



ROAD SAFETY AND THE SDGs

A GUIDE FOR PRIVATE
SECTOR ORGANIZATIONS

SUSTAINABLE
DEVELOPMENT **GOALS**

Fundación
MAPFRE

ROAD SAFETY AND THE SUSTAINABLE DEVELOPMENT GOALS

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This document gathers a series of invited articles and contributions from the following organizations, and Fundación MAPFRE wishes to express its recognition and gratitude towards them:

World Health Organization (WHO)

International Transport Forum (ITF-OECD)

Swedish Ministry of Infrastructure

Sustainable Development Solutions Network

ALSA

ARVAL

GESTAMP

GONVARRI

VODAFONE

ROBERT BOSCH ESPAÑA

DRÄGER

MARCOTRAN

ASOCIACIÓN ESPAÑOLA DE LA CARRETERA (SPANISH ROAD ASSOCIATION)

FUNDACIÓN CEA

AESLEME

MOBILEYE

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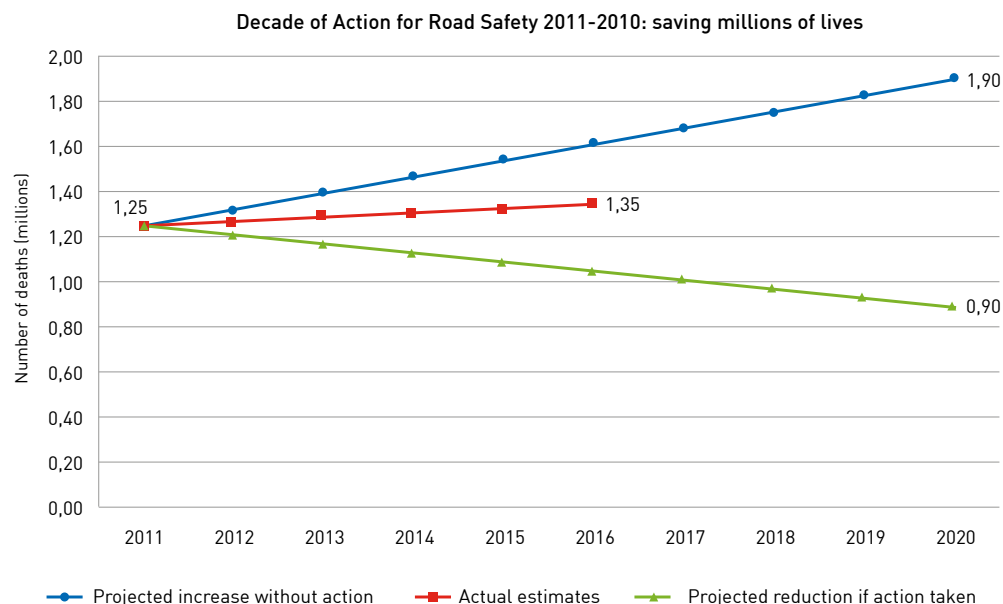
INTRODUCTION

SDGs need the private sector and the businesses, and businesses need SDGs

You are reading this document because you are committed to improving road safety in your organization and, at the same time, fully aware of the need to do more and be more efficient if we want to reach the common final goal zero of fatalities and serious injuries. Despite the improvements in many fields and geographical areas, road fatalities have increased globally to 1.35 million in 2016 and still represent the main cause of death from childhood and youth age groups between 5 and 29 yearsⁱ. Every four minutes a child is prematurely lost on the roads of this world: more than 500 children every dayⁱⁱ: another kid will die by the time you read this page. But fatalities are only part of the tragedy: as many as 50 million citizens of all ages are injured every year around the world.

Without the efforts from all organizations during the last decade, public and private, though, this figure would have been much greater, since the prospects at the beginning of the decade was to reach a tremendous 1.9 million lives lost a year in our planetⁱⁱⁱ. In fact, the stronger focus brought in this respect by the UN's Decade for Action for Road Safety 2011-2020^{iv} has been fundamental in containing the growth of the carnage.

Figure 1. Projected fatality figures at the beginning of the Decade of Action and actual figure for 2016



Consequently, there is clearly a certain amount of achievement (we should not call it success), but still much more remains to be done. **This document prepared by Fundación MAPFRE in cooperation with several leading organizations is intended to provide you with a quick overview of opportunities for leveraging the efforts of your organization in the area of road safety by framing them around your activities linked to the UN's Sustainable Development Goals (SDGs)^v.** The synergies between the two domains: road safety and SDGs is currently considered by many experts as one of the largest opportunity ahead, and the role of the private sector in particular is a crucial vector for further accomplishments. These new approaches will represent a core element of the 3rd Global Ministerial Conference on Road Safety that will be held on 19–20 February 2020 in Stockholm^{vi}.

This document contains two different sections (episodes). The first part offers organizations and companies basic information about road safety and the SDGs that can help them reexamine and increase the road safety efforts using the SDGs as a leverage point. The second section brings examples from leading organizations that present how they are integrating the SDGs into their road safety efforts, or vice versa. This second section also brings invited articles from key organizations working in the areas of SDGs and road safety.

Fundación MAPFRE is tremendously indebted to those organization that have generously contributed with their experiences, knowledge and motivation and passion to this document.

EPIISODE I

**BACKGROUND TO THE
SUSTAINABLE DEVELOPMENT
GOALS**

Back in June 1992, at the Earth Summit in Rio de Janeiro, Brazil, more than 178 countries adopted Agenda 21, a comprehensive plan of action to build a global partnership for sustainable development to improve human lives and protect the environment. Later, in September 2000 at the UN Headquarters in New York, Member States unanimously adopted the Millennium Declaration that led to the elaboration of eight Millennium Development Goals (MDGs) to reduce extreme poverty by 2015.

Two years later, at the World Summit on Sustainable Development in South Africa in 2002, more emphasis on multilateral partnerships was made. And, finally, in September 2015, the General Assembly adopted the 2030 Agenda for Sustainable Development, with 17 SDGs at its core and 169 associated targets, at the UN Sustainable Development Summit. Some months later, in 2016, a global indicator framework was developed with a list of 230 proposed indicators for those 169 targets^{vii}.

“Business as usual” is not enough to meet the SDGs: stronger action and innovation will be required

Figure 2. The 17 Sustainable Development Goals poster^{viii}



The United Nations emphasizes that the 2030 Agenda and the Sustainable Development Goals and targets, including the means of implementation are universal, indivisible and interlinked^{ix}. The 2030 Agenda for Sustainable Development is based on 5 fundamental objectives, known as the five P's: (1) People - end poverty and hunger; (2) Planet - protect the planet from degradation; (3) Prosperity - ensure that all human beings can enjoy prosperous and rewarding lives; (4) Peace - foster peaceful, fair and inclusive societies; and (5) Partnerships - mobilize the resources needed to implement this Agenda through a revitalized Global Partnership for Sustainable Development^x.

Remember also that the central, transformative promise of the 2030 Agenda and its SDGs is "leave no-one behind"^{xi}.

Stronger emphasis on the private sector involvement

The achievement of the 2030 Agenda for Sustainable Development and the Sustainable Development Goals will require all hands on deck. It will require different sectors and actors working together in an integrated manner by pooling financial resources, knowledge and expertise. The United Nations has called on all businesses to apply their creativity and innovation to solving sustainable development challenges^{ix}.

In fact, new private organizations are flourishing under the denomination "businesses with a purpose" or "social business". These new companies pursue a new balance between capital profit and social profit, with a reinforced attention to solving real needs and to the SDGs^{xii}. They are referred to as "the fourth sector". This concept is indeed not new to MAPFRE and Fundación MAPFRE. In the first instance because MAPFRE Insurance was created in 1933 as a mutual and, in the second instance, because MAPFRE's President from 1955 till 1990 Ignacio Hernando de Larramendi already discusses about *institutional enterprises* which combined profits with a strong social responsibility activity^{xiii}. Experts also point out that business that do not devote enough attention to sustainability issues and the SDGs might even risk to lose the "social license to operate".

In this new era cross sectorial and innovative multi-stakeholder partnerships will play a crucial role for getting us to where we need by the year 2030. The role of the private sector is particularly emphasized.

One of the main differences between the Goals of the Millennium and the new Sustainable Development Goals is the inclusive character of the latter. In fact, while the focus in the early Agenda 21 of 1992 was on governments and development agencies, the new 2030 Agenda calls for a stronger involvement of all actors, including the civil society and the private sector. It is now more than ever a shared responsibility.

As the Global Reporting Initiative and the UN Global Compact point out, “the private sector plays a critical role in providing solutions that can contribute to solving these challenges, while also generating new business opportunities”^{xiv}.

In words of the Director for SDGs of the World Business Council for Sustainable Development (WBCSD), Jame Gomme^{xv}:

- “As an engine of economic growth and employment, responsible for 84% of GDP and 90% of jobs in developing countries, the private sector is ideally placed to improve the lives of the poor and deliver on the promise of sustainable and socially inclusive economic development.
- Put simply, the SDGs need business. However, this dependence is entirely mutual – ultimately long-term business success also very much hinges on the SDGs being realized.
- Companies that choose not to engage with the transformative ambitions of the SDGs face a series of substantial risks: risks to their operations, as myriad environmental and social impacts continue to spiral beyond our control; risks to their reputation, as public awareness and indignation around the issues that sit at the heart of the SDGs becomes increasingly acute; and regulatory risks.

Stronger
commitment
towards the SDGs
might be needed to
maintain the social
license to operate

- Conversely, for companies that embrace the SDGs and are able to position this framework at the heart of their strategic considerations, the prize will be considerable... including financial benefits”.

Gomme also points out that “a survey of around 300 leading global companies conducted in 2018 by the WBCSD found that 88% of companies had engaged with the SDGs in some way and over 80% had integrated communication around their efforts into their corporate disclosure. However, less than 40% of companies we surveyed in 2018 had undertaken a detailed analysis of the SDGs at target level and therefore in many cases are potentially overlooking key opportunities to contribute”.

Road Safety and the SDGs, a first approach

There are two main references to road safety in the SDGs. Goal 3 aims to ensure healthy lives and promote well-being for all at all ages and includes a specific target 3.6 on the reduction of road fatalities: by 2020, halve the number of global deaths and injuries from road traffic accidents. The proposed indicator for this target is the following:

Indicator 3.6.1 Death rate due to road traffic injuries

Additionally, goal 11 aims to make cities and communities inclusive, safe, resilient and sustainable and includes target 11.2 that addresses specifically urban road safety: by 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons. The proposed indicator for this target is the following:

Indicator 11.2.1 Proportion of population that has convenient access to public transport, by sex, age and persons with disabilities

Moreover, in 2017 the United Nations also proposed a more detailed subset of more specific road safety voluntary sub-targets to aid countries in their traffic safety efforts^{xvi}.

But let us give a closer look at Road Safety within the SDGs

In addition to the two main targets described above, a second read of the list of the 17 SDGs may offer additional opportunities for synergies with many actions of public and private organizations working in the field of road safety.

While a full table in the annexes section presents a more complete list of these additional relationships, the following table highlights next the ones with a more direct link.

Table 1. Selection of additional targets with opportunities for synergies with road safety

Goal	Target	Indicator/s	Relationship with mobility and road safety
Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all	8.8 Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment	8.8.1 Frequency rates of fatal and non-fatal occupational injuries, by sex and migrant status	Work related road safety. Safe labour conditions for road workers, including professional drivers in developing countries.
Goal 11. Make cities and human settlements inclusive, safe, resilient and sustainable	11.7 By 2030, provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities	11.7.1 Average share of the built-up area of cities that is open space for public use for all, by sex, age and persons with disabilities	Safety around school zones. General levels of city safety for all users, in particular for vulnerable ones and persons with disabilities

Focus on the main impacts of your business: direct and indirect, but also negative and positive

Goal	Target	Indicator/s	Relationship with mobility and road safety
Goal 12. Ensure sustainable consumption and production patterns	12.2 By 2030, achieve the sustainable management and efficient use of natural resources	12.2.1 Material footprint, material footprint per capita, and material footprint per GDP 12.2.2 Domestic material consumption, domestic material consumption per capita, and domestic material consumption per GDP	Reduction of the carbon footprint of transportation in organizations: programs for carbon compensation or capture.
	12.6 Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle	12.6.1 Number of companies publishing sustainability reports	Inclusion of work-related road safety and other CSR road safety actions (including philanthropic activities) in the sustainability reporting of companies.
	12.7 Promote public procurement practices that are sustainable, in accordance with national policies and priorities	12.7.1 Number of countries implementing sustainable public procurement policies and action plans	The role of the public sector is crucial to show the way ahead. Awarding contracts to organizations showing commitment and good practices in road safety. Additional safety provisions in road transport infrastructures projects, including public transport tenders. Public (and private) procurement of only safe vehicles.

Goal	Target	Indicator/s	Relationship with mobility and road safety
	12.8 By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature	12.8.1 Extent to which (i) global citizenship education and (ii) education for sustainable development (including climate change education) are mainstreamed in (a) national education policies; (b) curricula; (c) teacher education; and (d) student assessment	Child education in schools about safe and sustainable transport alternatives.
Goal 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels	16.1 Significantly reduce all forms of violence and related death rates everywhere	16.1.4 Proportion of population that feel safe walking alone around the area they live	Road casualties are very often the result of road violence. In some cities or areas, people are afraid of walking or using public transport, therefore opting for individual motorized transport alternatives that are less safe.
	16.5 Substantially reduce corruption and bribery in all their forms	16.5.1 Proportion of persons who had at least one contact with a public official and who paid a bribe to a public official, or were asked for a bribe by those public officials, during the previous 12 months	Credibility of enforcement and fining system must be improved in many countries.

Goal	Target	Indicator/s	Relationship with mobility and road safety
<p>Goal 17. Strengthen the means of implementation and revitalize the global partnership for sustainable development</p>	<p>17.16 Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries</p>	<p>17.16.1 Number of countries reporting progress in multi-stakeholder development effectiveness monitoring frameworks that support the achievement of the sustainable development goals</p>	<p>Crucial road during the last decade and for the coming years of the United National Road Safety Collaboration.</p> <p>Number of countries with similar partnerships at national level.</p>
	<p>17.17 Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships</p>	<p>17.17.1 Amount of United States dollars committed to public-private and civil society partnerships</p>	<p>Number of partnerships in the area of road safety. Amount of resources deployed through this type of partnerships.</p>

How and where can your organization generate impact on the SDGs?

There are three different ways organizations can have an impact in the SDGs:

- a) With the products or services that the organization bring to the society
- b) With the way they create or manufacture, or sell or distribute their products
- c) With their social responsibility activities, including eventual philanthropic activities

Although the third item is of the utmost importance and should never be neglected, the two first ones constitute the main contribution and should be examined carefully. There is no sense in a company offering unsafe products, or manufacturing them in risky conditions, and then making donations to partially compensate for it.

If a company, for instance, is offering transport related services, being those either a car or another type of mobility service like ride hailing services, they should be as safe as possible, also considering the long term economic sustainability.

But the way that the services or products are built or distributed is also of the paramount importance. Organizations such as companies can produce a notable impact through procurement and by engaging the whole value chain. Imposing additional safety requirements in the purchase or leasing of the vehicles they operate is one example. Banning the use of cell or mobile phones while driving, no matter whether with hands-free sets or without them, in order to eliminate this sort of driving distractions is another example of noticeable positive impacts on road safety: drivers using hands-free phones (and those using handheld phones) have a tendency to “look at” but not “see” objects and estimates indicate that drivers using cell phones look but fail to see up to 50 percent of the information in their driving environment^{xvii}.

In the case of for-profit organizations (companies or corporations), another way of analyzing how it produces its impact on the SDGs is considering the main groups of stakeholders that the company interacts with:

Table 2. Impact matrix for for-profit organizations: groups of interest vs ways of impacting them

	Products or services offered	Process to create products or services	CSR (including philanthropies)
Society in general	X	X	X
Customers			X
Providers		X	X
Workers' families			X
Workers		X	X

How to build a stronger commitment towards SDGs

You and your organization will probably have been working intensively and for a long time in sustainability issues. So this area is far from being new to you. You may even think that the SDGs represent just another way of tackling the sustainability problem. But the fact is that the clock is ticking and action is more needed than ever. So every organization should reanalyze its efforts in order to increase efforts, improve efficiency and align better with the global goals. The call for reinforced and more coordinated action from all sectors, including the private one is clear.

The following steps are proposed as a short roadmap for action:

1. Take stock of and reflect on what you have done so far: you will be surprised how well prepared you are for the way ahead. The United National Global Compact^{xviii} is an example of solid ground where further action can be built.
2. Identify those SDGs where you can have an impact on. You may identify two types of SDGs: the primary or essential ones and the secondary ones. At this point we know very well that the two main primary road safety ones are 3.6 and 11.2, but we have seen above that there are many other opportunities. Consider both positive and negative impacts.

- Do not stop there: invest some time in reviewing all 169 sub-targets and the related indicators. You will be able to identify additional leverage points for action outside the primary goals. Still, focus your attention on the primary goals. Primary and secondary SDGs targeted by your organization can be visualized using a matrix such as:

	Direct impact	Indirect impact
Core to the organization	You include in this cell those SDGs you impact in a more direct way and that are also core to your activities ^{xix} , products...	
Non-core		

- Clearly and simply describe how you can have an impact on the identified SDGs, and how you are going to measure (and report) it. "You can define your own individual impacts and indicators, but remember that "you are not alone" and alignment and accountability are important aspects of the 2030 Agenda". You do not necessary need to measure how you are contribution to the general 3.6 indicator of halving the number of fatalities and there is no excuse that prevents you from defining indicators that directly show your positive impact on road safety.

There are documents, such as the *SDG Industry Matrix for Transportation* developed by the United Nations Global Compact and KMPG that can be very useful in identifying opportunities for action at the following business points^{xx}: inclusive mobility, resource efficiency, safety and security and transport infrastructure. The document lists a total of 21 multi-stakeholder partnerships and collaboration such as the Global Road Safety Partnership, 8 sectorial business and industry association actions and 80 specific examples of (mostly) transport private sector initiatives. Initiatives deal with the reduction of road traffic crashes and high risk areas and transport safety (all modes), transport related crimes and security, cyber-security risks, safe walking and cycling infrastructure, inclusion of road safety into school curricula, universal transport accessibility...

Look outside the 3.6 and 11.2 targets: for instance, consider work related road safety as part of Goal 8

From a more general perspective, the *SDG Compass Guide for business action on the SDGs* also represents a key reference when designing your SDG action plan^{xxi}. Some of the key messages and recommendations that can be extracted from this document are:

- a) SDGs explicitly call on all businesses to apply their creativity and innovation to solve sustainable development challenges. By aligning with the SDGs, companies can set more meaningful goals and communicate more effectively about its commitment to sustainable development. Believe it or not, and sooner than later, your stakeholders will come to you and ask about your commitment towards the SDGs.
- b) Benefits for the private sector derived from SDG commitment include: ability to define growing markets for companies that can deliver innovative solutions and transformative change, opportunity for strengthening economic incentives for leading companies, for strengthening engagement of customers, employees and other stakeholders, capacity to communicate more consistently and effectively with stakeholders about the organization's impact and performance.
- c) Follow a five-step process: understand the SDG, assess impacts (positive and negative) and define priorities, set goals (ambitious goals lead to greater results; aim to the long term horizon and major turning points that shape a new culture towards the SDGs), integrate sustainability across the whole organization's activities and communicate transparently about the results. Although from a different sector, a honest exercise of positive and negative impact identification is offered by the report "Fixing the business of food"^{xxii} developed by the Sustainable Development Solutions Network and the Barilla Center for Food and Nutrition.
- d) Consider the whole value chain (raw materials, suppliers, transportation services, direct company operations, use and end of life of products) both when analyzing potential impacts and business opportunities. Take into account the impacts on the lower end of the value chains, since in many times raw materials, processes, products or services may be based in far away, less developed countries. Remember also that potential impacts might be positive and that they are sometimes underestimated or undervalued.

- e) Engage stakeholders in the whole process, in particular those who are unable to articulate their views (such as future generations) and give due consideration to disadvantaged or marginalized groups and other vulnerable stakeholders such as women, children...
- f) Create a shared understanding of how progress towards sustainability goals creates value for the company, integrate sustainability goals into performance reviews and remuneration schemes across the organization and reflect your commitment in the vision, mission and/or purpose statements of the company.
- g) Communicate clearly why the SDGs have been identified as a priority, what your related impacts are (positive and negative, including impacts on marginalized or vulnerable groups), the goals that you have defined and the strategies and practices to meet them.

Another illustrative way of presenting the key steps involved in an SDG roadmap, a sample of SDG mapping template and a sample sectoral SDG materiality matrix is presented in *the SDG Sector Roadmaps report* prepared by the World Business Council for Sustainable Development (despite the fact that the following graphs have been developed for sectoral roadmaps, their application to individual organizations and companies is also irrefutable)^{xxiii}:

Figure 3. Key steps involved in an SDG roadmap (taken from the *SDG Sector Roadmaps* report)

	1 Establish current position	2 Identify key impact opportunities	3 Call to action
OBJECTIVE	Understand the sector's level of impact for SDGs across the value chain	Conceptualize where the sector can make the largest contribution to the SDGs collectively	Inspire the sector and others to take action to reach the SDGs
MAIN ACTIVITIES	1.1 Map SDGs and current level of impact across the sector value chain	2.1 Identify key impact opportunities to drive progress towards realization of the SDGs	3.1 Identify barriers, potential solutions and impact accelerators for the sector
	1.2 Prioritize SDGs for the sector	2.2 Assess sector apportionment	3.2 Identify short-, medium- and long-term actions to advance SDG opportunities
			3.3 Monitor, measure and report progress
OUTCOME	Priority SDGs for the sector to address	Key impact opportunities for the sector	Action plan for the sector

Figure 4. Sample SDG mapping template (taken from the SDG Sector Roadmaps report)

	SDG1	SDG 2	SDG 3	SDG 4
Relevant SDG targets	1.1, 1.4, 1.5	2.1, 2.3	3.5, 3.6, 3.9	4.3, 4.4
How can the sector contribute	Invest in local communities; enhance access to energy; contribute to resilience of vulnerable communities to climate risks	Share infrastructure to enhance agricultural productivity	Reduce operational risks; protect workers and community from diseases	Invest in workforce education and talent pipeline programs
Relevant value chain stage	Upstream, core operations	Operations	Operations	Multiple
Direct or indirect impact	Both	Direct	Direct	Direct
Key geographies	Africa, Latin America	Africa	Global	Global
Current level of positive impact	H	L	M	M
Current level of negative impact	L	L	H	L
Sector's potential to contribute	M	M	H	L
Potential to add business value	L	M	M	H

High **H** Medium **M** Low **L**

Look outside the 3.6 and 11.2 targets: for example, consider under-five mortality rate as part of Goal 3

Figure 5. Sample sectoral SDG materiality matrix (taken from the SDG Sector Roadmaps report)



The above referenced report from the food industry proposes businesses to reflect on the following four overarching questions:

- Does the company contribute to healthy and sustainable dietary (mobility) patterns through its products and strategy?
 - Are the company's production processes economically, socially and environmentally sustainable?
 - Are the company's global supply chains sustainable?
 - Is the company a good corporate citizen?
5. Some specific examples of relevant business actions to help achieve the road safety related targets are^{xxiv}:
- Providing training or information on road safety to employees, such as education on driving

laws, cycling and pedestrian safety. Putting adequate internal policies in place where road use is a part of business operations or supply chain – such as transportation of goods, service provision or movement of employees. These include ensuring that drivers are fit to drive, hold the correct legally required training and qualifications, and that they receive regular training and checks on their performance.

- Checking vehicles owned by business regularly to ensure they are legally compliant, fit for purpose and road worthy. Requesting that vehicles have additional safety measures in place, such as warning signs or reversing alert sounds for large vehicles. Where issues or breaches of policy are found, undertaking corrective action to ensure the safety of the driver but also other road users, potential passengers and pedestrians.
 - Offering thorough safety guidance on road safety as a cyclist where business offers cycle to work schemes, including wearing cycle helmets, using lights and high visibility clothing.
6. Again, do not stop here: the SDGs are clearly calling for urgent and additional action if success is to be reached. “Business as usual” is not an option: it will not be enough. As pointed out in the report *Integrating the SDGs into Corporate Reporting - A Practical Guide*^{xiii}
- a. Businesses should move beyond the current trend of simply mapping activities and programs against the SDGs to driving change.
 - b. Simply relabeling current sustainability work in SDG terms is likely to be insufficient to contribute to achieving the SDGs. Achieving the SDGs requires new and additional efforts.
 - c. Avoid ‘SDG-washing’: reporting on positive contributions to the Global Goals and ignoring important negative impacts.
 - d. Traditional ways of setting the organization’s goals in the remit of SDGs based in analyzing current and historical performance, projecting trends and scenarios, and benchmarking with industry peers will not be enough to fully address the global social and environmental challenges that the world faces^{xix}.

7. All the actors, including the private sector must do more, as clearly stated in the foreword of the *Sustainable Development Report 2019* published by Bertelsmann Stiftung and the Sustainable Development Solutions Network^{xv}, “four years after the adoption of the SDGs and the Paris Agreement no country is on track to meeting all the goals and we are losing ground in many areas such as climate change or biodiversity... At the same time inequalities are rising around the world, driving calls for deep changes in the policies of developed and developing countries... Extreme poverty remains entrenched in some parts of the world”. This report proposes 6 SDG Transformations, or overarching strategies, that cover all 17 SDG in a more holistic (systems based), interlinked and integrated way and promoting effective implementation strategies:

Figure 6. The 6 SDG Transformations proposed in the Sustainable Development Report 2019



8. Consider how your actions can be more effective by establishing partnerships: SDG 17 makes a clear call in this regard. Look around and consider other organizations that are similar to yours in nature or in mission (foundations, companies...), relevant public authorities, national and international networks, individual experts, the general public, UN bodies... Partnerships with academia will also be crucial in order to generate the new knowledge needed to face the challenges ahead. One example of partnership: consider doing some volunteer work in cooperation with road safety NGOs. The report Transforming Partnerships for the SDGs created by the United Nations Global Compact and Accenture Strategy highlights the key role of partnerships and provide several examples of successful ones^{xxv}. Do not forget that success will not be possible without social activism that mobilizes stakeholders and changes norms^{xv}.
9. Define a reporting and communications strategy to share and disseminate your SDG work. Consider how you can keep informed and motivated the main groups of interest: society in general, customers, owners and investors, stakeholders (you will surely have some sort of them), workers and their families, providers, etc. In summary, spread the word. As part of the reporting system, you should also define a way of measuring your impact in the various SDGs, the 230 indicators already proposed by the United Nations constitute obviously the starting point for this part of the work but they were defined considering in mind national authorities and you may need to develop specific indicators^{xxvi}. Disclosures and reporting should include governance, strategy, risk management and metrics and targets^{xx}.

Look outside the 3.6 and 11.2 targets: consider also the proportion of the rural population who live within 2 km of an all-season road as part of Goal 9, for instance

Figure 7. Example of possible actions in support of the road safety Sustainable Development Goals



EPIISODE II

INVITED ARTICLES

INVITED ARTICLE FROM THE WORLD HEALTH ORGANIZATION (WHO)

Dr Etienne Krug

Director of the WHO Department of Social Determinants of Health
WHO

Around the world each year, approximately 1.35 million people lose their lives in road traffic crashes and as many as 50 million others are injured. In terms of deaths, that's 3,700 lives lost every day, and one death every 24 seconds. Road traffic injuries are now the eighth leading cause of death for people of all age groups, and the leading cause of death for children and young people aged 5-29 years. The burden is disproportionately borne by pedestrians, cyclists and motorcyclists, who comprise 54% of all road traffic deaths. In other words, they are people who are not traveling in cars; most would not be able to afford one.

Despite these figures, there are some signs of progress. While the absolute number of road traffic fatalities has continued to rise, the rates of death relative to the world's population are actually stabilizing, suggesting that existing road safety efforts are having some effect. Among those measures that have contributed to saving lives include better laws and law enforcement on key risks like speeding, drinking and driving, and failing to use seat-belts, motorcycle helmets and child car seats; safer roads and vehicles; and stronger emergency trauma care following a crash. Much greater political will is needed to ensure that countries not only do more around these life-saving measures, but do more effectively.

Today we are at a crossroads in terms of addressing what truly is one of the greatest health and development challenges of our time. If we succeed, ensuring road safety would not only prevent death and injury, but would also allow for more walking and cycling, thereby making people more active. This in turn would help to reduce their exposure to air pollution and prevent some of the world's leading causes of death and disability, like heart and lung diseases, cancer, diabetes and depression.

Within the road safety sphere, the private sector plays an important role. Companies can promote and facilitate road safety in different ways. Those companies which produce goods or provide services with a direct impact on road safety can contribute by:

- Producing vehicles and building roads with safety in mind;
- Providing services to the injured that are accessible to all;
- Behaving responsibly such as by avoiding marketing alcohol towards youth;
- Ensuring that public transport is safe.

All companies can also contribute by:

- For companies with larger fleets, guaranteeing the safety of their own staff and their own fleets;
- Supporting proven road safety interventions through their corporate social responsibility efforts;
- Engaging in road safety campaigns targeted towards their employees, their employees' families and the communities in which they operate;
- Using their political influence to encourage action by national and local authorities.

The Sustainable Development Goals (SDGs) include SDG targets 3.6 to reduce road traffic deaths and injuries by 50% by 2020 and target 11.2 to provide access to safe, affordable, accessible and sustainable transport systems for all by 2030. At present, we are well aware that target 3.6 will not be met by 2020. The 3rd Global Ministerial Conference on Road Safety, to be held in Stockholm, Sweden in February 2020, will provide an opportunity for governments, international agencies, civil society organizations and their private sector partners to share successes and lessons from past efforts to tackle the road safety crisis; chart future strategic directions for global road safety through to 2030; and define ways to accelerate action on proven strategies to save lives. Private companies should more actively engage in road safety efforts in all countries and communities to help meet any future SDG or other target that might be set and take full advantage of one of our great opportunities to ensure healthy lives and promote well-being for all.

INVITED ARTICLE FROM ITF-OECD

D^a Véronique Feypell

Manager of Road Safety Programme
International Transport Forum, OECD

Road safety has long been a lost child of public health issues. The human pain and grief as well as the economic consequences associated with traffic deaths have been largely met with ignorance or indifference. And yet it is estimated that road crashes cost around 2% of a nation's GDP.

A major turning point occurred in 2010, when the United Nations proclaimed the years from 2011 to 2020 as "Decade of Action for Road Safety". This marked the beginning of rising global awareness for the need to stop the carnage on the world's roads that kills more than 3500 people every day.

Another crucial step was taken in 2015 with the inclusion of road safety in two of the seventeen Sustainable Development Goals (SDG). Goals 3.6 calls for a reduction by 50% of the number of road deaths by 2020 and Goal 11.2 calls to provide access to safe, affordable, accessible and sustainable transport systems for all by 2030, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons. This constitutes a huge opportunity to give road crash prevention the role it should play in the daily lives of governments, citizens - and also businesses.

The concept recognized, by and large, as the way to improve road safety is the Safe System. One of key principles on which the Safe System is based is the notion of shared responsibility. It posits that making road safe is not the sole responsibility of governments. Everyone and every organisation have responsibility. This obviously includes a major role for the private sector. And while one immediately thinks of companies with a direct involvement in traffic, such road operators, fleet managers or construction companies, in fact all companies have a role to play in creating a road safety culture among their employees and being a promoter of road safety. Millions of people use the roads to get to and from work. Co-workers injured or killed on the road have direct emotional and pecuniary impact for enterprises. Any business can help to, for instance, educate their employees about

road safety and benefit from that investment. The management of the road risk of their employees, whether commuting or while working, is a huge opportunities for private companies.

The SDGs constitute a useful lever to guide both the public and the private sector towards action for a more sustainable world. The SDGs are widely recognised by economic actors as a tool to benchmark and promote their Corporate Social Responsibility actions. Already, almost all major companies refer to the Sustainable Development Goals in their annual reports and road maps, and they (proudly) report on their activities contributing to these goals. Some SDGs can only be achieved through the work of specialised organisations. for instance eradicating tuberculosis. Contributing to Goal 3.6 is within the reach and interest of all organisations and businesses, however. A recent survey by consultancy PwC revealed that "Good Health and Well Being" (SDG 3) is among the top five priorities for the private sector.

The SDGs can spur companies into putting in place tools to monitor their progress and actions. The most active companies stand out by having set quantitative objectives and indicators to drive their actions and monitor their success and their contribution to the SDGs. Indeed, going beyond words in support of the SDGs in annual reports but setting accountable objectives is critically important. The twelve specific targets within SDG 3.6 are a useful tool for all parties interested in reducing road deaths and serious injuries, and a good starting point for companies to develop their own tools for making trackable progress.

To conclude, there is no doubt that the private sector plays a vital role in achieving the Sustainable Development Goals (SDGs). In turn, the SDGs can be a useful tool for companies to measure and improve their performance. However successful achievement of SDGs requires leadership at all levels, and leadership from CEOs of major but also small and medium enterprises is an essential ingredient.

Look outside the 3.6
and 11.2 targets:
consider procurement
of safe transport
services as part of
Goal 12

INVITED ARTICLE FROM SWEDISH MINISTRY OF INFRASTRUCTURE

Anders Lie, PhD

Special Adviser

The Swedish Ministry of Infrastructure

Modern road safety policies, integration to other policy areas and into trade and business

Poor road safety is an emerging issue globally. The biggest problems are seen in countries with low degrees of development, but also in well developed countries the challenges are significant. We have high risks today.

More than 20 years ago the Vision Zero was launched in Sweden as a new policy approach to road safety. At the time the positive safety development had stalled, and new impetus was needed.

Building on the earlier strategies Vision Zero introduced the need to design the road traffic system for humans as they are. Prior to the Vision Zero much attention was put to making humans error free through education and enforcement.

The system approach is an important start but to take traffic to higher levels of safety the system must also consider human limitations. We all have imperfections, we all make mistakes and mis-judgments and the transport system should be designed accordingly.

Vision Zero, and the Safe System approach both encompass a human centric design principle in which the capacity of the human is the key design parameter. Putting the human in the center will also put the biomechanical limitations of humans into focus. Our bodies are built for walking and running and falling from our own height. Travel speeds/energy levels much higher than that are seen in the transport system, demanding effective protection or lower travel speed. The clearest example is that unprotected road users get very high injury risk levels when they are hit by vehicles travelling more than 30 km/h.

Vision Zero is a development built on the previously main approach around education, enforcement and engineering. It does not substitute the need for everyone to do their best but complement that strategy with "error management".

As part of Vision Zero a shared responsibility approach has always been stressed. Putting all responsibility on individual driver will not result in the best possible safety.

The road transport system is human-made and the road safety level we have can be controlled. Any organization influencing the design and function of the transport system should take its part of the responsibility. This approach gives many actors using and acting in the road transport system a new role in delivering safety in products and services.

Almost five years ago the United Nations launched the Sustainable Development Goals, SDGs. The SDGs are today guiding many countries but also the private sector and NGOs. They have built a stable platform for action in the field of sustainability. For traffic safety this has significant importance.

In SDG 3.6 road traffic safety is specifically identified. This is a new situation for traffic safety practitioners. But the message is stronger than just saying that road traffic safety is important.

From 2015 and the introduction of SDGs, road traffic safety is an element of health and further, an element of sustainability. As the United Nations very clearly identifies the SDGs are integrated and indivisible: traffic safety now is an element in virtually all SDG policy areas, and all SDG policy areas are a part of road traffic safety. Whenever sustainability is mentioned we must remember that traffic safety is there.

All SDGs are "integrated and indivisible". This is a new way of thinking leaving the more traditional path where traffic safety is mainly a single activity.

All interested in enhanced road safety now have an entry ticket to other relevant policy areas, may it be no poverty, decent work and economic growth, sustainable cities and communities, responsible consumption and production or climate action. The list is long, and the possibilities are immense.

However, the new situation is putting new demands on traffic safety to approach and build alliances with other policy areas. We have a joint responsibility to identify relevant processes in society that influence traffic safety and to make the process owners aware of the synergies they can gain when considering traffic safety. In the same way the traffic safety culture must do more to understand and support other sustainability areas.

In the 2030 agenda the private sector is expected to deliver a significant part of improved sustainability. For traffic safety this is extremely important. This is true as virtually all business involves significant part of transports. Workers commuting to and from work, employees on business, core properties of products and services, transport of goods to and from production plants etc. All of these elements can be influenced by the organization and could be geared to better road safety.

Today there are few businesses that have taken a holistic approach when considering traffic safety in their whole value chain. A quick scan of sustainability reports shows that few organizations report on the traffic safety element of sustainability. For any organization wanting to include traffic safety considerations the management system standard ISO 39001 is a relevant platform for mapping, measuring and setting targets for road safety performance.

Safety can have an increased role in trade in the future. Today core safety properties, such as speed, is seldom controlled adequately. It seems to mainly be a question between a driver and society, in the shape of the police. A safety conscious organization could do better and the technology support available is rapidly developing.

Putting safety as an element of the transport market is not a new idea. Already in the early days of Vision Zero alcohol starter interlock became standard practice in taxis and buses in Sweden. The interlocks were a method to ensure compliance. It was mainly local authorities arranging transport of elderly, school children and sick people that started to put demands in the procurements. In Sweden today alcohol starter interlocks are standard practice in taxis, buses and some trucks.

The properties of safe transport and deliveries can be taken further using modern quality assurance. In the industry sector inspections of incoming goods are part of the past. The quality is checked before delivery and ensured by the supplier. What if this were to become common practice also for

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transport companies. Anyone ordering goods or transport services is given safe and legal service. Imagine a taxi company being able to ensure a safe taxi drive and prove it. This is the approach for dangerous goods, the provider of the goods and the transport company hold responsibility for ensuring safety of the end customer.

With the more modern scope of road safety improvements in the private sector can be significant and go hand in hand with other sustainability goals.

Look outside the 3.6 and 11.2 targets: for example, consider the proportion of population that feels safe walking alone around the area they live in as part of Goal 16

INVITED ARTICLE FROM THE SUSTAINABLE DEVELOPMENT SOLUTIONS NETWORK

María Cortés Puch

Director of the Networks Program
Sustainable Development Solutions Network^{xxvii}

The Business Case for Sustainable Development

It is clear that the world is on an unsustainable trajectory. The paramount challenge of our time is balancing very real and urgent human needs, such as the eradication of hunger and poverty, with the equally urgent need to protect the climate and natural ecosystems from further harm, and to do so in a way that is equitable and fair to all people. In 2015, at the United Nations, 193 countries adopted the Sustainable Development Goals (SDGs) as a shared blueprint for peace and prosperity, both for people and the planet, now and into the future.

The 2030 Agenda for Sustainable Development calls for the business sector, among others, to “contribute to changing unsustainable consumption and production patterns^{xxviii}”. Profound changes in the way we produce and consume are needed to make humanity’s impact on the natural environment sustainable. In addressing the 2030 agenda, businesses need to address two sets of choices: (i) how businesses relate to sustainable development vis-à-vis governments and society, and (ii) how businesses relate to sustainable development in the marketplace. Consider these two sets of choices that every company faces:

Sustainable Development, Government and Society

Sustainable development is based on hard science. This science is telling us that the world must alter dramatically the way it produces and consumes goods if we are to stay within safe planetary boundaries^{xxix}. In that sense, a transition towards sustainable development will create new business opportunities. But it will also come at a cost to some sectors of the economy, such as fossil fuel companies that will need to leave some of their fossil-fuel reserves in the ground.

The September 2019 report “United in Science^{xxx}” compiles alarming data on how climate change, extreme weather events, rising sea levels, and other environmental trends are threatening major regions of the world, creating massive economic losses, food insecurity and affecting public health. The public is increasingly aware of these dangers and the positive or negative roles played by business sectors and individual firms. Therefore, businesses need to look beyond short-term market signals and work closely with governments at all levels, scientific institutions, and civil society to identify sustainable development pathways to which they can contribute by adapting and developing solutions. Companies that establish a reputation for problem solving will be rewarded with government and community support. They will better protect their franchise and help maintain their social license to operate.

According to a 2018 Nielsen survey, up to 73% of consumers globally would change their consumption habits to reduce their environmental impact^{xxxi}. Therefore, it is safe to anticipate that companies and sectors that impede efforts at sustainable development may find themselves on the wrong side of history and face a backlash. Even those that may continue to earn profits even as they despoil the environment in the short term, will not thrive in the long term as societies and governments gradually revoke their social license to operate. Companies threaten their own survival when they come to be seen as antithetical to the interests of society. These are not idle risks since social networking and the free flow of information can result in severe reputational losses.

It is therefore in their own interests for businesses to pay attention to the vast body of scientific evidence about environmental damage and work with governments to establish long-term sustainable pathways that combine positive business development with respect for planetary boundaries.

Sustainable Development and the Marketplace

Business focus on sustainable development in the following areas could also enhance business opportunities and shareholder value in the marketplace:

1. Develop new markets: Science tells us that the human impact on resource use and the environment is unsustainable. Profound change is therefore inevitable over the coming years, which

will create new market opportunities. Today's market leaders will only remain market leaders if they work at the forefront of these changes and help shape them in close cooperation with other businesses and governments.

2. Increase operational efficiency: Almost every business has significant opportunities for decreasing resource use to lower costs and increase profitability. Decreasing resource use also reduces the exposure to increasing price volatility of natural resources that the world has observed in recent years. Many companies have instituted corporate eco-efficiency and industrial ecology initiatives with positive impacts on the bottom line. More companies should follow their lead.
3. Reduce risk: The value of a company significantly depends on how well it understands and manages risks. Financial markets are lagging behind in integrating long-term sustainable development risks into companies' valuation, but this is changing. Multiple corporate reporting initiatives recognize the need to value the natural and social capital that a business affects. Risk management frameworks will soon reflect not just the financial risks, but also the environmental and social risks. Reducing such long-term risks and managing the new sources of value will become a central priority for a successful company.
4. Strengthen the branding and hire the best talent: Competition for talent is fierce, and younger generations are more concerned by the challenges of sustainable development than older ones. A commitment to sustainable development therefore becomes a powerful tool for improving a company's brand and for recruiting and retaining top talent.
5. Protect revenue and market share: Throughout supply chains, pressure will increase to deliver goods and services that are socially and environmentally sustainable. Large companies at the top of value chains will increasingly prescribe not just the price and quality they require from suppliers but also environmental and social specifications, including effluent, waste, recyclability, or labor conditions. Companies that start building these features into their products, will later find themselves in a strong position.

EPISODE III

**GOOD PRACTICES
“ROAD SAFETY AND THE
SDGs ON THE MOVE**

The next sections collect examples of how private organizations and companies are combining road safety and the SDGs efforts, or vice versa. The information is based on email interviews with those organizations, who generously accepted to answer the following four items:

- a) **Who you are.** Please briefly describe your organization (main areas of activities, number of employees, countries, milestones, highlights...). A maximum of 150 words is suggested.
- b) **Your SDG impacts as an organization.** Please shortly present how your organization is contributing to the SDGs in general (to all 17 targets). A maximum of 150 words is suggested.
- c) **Our road safety SDG impacts.** Explain how you are currently connecting your efforts in SDGs and road safety (or how to plan to connect them in the near future). A maximum of 150 words is suggested.
- d) **How you measure your impact on the SDGs.** Explain how you are currently measuring this impact. A maximum of 75 words is suggested.
- e) **Opportunities that the SDGs represent for our road safety work (“going the extra mile”).** Comment on where you think the main opportunities for action in the next decade are, and how SDGs will help your organization make a greater impact in the area of road safety. Based on the information you have had access to, including this document, please comment on specific opportunities or challenges in your organization for the way ahead in road safety. A maximum of 300 words is suggested.

Partnerships will be crucial: inter-sectoral, intra-sectoral, with NGOs and the third sector and with governments and international agencies

ROAD SAFETY AND THE SDGs IN FUNDACIÓN MAPFRE

Who we are

Fundación MAPFRE was created in 1975 by MAPFRE Insurance Group and has been committed to people's well-being and social progress since then. To achieve our goal, we organize a wide range of activities worldwide in five key areas: Social Action, Culture, Health Promotion, Prevention and Road Safety and Insurance and Social Protection. We have an international calling and for this reason our programs and activities take place in 30 countries. Over the last ten years we have contributed to improving the lives of 100 million people worldwide.

Our SDG impacts as an organization

Our external impact focuses in the following SDGs:

- SDG 1 and SDG 8 – Poverty and decent work: work opportunities and financial security for all.
- SDG 2 - Fundación MAPFRE provides nutritional support to more than 55,000 people daily.
- SDG 3 - Health: health support for the most disadvantaged, prevention of non-communicable diseases and non-intentional injuries, with a special focus on road safety, and promotion of healthy living habits.
- SDG 4 - Education for the poorest, education in health promotion, injury prevention (including road safety), financial planning and access to culture (permanent and temporary, including itinerant, paint and photography exhibitions).
- SDG 17 - Although neither a donor or funding philanthropy, Fundación MAPFRE usually fulfils its mission by entering into partnerships both nationally and internationally with a large number of public and private institutions, NGOs, museums, foundations and other associations with similar

aims.

The internal analysis of our activities (how we perform our activities) pays special attention to gender equality (SDG 5), innovation (SDG 9), socially responsible investments (SDG 12) and to minimizing the environmental impact of our activities (SDGs 7, 11, 12, 13, 14 and 15).

Our road safety SDG impacts

As explained, one of Fundación MAPFRE's five areas of activity is the prevention of non-intentional injuries, with a special focus on road safety. Our SDGs focus is obviously "Goal 3. Ensure healthy lives and promote well-being for all at all ages", in particular sub-target "3.6 - by 2020, halve the number of global deaths and injuries from road traffic accidents". We also promote sustainable modes of mobility, therefore contributing also to sub-target "11.2 - by 2030, provide access to safe, affordable, accessible and sustainable transport systems for all".

We focus on child education, awareness of the society and innovation to learn and improve (studies, workshops, innovation awards...). Our budget for these activities reaches around 5 million Euros and we have activities in 25 countries. We have partnerships with road safety NGOs, fire fighters, police forces, delivery nurses, national and local road safety agencies...

How we measure our road safety impact on the SDGs

It is not possible to measure our final outcome (numbers of lives saved. This is obviously still a crucial open issue. We measure our impact in terms of activity indicators: budget, number of people reached, number of events and studies and so on.

Opportunities that the SDGs represent for our road safety work ("going the extra mile")

By analyzing the SDGs, we have realized that we can pay more attention to including more road

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safety requirements in our procurement processes (SDG 12) and to analyzing how we can compensate our CO2 emissions). We will continue promoting the safe use of active transport modes in cities, providing safety school surroundings and walking areas for all citizens (SDG 11). We might also fight more intensively against distracted driving, one of the main killers in our roads. We also want to reinforce our partnerships, in order to be more effective in the ways that we reach the society (SDG 17).

ROAD SAFETY AND THE SDGs AT ALSA

D. Eduardo Mayoral Maestro

Security Director, ALSA

Who we are

ALSA is a mobility operator with presence in Spain, Morocco and Switzerland and a fleet with more than 3,000 vehicles and almost 8,000 employees. Our main activity is passenger public transport by bus and coach. Since 2005 it is part of the multi-national group National Express. Our goal as a company is to cover mobility needs for citizens. For that purpose, ALSA has become a multi-modal operator offering its customers a wide range of transport services, including urban, regional, national and international services, as "last-mile" solutions.

Our SDG impacts as an organization

Mobility is a fundamental right and has a direct impact on people's quality of life, social and personal development and in the integration of the territory and the economy of countries. The transport system must ensure the full exercise of this right and do it safely, efficiently and in an environmentally friendly manner. Given the specific features of our activity, we significantly contribute to achieving the following objectives:

- SDG 3. Health and well-being: our corporate value, "Safety", represents ALSA policy regarding the company's zero tolerance to any unsafe behaviour in terms of road safety. The company works to raise awareness to provide a safe transportation system, the maximum innovation in road safety and training the best professionals through our "Master Driver" programme. Also, ALSA works actively with several associations and foundations focusing on road safety.
- SDG 11. Sustainable cities and communities:
 - We provide access to a safe, accessible, cost-effective sustainable transport system. Also, many of our services are provided in rural areas with low population rates and difficult access,

and we work to provide a public service ensuring mobility and access to a quality transport network, regardless of their place of residence.

- Through our Accessibility Plan 2019-2020, we work to ensure access to transport by bus to all people, regardless of their access and/or mobility capacity. The ultimate goal is that passengers with special needs, as people with reduced mobility or any type of disability, aged people with mobility issues or pregnant women are able to use the services of the company ensuring the highest safety, comfort and equality standards and enjoy as much autonomy as possible.
- We enhance environmental quality in cities where we operate by investing in clean technologies and in an eco-sustainable fleet. ALSA operates over 30 transport networks in several cities and metropolitan areas in Spain and Morocco, contributing to decongestion of cities and making them healthier and more inhabitable spaces for all.
- SDG 8. Decent employment and economic growth:
 - We offer several training plans ("Muevete" and "Graduates") to promote labour market integration by young people through quality jobs helping them to develop their talent and skills.
 - Offer qualified and productive jobs in terms of equal opportunities with no form of discrimination on the basis of their gender, ethnicity or religion, hiring young immigrants and people with disabilities ("What are you capable of?" programme).
 - Protect labour rights and promote through policies and management systems a safe working environment with zero risks to all the employees.
 - Strengthen local tourism through transport services (regional, tourist and national), creating employment and providing value to the communities where ALSA operates.

Our road safety SDG impacts

ALSA is a mobility operator with one mission: to create value at the long term for our shareholders and for the Company through safe, efficient mobility services ensuring quality. In 2018 we carried more than 300 million passengers, so our activity mainly impacts in Objective 3, "Health and Well-being" and Objective 11 "Cities and sustainable communities".

We consider that road safety is the maximum priority of our activity. We only do what is safe and stop any unsafe behaviour. Therefore, we have implemented our safety programme "Driving Out Harm", implemented in all National Express Group companies, in order to improve safety standards at both national and international levels.

We have learnt that safety is something we can manage. We have observed that most of the accidents are preventable and that therefore they can be avoided with the relevant preventive actions. In addition, we have confirmed that all the efforts and investments made in the last few years in terms of road safety were perceived and acknowledged by all our stakeholders (customers, employees, public administrations, suppliers and the general public and society).

How we measure our road safety impact on the SDGs

The main indicator used is the FWI (Fatality Weight Injuries) measuring personal injuries as a result from blameworthy accidents happened during the provision of our transport activities. The calculation weights the number of fatal victims, seriously injured people and minor injuries registered in accidents that happened in the period of reference. Since 2010 we have achieved a reduction by 66%.

Also, we use the rate of accidents at fault and preventable (number of accidents / km travelled) that were reduced by 30.8% and 37% respectively since 2010.

Opportunities that the SDGs represent for our road safety work ("going the extra mile")

Road safety is a shared responsibility between public administrations, regulatory authorities and transport operators. The SDGs are a great opportunity to align the efforts and work made by all the parties involved. Both administrators and operators, in their relevant areas of responsibility, in a coordinated manner, must adjust the infrastructure, rolling stock and other elements of the system to provide a friendly, flexible and suitable to demand transport for all types of people.

In our case, we need legal changes implemented which will allow us to make further progress in improving road safety on the basis of promotion of health and prevention of drugs and alcohol consumption by drivers, and the recognition of efforts made in terms of safe public transport bids and tenders.

ROAD SAFETY AND THE SDGs AT ARVAL

D. Luc Soriau

Managing Director, Arval España

Who you are

Founded in 1989 and belonging entirely to the BNP Paribas Group, Arval specializes in mobility and full leasing service. Arval offers its customers, large companies, SMEs, freelancers and individuals, comprehensive solutions to optimize the mobility of its employees and outsource the risks associated with fleet management. Always under the principles of expert advice and quality of service, Arval has a workforce of around 7,000 employees and is present in 29 countries, financing more than 1,193,910 vehicles worldwide (December 2018). Within the BNP Paribas group, Arval belongs to the Retail Banking activity.

In Spain, it has been present since 1996 and has more than 700 employees. The number of vehicles currently financed in Spain is over 130,000 units, which makes it the first national operator. The company in Spain has the ISO 14001 and 39001 certifications.

Your SDG (Sustainable Development Goals) impacts as an organization

- SDG 1. Efficiency. Advising clients in hiring the mobility of their employees, optimizing TCO (uses, consumptions and sustainability)
- SDG 2. Sustainable mobility: Since 2013 Arval is certified in ISO14001 throughout its activity, which guarantees that it has integrated the necessary measures to reduce its environmental footprint.
- SDG 3. Road Safety Commitment: First company in the sector to obtain ISO39001 certification in 2015, with the aim of reducing occupational risks among its employees and helping customers in their Road Safety plans with specialized advice.

- SDG 4. Commitment to society. Through awareness and training actions.

Our road safety SDG impacts

By implementing Road Safety Management System, Arval carries out actions and controls that reduce road risk among employees.

- Internal fleet with reduced emissions and high valuations in EURONCAP test (4 or 5 stars).
- Specific rental offer for Arval employees with more sustainable and safe models. (46% of the workforce).
- Collaboration with the Rey Juan Carlos University, since 2015, to offer Road Safety courses for students.
- Collaboration with the Mapfre Foundation, since 2016, in the annual conferences for the promotion of Road Safety among the decision makers of our largest clients.
- 8 free annual courses (theory and practice) for 200 employees of our clients.
- Specific Road Safety Newsletter sent to all our clients three times a year.
- Specific advice on Road Safety for customers through a catalog of road training.

How you measure your impact on the SDGs

- In the last 4 years, 46% decrease in total accidents, 74% of fault accidents and 33% of personal accidents thanks to the quarterly follow-up of the accident of own fleet vehicles.
- In the last 3 years, decrease in road accidents with leave or without leave, from 9 (with a staff of 375 employees) to 7 (with a staff of 550 employees).

- Road advice to our clients in the analysis of their accidents with a reduction of 14%.
- ISO14001 allows us to reduce consumption of paper, fuel, water, electricity, and others, through monthly and quarterly controls to achieve the objectives set annually and renew the certification.

Opportunities that the SDGs represent for our road safety work (“going the extra mile”)

As a key player in people's mobility, at Arval we strive to offer the solutions that a world in constant evolution demands, always with three clear commitments in mind. The first, with our clients, to offer value proposals tailored to their needs. The second, with our planet, so that these solutions and services translate into more sustainable fleets, helping to create a more responsible mobility with the environment. And the third, with ourselves and our constant search for excellence and innovation.

Our services and actions are focused on the demand for digital and sustainable mobility solutions. We work so that our environment is a Sustainable Territory 360: Sustainable towards our clients with services and products that promote care with the environment. Sustainable with our way of working to minimize the environmental impact. And sustainable with our employees involving them on a daily basis and promoting their proposals.

An example of our actions towards clients is the corporate mobility study, Arval Mobility Observatory, which opens its name and maintains its recognition in the market. This study reveals that more than half of Spanish companies have taken measures to reduce emissions from their vehicle fleets. At Arval we accompany and advise our clients in this energy transition with our SMaRT approach, a 5-phase proposal that takes into account trends towards new energy and market options, along with their integration into CSR objectives in the strategies of a fleet

At the corporate level, innovation leads us towards a new concept of mobility as a service, where our union with the MaaS Alliance (Mobility as a Service) is framed, which will allow us to centralize, under a single service and payment channel, public transport services, use shared, micromobility... In short, at Arval we are committed to sustainable mobility and for all.

ROAD SAFETY AND THE SDGs AT GESTAMP

Who we are

Gestamp is an international group (Spanish multinational) born in 1997 to design, develop and manufacture car components and metal assemblies for sale to OEMs. We are specialized in the development of innovative products intended to render **safer and lighter vehicles** and, therefore, better vehicles in terms of energy consumption, environmental impact and passive safety solutions.

The product portfolio of the company includes structural body and chassis parts and opening systems. The industrial activity includes metal stamping, complex assemblies as well as tooling, dies manufacturing and other related services. Therefore, Gestamp's activity includes all the processes of the manufacture of the components, so that it covers the entire value chain from the creation of presses and dies, to the manufacture and finishing of the product.

Gestamp is present in 22 countries with over 100 manufacturing plants and 1 under construction, 13 R&D centers and a workforce of more than 43,000 employees.

Gestamp's SDG impacts as an organization

Gestamp is aligned to six of the 17 goals with its activity and the social actions that the company carries out in the communities where is present.

- SDG 3: Gestamp has an ambitious occupational risk prevention policy to ensure a safe and healthy working environment to work at our facilities.
- SDG 3.6 Gestamp works hard to achieve an increasingly **safer car**, focusing on identifying solutions that lead to greater safety for both the occupants and pedestrians.
- SDG 4 and 8: Gestamp pays special attention to the training, especially of young people, prepar-

ing them to become key professionals for the future throughout the global training center named Gestamp Technology Institute (based in Spain), the apprenticeship programs and the Master Degree in Project Management. Gestamp offers stable quality jobs and contributes to youth employability in the community.

- SDG 12: Energy efficiency initiatives to optimize the consumption of raw materials and natural resources. Management and recyclability production wastes.
- SDG 13: Gestamp offers technological and R&D capacity to develop innovative products that make possible to produce lighter cars that help its clients to reduce their CO2 emissions. In addition, the company reduces greenhouse gas emissions in its production processes via proper environmental management.
- SDG 17: Partnership with clients in the design and development of new and more sustainable products. Gestamp works with academic partners, suppliers and social organizations to improve the industry and society development.

Our road safety SDG impacts

Passive safety is becoming a relevant topic in vehicle security as an important element to reduce personal injuries and car damages in accidents. Gestamp works to achieve an increasingly **safer car**, focusing on identifying formulas that lead to greater safety both for the occupants of the vehicle and pedestrians.

Gestamp is a pioneer in manufacturing products using hot stamping, which is one of the most advanced technologies for improving performance and passenger safety in the event of a collision. Furthermore, our high-strength steel products significantly improve the ability of vehicles to withstand impacts.

The improvements in energy absorption in Gestamp products, regarding both chassis and body-in-white, increase the passive safety of vehicles. Furthermore, the mechanism business unit is devel-

oping and creating passive safety solutions and it is obtaining good results in improving pedestrian safety thanks to bonnet hinges.

In a bid to develop new safer and lighter products, Gestamp conducts research to develop new materials, with an increase in the use of aluminum, carbon fiber, new high-strength steels and multi-material hybrid structures.

How Gestamp measures its road safety impact on the SDGs

Gestamp has developed internal capacities for undertaking vehicle crash simulations in order to test its products in car-crash simulations. Many of its products help manufacturers to comply with the safety regulations, which are becoming increasingly complex and difficult. Furthermore, technologies such as hot stamping, an area in which Gestamp is leader, allow it to meet even the strictest safety requirements and to withstand car-to-car crash tests.

Opportunities that the SDGs represent for Gestamp's road safety work ("going the extra mile")

- R&D development for new materials increasing safer and lighter parts
 - *Advanced high-strength and ultra-high-strength steels:* The use of advanced high-strength steel and ultra-high-strength steel helps to reinforce vehicles to protect the cab and passengers in the event of crash.
 - *Aluminum:* The use of aluminum reduces the weight of top-of-the-range models by applying aluminum solutions to skin parts and doors of the vehicle.
 - *Multi-material structures:* companies such as Gestamp are investing in new technologies and machinery to create multi-material structures as part of the existing manufacturing process and value chain. This formula paves the way for a wide range of innovations, which make parts lighter and satisfy the need to reduce fuel consumption and emissions.

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- Co-development with clients in the design of passive safety solutions in Electrical Vehicles in a twofold approach that includes lighter solutions for EV and new products as battery box.
- Co-operate in an awareness Campaign about Road Safety The objective is reinforce in the society the importance of passive safety in the design of the vehicle model as a mean to decide their acquisition and raise in regulators the awareness of the importance of the innovation in new technologies and passive safety regulations.

ROAD SAFETY AND THE SDGs AT GONVARRI

Who we are

Gonvarri Industries was created in 1958 by Francisco Riberas Pampliega. Gonvarri has 43 factories in steel transformation sector for the automotive, road safety, material handling and solar energy in 19 countries and reached a revenue of 3,500 million euros in 2018. Since its inception has been committed to society and to people's well-being. This commitment has always been by the development of diverse initiatives in each location in which we are present. In addition to this, in 2014 Emotional Driving by Gonvarri was born, a road safety program that aims to raise awareness among society through the transmission of positive and emotional messages. Gonvarri Industries decided to align Road Safety with its strategic goals and we understand that it is unacceptable any death because of road accidents. Thus, we want to minimize this figure among our personnel, relatives and society as a whole. It is an international program that has reached 19 countries and different segments of society: kids, youngsters, adults, people with physical and intellectual disabilities...

Our SDG impacts as an organization

Our external impact focuses in the following SDGs.

- SDG 3 – Health: motivational messages, training and support to halve the number of global deaths and injuries from road traffic accidents, by 2020
- SDG 11 – Sustainable cities & communities :provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons
- SDG 17 – Partnerships for the goals: we are closely working with different organizations to join forces to strengthen the means of our road safety program and develop more efficient and long-lasting actions

Our road safety SDG impacts

Deepening into the previously listed SDGs, Emotional Driving by Gonvarri's road safety program aims to raise awareness among our employees and society as a whole, influencing in the preventive and learning dimension. Likewise, we want to incorporate a positive component that helps to remember the reason to drive safely. Based on that, our SDGs focus is obviously "Goal 3. Ensure healthy lives and promote well-being for all at all ages", in particular sub-target "3.6 - by 2020, halve the number of global deaths and injuries from road traffic accidents". We also promote sustainable modes of mobility, therefore contributing also to sub-target "11.2 - by 2030, provide access to safe, affordable, accessible and sustainable transport systems for all".

We develop a series of initiatives mainly structured in three different targets: our drivers (employees of the company and value chain), motivated drivers (children of ages between 5 and 16) and future drivers (youngsters and teenagers of ages 17 and 19, including people with intellectual and physical disabilities). In addition, we also aim adults representing society as a whole. Our partnerships are different organizations related to road safety, foundations, police departments, volunteers...

How we measure our road safety impact on the SDGs

It is very difficult to measure our program with figures that evidence a mitigation of traffic accidents and lives saved. We measure our impact in terms of participation in our initiatives, attendees to our actions, number of events, researches and studies and so on.

Opportunities that the SDGs represent for our road safety work ("going the extra mile")

We are currently working in terms of more sustainable and environmental friendly actions (SDG 12- Responsible consumption and production and SDG 13- Climate action) developing programs to mitigate the emission of CO2 into the atmosphere. In addition to this, based on our road safety business line (Road Steel by Gonvarri), we are constantly making efforts and devoting resources to apply top-notch innovation to our products and services for road Safety equipment (SDG 9- Industry, innovation and infrastructure).

ROAD SAFETY AND THE SDGs AT VODAFONE

Who we are

The Vodafone Group is one of the largest telecommunications and technology services companies in the world and provides connectivity, convergence and Internet of Things services, as well as mobile payment and digital transformation services in emerging markets. Vodafone provides mobile services in 25 countries - and has agreements in another 41- and fixed broadband services in 19 countries. In 2019, Vodafone has more than 650 million mobile phone customers, 19 million fixed broadband customers and 14 million TV clients, including customers of associated operators. The 11.4 million mobile phone customers and 3.2 million fixed broadband and 1.3 million Vodafone TV customers in Spain benefit from the experience and capacity of this world-leading company, which helps its Clients - individuals, businesses and communities - to be better connected

Our SDG impacts as an organization

Vodafone is committed to leveraging the power of its technology, networks and services to contribute to the United Nations Sustainable Development Goals. We focus on five of the UN SDGs

Through the impact of our extensive global network, wide range of products and services and the work of Vodafone Foundation, we believe we can have the greatest influence over the delivery of five of the UN SDGs.

- SDG 4: Quality education. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

Vodafone and Vodafone Foundation use mobile technology to provide young people access to new or broader learning opportunities. The provision of free or subsidised education resources and technology – particularly to marginalised groups including refugees – offers enhanced opportunities to achieve academic success and therefore improved life opportunities.

- **SDG5: Gender equality.** Achieve gender equality and empower all women and girls
Vodafone provides women with access to life-enhancing services which help to unlock socio-economic opportunities and help to address inequality. We also champion the inclusion of women in the workplace, highlighting their vital role in our success, and adopt a progressive stance to encourage others
- **SDG 8: Decent Work and economic growth.** Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
Vodafone is committed to helping young people develop their digital skills in order to address the mismatch between future workplace needs and the current skills of the new generation. This will help improve their access to future employment opportunities in the digital economy
- **SDG 9: Industry, innovation and infrastructure.** Build resilient infrastructure, promote sustainable industrialisation and foster innovation
Vodafone is committed to continuing to make significant investments in the network infrastructure, coverage and quality that will be required for a competitive economy in the age of digitalisation, to deliver a high-quality service that allows individuals and businesses to connect confidently anywhere and at any time.
- **SDG 13: Climate Action.** Take urgent action to combat climate change and its impacts
We are working to reduce the amount of energy required to run our networks and services while meeting increasing customer demand for data. We will reduce the amount of GHG emissions associated with our operations and will increase the proportion of the electricity we buy from renewable sources.

Through our networks, products and services, responsible operations and the Vodafone Foundation we also contribute to the remaining 12 SDGs. Read more in our report: <https://www.vodafone.com/content/dam/vodcom/sustainability/pdfs/sdgs.pdf>

Our road safety SDG impacts

As explained, we focus in the reduction of CO2 emissions using video systems, shuttles, and selection of vehicles with low emissions.

On the other hand, we promoted the commitment of employees who must drive during their work, with ways to drive safely to avoid accidents. At the same time, extending to our contractors the need to implement this type of safety and sustainability culture within their companies.

Finally, we deployed technological tools available to employees that allows them to know and, therefore, improve their driving and through Vodafone Automotive developed other solutions and innovations.

How we measure our road safety impact on the SDGs

The Vodafone Group in Spain is measuring the impact through traffic accidents and their severity. It began to be measured in 2002 and since then the indicators have evolved. At present, traffic accidents in mission, related to work activity (around 20M Km made with about 1000 fleet vehicles), are separated from in itinere. In this case, we have indicators by gender of who is driving, whether it is on the way out or on the way back, as well as the mode of travel (fleet or personal vehicle, public transport, motorcycle, bicycle, walking or others). The number of accidents, possible guilt, their cause and the number of lost time days (if they exist) to estimate the severity.

This comparison allows us to identify specific aspects in which focus awareness campaigns.

Opportunities that the SDGs represent for our road safety work ("going the extra mile")

The contribution is based on three pillars.

The first is directly related to the reduction of CO2 emissions. For this, the provision of shuttles bus for those who use public transport will continue, enhance the use of telecommunication tools

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to avoid displacements, as well as continue selecting fleet vehicles taking into account their CO2 emission levels.

In the second pillar it focuses on the change of driver habits. Specifically, the actions can be related to improving the awareness of the people that drive, focusing on the impact that their driving has on both the safety of people, as well as the possible CO2 emissions. And this added to the promotion of the use of Apps or applications incorporated to the vehicle itself that allows to know driving information and therefore, can help us to improve. Additionally, we encouraging the use of voice commands to the possible operation of the mobile device would also avoid distractions.

The third pillar is to continue supporting the development of technological solutions such as 5G, which provide vehicles with greater capacity to prevent accidents that impact the people they drive, such as in pedestrians that could be affected.

ROAD SAFETY AND THE SDGs AT ROBERT BOSCH ESPAÑA

Who you are

The Robert Bosch España Group is a leading global supplier of technology and services. It employs roughly 410,000 associates worldwide and generated sales of 78.5 billion euros in 2018. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT company, Robert Bosch España offers innovative solutions for smart homes, smart cities, connected mobility and connected manufacturing. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. Its strategic objective is to deliver innovations for a connected life. Robert Bosch España improves quality of life with products and services that are innovative and spark enthusiasm, creating technology that is "Invented for life." The Robert Bosch España Group comprises roughly 460 subsidiary and regional companies in over 60 countries. Including sales and service partners, Robert Bosch España covers nearly every country in the world

Our SDG impacts as an organization

Robert Bosch España activities support especially the following SDGs:

- SDG 1 No poverty: support of initiatives and projects to help children and young people, donation of goods and money in global crisis situations.
- SDG 3 Health and well-being: Developing of innovative technologies to improve air quality and road safety – including electrification of the powertrain, automation and connectivity -, realization of educational and social projects worldwide, develop of connected innovations for agriculture.
- SDG 4 Quality education: corporate foundations that carry out educational projects worldwide.

- SDG 5 Gender equality: launch of diversity management program and promotion of equal opportunities in the workplace.
- SDG 8 Decent work: half of all open positions are related to either software or IT, spent of 280 million euros on professional training, focus on innovative approaches to occupational safety and health management.
- SDG 9 Industry innovation: the company is developing innovations in all his areas of activities, especially in robotics, automation and artificial intelligence.
- SDG 11 Sustainable cities: developing innovative products and services to make cities more sustainable, especially through automated, connected, electrified and personalized mobility.
- SDG 12 Responsible consumption and production: actively reduction of direct and indirect CO2 emissions, making our locations more energy efficient and using resources responsibly. All 400 Robert Bosch España locations across the globe will be carbon neutral from 2020.
- SDG 13 Climate action: actively reduction of direct and indirect CO2 emissions, increase of energy efficiency, increase of the proportion of renewables in our energy supply, buy in more green power and offset unavoidable carbon emissions.

Our road safety SDG impacts

Robert Bosch España envisions an accident-free, emissions-free and stress-free mobility in order to combat the challenge of climate change, to reduce road casualties and to adapt to individual mobility needs. Therefore, our mobility activities are focused on SDG 3, 11 and 13.

Robert Bosch España is posting substantial success in automated driving, where more than 5,000 Robert Bosch España engineers are working on this area. By 2022, the company plans to have invested around 4 billion euros in automation and thus in sustainable mobility. Advanced driver assistance systems, ADAS, form the basis for this, and Robert Bosch España is one of the main

suppliers of these technologies. We also support the “Stop the Crash” worldwide initiative with the aim to halve, by 2020, the number of deaths from road accidents.

Regarding the electrification of the powertrain, Robert Bosch España invests, each year, some 400 million euros in emissions-free mobility, having a broad footprint – from bikes to trucks, and from mild 48-volt hybridization to the fully electrical powertrain

How we measure our road safety impact on the SDGs

It is very complex to measure the real impact of our road safety activities in the numbers of lives and accidents saved. Robert Bosch España uses different accidentology researches in order to measure how the different safety systems (ABS, ESP, ADAS...), manufactured and equipped in the vehicle fleet, can avoid or mitigate road accidents. Another important indicator are the installation rates of the different technologies in the new registered vehicles worldwide: the higher the rate, the lower the road accidents.

Opportunities that the SDGs represent for our road safety work (“going the extra mile”)

Our future vision of an automated, connected, electrified and personalized mobility will have an important impact in our investments for an accident-free (SDG 3 and SDG 11), emissions-free (SDG 3, SDG 11 and SDG 13) and stress-free (SDG 3 and SDG 11). Therefore, we will continue developing, producing and promoting innovative technologies to improve road safety (SDG 9). Artificial intelligence will play in the future of mobility a major role and, therefore, Robert Bosch España is investing year-by-year on it (SDG 9).

ADAS will play a major role in reducing road accidents, not only in cars and commercial vehicles, but also in motorcycles, where Robert Bosch España will introduce some technologies to be equipped on board with a huge potential to save lives. Robert Bosch España will continue promoting ADAS (like AEB) that will help to reduce fatalities involving vulnerable road users, such as pedestrians and cyclists.

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Since the totality of Robert Bosch España locations will be, from 2020, CO2 neutral worldwide, the production sites where these technologies are produced will have an impact on SDG 12. Robert Bosch España will continue its policy to produce as more efficient as possible, using the resources responsibly.

ROAD SAFETY AND THE SDGs AT DRÄGER

D. Dionisio Martínez de Velasco

Managing Director, Dräger

Who we are

Dräger is an international leader in the fields of medical and safety technology. The family-owned company was founded in Lübeck, Germany, in 1889. Over the past five generations, Dräger has evolved into a publicly traded, worldwide group. Dräger has more than 14,000 employees worldwide and is currently present in more than 190 countries.

“Technology for Life” is the company’s guiding philosophy. Whether in the operating room, in intensive care or emergency response services, Dräger products protect, support and save lives.

As part of its medical portfolio, Dräger offers customers anesthesia workstations, medical ventilation, patient monitoring as well as medical care for premature babies and newborns. With ceiling supply units, IT solutions for the OR, and gas management systems, the company is at the customer’s side throughout the entire hospital.

Equally important, is the company’s commitment to occupational health and safety. Emergency response services, law and regulatory enforcement and the industry trust in Dräger’s integrated hazard management, in particular for personal protection and plant safety. This includes: respiratory protection equipment, fire training facilities, stationary and portable gas detection systems, professional diving equipment, as well as alcohol and drug detection technology.

Dräger also offers its customers extensive services and develops customized solutions, training concepts, and workshops to further support their specific needs on-site.

Our SDG impacts as an organization

As part of society, we aim to do our part to master global challenges and create a livable future together. Our business and sustainability activities can therefore be assigned to the goals of the United Nations. We're currently working on a more active approach in contributing to the SDGs.



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With our business areas and our corporate values, we are already making a major contribution to the SDGs. This means that we have the opportunity to exert influence in these areas through goals and measures.

- SDG 3: Ensure healthy lives and promote well-being for all at all ages. Here we see our impact possibilities especially in:

- target 3.2 to reduce neonatal mortality with our offerings around incubators and ventilation for premature babies and newborns even in developing and emerging countries and
- target 3.6 to reduce road injuries and deaths through our alcohol interlocks, Alcotest and drug testing devices
- SDG 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all. Our core business around occupational health and safety allows us to directly contribute to
 - target 8.8 to protect labor rights and promote safe and secure working environments of all workers
- SDG 11: Make cities and human settlements inclusive, safe, resilient and sustainable:
 - With our alcohol and drug testing product range – especially our alcohol interlocks which are used in buses, coaches, taxis and trains in several countries, as well as with our fire and rescue trains we contribute to target 11.2 to provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport
- Environmental SDGs 11, 12, 13: Dräger products and services contribute to protecting the environment. Our production processes are therefore classified as having a low impact on the environment overall. Nevertheless, we constantly take measures to conserve resources and avoid negative effects on the climate

Our business rules and values offer the basis for our commitment to fair competition worldwide (goal 16). Additionally, we have a focus on lifelong education (SDG 4), gender equality (SDG 5) and innovation (SDG 9).

Our road safety SDG impacts

It is estimated that between 5% and 35% of all road deaths are related to alcohol^{xxxii, xxxiii}. Driving under the influence of alcohol significantly increases the risk of an accident and its severity. Medications and drugs play a part in around 14 to 17 percent of all traffic accidents worldwide involving fatality or injury. The combination of drugs and medications with alcohol significantly increases the risk of being injured or killed^{xxxiv}.

By equipping the police in many countries with our devices for testing on alcohol and drugs, we enable them to secure road traffic (SDG 3.6). Without our technology, the police would not be able to pursue the goals in road traffic at all. Actually, more than 100 million alcohol tests are carried out annually using Dräger technology, thus making a major contribution to greater safety in road traffic.

Although we see prime opportunities to contribute to road safety in our business, we nevertheless start within our own premises, e.g. by offering all our colleagues worldwide to equip their company cars (2,800 only in Europe) with alcohol interlocks free of charge. Additionally, these cars always offer the latest vehicle technology which includes driving assistance systems. We even go a step further and check if our employees have a valid driver's license at the time he/she receives a company car. And we also check two times per year if the driver's license is still valid.

Another approach to increased road safety (and to less carbon emissions) is to avoid business trips when possible, replacing them with video and telephone conference calls instead.

How we measure our road safety impact on the SDGs

We do not explicitly measure our road safety impact to the SDGs so far. As we have recently started to take the SDGs into our sustainability considerations, we still have quite a way to go. However, since there is a clear overlap with our core business here, we see that we have a positive impact on road safety.

Opportunities that the SDGs represent for our road safety work ("going the extra mile")

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The SDGs are helping to raise public awareness with regards to road safety, which will have an impact on society, businesses and individuals alike. As a leading technology company, we will develop future technologies that will meet the growing challenges in road traffic. One example is the legalization of cannabis and its approval as a medicine in more and more countries. With our saliva-based drug test, we offer a non-invasive and thus faster method for drug detection. A particular focus of our future research activities will be on enabling a broader use of alcohol and drug measurement technology in our society and thus making a contribution to safer traffic mobility in the future (SDGs 3.6 and 11.2).

In addition, we see a growing benefit in entering into partnerships with NGOs and cooperating with associations and foundations in order to raise awareness of the topic (SDG 17).

Many countries worldwide have already decided by law to equip buses with breath alcohol-controlled immobilizers such as our alcohol interlocks. In this way, vulnerable groups such as schoolchildren are given special support in their claim to safe transport.

ROAD SAFETY AND THE SDGs AT MARCOTRAN

Who we are

Marcotran is an international road freight transportation and logistics operator company, founded in the 1970s. It currently has over 1500 employees in some thirty countries and our own fleet of more than 1000 trucks and 1500 trailers. It has facilities in Zaragoza, Barcelona, Vigo, Cadiz, Paris, Parma, Moscow, Voronezh, Pyskowice, Poznan and Tangiers. Strategically located in order to provide services from North Africa to Russia, and across Europe. The company provides transport, distribution, agency, logistics, storage and customs services. It carries out its activities sustainably, flexibly and in a forward-thinking manner.

Our SDG impacts as an organization

Marcotran contributes to the following SDGs:

- SDG 4 – Quality education. Marcotran continually trains its workers, despite how difficult it is to train such a high number of mobile workers.
- SDG 5 - Gender equality. Marcotran remains dedicated to bringing gender equality to a historically male-dominated sector, through its equality plan.
- SDG 7 – Affordable and clean energy. Marcotran has a Euro 5 and Euro 6 fleet with an average vehicle age of 3 years old and we have optimized our facilities in terms of sustainable energy.
- SDG 8 – Decent work and economic growth. Marcotran has always focused on providing the best possible labour conditions for its employees, which is evidenced by the fact that 92% of the workforce are permanent employees. We are a socially-committed company.
- SDG 17 – Partnerships for the goals. Part of our company ethos is to have partners in all our locations, as well as within our interest groups.

Our road safety SDG impacts

We manage a CRS project entitled TRUCK FRIENDLY MOVEMENT. This initiative works to improve the perception of the sector in society and is guided by a series of basic tenets, one of which is Road Safety from the perspective of heavy goods vehicles and how we interact with other road users and society in general. For this reason we hold talks aimed at the educational sector and training centres with students who will soon be getting out on the roads in order to raise their awareness of our characteristics and limitations. We offer advice without lecturing the students and point out that the roads are our way of life and that we travel on them 365 days a year, 24 hours a day come rain or shine. That is how we know the roads so well and we know how they respond under different conditions.

How we measure our road safety impact on the SDGs

It is relatively simple to measure quantitative goals using the data from our management software, such as the increased number of women hired (SDG 5), the wages paid (SDG 8) and the reductions in harmful emissions (SDG 7). Other goals, such as training (SDG 4), or partnerships (SDG 17) are not as easily measurable but over time they help bring about improvements and to accomplish other goals.

Opportunities that the SDGs represent for our road safety work (“going the extra mile”)

The SDGs will help to boost the policies that enable us to reach the goals and objectives of the Agenda 2030, which is why training (SDG 4) will play an essential role in raising user awareness of Road Safety. With regard to SDG 9 on innovation, industry and infrastructure, we will be able to see how automating hazard detection and warnings while driving will help minimize human error in vehicles. Moreover, SDG 12, which deals with responsible consumption and production, will lead us to examine our consumption and production model, which is still a long way off the circular economy

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and is facing increasing demands in terms of delivery times and proximity to the end user. This is making transport increasingly important in cities and leading us to come up with new distribution models and channels to cater to current and future demand without negatively impacting the environment or reducing company profitability. Promoting sustainable growth and measures to support SDG 8, decent employment and economic growth: generally speaking it is extremely difficult to find qualified staff for the mobility sector.

ROAD SAFETY AND THE SDGs IN THE SPANISH ROAD ASSOCIATION (ASOCIACIÓN ESPAÑOLA DE LA CARRETERA - AEC)

D. Jacobo Díaz and D^a. Elena de la Peña

SPANISH ROAD ASSOCIATION (ASOCIACIÓN ESPAÑOLA DE LA CARRETERA - AEC)

Who we are

The Spanish Road Association (ASOCIACIÓN ESPAÑOLA DE LA CARRETERA - AEC) is a non-for-profit organization founded in 1949, aiming the advocacy, promotion and development of better and safer roads. It was officially declared as "Public utility organization" by the Spanish Government in 1998. During 2019 the Spanish Road Association celebrates its 70th anniversary while maintaining its foundational ideals, adapted to today's society.

AEC brings together more than 200 public and private entities, which is an excellent meeting point for the road sector. The lines of work of AEC cover a broad spectrum (road safety, environment, transport, infrastructure financing, maintenance, quality of services, new technologies, etc.), structured around three main activities:

- Institutional and communication affairs.
- Technical Activities: projects, research and training.
- Organization of seminars and congresses.

In addition, AEC holds a close relationship with international organizations, such as de Iberoamerican Road Institute (Instituto Vial Iberoamericano – IVIA), International Road Federation (IRF), European Union Road Federation (ERF), Smart Transportation Alliance (STA), etc.

Our SDG impacts as an organization

Our external impact focuses in the following SDGs.

- SDG 1, SDG 4 and SDG 8. Our training activities are focused on the professional promotion of workers and, thus, improvement of living conditions. In addition, we try to achieve a sustainable road development, providing workers with tools to develop innovative solutions to the main problems of road networks.
- SDG 3. Most of AEC activities are focused on the reduction of deaths and injuries in traffic accidents, and also in the reduction of environmental impact of roads.
- SDG 7. We are working on innovative business models promoting new sustainable, intelligent and autonomous mobility.
- SDG 9. The main goal of AEC is the advocacy, promotion and development of better and safer roads; investments in infrastructure are crucial to achieving sustainable development and empowering communities. In the last years, we have started to work on the adaptation of road infrastructure to climate change.
- SDG 10. AEC closely cooperates with the Region of Latin American and Caribbean on road safety focused activities.
- SDG 11. The protection of vulnerable road users (pedestrian, cyclists, motorcyclists and users of new personal mobility systems) are one of our priorities for urban mobility. Application of technology for the reduction of risks is also one of our main concerns.
- SDG 13. We work to strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in road networks.

- SDG 15. AEC also promotes the reduction of the environmental impacts of road construction and operation, by means of sustainable roads.
- SDG 17. AEC closely cooperates with other national and international organizations with similar objectives in the field of road safety, sustainability, resilience, etc.

The internal analysis of our activities pays special attention to gender equality (SDG 5), innovation (SDG 9), and to minimizing the environmental impact of our activities (SDGs 7, 11, 12, 13 and 17).

Our road safety SDG impacts

The main AEC's activities are focused on the promotion and development of better and safer roads. For this purpose our SDGs focus on:

- "Goal 3. Ensure healthy lives and promote well-being for all at all ages", in particular sub-target "3.6 - by 2020, halve the number of global deaths and injuries from road traffic accidents". Every year, AEC develops intensive dissemination and training activities in the field of road safety: publication of technical magazine, congresses (Spain-based and in Latin America – Caribbean), participation in research projects, etc. We also act as a catalyser for the better cooperation among road administrations, in order to look for sustainable and reliable solutions for common safety problems; in this context, we are particularly active in the cooperation with regional and local governments. Our role in the provision of information for the society is also relevant.
- "Goal 9. Build resilient infrastructure, promote sustainable industrialization and foster innovation" specifically sub-target "9.1 Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all". Our activities for the promotion of better roads (properly maintained, sustainable, resilient, etc.) are directly linked to the availability of safer roads for all users.

- "Goal 11: Make cities inclusive, safe, resilient and sustainable" particularly sub-target "11.2 By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety...". Vulnerable users, as main stakeholders of urban areas, are always present in our road safety activities.
- "Goal 15: Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification and halt and reverse land degradation and halt biodiversity loss", particularly sub-target "15.5 Take urgent and significant action to reduce the degradation of natural habitats, halt the loss of biodiversity and, by 2020, protect and prevent the extinction of threatened species". AEC has supported several activities and solutions to reduce the negative impact of roads in the environment, promoting their integration, and also reducing animal run over in roads, as a representative type of accidents in some regions.

How we measure our road safety impact on the SDGs

The activities of AEC do not have a direct impact in road safety, in terms of a final outcome in a number of lives saved. However, we support the creation of solutions for the improvement of road safety, by means of providing information for debate, spaces of connection for public and private stakeholders, advocacy, etc.

In addition, it is important to highlight that since 2005 we have organized 15 road safety training activities in Spain and 5 in other countries, 9 international road safety congresses in Latin America and Caribbean and conducted 8 international projects focused on road safety and 15 in Spain. We have supported 6 local Spanish Governments in the development of their road safety plans and we have trained more than 600 road safety auditors. We have also produced technical regulations and guidelines for the improvement of mobility and safety in different road networks (4 guidelines for local road governments and more than 10 technical standards under the secretary works of AEC).

Opportunities that the SDGs represent for our road safety work ("going the extra mile")

After the analysis of the SDGs, it remains our top priority to achieve a better quality and safer road network (SDG 3 and SDG9).

We will continue supporting the development of mobility of the future based in connected and automated vehicles, prioritizing road safety; to this end, AEC is currently involved in several projects focused on smart roads and automated vehicles in protected areas; in addition, AEC will strength the regular organization of AEC lab, our Think-Tank for new mobility paradigm, where safety plays a leading role.

We will persevere in our efforts to foster safer and more sustainable mobility in cities (SDG 11).

Regarding SDG 17 "Revitalize the global partnership for sustainable development... A successful sustainable development agenda requires partnerships between governments, the private sector and civil society..." we also want to strengthen collaboration among different public and private bodies.

ROAD SAFETY AND THE SDGs AT FUNDACIÓN CEA

D^a. Rosa M^a García Álvarez

Director of Communication and Institutional Relations, Fundación CEA

Who we are

The European Commissary of the automobile Foundation (Comisariado Europeo del Automóvil), is a nonprofit private organization, created by CEA Spain and Chile to boost the development of activities that help in the prevention and education of road safety.

Our primary foundational purposes are:

- The promotion of road safety and the reduction of traffic accidents.
- Create awareness about the necessity of sustainable mobility.
- To protect and help the victims of traffic accidents through legal advice.
- Diving lessons for people with fear of driving after suffering a traffic accident.
- Respect for the environment to help reduce pollution levels.

Our SDG impacts as an organization

We contribute to the improvement of road safety through civil liability activities with business', we offer safe driving lessons, online and offline training to improve knowledge about safety regulations, giving conferences to create awareness and respect for the different factors that intervene with driving and road safety such as cars, motorcycles, bicycles, scooters and pedestrians.

We also send to our partners and associate business', releases informing about the necessity of

respecting traffic rules to avoid traffic accidents, and the importance of good road safety training.

The CEA Foundation has a road safety blog (www.seguridad-vial.net), to keep society informed about road safety news, tips for better sustainable mobility and to create awareness about the importance of good road safety training and knowledge.

We have the “don’t drive and text” campaign, to create awareness about the importance of not using the phone while driving, this way we can prevent traffic accidents. This campaign had a good impact and influence on social media and media in general.

We had the support and help of other entities to develop and film this campaign.

Our road safety SDG impacts

- SDG3 – Environment: we create awareness about the importance of respecting the environment, so we can have less polluted cities, sometimes promoting the electrification of the mobile park.
- SDG9 – Better infrastructure: we talk to public institutions to let them know about how they can improve our infrastructure, this way we can avoid accidents because of the disrepair of the roads.
- SDG11 – Safe cities: we work through theoretical and practical training to reduce traffic accidents; we invite the drivers to become more respectful with the most vulnerable users. We also support the promotion of the 30 zones in the cities.
- SDG13 – Climate change: we promote sustainable mobility and electric cars so we can reduce pollution in the cities.

How we measure our road safety impact on the SDGs

The CEA Foundation can't measure the social impact within the number of accidents and deaths on the roads. We can't be sure of exactly how many people stopped or prevented accidents thanks to our information, awareness or education. .

Opportunities that the SDGs represent for our road safety work ("going the extra mile")

We are going to continue with our labor and keep asking the public institutions for the correct maintenance of our infrastructures, so we can prevent and stop traffic accidents (SDG9).

We are going to keep promoting and inviting the citizens to use sustainable mobility in the cities, we're going to keep educating road users about security rules to make sure we have a good coexistence. Keep promoting our campaign "don't drive and text", so we can spread our message about how driving with distractions can end up in a terrible accident or even death. These distractions have become the principal cause of death on the roads (SDG11).

After analyzing the SDGs, we are aware that we can work to find new ways of making road safety better, promoting the acquisition of vehicles with better security systems, ADAS technology for a healthy consumption pattern, invite new buyers to asses hybrid and electric cars for a sustainable production (SDG12).

We're going to work hard on keep spreading our message through our different channels so we can reach more people. Also keep closing agreements and collaborating with other entities that fight against traffic accidents, educating about road safety, respect for the environment and sustainable mobility (SDG17).

ROAD SAFETY AND THE SDGs AT AESLEME

Who we are

AESLEME was founded in 1990 as a response to the conclusions of an epidemiological investigation carried out between 1980-1989 by two doctors who were concerned about the rising number of deaths and serious injuries in avoidable accidents.

AESLEME is a public interest, non-profit association with 200 employees. Half of the workforce have spinal cord injuries due to road accidents and are trained in road safety and the other half are health care workers in pre-hospital and hospital care.

Our main goal is to prevent traumatic injuries due to accidents, the majority of which are road accidents, through awareness campaigns for the general public about the importance of safe, sustainable and healthy mobility.

Our SDG impacts as an organization

Our external impact focuses in the following SDGs

- SDG 3- Health: programs that promote preventive, healthy and sustainable behaviours in order to save lives and prevent permanent disability due to accidents, and in particular road accidents. Psychological support programs for people and family members involved in an accident.
- SDG 4 . Education in health promotion, injury prevention (including road safety).
- SDG 8 and SDG 10. Labour market inclusion of disabled persons following an accident. Taking part in universal accessibility and human rights programs.
- SDG 11. AESLEME is promoting the creation of safe, sustainable and healthy cities.

- SDG 17. It fulfils its mission by entering into partnerships both nationally and internationally with a large number of public and private institutions, NGOs, foundations and other associations with similar aims.

Our road safety SDG impacts

We have the “don’t drive and text” campaign, to raise awareness about the importance of not using the phone while driving in order to prevent traffic accidents. This campaign had a good impact and influence on social media and media in general.

How we measure our road safety impact on the SDGs

It is very difficult to measure the final impact in terms of lives saved because there many factors at play when it comes to the decreasing number of road accidents in Spain. We can, however, measure the number of people who have benefited from our accident prevention programs (almost 5 million people) as well as through quality surveys, where the average score is 4.5 out of 5, and through improved knowledge and attitudes (improvements in all the questions a month after the activities). Another way of measuring our impact is through our increased presence in media outlets, publications and social media.

Opportunities that the SDGs represent for our road safety work (“going the extra mile”)

Having analysed the SDGs, AESLEME is planning to work more intensively on road safety education, on values (SDG 4) and on risk prevention (SDG 3) related to the use of new technologies and new personal mobility vehicles. These new modes of transport are cropping up all over the country and creating very vulnerable users. AESLEME will also be looking at the issue of distractions, which continues to be the leading cause of road accidents.

AESLEME is increasing its collaborations with national and international private and public entities (SDG 17) in order to be more effective, to reach more of the public and to work together to reduce road accidents.

ROAD SAFETY AND THE SDGs AT MOBILEYE

D. Gil Ayalon

EMEA Director, Mobileye

Who we are

Mobileye was launched in 1999 and today boasts more than 1,700 employees. In 2007 the company introduced the first fusion of camera and radar in a vehicle and in 2011 developed the first camera-only forward collision warning system. In 2017 Intel purchased Mobileye and the company plans on launching an autonomous robotaxi mobility-as-a-service operation.

Today, Mobileye's advanced driver assistance systems (ADAS) technology is deployed in more than 50 million vehicles, and is integrated into hundreds of new car models from the world's major automakers.

The company began with the vision of reducing vehicle collisions and resulting injuries and fatalities. Today, Mobileye makes one of the most advanced collision avoidance systems on the market, and in 2018 revealed the first ever connected version of its retrofit technology - Mobileye 8 Connect™. As equipped vehicles travel about the city, the device collects data about what it sees, sending that data to the cloud and providing valuable insights about city assets and patterns. This data is also helping propel Mobileye's development of autonomous driving and the coming autonomous mobility-as-a-service (MaaS) revolution.

Our SDG impacts as an organization

Mobileye is committed to achieving SDGs by preventing collisions and providing local governments with the data needed to improve mobility and road safety, with relevant, up-to-date GIS layers.

The Mobileye collision avoidance system has been shown to be effective in helping drivers avoid or mitigate collisions with both other vehicles and vulnerable road users.

According to the WHO, an average of 1.35 million people are killed on the world's roads annually, most of them pedestrians, cyclists and motorcyclists. By protecting these vulnerable road users, it will help encourage use of non-polluting forms of transportation. Not only does this help cities by helping create a cleaner environment, improving walking, cycling and running opportunities provide added health benefits for residents.

Collision prevention with other vehicles not only helps prevent injury rates among drivers and passengers but also impacts residents in other ways. Collisions in urban areas are one of the major causes of traffic congestion in urban areas. By lowering collision rates, our collision avoidance system can help alleviate congestion increasing quality of life and lowering air pollution.

Our road safety SDG impacts

The twin missions of Mobileye's IMS Division - providing safety for vehicles and vulnerable road users and supplying data to cities, utilities and others, combine to support a number of SDG's:

- SDG 8 – Mobileye's collision avoidance system (CAS), provides drivers with safer working conditions along with a data platform that helps fleet managers train drivers, allowing them to improve skills and lower risk even more. In addition, our data products allow cities to better plan transportation, meaning commuters have to spend less time on the road
- SDG 11- Our data products provide city planners with the information they need to increase quality of life for all inhabitants, notifying officials of infrastructure issues before they become crises, allowing for more efficient use of public transportation meaning equal access for all residents and easing mobility problems meaning less time wasted in traffic and less pollution.
- SDG 12 – By protecting vulnerable road users, Mobileye encourages more walking and cycling around cities, supporting sustainable transportation and reducing fuel consumption. Our blind spot protection, in particular helps city buses, pedestrians and cyclists share the roads.

How we measure our road safety impact on the SDGs

Mobileye measures its success in improving road safety in several ways – 1) By measuring driving habits before and after installing Mobileye – an IIHS study showed between a 30-70% improvement in driving habits) , 2) The number of Mobileye-equipped vehicles with 5-star ratings from Euro NCAP, 3) tracking collision rates for Mobileye-equipped fleets – one fleet reported a 45% drop in the number collisions after installing Mobileye.

Opportunities that the SDGs represent for our road safety work (“going the extra mile”)

By 2050 the UN estimates 68% of the world’s population will be living in urban areas. This makes mobility issues, including road safety, a key element in future sustainable development. Mobileye offers a holistic solution that not only provides safety for drivers and vulnerable road users, but also allows cities to improve efficiency and sustainability.

It starts with our collision avoidance system, which combines computer vision and artificial intelligence to collect what we call roadscape data – information about what is on and around the roadside. At its basic level, this data is used to warn drivers of possible hazards on the road ahead, for instance alerting drivers if they are tailgating or in danger of collision with a vehicle, pedestrian or cyclist.

At the same time, the system uploads roadscape information to the Mobileye cloud where it is processed and turned into up-to-date GIS layers. These layers can be used, for example, by cities and utilities to make rapid decisions and increase city efficiency – damaged infrastructure can be located and repaired more rapidly, near-miss, dangerous intersections can be identified and changes made to help traffic run more smoothly and boost pedestrian and cyclist safety; times and locations where public transportation is needed can be identified rapidly and accurately creating a more attractive system leading to increased use of public transportation and lessening the number of private vehicles on the road. All these factors figure into creating a smooth running, safe and more sustainable city.

**ROAD SAFETY AND THE
SUSTAINABLE DEVELOPMENT GOALS**

Information sent to the Mobileye cloud is anonymous so it cannot be traced back to any individual, thus protecting privacy – important for public support. The data itself is not sent as images but rather as algorithms, keeping communication speed up and costs down.

All of these benefits can be leveraged with already existing vehicles traveling along their normal routes. No need for specialized vehicles or manual surveying, making the system incredibly cost effective.

EPIISODE IV. CONFERENCE
"SDGs AND ROAD SAFETY".
Madrid, 29 January 2020

Sustainable Development Goals, a unique opportunity for road safety

With the aim of analyzing the United Nation's [Sustainable Development Goals \(SDGs\)](#) and in order to examine their relationship to reducing road accidents, **Fundación MAPFRE** organized a conference on 29 January 2020 in Madrid entitled '**Applying the SDGs in order to improve road safety**'.

The conference enjoyed the participation and attendance of representatives of public bodies and private companies who are leading the way in their commitment to road safety. This debate should be framed within the upcoming 3rd Global Ministerial Conference on Road Safety to be held on 19–20 February 2020 in Stockholm (Sweden).

More than 1.35 million people lose their lives in car accidents on the roads every year worldwide and it is the leading cause of death among children and young people from 5 to 29 years old.

"All of us would like to live in a society which is risk-aware, with healthy lifestyle habits and where Goal Zero fatalities and seriously injured people in road accidents becomes a reality rather than a dream and where the culture can help us understand what we are currently facing and where we have come from. Our proposal is currently only a pipe dream but some of our modern-day realities were also previously considered to be impossible to achieve". These were the opening words of **Julio Domingo, Fundación MAPFRE's General Manager**, who made reference to the 2030 Agenda on Sustainable Development and how it is trying to improve the lives of everyone without leaving anyone behind, through its 17 goals.

However, despite all the achievements made so far, it is estimated that road traffic accident deaths around the world have increased to 1,350,000 people, which is the equivalent of the population of Milan or Prague, as revealed to us by Fundación MAPFRE's general manager. In fact, without the efforts that have been made until now, this tragedy would have been even greater and we would be dealing with no less than 1,900,000 people having died on the roads.

The conference was also attended by **Ángel Garrido, the Councillor for Transport, Mobility and**

Infrastructure of the regional government of Madrid, who also highlighted the importance of a cross-cutting commitment that reaches the whole of society and the need to meet each and every one of the 169 targets and 17 goals.

Garrido emphasized the Community of Madrid's commitment to reducing the number of deaths on the roads by half by 2030, through a new Regional Road Safety Strategy 2020-2030. He also highlighted that public administrations have a responsibility to provide access to safe transport systems for everyone and, in particular, to improving public transport, especially in the case of vulnerable people, within the next decade. Madrid recorded 58 fatalities in 2015 and 51 in 2019, with the ultimate goal being zero deaths. In order to reach this goal, there is a need for greater individual and public-private engagement.

Garrido concluded by referencing the roll-out of a level 4 self-driving bus which will begin transporting passengers in February - a completely groundbreaking initiative in Madrid and in Spain as a whole. This will contribute to combating human error which is often a significant factor in a large number of accidents and in autonomous driving. This initiative is directly related to SDG 11.2 (public transport) and those related to innovation and competitiveness.

Following on from this speech, **Jesús Monclús, Fundación MAPFRE's accident prevention and road safety director**, summed up the "Road Safety and the SDGs. A guide for private companies" paper, which offers a brief overview of the opportunities that present themselves within the area of road safety by means of the United Nations' Sustainable Development Goals (SDGs). This document offers companies a helpful guide in order to increase their commitment to reducing road safety in line with the UN's 2030 Agenda.

The guide (the one that you are actually reading now) has been prepared with contributions from WHO, ITF-OECD, the Swedish Ministry of Infrastructure, the Sustainable Development Solutions Network, the Asociación Española de la Carretera (AEC) (The Spanish Road Association), Fundación CEA, AESLEME, ALSA, ARVAL, GESTAMP, GONVARRI, VODAFONE, BOSCH, DRÄGER, MARCOTRAN and MOBILEYE.

Monclús wanted to stress the importance of continuing to work harder and in improved ways, since

we are still a long way off goal zero. "Thanks to the work of so many people, we have managed to save the lives of a quarter of a million people a year. However, a city roughly the size of Barcelona is wiped off the map every year. It is undoubtedly an uncomfortable truth", he pointed out. In fact, every 4 minutes a child dies around the world in a road accident, which equates to 500 lives a day. Moreover, we should also be taking into account the 50 million people in all age groups who are injured every year as a result of preventable road accidents.

In this respect, the 2030 Agenda demands increased efforts from everyone involved, including civil society and the private sector, as well as governments, universities and research centers. Only 40% of major companies are analyzing the SDGs in enough depth. This is why simply carrying on as before is not enough. In Monclús' opinion, those who have reviewed the different goals and targets related to mobility and road safety included in the 2030 Agenda need to examine what has already been achieved and to look at past successes, of which there are many, but they should do so with a critical eye that enables us to strengthen our efforts and become more efficient in the future. The role of partnerships in this sense is fundamental (SDG 17).

After these words, the first round table was held in which national and international companies and institutions outlined their actions and commitment to the Sustainable Development Goals and Road safety. **Miguel López-Quesada, corporate director of communications, marketing and institutional relations at GESTAMP**. The company promotes innovation for the development of vehicle parts that are lighter and safer, in particular manufacturing parts for vehicles that absorb impacts and transfer the least amount of energy possible to passengers, such as, for example, components that do not break up but rather "wrinkle" (snake design) in order to absorb impact energy. A move towards electric cars has also led them to design battery cases that can withstand crash tests and offer the same safety.

Dionisio Martínez de Velasco, managing director of DRAGER, a company with 14 thousand workers around the globe, highlighted that one of their areas of action is undoubtedly road safety. In fact, they have spent more than 65 years working on how to measure alcohol levels in drivers. They have developed the famous Interlock system which prevents a driver from starting a vehicle if his or her alcohol level are above the legal limits, as well as other systems that are able to detect other drugs and medication. The company's representative explained that they carry out over 100 million breath

alcohol measurements every year. The immediate future lies in ensuring that passenger transport and the transportation of hazardous goods are free from driver substance abuse, he stressed.

In this regard, **Rafael Fernández-Chillón, the president of Fundación CEA**, highlighted that they have four fundamental goals: road safety, sustainable mobility, protecting the environment and assistance for road traffic accident victims. Fernández-Chillón also highlighted the courses to help combat amaxophobia, designed for people who are frightened to drive after having had a car crash, organized by Fundación CEA. Major challenges are undoubtedly arising around having to adapt to the new mobility reality, for example, the rise in riders, personal mobility vehicles or increased e-commerce, which does not yet properly reflect Spanish legislation on traffic and road safety. He also presented their most recent campaign If you drive, don't chat (Si conduces, no chatees) that fights the new habit of chatting when driving.

Ignacio Pérez-Carasa, director of institutional relations at ALSA, pointed out that 4000 buses managed by the company transport 1 million people and travel 1 million kilometers a day. Therefore, road safety and environmental sustainability are their two main lines of action within the framework of the SDGs. Since 2010 they have managed to reduce at-fault accidents by 31% and preventable accidents by 37%. In fact, they have managed to reduce road accidents involving injuries by approximately 87% since 2011. Notably, they have trained more than 39 thousand students (drivers), they have implemented the Drivecam system which records events on the buses (speeding, hitting the brakes, changing lanes...) and are using a new speed monitoring system.

The first discussion was concluded by **Elena de la Peña, general technical deputy director of the Asociación Española de la Carretera (AEC)**, who pointed out their important contribution to the SDGs given that the association serves as a meeting place for everyone related to the roads and she highlighted the need for the public sector to incentivize voluntary compliance with the SDGs. "The inclusion of bonuses related to the SDGs in the tendering processes would represent an excellent way for promoting them in the public and private sector, and in particular in SMEs", de la Peña stated during her address. She also highlighted the benefits of focusing the attention on innovation and communication, in addition to the actual actions undertaken, as well as on the need to engage workers and collaborators in the road safety improvements and other SDGs.

The second table, which was moderated by Nuria del Olmo, press officer of Fundación MAPFRE communication's department, included **Fernando Martín, head of road safety and fines at ARVAL**, who indicated that they are aware that their business involves a tool and a service (the car) that is highly contaminating and also causes many injuries. "This motivates us to advise our customers to contract the least polluting and safest vehicles", he pointed out. After it obtained the ISO 14001 - Environmental Management certification in 2013, and with the support of Fundación MAPFRE, ARVAL also became ISO 39001 certified. This enabled them to frame its Road Safety Plan within a management system that was, at the same time, flexible and demanding. The final outcome has been a reduction in crashes of 46% in just 5 years, and the promotion of a true "Prevention and Safety Culture". The experiences accrued during these years has empowered them to become best practice spokespersons, promoting training and helping its customers to translate them in their own organizations. ARVAL manages 150,000 vehicles in Spain and more than 1,200,000 worldwide.

Up next was **Juan Llovet, director of communications and sustainability at Gonvarri**, who underlined the company's commitment to sustainability and road safety in their role as the manufacturers of recyclable metal components for vehicles and products for renewable energies. Llovet discussed their 'Emotional Driving' program which aims to raise people's awareness and which poses the following question: what makes you drive safely? "We help our workers, and people in general, to empathize with others through awareness. People can learn about road safety through sharing their own stories", he explained. They also use simulators and dynamic games.

According to Gonvarri's representative, "90% of the problem is down to the people who are driving, but technology is going to help us curb this upward trend in road accidents in order to reach goal zero. Self-driving cars will make up for what we are unable to achieve ourselves. It will strike the final blow for road accidents.

The service offered by **Mobileye also focuses on the human factor. Elías Izquierdo**, their representative in Spain, has highlighted that this is a technology supported by artificial vision. It identifies if there is a dangerous situation and warns the driver or the vehicle so they can take action. He pointed out that if Spain were to use this system across the board it could reduce the number of crashes by up to 57%, meaning almost 60 thousand fewer crashes. In fact, as of today, more than 50 million vehicles are equipped with this technology.

The company has demonstrated that once drivers start using the system and become aware of their own mistakes, they notably improve their safety. The system also enables cities to identify points of danger since the latest models are connected to a system of artificial intelligence that identifies the areas receiving the most alerts. This helps to strengthen the safety of vulnerable users and gives the city information so it can improve, which is currently the case in Barcelona, for example. The system has now been fitted in 500 vehicles.

Overall, those taking part in the round tables clearly endorse incentivizing technology and recognize the companies currently doing just that. This same opinion was shared by **Sergio Fernández, manager of health, safety and well-being at Vodafone in Spain**. The company currently operates in 25 countries and has more than 600 million clients. One of its most notable goals is to increase access to communication to a billion people and to reduce its organization's emissions by 50% by 2025. The company is carrying out actions focusing on land, accessibility, digital society and inclusion through bringing technology closer to people. New challenges will include alternative mobility options such as electric scooters and the need to adapt infrastructures to these new forms of mobility. "it is difficult to promote bicycle use among our employees if safe infrastructures do not yet exist or are still only in their early stages. We can certainly try to make it better here", he added.

Lorenzo Jiménez, press and marketing mobility solutions director at Rober Bosch España, pointed out that mobility accounts for 60% of their sales figures. With 400 thousand employees worldwide, they provide innovations that improve people's quality of life. In terms of meeting the SDGs, he pointed out that they are especially focused on health and well-being and on technological developments to improve road safety and air quality. They are also innovating in order to help cities become more sustainable and in terms of responsible consumption and production of emissions. Their company goal is to be carbon neutral worldwide by 2020.

ABS, airbag control, stability control and emergency braking systems are just some of the systems that the company has developed and which have contributed to reducing road accident rates. They are also working on self-driving cars and reducing vehicle emissions.

The company analyzes the technology it develops and its potential to prevent accidents. "Our goal is to achieve maximum publicity for these technologies in order for users to learn about the systems

and so that manufacturers will want to include them as standard in all their vehicles". He pointed out that it took 30 years since its creation for the ABS system to be implemented in all vehicles. And this is also the case for other ADAS systems that could help save the lives of thousands of people.

Mar Cogollos, director of AESLEME (Asociación para el Estudio de la Lesión Medular Espinal) (The Association for the Study of Spinal Cord Injury), emphasized the importance of prevention and of working with specific and measurable goals. She pointed out that the actions taken in pursuit of the SDGs should be measurable. "We need to demonstrate what we are doing and how to achieve these goals".

During his final remarks, Jesús Monclús stressed some proposals made during the workshop:

- Support and incentives to organizations "going the extra mile" in terms of road safety within the framework of the SDGs.
- And, at the same time, more support from civil society and the private sector, among others, for the public administrations in order to accelerate changes in traffic safety legislation, in particular to update it in order to accommodate new mobility patterns (new forms of mobility, the gig-economy, the shared economy...) and to make medical and drug tests compulsory for professional drivers.
- A coordination mechanism to keep the momentum generated by today's workshop and to strengthen collaborative work among all agents.
- Incentivizing new vehicle safety technologies, in particular those that protect vulnerable road users. Accelerating the market penetration of new safety technologies (it took 30 years for the ABS to become widespread). But, at the same time, remembering that the person is always at the center. Particular attention was paid during the discussions to the safety of vehicles in developing countries and, in particular, in the Latin American region.
- Public and private procurement of safe and sustainable transport services.

- Focusing on speed and drugs.
- The need to learn how to measure road safety impacts within the framework of the SDGs.
- The need to also involve SMEs and the self-employed in the debates (always hard to reach sectors of society).

Innovation, collaboration, society's demand for road safety... these were some of the most popular keywords during the round tables, said Monclús.

The conference was brought to a close by **Paula María Márquez, Assistant Deputy Director of the National Road Safety Observatory of the Department of Traffic (DGT)**, who outlined that the SDGs are a worldwide strategic plan and that we are all committed to ensuring that these goals are reached by 2030. "Each one of us has provided their grain of sand but we need to come up with a joint proposal", she pointed out. In fact, she confirmed that Vision Zero and the Safe System are going to help a lot with this. "The only acceptable number of fatalities and seriously injured persons is zero", she concluded.

ANNEXES

Annex 1. LIST OF THE 17 SUSTAINABLE DEVELOPMENT GOALS

The full titles of the 17 Sustainable Development Goals are:

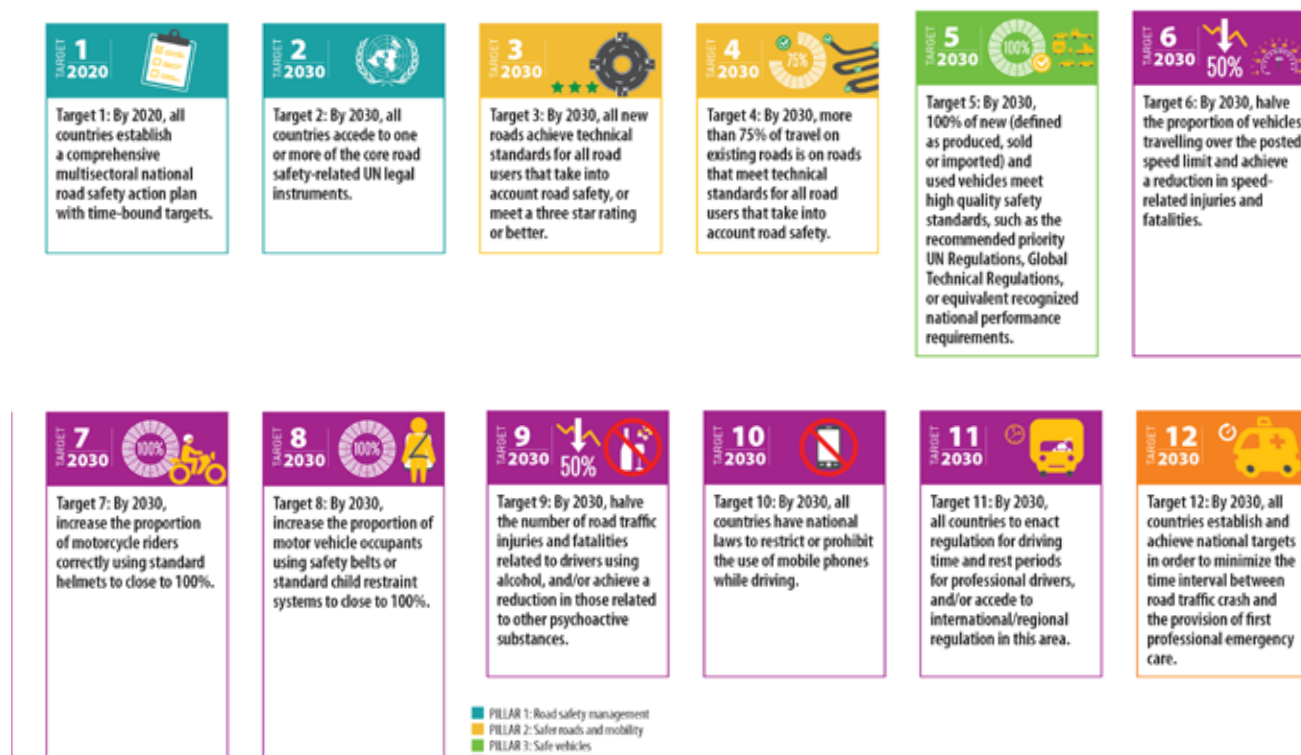
- Goal 1. End poverty in all its forms everywhere
- Goal 2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture
- Goal 3. Ensure healthy lives and promote well-being for all at all ages
- Goal 4. Ensure inclusive & equitable quality education and promote lifelong learning opportunities for all
- Goal 5. Achieve gender equality and empower all women and girls
- Goal 6. Ensure availability and sustainable management of water and sanitation for all
- Goal 7. Ensure access to affordable, reliable, sustainable and modern energy for all
- Goal 8. Promote sustained, inclusive & sustainable economic growth, full and productive employment and decent work for all
- Goal 9. Build resilient infrastructure, promote inclusive & sustainable industrialization & foster innovation
- Goal 10. Reduce inequality within and among countries
- Goal 11. Make cities and human settlements inclusive, safe, resilient and sustainable

- Goal 12. Ensure sustainable consumption and production patterns
- Goal 13. Take urgent action to combat climate change and its impacts*
- Goal 14. Conserve & sustainably use the oceans, seas & marine resources for sustainable development
- Goal 15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
- Goal 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
- Goal 17. Strengthen the means of implementation and revitalize the global partnership for sustainable development

Annex 2. LIST OF ROAD SAFETY VOLUNTARY TARGETS

In November 2017, the UN agreed on a comprehensive subset of road safety sub-targets to aid to halve deaths and serious injuries on the world's roads. The sub-targets are aligned with the five pillars of the Global Plan for the Decade of Action for Road Safety 2011-2020: road safety management, safer roads and mobility, safer vehicles, safer road users, and post-crash response. The performance targets are:

Figure 3. The 12 global road safety performance targets^{xxxv}



Following the request of the United Nations General Assembly, on November 22, 2017 Member States reached consensus on 12 global road safety performance targets. For more information: http://www.who.int/violence_injury_prevention/road_traffic/road-safety-targets/en/

Annex 3. BROADER OUTLOOK OF LINKS BETWEEN ROAD SAFETY AND THE SDGs

The following table presents a broad view of the relationships between road safety and the SDGs:

Table 3. Proposal for a full list of additional targets with opportunities for synergies with road safety

Goal	Target	Indicator/s	Relationship with mobility and road safety
Goal 1. End poverty in all its forms everywhere	1.5 By 2030, build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters	1.5.1 Number of deaths, missing persons and persons affected by disaster per 100,000 people	Road safety is often defined as a global disaster that can be prevented. Road traffic injuries disproportionately affect vulnerable groups of road users, including the poor which represent more frequently vulnerable road users. Those affected by road crashes often bring the only income to the families who are often thrown into poverty as a consequence ^{xxxvi} .

Goal	Target	Indicator/s	Relationship with mobility and road safety
Goal 3. Ensure healthy lives and promote well-being for all at all ages	3.2 By 2030, end preventable deaths of newborns and children under 5 years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1,000 live births and under-5 mortality to at least as low as 25 per 1,000 live births	3.2.1 Under-five mortality rate 3.2.2 Neonatal mortality rate	Road fatalities still represent the main cause of death from childhood and youth age groups between 5 and 29 years. Every four minutes a child is prematurely lost on the roads of this world: more than 500 children every day. Fetuses are exposed to road crashes too. Air pollution is also linked to premature births.
Goal 3. Ensure healthy lives and promote well-being for all at all ages	3.9 By 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination	3.9.1 Mortality rate attributed to household and ambient air pollution	Air pollution is also linked to premature deaths and many illnesses. Many air pollution countermeasures also improve road safety (like the promotion of public transport).
	3.d Strengthen the capacity of all countries, in particular developing countries, for early warning, risk reduction and management of national and global health risks	3.d.1 International Health Regulations (IHR) capacity and health emergency preparedness	Improvements in post-crash response to road victims can increase survival rates and reduce long-term consequences.

Goal	Target	Indicator/s	Relationship with mobility and road safety
<p>Goal 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all</p>	<p>4.7 By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development</p>	<p>4.7.1 Extent to which (i) global citizenship education and (ii) education for sustainable development, including gender equality and human rights, are mainstreamed at all levels in: (a) national education policies, (b) curricula, (c) teacher education and (d) student assessment</p>	<p>Inclusion of safe and sustainable mobility education in all curricula in all countries.</p>
	<p>4.b By 2020, substantially expand globally the number of scholarships available to developing countries, in particular least developed countries, small island developing States and African countries, for enrolment in higher education, including vocational training and information and communications technology, technical, engineering and scientific programmes, in developed countries and other developing countries</p>	<p>4.b.1 Volume of official development assistance flows for scholarships by sector and type of study</p>	<p>Promotion of scholarships in the fields of epidemiology, safe and sustainable mobility engineering, etc.</p>

Goal	Target	Indicator/s	Relationship with mobility and road safety
Goal 5. Achieve gender equality and empower all women and girls	5.5 Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life	5.5.2 Proportion of women in managerial positions	Around 75-80% of road fatalities are men. Women approach to driving is often different from that of men. The perspective of women is often neglected in the design of the road safety system. Security issues in public road transport are also an issue in some areas.
	5.b Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women	(No indicator)	More female transport designers will surely contribute to accelerating improvements in road transport safety issues.
Goal 7. Ensure access to affordable, reliable, sustainable and modern energy for all	7.2 By 2030, increase substantially the share of renewable energy in the global energy mix	7.2.1 Renewable energy share in the total final energy consumption	Electric vehicles might be safer than conventional vehicles (lower maximum speeds, different cultural approaches to driving this type of vehicles, larger penetration of advanced safety measures...).
Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all	8.8 Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment	8.8.1 Frequency rates of fatal and non-fatal occupational injuries, by sex and migrant status	Work related road safety. Safe labour conditions for road workers, including professional drivers in developing countries.

Goal	Target	Indicator/s	Relationship with mobility and road safety
Goal 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation	9.1 Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all	9.1.1 Proportion of the rural population who live within 2 km of an all-season road 9.1.2 Passenger and freight volumes, by mode of transport	Inclusion of minimum road infrastructure safety standards in all new road projects and upgrade of existing roads to safer standards. Minimum investment is road maintenance. Reduction in the use of less safe road transport modes.
Goal 10. Reduce inequality within and among countries	10.6 Ensure enhanced representation and voice for developing countries in decision-making in global international economic and financial institutions in order to deliver more effective, credible, accountable and legitimate institutions	10.6.1 Proportion of members and voting rights of developing countries in international organizations	Participation of developing countries in international road safety fora and decision making bodies with impact on the condition of the road safety system.
Goal 11. Make cities and human settlements inclusive, safe, resilient and sustainable	11.6 By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management	11.6.2 Annual mean levels of fine particulate matter (e.g. PM2.5 and PM10) in cities (population weighted)	Impact of less polluting transport modes in road safety.

Goal	Target	Indicator/s	Relationship with mobility and road safety
	11.7 By 2030, provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities	11.7.1 Average share of the built-up area of cities that is open space for public use for all, by sex, age and persons with disabilities	Safety around school zones. General levels of city safety for all users, in particular for vulnerable ones and persons with disabilities.
	11.b By 2020, substantially increase the number of cities and human settlements adopting and implementing integrated policies and plans towards inclusion, resource efficiency, mitigation and adaptation to climate change, resilience to disasters, and develop and implement, in line with the Sendai Framework for Disaster Risk Reduction 2015-2030, holistic disaster risk management at all levels	11.b.1 Proportion of local governments that adopt and implement local disaster risk reduction strategies in line with the Sendai Framework for Disaster Risk Reduction 2015-2030a 11.b.2 Number of countries with national and local disaster risk reduction strategies	Road casualties are commonly defined by the road safety community as a global disaster. Number of cities adopting safe and sustainable (road) transport policies and plans. Number of countries with safe and sustainable (road) transport policies and plans.

Goal	Target	Indicator/s	Relationship with mobility and road safety
<p>Goal 12. Ensure sustainable consumption and production patterns</p>	<p>12.1 Implement the 10-year framework of programmes on sustainable consumption and production, all countries taking action, with developed countries taking the lead, taking into account the development and capabilities of developing countries</p>	<p>12.1.1 Number of countries with sustainable consumption and production (SCP) national action plans or SCP mainstreamed as a priority or a target into national policies</p>	<p>Promotion of more sustainable transport alternatives and services, including energy sources.</p>
	<p>12.2 By 2030, achieve the sustainable management and efficient use of natural resources</p>	<p>12.2.1 Material footprint, material footprint per capita, and material footprint per GDP 12.2.2 Domestic material consumption, domestic material consumption per capita, and domestic material consumption per GDP</p>	<p>Reduction of the carbon footprint of transportation in organizations: programs for carbon compensation or capture.</p>

Goal	Target	Indicator/s	Relationship with mobility and road safety
	12.4 By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment	12.4.1 Number of parties to international multilateral environmental agreements on hazardous waste, and other chemicals that meet their commitments and obligations in transmitting information as required by each relevant agreement 12.4.2 Hazardous waste generated per capita and proportion of hazardous waste treated, by type of treatment	Promotion of more sustainable transport alternatives and services, including energy sources.
	12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse	12.5.1 National recycling rate, tons of material recycled	Promotion of more sustainable transport alternatives and services, including energy sources.
	12.6 Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle	12.6.1 Number of companies publishing sustainability reports	Inclusion of work-related road safety and other CSR road safety actions (including philanthropic activities) in the sustainability reporting of companies.

Goal	Target	Indicator/s	Relationship with mobility and road safety
	12.7 Promote public procurement practices that are sustainable, in accordance with national policies and priorities	12.7.1 Number of countries implementing sustainable public procurement policies and action plans	The role of the public sector is crucial to show the way ahead. Awarding contracts to organizations showing commitment and good practices in road safety. Additional safety provisions in road transport infrastructures projects, including public transport tenders. Public (and private) procurement of only safe vehicles.
	12.8 By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature	12.8.1 Extent to which (i) global citizenship education and (ii) education for sustainable development (including climate change education) are mainstreamed in (a) national education policies; (b) curricula; (c) teacher education; and (d) student assessment	Child education in schools about safe and sustainable transport alternatives.

Goal	Target	Indicator/s	Relationship with mobility and road safety
	12.c Rationalize inefficient fossil-fuel subsidies that encourage wasteful consumption by removing market distortions, in accordance with national circumstances, including by restructuring taxation and phasing out those harmful subsidies, where they exist, to reflect their environmental impacts, taking fully into account the specific needs and conditions of developing countries and minimizing the possible adverse impacts on their development in a manner that protects the poor and the affected communities	12.c.1 Amount of fossil-fuel subsidies per unit of GDP (production and consumption) and as a proportion of total national expenditure on fossil fuels	Promotion of cleaner transport modes. Incentives for innovation in cleaner energy sources for road transportation.
Goal 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels	16.1 Significantly reduce all forms of violence and related death rates everywhere	16.1.4 Proportion of population that feel safe walking alone around the area they live	Road casualties are very often the result of road violence. In some cities or areas, people are afraid of walking or using public transport, therefore opting for individual motorized transport alternatives that are less safe.

**ROAD SAFETY AND THE
SUSTAINABLE DEVELOPMENT GOALS**

Goal	Target	Indicator/s	Relationship with mobility and road safety
	16.5 Substantially reduce corruption and bribery in all their forms	16.5.1 Proportion of persons who had at least one contact with a public official and who paid a bribe to a public official, or were asked for a bribe by those public officials, during the previous 12 months	Credibility of enforcement and fining system must be improved in many countries ^{xxxvii} .
	16.6 Develop effective, accountable and transparent institutions at all levels	16.6.1 Primary government expenditures as a proportion of original approved budget, by sector (or by budget codes or similar) 16.6.2 Proportion of the population satisfied with their last experience of public services	Transparent and efficient use of transport public budgets. Proportion of the population satisfied with their transport safety administration.
	16.7 Ensure responsive, inclusive, participatory and representative decision-making at all levels	16.7.2 Proportion of population who believe decision-making is inclusive and responsive, by sex, age, disability and population group	Civil society participation in safe and sustainable transport decisions.
	16.8 Broaden and strengthen the participation of developing countries in the institutions of global governance	16.8.1 Proportion of members and voting rights of developing countries in international organizations	Participation of developing countries in international road safety fora and decision making bodies with impact on the condition of the road safety system.

Goal	Target	Indicator/s	Relationship with mobility and road safety
	16.10 Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements	16.10.2 Number of countries that adopt and implement constitutional, statutory and/or policy guarantees for public access to information	High quality public information on road safety in each country (pillar 1 of the Decade of Action).
	16.a Strengthen relevant national institutions, including through international cooperation, for building capacity at all levels, in particular in developing countries, to prevent violence and combat terrorism and crime	16.a.1 Existence of independent national human rights institutions in compliance with the Paris Principles	Number of countries with effective road safety agencies focused on preventing road violence (pillar 1 of the Decade of Action).
Goal 17. Strengthen the means of implementation and revitalize the global partnership for sustainable development	17.6 Enhance North-South, South-South and triangular regional and international cooperation on and access to science, technology and innovation and enhance knowledge sharing on mutually agreed terms, including through improved coordination among existing mechanisms, in particular at the United Nations level, and through a global technology facilitation mechanism	17.6.1 Number of science and/or technology cooperation agreements and programmes between countries, by type of cooperation	Number of cooperation agreements between countries in the area of road safety.

Goal	Target	Indicator/s	Relationship with mobility and road safety
	17.7 Promote the development, transfer, dissemination and diffusion of environmentally sound technologies to developing countries on favourable terms, including on concessional and preferential terms, as mutually agreed	17.7.1 Total amount of approved funding for developing countries to promote the development, transfer, dissemination and diffusion of environmentally sound technologies	Direct application to road safety technologies: vehicles, infrastructures, traffic management, enforcement...
	17.9 Enhance international support for implementing effective and targeted capacity-building in developing countries to support national plans to implement all the sustainable development goals, including through North-South, South-South and triangular cooperation	17.9.1 Dollar value of financial and technical assistance (including through North-South, South-South and triangular cooperation) committed to developing countries	Direct application to road safety capacity building and education.
	17.14 Enhance policy coherence for sustainable development	17.14.1 Number of countries with mechanisms in place to enhance policy coherence of sustainable development	Synergy exploitation among several public policies: health, transport, energy, innovation, education...

Goal	Target	Indicator/s	Relationship with mobility and road safety
	17.16 Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries	17.16.1 Number of countries reporting progress in multi-stakeholder development effectiveness monitoring frameworks that support the achievement of the sustainable development goals	Crucial road during the last decade and for the coming years of the United National Road Safety Collaboration. Number of countries with similar partnerships at national level.
	17.17 Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships	17.17.1 Amount of United States dollars committed to public-private and civil society partnerships	Number of partnerships in the area of road safety. Amount of resources deployed through this type of partnerships.

Goal	Target	Indicator/s	Relationship with mobility and road safety
	<p>17.18 By 2020, enhance capacity-building support to developing countries, including for least developed countries and small island developing States, to increase significantly the availability of high-quality, timely and reliable data disaggregated by income, gender, age, race, ethnicity, migratory status, disability, geographic location and other characteristics relevant in national contexts</p>	<p>17.18.1 Proportion of sustainable development indicators produced at the national level with full disaggregation when relevant to the target, in accordance with the Fundamental Principles of Official Statistics</p>	<p>Capacity building for high quality public information on road safety in each country (pillar 1 of the Decade of Action).</p>

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