes include campaigns such as Youth and Road Safety Campaigns. Law enforcement programmes must also be included in the road safety programme. Instances where engineering measures cannot be applied can be addressed through law enforcement.



Hilton Vorster

Transport Engineer,  
Chairman of  
International Road  
Federation Safer  
Roads  
Working Group



## PANEL DISCUSSION 6: SAFE VEHICLES

### Euro NCAP

The role of the vehicle in reducing fatalities and serious injuries in the road transport system is large, well documented and can be further enhanced. While regulating vehicle standards is crucial, the process to continuously develop vehicles beyond regulated levels can produce substantial safety benefits. In order to stimulate the marketplace to demand safer vehicles and the automotive industry to compete in meeting these demands, Euro NCAP was set up in 1996 and now has eleven participating members.



Claes Tingvall

There is no doubt that the safety benefit of the Euro NCAP programme is large. The automotive industry has reacted quickly to the programme and while the bar has been lifted gradually, the interest to perform well is sustained. Nowadays, most car manufacturers are striving for a top position in the ratings.

Professor,  
Dr Med Sc.  
Director of Traffic  
Safety, Chairman of  
Euro NCAP

Euro NCAP has also introduced several new items related to the scoring of individual car models.

One example is the intelligent seat belt reminder protocol, where a car can earn more credit if it is equipped with systems that persistently remind drivers and passengers to put on their seat belts. Studies across Europe show that the benefit is quite significant, with seat belt use of almost 100% in such cars.

Another example is the reward for cars equipped with Electronic Stability Control (ESC), a quite new effective technology.

Looking into the future, Euro NCAP has a road map for the next five years, containing a number of areas that will be included in the rating system. The road map also contains a new process, where a car manufacturer can present systems and technologies which currently are not included in Euro NCAP protocols. If a manufacturer can demonstrate the benefits of such a system or technology, it can lead to a special reward.

Euro NCAP has contacts with other consumer test programs across the world and in some aspects there is cooperation. It is recommended that rating systems like Euro NCAP be set up in all countries to stimulate the marketplace.



## PANEL DISCUSSION 7: DATA FOR ROAD SAFETY

### ROAD SAFETY IN NEW ZEALAND – SAFER JOURNEYS

Over the period 1990 to 2002 significant gains were made year by year in improving road safety. Annual deaths were reduced significantly, from 729 deaths to 405. Since 2002, our road safety effort has stalled and apart from 2006 (393 deaths) and 2008 (366) the number of deaths has not dropped below 400. Similarly the number of hospitalisations for more than one day, which had been generally falling, has since 2005 been steadily increasing.



Martin Matthews

Chief Executive  
New Zealand  
Ministry of  
Transport

These results suggest that New Zealand's progress in making gains in road safety appears to have, at best, plateaued or, at worst, begun to be eroded. New Zealand has a 2010 target of no more than 300 road deaths and 2,200 people seriously injured – this will not be met.

New Zealand is currently developing a Strategy to take us to 2020 - Safer Journeys.

The strategy will be driven by an inspirational vision and the adoption of the 'safe system approach.' This approach aims to prevent death and serious injury by focusing the road-safety effort on creating: safe roads and roadsides, safe speeds, safe vehicles and safe road users.



## MOSCOW DECLARATION

FIRST GLOBAL MINISTERIAL CONFERENCE ON ROAD SAFETY: TIME FOR ACTION  
MOSCOW, 19-20 NOVEMBER 2009  
MOSCOW DECLARATION

We, the Ministers and heads of delegations as well as representatives of international, regional and sub-regional governmental and nongovernmental organizations and private bodies gathered in Moscow, Russian Federation, from 19–20 November 2009 for the First Global Ministerial Conference on Road Safety,

Acknowledging the leadership of the Government of the Russian Federation in preparing and hosting this First Global Ministerial Conference on Road Safety and the leadership of the Government of the Sultanate of Oman in leading the process for adoption of related United Nations General Assembly resolutions,

Aware that as described in the 2004 World Health Organization/World Bank World report on road traffic injury prevention and subsequent publications, road traffic injuries are a major public health problem and leading cause of death and injury around the world and that road crashes kill more than 1.2 million people and injure or disable as many as 50 million a year, placing road traffic crashes as the leading cause of death for children and young people aged 5–29 years,

Concerned that more than 90% of road traffic deaths occur in low-income and middle-income countries and that in these countries the most vulnerable are pedestrians, cyclists, users of motorised two- and three-wheelers and passengers on unsafe public transport,

Conscious that in addition to the enormous suffering caused by road traffic deaths and injuries to victims and their families, the annual cost of road traffic injuries in low-income and middle-income countries runs to over USD 65 billion exceeding the total amount received in development assistance and representing 1–1.5% of gross national product, thus affecting the sustainable development of countries,

Convinced that without appropriate action the problem will only worsen in the future when, according to projections, by the year 2020 road traffic deaths will become one of the leading causes of death particularly for low-income and middle-income countries,

Underlining that the reasons for road traffic deaths and injuries and their consequences are known and can be prevented and that these reasons include inappropriate and excessive speeding; drinking and driving; failure to appropriately use seat-belts, child restraints, helmets and other safety equipment; the use of vehicles that are old, poorly maintained or lacking safety features; poorly designed or insufficiently maintained road infrastructure, in particular infrastructure which fails to protect pedestrians; poor or unsafe public transportation systems; lack of or insufficient enforcement of traffic legislation; lack of political awareness and lack of adequate trauma care and rehabilitation,



## MOSCOW DECLARATION

Recognizing that a large proportion of road traffic deaths and injuries occur in the context of professional activities, and that a contribution can be made to road safety by implementing fleet safety measures,

Aware that over the last thirty years many high-income countries have achieved substantial reductions in road traffic deaths and injuries through sustained commitment to well-targeted, evidence-based injury prevention programmes, and that with further effort, fatality free road transport networks are increasingly feasible, and that high-income countries should, therefore, continue to establish and achieve ambitious road casualty reduction targets, and support global exchange of good practices in road injury prevention,

Recognizing the efforts made by some low- and middle-income countries to implement best practices, set ambitious targets and monitor road traffic fatalities,

Acknowledging the work of the United Nations system, in particular the long standing work of the United Nations Regional Commissions and the leadership of the World Health Organization, to advocate for greater political commitment to road safety, increase road safety activities, promote best practices, and coordinate road safety issues within the United Nations system,

Also acknowledging the progress of the United Nations Road Safety Collaboration as a consultative mechanism whose members are committed to road safety and whose activities include providing governments and civil society with guidance on good practice to support action to tackle major road safety risk factors,

Acknowledging the work of other stakeholders, including intergovernmental agencies; regional financial institutions, nongovernmental and civil society organizations, and other private bodies, Acknowledging the role of the Global Road Safety Facility established by the World Bank as the first funding mechanism to support capacity building and provide technical support for road safety at global, regional and country levels,

Acknowledging the report of the Commission for Global Road Safety Make roads safe: a new priority for sustainable development which links road safety with sustainable development and calls for increased resources and a new commitment to road infrastructure safety assessment, Acknowledging the findings of the report of the International Transport Forum and the Organisation for Economic Co-operation and Development Towards zero: ambitious road safety targets and the safe system approach and its recommendation that all countries regardless of their level of road safety performance move to a safe system approach to achieve ambitious targets,

Acknowledging the findings of the World Health Organization/UNICEF World report on child injury prevention which identifies road traffic injuries as the leading cause of all unintentional injuries to children and describes the physical and developmental characteristics which place children at particular risk,



## MOSCOW DECLARATION

Recognizing that the solution to the global road safety crisis can only be implemented through multi-sectoral collaboration and partnerships among all concerned in both public and private sectors, with the involvement of civil society,

Recognizing that road safety is a 'cross cutting' issue which can contribute significantly to the achievement of the Millennium Development Goals and that capacity building in road traffic injury prevention should be fully integrated into national development strategies for transport, environment and health, and supported by multilateral and bilateral institutions through a better aligned, effective, and harmonized aid effort,

Conscious that global results are the effect of national and local measures and that effective actions to improve global road safety require strong political will, commitment and resources at all levels: national and sub-national, regional and global,

Welcoming the World Health Organization's Global status report on road safety – the first country by country assessment at global level – which identifies gaps and sets a baseline to measure future progress,

Also welcoming the results of the projects implemented by the United Nations regional commissions to assist low-income and middle-income countries in setting their own road traffic casualty reduction targets, as well as regional targets,

Determined to build on existing successes and learn from past experiences,

Hereby resolve to:

- Encourage the implementation of the recommendations of the World report on road traffic injury prevention,
- Reinforce governmental leadership and guidance in road safety, including by designating or strengthening lead agencies and related coordination mechanisms at national or sub-national level;
- Set ambitious yet feasible national road traffic casualty reduction targets that are clearly linked to planned investments and policy initiatives and mobilize the necessary resources to enable effective and sustainable implementation to achieve targets in the framework of a safe systems approach;
- Make particular efforts to develop and implement policies and infrastructure solutions to protect all road users in particular those who are most vulnerable such as pedestrians, cyclists, motorcyclists and users of unsafe public transport, as well as children, the elderly and people living with disabilities;
- Begin to implement safer and more sustainable transportation, including through land-use planning initiatives and by encouraging alternative forms of transportation;



## MOSCOW DECLARATION

- Promote harmonization of road safety and vehicle safety regulations and good practices through the implementation of relevant United Nations resolutions and instruments and the series of manuals issued by the United Nations Road Safety Collaboration;
- Strengthen or maintain enforcement and awareness of existing legislation and where needed improve legislation and vehicle and driver registration systems using appropriate international standards;
- Encourage organizations to contribute actively to improving work-related road safety through adopting the use of best practices in fleet management;
- Encourage collaborative action by fostering cooperation between relevant entities of public administrations, organizations of the United Nations system, private and public sectors, and with civil society;
- Improve national data collection and comparability at the international level, including by adopting the standard definition of a road death as any person killed immediately or dying within 30 days as a result of a road traffic crash and standard definitions of injury; and facilitating international cooperation to develop reliable and harmonized data systems;
- Strengthen the provision of prehospital and hospital trauma care, rehabilitation services and social reintegration through the implementation of appropriate legislation, development of human capacity and improvement of access to health care so as to ensure the timely and effective delivery to those in need;

Invite the United Nations General Assembly to declare the decade 2011–2020 as the “Decade of Action for Road Safety” with a goal to stabilize and then reduce the forecast level of global road deaths by 2020;

Decide to evaluate progress five years following the First Global Ministerial Conference on Road Safety;

Invite the international donor community to provide additional funding in support of global, regional and country road safety, especially in low- and middle-income countries; and

Invite the UN General Assembly to assent to the contents of this declaration.

Moscow, Russian Federation  
20 November 2009



## PARTNERS



### RUSSIAN ASSOCIATION OF MOTOR INSURERS

The Russian Association of Motor Insurers, RAMI, was set up on August 8, 2002 and received state registration on October 14, 2002.

It is a nonprofit, national professional association based on the principle of obligatory membership of insurers who provide Compulsory Motor Third Party Liability Insurance. RAMI operates in line with the Federal Law "On Compulsory Third Party Liability Insurance of Motor Vehicle Owners" (No.40-FZ of April 25, 2002).

At present, 195 insurance companies are members of RAMI.

The main activities of RAMI are as follows:

To ensure the interaction of its members, as well as the development and implementation of rules of professional activity, and to enforce their observance

To represent and protect, at bodies of state power and other authorities, interests related to the provision of compulsory motor third party liability (CMTPL) insurance by members of the professional association

To make bodily damage compensation payments to victims of accidents involving untraced cars or cars with uninsured drivers

To develop and use information resources containing data about CMTPL

To exercise functions connected with the activity of members of the professional association within the framework of international systems of compulsory insurance of motor vehicle owners, that the Russian Federation may be affiliated with

To co-ordinate efforts by RAMI members to prevent and combat fraud and other illegal actions in the framework of CMTPL insurance as well as to combat unfair competition.



### DIRECTORATE FOR FUNDING OF SCIENTIFIC AND EDUCATIONAL PROGRAMS ON ROAD SAFETY REPUBLIC OF TATARSTAN

The Directorate for Funding of Scientific and Educational Programs on Road Safety of the Republic of Tatarstan is the government contractor and coordinator responsible for the implementation and management of federal, regional and local road safety programs in the Republic of Tatarstan.



## PARTNERS

### Mercedes-Benz    MERCEDES-BENZ RUSSIA ZAO

Mercedes-Benz Russia ZAO is a subsidiary of Daimler AG. The company is engaged in the sales and marketing of the full range of models from the Mercedes-Benz brand (passenger cars, off-road and commercial vehicles, trucks and vans). Since 2002 it has been the exclusive importer of Mercedes-Benz and Maybach vehicles in Russia, operating through a highly professional and continuously expanding network of independent dealerships and its own retail network. Mercedes-Benz Russia is one of the 100 biggest companies in Russia by turnover, and is among the top-3 German companies on the Russian market. Together with our dealerships, we have a workforce of 3,500 throughout the Russian Federation.



### MICHELIN

Michelin is the world's leading tire manufacturer. Its product and service offerings enhance the mobility of people and goods. Michelin produces tires for every type of vehicle, including airplanes, automobiles, bicycles, earthmovers, farm equipment, heavy-duty trucks, motorcycles and the U.S. space shuttle.

Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has 118,000 employees and operates 68 production plants in 19 different countries.

Michelin has been in Russia since 1997 and employs more than 1100 people in the country.



### SHELL

Shell is one of the world's major energy companies, with upstream and downstream businesses employing 102,000 people in more than 100 countries and territories. Shell's objective is not only to produce oil, natural gas, oil products and petrochemicals efficiently, responsibly and profitably, but also to help develop alternative sources of energy to meet the changing needs of consumers and growing global demand.

Shell is one of the largest direct foreign investors in Russia, with companies and joint ventures active in exploration, production and transportation oil and gas, marketing of oil products and chemicals, and construction and operation of filling stations.



### HYUNDAI

Established in South Korea in 1967, Hyundai Motor Co. has now become the fifth largest car manufacturer in the world. More than 20 branches and subsidiaries and 75 000 employees contribute to making the business a success. Last year 2.8 mln passenger vehicles were sold in 6 000 dealerships located in 193 countries.

Car owners in Russia highly appreciate the legendary quality and reliability of Hyundai: 193 719 vehicles were sold in 113 dealerships in 2008. This is the best sales figure ever for a foreign auto manufacturer in Russia.



## INFORMATION PARTNERS



### ARGUMENTY I FAKTY

Argumenty i Fakty is one of the most authoritative and popular weeklies in Russia, providing the latest political, cultural and economic news, and up-to-the-moment interviews with leading politicians and cultural figures. Argumenty i Fakty's website has a monthly audience of nearly 4 million.



### ROSSIYSKAYA GAZETA

Was founded by the government of the Russian Federation and has been in publication since November 11, 1990. The daily newspaper covers the most significant events taking place in the country and all over the world, and features the opinions of established politicians, lawyers, economists, political analysts, artists and celebrities.

Presidential decrees, Government regulations and other federal legal acts come into force after their publication in Rossiyskaya Gazeta.



### MAKE ROADS SAFE

A unique magazine about culture and road safety in Russia. The magazine was founded under the Safe World international center. The magazine's council of experts includes politicians and the heads of various government departments, ministers and legislators - people who on different levels fight for safe roads, lobby and promote laws about traffic safety.



### AVTOMIR

Is the only weekly automobile magazine in Russia. The latest news from the automotive world. Cars and tests. The car of the week - the leader in Russian sales. Concept-car - the automobile of the future. Russian and international automobile exhibitions and races. Moscow automobile showrooms and dealers. New products on the car market. Second-hand foreign cars. Expert legal advice.

Drivers' personal experiences. Car service centers and maintenance advice. Specifications and current prices at dealerships in Moscow. A colour supplement with photo ads of cars for sale, AvtoMir. Market, distributed with magazine AvtoMir in Moscow and St. Petersburg.





## INFORMATION PARTNERS

### **QUATTRORUOTE** QUATTRORUOTE

Is a beautifully published automobile magazine that aims to give readers the most objective and exhaustive information about all cars of the world that are represented on the Russian market.

Quattroruote has its own well-equipped, high-speed test track in Italy, and excellent conditions for hi-tech research. Car tests are conducted to the highest quality standards to reveal all the merits and shortcomings of each automobile. The magazine pays a great deal of attention to its car catalogue with specifications and current prices for new cars.

### **Зарулем**

#### ZARULEM CAR MAGAZINE

Zarulem was the first automobile publication in Russia and became one of the largest and most-read in modern Europe. During its more than 80-year history, the magazine has become an encyclopdedia for all areas of automotive life, constantly striving to satisfy interest in the widest range of subjects concerning cars and the latest news in the motoring world.



#### AUTORADIO STATION

Autoradio, one of the first commercial radio stations in Russia, was founded in May 1993. Over the past 15 years, Autoradio has become the leading FM station on the dial in Moscow, and its regional network is among the country's three 3 largest, covering more than 300 cities.

Autoradio is the undisputed leader across all Russia among drivers, justifiably earning the rank of the First automobile radio. Autoradio is the best morning show in the country, Murzilki International, a repeated winner of Radio Mania. Autoradio is a reliable source of the latest information about traffic jams, reported by a community of amateur correspondents - a unique phenomenon in the radio industry.

### **СТОП** газета

#### STOP-NEWSPAPER

STOP-newspaper is a popular national monthly dealing with all aspects of road traffic safety and problems that interest road users. The newspaper publishes regulations and materials from all important international and domestic events on road traffic safety. It also explains the positions that legislators and leaders of Russia's State Automobile Inspection Agency hold on pressing problems of road safety. The newspaper helps all road users to make sense of new requirements, trends and technologies for teaching drivers, and keeps them informed about technical innovations in the area of road safety, along with news from abroad and all regions of Russia.

