

PRESS RELEASE

#SaferRoadsPledge Campaign Launches

Geneva, 5th August 2024

The International Road Assessment Programme (iRAP), the International Road Federation (IRF) and the FIA Foundation have launched a [#SaferRoadsPledge campaign](#) calling on organisations involved in designing and financing roads to pledge their commitment to safer roads ahead of the [4th Global Ministerial Conference on Road Safety](#).

From 17-20 February 2025, leaders from across the world will gather at the Ministerial Conference in Morocco. They will assess progress made in implementing the [Global Plan for the Decade of Action for Road Safety 2021-2030](#) during its initial five-year period, and generate support for the new vision of safe and sustainable mobility.

IRAP CEO Rob McNerney said, “Tragically, more than 3,200 people lose their lives on our roads every day. Road crashes are the leading cause of death for young people.

“We know road infrastructure rated 3-star or better for safety saves lives and prevents injuries, yet sadly less than half of roads assessed globally meet this standard. We have just five years to reach the UN global target of halving road deaths and injuries by 2030 and accelerated action on safer roads will be crucial.” he said.

The Global Plan for the Decade of Action for Road Safety recommends using Road Safety Audits and Star Ratings to lift the safety of roads and designs. UN Targets 3 and 4 include ensuring all new roads are built to a 3-star or better standard for all road users, and more than 75% of travel is on the equivalent of 3-star or better roads for all road users by 2030.

Road designers and financing institutions from the government and private sector are called on to commit their support for safer roads that enable more sustainable mobility. In support of the UN Road Safety Performance Targets 3 and 4, they are called on to commit to including Road Safety Audits, Inspections and Star Rating Assessments for new and improved road designs, and/or to undertaking crash-risk mapping and proactive safety assessments and inspections that target investment in safer infrastructure and safer speeds to meet at least a standard of 3-stars or better for all road users by 2030.

Evidence shows that lifting the Star Rating of a road by a single star can halve crash costs, and that safer 3-star or better roads for all will save lives and are cost effective. The [independent study by Johns Hopkins University](#) has found that iRAP partners worldwide have saved an estimated 700,000 fatalities and serious injuries through investment in safer road projects from 2016 to the end of 2024 using the iRAP tools.

Pledges made during the campaign will be presented to global leaders during the Ministerial Conference to support advocacy for, and investment in safer roads at the highest level.

They will also be presented at the [IRF World Congress 2024](#) in Istanbul from 14-18 October, where safe roads and designs will be an important focus.

During the congress, a High-level Roundtable: Shaping the Future of Road Designs for Safe and Sustainable Mobility will convene leaders in road infrastructure development to tackle the challenge of closing the road safety gap by 2030. Participants will share best practices, along with roadblocks and opportunities to elevate safety in road design globally, seeking to forge consensus and accelerate progress towards the Ministerial Conference.

A special iRAP Practical Skills training will build the capacity of road designers in Audits and use of the enhanced Star Rating for Designs web app developed with support from the World Bank Global Road Safety Facility.

IRF Director General Susanna Zammataro said, “How we design and build/upgrade infrastructure can truly make the difference and help save precious lives. Safe road design - together with policy and capacity building to support it - is crucial to achieving safe and sustainable mobility for all. IRF encourages all design and financing agencies to join and support the pledge.”

FIA Foundation Executive Director Saul Billingsley said, “Hundreds of thousands of deaths and serious injuries are being prevented through safe road design, and upgrades. Now we need to see greater and uncompromising commitment from design agencies and financing institutions to deliver safer road infrastructure that meets the targets of the Road Safety Decade and the Sustainable Development Goals.”

Organisations and individuals can pledge at irap.org/pledge.

- Ends -

Notes to editors

To understand the human and economic cost of unsafe roads, the road attributes that matter, and the Business Case for Safer Roads worldwide and by country, visit iRAP Safety Insights Explorer at <https://irap.org/safety-insights-explorer/>

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About iRAP

The International Road Assessment Programme (iRAP) is a registered charity with the vision for a world free of high-risk roads. The charity is active in over 125 countries and works with governments, development banks, mobility clubs, industry, research organisations and road safety NGOs to provide them with the free

methodology, tools, training, and support to make their roads safer. iRAP's Star Rating Methodology provides a simple and objective measure of the level of safety which is 'built-in' to the road for vehicle occupants, motorcyclists, bicyclists, and pedestrians. A 1-star road is the least safe and a 5-star road is the safest. iRAP's Safety Insights Explorer is a valuable online resource unlocking the potential of the world's largest road infrastructure safety database to explore the human and financial impact of road injury, how safe the world's roads are, and provide the Business Case for Safer Roads. As at June 2024, 1.9 million kilometres of Star Ratings of roads and designs (including 1,638 schools) and 1.8 million kilometres of Crash Risk Mapping and have been performed by iRAP partners in 128 countries, informing the safety of 103 billion USD of road infrastructure investments. 73,000 people have been trained. iRAP is the umbrella programme for regional road assessment programmes including IndiaRAP, BrazilRAP, BrazilRAP Sao Paulo, AusRAP, ChinaRAP, usRAP, KiwiRAP, South Africa RAP, ThaiRAP, TanRAP, KSARAP and MyRAP. The charity's tools and support are made freely available thanks to the support of major donor the FIA Foundation and current supporting donors Aleatica Foundation, 3M and Prudence Foundation.

www.irap.org

About the International Road Federation (IRF)

The International Road Federation (IRF) is a global, independent, not-for-profit organisation with headquarters in Geneva, Switzerland. Active since 1948, IRF is a membership-based organisation, representing leading corporate and institutional players drawn from the road and mobility sectors worldwide. Its mission is to promote the development of roads and road networks that enable access and sustainable mobility for all. Its approach is centred on key strategic components of knowledge transfer & information sharing, connecting people, businesses, and organisations, and working on policy & advocacy.

www.irfnet.ch

About the FIA Foundation

The FIA Foundation is an independent UK registered charity which supports an international programme of activities promoting safe roads, clean air, and climate action.

FIA Foundation is the funder of iRAP's core work.

www.fiafoundation.org