



# GRSP MENA Programmes in the Region

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# Outline

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- **Regional Snapshots**
- **GRSP in the MENA Region**
- **Euromed Programme**
- **Projects**

# Eastern Mediterranean Region (1)



- **Highest fatality rate** per 100 000 population in the world (32.2) in **2004**
- **Second highest fatality rate** per 100 000 population (21.3) in **2011**
- In comparison to 2004, Most of the Eastern Mediterranean countries have drafted road safety strategies.
- In 2004: **Only 2 out of 11 countries** of the region have **included targets** in their road safety strategy
- In 2011: **9 out of 15 countries** of the region have now **put targets** in their national strategy

# Eastern Mediterranean Region (2)



- Only **1 country out of 15** in the region has a **Child Restraint law** (Saudi Arabia)
- Only **4 out of 15 countries** have legislations for **mandatory rear seat belt wearing** (Saudi Arabia, Iran, Iraq, Morocco)
- **All countries** of the region have more than **25% pedestrian fatalities**
- Enforcement is still a key issue in the region



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# Launch of GRSP in the MENA Region



- Road Safety Regional workshop in Doha, Qatar in October 2008 organized by UN ESCWA-GRSP-SHELL, in cooperation with the Ministry of Interior in Qatar
- Large participation from all sectors, with high interest from the private sector
- Presence and support from WHO-EMRO, World Bank, and IFRC



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# GRSP MENA Objectives



- Promote regional collaboration between government, businesses, and civil society organizations
- Support the identification, development and implementation of road safety interventions based on evidence and good practices and capacity building programmes
- Promote and facilitate the transfer of knowledge sharing
- Identify opportunities for conducting training and delivering workshops
- Provide a platform for governments, private sector, and non-profit organizations to communicate on road safety matters



# ***EUROMED Programme in Road Safety***



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## **A Three-Year Funded Programme (2012-2014)**

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### **Overall project objective:**

- Contribute to the reduction of road crash death and injury in targeted region/country/pilot communities.

### **Purpose of the Project:**

- Put in place a regional approach that results in sustainable tri-sector partnership road safety activity being developed in the region.

### **Scope:**

- Encompass a regional dimension, as well as specific interventions in the EuroMed partner countries.

# Beneficiary Countries



## The Southern Mediterranean Countries

Algeria  
Egypt  
Jordan  
Lebanon  
Libya  
Morocco  
Palestine  
Tunisia  
Syria





# *At a regional level*



- Development of a **regional road safety strategy** to set the direction of concerned stakeholders over the medium-term.
- Organization of workshops and capacity building trainings to further cement regional partnerships and monitor progress.
- Creation of **interventions and strategies based** on the existing **Good Practice** Manuals, addressing the major risk factors
- Possibility of development of a **regional database**

# *At a national level*



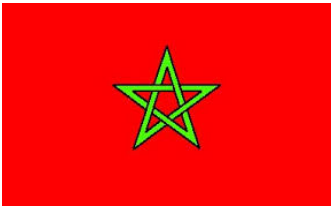
- **Situational assessments** to determine the needs and the prevailing risk factor(s) of each country
- **Multi-sectoral approach in pilot communities** where identified risk factors are addressed through an integrated approach involving legislation, enforcement, education
- Approach accompanied with the creation or **strengthening of national multi-sectoral structures or partnerships** capable of coordinating and guiding the delivery of interventions

# Morocco



## *“Project In Focus: GRSI MOROCCO –Euromed Pilot Project”*

- **The Need:** Motorization and Mixed Traffic
- **The Approach:** City (Mohammedia)
- **Local Partnership:** GRSI Partners nominated Morocco as a focus country. GRSP built partnerships with the local traffic authority (CNPAC), relevant government bodies, civil society, local GRSP partners (Total, Renault, Zurich Insurance), and other private sector companies
- A three year strategic plan is in place with commitment from corporate and government, including official support from the Governor



# Tunisia



## *“Establishing a Road Safety Management System for Sfax Governorate Regional Transport Company (SORETRAS)”*

- **The Need:** road safety policies and driver training
- **The Approach:** Local company with active fleet
- **Local Partnership:** Partnerships built with the National Observatory for Road Safety and other government bodies, SORETRAS, Vivo Energy and civil society (Tunisian Red Crescent)
- **Initiated Activities:** Bus drivers training, Development of a road safety policy by SORETRAS, Rehabilitation of the Information System present in the organisation, training of trainers session on defensive driving.



# Jordan



## “Professional Driver Training for the Petroleum Refinery Company”

- **The Need:** Training drivers of hazardous goods
- **The Approach:** Local company with active fleet
- **Local Partnership:** Partnerships built with the Ministry of Transport and other government bodies, the Petroleum Refinery Company, local partner offices and other private sector companies
- **Initiated activities:** Development of a professional driver training curriculum based on JOSCO (Shell Jordan) training curriculum, Training of 27% of drivers at the Jordan Petroleum Refinery Company, Awareness campaign in schools and universities in Al-Hashimiyah, Infrastructure remediation.



# Algeria



## *“Controlling Speed in the Wilaya of Setif”*

- **The Need:** Targeting a specific risk factor
- **The Approach:** City (Setif)
- **Local Partnership:** Partnerships built with the National Centre for Prevention and Road Safety (lead agency), relevant government bodies, the Civil Protection Agency, local partner offices and other private sector companies
- A three year strategic plan is in place with commitment from government sectors, including official support from the Governor





# Egypt



## *“Traffic Calming in Cairo”*

- **The Need:** Targeting a specific risk factor
- **The Approach:** High-risk roads
- **Local Partnership:** Partnerships built with the Directorate of Road safety at the General Authority for Roads, Bridges and Land Transport, Ministry of Transport, Ministry of Interior, Ministry of Health, Egyptian Red Crescent, Shell Egypt, Raiat Foundation, Mercedes, Media
- **Initiated activities:** Developed the design for the traffic calming structures, trained bus drivers at the newly established training centre.



# Palestine



## *“Safe Route to Jerusalem Suburb Schools”*

- **The Need:** child pedestrian safety
- **The Approach:** community (Jerusalem suburbs)
- **Local Partnership:** Partnerships with the Higher Traffic Council (lead agency at the Ministry of Transport), Ministry of Public Works, Ministry of Education, Ministry of Health, Ministry of Interior, Palestinian Red Crescent, Vodafone, Media
- **Initiated activities:** police patrols (in civilian clothing) to enforce speed limits and pedestrian behaviour around schools, traffic awareness for students, faculty, local community, and drivers, trainings of traffic safety teams at schools, testing the awareness of the school students on road safety, radio and television segments on road safety



# Lebanon



## *“Data Reform and Managing Speed and Drinking and Driving from Antelias to Byblos”*

- **The Need:** Data reform and targeting Speed and Drinking-Driving Enforcement
- **The Approach:** High-risk road
- **Local Partnership:** Partnerships built with the Traffic Management Centre, relevant government bodies, civil society (Lebanese Red Cross and road safety NGOs), local partner offices and other private sector companies



# Lebanon



- **Data reform** through improving data collection and analysis
- Performing a **Road Safety Audit** on the pilot area (coastal highway from Antelias to Byblos)
- **Enforcement** of speed and drinking and driving as indicated in the Lebanese traffic law
- First Responder Training to Police in the pilot area
- Development of an integrated **road safety school curriculum** for pre-school and all grade levels
- Raising the awareness of the public on the dangers of speed and drinking and driving through a **social marketing campaign**
- Follow-up by the Epidemiological Surveillance Unit at the **Ministry of Public Health** on crash injury reported in the pilot area

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Youth awareness on road safety

**M&CSAATCHI**



**SETS**

**TOTAL**

**Holcim**



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