ROAD SAFETY, A MAJOR CHALLENGE

THE AFRICAN ROAD SAFETY CORRIDORS INITIATIVE & THE CUBE

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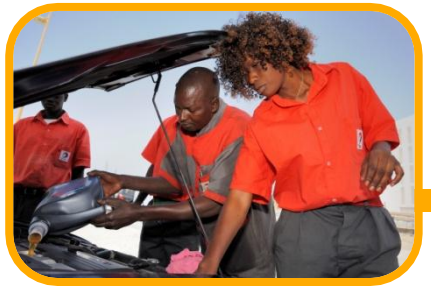
TOTAL'S ROAD SAFETY STRATEGY IN AFRICA MIDDLE EAST

CHALLENGES AND OPPORTUNITIES FOR ROAD SAFETY

TOTAL is a major actor



10.000
employees approx.

1.9 million
clients per day.

17.8 Mt of **refined petroleum products** per year.

250 million
kilometers per year.

4 700
service stations.

N.R. : Numbers for the Africa Middle East perimeter in 20123

TOTAL ROAD SAFETY STRATEGY

2003

Road Transport Improvement Program (PATROM)

2010

Transport Management System (SMT)

Transporter Safety Management Development Program

Golden Rules

2011

Road Safety Partnerships

- **GRSP & African Road Safety Corridors Initiative**
- **National Partnerships**

2012

Light Vehicle Policy

Transporters' Inspection

Road Safety Awareness

- **Road Safety Campaigns**
- **Road Safety Caravans**

2013

Conventions of Transporters

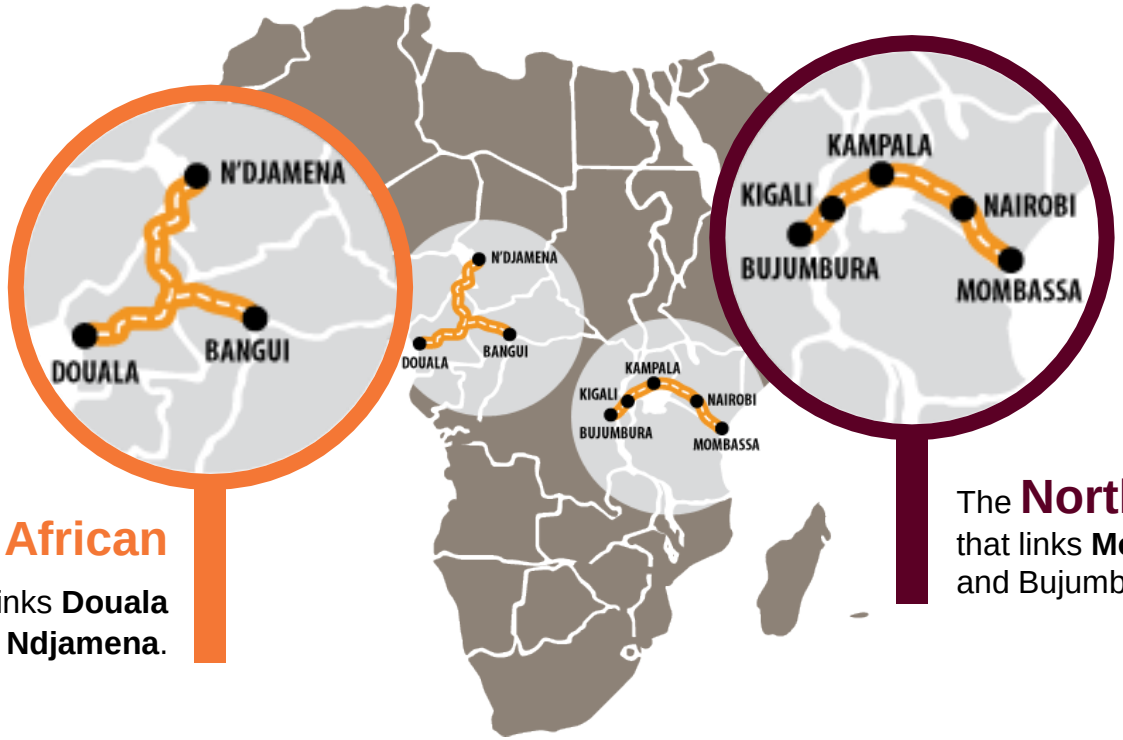
Continuation of Road Safety campaigns & Partnerships

GLOBAL ROAD SAFETY PARTNERSHIP

A GLOBAL PARTNERSHIP WITH THE WORLD BANK

THE AFRICAN ROAD SAFETY CORRIDORS INITIATIVE

- **In 2011,Total partnered with the World Bank to implement the African Road Safety Corridors Initiative (ARSCI).**
  - In line with the UN Decade of Action, its objective is to **reduce road traffic death** in Africa.
  - It aims to initiate and coordinate "High Impact Interventions" along two main cross-border corridors :



The **Central African Corridor** that links **Douala** to **Bangui** and **Ndjamena**.

The **Northern Corridor** that links **Mombasa** to **Kampala** and Bujumbura.

AFRICAN ROAD SAFETY CORRIDORS INITIATIVE

A STRUCTURED INITIATIVE RELYING ON THREE DISTINCT ASSOCIATIONS

- **An independent organization called "SAFE WAY RIGHT WAY" is created in 2012.**

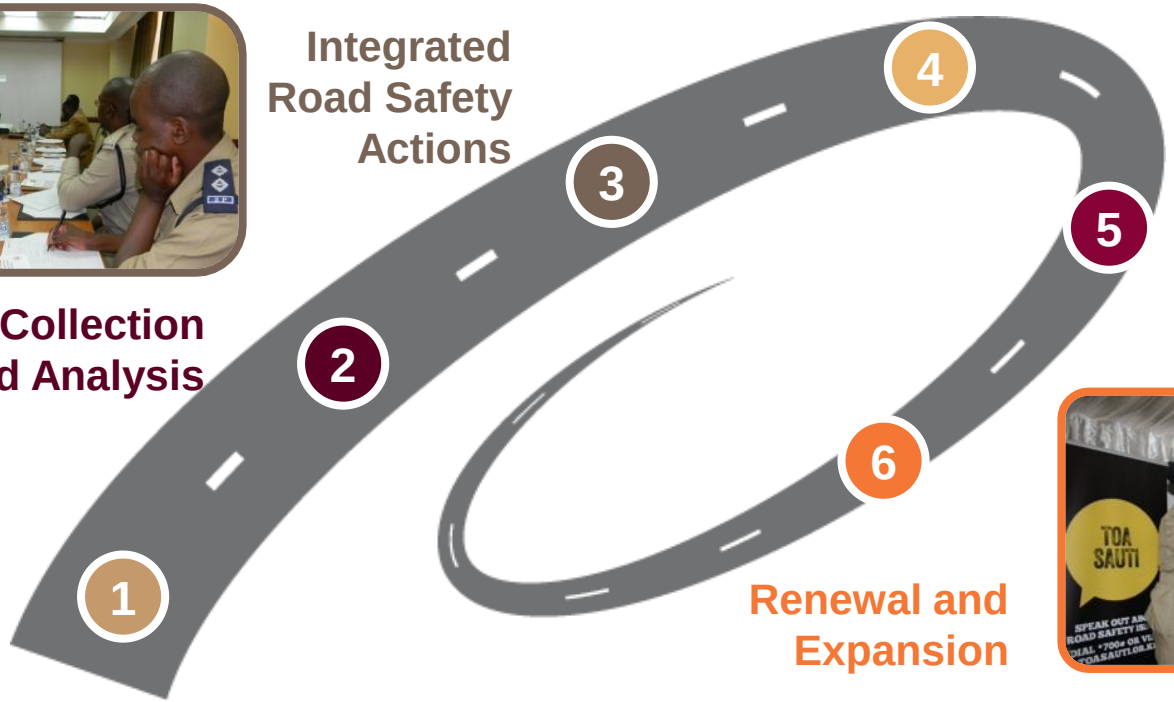
- **Its objective is to implement ARSCI activities on the Northern and Central African Corridors by :**
  - Bringing interested parties together.
  - Raising adequate finances.
  - Identifying and analyzing risks.
  - Agreeing on common action plans and awareness-raising actions.

- **Next step is to pursue the initiative along two additional corridors:**
  - The Addis Abeba – Djibouti Corridor.
  - The Dar es Salaam – Lusaka Corridor.

AFRICAN ROAD SAFETY CORRIDORS INITIATIVE

A PROACTIVE PARTNERSHIP STRATEGY (PPS)

- **In order to achieve its objectives, a Proactive Partnership Strategy (PPS), developed by GRSP since 2002, has been set out:**
  - Providing a **framework for managing road safety**.
  - Integrating the **local community** in the decision process.
  - Relying upon a **reliable identification process** of the local road safety problems.



Partnership Building

Data Collection and Analysis

Integrated Road Safety Actions

Monitoring Performance Evaluation and Recognition

Review

Renewal and Expansion

GLOBAL PLAN
DECADE OF ACTION FOR ROAD SAFETY 2011-2020

Pillar 1

Road Safety Management

Pillar 2

Safer roads and mobility

Pillar 3

Safer Vehicles

Pillar 4

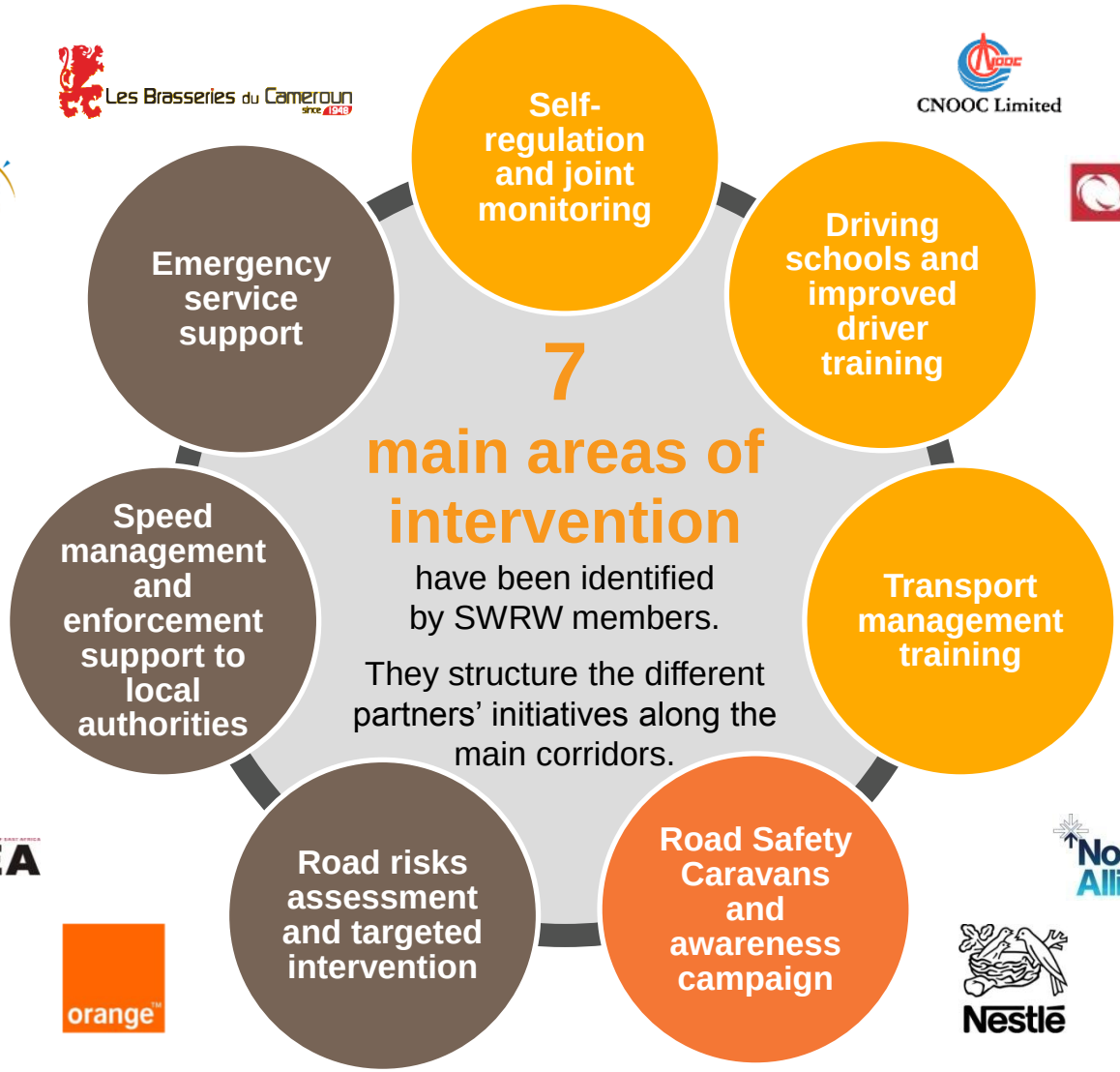
Safer road users

Pillar 5

Post-crash Response

AFRICAN ROAD SAFETY CORRIDORS INITIATIVE

A STRUCTURED INITIATIVE BASED ON SEVEN AREAS OF INTERVENTION



SAFE WAY RIGHT WAY KENYA

ENFORCING SELF-REGULATION STANDARDS AND IMPROVED TRAINING

- **Self-regulation & Joint monitoring:**
  - Agreement on a **common ethical charter** guided by nine key principles.
  - Implementation of a **KPI tracking** tool.
- **Driving schools and Improved driver training:**
  - Agreement on the creation of a common **driving school**.
  - Harmonization of training modules and driving prerequisites.

9 key principles

- Vehicle Technical Standards
- Third Party Transport Contractor
- Occupational Health and Safety
- Capacity Building
- Driver training and professional Development
- Journey Management practices (rest stops and wellness centers)
- Accident Reporting and Investigation
- Legal Compliance and Cooperation with Law Enforcement Agencies
- Joint Road Safety Community Actions

SAFE WAY RIGHT WAY UGANDA

ENGAGING IN ROAD RISK ASSESSMENT AND TARGETED INTERVENTIONS

- **Road risk assessment & Targeted intervention:**
  - Completion of a **Baseline Study** to identify black spots.
  - **Working visits** in town councils.
  - Implementation of **Road Safety Measures** near primary schools.

- **Speed management & Enforcement support to local authorities:**
  - **Training of local police forces** on new regulations.
  - Implementation of a pilot **Speed Management Campaign** along with local police forces.

The objective is to visit 21 town councils within three years.

SAFE WAY RIGHT WAY CAMEROON

A ROAD SAFETY CARAVAN TO SENSITIZE LOCAL POPULATIONS

- **Self-regulation and joint monitoring:**
  - Creation of a sub-committee to facilitate the diffusion of **good road safety practices**.
- **Road Safety Awareness Campaign:**
  - Creation of a **Road Safety Caravan** to raise awareness among the local population.
  - Organization of joint road safety training animations in primary schools, markets and taxi stations.

100 000 people
reached through the Road Safety Caravan
Vulnerable road users

THE ROAD SAFETY CUBE PROGRAM

A GLOBAL ROAD SAFETY AWARENESS PROGRAM FOR CHILDREN

In Africa, road traffic injuries are **the 4th cause of death** amongst the **5-14 years old.**

More than 300,000 children trained

- **In 2012, a tool kit was developed**
  - In partnership with road safety and education experts.
  - Designed **to help children understand fundamentals of road safety**.
  - **32 affiliates** have already launched **partnership initiatives.**

Tunisia (2.000 students)

Tanzania (180.000 students)

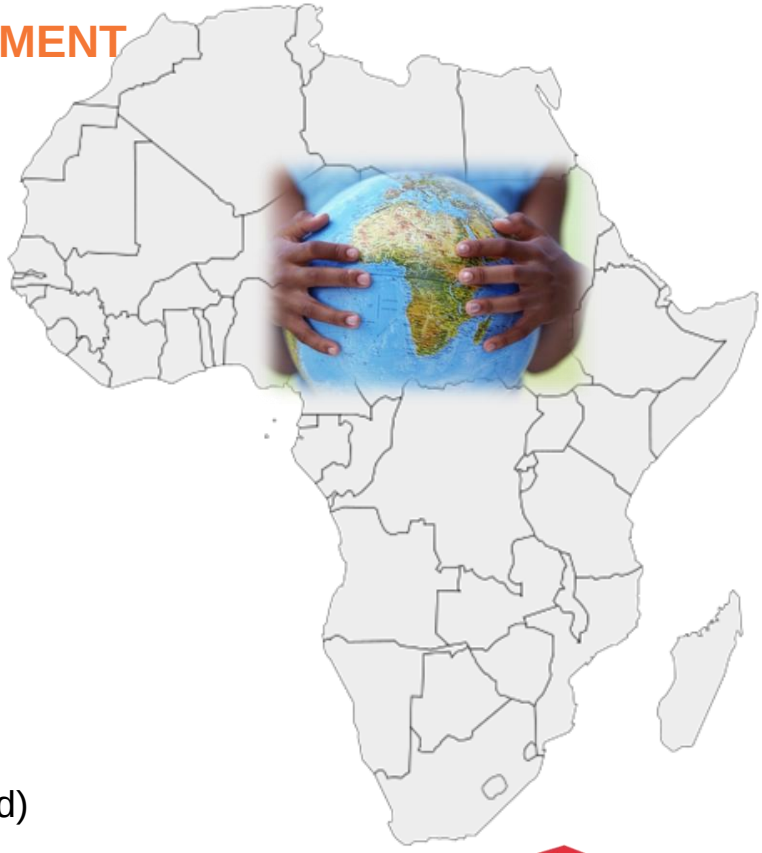
Gabon (10.000 students)

Congo (10.000 students).

Eritrea (1.800 students).

Ghana (10.000 students)

THE ROAD SAFETY CUBE
MORE THAN A TOOL, A FEDERATING INSTRUMENT



- One **message**: 'On the road to Safety'
- Cube **recognized** as a **symbol** in schools
- Implies working hands in hands with autorities and partners
- Always a launching event with media coverage
- One **method** to follow or adpat for the rolling out
- **Measurable impact** (in terms of children sensitized)
- Appropriation of the approach: art **performances** associated with the tool

(songs, drama, dance)

WHAT KIDS LEARN FROM THE CUBE

TANZANIAN CASE

Interact Edutainment methods of message delivery/teaching were used.

- Performing Arts

Drama

Dance

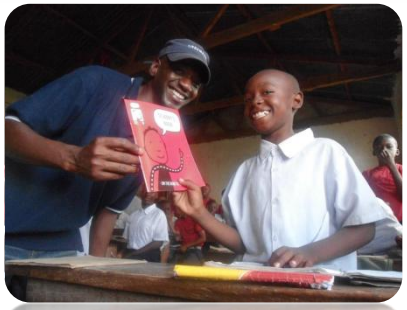
- Show and Tell (**The Cube**)

Michael Sunday: *'I learnt that, I should not cross in places where there are barriers like trees, cars standing or corners. But in an open road and straight one'*

Sarah Issa: *'I am happy with this education, it helped me to know when I should cross the road. I learnt to look right, then left, then right again and cross, attentively and carefully'.*

Children learning the lesson

Ramadhani Abdu: *'I learnt that playing in the road is dangerous, I should be playing in the special grounds for playing'*



Child receiving the material

Kids performing song

♪♫*See and be Seen* ♪♫
♪♫ *See and be Seen* ♪♫
♪♫ *See and be Seen* ♪♫

♪♫ *Remember to look right, left and right again before you cross the road.* ♪♫

EDUCATIONAL CENTRE FOR CHILDREN ROAD SAFETY (CERE)

A DEDICATED CENTRE IN SENEGAL

Another way to use the cube:
Build a Centre around it.

KEY DATA:

Opening: October 2013

Partnered with:

- ❑ Ministry of Education
- ❑ Ministry of Transport
- ❑ Organisation for the disabled (road injured victims)
- ❑ The New Prevention for Road Safety organisation
- ❑ International Laser NGO

Frequency: 200 students par week

CONCLUSION
KEY OF SUCCESS

- **Partnership** between private and public organizations to achieve more
- **Legitimacy** linked to Total's business know how
- **Cultural change** through the **involvement** of Total staff and partners contributing to the reduction of road fatalities
- Deployement around **Total sites** or in **high risk areas** determined **jointly** with the Ministries
- **A global approach** and appropriation through **the symbol** of the cube
- A shared **return on experience**

Thank you for your attention

GLOBAL ROAD SAFETY PARTNERSHIP

Together we can save millions of lives.

DECADE OF ACTION FOR ROAD SAFETY 2011 - 2020