



DEMOCRATISING CAR SAFETY

NOVEMBER 2015

GLOBAL POLICY UPDATE: ROAD MAP FOR SAFER VEHICLES



The Nissan Tsuru, a top selling car in Mexico, obtained a poor zero star rating from Latin NCAP in 2013 and would fail to pass the UN's front and side crash test regulations.

1. INTRODUCTION

In March 2015 Global NCAP published 'Democratising Car Safety: Road Map for Safer Cars 2020' which calls for the combination of stronger consumer information and universal application of minimum international standards for crash protection and avoidance. Among the report's ten key recommendations are proposals for the mandatory application to all new cars of the United Nation's (UN) regulations for front, side, and pedestrian impact and electronic stability control by 2020 at the latest.

Since March there have been some highly significant global policy developments in road safety. The international community has adopted its strongest ever commitments to road injury prevention and set an ambitious timetable to halve road fatalities by the end of the current UN Decade of Action for Road Safety (2011-2020). Recent assessments by the World Health Organisation (WHO) of progress in the Decade also show that more action is required to achieve this ambitious target. This Policy Update examines these important developments and reviews Global NCAP's recommendations for action to promote vehicle safety.

2. ROAD SAFETY AND THE UNITED NATION'S GLOBAL GOALS FOR SUSTAINABLE DEVELOPMENT

On 25 September the UN adopted a new agenda of Global Goals for Sustainable Development. They build on the achievements of the Millennium Development Goals (MDGs) that expire in 2015. Unlike the MDGs, which ignored the subject entirely, road safety is included in the Global Goals. The Summit declaration 'Transforming Our World: The 2030 Agenda for Sustainable Development'¹ establishes a set

of Global Goals and targets for “people, planet, prosperity, peace and partnership”. There are 17 goals and 169 targets, which focus on various global issues such as poverty and environmental issues. The Global Goals are “universally applicable” and the targets are defined as “aspirational and global”. They are to be implemented from January 1st 2016 over the next fifteen years until 2030.

Road safety is specifically included in two goals for health and cities as follows:



GOAL 3. Ensure healthy lives and promote well-being for all at all ages

3.6 By 2020, halve the number of global deaths and injuries from road traffic accidents



GOAL 11. Make cities and human settlements inclusive, safe, resilient and sustainable

11.2 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.

Measured against a 2010 baseline the UN target will require improvements in rates of fatalities per 100,000 people as follows²:

- High Income Countries: from 8.7 per deaths per 100,000 in 2010 to 4 by 2020
- Middle Income Countries: from 20.1 per deaths per 100,000 in 2010 to 7 by 2020
- Low Income Countries: from 18.3 per deaths per 100,000 in 2010 to 12 by 2020

The Global Goals represents the UN’s strongest ever mandate for action to promote road safety. The new and highly ambitious target for reductions in both road crash fatalities and injuries poses a significant challenge to all Member States to reinvigorate their national road safety plans.

3. THE GLOBAL GOALS AND THE UN DECADE OF ACTION FOR ROAD SAFETY

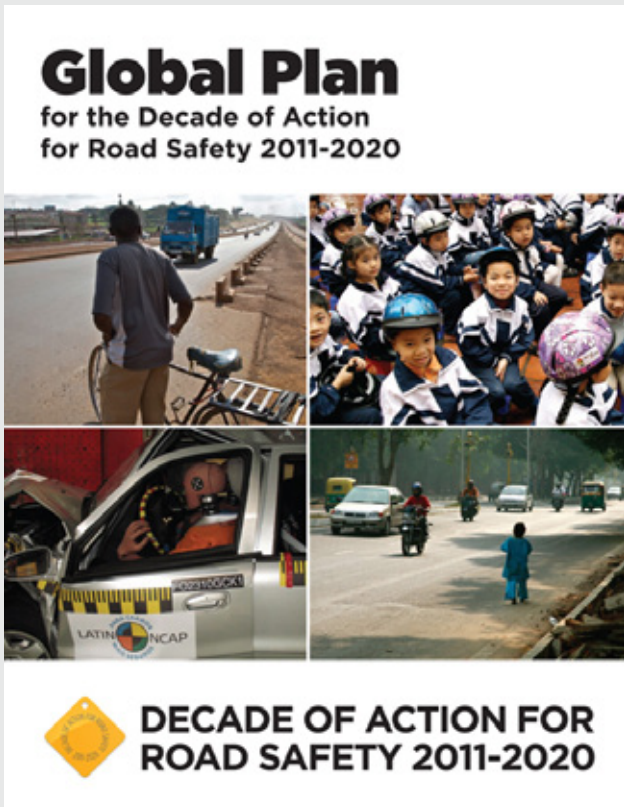
The new casualty reduction target included in the Global Goals is significantly stronger than the existing aim of the UN Decade of Action for Road Safety which was only “to stabilize and then reduce the forecast level of road traffic fatalities” worldwide by 2020³. Adopted at the mid-point of the Decade of Action the Global Goals, therefore, provide new urgency to the full implementation of the Global Plan for the Decade which recommends an integrated ‘safe system’ approach to injury prevention across five policy areas as follows:

- PILLAR 1: road safety management
- PILLAR 2: safer roads and mobility
- PILLAR 3: safer vehicles
- PILLAR 4: safer road users
- PILLAR 5: post-crash response

² See: Results Framework on Sustainable Transport (2014) developed by the Partnership on Sustainable Low Carbon Transport with the World Health Organization, FIA Foundation, International Road Assessment Programme and others.
³ See: A/RES/64/255: Improving Global Road Safety, adopted 2 March 2010

Pillar 3 for safer vehicles identifies seven recommended activities for Member States relating to, inter alia, participation in the UN’s World Forum for Harmonisation of Vehicle Regulations, crash test standards, and the encouragement of New Car Assessment Programmes in all world regions. (See box: Vehicle Pillar of the Global Plan for the UN Decade of Action: Recommended Actions).

VEHICLE PILLAR OF THE GLOBAL PLAN FOR THE UN DECADE OF ACTION: RECOMMENDED ACTIONS



ACTIVITY 1: Encourage Member States to apply and promulgate motor vehicle safety standards as developed by the UN’s World Forum for the Harmonization of Vehicle Regulations (WP 29).

ACTIVITY 2: Encourage implementation of new car assessment programmes in all world regions to increase the availability of consumer

information about the safety performance of motor vehicles.

ACTIVITY 3: Encourage agreement to ensure that all new motor vehicles are equipped with seat belts and anchorages that meet regulatory requirements and pass applicable crash test standards (as minimum safety features).

ACTIVITY 4: Encourage global deployment of crash avoidance technologies with proven effectiveness such as Electronic Stability Control and Anti-lock Braking systems in motorcycles.

ACTIVITY 5: Encourage use of fiscal and other incentives for motor vehicles that provide high levels of road user protection and discourage export of new and used cars that have reduced safety standards.

ACTIVITY 6: Sustain investment in research and development of safety technologies that will improve vehicle safety and reduce risks to vulnerable road users.

ACTIVITY 7: Encourage managers of governments and private sector fleets to purchase and maintain vehicles that offer advanced safety technologies and high levels of occupant protection.

In 2014 the UN General Assembly⁴ called for “the development of national road safety plans in line with the Global Plan for the Decade of Action” and also reaffirmed the role and importance of the UN’s 1958 and 1998 vehicle regulatory agreements and “encourages Member States that have not yet done so to consider becoming contracting parties and, beyond accession, applying, implementing and promoting their provisions or safety Regulations”.

⁴ See: A/RES/68/269: Improving Global Road Safety, adopted 10 April 2014



GLOBAL STATUS REPORT ON ROAD SAFETY 2015



4. THE WHO GLOBAL STATUS REPORT ON ROAD SAFETY 2015 AND VEHICLE SAFETY

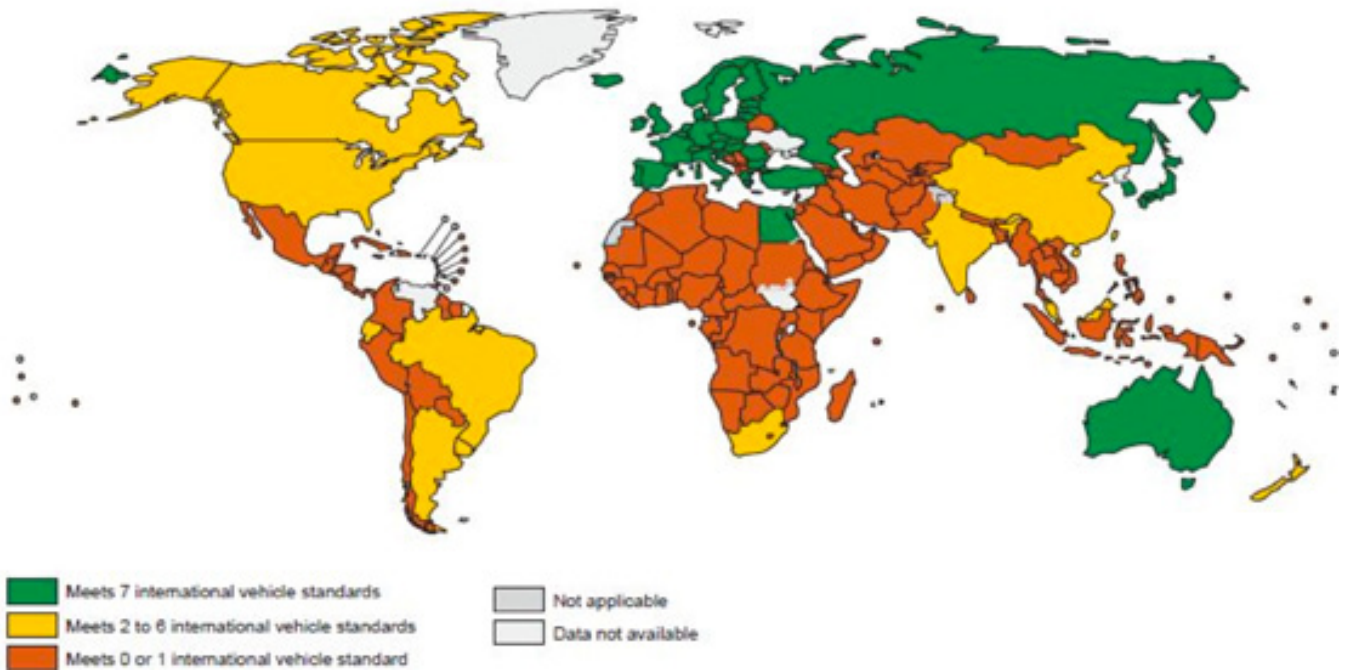
The WHO's Global Status Report on Road Safety 2015 is the most comprehensive worldwide survey of country by country road safety performance. It provides an overall assessment of progress at the mid-point of the Decade of Action and highlights where more action is needed. The report shows that the number of road traffic deaths – 1.25 million in 2013 – has remained fairly constant since 2007, despite the increase in global motorization. The plateau in road traffic deaths, set against a 3% increase in global population and 16% increase in motorization suggests road safety efforts may have prevented deaths that would otherwise have occurred. It shows that the Decade's aim to "stabilize and then reduce" the level of road traffic fatalities has been partially achieved but much more will need to be done to secure an overall decline and meet the new Global Goals target to cut road deaths and injuries in half by 2020.

For the first time the 2015 Status Report includes a detailed section on vehicle safety. Using seven priority vehicle safety standards recommended by Global NCAP, the WHO has carried out a unique survey on how they are currently being applied by governments around the world. The seven standards are from the UN's World Forum for Harmonisation of Vehicle Regulations and cover seat belts, seat belt anchorages, front and side impact, electronic stability control, pedestrian protection and child seats. The results show that they are being fully applied by only 40 out of a total of 193 UN Member States and overwhelmingly by high-income countries.

The WHO states that "there is an urgent need for these minimum vehicle standards to be implemented by every country" and is concerned that these requirements are notably absent in many of the large middle income countries that are major car manufacturers now responsible for almost 50% of world passenger car production which reached a record level of 67 million units last year.

The report warns that the most important crash-worthiness regulations "are poorly implemented globally"; and reveals that just 49 countries (27%) apply the UN frontal impact test regulation and 47 (26%) apply the side impact test regulation. The WHO is also concerned that "in the absence of appropriate standards automobile companies are able to sell old designs no longer legal in well-regulated countries. Alternatively, they may "de-specify" life-saving technologies in newer models sold in countries where regulations are weak or non-existent".

Countries applying priority UN vehicle safety standards



Citing the example of Electronic Stability Control (ESC) the WHO is concerned that manufacturers, which must install the system in their products in high-income countries, “can sell the same model to markets without this life saving technology if the country does not apply the ESC regulation”. To avoid such de-specification of safety technologies the WHO says ESC “should be mandatory in all vehicles”. Noting that the system is also effective in commercial vehicles (such as trucks, coaches and mini-buses) the WHO comments that “there is enormous life-saving potential for this technology across the world’s entire vehicle fleet that has yet to be tapped globally.”



5. BRASILIA DECLARATION OF THE 2ND HIGH LEVEL GLOBAL CONFERENCE ON ROAD SAFETY – TIME FOR RESULTS

On 18-19 November the Brazilian Government hosts the 2nd High Level Conference on Global Road Safety in Brasilia. The meeting will carry out a mid-term review of the UN Decade and recommend the action required to meets its objectives together with the Global Goals and the casualty reduction target for 2020.

Prior to the conference inter-governmental negotiations took place on the text of the Brasilia Declaration⁵. The agreed text welcomes the new Global Goals target and affirms the “willingness to

⁵ See: <http://www.roadssafetybrazil.com.br/en/>

intensify both national action and international cooperation with a view to meeting this target". The Conference Declaration also renews the "commitment to the Decade of Action for Road Safety 2011-2020 and to the full and timely implementation of the Global Plan for the Decade of Action". As regards vehicle safety the Brasilia declaration also calls for mandatory fitment of key vehicle crash worthiness and avoidance technologies as follows:

(PILLAR 3 – SAFER VEHICLES)

(SAFETY REGULATIONS) OP17. Promote the adoption of policies and measures to implement United Nations vehicle safety regulations or equivalent national standards to ensure that all new motor vehicles, meet applicable minimum regulations for occupant and other road users protection, with seat belts, air bags and active safety systems such as anti-lock braking system (ABS) and electronic stability control (ESC) fitted as standard;

The Brasilia Declaration will be considered by the UN General Assembly during its current 70th Session and a new resolution with recommendations to Member States will be adopted. This is expected to occur in April 2016. The General Assembly's debate will also be informed by a report from Mr Ban Ki-moon, the UN Secretary General which, inter alia, calls for more action to meet the goal of the Decade of Action including measures promoting vehicle safety. The Secretary General's report⁶ also highlights Global NCAP's Democratising Car Safety report and specifically calls upon Member States "to participate in new car assessment programmes".



The Tata Nano which fails to meet UN minimum crash test standards and is not equipped with rear seat belts making it impossible to even use a child seat.

6 See: A/70/386; Improving global road safety, Note by the Secretary General, 22 September 2015, paragraph 40 page 11 and 79(d) page 20.



6. VEHICLE SAFETY PRIORITIES AND GLOBAL NCAP'S ROAD MAP FOR SAFER CARS 2020

The adoption of the Global Goals and the new casualty reduction target requires a significant response from all UN member states to reinvigorate their road injury prevention policies and plans. This is now reinforced by the findings of the WHO's Global Status Report 2015. Furthermore the outcome of the High Level Conference's mid-term review of the Decade of Action reaffirms the need to encourage the full implementation of the Global Plan. In addition the Brasilia Declaration includes specific recommendations as regards the priorities for regulatory action to promote safer vehicles.

These significant policy developments are completely consistent with the proposals included in Global NCAP's Democratising Car Safety report. The new casualty reduction target adds urgency to the proposals already set out both in the Global Plan and our Road Map Report. As the full benefits of improved vehicle safety take time to feed through the vehicle fleet so the need for prompt action is imperative and the implementation timetable proposed by Global NCAP is more relevant than ever before.

Global NCAP, therefore, reaffirms its Road Map 2020 recommendations and has decided to include two important additional elements relating to anti-lock brakes (ABS) in motorcycles and automatic emergency braking systems (AEB).

Legislation already exists in some countries and regions⁷ mandating ABS on all new bikes over 125cc, while ABS or combined brake systems (CBS) could be fitted to smaller ones (under 125 cc), including scooters. Global NCAP therefore believes that other governments should follow this example and we have included it as a regulatory priority in our Road Map. For AEB we have included these systems as 'Highly Recommended' as it is premature to propose regulations which are not yet available at a global level. Nevertheless, there is considerable scope for governments to encourage the wider use of AEB through voluntary agreements, fiscal and insurance incentives and fleet purchasing policies⁸.

7 From next year in the European Union it will be mandatory to fit an antilock braking system to all new motorcycle models above 125 cc. The Indian government has also proposed similar legislation to be applied from 1 April 2017.

8 See: Global NCAP Fleet Safety Guide and Safer Car Purchasing Policy 2014-15

The summary of our Vehicle Safety Road Map is as follows:

| | Road Map for Safer Vehicles 2020 UN Regulations* for: | All New Models Produced or Imported | All Vehicles Produced or Imported |
|--|---|-------------------------------------|-----------------------------------|
|  <p>CRASH TESTS</p> | <p>Frontal Impact (No.94) Side Impact (No.95)</p> | <p>2018</p> | <p>2020</p> |
|  <p>SEAT BELTS</p> | <p>Seat Belt & Anchorages (No.16 & 14)</p> | <p>2018</p> | <p>2020</p> |
|  <p>ELECTRONIC STABILITY CONTROL</p> | <p>Electronic Stability Control No.140 (GTR. 8)</p> | <p>2018</p> | <p>2020</p> |
|  <p>PEDESTRIAN SAFETY</p> | <p>Pedestrian Protection No.127 (GTR. 9)</p> | <p>2018</p> | <p>2020</p> |
|  <p>ANTI-LOCK BRAKES</p> | <p>Motorcycle Anti-Lock Brakes No.78 (GTR.3)</p> | <p>2018</p> | <p>2020</p> |
|  <p>AUTONOMOUS EMERGENCY BRAKING</p> | <p>Autonomous Emergency Braking Systems</p> | <p>Highly Recommended</p> | <p>Highly Recommended</p> |

*or equivalent national performance requirements, with effective conformity of production

7. ROAD SAFETY PARTNERSHIPS AND THE GLOBAL GOALS

In recognition of its scale and ambition the Global Goals call for a “revitalized global partnership” bringing together governments, the private sector, civil society and the UN system. This inclusive approach is specifically encouraged in a Global Goal focusing on implementation with a target to mobilize multi-stakeholder partnerships.



GOAL 17. Strengthen the means of implementation and revitalize the global partnership for sustainable development

Multi-stakeholder partnerships

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

17.17 Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships

Global NCAP fully endorses the partnership approach to implementation of the Global Goals and is strongly committed to working with both our existing and new partners in support of the UN’s ambitious plans to sharply reduce road traffic fatalities. This is exemplified in our leadership of the Stop the Crash Partnership which brings together a multi-sector group to promote the most important crash avoidance technologies.

The Global Goals also provide a clear focus for those companies who wish to orientate their corporate social responsibility to the priorities of the international community. In the framework of goals 3,11 and 17 there is considerable scope for the private sector to contribute towards the achievement of the UN’s ambitious target to cut road deaths and injuries by 50% by 2020. It is to be hoped, therefore, that car manufacturers will positively embrace the new Global Goals road safety target and voluntarily apply to all their global production the UN’s basic crash test standards as already recommended by Global NCAP in our Road Map report. This would have the very welcome effect of eliminating all sub-standard ‘zero star’ cars from the market.



THE GLOBAL GOALS

For Sustainable Development



8. SPEAK UP FOR SAFETY – NO MORE ZERO STAR CARS

Global NCAP warmly welcomes the inclusion of road safety in the Global Goals and the new casualty reduction target. We also strongly applaud the clear recommendations in the Brasilia Declaration of the 2nd Global High Level Conference on Road Safety that “all new motor vehicles, meet applicable minimum regulations for occupant and other road users protection, with seat belts, air bags and active safety systems such as anti-lock braking system (ABS) and electronic stability control (ESC) fitted as standard”.

Together these represent the strongest ever global commitments made to road and vehicle safety. By adopting these policies the UN is challenging us all to speak up for safety and democratize the use of vehicle technologies that can help us move towards a world eventually free from road traffic fatalities.

SPEAK UP FOR SAFETY!

