

IBTTA & ASECAP Women in Tolling Webinar

16 November 2021

The Private Sector's Contribution to the Road Safety Agenda

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International Road Federation
Fédération Routière Internationale
Federación Internacional de Carreteras

www.irfnet.ch

THE INTERNATIONAL ROAD FEDERATION (IRF)

**Global, Independent,
Not-for-profit Organisation**
established in **1948**

Based in **Geneva, Switzerland** 
UN ECOSOC status since **1951**

Strategic Pillars of Activities

Knowledge

Connections

Advocacy



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ABOUT IRF

KNOWLEDGE & EXPERTISE

IRF fosters innovation and progress by providing access to and sharing of cutting-edge knowledge and expertise.



DATA

IRF produces the **World Road Statistics (WRS)** and facilitates the analysis and use of data via the **IRF Data Warehouse**.



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ABOUT IRF

CONNECTIONS

IRF brings **people, businesses, countries and organisations together** to exchange ideas, define solutions to common problems and to forge partnerships that deliver.



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ABOUT IRF

ADVOCACY

IRF engages with **decision makers** at international, national and local level to bring about **positive change** and to **advance** the sustainable road transport and mobility agenda.



**UN CLIMATE
CHANGE
CONFERENCE
UK 2021**

IN PARTNERSHIP WITH ITALY



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ABOUT IRF

ROAD SAFETY WORK

TRAINING & CAPACITY BUILDING



- ✓ Road Safety Management
- ✓ Road Safety Audits
- ✓ Road Design Standards
- ✓ Enhanced First Aid Training



PROJECTS & DATA



KNOWLEDGE



www.gtkp.com



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ABOUT IRF

Private Sector & Road Safety

- Stockholm Ministerial Declaration
- UN General Assembly Resolution 74/299
- Decade of Action Plan (2021-2030)



What Private Sector is good at ...

1. Changing behaviour and raising codes of practice.
2. Establishing values-based investing.
3. Developing business models and an ecosystem that revolve around safety.



Private Sector Road Safety Coalitions



TotalEnergies and IRF are collaborating to build on the success and experience gained via “Safe Way Right Way” initiative. <https://youtu.be/GPSb2Pkr7CQ>

AIM:

- To **mobilise** and **federate private sector stakeholders** to support road safety efforts around the world.
- To substantially improve road safety via **hands-on, impact-oriented and scalable activities**.



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Why the Private Sector should care



The Benefits of a Coalition



-  **SHARE BEST PRACTICES**
-  **SHARE COST**
-  **SHARE EXPERTISE**
-  **AVOID DUPLICATION OF EFFORT**
-  **CARRY OUT MORE IMPACTFUL AND VISIBLE PROJECTS**

Examples of Private Sector Initiatives

Guinea

- Driving school



Cameroon

- Proposals for legislative action plan
- Training schools for drivers
- Cross audit



Kenya

- Mapping of blackspots



Uganda

- Driving school
- Legislation



Tanzania

- Drivers' training
- Awareness & Education



Morocco

- Coalition being formed

Senegal

Pakistan



WOMEN ON WHEELS PROGRAMME



Why recruit female drivers?

- There is a **global shortage of truck drivers**, yet only a very small % of drivers are female - tap into this unused worker pool!
- **Female drivers are up to 4x safer** than their male counterparts resulting in:
 - ✓ Fewer crashes,
 - ✓ Fewer severe accidents
 - ✓ Improved running costs
 - ✓ Less maintenance

<https://www.holcim.com/women-wheels-nigeria>



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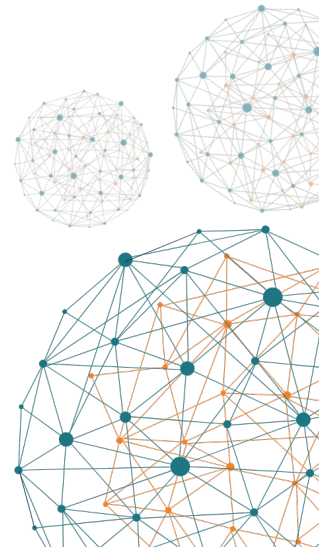
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Thank you!



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