



World Bank Approach to Promoting Road Safety

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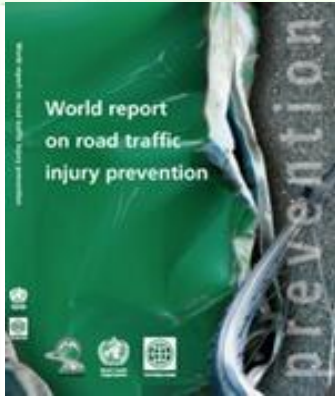


Introduction

- More than three decades of World Bank road safety experience in LMICs.
- Nearly \$ 1 billion of investment.
- Efforts over the last decade.



World Report Recommendations



- Identify lead agency in government to guide the national road traffic safety effort.
- Assess the problem, policies & institutional settings and the capacity for prevention in each country.
- Prepare a national road safety strategy and plan of action.
- Allocate adequate financial and human resources.
- Implement specific actions and evaluate their impact.
- Support the development of national capacity and international cooperation.



1st Recommendation: Promoting Lead Agency

- Priority given to the creation of a lead agency.
- Agency leadership, sustainable funding and a clear focus on results are required to ensure lasting improvements.



1st Generation Projects

- Implemented as small components of larger road infrastructure and urban transport investment projects.
- Simple to prepare, but often one-off activities with no follow-up.
- Limited positive impact.



Governance Priority

- Institutional strengthening initiatives must be properly sequenced and adjusted to a country's absorptive and learning capacity.
- The central issue is how to accelerate the necessary process of shifting from weak to strong institutional management capacity.

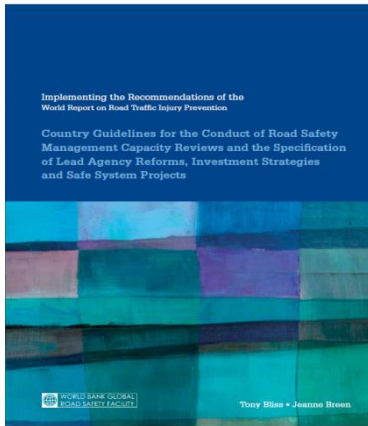


Lessons Learned from HICs

- Road safety management systems have evolved in high-income countries over the last 50 years.
- The challenge for LMICs is to avoid the fatalistic pathway taken by HICs.
- This will require a direct and rapid shift to the *Safe System* approach.



Safe System Guidelines



- New guidelines have been issued to support the preparation of *Safe System* road safety projects.
- Guidelines are aligned with the new World Bank transport sector business strategy *Safe, Clean and Affordable Transport for Development*.





Decade of Action 2011 - 2020

- Five pillars of the *Global Action Plan*:
 - Management Capacity
 - Infrastructure Safety
 - Vehicle Safety
 - Road user behavior and
 - Post-Crash Care
- Focus on mainstreaming road safety projects as an integral part of road infrastructure and urban transport investments.



Country Innovation

- Vietnam Road Safety Project.
- Argentina Road Safety Project.
- New Road Safety Engagement Strategy for China.



MDB Road Safety Initiative



- Partnership with six regional development banks to leverage scaled-up road safety investment as an integral part of regional road infrastructure and urban transport investments planned for the coming decade.
- Build sustainable road safety management capacity at the country level and an enabling environment for road safety partners and stakeholders to make effective contributions.



PIARC Members' Central Role



- National road authorities – PIARC's members – will play a central role in this road safety knowledge transfer and investment leveraging process in low and middle-income countries.
- Working together to achieve the *Decade of Action's* goal of saving 5 million lives and avoiding 50 million serious injuries, for an estimated benefit of at least US \$3 trillion.



Thank You

