



Road Safety - Everyone's Responsibility

GA Planning Association

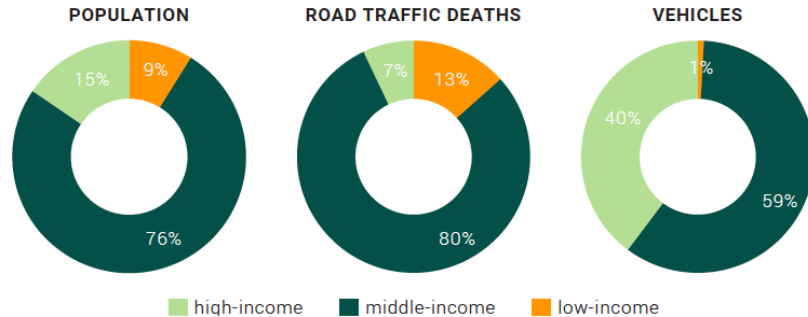
March 27, 2019



Road Safety in Global Context

On the world's roads every year, more than **1.35 million** people die and roughly **50 million** people are injured, making traffic fatalities the **8th leading** cause of death among all people.

There has been **no reduction in traffic deaths in any low income country** since 2013, despite the very low proportion of global motor vehicle ownership.



*income levels are based on 2017 World Bank classifications.



WHO IS HARMED

NO. 1 KILLER of young people age 5-29

90% of deaths are in low- and middle-income countries

More than 50% of deaths are among vulnerable road users:



28% MOTORCYCLISTS



26% PEDESTRIANS



+ CYCLISTS

Source: World Health Organization. Global Status Report on Road Safety 2018.

Who We Are

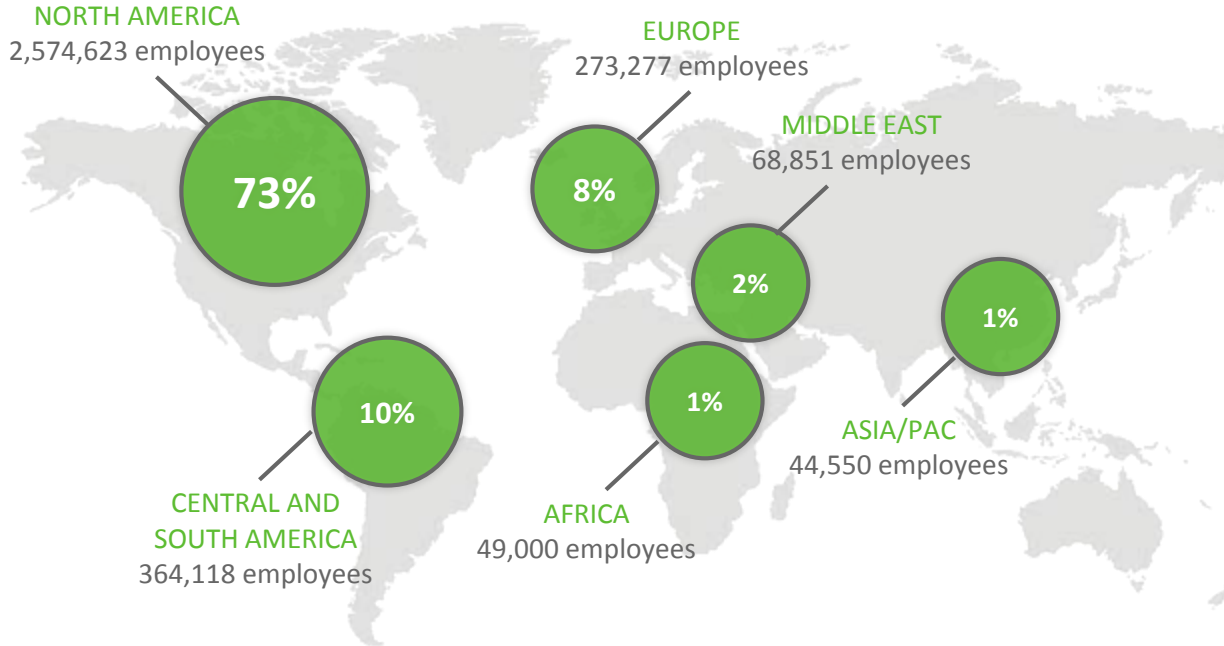


Multinationals on a Mission

Launched in 2014 at the United Nations, TSR is a social business coalition on a mission to *make the world's roads safe for all road users.*



Center of Gravity in N.A. with Global Footprint



Top Countries Our Members Operate In
United States
United Kingdom
Canada
Brazil
Mexico
China
Germany
Italy and France

286,318 professional drivers globally

606,202 company vehicles globally

How We Work

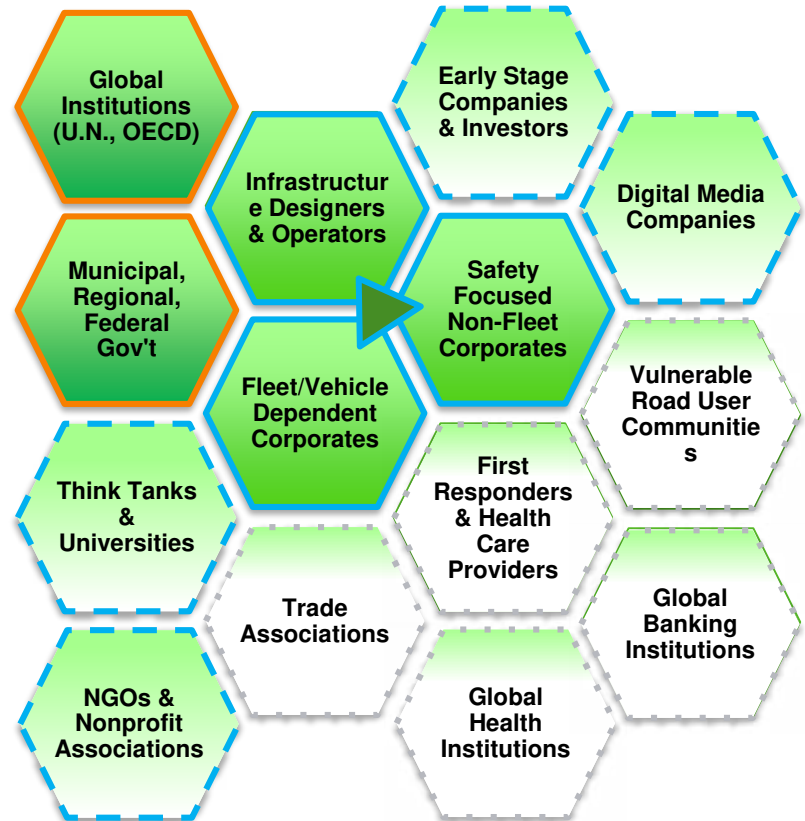


Partnering To Catalyze Change

TSR works closely with global and local institutions to affect change.

But we also have our eye on a much larger ecosystem of collaborators.

Our programs in Safer Cities, Safer Companies & Fleets and Data & Digital Innovation are all about convening across sectors to bring new resources to the table (read: not just financial ones).



Lessons Learned

Won't You Be My Neighbor?



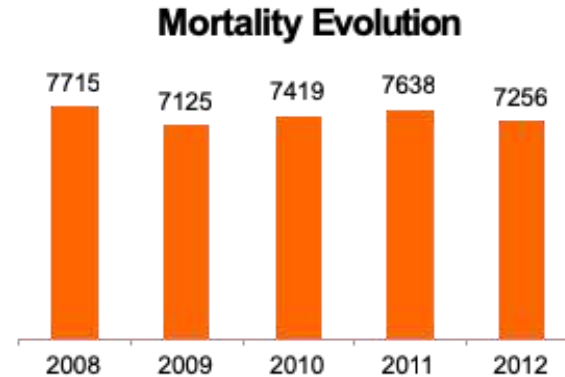
Neighborly Motivations are Global

We have experienced the need for “Safe Systems” approach across the globe, motivating agencies, advocates and the private sector into action.



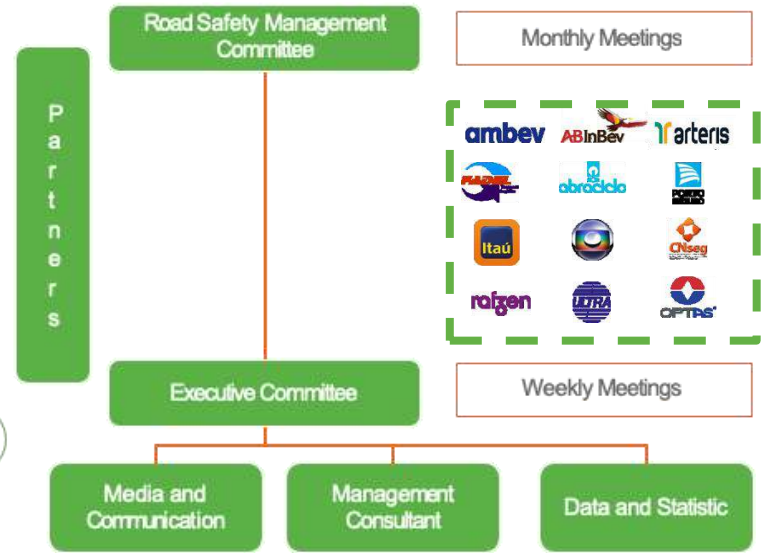
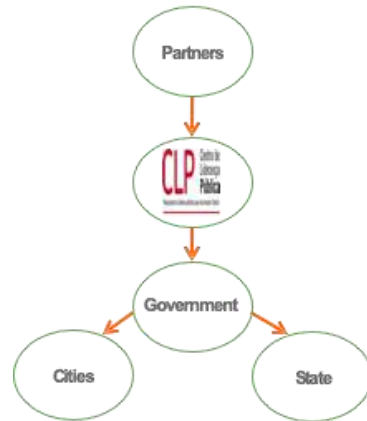
Road Safety is a Team Sport

When Sao Paulo state began their road safety initiative, agencies were working in silos and there was little in the way of public-private partnership. They needed to think/act more like a team, than as separate agencies to turn the tide.



Diverse Teams are Stronger Teams

Forming a new organization to guide this team was necessary. And private sector involvement (TSR and others) was carefully included in the governance process.

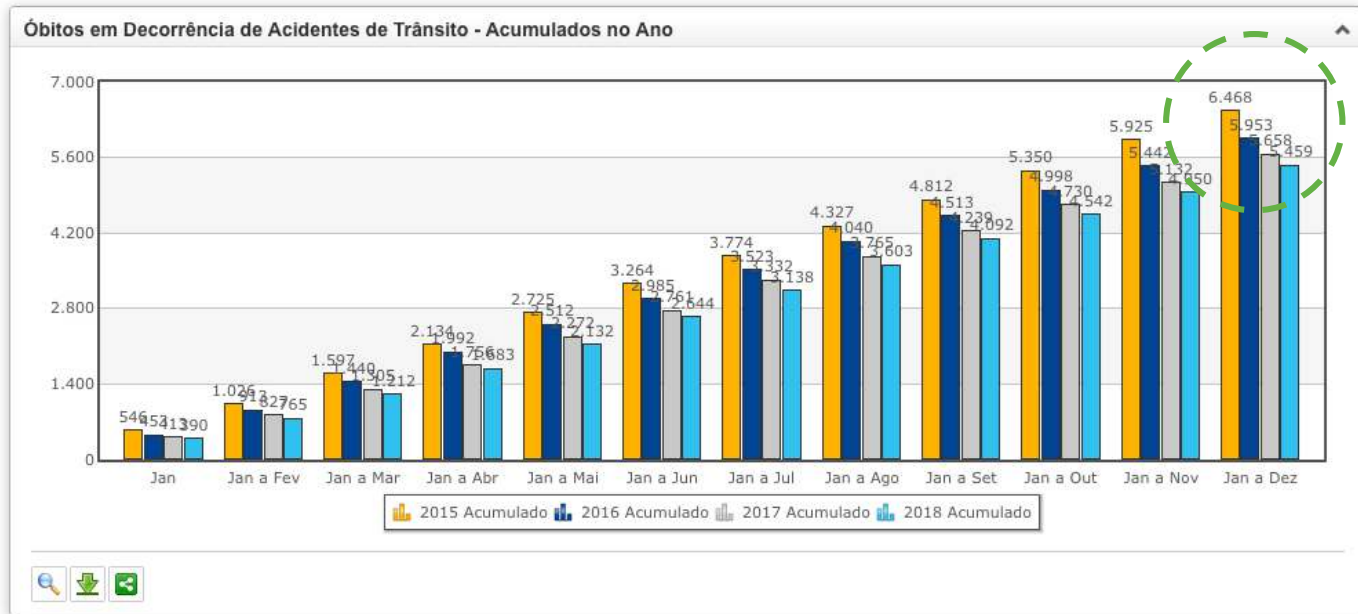


Cross-Sector Committees Leverage Respective Strengths



Bending the Curve is Definitely Possible

Fatalities in Sao Paulo are down 15% since 2015, reversing a trend that could have seen more than 7,000 citizens lost without intervention.



Thank You!

David Braunstein

President

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