



Zero Draft Brasilia Declaration on Road Safety – consultation response, 1.5.15

About Brake

Brake is a road safety charity with domestic bases in the UK and New Zealand but also increasingly globally-relevant services and a concern to address the global threat of road death, injury and pollution from road traffic. Our vision is “A world where there are zero road deaths and injuries and people can get around in ways that are safe, sustainable, healthy and enjoyable.” Our mission is

- 1 To affect attitudes, behaviour, policy and investment in furtherance of our vision.
- 2 To help relieve the suffering of people bereaved or seriously injured in road crashes.

Brake runs a number of partnership-based projects, schemes and events and produces a range of road safety information and advice for professionals and communities, as well as services for road crash victims. A key global partnership activity of Brake is the promotion of Road Safety Weeks internationally, through www.roadsafetyweek.org We also coordinates two domestic Road Safety Weeks in the UK and New Zealand.

For more information, see the following sites: www.brake.org.uk, www.brakepro.org, www.fleetsafetyawards.org, www.roadsafetyweek.org and www.brake.org.nz

About this response

This response has been prepared by Mary Williams OBE, chief executive of Brake. All queries to mwilliams@brake.org.uk. Below is Brake’s response, followed by Appendix A which provides the content of the Draft Brasilia Declaration on Road Safety for the charity’s own internal reference.

Brake’s response to the Zero Draft Brasilia Declaration on Road Safety

PP4-PP6 Brake endorses the description of the global crisis and the urgency with which it must be addressed, as described in these sections. However, it is notable in these sections, and those that follow, that reference is made to the tragic and health-related consequences of motorised road transport, but not to the impact of motorised road transport on climate change. Given climate change, and the significant contribution made to it by motorised road transport, Brake considers it not only relevant but vital and responsible to reference this early in the declaration, particularly given the threat of significantly rising global pollution due to rapidly rising levels of motorised transport in developing nations. By doing so, the declaration’s statements on the importance of sustainable transport, notably through public transport, walking and cycling, are given significant extra weight.

In support of the above view, Brake draws attention to the fact that between a quarter and a third of CO₂ emissions in the developed world are reported as being contributed by transportation, the majority from road transport, and the majority of that from car use; the contribution of the transport sector is only slightly behind the energy sector, the biggest contributor of global warming gases (GWGs). The ratio is similar in [the USA¹](#) and [in Europe²](#). A report by the [Goddard Institute for Space](#)

¹ U.S. Environmental Protection Agency (2014), *Inventory of U.S. Greenhouse Gas Emissions and Sinks: 1990-2012* (Washington D.C.: EPA): ES-10.
<http://www.epa.gov/climatechange/Downloads/ghgemissions/US-GHG-Inventory-2014-Main-Text.pdf>

² Directorate-General for Energy (2011), *Key Figures* (EU: Market Observatory for Energy): 25.
http://ec.europa.eu/energy/observatory/countries/doc/key_figures.pdf

[Studies](#) found the transport sector was the biggest sector contributing to global warming if it is taken into account that the transport sector only emits warming pollutants, not cooling pollutants as well.³

The [United Nations Framework Convention on Climate Change \(UNFCCC\)](#) has near universal membership of 196 countries; its objective is to stabilize greenhouse gas concentrations at a level that prevents human interference with the climate system⁴. At government and inter-government level targets have been set (variably by country) for CO2 emission reductions⁵, for example in Europe⁶. Yet CO2 emissions from motorised road transport is [expected to increase](#) in low and middle income countries as roads are built with international loans, vehicles become available, and trade is liberalised. Even in developed nations with targets, GWGs are continuing to rise from the transport sector; for example in Europe⁷.

PP7 Brake agrees that “transportation and mobility are central to sustainable development” although we would argue that the phrase “in order to enhance economic growth and improve accessibility” is a phrase better replaced with a humanitarian statement of relevance to this declaration, such as “in order to improve the freedom of movement of people, goods and vital services such as medical and disaster relief services.” Brake would encourage the seeking of content from the 2012 United Nations Conference on Sustainable Development (Rio+20) to enable such a statement more appropriately aligned to the life-saving intentions of this declaration.

PP8 and PP9. Brake welcomes the recognition of the economic burden of road traffic deaths and injuries and the statement that reducing them should be an urgent priority for the Post-2015 Development Agenda, and its Sustainable Development Goals (SDGs), and particularly the reference to supporting the inclusion of targets to halve the number of global road traffic deaths and injuries and expand public transport within the new SDGs2.

PP10 and PP11. Brake welcomes these statements.

PP12-PP16. Brake welcomes these statements but questions the focus solely of PP16 on developing nations as people on foot and bicycles are the most vulnerable road users in all nations. We would recommend therefore broadening out the meaning of PP16 to refer to all nations, but with an acknowledgement that the risks are particularly high for people on foot and bicycles in the poorest nations.

PP17: Brake welcomes this statement but would advise on a need within it to provide greater clarity that this declaration is in support of the rights of people on foot and bicycles as non-motorised, highly vulnerable road users. Brake feels this needs explicitly stating in the first section of the declaration in the same way the declaration explicitly states, on more than one occasion, the need for better public transport. Brake thinks this particularly because of the combined factors of:

- the focus in this declaration, correctly, and further down in OP9-13 on the importance, and needs, of people on foot and bicycles alongside the importance of public transport;
- the over-riding issue of climate change and the very large contribution to it by motorised road transport;
- the needs of developing nations and opportunities to learn from the car-wedded mistakes of developed nations;

³ Unger, N., T.C. Bond, J.S. Wang, D.M. Koch, S. Menon, D.T. Shindell, and S. Bauer, “Attribution of climate forcing to economic sectors”, *Proceedings of the National Academy of Science* 107 (2010): 3382-3387. http://pubs.giss.nasa.gov/docs/2010/2010_Unger_etal_1.pdf

⁴ United Nations Framework Convention on Climate Change, “About UNFCCC”. <http://newsroom.unfccc.int/about/>

⁵ United Nations Framework Convention on Climate Change, “Pre-2020 action by countries”. http://unfccc.int/focus/mitigation/pre_2020_ambition/items/8167.php

⁶ European Commission, “Road transport: Reducing CO2 emissions from vehicles”. http://ec.europa.eu/clima/policies/transport/vehicles/index_en.htm

⁷ European Commission, “Road transport: Reducing CO2 emissions from vehicles”. http://ec.europa.eu/clima/policies/transport/vehicles/index_en.htm

- the needs (globally) of young people, families and the elderly/disabled to use roads on foot and bicycles;
- the vital need for separate paths for cyclists and pedestrians as part of a safe systems approach and the cost of implementation of such facilities, and the significant opportunities for such facilities to be built into transport planning in developing nations.

PP18-27: Brake welcomes these statements. In light of the reference to the Remembrance Day, Brake would welcome additionally mention of the value of awareness raising Road Safety Weeks globally, as promoted by the United Nations and celebrated here www.roadsafetyweek.org This could be achieved through an extension of PP25.

OP1-28: Brake welcomes these statements with the following additional comments:

OP24: This statement would sit better next to OP13 and OP14.

OP12: Brake would rewrite this as follows: Create and implement policies and infrastructure solutions to encourage and protect pedestrian and cyclist mobility, *with a focus on providing* separate pedestrian walkways and bicycle lanes, as well as through enforcement of safe speed limits (less than 30kph) near schools and residential areas.

Brake thinks this for multiple reasons inclusive of:

- Motorised transport and people do not mix. The only way to safely protect people on foot and bicycles is to give them separate facilities.
- There are many opportunities to “build in” separate facilities for people on foot and bicycles when planning transport, in all nations, but particularly where development is happening fast and road building is taking place.
- The vital need to promote walking and cycling due to climate change threat.
- The humanitarian need to protect the most vulnerable in our society.

End/

Appendix A:

This consultation was prepared in response to the following Draft **Brasilia Declaration on Road Safety (underlining is Brake’s)**

PP1. We, the Ministers and heads of delegations gathered in Brasilia, Brazil, from 18-19 November 2015 for the Second Global High-Level Conference on Road Safety, in coordination with representatives of international, regional and sub-regional governmental and nongovernmental organizations as well as the private sector, including philanthropic and corporate donors;

PP2. Acknowledging the leadership of the Government of the Federative Republic of Brazil in preparing and hosting this Second Global High-Level Conference on Road Safety and the leadership of the Governments of the Russian Federation and the Sultanate of Oman in leading the process for adoption of related United Nations General Assembly resolutions;

PP3. Also acknowledging the recommendations of the ‘Moscow Declaration’ arising from the First Global Ministerial Conference on Road Safety in 2009;

PP4. Concerned that the World Health Organization’s (WHO’s) Global status report on road safety 2015, which shows that road traffic injuries continue to represent a major public health problem and a leading cause of death and injury around the world, as road traffic crashes kill more than 1.24 million people and injure and disable as many as 50 million a year, with more than 90% of these casualties occurring in developing countries;

PP5. Noting that the overwhelming majority of road traffic deaths are avoidable, that at the mid-point of the Decade of Action insufficient progress has been made and that it is time to strengthen road safety policies and measures, recognizing that it is futile to only blame the victims of road traffic

crashes and that there is a shared responsibility to move towards a world free from road traffic fatalities;

PP6. Acknowledging that road traffic injuries are a major public health and development problem that has a broad range of social, economic and environmental consequences which, if unaddressed, will adversely affect the sustainable development of countries;

PP7. Welcoming the recognition by the 2012 United Nations Conference on Sustainable Development (Rio+20) that improving road safety can contribute to the achievement of wider international development objectives, and that transportation and mobility are central to sustainable development in order to enhance economic growth and improve accessibility;

PP8. Recognizing that the scale of human suffering, combined with global economic costs estimated at USD 1.8 trillion a year, means that reducing road traffic deaths and injuries is an 1 Updated statistical information awaited. Page 2 of 6 urgent priority for the Post-2015 Development Agenda, and its Sustainable Development Goals (SDGs); PP9. Welcoming the inclusion of targets to halve the number of global deaths and injuries from road traffic crashes, and to provide access to safe, affordable, accessible and sustainable transport systems for all, notably by expanding public transport by 2030, within the new SDGs² ;

PP10. Convinced that appropriate international cooperation and national action are necessary to realize the objective of the Decade of Action for Road Safety 2011-2020 to 'stabilise and reduce the forecast level of global road traffic fatalities';

PP11. Considering the importance of establishing frameworks for action at international, regional, national and local levels for successful delivery of the SDG target by 2030;

PP12. Acknowledging that appropriate urban development and transport planning will not only reduce traffic hazards but improve health in other dimensions creating liveable cities;

PP13. Bearing in mind the linkages between urban poverty and vulnerability from road traffic crashes and that improved public transportation may increase safety and security for the most vulnerable;

PP14. Concerned that road traffic crashes are the leading cause of death for children and young people aged 5-29 years, and that young men are the most vulnerable group to road traffic crashes, which may result in driving families into poverty;

PP15. Taking into account that road traffic crash injury is a social equity issue, as users of non-motor vehicles bear a disproportionate share of road traffic injuries and deaths, and that the aim of road safety policies should be to guarantee equal protection to all users;

PP16. Conscious that the most vulnerable road users in developing countries are pedestrians, cyclists, users of motorised two-and-three wheeled vehicles and passengers of unsafe public transport, and that improving road safety therefore also requires addressing wider issues of equitable access to sustainable modes of transport;

PP17. Underlining that the causes of road traffic deaths and injuries are predictable and preventable and that the Safe System approach encourages actions to address deficiencies in roadway design in land use and urban planning, in particular road infrastructure and built environment which fails to protect pedestrians, cyclists and motorcyclists; the use of vehicles that lack basic safety design or safety features, or are poorly maintained; lack of access to safe public transportation systems; inappropriate and excessive speeding; drinking and driving; failure to appropriately use seat-belts, child restraints, helmets and other safety equipment; lack of or insufficient enforcement of traffic legislation; lack of adequate trauma care and rehabilitation; and lack of political awareness or commitment or the mistaken belief that there is a trade off between economic growth and safe mobility, whereas investments to overcome these deficiencies are affordable and have high rates of returns; The final report of the Open Working Group on the Sustainable Development Goals indicates the deadline of 2020 for the target of halving the number of deaths and injuries from road traffic crashes. However, discussions are ongoing to modify this to 2030. The final wording of this paragraph will necessarily reflect the final wording of the SDGs, to be adopted in September 2015.

PP18. Considering the importance of enforcement supported by awareness campaigns for the prevention of road traffic crashes;

PP19. Commending Member States that have adopted comprehensive legislation on major risk factors, including the non-use of safety belts and child restraints, the non-use of helmets, driving under the influence of alcohol and other drugs, inappropriate and excessive speed, and texting and inappropriate use of cell phones while driving;

PP20. Reaffirming the role and importance of the United Nations legal instruments on road safety, such as the 1949 and 1968 Conventions on Road Traffic, the 1968 Convention on Road Signs and Signals, the 1958 and 1998 vehicle regulation agreements, the Agreement on Periodic Technical inspection of Vehicles of 1997, and the Agreement on Transport of Dangerous Goods, in facilitating road safety at the global, regional and national levels;

PP21. Taking into account the importance of strengthening capacity and continuing international cooperation to further support efforts to improve road safety, particularly in developing countries, including least developed countries, and providing, as appropriate, financial and technical support and knowledge to meet the goals of the Decade of Action;

PP22. Acknowledging the work of the United Nations system, in particular the leadership of WHO, working in close cooperation with UN regional commissions, in establishing a Global Plan for the Decade of Action for Road Safety 2011–2020, the commitment of UN-Habitat, UNEP and UNICEF to supporting these efforts as well as that of the World Bank and regional multilateral development banks towards implementing road safety projects and programmes in low- and middle-income countries;

PP23. Also acknowledging the progress of the United Nations Road Safety Collaboration as an informal coordination mechanism to support the implementation of the Decade of Action for Road Safety 2011-2020 whose activities include providing governments, civil society and the private sector with guidance on good practice, as well as advocacy and capacity building;

PP24. Also recognizing that road safety demands multi-stakeholder collaboration, with the contribution of civil society, including academia, professional associations, nongovernmental organizations, victims' organizations, and the media, as well as the private sector, including philanthropic and corporate donors;

PP25. Recognizing the commitment of States and civil society to road safety by observing the World Day of Remembrance for Road Traffic Victims on the Third Sunday of November every year;

PP26. Taking note of the ongoing preparatory process of the United Nations Conference on Housing and Sustainable Urban Development (Habitat III) and the need for appropriate consideration to road safety and access to safe transport in the elaboration of a New Urban Agenda;

PP27. Determined to learn from past experiences and build on existing achievements; (OP0) Hereby renew their commitment to the Decade of Action for Road Safety 2011-2020 and the implementation of the Global Plan for the Decade of Action, and resolve to:

OP1. Encourage the implementation of the recommendations of the World report on road traffic injury prevention and of the Global Status Report on Road Safety 2015;

OP2. Reinforce governmental leadership and guidance in road safety, including by designating and/or strengthening funded lead agencies and related coordination mechanisms at national or sub-national level as well as by strengthening the collaboration between governments and civil society in that realm;

OP3. Invite Member States that have not yet done so to develop and implement national plans and comprehensive legislation that are in line with the Global Plan for the Decade of Action for Road Safety 2011–2020;

OP4. Increase awareness of road safety risk factors and prevention measures and implement social marketing campaigns to help influence attitudes and opinions on the need for road traffic safety programmes (Global Plan for the Decade of Action for Road Safety 2011- 2020);

OP5. Develop comprehensive and inclusive educational and training programmes aimed at improving the behavior of all road users and increasing awareness of principles, values, knowledge and skills that diminish risky behaviors and create a safer and more responsible road and social environment, with due consideration to the needs of people with disabilities and other users with reduced mobility;

OP6. Set national, regional and global targets to reduce road traffic fatalities that are clearly linked to planned investments and policy initiatives and mobilize the necessary resources and institutions to enable effective and sustainable implementation within the framework of a safe systems approach;

OP7. Encourage international cooperation between road safety responsible agencies in order to share best practices, knowledge transfer and capacity development;

OP8. Enhance intelligence led road policing strategies and traffic patrol measures in order to achieve a safe environment for all road users supported by proven driver licensing and registration systems;

OP9. Promote access to environmentally sound, safe and affordable transportation, particularly public transport and non-motorized transport, as a means to improve social equity, health, the resilience of cities, urban-rural linkages and the productivity of rural areas, and in this regard take into account road safety as part of the effort to achieve sustainable development;

OP10. Improve the quality and functioning of public transport and non-motorized transport infrastructure, as a means to enhance road safety;

OP11. Integrate road safety efforts into the broader public health agenda and sustainable transport framework including through the promotion of safe walking, cycling and public transport, recognizing also the additional benefits this could have for health promotion, including the prevention of noncommunicable diseases, and the protection of the environment;

OP12. Create and implement policies and infrastructure solutions to encourage and protect pedestrian and cyclist mobility, such as separating pedestrian walkways and bicycle lanes, as well as through enforcement of safe speed limits (less than 30kph) near schools and residential areas;

OP13. Urge Member States to promote, adapt and implement, in the context of the Safe Systems approach, road safety policies for the protection of the most vulnerable road users, in particular children and adolescents, youth, older persons and persons with disabilities, in line with relevant UN legal instruments, including the Convention on the Rights of the Child and the Convention on the Rights of Persons with Disabilities;

OP14. Fully integrate gender perspectives into all policy-making and policy implementation related to road safety in order to maximise safety benefits to both males and females, including research of the main determinants of gender differences in road risk with a view to designing more effective countermeasures;

OP15. Encourage efforts to ensure the safety and protection for all road users through emphasis on safer road infrastructure, with a recommended initial focus on the 10% of highest risk roads which typically experience 50% of all casualties, through a combination of proper planning and safety assessment, design, building and maintenance, to high and accountable safety performance standards;

OP16. Encourage Member States that have not yet done so to consider becoming contracting parties and to implement the UN legal instruments on road safety as well as to engage in the activities of the appropriate UN transport fora;

OP17. Promote the adoption and implementation of United Nations vehicle safety regulations or equivalent national standards to ensure that all new motor vehicles meet applicable minimum United

Nations regulations for occupant protection, with seat belts, air bags, anti-lock braking system (ABS) and electronic stability control (ESC) fitted as standard;

OP18. Encourage Member States to introduce new technologies in traffic management and intelligent transport systems to manage road traffic crash risk;

OP19. Promote international technical cooperation and redouble national efforts to increase the percentage of countries that have enforced laws covering five main risk factors - speed; drink-driving; motorcycle helmet, seat-belt and child restraint use – from 15% to at least 50% by 2020, as agreed in United Nations General Assembly resolution 54/255 of 2010;

OP20. Improve the quality of systematic data collection on the incidence and impacts of road traffic crashes, comprising disaggregated data, collected through the standardization of definitions and reporting practices, in order to provide comparability at the international level, including by adopting the standard definition of a road traffic fatality as any person killed immediately or dying within 30 days as a result of a road traffic crash and a standard definitions of injury; and facilitating international cooperation to develop reliable and harmonized data systems; Page 6 of 6

OP21. Encourage research and the sharing of results to support evidence-based approaches to the prevention of road traffic injuries and the mitigation of their consequences;

OP22. Strengthen the provision of prehospital care, including emergency medical services, and hospital guidelines for essential trauma care, rehabilitation services and social reintegration through the implementation of appropriate legislation, development of human capacity and improvement of access to health care so as to ensure timely and effective delivery to those in need;

OP23. Provide early rehabilitation and support to injured patients and those bereaved by road traffic crashes, as well as provide incentives for employers to hire and retain people with disabilities;

OP24. Take appropriate measures to ensure to persons with disabilities access, on an equal basis with others, to the physical environment and to transportation, both in urban and in rural areas;

OP25. Commit to regular inter-governmental cooperation and review of progress at global and regional levels through a biennial Ministerial-level forum at global level, annual Ministerial-level fora at regional level and regular meetings of a road safety SDG taskforce coordination group;

OP26. Reaffirm the importance of addressing global road safety issues through international cooperation, particularly between countries that share road networks, in line with the commitments undertaken in the context of the Post 2015 Development Agenda;

OP27. Invite all relevant stakeholders and especially the donor community to scale up funding for road safety and to explore new and innovative funding modalities to support of global, regional and country level research and policy implementation, including on sustainable transport, new road construction technologies and road infrastructure planning;

OP28. Invite the United Nations General Assembly to endorse the content of this declaration.