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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

# 4<sup>Th</sup> GLOBAL MINISTERIAL CONFERENCE ON ROAD SAFETY MARRAKECH - MOROCCO

18-20

FEBRUARY 2025

## PROGRAMME



[www.roadsafetymorocco.com](http://www.roadsafetymorocco.com)



# **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.

The same holds true for gender equality, and in some countries up to 80% of women report suffering harassment on public transport, so we must make transport safe for women and girls.

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.

**4<sup>th</sup> GLOBAL MINISTERIAL  
CONFERENCE ON  
ROAD SAFETY**  
MARRAKECH - MOROCCO

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**4th Global Ministerial Conference on Road Safety  
Marrakech, Morocco 18-20 February 2025**

**“Commit to life”**

**PRE-EVENTS**

**15 FEBRUARY 2025**

Time	Event	Notes
7h30 - 17h00	Conference Registration	Registration Desk
9h00 - 17h00	World Youth Assembly	Ambassador Auditorium, Karam 1,2,3,4,5

**16 FEBRUARY 2025**

Time	Event	Notes
7h30 - 17h00	Conference Registration	Registration Desk
9h00 - 17h00	World Youth Assembly	Auditorium Ambassadeur, Karam 1,2,3,4,5
16h00 - 17h30	Meeting of African Road Safety Lead Agencies (African Union, UNECA)	Fes 1

**4<sup>th</sup> GLOBAL MINISTERIAL  
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MARRAKECH - MOROCCO

**17 FEBRUARY 2025**

Time	Event	Notes
7h30 - 17h00	Conference Registration	Registration Desk
8h00 - 10h00	Global Alliance of NGOs Regional Meetings	Karam 1,2,3
8h00 - 12h30	World Film Festival	Ambassador Auditorium
9h30 - 17h00	Meeting of Heads of Road Safety Agencies	Fes 1
9h00 - 17h00	iRAP Event	Fès 2
9h00 - 17h00	Invention and Innovation Competition	Meeting room Karam 5
10h30 - 12h00	<ul style="list-style-type: none"> <li>Signature of an MoU and launch of Marrakech road safety action plan (Ministry of Interior, Ministry of Transport and Logistics, Ministry of Equipment and Water, National Road Safety Agency, City Council of Marrakech, Marrakech-Safi Regional Council);</li> <li>Signature of an MoU between the National Road Safety Agency and the Moroccan Insurance Federation to sponsor the 20.000 helmets;</li> <li>Launch of "Safe-Moto" action plan with distribution of 30.000 helmets;</li> <li>Launch of the global road safety campaign with celebrities (UN Secretary General Special Envoy for road safety);</li> <li>Nation wide road safety campaign;</li> <li>Call to Action: Walk and Bike.</li> </ul>	Avenue Mohammed VI
12h30 - 18h00	NGO Symposium	Ambassador Auditorium
13h00 - 14h00	Pre-Conference Press Briefing (MLT & WHO)	Royal Ballroom
13h00 - 14h45	UNRSF Investment Workshop	Karam 4
14h00 - 18h00	World Film Festival	Karam 1, 2
15h00 - 16h00	UNRSF Pledging Forum	Royal ballroom
16h30 - 18h00	Meeting of African Ministers	Royal ballroom

**4<sup>th</sup> GLOBAL MINISTERIAL  
CONFERENCE ON  
ROAD SAFETY**  
MARRAKECH - MOROCCO

**18 FEBRUARY 2025**

**AGENDA**

TIME	EVENT	VENUE
07h15 - 08h30	Registration	
07h30 - 08h30	<b>Side Events</b>	
	Launch of Global Road Safety Brief on Children and Adolescents (UNICEF)	Karam 1
	Brands for Safer Roads Breakfast (UNRSF)	Karam 2
	Showcasing Action for RS in Africa	Karam 3
08h45 - 10h15	<b>Opening Ceremony</b>  Moderators: <b>Nabilia Kilani, Melinda Crane</b>  <b>observation of 1 minute of silence</b>  <b>Welcome &amp; Introductions</b> <ul style="list-style-type: none"> <li>• <b>Aziz Akhannouch</b>, Head of Government, Kingdom of Morocco</li> <li>• <b>Tedros Ghebreyesus</b>, Director General, WHO</li> <li>• <b>Jean Todt</b>, UNSG Special Envoy</li> <li>• <b>Abdessamad Kayouh</b>, Moroccan Minister of Transport and Logistics</li> </ul> Presentation of commemorative stamp and medal <ul style="list-style-type: none"> <li>• <b>Amani Abou Zeid</b>, commissioner for Infrastructure and Energy, African Union</li> <li>• <b>Fatima Zahra Mansouri</b>, Mayor of Marrakech</li> <li>• <b>Meera Naran</b>, Victim and Advocate</li> </ul> Presentation of King Mohammed VI International Road Safety Award (Minister)	Ministerial auditorium
10h15 - 10h45	Coffee/Tea Break	



**Dr Tedros Adhanom Ghebreyesus,**  
General Director  
World Health Organization -  
Ethiopia



**Aziz Akhannouch**  
Head of Government, Kingdom of  
Morocco



**Jean Todt**  
The United Nations Secretary-  
General's Special Envoy for Road  
Safety  
United Nations - France



**Amani Abou-Zeid,**  
African Union Commissioner for  
Infrastructure and Energy, Egypt



**Abdessamad KAYOUH,**  
Minister of Transport and Logistics  
Kingdom of Morocco



**Fatima Ezzahra El Mansouri**  
Minister of National Territory  
Planning, Urban Planning, and  
Housing.  
Mayor of the City of Marrakech  
Kingdom of Morocco



**Meera Naran,**  
Victim and Advocate

<p>10h45 - 12h00</p>	<p><b>Plenary Session 1: The future of road safety: climate change, sustainable transport, and emerging mobility trends</b></p> <p><b>Moderator: Tumelo Mothotoane</b></p> <p><b>Opening Speaker: Etienne Krug</b>, World Health Organization</p> <p><b>Discussants:</b></p> <ul style="list-style-type: none"> <li>• <b>Andreas Carlson</b>, Minister for Infrastructure and Housing, Sweden</li> <li>• <b>Brigitte Diogo</b>, Associate Deputy Minister of Transport, Canada</li> <li>• <b>Dembélé Madina Sissoko</b>, Minister of transport and infrastructure. Mali</li> <li>• <b>Ajay Tamta</b>, Minister of State, Road Transport &amp; Highways, India</li> <li>• <b>Philippe Tabarot</b>, ministre des transports, France</li> <li>• <b>Fernando Grande-Marlask</b>, ministre de l'intérieur, Espagne</li> <li>• <b>Sana' Khasawneh</b>, défenseur des droits de l'homme et des libertés fondamentales Responsable des campagnes, Youth for Road Safety (YOURS)</li> </ul>	<p>Ministerial auditorium</p> <p>*official visits to exhibition chef du government et presse</p>
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## PLENARY SESSION 1

### Session Title: The Future of Road Safety: Climate Change, Sustainable Transport, and Emerging Mobility Trends

Cette This session will provide a platform for transport leaders to share innovative policies and strategies, demonstrating how cross-sector collaboration can create safer, greener, and more inclusive transport systems. Participants will leave with actionable insights into how road safety can be integrated into broader sustainability and development goals, ensuring that safety remains a central pillar of the future of mobility.

#### Session Description:

The future of road safety lies at the intersection of transformative global challenges, including climate change, sustainable transport development, and emerging mobility technologies. As transportation systems evolve, there is a unique opportunity to embed road safety into efforts to create cleaner, more resilient, and inclusive mobility networks. Achieving this vision requires collaboration not only within the transport sector but also across sectors such as environment, health, and urban planning.

This ministerial panel will explore how investments in sustainable transport, climate-resilient infrastructure, and innovative mobility solutions can directly and indirectly advance road safety outcomes. From mass transit systems that reduce traffic fatalities and emissions to urban designs that prioritize active mobility and equitable access, the session will highlight how integrated, multi-sector approaches can deliver safer roads for all.

#### Key Themes:

- **The Role of Public Transit, Walking, and Cycling Infrastructure:** Exploring how sustainable transport infrastructure, such as public transit, walking, and cycling networks, can reduce emissions, alleviate congestion, and improve safety by reducing the risk of traffic collisions.
- **Emerging Technologies: Autonomous Vehicles, Micro-Mobility, and Connectivity:** Discussing the potential of emerging technologies like autonomous vehicles and micro-mobility to improve road safety, as well as the challenges in regulating these technologies to ensure their safety.
- **Collaboration with Urban Planners for Road Safety and Climate Resilience:** Addressing the importance of urban design in promoting road safety while ensuring that cities are also climate-

resilient and sustainable.

- **Integrating Road Safety into Public Health Strategies:** Focusing on how road safety can be incorporated into public health strategies to reduce injuries and fatalities and contribute to broader health outcomes.
- **Equity and Inclusion in Road Safety Efforts:** Emphasizing the need to prioritize the needs of vulnerable and underserved communities to ensure that road safety efforts are inclusive and equitable.
- **International Partnerships and Cross-Sector Collaboration:** Highlighting the importance of international partnerships and cross-sector collaborations to integrate road safety into global sustainability and development goals.

## LIST OF SPEAKERS



**Dr Etienne Krug is Director of the Department for Social Determinants of Health at the World Health Organization in Geneva, Switzerland.**

He leads global efforts to prevent violence and injuries, to address social determinants of health and promote healthy ageing. He oversees the development of intergovernmental resolutions and global reports, the implementation of multi-country development projects, and advocacy campaigns. He chairs the International Organizing Committee for World Conferences on Injury Prevention, the United Nations Road Safety Collaboration and co-chairs the Executive Committee of the Global Partnership to End Violence against Children.



**Andreas Carlson is the Minister for Infrastructure and Housing, Sweden**

He has served as Minister for Infrastructure and Housing since October 2022. He is leading the government's work in transport, infrastructure, community planning and housing. He served as member of Parliament 2010-2022, where he was group leader for the Christian Democrats 2015-2022 and Deputy Chair on the Committee of Justice 2018-2022. He started his public service in Mulsjö Municipality in 2006, where he represented the party on the Municipal Council and the Municipal Executive Board. Prior to being elected to Parliament, Andreas worked as press secretary in the European Parliament and as a journalist. He has an educational background in law and communications from Lund University and Jönköping University.



**Brigitte Diogo is the Associate Deputy Minister of Transport, Canada**

She was appointed Associate Deputy Minister of Transport Canada, effective May 6, 2024. Prior to this, she served as Deputy Commissioner of the Canada Revenue Agency starting in April 2022.

From 2020 to 2022, Brigitte was Vice-President, Health Security and Regional Operations, at the Public Health Agency of Canada during the height of the COVID-19 pandemic. She led the multidisciplinary and interdepartmental efforts on the development and implementation of Canada's emergency border measures to reduce the risk of importation and transmission of COVID-19 due to international travel.

As Director General of Rail Safety at Transport Canada from 2015 to 2020, Brigitte was responsible for overseeing safety requirements for federally regulated railway companies including compliance monitoring and enforcement. In this role, she led significant legislative and regulatory changes to improve rail safety regime in Canada.

From 2008 to 2014, Brigitte worked at the Privy Council Office on economic and regional development

policy as well as on national security and intelligence. Brigitte started her career at Citizenship and Immigration Canada where she worked on international migration policies and on requirements for admission to Canada including visa policy.

Brigitte graduated from the University of Ottawa in economics, public administration, and political science. She also holds a Masters Certificate in Operational Risk Management from the Sprott School of Business at Carleton University.



#### **Dembélé Madina Sissoko, Minister of transport and infrastructure. Mali**

Dembélé Madina Sissoko obtained her degree in civil engineering from the Abderrahmane Baba Touré Technical College in 1998. She has worked as a teacher and engineer and as a project manager at the Ministry of Employment and Vocational Training. Ms. Dembélé was director of the National Institute for the Training of Engineers in 2016 and director of vocational training in Mali in 2019. A structure to which she has given new impetus and which is now on the path of progress and emergence. She has also proven herself in other structures, such as UAE/MB and INFP. She was appointed Minister of Transport and Infrastructure in the Choguel Maiga government in June 2021.

Ms. Dembélé has also been, in turn, Director General of the Institute of Vocational Training Engineering, Head of the Project for the Construction of Craft Houses in the Circles of Djenné and Bandiagara in the Mopti Region and Head of the Project for the Construction of Modern Vocational Training Centers in the Field of Building and Public Works on behalf of the Ministry of Employment and Vocational Training. Highly dynamic and competent, the current head of the Department of Transport and Infrastructure has participated in many training courses and has contributed greatly to the training of trainers, whether in the field of developing training materials in the construction industry, but also and above all in the development of programs on modules such as masonry-painting, industrial design, and electrical carpentry. The Minister was also site manager for the construction of the CAN village in Kabala with the architectural firm "Modulor". Medalist of national merit with the effigy of a bee and Officer of the National Order, Mrs. Dembélé Madina Sissoko, married with four children, speaks French, English and Bambara.



#### **Ajay Tamta is the Minister of State, Road Transport & Highways, India**

He is an Indian politician He is a Bhartiya Janata Party representative. In addition to serving as the Almora constituency's Member of Parliament (MP), he was the Minister of State for

Textiles. The candidate of the Bhartiya Janta Party for the Almora Lok Sabha elections of 2024 has been announced.

He is the son of Smt. Nirmala Tamta and Shri Manohar Lal Tamta. Born in Almora, Uttarakhand, on July 16, 1972, he began a journey characterized by public service. He married Smt. Sonal Tamta on November 22, 2011, and the two of them had a son and a daughter.

He completed his intermediate education from the U.P. Board as part of his educational career. In his professional life, he is known for being a social activist and transporter, using his knowledge and abilities to benefit both his community and the country.

He was a member of the Uttar Pradesh Legislative Assembly for two terms, from 2007 to 2014. From 2014 until 2019, he moved into national affairs, serving as Union Minister of State in the Ministry of Textiles, and holding positions in legislative committees. He joined the Ministry of Road Transport and Highways Consultative Committee in September 2019 and has been an active member of the Standing Committee on Petroleum and Natural Gas since then. Since May 2020, he has maintained his dedication to inclusive administration by serving as a member of the Standing Committee on Scheduled Castes and Scheduled Tribes.



**Philippe Tabarot is the Minister of Transport, France.**

llaw from the University of Nice. From 1998, he was a Cannes town councillor under the UDF-Démocratie libérale label, before joining the "Union pour un mouvement Populaire" (UMP). Now known as Les Républicains. He was elected Senator for Alpes- Maritimes on September 27, 2020.



**Fernando Grande-Marlaska Gomez is**

(Bilbao, July 26, 1962) is a Spanish magistrate and politician, current Minister of the Interior of the Government of Spain since 2018.

He is a well-known judge since the early 2000s for his time at the Audiencia Nacional, where he tried several members of the Basque terrorist group ETA and he led the trial that followed the Yak-42 accident, among other relevant cases. He also served as Member of the General Council of the Judiciary —the governing body of the Spanish judiciary— from 2013 to 2018.



**Sana'a Khasawneh, Advocacy and Campaigns Manager, Youth for Road Safety (YOURS)**

She is a junior project manager at YOURS. She is an architect with a master's degree in road safety management. San'a has a contagious enthusiasm for walkable cities and youth-driven development. She is driven by her passion to make a good impact in the world.

12h15 - 13h45	<p><b>Ministerial Roundtable</b> (closed, for ministers and heads of delegations only)</p> <p><b>Moderator: Melinda Crane</b></p> <p><b>Chair: Abdessamad Kayouh</b>, Minister of Transport and Logistics, Morocco</p> <p><b>Opening Speaker: Jean Todt</b>, United Nations Secretary General Special Envoy for Road Safety</p>	Royal ballroom
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## **Ministerial Roundtable: Turning Commitments into Action – Implementing the Conference Declaration**

### **Session Outline :**

This high-level Ministerial Roundtable will focus on the next steps for translating the commitments made in the conference declaration into concrete actions. Ministers will discuss how to align national road safety strategies with the declaration's priorities, identify key enablers for implementation, and explore the role of political leadership in accelerating progress. The session will also provide an opportunity to discuss mechanisms for accountability, financing road safety interventions, and fostering international cooperation to support implementation. A critical focus will be on ensuring that road safety is not treated as an isolated issue but is fully integrated into national transport, mobility, and development strategies from the outset.

### **Session Description:**

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.

### **Discussion Points:**

Renforcer l'intégration de la sécurité routière dans les programmes plus larges de développement et de transport durable en encourageant la coordination interministérielle, en promouvant l'engagement multisectoriel et en renforçant la collaboration internationale pour garantir une approche holistique et efficace.

- Strengthening the integration of road safety within broader development and sustainable transport agendas by fostering inter-ministerial coordination, promoting multisectoral engagement, and enhancing international collaboration to ensure a holistic and effective approach.
- Expanding financial resources for road safety and ensuring their strategic application within comprehensive and results-oriented road safety strategies to maximize impact and long-term sustainability.
- Facilitating the transfer and adoption of safety-enhancing technologies through the harmonization and coordination of standards, ensuring that innovation contributes to safer road systems globally.

- Advancing institutional and legislative reforms by building capacity, improving data collection and monitoring mechanisms, and strengthening enforcement to create an effective regulatory environment for road safety.
- Enhancing private sector engagement in road safety by encouraging businesses to integrate safety considerations into their operations and investments, fostering corporate responsibility, and aligning industry practices with road safety objectives.

12h15 - 13h45	<b>Parallel Sessions (Group 1):</b>	
	1. Beyond Emergency Care: Strengthening Post- Crash Response, Protection, and Rehabilitation for Road Victims.	Fes 1
	2. Road Safety as Occupational Safety: Applying Workplace Standards to Reduce Road Traffic Deaths	Karam 5
	3. Cities Safer by Design for Mitigation and Adaptation	Ministerial Auditorium
	4. Youth at the Table: Integrating Young Voices in Road Safety Decision-Making	Ambassador Auditorium
	5. Strengthening Road Safety through Legislation and International Legal Frameworks	Fes 2

## **Session 1: Beyond Emergency Care: Strengthening Post-Crash Response, Protection, and Rehabilitation for Road Victims**

### **Session Outline**

Surviving a road crash is only the beginning of a long and complex journey for victims and their families. While immediate medical response is crucial, post-crash care extends beyond emergency treatment to include rehabilitation, legal protection, financial support, and long- term social reintegration. Many crash survivors—particularly in low- and middle-income countries—face barriers to healthcare, insurance coverage gaps, legal uncertainties, and economic hardships due to their injuries.

This session will bring together experts from healthcare, emergency response, insurance, legal advocacy, and victim support organizations to discuss how countries can strengthen post-crash systems to ensure effective medical care, legal protections, and financial and psychological support for victims and their families.

### **Session Description**

Each year, millions of road crash survivors face life-changing physical, psychological, and financial consequences. While emergency medical response is crucial, post-crash

care must extend far beyond initial treatment. Many survivors—particularly in low- and middle-income countries—struggle with limited access to rehabilitation services, inadequate legal protections, and financial instability due to gaps in insurance coverage and compensation mechanisms. Weak enforcement of victim rights often leaves individuals and their families without justice or sufficient support.

This session will explore how countries can strengthen their post-crash care systems by integrating emergency response with long-term rehabilitation, legal protection, and social support. Panelists will discuss the role of insurance, compensation schemes, and legal frameworks in ensuring victims and their families receive the assistance they need. They will also highlight best practices for coordination between governments, healthcare providers, insurers, and victim advocacy groups. Strengthening post-crash systems is essential to reducing the lasting impacts of road crashes and ensuring that victims receive the care, protection, and dignity they deserve.

### **Key Themes**

- **Emergency Response and Pre-Hospital Care: Strengthening trauma care systems, ambulance services, and first responder networks.**
- **Rehabilitation and Long-Term Support: Expanding access to physical therapy, mental health services, and community-based rehabilitation.**
- **Victim Rights and Legal Protections: Ensuring fair legal processes, victim compensation, and enforcement of road traffic injury laws.**
- **Financial and Social Protection: Addressing insurance gaps, employer responsibilities, and economic support for affected families.**
- **Cross-Sector Collaboration: How governments, civil society, and the private sector can work together to enhance post-crash care.**

## LIST OF SPEAKERS



**Moderator: Binta Sako**, Regional Advisor for Africa, The World Health Organization



**Scene Setting: Abdul Bachani, Johns Hopkins University**, International Injury Research Unit, USA



**Leticia Cardoso**, Director of Epidemiology and Surveillance, Ministry of Health, Brazil



**Grace Mark Tusubira**, Red Cross, Uganda



**Viviam Perrone**, Madres de Dolores, Argentina



**Mompoti Bontsibokae**, Senior Manager-Injury Prevention, Botswana



**Najeebah Sulaimain**, Ministry of Transport and Communications, Brunei Darussalam



**Ismaili Mohammed**, Ministry of Health & Social Protection, Morocco

## Session 2: Road Safety as Occupational Safety: Applying Workplace Standards to Reduce Road Traffic Deaths

### Session Outline

Road crashes are the leading cause of accidental workplace deaths worldwide, with as many as 400,000 fatalities per year linked to occupational road use. Despite this, road traffic is often overlooked as a workplace hazard, and existing occupational safety regulations do not always extend to work-related road travel. This session will explore how applying occupational safety standards, procurement policies, and vehicle technology improvements can significantly reduce road-related workplace fatalities, particularly in low- and middle-income countries (LMICs), where supply chains operate across varied regulatory environments.

Experts from government, industry, and international organizations will discuss the regulatory, financial, and technological solutions available to treat road safety as a workplace safety issue, ensuring that employers and supply chains take proactive steps to mitigate risks.

### Session Description

A preventative approach to work-related road safety has the potential to dramatically reduce road deaths globally. Applying occupational safety conventions, regulations, and standards to road use would require employers to assess and mitigate road hazards just as they do for factory floors, construction sites, and offices. Public and private procurement can play a crucial role in ensuring that companies prioritize road safety in their supply chains.

The session will address key questions such as:

- How can occupational safety frameworks be extended to road traffic to protect workers and third parties?
- What role can procurement policies—especially public procurement—play in promoting safer road use and vehicles?
- How can the automotive industry contribute through improved vehicle design, safety technology, and compliance monitoring?

By drawing on successful case studies, the panel will explore actionable solutions that integrate road safety into occupational health and safety regulations, influence corporate policies, and harness technological advancements to prevent workplace-related road crashes.

### Key Themes

- **Roads as a Workplace:** Applying occupational safety standards to road traffic and transport operations.
- **Procurement as a Safety Tool:** CommentHow public and private procurement policies can incentivize higher road safety standards in businesses.
- **Regulatory and Financial Instruments:** The role of government policies and international frameworks in enforcing workplace road safety.
- **Technology and Compliance:** Innovations in vehicle safety, driver monitoring, and regulatory enforcement to prevent work-related crashes.
- **Global Supply Chains and Responsibility:** Ensuring safety across diverse regulatory environments, particularly in LMICs.

## LIST OF SPEAKERS



Moderator: Jeffrey Michael, Distinguished Scholar, Johns Hopkins University



Scene Setting: Maria Krafft, Swedish Transport Administration



Roberto Maiorana Swedish Transport Administration CEO



Astrid van der Burgt, Head of Road Safety, Holcim



Jennie Edwardsson, Sustainable Transport Business Manager, Scania CV, Sweden



Tariq Essaid, Preventica, Morocco



Trent Victor, Director of Safety Research and Best Practices, Waymo



Alejandro Furas, Secretary General, Latin New Car Assessment Programme (NCAP)



Johan Davidson, State Secretary for Infrastructure and Housing, Sweden



## Session 3: Cities Safer by Design for Mitigation and Adaptation

### Session Outline:

Cities across the world are already experiencing the impacts of climate change, from extreme heat to flooding. As governments respond, their focus is on mitigation and adaptation. However, road safety must be a fundamental part of this response—ensuring that investments in sustainable transport also make walking, cycling, and public transit safe and accessible.

This session will explore how cities can mainstream road safety into climate adaptation and transport planning. It will highlight successful examples, address challenges, and discuss ways to align policies, investments, and urban design strategies to create safer, more sustainable cities.

### Session Description:

The world is undergoing rapid urbanization and motorization, with over a billion vehicles now on the roads. Transport is a major contributor to greenhouse gas emissions, and road crashes cost countries between 3-5% of GDP annually. As governments invest in climate resilience, there is an urgent need to ensure road safety is embedded in these efforts—not as an afterthought, but as a core principle of sustainable mobility.

Safe and well-designed streets encourage people to walk, cycle, and use public transport, reducing reliance on cars and lowering emissions. Vulnerable road users—such as pedestrians,

cyclists, and motorcyclists—must be protected through safe infrastructure and policies that prioritize people over vehicles. Multilateral Development Banks (MDBs) and governments are investing heavily in transport and urban infrastructure, presenting a unique opportunity to integrate road safety into these projects. However, barriers remain, including siloed planning, lack of enforcement, and financing gaps.

This panel will bring together experts from urban planning, transport policy, MDBs, and government to discuss how road safety can be seamlessly incorporated into climate adaptation

strategies. Panelists will explore lessons learned, showcase successful projects, and outline the steps needed to ensure future investments support both sustainability and safety.

### Key Themes:

- **Road Safety as a Climate Strategy:** How does making cities safer for walking and cycling support climate mitigation and adaptation goals?
- **Mainstreaming Safety in MDB-Funded Transport Projects:** What policies and frameworks can ensure road safety is systematically integrated into development
- **Scaling Up Success Stories:** What successful models of integrating road safety into climate resilience projects can be replicated?
- **Embedding Safety in Transport Investments:** How can governments and investors ensure safety is a core component of infrastructure development?

- **Multi-Stakeholder Collaboration:** What role do MDBs, national and local governments, and private investors play in fostering safer, more sustainable cities?

## LIST OF SPEAKERS



**Moderator: Claudia Adriaola-Steil**, World Resources Institute



**Scene Setting: Adrualdo de Lima Catao**, Transit



**Marco Yamagushi**, African Development Bank



**Pedro Homem de Gouveia**, POLIS Network



**Winston Katushabe**, Commissioner Transport Regulation and Safety , Uganda



**Weimin Ren**, Director of the Transport Division, UN Economic and Social Commission of Asia



**Ngadi Mohammed**, Head of Department of Collectivities, Morocco

## Session 4: Youth at the Table: Integrating Young Voices in Road Safety Decision-Making

### Session Outline:

Road safety remains a critical issue, particularly for young people who are both significantly impacted by road crashes and crucial to shaping solutions. This session will focus on the importance of integrating youth perspectives into decision-making at all levels, emphasizing that young people not only bear the consequences of road safety failures but also have a unique vision for the future. As the next generation of leaders, youth will inherit and lead the world, and their road safety vision must be heard in shaping policies and strategies for a sustainable and safe future.

Panelists will explore the distinct value of youth perspectives, focusing on how they bring fresh ideas and a future-oriented outlook that challenges the status quo. The discussion will also address barriers to youth participation, highlight successful models of youth involvement in road safety, and propose ways to integrate young people meaningfully into decision-making processes at local, national, and international levels.

### Session Description:

Road crashes remain one of the leading causes of death among young people worldwide. However, the youth perspective on road safety is vital not only because they are directly affected by these issues but because they are shaping the vision for the future. As young people begin to take on leadership roles, their understanding of mobility, safety, and sustainability will directly influence future policy, design, and infrastructure.

This session will emphasize the importance of integrating youth voices in road safety decision-making to ensure that the solutions we create today align with the needs and values of future generations. Youth perspectives are essential in creating a roadmap for safer, more sustainable mobility because they will inherit the systems and cities we build today. The discussion will explore how young people can be engaged as both critical stakeholders and leaders, moving from consultation to full participation in the development and implementation of road safety policies.

The session will explore how to empower youth to shape the future of road safety by addressing barriers to participation, fostering collaboration between generations, and ensuring that their vision for mobility is prioritized in policy and infrastructure development. The panel will discuss successful youth-led initiatives, strategies to institutionalize youth participation, and methods for engaging youth not just in advocacy but in the design and decision-making processes that affect their future.

### Key Themes:

- **The Future-Oriented Vision of Youth:** Understanding how young people's perspectives are critical in shaping the future of road safety and how they see the world evolving.
- **Youth as Designers of the Future:** How integrating youth into decision-making processes ensures that future mobility is designed for the next generation of leaders.
- **Institutionalizing Youth Engagement:** Practical methods to ensure that youth are meaningfully included in decision-making at local, national, and international levels.

- **Digital Tools and Innovation in Youth-Led Advocacy:** Exploring how youth can leverage digital tools and creative platforms to innovate and advocate for safer roads and mobility.
- **Overcoming Barriers to Youth Participation:** Identifying and addressing the challenges that prevent youth from fully engaging in road safety decision-making processes.
- **Creating Long-Term Youth Leadership in Road Safety:** Strategies for building lasting pathways for youth to take leadership roles in road safety initiatives, beyond short-term campaigns.



#### LISTE DES ORATEURS

**Moderator:** Manpreet Darroch, Deputy Director, Youth for Road Safety



**Scene Setting:** Stefania Minniti, Advocacy Director - YOURS -



**Nikorn Chamnong**, Advisor to the Ministry of Social Development and Human Security, Thailand



**Blanca Lopez**, Vice Mayor, Guayaquil, Ecuador



**Avi Silverman**, Deputy Executive Director, FIA Foundation



**Robert Colonna**, Board Member and Young Professionals Committee Chair, Canadian Association of Road Safety Professionals



**Kenza Abourmane**, Director of youth, Ministry of Culture, Youth and Communication, Morocco



## **Session 5: Strengthening Road Safety through Legislation and International Legal Frameworks**

### **Session Outline:**

This session will explore the role of national legislation and international conventions and their implementation in improving road safety, including the key UN road safety conventions and ILO conventions related to worker safety, including for transport operations. It will highlight how legal frameworks can drive systemic improvements in road safety by establishing clear regulatory requirements, ensuring accountability, and facilitating enforcement mechanisms. The discussion will also examine challenges in adopting and implementing these legal instruments in Member States, particularly in low- and middle-income countries, and explore strategies for strengthening legal compliance and enforcement.

### **Session Description:**

Strong legal frameworks are fundamental to achieving road safety improvements. The UN's key legal instruments—such as the 1968 Vienna Conventions on Road Traffic and Road Signs and Signals, the 1958, 1997, and 1998 Vehicle Regulations Agreements,—set global standards for road user behavior, vehicle safety, and road infrastructure. However, many countries have yet to accede to these conventions or fully implement their provisions, limiting their potential to improve road safety outcomes.

In addition to road traffic laws, labor regulations play a crucial role in protecting transport workers and ensuring safer transport systems. ILO Conventions, such as the Hours of Work and Rest Periods (Road Transport) Convention (C153) and Recommendation (R161) or the Occupational Safety and Health Convention (C155), as well as UNECE's European Agreement Concerning Work of Crews of Vehicles Engaged in International Road Transport (AETR) establish standards for working conditions, driver fatigue management, inspection mechanisms, and employer responsibility in the transport sector.

This session will discuss how countries can adopt and implement road traffic national laws and regulations and international conventions to enhance road safety, including the role of legal harmonization in cross-border transport as well as the monitoring and evaluation mechanism of international community. It will also examine how legislative reforms, regulatory enforcement, and legal accountability can strengthen road safety systems—from safer vehicle imports to better protection for professional drivers.

### **Key Themes:**

- The role of UN road safety conventions in establishing international legal recommendations
- How ILO instruments and tools on workers' occupational safety and health, driving times and
- the UNECE's AETR contribute to road safety and fatigue management for professional drivers and transport workers
- Challenges and opportunities in the adoption and implementation of road

safety related international conventions, particularly in low- and middle-income countries

- The role of national legislative reforms in improving road safety outcomes
- Legal mechanisms to address road safety challenges, such as regulating vehicle imports, managing speed limits, improving road users behavior, formalization of commercial transport operations, and strengthening driver training, professionalization and licensing requirements
- The importance of multi-dimension collaboration (like cross-nation, national-regional-international, cross UN agencies) to ensure legal frameworks are effectively implemented and enforced



## LIST OF SPEAKERS



**Moderator: Dmitry Mariyasin**, Deputy Executive Secretary, United Nations Economic Commission for Europe (UNECE)



**Scene Setting: Luciana Lorio**, International Regulatory Affairs, Ministry of Infrastructure and Transport, Italy



**Walter Nissler, Federal Ministry** for Climate Action, Environment, Energy, Mobility, Innovation and Technology, Austria



**Alejandra Cruz Ross**, Transport Specialist, International Labour Organization



**Luis Octavio Miranda**, Advisor Traffic Department of State of Pará - DETRAN/PA, Brazil



**Placide Badji**, Economic Affairs Officer Economic commission for Africa



**Takashi Naono**, Director of Safety, Road Transport Bureau, Ministry of Land, Infrastructure, Transport and Tourism, Japan



**Simon Caduff**, Head International Road Traffic la Federal Roads Office Switzerland



**Hicham Mellati**, Director of Criminal Affairs and Pardons, Ministry of Justice, Morocco

13h45 - 15h00	Lunch	
	<b>Side Event:</b> Road Safety for the Future – Towards Zero Fatalities (closed event)	Karam 1
	<b>Side Event:</b> WHO/UNPOL Technical Manual on Road Policing for Road Safety	Karam 2
	<b>Side Event:</b> Institute for Young Drivers (Czech Republic)	Karam 3

15h00 - 16h15	<p><b>Plenary Session 2: Empowering Governments: Pathways to Sustainable Road Safety Financing</b></p> <p><b>Moderator: Melinda Crane</b></p> <p><b>Opening Speaker: Lilian Greenwood</b>, Minister for the Future of Roads, United Kingdom</p> <p><b>Discussants:</b></p> <ul style="list-style-type: none"><li>• <b>Margarida Blasco</b>, Minister of Home Affairs, Portugal</li><li>• <b>Devendra Dahal</b>, Minister of Physical Infrastructure and Transport, Nepal</li><li>• <b>Martin Kupka</b>, Minister of Transport, Czech Republic</li><li>• <b>Faouzi Lakja</b>, Minister of Budget, Morocco</li><li>• <b>Tatiana Molcean</b>, Executive Secretary, United Nations Economic Commission for Europe</li></ul> <p><b>Closing Speaker:</b></p> <ul style="list-style-type: none"><li>• <b>Guangzhe Chen</b>, Vice President for Infrastructure, World Bank</li></ul>	Ministerial auditorium
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## PLENARY SESSION 2

### Session Title: Pathways to Sustainable Road Safety Financing

This session will provide key insights into how governments can address the financial challenges of road safety, identifying innovative strategies to unlock new funding sources and secure long-term investments. It will explore how road safety can be integrated into broader policy agendas, ensuring it becomes a sustainable priority across various sectors. Through the examination of successful models and partnerships, the session will offer practical approaches to overcoming financial barriers and achieving lasting road safety improvements worldwide.

#### Session Description:

Sustainable road safety requires long-term, reliable financing. However, securing funding remains a complex challenge, particularly when road safety improvements often depend on investments made in other sectors. Policies aimed at reducing congestion, improving air quality, and enhancing urban mobility can generate significant, unintended road safety benefits. Yet, road safety is often overshadowed by competing national priorities like infrastructure development, climate resilience, and public health.

This panel will focus on how governments can secure and sustain financing for road safety in an increasingly complex landscape. It will explore strategies for prioritizing road safety in national budgets, mobilizing resources from diverse sectors, and leveraging innovative financial mechanisms. The session will also highlight the importance of cross-sector collaboration, including with ministries of health, urban planning, and the environment, to integrate road safety into broader development strategies.

#### Key Themes

- **Navigating Competing Financial Priorities:** How can road safety be prioritized within national budgets, especially when competing with other urgent needs like infrastructure development, public health, and climate change mitigation?
- **Securing Funding Through Cross-Sector Investments:** How can road safety financing be aligned with investments in other sectors (e.g., climate resilience, sustainable transport, and public health) to generate shared benefits and resources?
- **Innovative Financial Mechanisms for Road Safety:** What new financial models, such as public-private partnerships or international funding mechanisms, can be explored to secure sustainable funding for road safety initiatives?
- **Integrating Road Safety into Broader Policy Objectives:** How can transport, finance, and other ministries collaborate to ensure road safety is integrated into national policies aimed at sustainable development, urban planning, and climate resilience?
- **Ensuring Equitable Access to Road Safety Investments:** How can road safety financing address the needs of underserved and vulnerable communities, particularly in rural and low-income areas, to ensure equitable access to safer roads and infrastructure?

## LIST OF SPEAKERS



### **Lilian Rachel Greenwood is the Minister for the Future of Roads, United Kingdom**

She is a British Labour Party politician who has served as the Member of Parliament (MP) for Nottingham South since 2010, and the Parliamentary Under-Secretary of State for Future of Roads since July 2024.

A former union official, she served as the Shadow Secretary of State for Transport in Jeremy Corbyn's shadow cabinet from 2015 until her resignation in 2016, and as a shadow transport minister under opposition leader Ed Miliband from 2011 to 2015. On the back benches, Greenwood chaired the Transport Select Committee from 2017 to 2020, and the Commons Finance Committee from 2020 to 2021. She served as the Opposition Deputy Chief Whip of the House of Commons between 2021 and 2023, and the Shadow Minister for Arts, Heritage and Civil Society from 2023 until 2024.



### **Maria Margarida Blasco Martins Augusto is the Minister of Home Affairs, Portugal**

(born 25 July 1956) is a Portuguese judge and politician. She has been Minister of Internal Administration since 2024, in the XXIV Constitutional Government, led by Luís Montenegro.

Between 1987 and 1991 she was chief of staff of the Assistant Secretary of State to the Minister of Justice. Between 2019 and 2021 she was a member of the Supreme Court of Justice, having retired in 2021. She was general director of the Security Information Service, being the first woman to hold the office, between 2004 and 2005 and Inspector General of Internal Administration (IGAI) between 2012 and 2019.



### **Devendra Dahal is the Minister of Physical Infrastructure and Transport, Nepal**

Nepalese politician, belonging to the CPN (Unified Marxist-Leninist) currently serving as a Minister of Physical Infrastructure and Transport of Nepal since 15 July 2024. He is currently a Member of the Federal Parliament in the Rastriya Sabha, the upper house of Nepal's Parliament, representing Koshi Province, he was elected in the 2020 Nepalese National Assembly election. Dahal has been elected as the parliamentary party leader of the CPN (UML) in the Rastriya Sabha.



### **Martin Kupka is the Minister of Transport, Czech Republic**

He is a Czech politician who has been a member of the Chamber of Deputies (MP) since 2017.

He currently serves as Minister of Transport in the Cabinet of Petr Fiala and previously served as mayor of Líbeznice.



### **Fouzi Lekjaa, Minister of Budget, Morocco**

He is a senior Moroccan civil servant, sports executive and politician, who practiced his soccer skills as a manager of the club RS Berkane. He has been President of the Royal Moroccan Football Federation (FRMF) since 2014. He also reached high levels of responsibility as second vice-president of the Confederation of African Football (CAF).

Since his appointment in 2017, he has overseen the management of the Mohammed VI Football Complex. In 2022, he was again appointed to chair the Committee in charge of the joint bid by Morocco, Spain and Portugal to host the 2030 World Cup. In 2021, he was elected to the FIFA International Council at CAF's 43rd Ordinary and Elective General Assembly (OGA). He is also Chairman of the CAF Finance Committee and Vice-Chairman of the CAF Committee in charge of organizing club competitions and managing the

club licensing system. On the political front, since 2021 he has been Minister Delegate for the Budget in Aziz Akhannouch's government.



### **Tatiana Molcean, Executive Secretary, United Nations Economic Commission for Europe**

United Nations Secretary-General António Guterres announced on 26 July 2023 the appointment of Tatiana Molcean of Moldova as the next Executive Secretary of the United Nations Economic Commission for Europe (ECE). She will succeed Olga Algayerova of Slovakia, to whom the Secretary-General is grateful for her commitment and dedicated service to the Organization.

Ms. Molcean brings to the position twenty years of experience in the public sector with extensive international cooperation and development experience, and in-depth knowledge and expertise across the entire ECE membership. She is currently the Permanent Representative of the Republic of Moldova to the United Nations Office, World Trade Organization and other international organizations in Geneva.

She served as State Secretary and Deputy Minister for Multilateral and Bilateral Cooperation in the Ministry of Foreign Affairs and European Integration (2017-2020), Deputy Director General for European Integration and Head of the Division for Economic and Sector Cooperation with the European Union (2012-2017) and Head of the Division for Economic Cooperation and Sectorial Coordination at the General Directorate for European Integration (2004-2008). A career diplomat, she has also served as Chargé

d’Affaires at the Embassy of the Republic of Moldova to Sweden (2008-2011).

Ms. Molcean holds a LL.M Degree in Law from the Faculty of International Law at Moldova State University and completed the Multilateral Diplomacy Program from the Graduate Institute of Geneva, Switzerland.



**Guangzhe Chen, Vice President for Infrastructure, World Bank**

He is a Chinese national, is the Vice President for Infrastructure at the World Bank as of February 1, 2023. In this position he leads the Bank’s global efforts to build sustainable infrastructure in developing and emerging economies and supports the World Bank Group’s strategic priorities such as the climate change action plan and the private capital mobilization and enabling efforts. He oversees the Bank’s work across energy and transport sectors, digital development, and efforts to provide access to renewable energy, low-carbon transportation, digital connectivity, and quality infrastructure services to communities through public-private partnerships. Infrastructure represents around \$72 billion of the Bank’s portfolio.

16h15 - 17h30

### Plenary Session 3: Focus on Africa

**Moderator: Tumelo Mothotoane**

**Opening Speaker: Alemu Sime Feyisa**, Minister of Transport and Logistics, Ethiopia

#### **Discutants :**

- **Abdallah Hamis Ulega**, Minister of Works, Tanzania
- **Jean Ernest Masséna Ngallé**, Minister of Transport, Cameroon
- **Davis ChirChir**, Cabinet Secretary, Department of Transport, Kenya
- **Paulo Augusto Costa Rocha**, Minister of Interior, Capo Verde
- **Maged Mohamed Abelhamid**, Deputy Minister of Transport Egypt
- **Simon Mijok**, Minister of Roads and Bridges, South Sudan
- **Awa Sarr**, President, Alliance Franco-phone Sécurité Routière

#### **Closing speaker:**

- **Amani Abou Zeid**, Commissioner for Infrastructure and Energy, African Union

Ministerial auditorium



## PLENARY SESSION 3

### **Session Title: Focus on Africa: Addressing Road Safety Challenges and Opportunities in the African Context**

Cette This session will provide actionable insights on how African countries can tackle their unique road safety challenges while aligning these efforts with broader development goals. It will explore strategies for integrating road safety into national development plans, ensuring that road safety becomes a key pillar of sustainable growth. Through a focus on building resilient, long-term systems and fostering cross-sectoral collaboration, the session will highlight practical steps African nations can take to create safer road environments and achieve lasting improvements for the future.

#### **Session Description:**

Africa faces unique road safety challenges, driven by rapid urbanization, informal transport systems, and increasing vehicle numbers. However, the continent also has an opportunity to address these challenges with tailored solutions that don't necessarily follow the development models of other countries. By considering the intersection of road safety with broader issues like climate change and urban mobility, African nations can foster sustainable solutions for both road safety and development.

This session will explore how African governments can integrate road safety into national development

strategies, taking into account both local and external influences. External factors such as the

importation of used vehicles, global development actors, and the involvement of the private sector can create both challenges and opportunities for improving road safety. Additionally, climate change and the promotion of sustainable transportation options, like public transit and non-motorized transport, present both opportunities and risks for road safety across the continent.

Through this discussion, the session will emphasize how African countries can adapt global road safety strategies to the unique context of the continent, leverage regional cooperation, and secure financing for sustainable road safety improvements.

#### **Key Themes**

- **Addressing Africa's Road Safety Challenges:** Exploring how rapid urbanization, informal transport, and infrastructure limitations impact road safety, and how governments can address these challenges with locally tailored solutions.
- **Adapting Development Models:** How African countries can balance road safety needs with climate change and urban mobility challenges, without replicating the development models of other countries.
- **External Influences on Road Safety:** The impact of the importation of used vehicles, private sector involvement, and the influence of global development actors on road safety, and strategies to mitigate these impacts. Additionally, the rise of informal transport sectors and shifting global environmental policies, like promoting public transit and non-motorized transport, create new opportunities and risks for road safety.
- **Regional Cooperation for Road Safety:** Opportunities for African nations to collaborate, share knowledge, and create collective solutions for road safety across the continent.

- **Financing Road Safety in Africa:** Innovative financing models such as public-private partnerships or regional funding initiatives to secure sustainable investments in road safety.

## LIST OF SPEAKERS



### **Alemu Sime Feyisa is the Minister of Transport and Logistics, Ethiopia**

An Ethiopian politician who has been the Minister of Transport and Logistics since January 2023. Alemu was a deputy director of the Metals and Engineering Corporation (METEC) from 2019.

Alemu is currently a member of Prosperity Party and previously the Oromo Democratic Party (ODPO).



### **Jean Ernest Masséna Ngallé is the Minister of Transport, Cameroon**

Jean Ernest Masséna Ngallé has come a long way since graduating from the University of Paris X in 1986. Two years later, he graduated with a bachelor's degree in economics, specializing in business economics. In 1989, he went on to earn a master's degree in economics, specializing in business economics, also from Paris X University. Born in Yaoundé on March 9, 1962, he went on to obtain the Diplôme d'études supérieures spécialisées (Dess) in banking and finance, the Diplôme d'études approfondies (Dea) in economics and the Diplôme d'études comptables et financières (Decf), in 1990, 1991 and 1994 respectively. In the meantime, this native of Sanaga-Maritime had already begun his professional career, first as a trainee financial analyst at the Centre national des caisses d'épargne de prévoyance (Cencep) France, from June to September 1988.



### **Chirchir is the Cabinet Secretary, Department of Transport, Kenya**

He was appointed Cabinet Secretary in the Ministry of Roads and Transport on 8th August, 2024 by H.E. President William Samoei Ruto. Mr. Chirchir has a wealth of experience in project development, management and execution, strategic leadership and financial management. He served as General Manager at Kenya Posts and Telecommunications Corporation (KPTC) where he coordinated the restructuring of KPTC to create Telkom Kenya,

Communications Commission of Kenya, Postal Corporation of Kenya

He also coordinated the privatization of Telkom Kenya and liberalization of the tele-communications industry which ushered in Kenya's mobile revolution, through emergence of industry players such as Safaricom. He was a member of the Technology Committee at Nairobi Stock Exchange and supported the computerization of the Central Depository and Trading System. Mr. Chirchir was a Commissioner at the Interim Independent Electoral Commission (IIEC) where he spearheaded the introduction and application of information technology and reform initiatives in voter registration and election results management, restoring confidence in the management of the electoral process in the country. Prior to his appointment, Mr. Chirchir served as the Cabinet Secretary in the Ministry of Energy and Petroleum. Mr. Chirchir holds a Masters of Business Administration in International Management from Royal Holloway School of Management, University of London. He also holds a postgraduate diploma in Teletraffic Engineering and a Bachelor of Science Degree in Computer Science and Physics from the University of Nairobi.



**Paulo Augusto Costa Rocha is the Minister of Interior, Cape Verde**

He has a degree in law and his professional career has been linked to investigations, the fight against organized crime, corruption and national security.

He was Director General of the Intelligence Service of the Republic, Deputy National Director of the Judicial Police, Director of the Criminal Investigation Department of the Judicial Police in Sal, Director of the Scientific Police Laboratory of the Judicial Police of Cape Verde and Head of the Section for the Investigation of Crimes against Property and Others.

In the 9th legislature, he was Minister of Internal Affairs.



**Simon Mijok Majak is the Minister of Roads and Bridges, South Sudan**

He is a South Sudanese politician and the Minister of Roads and Bridges as of 2022. During his reign as minister there are a couple of achievements and challenges that he faced. The 3.6-kilometre-long Freedom Bridge and a challenge of the \$700 million 400 kilometres Juba – Wau highway which was washed away by rains.



Ndèye Awa Sarr, President, Alliance Francophone Sécurité Routière Ndèye Awa Sarr is the founding member and current President of LASER International, a road safety non-governmental organization (NGO) that aims to promote increased understanding of road safety and assist with the development of strategies, policies, and traffic safety programs in Senegal and surrounding countries.

Since 1998, Ms. Sarr has been a strong advocate for road safety. Through LASER International, Ms. Sarr encouraged Senegal to become a signatory to the Moscow Declaration developed at the First Global Ministerial Conference on Road Safety in Moscow and played a lead role in the launch of the Decade of Action for Road Safety 2011–2020 in Senegal. She has presented at several road safety conferences and meetings around the world, including Centers for Disease Control, International

Road Federation, Journées Francophones de la Sécurité Routière in France, Jacques Cartier road safety events, Prevention Routière International, National Committee for Accident Prevention in Morocco, the First Global Ministerial Conference on Road Safety in Moscow, and the Second Global High-Level Conference on Road Safety in Brasilia. In addition, she has organized five West African regional road safety forums since 2007.

Ms. Sarr has been an active proponent of the Global Alliance of NGOs for Road Safety from the very beginning and currently sits on the Alliance Board of Directors.

Ms. Sarr graduated with qualifications in transport engineering from Paris University. Since 2007, she has been the Chief of Communication for the National Road Building Agency in Senegal and still holds that position.

17h30 - 18h00	<b>Commitments</b> <b>Moderator: Tumelo Mothotoane</b>	Ministerial auditorium
19h00 - 21h00	<b>Gala Reception</b>	

## Session Title: Commitments to Accelerate Progress

### Session Description

One new and essential component of this 4th Global Ministerial Conference is formal commitments. Each government as well as other major stakeholders – international organizations, civil society groups, foundations and private companies – will have the opportunity to make a formal commitment describing how they plan to accelerate progress to achieve the Decade of Action for Road Safety 2021-2030 target of reducing road traffic deaths and injuries by 50% by 2030

Based on the Global Plan for the Decade of Action for Road Safety 2021-2030 and previously agreed upon Global road safety performance targets, commitments could include, for example, new road safety policies or legislation; improvements to road infrastructure or vehicle regulations; strengthened trauma care or data collection systems;

as well as additional funding. Ideally, commitments will be SMART: specific, measurable, achievable, relevant and time- bound. Delegates will have 1-2 minutes to present their commitments which will also be published in the conference proceedings. With respect to the development of national commitments in particular, governments are invited to engage with relevant ministries as well as other stakeholders in the country to define commitments that can be made to accelerate progress. The opportunity for heads of government delegations to present national commitments during the 4th Global Ministerial Conference will be included in the official programme.

19 February 2025		
TEMPS	EVENT	VENUE
07h15 - 08h45	<b>Registration</b>	
07h30 - 08h45	<b>Side Events</b>	
	WHO-SSATP regional road safety report on Africa	Karam 1
	Serious Injury Data (WHO/ITF)	Karam 2
	Road Safety Solutions from LMICs (India)	Karam 3
	WHO Technical Advisory Group on PTW Safety	Karam 4
	Helmet Realities and Solutions (Global Alliance NGOs)	Karam 5
09h00 - 10h15	<b>Plenary Session 4: Private Sector Engagement</b>  <b>Moderator: Tumelo Mothotoane</b>  <b>Opening Speaker: Young-Tae Kim,</b> Secretary General, International Transport Forum  <b>Discutants :</b> <ul style="list-style-type: none"><li>• Juan Carlos Muñoz, Minister of Transport, Chile</li><li>• Hideaki Takaishi, Executive Chief Engineer, Honda Motor</li><li>• Sarah Rhoads, Vice President, Worldwide Workplace Health and Safety, Amazon</li><li>• Kristin Smith, Head of Global Road Safety Policy, Uber</li><li>• Matthias de Larminat, Chief Executive Officer, Vivo Energy</li><li>• Bachir Baddou, Chief Executive Officer, Compagnie Assurances Transport</li><li>• Fabrice Cambolive, Chief Executive Officer, Renault Brand</li><li>• Eduardo Mayoral, Director for Safety, ALSA Transport, Spain</li></ul>	Ministerial auditorium

## PLENARY SESSION 4

### Session Title: Private Sector Engagement: Contributing to Safe Transport and Mobility

This session will provide a platform for discussing how the private sector can transform road safety commitments into actionable, impactful outcomes. Focusing on practical implementation, the panel will address the challenges of securing resources, ensuring effective coordination, and establishing accountability mechanisms. Participants will explore how the private sector, through its products, services, and investments, can actively contribute to safer road environments. The discussion will provide insights into overcoming barriers to private sector involvement and fostering collaborations that translate policy commitments into tangible solutions for road safety improvement.

#### Session Description:

The private sector plays an important role in contributing to road safety, both directly through operational practices and indirectly through investments, products, and services that influence transport and mobility systems. This panel will explore how companies can integrate road safety into their business models by enhancing their operations, managing occupational health and safety, and developing innovative products that contribute to safer mobility. Private sector influence extends beyond internal practices to include its impact on supply chains, technology development, and the broader mobility landscape.

Panelists will discuss the private sector's direct role in improving road safety through fleet management, procurement practices, and logistics operations. They will also examine how companies can innovate to develop new technologies—such as autonomous vehicles and smart traffic management solutions—that enhance safety for all road users. Additionally, the panel will explore how companies can indirectly contribute to road safety through their investments in safer infrastructure, their partnerships with governments, and their leadership in creating industry-wide best practices.

A key area of focus will be how the private sector can measure, track, and report on road safety performance. Transparent reporting helps set industry standards, drives accountability, and encourages the wider adoption of safety practices across industries. By discussing these key issues, the panel will demonstrate how private sector engagement is integral to achieving safer, more sustainable transport and mobility systems globally.

#### Key Themes

- **Embedding Road Safety into Private Sector Operations:** How companies can integrate road safety into their core business functions, including fleet management, logistics, and procurement practices, to create safer transport environments.
- **Innovation for Road Safety:** The role of private sector innovation in developing products and services that improve road safety, such as autonomous vehicles, intelligent transport systems, and smart mobility solutions.
- **Private Sector Investments in Safe Mobility:** The role of private sector investment in road safety technologies, infrastructure, and products that contribute to safer transport and mobility. How businesses can prioritize safety when developing new mobility technologies or services.
- **Creating a Safety Ecosystem:** The importance of creating an ecosystem that includes regulators, governments, and private sector players working together to promote road safety. This involves setting standards, sharing knowledge, and fostering collaboration across sectors.

- **Shaping a Culture of Safety:** The impact of private sector leadership in shaping a culture of safety across industries. How can companies influence broader societal norms around road

**Reporting on Road Safety Performance:** The role of transparency in road safety, how private sector companies can track, measure, and report their road safety performance, and why this is crucial for setting industry standards and improving safety across industries.

## LIST OF SPEAKERS



**Young-Tae Kim**, Secretary General, International Transport Forum Elected by transport ministers of the ITF member countries in 2017, he was confirmed for a second five-year mandate in 2022. Under the leadership of Secretary-General Kim, the ITF has grown from 59 to 69 member countries and into a truly global organization with a presence on five continents. He has strengthened the ITF's role as a convener of transport policy leaders and global platform for dialogue for better transport, inter alia by establishing Regional High- level Dialogues on Transport for Asia, Latin America and in Europe, that complement the ITF Summit,

the world's premier transport policy event and largest gathering of transport ministers. Before becoming ITF Secretary-General, Dr Kim distinguished himself in the civil service of his native Korea, serving as Director-General in the Ministry of Land, Infrastructure and Transport (MOLIT). As Deputy Director-General from 2015, he was responsible for co-ordinating various transport policies including for autonomous vehicles, greenhouse gas reduction, urban transport, Intelligent Transport Systems and road safety, among others.



**Juan Carlos Muñoz** is the Minister of Transport, Chile. He is the author of the book *Bus Rapid Transit and the Restructuring of Public Transit* (2016) and has published extensively in national and international journals on mobility and transportation issues. Also from his role as advisor and member of the board of directors of state-owned companies, he has co-generated initiatives of great impact on transportation systems such as express services in Metro, the platform door in Tobalaba station or operational improvements to the Santiago bus system.

He is recognized as an international expert being the only Latin American in the scientific council of ISTTT and CASPT, of which he was appointed as leader. He has received multiple awards for the quality of his teaching, research and innovation.



**Hideaki Takaishi, Executive Chief Engineer, Honda Motor**

He is currently Assistant Vice President, Safety Planning Division, Corporate Planning Unit, Corporate Strategy Operations in Honda Motor Co., Ltd. and concurrently also Head of Safety and Human Factor Research domain at the Innovative Research Excellence Center in Honda R&D Co., Ltd. In his current positions, Hideaki Takaishi is in charge of Honda's global safety strategy to realize Honda's worldwide Zero Traffic Collision Fatality target in 2050 announced in 2021.



**Sarah Rhoads, Vice President, Worldwide Workplace Health and Safety, Amazon**

Sarah Rhoads is the Director of Amazon Air, and a former F/A-18 fighter pilot in the U.S. Navy. Growing up in Montana, Rhoads was inspired to pursue aviation after seeing an air show at age 7. She would go on to attend the U.S. Naval Academy and earn a degree in Mechanical Engineering. After graduating, she served on active duty for 12 years. Sarah was the first female aviator in the history of the VFA-41 Black Aces squadron.

Rhoads started at Amazon in 2011 as an Operations Manager. She would later become a Senior Operations Manager, General Manager, Regional Director of Operations, and Director of Aviation Operations. Her time with Amazon has sent Sarah from Kentucky to Texas to the United Kingdom to Seattle, where she currently resides.



**Kristin Smith is the Head of Global Road Safety Policy at Uber,**

leading the company's impaired driving prevention efforts that show Uber's direct role in reducing incidents and saving lives.

During her tenure at Uber, Kristin has integrated the Safe System approach into global road safety efforts, championed support for Vision Zero initiatives, and prioritized the safety of vulnerable road users. With operations in 70 countries, Kristin's leadership has an impact on road safety throughout the world.

Experienced in transportation policy across public, private, and advocacy sectors, Kristin brings a multifaceted perspective to her work and understands that tackling the crisis on our roads requires a broad coalition of Her deep commitment to road safety is deeply rooted in personal tragedy, having lost her father to a

drunk driver in 2015. This experience not only fuels her personal dedication but also shapes her

professional mission to end impaired driving and help ensure the safety of all road users.



**Bachir Baddou, Chief Executive Officer, Compagnie Assurances Transport**

Bachir Baddou, Deputy Vice- President of the Moroccan Insurance Federation (FMA), has been appointed Vice- President of the Global Federation of Insurance Associations (GFIA).

B. Baddou first joined GFIA in 2016 as a member of the Executive Committee.



**Fabrice Cambolive, Executive Officer, Renault Brand**

He joined Renault Group in 1992 and for twenty years held various international sales and marketing positions in Spain, Switzerland, France, Germany and Romania.

His international career continued in 2011 following his appointment as Sales and Marketing Director for the Eurasia Region and Renault Russia. In 2015, he was appointed Managing Director of Renault do Brasil.

In 2017, he was promoted to Director of Operations for the Africa, Middle East, Asia and Pacific Region. In 2021, he becomes Director of Sales and Operations for the Renault brand, in charge of rolling out the Renaulution strategy across all markets and transforming the brand's business model. In May 2022, Fabrice Cambolive is appointed COO of the Renault brand.



**Eduardo Mayoral, Director for Safety, ALSA Transport, Spain**

Eduardo Mayoral has developed his professional career in various areas of customer service, quality, environment, prevention, health and safety in large companies and multinational environments. In ALSA (belonging to the multinational MOBICO) he has managed the Customer Service, Environment and Quality departments.

He currently manages the corporate Safety and Quality service in ALSA's activities in Spain, Morocco, Switzerland and Portugal.

10h15 - 11h30	<p><b>Plenary Session 5: Mayors Panel</b></p> <p><b>Moderator:</b> Melinda Crane</p> <p><b>Opening Speaker:</b> Anh-Thu Duong, Director, Global Cities Hub</p> <p><b>Discutants :</b></p> <ul style="list-style-type: none"><li>• <b>Fatima Zahra Mansouri</b> Mayor of Marrakech</li><li>• <b>Ydanis Rodriguez</b>, Commissioner for Transport, New York City</li><li>• <b>Anne Hidalgo</b>, Mayor of Paris</li><li>• <b>Sumaya Alneyadi</b>, Head of Road Safety, Integrated Transport Centre, Abu Dhabi</li><li>• <b>Blanca Lopez</b>, Vice-Mayor of Guayaquil</li><li>• <b>Saul Billingsley</b>, Executive Director, FIA Foundation</li></ul>	Auditorium ministériel
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**PLENARY SESSION 5**

**Session Title: The Role of Mayors in Road Safety: Shaping Safer, Sustainable Urban Mobility**

This session will provide an opportunity to hear directly from mayors about their experiences and strategies for integrating road safety into urban planning. It will emphasize the critical role of local leadership in shaping safer, more sustainable cities by highlighting innovative solutions and challenges faced at the municipal level. The session will explore how mayors can leverage their authority to drive policy changes, promote community engagement, and implement infrastructure improvements that contribute to safer urban mobility for all.

Session Description: Mayors play a pivotal role in creating safer urban environments, where the majority of road-related fatalities occur. As key decision-makers, they influence urban planning, transportation infrastructure, and the regulatory frameworks that directly affect road safety. This session will explore how mayors can lead the way in advancing road safety at the local level, with a focus on urban development, sustainable transport, and cross-sector collaboration.

City-level policies often have a significant impact on road safety outcomes, from designing safer streets to investing in public transport and cycling infrastructure. Mayors are uniquely positioned to prioritize road safety within broader urban development plans and to integrate road safety objectives into initiatives aimed at reducing congestion, improving air quality, and fostering sustainable mobility. The discussion will also address the challenges of balancing rapid urban growth with the need to keep roads safe for all users, as well as the role of local governments in meeting global road safety goals.

This panel will also emphasize the importance of collaboration between mayors, national governments, the private sector, and international organizations to create urban environments that are safer and more resilient.

**Key Themes:**

- **Urban Planning and Design for Safer Streets:** How urban planning policies and street design can directly contribute to reducing road traffic injuries and fatalities.

- **Leveraging Public Transport Investments for Road Safety:** Exploring how investments in public transport systems, cycling infrastructure, and alternative mobility solutions can improve road safety outcomes.
- **Integrating Road Safety into Broader Urban Development Policies:** The need for a comprehensive approach to urban development that includes road safety as a core component of health, mobility, and sustainability strategies.
- **Collaboration with National and Global Stakeholders:** How mayors can collaborate with national governments, private sector actors, and international organizations to advance road safety initiatives at the local level.

## LISTE DES ORATEURS



### **Anh-Thu Duong, Director, Global Cities Hub**

Before joining the Global Cities Hub, Anh Thu has worked 15 years at the Swiss Federal Department of Foreign Affairs (FDFA), where she contributed to the multilateral engagement of Switzerland with the United Nations and other International Organizations.

She has extensive diplomatic multilateral expertise and robust negotiation skills in human rights and humanitarian affairs. During her tenure at the Swiss FDFA, she was seconded to the Office of the United Nations High Commissioner for Human Rights and to the Presidency of the Human Rights Council.

Anh Thu holds an Executive Master in International Law in Armed Conflict from the Geneva Academy of International Humanitarian Law and Human Rights, a Master degree in International Relations from the Graduate Institute of International Studies and a Master of Arts in Politics and International Relations from the University of New South Wales, Australia.



### **Fatima Zahra Mansouri is the Mayor of Marrakech, Morocco**

She was educated in French schools in Marrakesh. She studied law in France, influenced by her father from a young age, watching his arguments in court.

Mansouri started her career as a lawyer, founding a law firm that specializes in commercial and real estate transactions.

She served as a municipal counselor for the Authenticity and Modernity Party (PAM)



### **Ydanis Rodriguez, Commissioner for Transport, New York City, USA**

Ydanis Rodriguez was appointed Commissioner of the Department of Transportation in December, 2021 by Mayor Eric Adams – and began serving in the position on January 1, 2022. As NYC DOT Commissioner,

Rodriguez oversees more than 5,500 employees, an annual operating budget of \$1.4 billion, and a 10-year capital budget of \$33 billion. Rodriguez is the first Latino and only the second person of color to serve in the position.

In serving in this role, Commissioner Rodriguez has expressed the aspiration that, with the leadership of Mayor Adams, he will work with the people of NYC DOT to make New York City the most walkable and bikeable city in the nation, a vision which will guide his leadership.

He will work to bring government, local communities, the private sector, and academia together to make this vision a reality.

### **Anne Hidalgo, Mayor of Paris, France**

Anne Hidalgo has been Mayor of Paris since 2014 – the first woman to hold that office. She was reelected in 2020 for a second term until 2026. During her period as mayor, her policies have put Paris at the vanguard of the fight against climate breakdown in urban areas.

These policies include the construction of hundreds of miles of bike lanes; the transformation of the Seine riverbank, now exclusively reserved for pedestrians and cyclists; banning traffic in certain areas of the capital on Sundays and holidays (“Paris Respire”); making the River Seine safe for swimming and bathing again by 2025; incorporating 15-minute city concepts into urban planning; greening Paris by planting 170,000 trees by the end of 2026; and her proposal to transform the Champs- Elysées by creating several gardens along the famous avenue.

During her first term, the city of Paris won the bid to organize the 2024 Olympic and Paralympic Games, which have helped Paris to accelerate even further its ecological transformation. For its exceptional climate leadership, Paris received a Climate Action Award from the United Nations during COP26.

### **Sumaya Alneyadi, Head of Road Safety, Integrated Transport Centre, Abu Dhabi, UAE**

Sumaya is Head of Safety Section in the Integrated Transport Center in Abu Dhabi. She has more than 10 years of experience in leading road safety initiatives and currently she is leading the development of Vision Zero Strategy in Abu Dhabi.



She worked previously with Municipalities and participated in Road Safety Audit for dozens of schemes. She is a member of the Technical Safety Committee in Abu Dhabi Emirate and the chairperson of the Traffic Awareness, Training and Education Team. She is also associate member of the Federal Traffic Council. She received her Master Degree in Engineering Management and her Bachelor Degree in Civil Engineering from UAEU. Currently she is preparing for her Doctorate of Business Administration in "Safe System" at Anglia Ruskin University in UK.



### **Blanca Lopez is the Vice-Mayor of Guayaquil, Ecuador**

Since the age of fourteen he has been actively involved in politics, militating in the Movimiento Revolución Ciudadana, List 5, previously known as Movimiento Alianza PAÍS, List 35. Since then he has held positions in the movement's youth groups at the local, provincial and national levels.

During 2018 and 2019, she held positions at the local and provincial level in the movement's youth spaces, being appointed youth coordinator of District 4 in Guayas.<sup>21</sup>



### **Saul Billingsley, Executive Director, FIA Foundation**

He serves as a Trustee of the International Road Assessment Programme (iRAP), a UK charity which advocates for safer road design across the world. He has served on boards of organisations including the World Bank's Global Road Safety Facility, the steering committee of the UN Road Safety Fund, the Global Road Safety Partnership (GRSP), Safe Kids Worldwide, and the UK Road Safety Foundation. Saul founded the Child Health Initiative, an informal partnership of UN agencies, NGOs and foundations raising child and youth rights on the global transport and urban planning agenda. As Deputy Director of the FIA Foundation he co-developed and coordinated the Make Roads Safe campaign, which led the first calls for a UN Decade of Action for Road Safety. Prior to joining the FIA Foundation at launch in 2002, Saul was policy director at the FIA's Brussels Office, a campaigns manager for the RAC, and began his career as a political assistant for Labour members of parliament. He is a graduate of Newcastle and Cardiff universities.

11h30 - 12h00	Coffee/Tea Break	
12h00 - 13h30	Parallel Sessions (Group 2):	
	6. Mobilising Business: Road Safety Assessment Framework for Corporate Action and Reporting	Ministerial Auditorium
	7. Safe Road Infrastructure Saving Lives	Royal Ballroom
	8. Safer Urban Streets for Active Mobility and Multimodal Transport: Slower Speeds, Faster Action	Ambassador Auditorium
	9. Overcoming Obstacles to Effective Road Policing and Speed Management	Fes 1
	10. Commitments and Accountability: Driving Real Change in Road Safety	Fes 2



## Session 6: Mobilising Business: Road Safety Assessment Framework for Corporate Action and Reporting

### Session Outline:

This session will discuss the major contribution businesses can make to cutting road trauma and examine how road safety should be integrated into corporate management and supply chain relationships. Focusing on practical implementation, the panel will outline opportunities to incentivize corporate action to improve road safety. The WHO and ITF are working with industry to establish a framework for reporting performance. This will be outlined. The immediate objectives are to promote best practice and make road safety central to management in business across the world.

### Session Description:

The private sector has a major role to play in improving road safety. The Academic Expert Group for the 4<sup>th</sup> Global Ministerial Conference on Road Safety estimates that business activity is linked to 400 000 road fatalities a year, including both employees and third parties involved in crashes. And of course, industry products are involved in all of the approximately 1.2 million fatal collisions across the world each year. Road crashes are the largest single cause of work-related injuries in developed countries, accounting for fully 38% of workplace deaths in the USA. Crashes also disrupt operations and carry a significant cost, through delays, material costs and in relation to insurance. Businesses therefore have a strong interest in managing exposure of workers to crashes and improving road safety in the communities they serve.

Leading companies have developed highly effective management and procurement systems to come close to eliminating road trauma in their operations worldwide, regardless of regulatory environment and road network quality. They extend their influence into requiring suppliers also manage to minimize road trauma and they invest in improving the safety of employees in their travel to work. More broadly, industries in many regions have organized to share and certify effective management of road safety. Nevertheless, awareness and performance vary greatly and there is a major potential to spread best practice and ensure management at all levels prioritizes road safety.

Panelists will discuss the corporate sector's direct role in improving road safety through company operations, fleet management, procurement practices, logistics and supply chain relationships. The focus will be how management can measure and report on road safety performance to spread and incentivize best practices. Finance for equity investment and for investment in infrastructure can be powerful tools for driving improvement in road safety. Businesses that perform to the highest levels of assessment will position themselves to be favored by investors, as well as insurers, by demonstrating both minimal risk exposure and a significant contribution to social goals, including the road safety targets of the UN Sustainable Development Goals. Investor and stock-market rating systems are expected to take the results of corporate road safety assessment into account and guidelines for social finance could be incorporated in the WHO and ITF framework.

### Key Themes

- **Corporate Management Systems:** How do companies assure the quality and effectiveness of their management systems and decision making? What management systems are most relevant to road safety performance?
- **Climate Impact Reporting:** Does the approach to reporting on greenhouse gas emissions provide a useful model for road safety?
- **Occupational Safety and Health:** what regulations and reporting systems current-

ly apply? Who is covered?

- **Procurement:** How far can companies influence road safety outcomes through procurement policies?
- **Suppliers and distributors:** what is the effective scope of influence of businesses? Which activities beyond direct control can be influenced? Using what means?
- **Products:** Can an assessment framework drive innovation and improvement beyond product safety standards?
- **Reporting on Road Safety Performance:** What are the key indicators of performance for an assessment framework?
- **Finance:** Does the finance community require guidance to reflect road safety performance in investment decisions?

## LISTE DES ORATEURS



Moderator: Dan Chen, The 2030 Advisors LLC



Scene Setting: Young-Tae Kim, Secretary General, International Transport Forum & Stephen Perkins, Head of Research and Policy Analysis, International Transport Forum



Juan Carlos Munoz, Minister of Transport, Chile



Miwako Ikeda-Oki, Assistant Chief Engineer, Honda Motor Company



Peter Kronberg, Director of Governmental Affairs, AUTOLIV



Nicolas Peltier, Global Director of Transport, World Bank



Susan Hipp, Executive Director, Network of Employers for Traffic Safety (NETS)



Imrane Barry, VP Trading and Health Safety Environment,  
TotalEnergies

## **Session 7: Safe Road Infrastructure Saving Lives**

### **Session Outline**

Safe and sustainable road infrastructure is key to reducing road traffic deaths and injuries,

particularly for vulnerable road users. This session will explore how road design and operations

can effectively integrate safety measures, including road safety audits and speed management,

to ensure safer mobility. The session will also highlight the need for building institutional capacity to implement safety standards and secure political alignment and financing to make road safety a priority at every level of decision-making. Leaders will discuss challenges and opportunities in creating and maintaining safe road infrastructure, with a focus on scalable good practices, financial constraints, and the role of international support in strengthening institutional capacity.

### **Session Description**

Safe road infrastructure is a critical pillar in the global effort to reduce road traffic fatalities and injuries, especially among vulnerable road users such as pedestrians, cyclists, and motorcyclists.

The UN Global Plan for the Decade of Action for Road Safety stresses the necessity of integrating road safety into the planning, design, and operation of transport infrastructure. This approach can prevent accidents and protect communities, making road safety an essential component of sustainable, inclusive mobility systems.

This session will focus on how road infrastructure can be better designed, operated, and maintained to save lives, reduce injuries, and enhance resilience against emerging challenges like climate change. Through discussions on road safety audits, speed management, and effective investments, panelists will explore actionable solutions for countries at various stages of development, including those in low- and middle-income settings.

In addition to the technical aspects of road design and safety, the session will highlight the importance of building institutional capacity to support the ongoing development and enforcement of safety standards. Adequate training, governance, and knowledge sharing are critical to ensuring the successful integration of road safety measures into both new and existing infrastructure projects. Alongside capacity building, it is essential to address the political and financial alignment needed to prioritize road safety in national agendas, ensuring long-term investment and commitment across sectors.

This session aims to showcase practical examples, highlight barriers, and propose solutions that can strengthen road infrastructure investments while fostering safer and more sustainable

### **Key Themes**

- Integrating Safety into Infrastructure: How to embed road safety audits, risk assessments, and safety measures into infrastructure planning and execution.
- Institutional Capacity Building: Strengthening local and national governments' abilities to implement road safety strategies.
- Overcoming Challenges: Addressing the barriers to integrating road safety into

infrastructure projects, including financial constraints and political resistance.

- Financial and Political Alignment: How to secure the necessary financial and political support to prioritize road safety investments.
- Leveraging International Support: The role of multilateral development banks and international partners in supporting road safety infrastructure projects, especially in countries with limited resources.
- Technology in Infrastructure: Exploring the role of technology in enhancing safety measures and ensuring efficient implementation. La technologie dans les infrastructures : Exploration du rôle de la technologie dans l'amélioration des mesures de sécurité et la garantie d'une mise en œuvre efficace.

### LIST OF SPEAKERS



Moderator: Susanna Zammataro, Director General,  
International Road Federation



Scene Setting: Patrick Mallejacq, Secretary General, PIARC



Mohammed Quachar, Director General, National Road  
Administration, Morocco



Frank Tayali, Zambia Minister of Transport and Logistics



Emanuela Stocchi, President of PIARC



Dimitris Mandalozis, President, International Road Federation and COO Aegean Motorways



George Njao, National Transport and Safety Authority, Kenya



James Leather, Transport Division Chief, Infrastructure and Energy Sector, ADB

## **Session 8: Safer Urban Streets for Active Mobility and Multimodal Transport: Slower Speeds,**

### **Session Outline:**

This session will address the urgent need for safer streets for pedestrians and cyclists, particularly in the context of rising traffic fatalities. It will focus on how urban planning can integrate multimodal transport systems to ensure safer, slower, and more sustainable mobility options. Participants will explore the role of vehicle speed management, infrastructure improvements, and policy frameworks, with an emphasis on the unique challenges and opportunities for African cities. The session will also highlight practical steps for integrating active transport and multimodal solutions to support safer urban environments and the achievement of global road safety and climate goals.

### **Session Description:**

The safety of pedestrians and cyclists in urban areas remains a significant challenge, with these vulnerable road users comprising a substantial proportion of global road fatalities. Between 2010 and 2021, road deaths among pedestrians accounted for 23% of global fatalities, while cyclist deaths accounted for 6%. A key factor contributing to these fatalities is vehicle speed, which must be addressed through targeted policies and infrastructure improvements. However, creating safer urban spaces goes beyond simply slowing down traffic; it requires a holistic approach that integrates multimodal transport systems, providing safe options for walking, cycling, and public transit.

As cities rapidly grow, particularly in regions such as Africa, addressing these challenges becomes even more urgent. Safe and sustainable mobility systems are essential not only for saving lives but also for advancing broader goals like reducing emissions, promoting equity, and ensuring access to jobs, education, and services. The session will explore how a seamless integration of active mobility and multimodal transport can play a key role in addressing these issues, while also aligning with global road safety and climate change targets. Panelists will discuss the implementation of low-vehicle-speed zones, safe infrastructure for active mobility, and the creation of multimodal transport networks that provide equitable and sustainable mobility solutions. Case studies from cities that have successfully integrated these elements will serve as inspiration for scaling up such initiatives globally.

The session will also emphasize the need for strong policy frameworks, political alignment, and financing mechanisms to support these measures. Building institutional capacity at local and national levels will be essential for ensuring that such initiatives are not only conceptualized but successfully implemented, particularly in the face of urbanization challenges.

### **Key Themes:**

- **Reducing Vehicle Speeds for Safety:** Exploring how speed management is critical for reducing fatalities among pedestrians and cyclists, with a focus on urban road design and speed-reducing measures.
- **Multimodal Transport Systems:** The role of multimodal transport solutions—combining walking, cycling, and public transport—and their importance in building safer, more accessible cities.
- **Integration of Infrastructure for Active Mobility:** How cities can implement infrastructure that prioritizes pedestrians and cyclists, alongside safer public transport systems, creating a cohesive and sustainable urban mobility network.

- **Aligning Policies with Global Goals:** The role of road safety policies in achieving SDG targets and the Paris Agreement, with a particular focus on how these objectives can drive political alignment at national and local levels.
- **Building Institutional Capacity:** The need for robust governance structures and institutional support to ensure the successful delivery of multimodal transport and safer urban mobility projects.
- **Case Studies and Best Practices:** Successful examples from cities that have implemented integrated multimodal transport and safety measures for pedestrians and cyclists, with a focus on lessons learned and how to scale these efforts.

## LIST OF SPEAKERS



Moderator: Bronwen Thornton, Chief Executive Officer, Walk 21



Scene Setting: Jim Walker, Partnership for Active Travel and Health (PATH)



Geertje Hegeman, Head of Road Safety, Ministry of Infrastructure





Mohamed Mezghani, UITP Secretary General



Janene Tuniz, UN Environment Program, Sustainable Mobility Unit



Adil Bahi, Director of Strategy, Ministry of Transport and Logistics, Morocco



Sofia Salek de Braun, Public Relations Coordinator for Road Safety, City of Munich



Luz Infante Acevedo, Executive Secretary of Comisión Nacional de Seguridad de Tránsito

## **Session 9: Overcoming Obstacles to Effective Road Policing and Speed Management**

### **Outline:**

This session will examine the key barriers to effective road policing, with a particular focus on the role of speed management in reducing road trauma. Effective enforcement of road safety laws—especially those targeting alcohol-impaired driving, speeding, and the use of safety devices—remains critical for achieving the global road safety goals set in the Global Plan for the Decade of Action for Road Safety 2021-2030. Panelists will share insights on overcoming challenges related to road policing and speed management, showcasing successful examples and identifying actionable solutions to ensure the implementation of effective road safety measures globally.

### **Session Description:**

La Road policing and speed management are essential components of a comprehensive approach to road safety. Addressing unsafe behaviors such as speeding, alcohol-impaired driving, and failure to use helmets, seat belts, and child restraints can significantly reduce road trauma.

However, despite the importance of these measures, there are recurring obstacles to effective enforcement, including limited resources, political challenges, and a lack of prioritization of speed management strategies. This session will explore these barriers, focusing on the key actions outlined in the Global Plan for the Decade of Action for Road Safety 2021-2030, which include improving road policing and implementing speed management practices. The discussion will feature successful case studies, strategies to strengthen deterrence-based road policing, and practical solutions to overcome common barriers. Ultimately, the goal is to build a more effective, global road policing framework that incorporates speed management as a core strategy for reducing road trauma.

### **Key Themes:**

- **Overcoming Obstacles to Effective Road Policing:** Addressing barriers to the implementation of enforcement strategies for alcohol-impaired driving, speeding, and seat belt/helmet use.
- **The Importance of Speed Management:** How speed regulation and enforcement play a key role in reducing fatalities and injuries, with a focus on how to integrate speed management into road policing frameworks.
- **Global Plan for Road Safety and its Gaps:** Reviewing the road policing-related actions in the Global Plan for the Decade of Action for Road Safety and understanding why these are often overlooked or under-implemented.
- **Best Practices in Road Policing and Speed Management:** Successful case studies demonstrating effective deterrence strategies, speed management initiatives, and law enforcement practices that have led to reduced road trauma.
- **Strengthening Global Road Policing:** How to build institutional capacity for better enforcement, incorporate speed management into national policies, and ensure sustainable funding for road safety measures.

## LIST OF SPEAKERS



Moderator: Jonathon Passmore, Programme Manager, Road Safety, Violence, & Injury Prevention, Regional Office for Europe, World Health Organization,



Scene Setting: Dave Cliff, Chief Executive Officer, Global Road Safety



Serghei Diaconu, Chief of Staff, Office of the Prime Minister, Moldova



Loubna Maazouzi, Director of Road Safety, NARSA, Morocco



Vice-Director General of the Department of Traffic Police,  
Viet Nam



Kribon Suadsong, Deputy Commissioner General of Royal  
Thai Police, Thailand



Federica Deledda, Deputy Commissioner, Italian State Po-  
lice, Republic of Italy, Vice President of the European Road  
Policing Network (ROADPOL)



Atef Garib, President Director General of Tatweer (Dubai)



## **Session 10: Commitments and Accountability: Driving Real Change in Road Safety**

### **Session Outline:**

This session will explore how different stakeholders—governments, businesses, and civil society—can turn road safety commitments into measurable action. Accountability is essential for achieving meaningful progress, ensuring that pledges translate into safer roads and fewer deaths. Panelists will discuss mechanisms for tracking commitments, the role of data and reporting, and how financial and regulatory levers can drive compliance.

The discussion will highlight best practices in corporate, government, and civil society accountability, while also examining gaps that need to be addressed to ensure sustained progress in road safety. The session will also explore how road safety can be integrated into environmental, social, and governance (ESG) frameworks, corporate responsibility, and national policy implementation.

### **Session Description:**

Achieving road safety targets requires more than just commitments—it demands accountability. With an estimated 1.2 million road traffic deaths globally each year, urgent action is needed to ensure that commitments made by governments, businesses, and NGOs lead to real, measurable outcomes.

This session will examine how road safety commitments are being tracked and enforced. Governments are responsible for policy implementation and enforcement, the private sector for ensuring safety across supply chains, and NGOs for advocacy and independent monitoring. Investors and insurers can also play a role by linking financial incentives to road safety performance.

Despite progress in some areas, accountability gaps remain. Some commitments lack enforcement mechanisms, while others fail due to weak reporting or insufficient funding. By exploring practical accountability tools—such as regulatory oversight, financial penalties, public reporting, and independent audits—this session will provide a roadmap for turning commitments into sustained road safety improvements.

### **Thèmes clés :**

- **Government Accountability:** How can road safety commitments be embedded into national policies and regulations? What mechanisms ensure enforcement and transparency?
- **Corporate Responsibility:** How should companies measure and report road safety performance? Can ESG frameworks and investor criteria drive stronger corporate accountability?
- **NGO Monitoring and Advocacy:** How can civil society track progress and hold governments and businesses accountable for road safety pledges?
- **Data and Reporting:** What indicators are most effective for measuring road safety commitments? How can data be used to drive accountability?
- **Financial Incentives:** How can investors, insurers, and development banks ensure road safety is factored into financial decisions?
- **Supply Chain and Procurement:** How can businesses extend accountability beyond direct operations to suppliers and contractors?
- **Global Frameworks:** How do international initiatives like the UN Global Road Safety

- Targets help create accountability at all levels? Chaîne d'approvisionnement et achats : Comment les entreprises peuvent-elles étendre leur responsabilité au-delà des opérations directes aux fournisseurs et aux sous-traitants ?
- Cadres mondiaux : Comment les initiatives internationales telles que les objectifs mondiaux de sécurité routière des Nations unies contribuent-elles à la responsabilisation à tous les niveaux ?



### **LIST OF SPEAKERS**

Moderator: Lotte Brondum, Executive Director, Global Alliance for NGOs for Road Safety



Scene Setting: Jagnoor Jagnoor, The George Institute for International Health



Kelly Larson, Director of Public Health, Bloomberg Philanthropies





Bright Oywaya, ASIRT Kenya



Writu Bhatta, Swatantra Abihyan Nepal



Thierno Mamadou Barry, Director General, National Road Safety Agency, Guinea



Mattias Landgren, Special Envoy for the Reconstruction of Ukraine, International Transport Forum



Nawal Almoutawakil, Former Minister of Youth, member of Olympic committee



Sam Clark, Head of Programmes, Transaid

12h00 - 13h30	Sam Clark, Head of Programmes, Transaid	Karam 5
13h30 - 15h00	Lunch	
	<b>Side Event:</b> JHU Reception for Road SafetyLeadership Course Alumni	Movenpick Hotel
	<b>Side Event:</b> United Nations Safe and Affordable Helmets Initiative Fireside Chat (UNSG SE)	Karam 1
	<b>Side Event:</b> Introduction to the Eastern Partnership Regional Road Safety Observatory	Karam 2
15h00 - 16h30	<b>Parallel Sessions (Group 3):</b>	Karam 2
	11. Closing the Gap of Post-Crash Funding: The Importance of Motor Insurance for Road Safety	Ministerial Auditorium
	12. Opportunities to Improve Vehicle Safety at a Time of Rising Motorization and Technology Transition	Ambassador Auditorium
	13. A New Narrative for Global Road Safety: Changing Hearts, Minds, and Policies	Salle de bal royale
	14. Protecting Children on the Move: Advancing Safe and Sustainable Mobility for Young People	Fes 1
	15. Delivering Results-Focused Road Safety Governance: How it is Done and Who Does It?	Fes 2



## **Session 11: Closing the Gap of Post-Crash Funding: The Importance of Motor Insurance for Road Safety**

### **Session Outline:**

This session will address the critical role of motor insurance in road safety, focusing on its potential in reducing fatalities, addressing gaps in post-crash funding, and compensating victims. It will explore the challenges and successes of implementing compulsory motor insurance in different countries, highlighting both the prevention elements and its role in providing post-crash care. The session will showcase best practices from diverse regions and propose recommendations to make motor insurance a universal tool for improving road safety.

### **Session Description:**

Despite recent reductions in global road fatalities, significant challenges remain, particularly in low- and middle-income countries, where fatalities continue to rise. The WHO's Global Plan for the Decade of Action for Road Safety 2021–2030 highlights compulsory motor insurance as a key tool for improving road safety. This type of insurance plays a crucial role by addressing multiple elements of the Safe System Approach, including safe roads, safe vehicles, safe speed, and post-crash care. Despite its importance, many countries still do not mandate motor insurance or have underperforming compliance rates. Compulsory motor insurance not only aids in preventing accidents by promoting safer driving behaviors but also helps to compensate victims and their families, alleviating the financial burden of medical treatment. This session will explore the role of motor insurance in enhancing road safety and its potential to bridge the funding gap for post-crash care. It will examine current data, best practices from various countries, and the challenges faced in implementing such policies, particularly in LMICs. The session will also consider how multilateral development banks and the private sector can promote and support these initiatives to reduce road fatalities and improve the overall safety infrastructure.

### **Key Themes:**

- The role of compulsory motor insurance in improving road safety outcomes.
- The effectiveness of motor insurance in reducing fatalities and enhancing post-crash care.
- Successful implementation of mandatory motor insurance in diverse global contexts.
- The challenges faced by low- and middle-income countries in enforcing and benefiting from motor insurance.
- Recommendations for integrating motor insurance as a tool for improving road safety and providing post-crash support.

## LISTE DES ORATEURS



Moderator: Eduardo Augusto Café, Movernos Seguros Manager



Scene Setting: Miquel Nadal, Chairman of Movernos Seguros Program



Juan Carlos Botran, responsable de la sécurité routière, FIA Club Guatemala



Marisela Ponce de Leon Valdes, Senior Transport Advisor, Sub-Saharan African Transport Program



Mary Botagissio Reyes, Director at Fundación Liga Contra la Violencia Vial



Lammat Younes, Director of Policyholder Protection,  
Autorité du Contrôle des assurances  
et de la Prévoyance Sociale (ACAPS)



Esteban Diez Roux, Operations Senior Advisor,  
InterAmerican



Luz Infante Acevedo, Executive Secretary of Comisión  
Nacional de Seguridad de Tránsito (CONASET),

## **Session 12: Opportunities to Improve Vehicle Safety at a Time of Rising Motorization and Technology Transition**

### **Session Outline:**

This session will examine the current landscape of vehicle safety, focusing on recent advancements in both crashworthiness and crash avoidance technologies. It will explore the essential actions required to build a market for safer vehicles, considering both regulatory push and market incentives. Participants will discuss how to address the rising challenges posed by motorcycle safety and the increasing use of powered two-wheelers. The session will also investigate how both public and private fleet management can contribute to improving road safety, alongside strategies to ensure the continued roadworthiness of vehicles throughout their life cycle.

### **Session Description:**

Over the last decade, significant strides have been made in vehicle safety, particularly for vehicle occupants, with advancements in crashworthiness technologies. The introduction of crash avoidance systems is an essential step forward in reducing injuries for all road users. However, the rapid increase in motorization globally, particularly the growth of motorcycle use, presents new challenges. To keep pace with these developments, there is a need for stronger action to ensure that vehicles remain safe throughout their life cycle. This session will address key priorities for vehicle safety, exploring how regulatory frameworks and market incentives can help build a safer vehicle market. It will also consider how fleet safety management practices, both in the public and private sectors, can contribute to reducing road crashes. The discussion will be critical for understanding how to enhance vehicle safety in low- and middle- income countries and ensure the safety of motorcycles and vehicles on the road.

### **Key Themes:**

- The role of crashworthiness and crash avoidance technologies in vehicle safety
- Strategies to build a market for safer vehicles, with a focus on both regulatory frameworks and market incentives
- Addressing the challenges of powered two-wheeler safety and the rising use of motorcycles
- The role of fleet management in improving road and vehicle safety
- Ensuring the continued roadworthiness of vehicles through proper checks and standards



## LIST OF SPEAKERS



Executive Director, International Motor Vehicle Inspection Committee



Scene Setting: David Ward, President Emeritus, Global New Car Assessment Programme (NCAP)



Siti Zaharah Ishak, Director General of the Malaysian Institute for



Carla Hoorweg, Chief Executive Officer at the Australasian New Car Assessment Programme (ANCAP)



Mohan Savarkar, Vice President & Chief Product Officer,  
TATA Motors



Gerhard Muller, President of CITA, Germany



Stephanie Leonard, Global Head of Government & regula-  
tory Affairs; TOM TOM



Omar Sentissi, President of the Moroccan Federation of  
Vehicle Inspection Centers

## **Session 13: A New Narrative for Global Road Safety: Changing Hearts, Minds, and Policies**

### **Session Outline:**

Cette session explorera les moyens de réorienter le débat mondial sur la sécurité routière en tirant parti d'une narration convaincante, de l'influence des médias et de campagnes créatives. Malgré le lourd tribut humain et économique des accidents de la route, l'engagement public et politique reste faible. La discussion portera sur la manière dont la sécurité routière est présentée, sur les récits qui trouvent un écho auprès du public et sur la manière dont les médias et les leaders culturels peuvent modifier les perceptions afin de susciter une demande d'action plus forte.

Les panélistes partageront les leçons tirées de campagnes réussies de plaidoyer et d'engagement public dans les domaines de la santé, du changement climatique et d'autres mouvements sociaux, offrant un aperçu de ce qui fonctionne - et de ce qui ne fonctionne pas - lorsqu'il s'agit de faire évoluer les mentalités à l'échelle mondiale. La conversation ira au-delà du problème et se concentrera sur des solutions inspirantes, soulignant le besoin urgent de repenser les systèmes de mobilité pour la sécurité, la durabilité et l'équité.

### **Description de la session :**

This session will explore how to reshape the global conversation on road safety by leveraging compelling storytelling, media influence, and creative campaigns. Despite the massive human and economic toll of road crashes, public and political engagement remains weak. The discussion will address how road safety is framed, what narratives resonate with the public, and how media and cultural leaders can shift perceptions to generate stronger demand for action.

Panelists will share lessons from successful advocacy and public engagement campaigns in health, climate change, and other social movements, offering insights into what works—and what doesn't—when driving a global mindset shift. The conversation will go beyond the problem and focus on inspiring solutions, emphasizing the urgent need to rethink mobility systems for safety, sustainability, and equity.

#### **Session Description:**

Road crashes are the leading cause of death for children and young people, yet they rarely spark the level of urgency and action seen in other public health crises. If road crashes were a disease, they would be treated as a global pandemic. Instead, they are often framed as unavoidable accidents—random events rather than the result of systemic failures in infrastructure, regulation, and culture.

This session will explore how to reframe road safety in a way that captures public attention, mobilizes demand for action, and challenges entrenched narratives that prioritize speed and convenience over human lives.

A powerful new narrative must not only highlight the scale of the crisis but also present an inspiring vision of a safer, more sustainable transport future. This means telling stories that resonate—stories of lives saved, communities transformed, and cities that put people first. It also means shifting the conversation from victim-blaming to systemic change.

The panel will bring together media leaders, creatives, and advocates to discuss how to craft and amplify a compelling road safety narrative that drives real-world impact.

## Key Themes:

- **Shaping Public Perception:** How do media and culture influence how road safety is understood? What messages have the most impact?
- **Lessons from Other Movements:** What can road safety advocates learn from successful public health, climate, or social justice campaigns?
- **Framing the Issue:** How can road safety be repositioned as an urgent social and political priority rather than an unavoidable consequence of mobility?
- **Creating Emotional Connection:** What types of storytelling (personal narratives, data-driven stories, visual campaigns) work best to engage audiences?
- **Building Demand for Change:** How can road safety advocates and communicators generate stronger public and political pressure for action?
- **The Role of Business and Technology:** How can the private sector contribute to a new road safety narrative through branding, marketing, and innovation?
- **A Vision for the Future:** How can we tell stories that inspire—not just about reducing deaths, but about redesigning mobility for a safer, greener, and more equitable world?

## LIST OF SPEAKERS



Moderator: Matthew Taylor, Road Safety Communications, World Health Organization



Scene Setting: Jean Todt, UN Special Envoy on Road Safety



Nhan Tran, Head of Safety and Mobility, The World Health Organization



Dorcas Wangira, Health Correspondent, BBC Africa



Albert Asseraf, Director General of Communication and New Uses, JCDecaux



Amandine Morhaim, Editor in Chief, Sports Documentaries, Canal+



Abdessadek Maafa, Director of Communications, NARSA, Kingdom of Morocco



Yannick Alléno, Chef and President of the Association Antoine Alléno



Clea Martinet, Vice-President for Sustainability, Renault Group.



Tatiana Molcean, Executive Secretary, UN Economic Commission for Europe

## **Session 14: Protecting Children on the Move: Advancing Safe and Sustainable Mobility for Young People**

### **Session Outline:**

This session will explore the urgent need to protect children and young people from road traffic crashes and ensure their right to safe and healthy mobility. It will showcase successful interventions and collaborations between governments, UN agencies, NGOs, academia, and the private sector—including automotive technologies, that have contributed to safer mobility for children. Participants will discuss how to move from pilot projects to large-scale policy change and sustainable investment in child road safety. The session will also highlight the broader benefits of active mobility for children's health and well-being, encouraging further commitment from ministerial delegates.

### **Description de la session :**

Despite progress in global road safety, road traffic crashes remain a leading cause of death and serious injury among children and young people. Vulnerable road users, particularly children walking and cycling, face unacceptable risks daily. Governments and stakeholders must work together to integrate, scale, and sustain solutions that protect young people and ensure their right to safe and healthy environments.

This session will showcase programmatic and advocacy tools that have successfully advanced safer and more sustainable mobility for children, such as iRAP's Star Rating for Schools, Amend's SARSAI method, and AIPF's Safe School Zones. It will also highlight key lessons from the first half of the Second Decade of Action for Road Safety, identifying what has worked, what has not, and how to accelerate effective interventions. Panelists will explore the roles of different actors—NGOs, philanthropies, UN agencies, multilateral development banks (MDBs), and governments—in scaling and sustaining initiatives that work. The discussion will emphasize the co-benefits of safer and more accessible streets, particularly how active mobility supports children's health, education, and overall well-being. By showcasing practical examples of meaningful change, the session aims to inspire ministerial delegates to commit to further action for child road safety.

The discussion will also examine how automotive technology—such as advanced driver-assistance systems (ADAS), pedestrian detection, intelligent speed assistance (ISA), improved child restraint systems, and vehicle safety regulations—can play a critical role in reducing child road fatalities and injuries. The session will emphasize how safer vehicle design and regulations, alongside infrastructure and enforcement, can help create a safer mobility environment for children.

### **Key Themes:**

- The impact of road traffic crashes on children and their right to safe mobility
- Examples of effective child road safety programs, methodologies, and advocacy tools
- Strategies to move from pilot projects to policy change and sustainable funding
- The role of key stakeholders in scaling up and sustaining child road safety initiatives
- The broader benefits of active mobility for children's health and well-being

- The role of technology and innovation in ensuring better protection for child passengers
- and pedestrians Les avantages plus larges de la mobilité active pour la santé et le bien-être des enfants
- Le rôle de la technologie et de l'innovation dans l'amélioration de la protection des enfants passagers et des piétons

## LIST OF SPEAKERS



Moderator: Atsani Ariobowo, Children and Youth Director,  
FIA Foundation



Scene Setting: Naseem Awl, Deputy Representative  
UNICEF Morocco Country Office



Morag MacKay, Chief Research and Network Officer,  
Safekids Worldwide



Simon Kalolo, Amend Tanzania



Quyen Bui, Monitoring and Evaluation Coordinator, Asia Injury Prevention Foundation (AIPF), Vietnam



Youssef Zahidi, President de la royal Moroccan Motor Sports Federation.



Mohammed Ezzerouali, Director of Curriculum, Ministry of Education, Morocco



Zhendong Sun, Vehicle Safety Senior Specialist of China Automotive Standardization Research Institute

## **Session 15: Delivering Results-Focused Road Safety Governance: How it is Done and Who Does It?**

### **Session Outline:**

This session will focus on contemporary road safety management practices, emphasizing the importance of managing road safety as a system. The discussion will examine the roles of lead agencies, institutions, and governance models in shaping road safety systems, with particular attention to how governance frameworks are designed to improve road safety performance. The session will explore three organizational models for road safety governance: dedicated lead agencies, institutions with some lead agency functions, and situations where there is no clear lead agency. The panel will consider the impact of these models on road safety results and how they align with broader Sustainable Development Goals (SDGs).

### **Session Description:**

Effective road safety governance requires a coordinated approach that brings together multiple institutions and stakeholders, each playing a vital role in reducing road fatalities and injuries. The complexity of road safety management means that governance models must be adaptable, flexible, and results-oriented. This session will explore the various governance models for managing road safety systems, focusing on the strengths and weaknesses of each approach. By comparing organizational models—whether involving a dedicated lead agency, institutions taking on some lead agency functions, or situations where no lead agency exists—this session will highlight the critical functions that must be performed at the system level to ensure road safety outcomes. Panelists will discuss how different governance models contribute to achieving road safety targets, especially in aligning efforts with broader SDGs. The session will also address the challenges of implementing the Safe System approach, which requires close collaboration across sectors and institutional boundaries. This includes considerations on how governance models can support the integration of road safety policies with urban planning, transport systems, and public health objectives. By examining best practices, case studies, and real-world examples, the session will provide actionable insights into the management functions necessary to drive a coordinated road safety strategy that not only reduces road trauma but also helps to meet the global sustainable development agenda.

### **Key Themes:**

- Road safety as a system involving multiple institutions and sectors.
- Governance models for effective road safety management.
- Role of lead agencies in coordinating and driving road safety efforts.
- Institutional management functions necessary to achieve road safety results.
- Alignment of road safety efforts with broader SDGs, especially in terms of coordination and collaboration.
- Challenges and opportunities in implementing the Safe System approach at the institutional level.

## LIST OF SPEAKERS



Moderator: Said Dahdah, Head, Global Road Safety Facility, World Bank



Scene Setting: Matts-Ake Belin, Global Lead for the Implementation of the Decade of Action for Road Safety 2021-2030

The World Health Organization



Mahmood Ahamad, Additional Secretary, Ministry of Road Transport and Highways (MoRTH),



Debbie Cousins, directrice des opérations EDD, Banque européenne pour la reconstruction et le développement



Guro Ranes, Director of Traffic Administration, Norway



Nikorn Chamnong, Advisor to the Ministry of Social Development and Human Security, Thailand



Kaarina Ruta, Transport Assistant, Welsh Local Government Association



Benacer Boulaajoul, Director General of the National Road safety Agency, Morocco

<p>16h45 - 18h00</p>	<p>Plenary Session 6: From mobilising to organising : the challenges of implementation</p> <p>Moderator: Tumelo Mothotoane</p> <p>Opening Speaker: Tomas Eneroth, Swedish Parliament</p> <p>Discussants: : Tomas Eneroth, Parlement suédois</p> <ul style="list-style-type: none"> <li>• Serghei Diaconu, Chief of Staff, Office of the Prime Minister, Moldova</li> <li>• Renan Filho, Minister of Transport, Brazil</li> <li>• Ousmane Gaoul Diallo, Minister of Transport, Guinea</li> <li>• Jana Santhiran Muniayan, Secretary General, Ministry of Transport, Malaysia</li> <li>• Kittikorn Lohsoonthorn, Secretary to the Minister of Health Thailand</li> <li>• Jon-Ivar Nygard, Minister of Transport, Norway</li> <li>• Agnes Binagwaho, Vice Chancellor of The University of Global Health Equity &amp; Former Minister of Health, Rwanda</li> <li>• Mr. Milton MORRISON, Executive Director, National Authority for Transport, Dominican Republic.</li> </ul>	<p>Ministerial auditorium</p>
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## PLENARY SESSION 6

### **Session Title: From Mobilising to Organising: The Challenges of Implementation**

Cette This session will provide a platform for discussing how to turn the ideas and commitments made at a policy level into tangible, impactful actions on the ground. It will also focus on the practical realities of implementation, from securing resources to ensuring coordination and accountability, providing a roadmap for overcoming the challenges that prevent road safety from becoming a sustained priority.

Session Description: Despite strong political will and public mobilization for road safety, many countries face significant challenges in effectively implementing road safety policies. The transition from mobilising support to organising actions often uncovers gaps in institutional capacity, resources, coordination, and accountability.

This session will focus on the practical challenges that governments and stakeholders face in turning road safety commitments into action. From securing sustainable financing and aligning with broader development objectives, to overcoming institutional silos and ensuring stakeholder cooperation, the session will explore the barriers that prevent the smooth implementation of road safety initiatives.

The discussion will also highlight the importance of developing robust monitoring and evaluation frameworks to track progress, identify gaps, and adjust strategies. Additionally, the session will explore the role of leadership and governance in ensuring that road safety is effectively prioritised, coordinated, and integrated into existing systems.

#### **Key Themes:**

- **From Commitment to Action: Translating Political Will into Policy and Practice:** Identifying the key steps required to move from the conceptual phase to concrete actions and sustainable road safety initiatives.
- **Building Institutional Capacity for Implementation:** Understanding the challenges and opportunities in strengthening the technical, institutional, and human resources needed for effective road safety delivery.
- **Financial Resources and Long-Term Sustainability:** Exploring how to secure sustainable funding and manage resources to ensure the continued success of road safety programs.
- **Collaboration and Coordination across Sectors:** The need for greater collaboration between governments, the private sector, and civil society to address road safety through a whole-of- society approach.
- **Monitoring, Accountability, and Adjusting Strategies:** The importance of robust monitoring and evaluation mechanisms to track implementation, assess effectiveness, and make necessary course corrections.

## LIST OF SPEAKERS



### **Tomas Eneroth is the Minister for Transportation, Swedish Parliament**

Tomas Eneroth has served as the Swedish Minister for Infrastructure since 2017.

Minister Eneroth started his political career in 1991 as a member of Kronoberg County Council. He has been a member of the Swedish Parliament since 1994 and served as Party Group Leader for the Swedish Social Democrats in 2014-2017.

He has also served as State Secretary at the Ministry of Education and Science. Minister Eneroth has an educational background in sociology and political science and graduated from Växjö



### **Serghei Diaconu, Chef de cabinet, Cabinet du Premier ministre, Moldavie**

Serghei is the President of ProtectMD Foundation, which was founded in 2011 by the Automobile Club of Moldova (ACM).

ProtectMD promotes democratic values and a sense of justice through civil, moral and ethical education. ProtectMD runs education and information campaigns to promote safety, including road safety, and regularly collaborates with national and international organisations. Serghei is also the Honorary President of the Automobile Club of Moldova, and an international consultant on police reform and road policing. He has been recently invited to be the Director of the Department of Externalised Programs and Studies at ULIM University of Moldova.

The Automobile Club of Moldova has won two Prince Michael International Road Safety Awards. One Award for Police Reform in 2013 and a second for their Occupational Road Safety Project (supported by the EBRD and EASST) in December 2017.



### **Renan Filho is the Minister of Transport, Brazil**

Renan Filho began his political career in 2004, at the age of 25, when he was elected mayor of the municipality of Murici, in the Zona da Mata region of Alagoas, and was re-elected in 2008. In April 2010, he left the municipality of Murici to run for a seat in the Chamber of Deputies on the Brazilian Democratic Movement (MDB).

In April 2010, he left Murici to run for a seat in the Chamber of Deputies on the Brazilian Democratic Movement (MDB), being replaced by his uncle Remi Calheiros, former mayor of the municipality and, at the time, his vice-president.[9] In the October elections of the same year, Renan was elected as the most voted federal deputy in the election with a total of 140,180 votes (9.90% of the valid votes).

In October 2014, he was elected Governor of Alagoas for the first time with a total of 670,310 votes



### **Ousmane Gaoul Diallo is the Minister of Transport, Guinea**

The son of a large sibling, he pursued his studies in Conakry and abroad, including the Université René Descartes, the Université Pierre Mendès France in Grenoble and HEC Montréal, reinforcing his expertise in technology and information systems. followed by a turn towards politics, agriculture and social commitment.

His political involvement dates back to 1987, marking the start of a 36-year career. He became an activist with the Parti Guinéen du Progrès (PGP), Guinea's first political party.

Jana Santhiran Muniayan, Secretary General, Ministry of Transport, Malaysia



**Dato' Jana Santhiran Muniayan** is currently the Secretary General for Ministry of Transport. Prior to his appointment as the Secretary General, Dato' Jana Santhiran was the Secretary General of the Ministry of Youth and Sports Malaysia from 5 January 2022 until 16 January 2023.

He has been serving the Malaysian Government as an Administrative and Diplomatic Service Officer for 27 years where he started as an Assistant Director in the Ministry of Rural Development in 1995. One year later, he was posted to the Ministry of Education (MOE) as Assistant Secretary in the Development and Privatisation Division and was later promoted to be Principal Assistant Secretary in 2003 in the

same division. In his time with the MOE, he was also the Project Manager for Asian Development Bank and World Bank's Education Projects in Malaysia.



### **Secretary to the Minister of Health Thailand**



### **Jon-Ivar Nygard is the Minister of Transport, Norway**

He was member of the municipal council of Fredrikstad since 1993, and served as mayor of Fredrikstad from 2011 to 2021.

Having previously been a deputy representative from 2013 to 2017, Nygård was elected representative to the Storting from the constituency of Østfold for the period 2021–2025, for the Labour Party. While part of the government from October 2021, Solveig Vitanza met in the Storting in his place



### **Agnes Binagwaho, Vice Chancellor of The University of Global Health Equity & Former Minister of Health, Rwanda**

Agnes Binagwaho is a Rwandan Politician, pediatrician, co-founder and the former vice chancellor of the University of Global Health Equity (2017-2022). In 1996, she returned to Rwanda where she provided clinical care in the public sector as well as held many positions including the position of Permanent Secretary for the Ministry of Health of Rwanda from October 2008 until May 2011 and Minister of Health from May 2011 until July 2016. She has been a professor of global health delivery practice since 2016 and a professor of pediatrics since 2017 at the University of Global Health Equity. She has served the health sector in various high-level government positions.

18h00 - 18h30	Commitments Moderator: Melinda Crane	Ministerial auditorium
18h00 - 18h30	Side Events	
	<ul style="list-style-type: none"> <li>UN Special Envoy Friends of Road Safety</li> <li>Network Meeting</li> </ul>	Karam 1
	<ul style="list-style-type: none"> <li>High Level Round Table on Safe Systems (ITF)</li> </ul>	Karam 2
	<ul style="list-style-type: none"> <li>Private Sector Role in Road Safety (NETS)</li> </ul>	Karam 3
	<ul style="list-style-type: none"> <li>Australasian College of Road Safety International Outreach Chapter meeting</li> </ul>	Karam 4
18h00 - 20h00	Engagements Modérateur : Melinda Crane	Auditorium ministériel

## Session Title: Commitments to Accelerate Progress

### Session Description

Les engagements formels constituent un élément nouveau et essentiel de cette quaOne new and essential component of this 4th Global Ministerial Conference is formal commitments. Each government as well as other major stakeholders – international organizations, civil society groups, foundations and private companies – will have the opportunity to make a formal commitment describing how they plan to accelerate progress to achieve the Decade of Action for Road Safety 2021-2030 target of reducing road traffic deaths and injuries by 50% by 2030.

Based on the Global Plan for the Decade of Action for Road Safety 2021-2030 and previously agreed upon Global road safety performance targets, commitments could include, for example, new road safety policies or legislation; improvements to road infrastructure or vehicle regulations; strengthened trauma care or data collection systems; as well as additional funding. Ideally, commitments will be SMART: specific, measurable, achievable, relevant and time- bound. Delegates will have 1-2 minutes to present their commitments which will also be published in the conference proceedings.

With respect to the development of national commitments in particular, governments are invited to engage with relevant ministries as well as other stakeholders in the country to define commitments that can be made to accelerate progress. The opportunity for heads of government delegations to present national commitments during the 4th Global Ministerial Conference will be included in the official programme.

**4<sup>th</sup> GLOBAL MINISTERIAL  
CONFERENCE ON  
ROAD SAFETY**  
MARRAKECH - MOROCCO

**20 FEBRUARY 2025**

TIME	EVENT	VENUE
07h30 - 08h45	<b>Side Events</b>	
	· Evidence Gaps and Research Priorities (JHU & WHO)	Karam 1
09h00 - 10h30	<b>Sessions parallèles (groupe 4) :</b>	
	16. Leveraging Data for Road Safety: Advancing Strategies, Policies, and Monitoring Progress	Ministerial Auditorium
	17. Navigating the Road Ahead: Addressing Road Safety Challenges and Opportunities in the Era of Emerging Technologies and Mobility Trends	Fes 1
	18. Unlocking the Potential of Public-Private Partnerships for Safer and More Sustainable Mobility	Fes 2
	19. Enhancing Safety for Powered-Two and Three-Wheeler (PTW) Users: Addressing Risks, Policies, and Solutions	Royal Ballroom
	20. Advancing the Safe System Approach: Enablers, Challenges, and Lessons for Implementation	Ambassador Auditorium

## **Session 16: Leveraging Data for Road Safety: Advancing Strategies, Policies, and Monitoring Progress**

### **Session Outline:**

This session will explore how data is essential for improving road safety decision-making, shaping impactful policies, and enhancing infrastructure. It will focus on the key role of data in monitoring legislation and enforcement efforts, and the importance of Regional Road Safety Observatories in bridging the data-knowledge gap. Participants will discuss how emerging technologies can revolutionize road safety data collection and application, and will explore collaborative efforts to strengthen data sharing across sectors. The session will also examine strategies to enhance data collection and policy development, especially in low- and middle-income countries.

### **Session Description:**

To meet the United Nations' target of halving road deaths and serious injuries by 2030, a data-driven approach is essential. This session will delve into the importance of critical data in identifying road safety challenges and opportunities, and how data can be used to inform road safety strategies, infrastructure improvements, and effective legislation enforcement. The session will also examine the role of Regional Road Safety Observatories in bridging the gap between data and knowledge, ensuring that road safety policies are informed by robust data at the regional level. Special focus will be given to how emerging technologies such as mobile devices, artificial intelligence, and big data analytics can revolutionize road safety data collection and application. Through collaborative efforts between governments, the private sector, and civil society, this session will explore how data sharing can be enhanced, ensuring road safety data is more accessible and actionable. Additionally, the session will consider strategies for effective data collection in low- and middle-income countries (LMICs), with particular attention to the role of Regional Observatories in advancing data-driven decision-making.

### **Key Themes:**

- **Critical Data for Road Safety:** Exploring the types of data essential for understanding road safety challenges and opportunities, especially in achieving global road safety targets.
- **Technological Advancements:** Discussing how mobile devices, artificial intelligence, and big data analytics can transform the collection, analysis, and application of road safety data.
- **Collaboration for Data Sharing:** Strengthening the collaboration between government agencies, the private sector, and civil society to improve data sharing and utilization for road safety.
- **Regional Road Safety Observatories:** Assessing the contribution of Regional Road Safety Observatories in monitoring road safety progress, elevating road safety on the political agenda, and supporting data-driven decision-making.
- **Data Collection in LMICs:** Identifying strategies to improve data collection and policy development in low- and middle-income countries, with the support of regional observatories.

## LIST OF SPEAKERS



Moderator: Emma MacLennan, Director, EASST and Deputy Director EaPRSO Secretariat



Scene Setting: Dominique Mignot, Chair, International Traffic Safety Data and Analysis Group (IRTAD) Cambodia



Sattya Boran, Deputy Director, Department of Road Traffic Safety,



Sushil Dhakal, Joint Secretary, Ministry of Physical Infrastructure and Transport, Nepal,



Geetam Tiwari, Transportation Research and Injury Prevention Centre, Indian Institute of Technology Delhi



Manuelle Salathe, Director, National Road Safety Observatory, France



Tomáš Neřold, Road Safety Department Director of the Ministry of Transport, Czech Republic



Benacer Boulaajoul, Chair, African Road Safety Observatory

## **Session 17: Navigating the Road Ahead: Addressing Road Safety Challenges and Opportunities**

### **Session Outline:**

The session will provide an overview of how emerging technologies and mobility trends are reshaping road safety. With the advent of autonomous and connected vehicles, electric mobility, and new mobility services like shared mobility, there is potential to significantly improve road safety. However, these technologies also present new challenges that must be addressed to maximize their benefits. The session will focus on understanding the implications of these technological advancements on road safety systems, regulatory frameworks, and user behaviors.

The session will begin with an overview of the latest technological innovations and mobility trends, highlighting both their benefits and risks in the context of road safety. Experts will then explore the regulatory, infrastructural, and operational responses needed to ensure that these innovations contribute to a safer road environment for all road users.

### **Session Description:**

Technological advancements and new mobility trends hold the promise of significantly improving road safety, yet they also introduce new challenges that must be carefully managed to maximize their benefits. This session will explore how these innovations, including autonomous vehicles (AVs), connected vehicle technologies, shared mobility, and micro-mobility, are reshaping road safety and transportation systems.

The role of autonomous and connected vehicles will be examined, particularly in terms of how they can enhance safety by reducing human error, providing crash avoidance features, and improving traffic management. However, the integration of these technologies into existing road networks requires significant adjustments in infrastructure design and updates to regulatory frameworks, making the session a critical space for discussing how smart infrastructure, vehicle-to-infrastructure communication, and data-driven safety systems can evolve. The impact of shared mobility services like ride-hailing and micro-mobility solutions such as e-scooters will be explored, focusing on the associated safety risks and regulatory challenges. As these services become more prevalent, it is essential to understand how they can be safely integrated into road transport systems, with special attention to infrastructure, safety standards, and user behavior. Ultimately, the session will highlight how emerging technologies, if properly integrated into road safety systems, can contribute to a future of safer roads. However, for these innovations to be effective, international cooperation and cohesive regulatory approaches are necessary to ensure that safety measures evolve in tandem with technological advancements, especially in rapidly developing regions and emerging markets.

### **Key Themes:**

- **The Role of Autonomous and Connected Vehicles:** How autonomous and connected vehicles can contribute to road safety by reducing crashes through enhanced driver assistance and traffic management.
- **Shared Mobility and Micro-Mobility:** Exploring the safety implications and regulatory challenges associated with ride-sharing services, e-scooters, and micro-mobility.

- **Safety Design and Infrastructure:** The need for infrastructure to evolve in response to new technologies, including vehicle-to-infrastructure communication systems and smart road design.
- **Regulatory and Policy Challenges:** Addressing the gaps in legislation and policy frameworks to ensure the safe integration of new technologies and services into existing road networks.
- **Data-Driven Safety Improvements:** Using big data and AI to improve road safety, enabling real-time traffic management and proactive safety interventions.

## LIST OF SPEAKERS



Moderator: Christopher Harrison, World Intellectual Property Organization



Scene Setting: Cecilia Sunnevang, Vice President of Research, AUTOLIV



Wei Li, Deputy General Manager, China Automotive Technology And Research Centre (CARTAC)



Pankaj Aggarwal, Chief Engineer, Roads, MoRTH Government of India



Philip Turner, Head of Sustainable Development, UITP



Dmitry Mariyasin, Deputy Executive Secretary, United Nations Economic Commission for Europe



Rafik Alami, Director of Digital Innovation center of excellence, UM6P, Morocco



Benoit Laurent: Président du conseil de surveillance, UTAC, France



Youssef El Hanssali: CEO Vitronic, UAE

## **Session 18: Unlocking the Potential of Public-Private Partnerships for Safer and More Sustainable Mobility**

### **Session Outline::**

This session will examine how public-private partnerships (PPPs) can drive impactful road safety and mobility solutions. It will explore key drivers of success, mechanisms for mobilizing investment, and strategies for scaling up these partnerships across different income contexts. The discussion will highlight how risk capital, credit guarantees, and globally consistent key performance indicators (KPIs) can foster confidence among stakeholders. Case studies will illustrate how successful PPPs have leveraged data, technology, and financing to reduce road trauma and improve transport systems.

### **Session Description:**

Les partenariats public-privé (PPP) sont essentiels pour faire progresser la sécurité routière. Public-private partnerships (PPPs) are essential for advancing road safety and sustainable mobility. By combining public policy leadership with private sector innovation and investment, PPPs can deliver solutions such as improved infrastructure, safer vehicle standards, enhanced enforcement, and data-driven interventions. However, to scale these partnerships effectively, it is critical to understand the drivers of

success, including clear governance structures, aligned incentives, and measurable impact. One of the challenges is ensuring that the benefits of reduced road trauma—such as lower healthcare costs and increased economic productivity—are effectively mobilized to support ongoing investments.

This session will explore how risk capital and credit guarantees can help de-risk investments and enable markets to develop road safety solutions at scale. It will also discuss the importance of globally consistent KPIs to monitor progress and build confidence among both beneficiaries and private sector investors. Additionally, the discussion will focus on creating an enabling ecosystem where diverse stakeholders—from governments and multilateral institutions to private companies and civil society—can collaborate effectively to drive meaningful change in road safety and mobility.

### **Key Themes:**

- Drivers of success in public-private partnerships for road safety
- Mobilizing the benefits of reduced road trauma to support investment in road safety initiatives
- The role of risk capital and credit guarantees in fostering a scalable market for road safety solutions
- Monitoring globally consistent KPIs to enhance accountability and attract investment
- Building an ecosystem for sustainable PPPs across low-, middle-, and high-income countries
- Scaling up successful PPP models through innovative financing and technology adoption
- Examples of effective PPPs in areas such as road safety data, enforcement, vehicle safety, and infrastructure

## LIST OF SPEAKERS



Moderator: Nneka Henry, Head, United Nations Road Safety Fund



Scene Setting: Jean Pol Armijos, Senior Transport Specialist, Interamerican Development Bank



Sergio Oliete Josa, Director General of International Partnerships, Sustainable Transport and Urban Development, European Commission



Carmelo Sanz de Barros, President of the Senate, Federation



Bosco Marti Asencio, Executive Director, Fundacion Aleatica



Jonathan Lewis, Vice President for Health & Safety, AUTO-LIV



Robert Lisinge, Director, Technology, Innovation, Connectivity and Infrastructure Development Division, UN Economic Commission for African (UNECA)



M'hammed Cherqaoui, Director HSSE & Product Quality  
Vivo Energie

## **Session 19: Enhancing Safety for Powered-Two and Three-Wheeler (PTW) Users: Addressing Risks, Policies, and Solutions**

### **Session Outline:**

This session will address the critical role of powered-two and three-wheelers (PTWs) in mobility across many countries, particularly in low- and middle-income regions where they serve as an essential mode of transport for work and personal travel. It will examine the growing safety challenges associated with PTW use, including the vulnerability of riders, the safety of child passengers, the need for appropriate infrastructure, and the role of vehicle and helmet standards. Discussions will also explore regulatory and enforcement measures, industry innovations, and international best practices to enhance PTW safety while maintaining their role as an accessible and affordable mobility option.

### **Session Description:**

Powered-two and three-wheelers (PTWs) play a vital role in transport systems world-wide, providing affordable, flexible, and accessible mobility, particularly in urban and peri-urban areas. In many countries, motorcycles, mopeds, and motorized tricycles are not just a mode of transport but a key driver of economic activity, including in delivery services and informal transport networks. However, PTW riders are among the most vulnerable road users, with high rates of fatalities and serious injuries. Many factors contribute to the risks they face, including a lack of safe infrastructure, insufficient helmet use and enforcement, the presence of child passengers, and challenges related to vehicle safety standards.

This session will explore effective strategies to improve PTW safety, focusing on a combination of road design, protective equipment, rider training, enforcement of safety regulations, and innovations in vehicle technology. The discussion will also highlight country-level approaches that have successfully reduced PTW-related crashes and fatalities. Special attention will be given to the protection of child passengers, the challenges of informal PTW transport, and the role of the private sector in promoting safer practices.

### **Key Themes:**

- The importance of PTWs for mobility and economic activity, especially in low- and middle-income countries
- The major safety risks associated with PTWs, including infrastructure gaps, helmet use, and enforcement challenges
- The protection of child passengers and the need for targeted safety policies
- The role of improved vehicle safety features, such as anti-lock braking systems (ABS) and helmet standard compliance
- The need for a coordinated approach, including government policies, private sector innovation, and civil society engagement
- Case studies of successful interventions to improve PTW safety, including regulation, public awareness campaigns, and industry-driven initiatives

## LIST OF SPEAKERS



**Program Director, Road Safety,** Global Health Advocacy Incubator



**Scene Setting:** Andres Vecino-Ortiz, Associate Research Professor, Johns Hopkins University Bloomberg



**Nils Lubbe,** Director of Research, AUTOLIV, Sweden



**Xiangrong Li,** China Automotive Technology and Research Center (CATARC)



**Thanh Kim Le, Vice-President,** National Traffic Safety Committee, Viet Nam



**Esteban Diez Roux, Operations Senior Advisor,** Inter American Development Bank (IDB)



**Kuroki KAZUYOSHI, RSWG chairman,** International Motorcycle Manufacturers' Association (IMMA)



**Greg Smith, Chief Executive Officer** (ad interim), International Road Assessment Programme (iRAP)

## **Session 20: Advancing the Safe System Approach: Enablers, Challenges, and Lessons for Implementation**

### **Session Outline:**

This session will review the progress made by jurisdictions that have adopted the Safe System approach, highlighting key enablers and challenges to implementation. It will showcase how national, state, and local governments have successfully embedded the Safe System in their road safety strategies, providing valuable lessons for low- and middle-income countries (LMICs).

The discussion will also emphasize the role of political leadership, the importance of system-wide coordination, and the need for continuous innovation to accelerate progress toward the 50by30 goal.

### **Session Description:**

The Safe System approach has become a cornerstone of road safety strategies worldwide, recognizing that humans make mistakes and that road systems should be designed to minimize harm. Many jurisdictions have made measurable progress in reducing road fatalities and serious injuries by embracing this approach. However, effective implementation remains a challenge, particularly in LMICs where institutional capacity, funding, and political support may be limited.

This session will provide a platform to assess the real-world impact of Safe System implementation, drawing from case studies at national, state, and local levels. It will explore the enablers that have driven success, such as strong leadership, multi-sectoral collaboration, and evidence-based interventions. It will also examine the common blockers—such as regulatory gaps, lack of funding, and resistance to change—that hinder widespread adoption.

By highlighting political dividends and demonstrating how different system components must work together, this discussion aims to equip policymakers, practitioners, and advocates with insights to accelerate Safe System implementation globally.

### **Key Themes:**

- Safe System implementation at different levels (national, state, local) and lessons learned
- Enablers and blockers to successful implementation, with a focus on governance, funding, and capacity-building
- Political leadership and public support as critical factors in road safety success
- The role of systemic coordination—ensuring roads, vehicles, speeds, and users work together for safety
- Applicability to LMICs—how proven solutions can be adapted to different contexts
- The future of Safe System innovations and their potential to transform road safety

## LIST OF SPEAKERS



**Moderator: Veronique Feypell**, Senior Project Manager, Road Safety, International Transport Forum



**Scene Setting: Jessica Truong**, Global NCAP



**Britta Lang, Senior Manager**, Global Road Safety Partnership



**Amy Pidwill, Road Safety Strategy Lead**, Transport for London



**James Bradford**, Global Technical Director, International Road Assessment Programme (iRAP)



**Shaw Wong**, Professor of Mechanical Engineering, Universiti Putra Malaysia, & Chairman, Malaysian Institute for Road Safety Research, Malaysia



**Sumaya Saeed Salem Al Neyadi**, Director of Road Safety, Abu Dhabi

10h30 - 11h00	<b>Coffee break</b>	<b>LIEU</b>
11h00 - 12h00	<b>Presentation of Awards for Film Festival and Innovation Awards</b> <b>Moderator: Nabila Kilani</b> <ul style="list-style-type: none"><li>- International Innovation and Invention Awards</li><li>- International Road Safety Film Festival Awards</li><li>- Special Awards by Prince Michael of Kent</li></ul>	Karam 1
12h00 - 13h00	<b>Closing Ceremony:</b> <b>Moderator: Melinda Crane</b> <b>Presentation of Marrakech Declaration:</b> <ul style="list-style-type: none"><li>· Abdessamad Kayouh, Minister of Transport and Logistics, Morocco</li></ul> <b>Intervenants :</b> <ul style="list-style-type: none"><li>· Lotte Brondum, Global Alliance of NGOs</li><li>· Raquel Barrios, Youth for Road Safety</li><li>· Etienne Krug, World Health Organization</li><li>· Benacer Boulaajoul, National Road Safety Agency, Morocco</li></ul>	Karam 1
13h00 - 14h00	Press Conference	Royal Ballroom
14h00 - 15h30	Lunch	





Moderator: **Nabila Kilani**



Moderator: **Melinda Crane**



Presentation of Marrakech Declaration: **Abdessamad KAYOUH** Minister of Transport and Logistics Morocco



**Lotte Brondum**, Global Alliance of NGOs



**Raquel Barrios**, Youth for Road Safety



**Etienne Krug**

Director, Department of the Social Determinants of Health  
World Health Organization - Belgium



**Benacer Boulaajoul**, National Road Safety Agency,  
Morocco



