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UNDER THE HIGH PATRONAGE OF HIS MAJESTY KING MOHAMMED VI

KINGDOM OF MOROCCO



MINISTRY OF TRANSPORT
AND LOGISTICS



World Health
Organization

PRESS KIT

**4th GLOBAL MINISTERIAL
CONFERENCE ON
ROAD SAFETY**
MARRAKECH - MOROCCO

18-20

FEBRUARY 2025



Table of contents

Edito : Boost road safety for people, planet and prosperity	3
1. Overview of the Previous Three Editions of the Conference	5
2. Global Road Safety Situation	6
3. The Organization oh the 4th conference in Morocco	9
4. 10th International Road Safety Film Festival	12
5. International Road Safety Innovation and Invention contest	14
6. Road Safety Village : Official Launch Events	16
Press Contacts	20



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Boost road safety for people, planet and prosperity

Global leaders must take urgent, concerted action to end road carnage

If you had to guess the leading cause of death for children and young people globally, what would you say?

Malaria? Pneumonia? Suicide? They're all up there, but no, it's road crashes.

Cars have been around for over 120 years, and we know how to prevent these tragedies. Yet road crashes still claim more than two lives every minute, and nearly 1.2 million lives every year.

If these deaths were caused by a virus, it would be called a pandemic and the world would scramble to develop vaccines to prevent them.

And yet reducing road deaths has long been overlooked, misunderstood and underfunded.

People will always make mistakes on the roads, but we have proven solutions that ensure our transport systems can absorb these errors in a way that significantly reduces the risk of death.

As part of the United Nations Sustainable Development Goals and the UN Decade of Action for Road Safety 2021-2030, the world has set an ambitious target of halving road deaths worldwide by 2030.

Just ten countries - including some hard-hit low and middle-income countries - managed to reduce road deaths by more than 50% in a decade, and more than 30 countries are close behind. This shows that the target can be met but it is nowhere near enough. We need urgent action.

Key to meeting this goal is the decision to design and build our transport systems for people - not for motor vehicles - and to make safety paramount in all decisions and actions.

This is especially important for the most vulnerable road users such as pedestrians, cyclists and motorcycle riders, who are often left dangerously exposed.

Advancing road safety is crucial in itself, but it is also key to sustainable development overall.

The world is going through an unprecedented wave of motorization. More than a billion vehicles are on the roads. This is unsustainable, so we must focus on moving people, not cars, motorbikes and trucks.

Transport accounts for one quarter of global carbon emissions, and fuels congestion in our cities. Yet when mobility is made safe and accessible, people choose the greener options of public transport, walking and cycling.

Designing cities around sustainable transport - with cycling lanes, pedestrian zones, and accessible public transport - also strengthens communities by making spaces safer and more liveable, while improving access to adequate housing and basic services for all.

Safe roads power economies. Road deaths can cost countries around 3 to 5% of GDP, and ensuring more people can move safely to their jobs, schools and vital services drives development.

Safe, accessible and affordable transport also breaks down barriers to jobs, schools and opportunities for disadvantaged groups. This helps ensure everyone can reach their potential.

Road safety is everyone's business and to succeed we need a range of sectors to be involved.

Urban planners and engineers must ensure safety is built into infrastructure. Academia and civil society can generate evidence. The media can dig deeper into what works, what doesn't and why.

The private sector has tremendous influence.

Businesses can contribute to safe and sustainable mobility by applying proven principles and practices throughout their value chains. They must only sell vehicles that meet United Nations safety standards.

Yet the role of government is paramount. Governments must provide strategic and well-coordinated approaches, strong policy and legal frameworks that enforce safety standards and safe behaviors, and sufficient funding. Law enforcement and education are also key.

This vision is right at the heart of the Global Plan for the United Nations Decade of Action for Road Safety 2021-2030, which offers a blueprint for governments to reduce road deaths.

This week, world leaders will meet for a Global Ministerial Conference on Road Safety in Morocco. They will assess progress, share knowledge, and advance actions to halve road deaths by 2030.

They are set to adopt a new Marrakech Declaration, which recognizes road safety as an urgent public health and development priority, and that our efforts must be guided by the principles of equity, accessibility, and sustainability.

The Declaration calls on leaders to step up efforts to action the Global Plan for the UN Decade of Action for Road Safety. We need a step change in political will, a sense of urgency, evidenced-based, strategies that are costed and implemented, strong coordination and adequate financing.

Road safety is a crisis that has gone on far too long. No road deaths are necessary or acceptable.

Yet it is also much more than that. Safe and sustainable mobility can power a better future for us all.



1. OVERVIEW OF THE PREVIOUS THREE EDITIONS

The Previous Three Editions of the Global Ministerial Conference on Road Safety

Since 2009, the Global Ministerial Conferences on Road Safety have served as pivotal moments to strengthen international cooperation and accelerate efforts to reduce road traffic collisions. Each edition has marked significant progress in political mobilization, the adoption of new strategies, and the development of major United Nations resolutions.

2009

1st Conference – Moscow (2009): Launch of the Decade of Action

Held in Russia, the first conference gathered 1,500 participants from 150 countries, including 50 ministers. It resulted in the adoption of the Moscow Declaration, which recognized road traffic accidents as a major public health issue. This conference laid the groundwork for the Decade of Action for Road Safety 2011-2020, officially endorsed by the United Nations in 2010 (Resolution A/RES/64/255), with the goal of stabilizing and then reducing road traffic fatalities.

2020

3rd Conference – Stockholm (2020): New Directions for 2021–2030

Held in Sweden, this event welcomed 1,700 participants from 140 countries and resulted in the Stockholm Declaration, aligning road safety with climate commitments and sustainable mobility policies. It also marked the launch of the Second Decade of Action for Road Safety 2021–2030, with a renewed target of reducing road traffic deaths and serious injuries by 50%.

With the 4th Global Ministerial Conference in Marrakech in 2025, the world is once again uniting to intensify efforts and meet the objectives set for 2030.

2015

2nd Conference – Brasília (2015): Integration into the Sustainable Development Goals (SDGs)

Hosted by Brazil, this edition brought together 2,200 participants from 110 countries and led to the adoption of the Brasília Declaration. This marked a turning point by integrating road safety into the Sustainable Development Goals (SDGs), specifically Goal 3.6 (halving the number of road traffic deaths by 2030) and Goal 11.2 (ensuring safe access to transport systems).

2. THE GLOBAL ROAD SAFETY SITUATION

Each year, road traffic collisions claim over 1.19 million lives worldwide, according to the 2023 Global Status Report on Road Safety by the World Health Organization (WHO). Despite efforts made in recent decades, road traffic accidents remain a global scourge, particularly in low- and middle-income countries. They are the leading cause of death among young people aged 5 to 29 and result in severe injuries for tens of millions of people annually, with lasting impacts on families and economies.

+ 1,19 million

Each year, road traffic accidents claim over 1.19 million lives worldwide

aged 5 to 29

They are the leading cause of death among young people aged 5 to 29

A global crisis with multiple causes

Road traffic accidents are not only human tragedies but also represent a significant economic burden. The WHO estimates that road traffic crashes cost 3% of most countries GDP annually due to lost productivity, medical expenses, and property damage.

THE MOST COMMON RISK FACTORS ARE WELL-DOCUMENTED:

- Speeding, which contributes to 30% of fatal crashes.
- Driving under the influence of alcohol or drugs, which significantly increases the risk of collisions.

- Non-use of helmets and seat belts, despite existing regulations. Helmet use can reduce the risk of head injuries by 74%, and seat belts lower the risk of death in a crash by 60%.
- Inadequate road infrastructure, with 80% of roads failing to meet minimum safety standards for pedestrians and cyclists.

Advancements in vehicle design also play a critical role; however, just 7 countries - 3% of all United Nations Member States - have laws on risk factors that meet all WHO best practice criteria.

3%

The WHO estimates that road traffic injuries cost 3% each country's GDP

74%

Helmet use can reduce the risk of head injuries by 74%

80%

80% of roads failing to meet minimum safety standards

30%

Speeding contributes to 30% of road fatalities

60%

Seatbelts can reduce the risk of death by 60%.

7

Just 7 countries - 3% of all United Nations Member States - have laws on risk factors that meet all WHO best practice criteria.



Stark global inequalities

While road fatalities affect every continent, they do so unevenly. Low- and middle-income countries account for 90% of road deaths, despite having only 60% of the world's vehicles.

- **Africa has the highest mortality rate, with 19 deaths per 100,000 inhabitants, compared to 7 per 100,000 in Europe.**
- **Southeast Asia and the Western Pacific together account for over 50% of global road traffic deaths.**

- **Vulnerable road users (pedestrians, cyclists, and motorcyclists) make up 50% of road traffic victims.**

These disparities are due to several factors, including weaker regulations, poor enforcement of laws, a lack of appropriate infrastructure, and aging or poorly maintained vehicles.

90%

Low- and middle-income countries account for more than 90% of road deaths

60%

despite having only 60% of the world's vehicles.

19 deaths

19 deaths per 100 000 inhabitants in Africa

7 deaths

7 eaths per 100 000 inhabitants in Europe

50%

Southeast Asia and the Western Pacific together account for over 50% of global road traffic deaths.

50%

Vulnerable road users (pedestrians, cyclists, and motorcyclists) make up 50% of road traffic victims.

Encouraging progress, but still insufficient

Despite these challenges, some progress has been made. Since 2010, more than 50% of countries have reduced road traffic fatalities, and 10 countries have achieved the target of reducing deaths by 50% within a decade. In Europe, for instance, the adoption of the **Safe System Approach** – an integrated strategy placing safety at the center of mobility policies – has significantly reduced road crashes.

The Decade of Action for Road Safety 2021–2030, launched by the UN, emphasizes key priorities:

- Modernizing road infrastructure to protect the most vulnerable road users.
- Strengthening the enforcement of regulations on speed, drink-driving, and the use of safety equipment.
- Educating and raising awareness among drivers from an early age.
- Increasing investments in prevention and innovation in mobility.
- Ensuring a safe, efficient and sustainable mix of transport types, including mass public transport, while ensuring the safety of pedestrians, cyclists and other vulnerable road users.

Essential mobilization to achieve 2030 goals

The 4th Global Ministerial Conference on Road Safety, to be held in Marrakech in 2025, represents a critical step in advancing these priorities. By bringing together policymakers, international organizations, industry leaders, and civil society representatives, this conference will be a pivotal moment to turn ambitious commitments into actionable strategies and strengthen international cooperation.

Road safety must no longer be seen as merely a technical challenge but as a fundamental right to life and safe mobility. The coming years will be decisive in transforming our roads into safer spaces for everyone.

MAKE A SAFETY STATEMENT

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1	1:45.331	
2	+1.363	
3	+1.394	
4	+2.278	+2.278
5	+2.629	+2.278
6	+2.629	+2.629
7	+2.278	+2.735
8	+2.735	+2.788
9	+3.032	+3.032
10	+3.032	+3.161
11	+3.5	

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3. ORGANIZATION OF THE 4th CONFERENCE IN MOROCCO

Morocco as host country

The organization of the 4th Global Ministerial Conference on Road Safety in Marrakech highlights the international recognition of Morocco's efforts in road safety. By hosting this global event, Morocco reaffirms its commitment to actively contribute to the goals of the Second Decade of Action for Road Safety 2021–2030 and to promote enhanced cooperation between countries of the Global South.

For several years, Morocco has implemented ambitious policies to improve road safety by strengthening infrastructure, modernizing regulations, and increasing awareness campaigns. Thanks to this dynamic approach, the Kingdom has become a regional model in managing road safety risks, achieving notable progress in reducing accidents and fatalities.

Marrakech, an iconic Moroccan city, was chosen to host this conference due to its modern infrastructure and capacity to accommodate large-scale international events. In addition to being a top tourist destination, the city boasts state-of-the-art facilities, including the Palais des Congrès, which will serve as the central hub for discussions and exchanges among delegations from around the world.



The organization of this conference relies on close international collaboration between several institutions and organizations committed to road safety. Key partners include:



The United Nations, which places road safety at the core of the 2030 Agenda for Sustainable Development.



The World Health Organization (WHO), providing expertise in the prevention and management of road traffic injuries.



Morocco's National Agency for Road Safety (NARSA), which leads road safety policies at the national level.



The private sector, including technology companies and transport industry stakeholders developing innovative solutions to improve infrastructure and vehicle safety.

Specialized international organizations, the World Bank and the Global Road Safety Partnership (GRSP).

NGOs and civil society, which play a key role in raising awareness and educating road users.

Objectives

The primary objective of the 4th Global Ministerial Conference on Road Safety is to strengthen global commitment to halving the number of deaths and serious injuries caused by road accidents by 2030.

In this context, the conference aims to:

- Elevate road safety as an international political priority and reinforce state-level commitments.
- Assess progress made since the Stockholm Conference (2020) and identify challenges to address.
- Encourage the integration of road safety into sustainable development and urban mobility policies.
- Promote innovation and technology to enhance the safety of infrastructure and vehicles.
- Strengthen South-South and North-South cooperation to share best practices and support countries most affected by road insecurity.

Key themes

The conference will focus on several strategic themes:

- Public policies and road safety governance : adopting effective laws and regulations, establishing specialized agencies, and fostering inter-ministerial coordination.
- Funding for infrastructure and prevention initiatives: mobilizing public and private resources and investing in safer roads.
- Innovation and technology for road safety : autonomous vehicles, artificial intelligence, and data analysis for accident prevention.
- Sustainable and inclusive mobility : promoting safe public transportation and creating infrastructure for pedestrians and cyclists.
- Awareness and road safety education : communication campaigns, youth engagement, and integrating road safety into school curricula.
- International cooperation and multisectoral commitments : strengthening collaboration among governments, international organizations, businesses, and NGOs.

These themes will be explored through plenary sessions, interactive workshops, and exchanges of best practices, with participation from experts and decision-makers from around the world.

Ministerial Roundtable : Turning Commitments into Action – Implementing the Conference Declaration

The conference declaration sets out a shared vision and commitment to improving road safety, aligning with the UN Decade of Action for Road Safety 2021–2030 and the global goal of halving road traffic fatalities and injuries by 2030. However, commitments must be followed by action to drive meaningful change. This roundtable will bring together Ministers to discuss how they can integrate the declaration's commitments into national policies and strategies, ensuring that road safety becomes a fundamental part of transport and mobility planning rather than an afterthought. The discussion will emphasize the importance of embedding road safety within broader sustainable development policies—ensuring it is considered from the outset in infrastructure investment, urban planning, and transport system design.

Ministers will explore practical challenges and opportunities in implementation, including securing political buy-in, mobilizing sustainable financing, and strengthening intergovernmental coordination. They will also reflect on how accountability mechanisms can drive progress and how regional and international cooperation can support countries in delivering on their commitments. By integrating road safety into mainstream transport and mobility planning, governments can not only reduce fatalities and injuries but also enhance economic productivity, social equity, and environmental sustainability.



An aerial photograph of a winding asphalt road that curves through a dry, hilly landscape. The terrain is characterized by light brown soil and sparse, low-lying vegetation. The road is a two-lane highway with a visible center line. The perspective is from a high angle, looking down at the road as it snakes through the hills.

Expected outcomes

The conference is expected to achieve several tangible outcomes:

- Adoption of the Marrakech Declaration, which will set clear international commitments for the coming years.
- Strengthened national road safety legislation, with a focus on enforcing regulations and evaluating implemented policies.
- Mobilization of international financing to support local and regional road safety initiatives.
- Development of public-private partnerships to foster innovation and implement technological solutions.
- Launch of concrete initiatives, particularly in low- and middle-income countries where road mortality rates are highest.

- Establishment of monitoring and evaluation mechanisms to track commitments and measure progress by the next high-level meeting on road safety in 2026.

The 4th Global Ministerial Conference on Road Safety represents a decisive step forward in the fight against road insecurity and in building a future where everyone can travel safely.

4. 10th INTERNATIONAL ROAD SAFETY FILM FESTIVAL

A Key Event for Raising Road Safety Awareness

As part of the 4th Global Ministerial Conference on Road Safety, the 10th edition of the International Road Safety Film Festival will take place in Marrakech. This event is organized by the National Road Safety Agency (NARSA) in partnership with the Laser International Foundation (LIFE), the International Road Safety Organization (PRI), and the International Automobile Federation (FIA).

The decision to hold this edition alongside the conference underscores the growing importance of cinema and media in raising awareness of responsible road behaviors. Through the screening of educational films and visual communication campaigns, the festival aims to engage a broad audience and foster collective awareness of road safety issues.

Objectives of the Festival

The 10th International Road Safety Film Festival aims to:

- Contribute to the United Nations' objectives for reducing road traffic fatalities.
- Encourage the production of innovative and educational audiovisual content to promote accident prevention.
- Spark interest among policymakers and private sector actors in investing in road safety communication and education.
- Provide a platform for experts, filmmakers, institutions, and the general public to exchange best practices in preventive communication.

Target participants

The festival will bring together a wide range of stakeholders involved in road safety and audiovisual production, including:

- United Nations representatives and affiliated organizations committed to addressing road insecurity.
- Policymakers and national and international institutions focused on improving road infrastructure and regulations.
- Automotive and technology companies developing solutions for safer mobility.
- Civil society organizations and NGOs working to educate and raise awareness among road users.
- Filmmakers, producers, and content creators specializing in educational and awareness-raising films.
- Students, researchers, and young leaders eager to contribute to discussions and initiatives for road safety.





Award

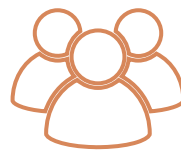
To encourage and recognize outstanding cinematic contributions to road safety awareness, several awards will be presented at the festival:



Grand Prize



Jury Prize



Audience Award



Internet Users' Prize with online voting



Best Film for Education



Best Film for Local Communication



Best Professional Film



Best Youth Film for Youth



United Nations Regional Trophies

Africa
Latin America - Caribbean
Asia-Pacific
Western Asia
Europe



Sustainable Development Goals (SDG) Trophies

SDG 3: Good Health and Well-Being
SDG 4: Quality Education
SDG 5: Gender Equality
SDG 8: Decent Work and Economic Growth
SDG 9: Industry, Innovation, and Infrastructure
SDG 11: Sustainable Cities and Communities

5. INTERNATIONAL ROAD SAFETY INNOVATION AND INVENTION CONTEST

A Catalyst for Safer Roads through Innovation

As part of the 4th Global Ministerial Conference on Road Safety, the National Road Safety Agency (NARSA), in partnership with the Moroccan Office of Industrial and Commercial Property (OMPIC), the World Intellectual Property Organization (WIPO), and the World Health Organization (WHO), is organizing the International Road Safety Innovation and Invention Contest.

In the face of persistent challenges related to road fatalities, technological innovation emerges as a key driver in enhancing road user safety. The contest aims to stimulate research and the development of innovative solutions to reduce accident risks and improve prevention measures.

Objectives of the contest

This international contest seeks to :

- Identify and reward the most promising innovations in road safety.
- Encourage collaboration between inventors, researchers, and companies to facilitate the practical application of technological advancements.
- Support the development and market launch of innovative solutions with a direct impact on reducing road traffic accidents.
- Raise awareness among policymakers and investors about the importance of applied research in promoting safer mobility.

Areas of Innovation

The contest is open to projects addressing various technological and scientific fields, including :

- **Vehicle Embedded Technologies** : Advanced braking systems, driver alert devices, smart sensors, and next-generation airbags.
- **Smart Mobility and Autonomous Vehicles** : Driver assistance solutions, artificial intelligence for accident prevention, traffic optimization, and flow management.
- **Innovative Road Infrastructure** : Smart lighting, interactive signage, road surfaces enhancing grip and user safety.
- **Digital Tools and Applications** : Software for analyzing driver behavior, interactive educational platforms, and real-time hazard reporting apps.



Awards and Support

To highlight the most ambitious and impactful projects, several awards will be presented:

- **1st Prize for Road Safety Innovation** – Recognizes the most promising invention for reducing road safety risks.
- **Social Impact Award** – Honors a solution with significant potential to improve road safety in the most vulnerable communities.
- **Best Functional Prototype Award** – Rewards an invention that has demonstrated its effectiveness through tests or simulations under real-world conditions.

In addition to these prizes, winners will receive technical and financial support to accelerate the development and commercialization of their innovations.



MAKE A SAFETY STATEMENT

JCDecaux

I DON'T DRIVE

6. ROAD SAFETY VILLAGE: OFFICIAL LAUNCHES

As part of the 4th Global Ministerial Conference on Road Safety, a Road Safety Village will be set up in Marrakech. This interactive and educational space will bring together stakeholders committed to road safety through concrete initiatives aimed at raising awareness among the general public, policymakers, and industry professionals.

Through symbolic events, awareness campaigns, and grassroots actions, the Road Safety Village will directly engage citizens and promote a culture of road safety accessible to all.

Bicycle Parade in Partnership with YOURS and PIKALA

The cycling tour organized in Marrakech highlights the role of bicycles in sustainable mobility and road safety. This initiative, conducted with "YOURS" and the local association "Pikala Bikes," brings together 50 young conference participants and Marrakech residents. During an urban ride on specially prepared streets, participants will experience the benefits of safe and environmentally friendly mobility.

The objectives are to :

- Demonstrate to policymakers the importance of investing in infrastructure for pedestrians and cyclists, such as bike lanes and safe zones.
- Showcase the benefits of active mobility for health, the environment, and accident reduction.

3. A symbolic call to action, bringing together civil society representatives to urge governments to implement concrete measures in their countries.

This initiative underscores that road safety is not just a technical challenge but a human and political priority, with the clear objective of halving road fatalities by 2030.

Call to Action in Collaboration with the Global Alliance of NGOs for Road Safety

This initiative, led by the Global Alliance of NGOs, serves as a platform for global civil society to mobilize and strengthen commitments to road safety. The "Call to Action" includes three key moments :

1. An international symposium titled "From Global Commitments to Local Implementation," where NGOs, public authorities, private companies, and youth will brainstorm concrete actions.
2. Regional meetings tailored to local specifics, translating symposium insights into practical solutions for each region.





Awareness Campaigns on Two-Wheeler Safety

With 30% of road traffic fatalities involving motorcyclists, this campaign addresses a critical national issue. Key actions include:

- Distribution of 50,000 certified helmets nationwide provided by the National Road Safety Agency and 20,000 by the National Insurance Federation. These helmets aim to reduce severe head injuries.
- Awareness activities in over 50 cities, conducted by 470 educators and 11 associations selected from 117 project submissions. These sessions feature direct interactions with motorcyclists

using loudspeakers, flyers, and electronic displays showcasing real accident scenarios to highlight the importance of following traffic rules.

The campaign aims to transform behaviors, promote adherence to the Highway Code, and make helmet use an essential habit. This initiative will be carried out in the presence of national and African leaders to amplify its collective impact.

30%

of road traffic fatalities involving motorcyclists

50 000

Distribution of 50,000 certified helmets nationwide provided by the National Road Safety Agency

20 000

by the National Insurance Federation

50 cities

Awareness activities in over 50 cities

470 educators

11 associations

117 projects

Awareness Campaign Featuring Celebrities and the UN Special Envoy for Road Safety

The global #MakeASafetyStatement campaign mobilizes international public figures to deliver key messages on road safety. Supported by partners such as Saatchi & Saatchi, JCDecaux, and the International Olympic Committee, the campaign addresses critical themes such as :

- Wearing seat belts.
- Respecting speed limits.
- Avoiding driving under the influence of alcohol, drugs, or fatigue.

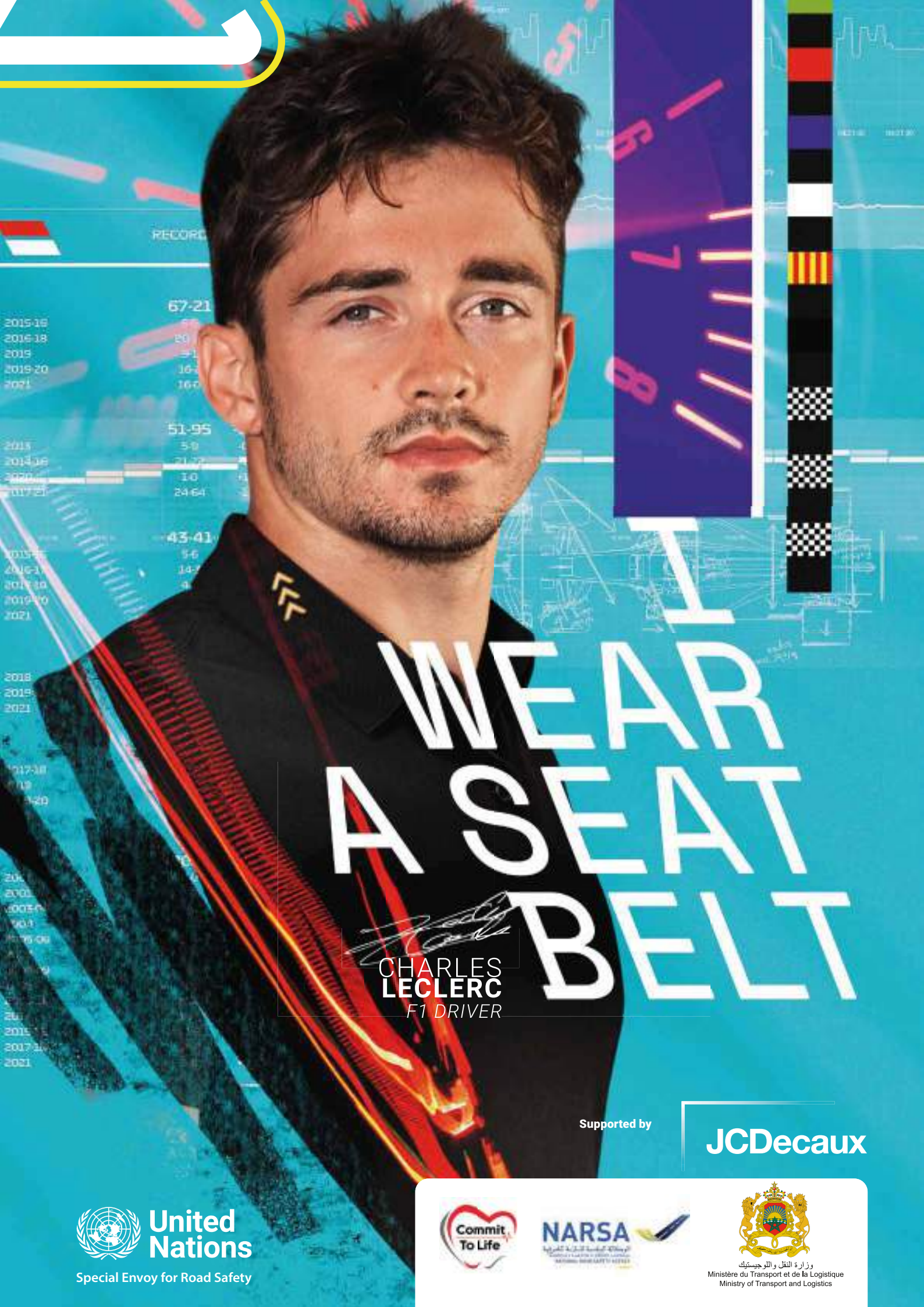
Endorsed by the UN General Assembly, this campaign aims to halve road traffic fatalities by 2030. In Morocco, billboards will be deployed in major cities to maximize visibility and elevate road safety as a political and societal priority.

Creation and Equipment of Educational Road Safety Clubs

These clubs, integrated into schools, provide an interactive and educational environment for learning road safety rules. Students will benefit from various workshops :

- **Theoretical sessions to understand the basics of the Highway Code.**
- **Practical activities with simulations on mini circuits to safely apply learned rules.**
- **Digital workshops using interactive games and educational apps.**
- **Creative activities to reinforce preventive messages.**

Each club will be equipped with a comprehensive educational kit tailored to the students' age groups. These clubs aim to train a generation aware of road dangers and responsible behaviors. A dedicated educational pavilion will also be opened during the conference to showcase these initiatives and inspire other regions.



I WEAR A SEAT BELT


CHARLES LECLERC
F1 DRIVER

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