



RECOGNISING SAFETY ACHIEVEMENT

30 *Years*

OF THE PRINCE MICHAEL
INTERNATIONAL ROAD
SAFETY AWARDS





"I had the privilege of observing HRH Prince Michael of Kent's personal commitment during his 2014 visit to one of our Helmets for Kids schools in Vietnam, where 1000 children were given motorbike helmets when riding with their parents. His influence has greatly inspired the next generation of safe road users in Vietnam."

Greig Craft
President & Founder, AIP Foundation



"Road safety cannot be delivered by government alone – the Prince's awards help to highlight the wide diversity of outstanding contributions which have made a real difference from the private sector, local governments and communities from across the world."

Rt. Hon. Baroness Helene Hayman
GBE, PC, former Lord Speaker, House of Lords



"Change takes time and commitment. His Royal Highness has been generous with both. His patronage of the Commission for Global Road Safety helped us in advancing the diplomacy which led to the UN Decade of Action and a target in the Sustainable Development Goals. His Awards have recognised, rewarded and urged on the international leaders in this field."

Rt. Hon. Lord Robertson of Port Ellen KT GCMG
Chairman, FIA Foundation



"The UK has an enviable record of success in combatting death and injury on our roads and the Prince Michael Road Safety Awards have played no small part in that success. I congratulate His Royal Highness on a superb initiative and wish the Awards continued success in the future."

Steve Norris
Former PMIRSA Chairman and Transport Minister



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FOREWORD

It is thirty years since I established my Road Safety Awards to recognise advances in road traffic injury prevention.

The awards began in the United Kingdom, which at the time experienced more than five thousand road traffic fatalities every year. Today, thanks to the road safety lobby, we lose fewer than two thousand people. The awards have been given in order to recognise these efforts, and encourage momentum for further success.

Across the world, over these three decades, I have enjoyed meeting many inspiring and innovative road safety practitioners who are devoting so much energy to saving lives in their countries and communities. I have been encouraged by the life-saving programmes I have visited and by the work of the many people involved, including many government officials, engineers and researchers, business leaders and even, in some cases, road traffic victims themselves. The awards have sought to shine a spotlight on their ideas and achievements, and to bring together people from different continents to share success and learn from one another.

The road safety challenges facing developing countries remain considerable. But international cooperation, non-existent in 1987, is now on a much stronger footing. The World Report on Road Traffic Injury Prevention; the initiative of the Sultanate of Oman to advance road safety at the United Nations; the Moscow and Brasilia Ministerial Conferences; the Decade of Action for Road Safety and the Sustainable Development Goals: at every stage in this journey the Awards have recognised leadership and urged further advance.

As Patron of the Commission for Global Road Safety and, subsequently, the Towards Zero Foundation, I been pleased to add my strong personal support to the global call for action. Now we must redouble these efforts so as to meet our ambitious international targets and realise the 'Vision Zero' of a road transport system that no longer kills or seriously injures its users.



HRH Prince Michael of Kent
GCVO

THE GLOBAL ROAD SAFETY CRISIS

Every day at least 3,500 people are killed on the world's roads. Many thousands more are seriously injured. This toll of human tragedy also costs countries up to 5% of their Gross Domestic Product. It is a man-made, and therefore preventable, public health epidemic.

Most high-income countries have succeeded in dramatically reducing their casualty toll, through funded national strategies and targets; through application of comprehensive road safety laws, consistently enforced; through safer vehicle design; better infrastructure design and management of roads; and through driver licencing and training. In too many low- and middle-income countries road safety institutions and practice have failed to keep pace with an explosion in motorisation – the vast majority of deaths and injuries occur in these countries.



THE PRINCE MICHAEL INTERNATIONAL ROAD SAFETY AWARDS

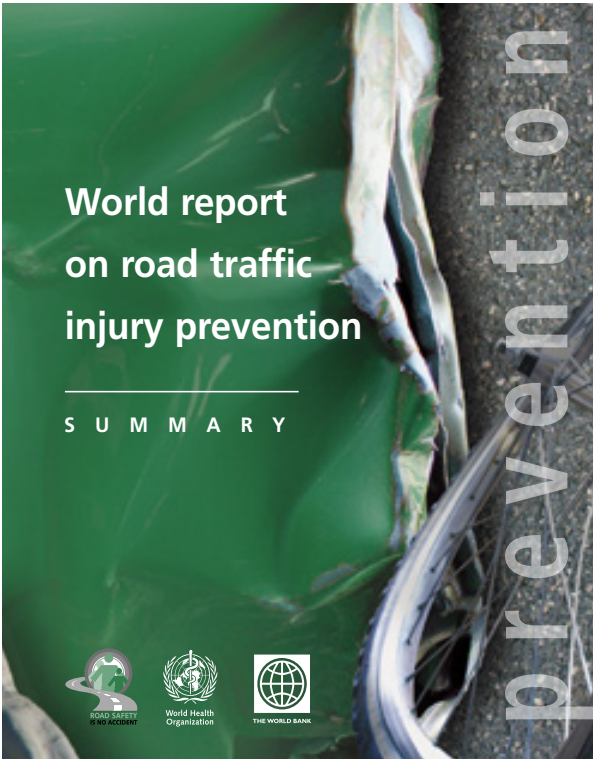
For thirty years the Prince Michael International Road Safety Awards have reflected and spurred changes in road safety, rewarding successful innovation and challenging the road safety community to make further progress. In the United Kingdom, where the awards began, road traffic fatalities have more than halved over the period, this achievement driven, for much of that time, by focused and ambitious national road safety targets. Today in the UK, as in many other high income countries, progress has stalled or begun to reverse. A paradigm shift to the Safe System approach is needed.

In developing countries, as the 2004 World Report on Road Traffic Injury Prevention – winner of that year's Premier Award – powerfully highlighted, the road traffic crash toll costs more than a million lives a year and is still rising in many countries. The Awards have played an important role both in supporting the international campaign to raise road safety higher on the policy agenda, resulting in the inclusion of road traffic injury in the United Nations Sustainable Development Goals, and in highlighting the practical efforts of countries, companies and organisations to introduce legislation and implement solutions under the 'five pillars' of the UN Decade of Action Global Plan.

Now, as we celebrate the 30th Anniversary of the Awards – a venture which my wife Judy and I are proud to have had the pleasure of managing since 1996 – join us in looking back at some of our award winners and their achievements, and looking ahead to the challenges and opportunities of the future.



Adrian Walsh
Director, PMIRSA



ABOUT THE AWARDS



The Awards have highlighted speed management, at the heart of effective road casualty reduction.



With an increasing focus on the road safety crisis in developing countries, the Awards have encouraged action on motorcycle helmet and seatbelt use.



Above & right: The importance of educating children in road safety awareness has been emphasised by the Awards.



Since 1987 the Prince Michael International Road Safety Awards have recognised outstanding achievement and innovation in the UK and across the world.



For ten years Prince Michael was Patron of the Commission for Global Road Safety, and a leader in the campaign for a UN Decade of Action.



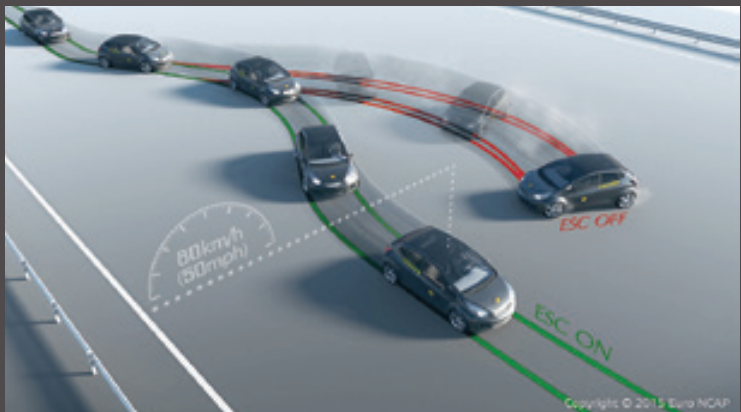
Innovative programmes like Helmets for Kids in Vietnam (r) gained recognition through the Awards.



Premier Award winners include consumer rating programmes for vehicle and infrastructure safety.



Throughout our 30 year history the Awards have sought to promote technological advances, like Electronic Stability Control, with the potential to save thousands of lives.



The role of safe urban design in driving progress towards 'Vision Zero' is being recognised.



An ITF/OECD report calling for a paradigm shift to the 'Safe System' won a major award in 2016. To maintain momentum in high income countries, and to achieve ambitious global targets, a paradigm shift to 'Vision Zero' is vital.



SAFER ROAD USERS

As road users, we all play a part in road safety and have a shared responsibility to obey the rules. The Prince Michael International Road Safety Awards have recognised government authorities, police forces, NGOs and companies that have led efforts to ensure use of motorcycle helmets and seat belts, or introduced and enforced drink-driving and speeding laws. The Awards have played a particularly important role in identifying pioneers and communicating their achievements to encourage others.

Between 2008 and 2013, 55 per cent of cyclist fatalities in London involved a heavy goods vehicle. A disproportionate number of these were construction vehicles. Following an independent review commissioned by Transport for London the Construction Logistics & Cycle Safety initiative was launched to revolutionise the management of work related road risk and embed a road safety culture across the industry. This vital campaign received the Premier Award in 2015.



In many developing countries laws governing basic road user behaviour risk factors simply do not exist, or are on the statute book but not actively enforced on the streets. In 2003 the FIA Foundation and TRL developed a seat belt toolkit providing an A-Z guide to campaigning, legislating and delivering a seat belt law. Tested successfully in Costa Rica, the toolkit was the model for a series of best practice manuals subsequently developed by the World Health Organization.



To promote quality helmets and transparency in information, the UK Department for Transport launched the safety helmet assessment and rating program (SHARP). This award-winning program provides motorcyclists with comparative safety ratings for crash helmets. Quality motorcycle helmets are crucial, as they can reduce the risk of death by 40% and severe head injuries by 70%. Appetite for this consumer information has been massive and worldwide.



In 2001 North Lanarkshire, in Scotland, became the only authority at the time to introduce a 20mph speed limit in every residential area. Lancashire pioneered a new speed enforcement approach by giving speed law violators the option to a speed awareness course in lieu of a fine or penalty points, improving driver education and preventing repeat offenses. Both schemes are now widespread national practice in the UK.

This week's **DRINKING AND DRIVING** *Specials*



- ★ **12 MONTH** *driving ban*
- ★ A fine of **UP TO £5000**
- ★ **A FREE** *criminal record*
- ★ *Reduced* **job prospects**



direct.gov.uk/think



For decades the UK Department for Transport's Think! Campaign has raised awareness and reinforced police enforcement strategies on road safety. Think! has been particularly effective in helping to change public attitudes to drink driving, with more than 90% of people now considering drinking and driving to be socially unacceptable. In

presenting his 2013 Premier Award to DFT, Prince Michael said: "The government's THINK! campaign has become a well-recognised brand; among government public information campaigns it stands out and is as highly respected in the advertising industry as it is in the road safety world."



Vauxhall Motors received the first Premier Award in 1995 for sponsoring a Scouts road safety scheme. The scheme, now supported by the RAC, encourages road safety awareness and training for the UK's 440,000 plus Beavers, Cubs, Scouts and Explorers and their 154,000 volunteer supporters to bring child road deaths to zero.



Since the early 1990's more than 2.5 million UK children have grown up with the Children's Traffic Club, which uses cartoon books and online learning to teach children aged 3-5 about road safety and traffic danger. The scheme, recognised with an award in 2006, is appreciated by parents and children alike and much valued by road safety professionals.



Riders for Health, an awardee in 2001, supports the delivery of healthcare in hard-to-reach rural Africa by providing motorcycle training and equipment, including safety training, to doctors and other medical professionals.



In 1999 the Premier Award was presented for the 'walking bus'. Through the 'Travel-Wise' initiative county councils encouraged walking to school with the concept of the walking bus - parent 'driver and conductor' together with pupil 'passengers' who travel a set route at agreed times with several 'bus stops' along the way.



RECOGNISING INSTITUTIONAL LEADERSHIP

Effective road safety management is an essential cornerstone of efforts to save lives. The Prince Michael International Road Safety Awards have sought to encourage and recognise the achievements of government in passing new road safety legislation, establishing lead agencies, introducing targets and systematic policy frameworks, and improving data.

The National Road Safety Committee in Cambodia has made strides towards meeting its goal to increase helmet use by introducing a law requiring passengers and drivers to wear helmets on motorcycles.

In Nigeria, the Federal Road Safety Commission tackled one of the highest highway fatality rates in the world.



Helping to save over 20,000 lives in 10 years by introducing a seatbelt law in the United States, the National Highway Traffic Safety Administration (NHTSA) contributed to the country's lowest highway fatality rate ever recorded and the largest drop in total deaths in 15 years, in 2006.



Jamaica's National Road Safety Council, chaired by the country's Prime Minister, was recognized in 2013 for its ambitious target setting and achievement in reducing annual road deaths.

With the right strategies, resources, and commitment, award winners exceed their road safety management goals. Scotland's lead agency is striving for zero fatalities on the roads through its framework, 'Go Safe on Scotland's Roads. It's Everyone's Responsibility.' A 2015 review of the ambitious framework showed that milestones had been met, and a mid-term review is aiming to exceed the targets by 2020.



By working across sectors, lead agencies have amplified their success. Argentina Road Safety Lead Agency (ANSV) worked together with the World Bank to strengthen the agency's strategic delivery capacity.



In Odessa, Ukraine, the European Union and Eastern Alliance for Safe and Sustainable Transport (EASST) joined forces to reduce speeding and increase seat belt wearing. Monitoring and evaluation of the 2011 campaign showed that the year by year reduction in road traffic fatalities in the city was double the national average.



HRH Prince Michael of Kent praised Vietnam's approach to road safety in 2014 while visiting a 'Helmets for Kids' project in Hanoi, led by award winner AIP Foundation. "Improving road safety and reducing casualties requires permanent vigilance, regular reinforcement of messages, and constant innovation. All of these factors are evident in Vietnam's approach, and I applaud Vietnam's strong commitment to building on its road safety achievements."



The efforts of the Cambodian National Road Safety Committee to introduce a new road traffic law, approved in 2014, and to enforce its measures, including a motorcycle passenger helmet law, were recognised with an award in 2016. The country's Deputy Prime Minister, Samdech Krolahom Sar Kheng, attended the ceremony in London.

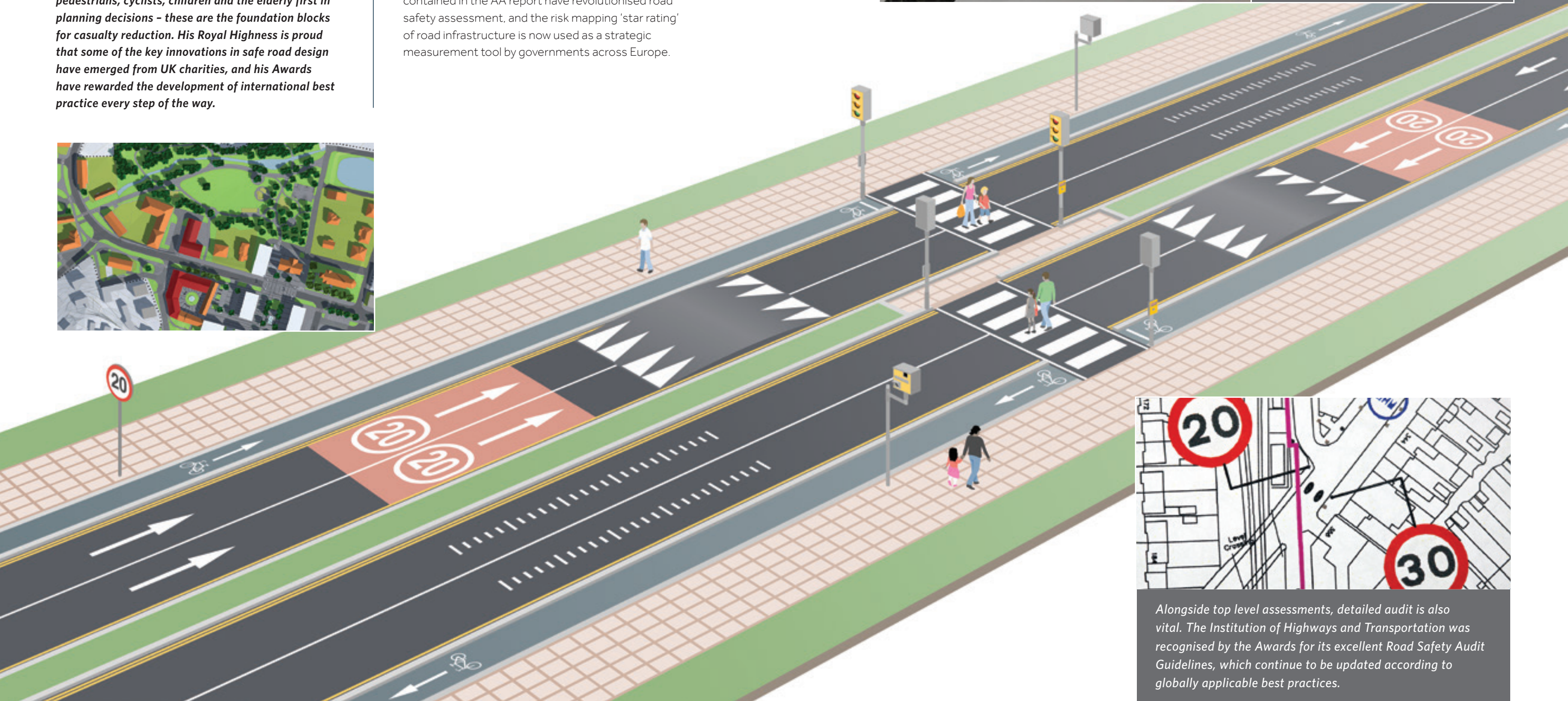
SAFER HIGHWAYS, BY DESIGN

Safe road design underpins the Safe System approach, and provides the best road safety investment a country or city can make. Managing and influencing how and where traffic moves, and crucially at what speed; understanding how the built environment works for or against local communities; designing 'forgiving' highways, junctions and roadsides that can safely accommodate human error; and putting pedestrians, cyclists, children and the elderly first in planning decisions – these are the foundation blocks for casualty reduction. His Royal Highness is proud that some of the key innovations in safe road design have emerged from UK charities, and his Awards have rewarded the development of international best practice every step of the way.

'What goes wrong with highway design', a 1999 report from the AA Foundation for Motoring (later the Road Safety Foundation) was a starting point for new thinking on assessing and improving safety design. This seminal report led to the launch of the European Road Assessment Programme (EuroRAP) by automobile clubs and the Transport Research Laboratory. In less than two decades the ideas contained in the AA report have revolutionised road safety assessment, and the risk mapping 'star rating' of road infrastructure is now used as a strategic measurement tool by governments across Europe.



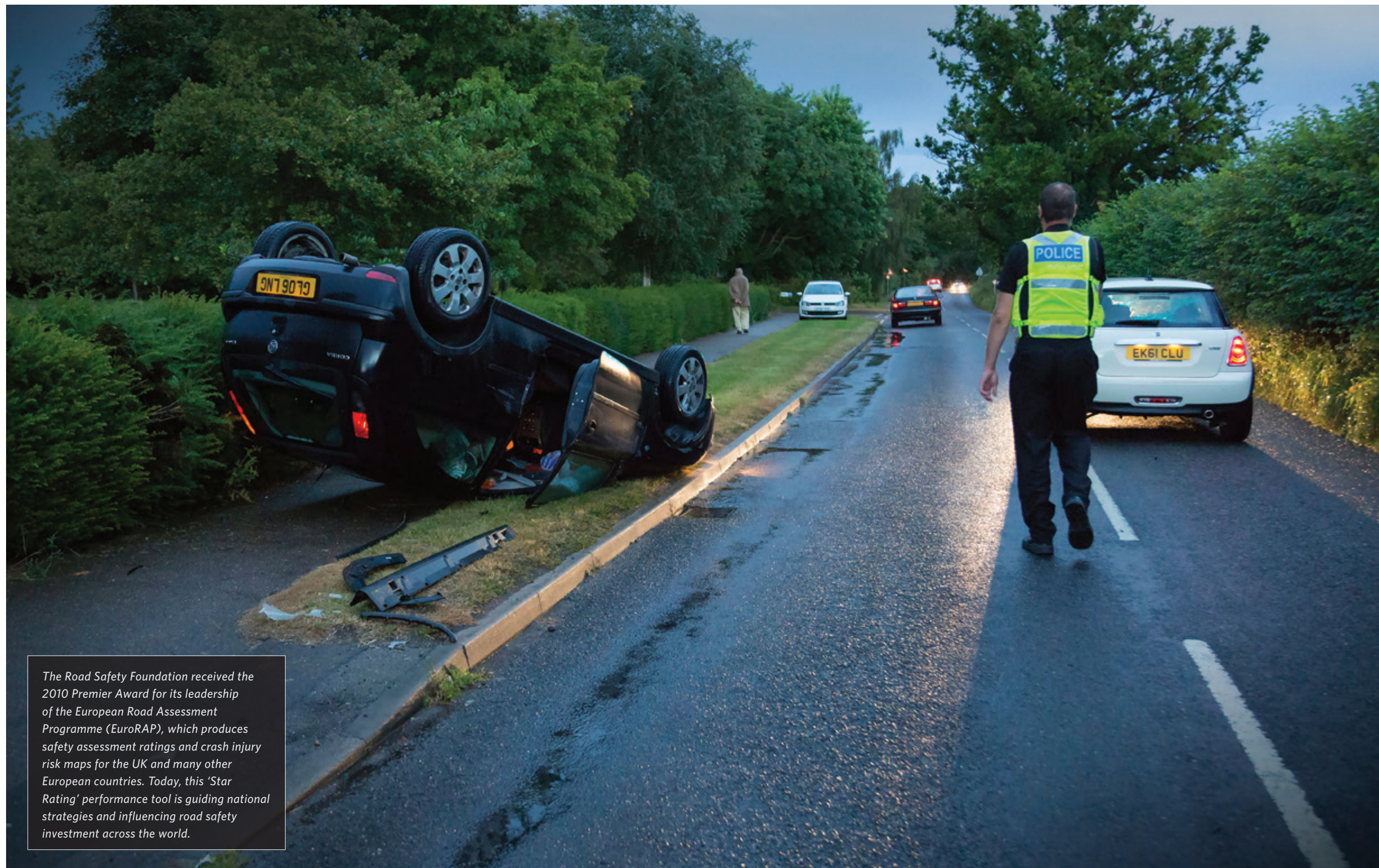
Building on the success of EuroRAP, the International Road Assessment Program (iRAP) has mapped road risks in more than 70 countries, and is now being used to guide major investment decisions from China and India to Brazil and Chile, and by the World Bank and other development financiers.



Alongside top level assessments, detailed audit is also vital. The Institution of Highway Engineers was recognised by the Awards for its excellent Road Safety Audit Guidelines, which continue to be updated according to globally applicable best practices.



Speed cameras save lives. This was the conclusion of a report from the RAC Foundation, published in 2010. Written by Professor Richard Allsop, of University College London, the research estimated that speed cameras were preventing hundreds of deaths or serious injuries every year in the UK, with fatal or serious injury incidents typically 25% lower after a camera had been introduced at a location. The report was recognised with the Prince Michael Premier Award in 2011.



The Road Safety Foundation received the 2010 Premier Award for its leadership of the European Road Assessment Programme (EuroRAP), which produces safety assessment ratings and crash injury risk maps for the UK and many other European countries. Today, this 'Star Rating' performance tool is guiding national strategies and influencing road safety investment across the world.

EMPLOYERS DRIVING SAFETY

Up to a quarter of road traffic crashes are estimated to involve people driving for work. As we spend most of our day at work, occupational road safety becomes an important opportunity to teach and reinforce best practices. Employers have an obligation to keep their employees safe on the job. Effective training and fleet safety regimes not only bring employees home at night, their lessons get passed on to families and the wider community.

Many award winners have established road safety programs throughout their companies, spreading best practices and saving lives and money. When Nestlé calculated that it needed to sell 235 million Kit Kats per year to generate the revenue needed to finance its fleet insurance, it created the Nestlé Road Safety Initiative to improve safety and avoid preventable costs. Through its Safer Driving Programme, BP created a group-wide standard for driving safety, implemented through all its operations worldwide. Tesco.com, sponsored by IAM Drive Smart, introduced telematics into its fleet to reduce van damage by 90%.



Several consortiums have been created to disseminate best practice, monitor performance, and improve industry standards. The Fleet Operator Recognition Scheme (FORS) in the UK created an industry led accreditation scheme which led the way to improving the safety of vulnerable road users. In the US, The Network of Employers for Traffic Safety (NETS) created a Comprehensive Guide to Road Safety to aid employers with fleets of any size and stage of development, bringing together the best road safety programs from over 100 companies with fleet operations in 153 countries.



Oil giant Royal Dutch Shell was recognised with an Award in 2013, reflecting the company's comprehensive fleet safety programme and its Corporate Social Responsibility support for global road safety. "The importance of road safety to Shell is shown in many areas of its businesses from transport through to its community care programmes", said His Royal Highness on presenting the award to CEO Peter Voser. "In addition to making your own people and the communities in which you operate much safer when on the road, you are an outstanding example to your industry and to the private sector. You are also showing the way to many national governments."





Johnson & Johnson's global SAFE Fleet program, which educates and trains employees about safe driving techniques and injury prevention strategies, has led to significant reductions in fleet crashes and injury rates. Since SAFE Fleet was first introduced in 1994, the company's crashes per million miles driven rate has decreased by 37% globally. Presenting his Award at the company's UK headquarters, Prince Michael said: "I am delighted to recognise Johnson & Johnson for its outstanding achievements in road safety worldwide. The need for enhanced road safety is one of the most intractable of world problems and I applaud the company as a fine example to the private sector of what can be done to address this global epidemic."



ROAD SAFETY AT FIRST.

As part of its corporate social responsibility commitment, Michelin constantly and actively deploys a global system designed to put a halt to the serious problem of road safety. In addition to its tyres and their performance, Michelin supports measures to make driving safer, providing employees with training and promoting road safety to the general public through nationwide campaigns in many countries and through joint initiatives with the FIA and the Global Road Safety Partnership.

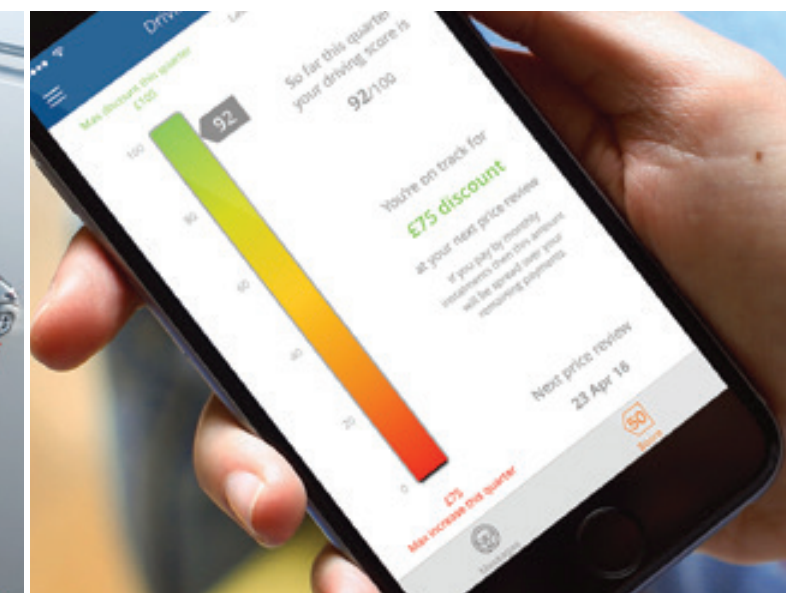
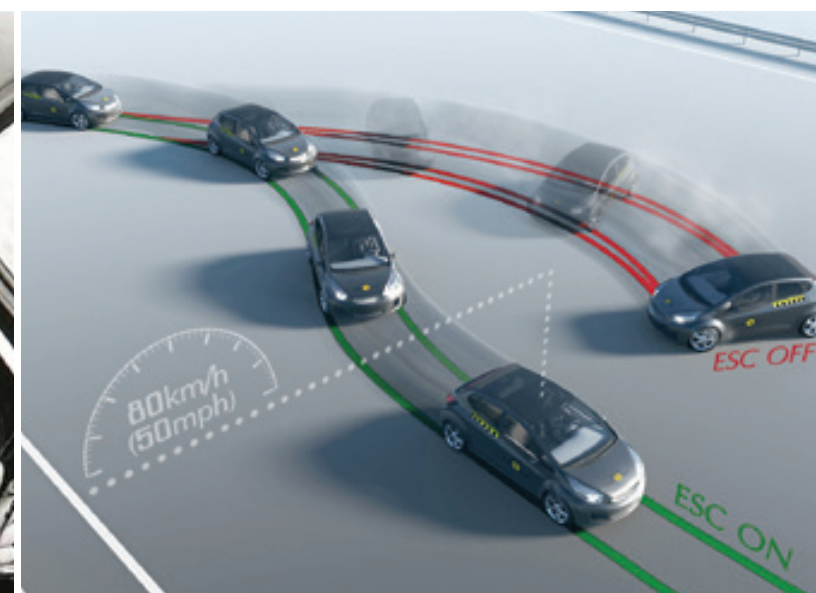
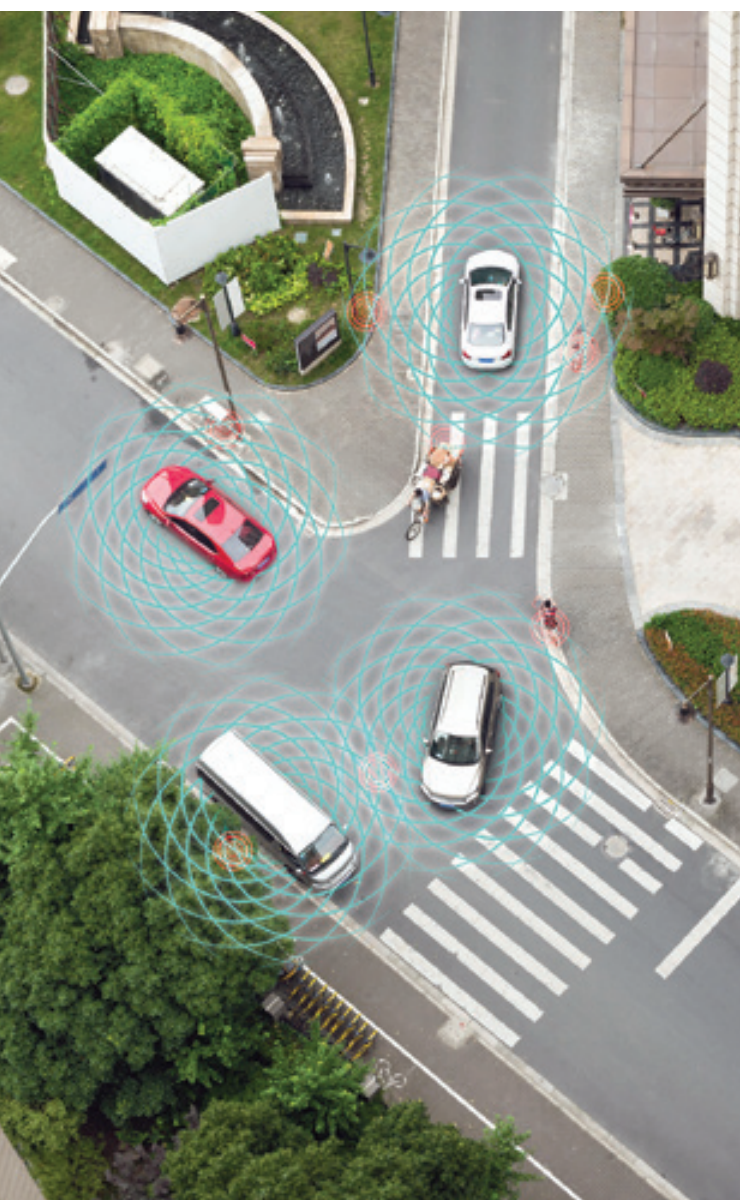
RECOGNISING TECHNOLOGY INNOVATION

The past thirty years have also seen revolutionary changes in technology-based solutions for road safety. And while there is huge and political and media focus on a potential future of autonomous vehicles, we are still not yet realising the full benefits of telematics, or active safety systems such as anti-lock braking systems, electronic stability control, or autonomous emergency braking. His Royal Highness takes a keen interest in automotive technology developments, and his Awards promote evidence-based technology solutions to encourage wider adoption to save lives.

In 2009, with a special award marking the 50th anniversary of the invention of the three-point safety belt, Volvo was recognised for its enduring safety culture and the company's compelling vision that, by 2020, no one should die in its cars.

The most important in-car technology development since the introduction of the seat belt, Electronic Stability Program (ESP) is now standard in many vehicles. Developed by Bosch, this innovative chassis systems technology has the capacity to reduce vehicle skidding accidents by more than 80 percent and has been credited with saving tens of thousands of lives.

Telematics and the digital era are transforming the way we drive. Black boxes can now provide sophisticated monitoring of driver performance, providing feedback and discount insurance incentives. Award winners including Ingenie, Green Roads Safety Centre with Staffordshire Road Safety Team, and Carrot have helped young drivers stay safe with this groundbreaking technology.





Electronic Stability Control, an anti-skid technology that can help prevent loss of control crashes, is widely considered to be the most important car safety development since the seat belt. ESC has been mandatory in both the EU and US since 2012, saving thousands of lives, and all the major Chinese automakers have confirmed they will fit ESC as standard from 2018. Back in 2003 Robert Bosch received a Prince Michael Technology Award for its pioneering electronic stability programme (ESP), the first major roll-out of stability control.



Since its launch in 1997, independent vehicle crash test programme Euro NCAP has tested hundreds of different makes and models of cars. An International Award winner in 2003, Euro NCAP has rapidly become a catalyst for encouraging fast and significant safety improvements in both passive and active safety and its star rating system is widely recognised by consumers and manufacturers.



The Global New Car Assessment Programme (Global NCAP) received the Prince's Premier Award in 2016 for its work in independent crash testing and advocacy for car safety in major developing automotive markets including Latin America, India and South East Asia.





TURNING GRIEF INTO ACTION

Some of the most powerful advocates for change are those who have directly suffered the loss of a loved one on the road. Through his awards, His Royal Highness has sought to recognise the courage and achievements of road traffic victims and their families.

One such awardee is the European Federation of Road Traffic Victims (FEVR) which created, developed, and promoted the World Day of Remembrance for Road Traffic Victims, commemorated on the third Sunday of each year. In 2005, the Remembrance Day was adopted by the UN General Assembly as “the appropriate acknowledgement for victims of road traffic crashes and their families.” Every year the number of events and the profile of the Day has grown, so that is now a powerful platform for both remembrance and advocacy.



Also founded in 1995, the Road Victims Trust provides free emotional and practical support to those affected by road traffic crashes in Bedfordshire, Cambridgeshire and Hertfordshire, UK. Partnerships with police and others across the 3 counties enable the Trust to offer support to those in need through in person counselling and support for as long as needed.

Award winner SaveLIFE Foundation channeled a tragedy into an advocacy success story in India. After a five-year-old and his parents died after being hit by a bus in India because bystanders refused to help, the Foundation advocated for a Good Samaritan Law. By protecting bystanders who help save lives, the law can potentially help to save thousands of road traffic victims each year.

CATALYSING GLOBAL POLICY CHANGE

Between 2004, with publication of the WHO/World Bank World Report on Road Traffic Injury Prevention, and 2015, with the inclusion of road safety in the UN's Sustainable Development Goals, road safety advanced rapidly on the international policy agenda. His Royal Highness was a key player in the diplomatic effort that achieved this change, attending crucial global meetings and conferences in Oman, Russia and Brazil and, through his Awards, recognising and encouraging further progress.

The Sultanate of Oman brought global road safety to the United Nations, proposing a historic resolution first drawing attention to the issue in April 2003 and sponsoring two further General Assembly resolutions. "For a small nation, Oman has achieved a tremendous amount in promoting the issue of global road safety onto the international agenda," said HRH Prince Michael of Kent, presenting the Omani Government with an award in 2007.

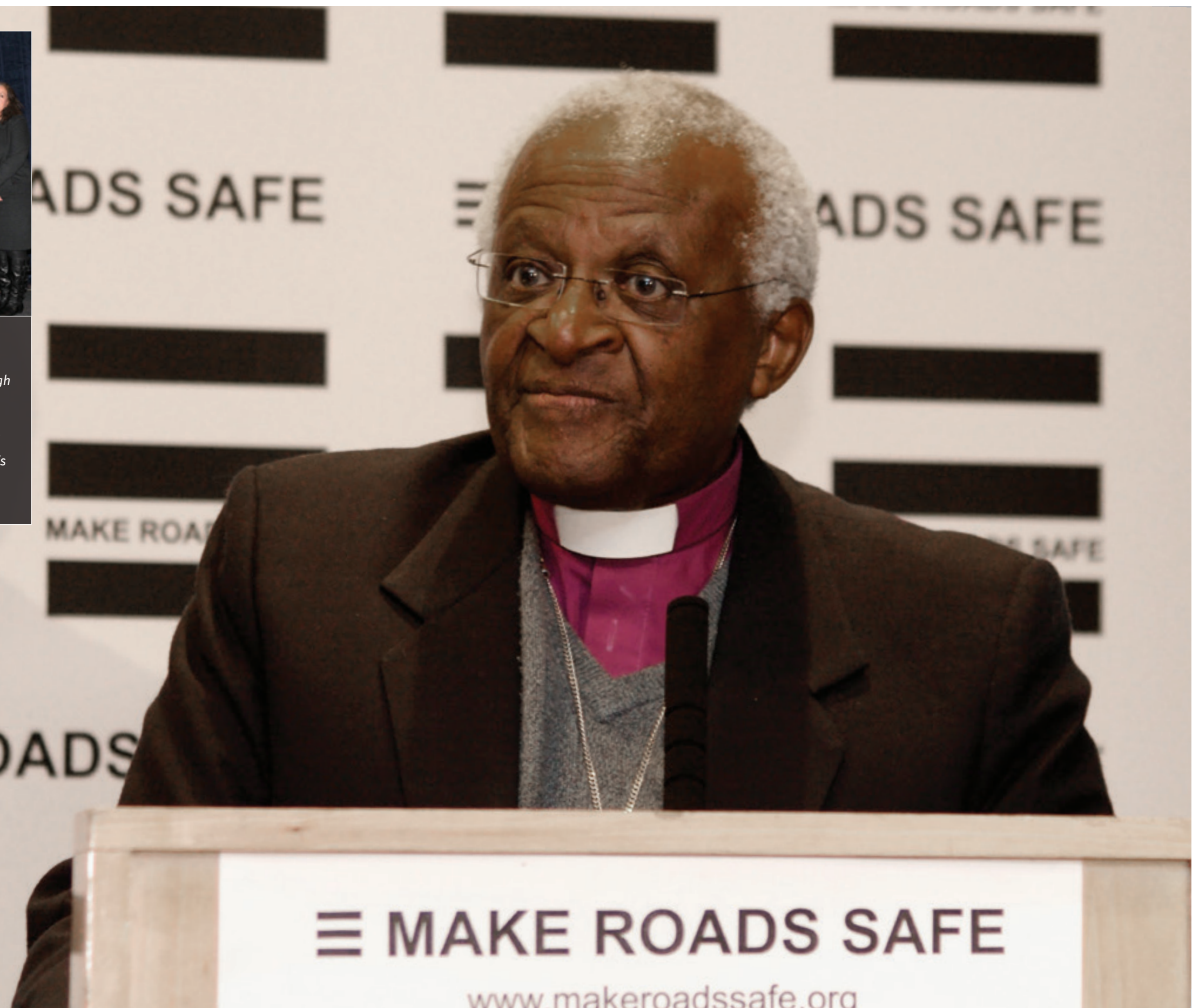
In 2009, the Russian Federation hosted the first UN Ministerial Conference on Global Road Safety, a vital stepping stone to launching the Decade of Action for Road Safety. Russia continued this momentum in 2012 by championing road safety in the Rio + 20 communique and the UN's new development goals.

Marking the mid-point of the Decade of Action, the Government of Brazil hosted the Second Global High Level Conference on Road Safety. The country was recognized for its outstanding achievement and leadership in the organisation of the international conference, which resulted in the 'Brasilia Declaration'.





"The FIA Foundation has focused its energy onto raising the world's awareness of the vast scale of the road safety problem through its work in influencing governments, through the Commission for Global Road Safety and through its Make Roads Safe Campaign. Without the Foundation we would never have had a Moscow Ministerial Conference and certainly no Decade of Action." HRH Prince Michael of Kent's citation on presenting the 2009 Premier Award to the FIA Foundation.





DECADE OF ACTION AWARDS

In 2012 His Royal Highness introduced his 'Decade of Action Award' to recognise significant effort in advancing the international road safety agenda during the UN Decade of Action for Road Safety. Alongside the Premier Award this is among the most prestigious of awards in the global road safety community. The first recipient was Mayor Michael R Bloomberg, for his leadership in road safety philanthropy and his prioritising of pedestrians and cyclists in New York City.



In 2013 the Decade of Action Award was presented to the Government of the Russian Federation for its leadership in hosting the Moscow Ministerial, driving forward the sustainable mobility agenda at the United Nations and promoting the inclusion of road safety in the 2012 Rio+20 Summit Communique.



In 2014 the Government of Victoria, Australia, was recognised for its leadership – at home and internationally – in promoting the Safe System approach. Through its Transport Accident Commission and Vic Roads, Victoria has set the standard for calculating the real costs of road trauma and investing in improving road infrastructure safety, enforcement and innovative awareness campaigns.



In 2015, on the eve of the Brasilia Ministerial, the Decade of Action award was presented to the Government of Brazil for its leadership in promoting road safety for inclusion in the Sustainable Development Goals, for hosting the 2nd High Level Conference on Road Safety, and for consistent advocacy for safe and sustainable mobility at the United Nations.



In 2016 His Royal Highness presented his Decade of Action Award to the International Transport Forum, for its report 'Zero Road Deaths and Serious Injuries: Leading a Paradigm Shift in Road Safety'. The citation read: "When many high income countries have seen a plateau or increase in their road traffic deaths, and when the global epidemic in middle and low income countries continues to rage, a paradigm shift to the Safe System is essential. This begins with persuading road safety practitioners and policymakers, and their political leaders. The International Transport Forum's work and new report provide both the evidence and the momentum at a critical time."



Disseminating best practices around the implementation of the safe systems approach is crucial to its adoption. Accelerating action towards a world where road traffic deaths are no longer acceptable, the International Transport Forum released a seminal report, "Zero Road Deaths and Serious Injuries: Leading

a Paradigm Shift in Road Safety" which received the 2016 Decade of Action Award. As the Prince Michael International Road Safety Awards reach our 30th anniversary, we look forward to a time – perhaps 30 years from now, hopefully sooner – when Vision Zero has been realised.

A VISION ZERO FUTURE

Throughout the history of public health, we have striven to eliminate preventable deaths, millions at a time. By discovering and deploying vaccines once common diseases like measles, polio, and smallpox are now rare or eradicated. Yet road traffic injuries – entirely man-made, entirely preventable – are still tolerated.

In 1997, the Sweden became the first country to officially declare that road deaths will not be tolerated. Vision Zero, a philosophy and a practical 'Safe System' road safety programme, states that no deaths are acceptable on our roads, and it is the responsibility of system managers, as a well as road users, to prevent them.

Vision Zero has spread across the world, influencing countries and, increasingly, cities to make a paradigm shift in how they address road and vehicle design, transport planning and speed management. In 2012 Sweden was recognised for her leadership with an International Award.



OUTSTANDING AWARDS WINNERS

- 1990** Campaign resulting in driver supervisor to be 21+ and held a driving licence for 3 years
- 1993** Helmet your Head campaign run by trauma Sister Angela Lee
- 1995** **Premier Award** - Club Scout Activity Badge for road safety-Vauxhall Motors Ltd
- 1996** **Premier Award** - BP Oil UK Ltd-ongoing commitment to road safety
- 1997** **Premier Award** - Mega Drive-Pre driver training scheme
Portman Group - If you drink let others drive
- 1998** **Premier Award** - Gatso Speed Radar Camera-Serco Field Services
- 1999** **Premier Award** - Walking Bus-Hertfordshire County Council
- 2000** **Premier Award** - Volvo Car Safety Centre
- 2001** **Premier Award** - Gloucester City Council - improved road safety for community
Portman Group - 'I'll be Des' campaign
Student Traffic Volunteer Scheme-Delhi - First International Award
- 2002** **Premier Award** - Driving Standards Agency-Arrive Alive and What If?
Specs Speed Enforcement System for average speed
- 2003** **Premier Award** - European new car assessment programme-EuroNCAP
Robert Bosch braking systems mass production of ESP
- 2004** **Premier Award** - World Report on Road Traffic Injury Prevention
EURORAP - safer rating for roads across Europe
Lancashire Speed Awareness course
- 2005** **Premier Award** - BP Safer Driving Programme
FIA Foundation with TRL-seat belt tool kit
- 2006** **Premier Award** - The Children's Traffic Club-dbda
Asia Injury Prevention work in Vietnam - riders helmets
- 2007** **Premier Award** - London Road Safety Unit
US Department of Transportation National Highway Traffic Safety Administration
Russian Federation Road Safety Inspectorate - establishing inter-ministerial commission on Road Safety
Electronic Stability Control
Department for Transport for Transport THINK campaign
- 2008** Federation Road Safety Commission - Nigeria
- 2009** **Premier Award** - FIA Foundation for the Automobile in Society
Commission for Global Safety & Make Roads Safe Campaign
Volvo 50 years of innovation of 3 point seat belt
- 2010** **Premier Award** - Road Safety Foundation-responsible for EuroRAP
The Road Traffic Injuries Research Network
- 2011** **Premier Award** - RAC Foundation report Effectiveness of Speed Cameras
- 2012** **Premier Award** - National Driver Offender Retraining Scheme
Decade of Action - Bloomberg Philanthropies-Road Safety in Ten Countries project
Swedish Government - Vision Zero
Michelin Group-on going commitment
- 2013** **Premier Award** - DfT Think campaign-Drink Drive
Decade of Action - Russian Federation for promoting UN Decade of Action for road safety
Royal Dutch Shell - ongoing commitment
- 2014** **Premier Award** - Hazard Perception Theory Test
Decade of Action - The State Government of Victoria
iRAP - identifying affordable programmes of safety engineering
Volvo V40 - first five star Euro NCAP collision test
- 2015** **Premier Award** - Transport for London Construction Logistics and Cyclist Safety
Decade of Action - Government of Brazil-second Global high level conference on road safety
Commission for Global Road Safety -Make Roads Safe campaign
- 2016** **Premier Award** - Global NCAP
Decade of Action - International Transport Forum - report

SPONSORSHIP AND SUPPORT

We are most grateful to these companies and organisations for their sponsorship and support

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- BSI
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- The Driving Standards Agency
- FirstCar
- ingenie
- IAM RoadSmart
- The Institute of the Motor Industry
- IRTE New Delhi
- Johnson & Johnson
- Lumleys
- The Motor Cycle Industry Association
- Michelin
- Newspress
- PACTS
- Raleigh Industries
- The Road Haulage Association
- The Royal Automobile Club
- RAC Foundation for Motoring
- Road Safety GB
- Road Safety Support
- Road Safety Analysis
- Robert Bosch Ltd
- Royal Dutch Shell
- Ten Alps Communicate
- The Department for Transport
- The Road Safety Foundation
- The Royal Society for the Prevention of Accidents
- The Society of Motor Manufacturers and Traders
- The Towards Zero Foundation
- TRL
- Volvo
- Wincanton Group

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