

# UC Berkeley

## SafeTREC Webinars

### **Title**

SafeTREC Seminar Nov.13: The commitment of the IDB on Road Safety

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# The IDB ROAD SAFETY STRATEGY

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Berkeley, November 2015

**Multilateral development institution  
founded in 1959, the oldest regional multilateral**

Owned by 48 member countries  
26 Latin American & Caribbean countries (LAC)  
22 nonborrowing member countries

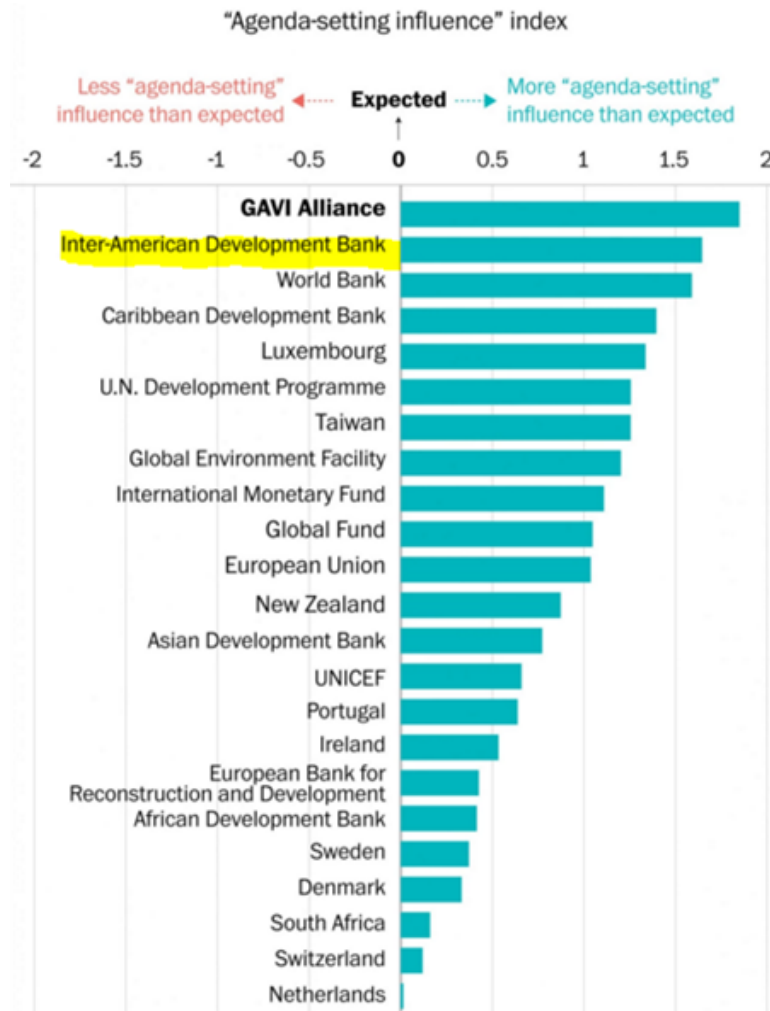
**Purpose:** promote the economic and social development in LAC to achieve lasting poverty reduction and greater social equity

**Provide:** loans, guarantees and technical assistance to sovereign governments and nonsovereign entities



## The most influential foreign donors

A ranking of countries and multilateral institutions based on how aid money spent translates into “agenda-setting” influence. In this index, 0 means that donor is exerting just the right amount of influence as predicted, given the size of its aid. A score of 1 means a given donor is exerting an amount of influence that is higher than the predicted level of influence by one standard deviation.





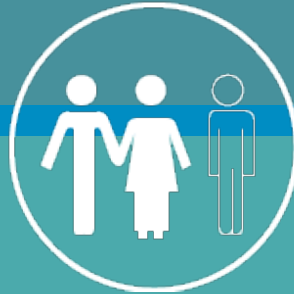
**Gender Equality  
& Diversity**



**Climate Change  
& Environmental  
Sustainability**



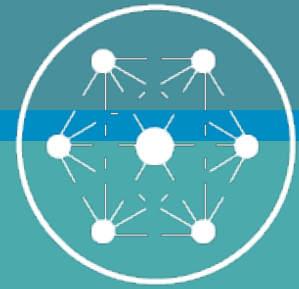
**Institutional  
Capacity & the  
Rule of Law**



**Social Exclusion  
& Inequality**



**Low Productivity  
& Innovation**



**Limited  
Economic  
Integration**

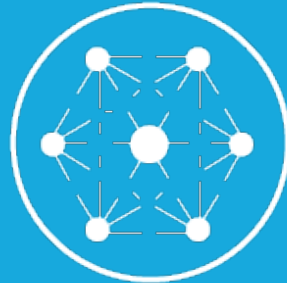
## **IDB'S INSTITUTIONAL STRATEGY**

**INTEGRATED VISION**

# THE PILLARS OF OUR INFRASTRUCTURE STRATEGY



**INNOVATION**



**MULTI  
SECTORIALITY**



**SUSTAINABILITY**



**GENDER**

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**INTEGRATED VISION**

# TRANSPORT DIVISION STRATEGY

**INTEGRATED  
MULTIMODAL  
APPROACH** for  
passengers and freight

EFFICIENT, ACCESSIBLE, INCLUSIVE,  
SUSTAINABLE AND SAFE TRANSPORT



POVERTY REDUCTION, IMPROVED  
QUALITY OF LIFE, ECONOMIC  
DEVELOPMENT AND REGIONAL  
INTEGRATION

## **STRATEGIC AREAS**

### **Road Safety**

Freight Logistics  
Sustainable Transport,  
Intelligent Transport  
Systems  
Megaprojects

Strengthening **PUBLIC  
INVESTMENT** and  
**PRIVATE SECTOR**  
participation in financing

**GENDER** perspective,  
**ENVIRONMENTAL**,  
**SOCIAL** and **FISCAL**  
**SUSTAINABILITY**

# Global context

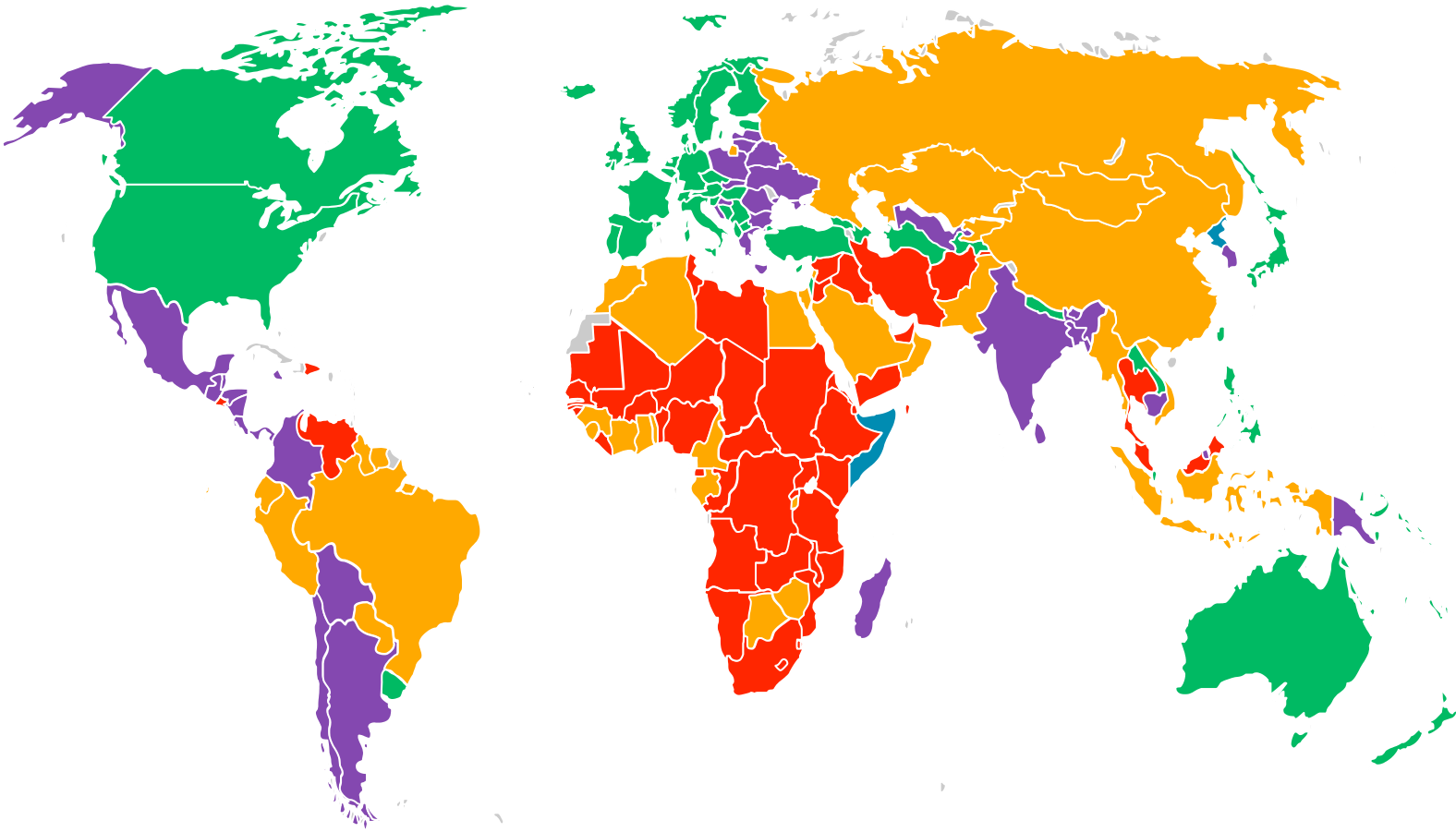
**Nearly 1.4 million people killed every year**

**Road accidents, main cause of death for children between 5 and 14 years and 2nd for young people between 15 and 29**

**Economic impact of traffic fatalities and injuries - 1% to 3% of GDP**



# Levels of road mortality



Annual death rate per 100,000 population

# LAC context

**Annual fatality rate at 17.2 deaths per 100,000 inhabitants**

**Current rate higher in comparison to 2009 – 16.2 per 100,000 inhabitants**

**Rate could reach 24 deaths per 100,000 inhabitants, 40% higher**

# Background

## The IDB and ROAD SAFETY



In its effort to achieve sustainable development, the Inter-American Development Bank (IDB) is working towards a Latin America and Caribbean (LAC) region free of traffic accidents.

## Decade of ACTION



In 2009 the UN General Assembly proclaimed the period 2011-2020 as the "Decade of Action for Road Safety", which aims to reduce the worldwide traffic fatalities ([who.int/roadsafety/en/](http://who.int/roadsafety/en/)).

## IDB's PARTICIPATION



In support of the "Decade of Action for Road Safety 2011–2020" the IDB is implementing a regional comprehensive, multisectoral road safety Initiative. This pioneering initiative is working to make LAC countries better equipped to reduce the number of traffic accidents, and to achieve the goals of the Decade.

## Road safety STRATEGY



In 2010 the IDB launched its "Road Safety Strategy" (IDB-RSS), a work program aligned to the five pillars of the UN Decade of Action for Road Safety.

# Goals



Incorporate road safety components in all transportation operations



Promote transport operations exclusively focused on improving member countries' road safety



Facilitate regional and inter-sector dialogue among governments



Establish road safety as a priority on the political agenda of the region's national governments



Promote a cultural shift towards personal responsibility regarding road safety by raising awareness among the population



The IDB contributes to the UN goal of reducing by 50% the number of deaths from road traffic accidents by 2020

# Actions

Closing the gap in

**TRAFFIC ACCIDENTS**



Generate baselines and organizational support

Generate capacity building and public awareness

Strengthen the  
**REGION**



Regional  
**DEVELOPMENT**



Consolidate a program with specific activities

Support knowledge transfer through road safety events and dissemination

Knowledge  
**TRANSFER**



Expansion of road safety  
**OBSERVATORIES**



Strengthen road safety observatories

Promote Latin NCAP's initiative, supporting safe vehicle regulation

Vehicle  
**REGULATION**



# Knowledge



# Children & Youth & Society



6-11 años  
4-6 años  
9 meses - 4 años  
6-9 a 12-15 meses  
0 a 6-9 meses

Niño a bordo

BID

Los niños primero  
Protegerlos es responsabilidad de todos \*

Five circular icons showing different types of child car seats: a green icon for a booster seat, a grey icon for a high-back seat, a yellow icon for a forward-facing seat, an orange icon for a rear-facing seat, and a blue icon for a stroller.



Actividad #1

Para Divertirnos

Cruza en lugares seguros:  
Esquinas, zona de seguridad o paso peatonal, semáforos y puentes peatonales.

10

The illustration shows a blue monster character standing on a sidewalk next to a blue car. In the background, there are buildings, trees, a traffic light, and two children walking across a crosswalk. A small dog is also visible.



PROYECTO  
LUZ  
AMARILLA

The logo features a stylized traffic light with the yellow light illuminated, set against a yellow background.



Semana de  
la SEGURIDAD  
VIAL

PARALEL EL CARRO

A LOS ACCIDENTES DE TRÁNSITO

2014

Del 10 al 14 de noviembre

The logo features a hand with the palm facing forward, with the text 'PARALEL EL CARRO' written across it. The background is black with yellow and white diagonal stripes.



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