

TOWARDS  FOUNDATION

2019 ANNUAL REPORT



COMMONWEALTH
ROAD SAFETY INITIATIVE



HALVE ROAD DEATHS
& SERIOUS INJURIES
BY 2030

Front Cover:
Pedestrian AEB demonstration at the
Global NGO Alliance Meeting in Chania,
Crete, April 2019

LEGAL AND ADMINISTRATIVE DETAILS

The Towards Zero Foundation is a UK company limited by guarantee No: 075139000 and a registered charity No. 1141798. Our address is 118 Pall Mall, London SW1Y 5ED. Our Annual Report & Financial Statements for the year ended 31 December 2018 are available on request or from the website of Companies House.

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FOREWORD

On behalf of the Trustees of the Towards Zero Foundation I am pleased to present our 2019 Annual Report which highlights our main activities since January 2018. The report is the first since our merger with the Global New Car Assessment Programme (Global NCAP) which came into effect from January 2019. By combining into a single UK registered charity, we are confident that our projects and partnerships will be even more effective and provide a stronger platform to promote road safety and sustainable transport worldwide.

Over the last eighteen months we have continued to see great progress and innovation in our work. A major highlight was the significant milestone achievement of the first five-star car, the Tata Nexon, in our Safer Cars for India project. Since 2014 we have been carrying out India's first ever independent crash tests. This has acted as a catalyst for the Indian government to radically upgrade their vehicle safety standards and provided an incentive for manufacturers to build much safer vehicles. Through the Stop the Crash Partnership we have also promoted fitment of advanced crash avoidance technologies in emerging markets across the world. This too has resulted in new commitments to legislation and standardisation by both government and industry.

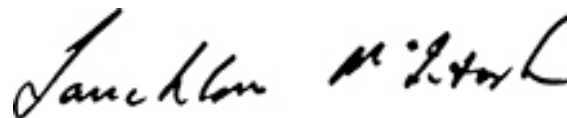
As we reach the end of the United Nations (UN) Decade of Action for Road Safety 2011-2020 we will need to build on such successes and strive for more. The aim of the Decade was to stabilize and then reduce the number of road traffic fatalities. According to the latest Global Road Safety Status Report published by the World Health Organisation (WHO) there has been some stabilization in death rates but not yet any significant reduction.

Next year at the 3rd Global Ministerial Conference on Road Safety a new agenda for action must be agreed with the aim to at least halve road deaths

and serious injuries by 2030. And that is why we have launched the #50by30 campaign to provide a new road safety target for the UN's Agenda 2030 of Sustainable Development Goals (SDGs). I am also pleased that we are hosting the Commonwealth Road Safety Initiative (CRSI) to encourage the 53 countries of the Commonwealth to share best practice in road injury prevention. For we know that investing in safer roads, safer vehicles, and safer road users works and way to build a world eventually free from road trauma.

Our work would not be possible without the generous support of our major donors, the Bloomberg Philanthropies, the FIA Foundation, and the Alexander Mosley Charitable Trust. We are also very grateful for the continued support of our Stop the Crash partners and to our Technical Partner, the Allgemeiner Deutscher Automobil Club's Technical Centre in Landsberg, Germany. They have all contributed enormously to the success of our work. I would also like to extend our great appreciation to His Royal Highness Prince Michael of Kent for his very active patronage of our work which is described on page 9 of this report.

Finally, I would like to thank the retiring Chairman of the Towards Zero Foundation, Max Mosley. Over the last twenty five years Max has served as the first Chairman of Euro NCAP, led the creation of the FIA Foundation, became the first Chairman of both Global NCAP and the Towards Zero Foundation. His contribution to road safety has been immense and we are very appreciative of his outstanding leadership and dedication to road injury prevention.



LAUCLAN MCINTOSH
Chairman of the Board of Trustees

INTRODUCTION

The merger of Global NCAP and the Toward Zero Foundation has given us a new opportunity to review and refocus our charitable aims and objectives. We want to transform road transport so that it no longer represents a significant risk to public health. We share the 'Vision Zero' perspective that no road fatalities are acceptable, and we recognise that improved road safety must go hand in hand with efforts to make our transport system environmentally friendly.

A global mandate for our work is already contained in the UN's transport related SDGs and they will be our primary focus in the decade ahead. We want to focus on the near-term transformation that is needed to make our road transport system much safer and less damaging to the environment. If we accept 'business as usual' the World Bank estimates that by 2030 road crashes will cause another 21.7 million deaths and 875.7 million serious injuries. It is also remarkable that today road crashes are the leading cause of death of children and young people. This is simply unacceptable and shows why global action to improve road safety needs to be strengthened and integrated into strategies promoting sustainable transport. For example, better speed management will make our roads safe but will also help to improve air quality and reduce carbon emissions.

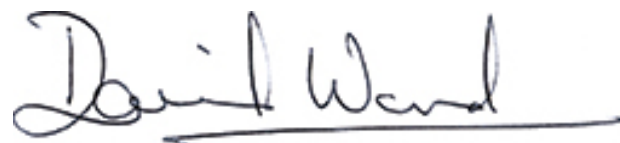
Although a lot of attention is devoted to autonomous vehicles, the reality is that they are still decades away from mass deployment and their eventual safety impact is uncertain. Our priority is to accelerate implementation of today's best available technologies and interventions that can shift our road transport system onto a decisive downward path towards zero fatalities and emissions. This will require much more than appeals for behaviour change. We need structural change in both the supply and demand of our essential mobility. That is why we support the 'avoid, shift and improve' policy paradigm to make transport systems both safe and sustainable.

This is fully consistent with the 'safe systems' approach which places human vulnerability to harm at the centre of our transport system. It is not acceptable any longer to 'blame the victim' for road injury or treat safety as an afterthought or optional extra. We want to democratize safety for the benefit of all, including vulnerable road users. For this to happen protecting public health must be a pre-requisite of the

engineering and management of all our roads and vehicles. We also recognise that improving transport safety and sustainability requires international collaboration and global partnerships. Global NCAP and the Stop the Crash Partnership, for example, are helping to build a market for safer vehicles worldwide through the combination regulatory push and demand pull. This experience exemplifies our support for implementation of the SDGs through partnerships and why we are proud to host and participate in some of the world's most impactful multi-stakeholder initiatives in safe and sustainable transport.

Underpinning these efforts is our advocacy work at the UN, the European Union (EU) and the Commonwealth. The UN Decade of Action for Road Safety and the transport related SDGs have achieved some positive results but far below the scale required. Levels of implementation and funding are not yet fit for purpose. That is why a new global mandate for improved road safety is urgently needed, and why we are leading the #50by30 campaign for a new target to halve road deaths and serious injuries by 2030. This is an ambitious but achievable target which can serve as a benchmark for progress to the kind of world the Towards Zero Foundation wants to see; a world where roads are no longer a major risk to public health.

Finally, I would like to join our Chairman in thanking our major partners and donors who make our work possible. I am also very grateful for the tremendous support of our Board of Trustees and our dedicated management team. In September 2018 our Director of Partnerships, Shakireh Ispahani resigned having decided to both get married and move abroad. Shakireh joined Global NCAP in 2011 and has made a huge contribution to its development, helping to build our network of partners. We wish her all the best for the future.

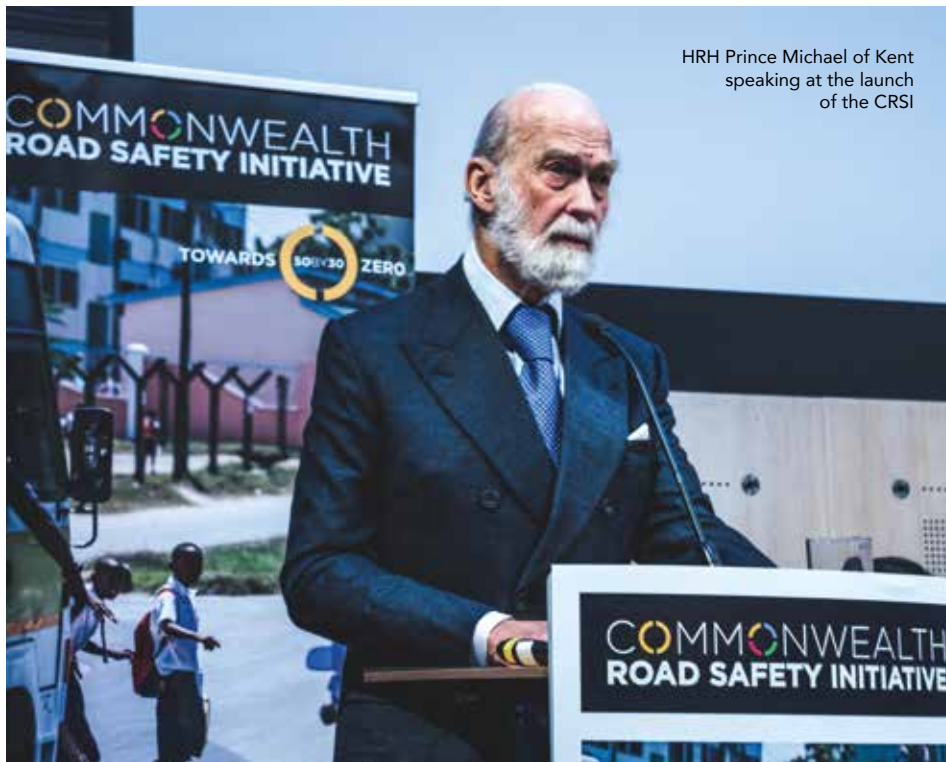


MR DAVID WARD
President & CEO

David Ward with the European Commissioner for Transport Violetta Bulc at the 2018 ITF Summit supporting the #50by30 campaign



David Ward at the ADAC Technical Centre in Landsberg Germany with the front and side crash tested Tata Nexon, India's first five star car



HRH Prince Michael of Kent speaking at the launch of the CRSI



HRH Prince Michael of Kent speaking at the International Transport Forum



HRH Prince Michael of Kent addressing the UN General Assembly during the debate on Road Safety



Michael of Kent giving address to the 2018 ITF Ministerial Summit on Transport & Security in Leipzig



Prince Michael of Kent UN General Assembly in April 2018

OUR PATRON HRH PRINCE MICHAEL OF KENT GCVO

We are proud and honoured that His Royal Highness Prince Michael of Kent serves as the patron of the Towards Zero Foundation. For over three decades Prince Michael has played a prominent leadership role in road safety. In 1987 His Royal Highness established a road safety awards scheme to give public recognition to those who have contributed to improving road safety in Britain. In 2001 they became global in scope and today the Prince Michael International Road Safety Awards are highly prized for their recognition of outstanding achievement in road injury prevention.

In 2006 Prince Michael became the patron of the Commission for Global Road Safety chaired by Lord Robertson of Port Ellen and hosted by the FIA Foundation. The Commission proposed the first global ministerial conference on road safety held in Moscow in 2009, called for a UN Decade of Action launched in 2011, and recommended that road safety be included in the UN's Agenda 2030 SDGs. At every stage of these successful advocacy initiatives Prince Michael demonstrated his strong support for the Commission's work, speaking in support of a global mandate for action to reduce death and serious injuries on the world's roads. Having achieved its aims the Commission ceased activities in 2015.

Subsequently the Towards Zero Foundation was established to focus on implementation of the road transport related SDGs. Prince Michael agreed to serve as our patron offering his "personal support to the global call for action. Now we must redouble these efforts: to meet our ambitious international targets and to realise the 'Vision Zero' of a road transport system that no longer kills or injures its users".

In his role as patron, Prince Michael has continued to provide strong leadership and

active commitment to our work. In 2018, for example, His Royal Highness was able to speak on behalf of the UK Government in the UN General Assembly's 74th Session debate on road safety. In New York the Prince called for a three-point plan for global road safety including a new UN road safety target to halve road deaths and serious injuries by 2030, more resources to finance road injury prevention programmes, and much stronger political commitment to road safety. His Royal Highness explained that a new UN road safety target for 2030, "will reinvigorate the road safety ambition of the SDGs and provide a framework for accountability and action. Of course, our vision is for a world free from road traffic fatalities, but a target is intended as a benchmark for progress rather than the final destination. The serious risk is that, without a new casualty reduction target, the road safety performance of UN Member States will be weakly measured and consequently poorly managed".

Prince Michael repeated this powerful message as the keynote speaker at the International Transport Forum's Ministerial Summit on Safety and Security held in Leipzig in May 2018. His Royal Highness has also strongly supported the recently established Commonwealth Road Safety Initiative, speaking at its launch in London during the 5th UN Global Road Safety Week in May 2019. The Prince has also been an active supporter of Global NCAP and the Stop the Crash Partnership participating in crash avoidance demonstrations at the London Motor Show and the Leipzig ITF Ministerial Summit. These efforts demonstrate Prince Michael's long-standing commitment to improving road safety and his willingness to take on an active role as an advocate and leader in road injury prevention. We are enormously grateful to His Royal Highness for his continued support.

Experts discussing the #50by30 road safety target at an international workshop hosted at the EBRD



Delegates at the 6th Global NGO Alliance Meeting in Chania Crete supporting the #50by30 campaign



#50BY30: A NEW TARGET TO HALVE DEATHS & SERIOUS INJURIES BY 2030

Every day 3,700 people are killed in road crashes and many more suffer serious injuries. Shockingly traffic injuries are now the leading cause of death for children and young adults aged 5-29 years. The current United Nations Decade of Action for Road Safety, despite growth in population and motorisation, has helped slow the increase in road deaths. But in far too many countries the number of people dying or seriously injured in traffic crashes is rising rather than falling. That is why the Towards Zero Foundation's #50by30 campaign calls for a new target to halve road deaths and serious injuries by 2030.

Road casualty reduction targets are a proven means to improve road safety. Evidence shows that they are an effective way to:

- Improve road safety performance in participating countries;
- Increase political will, accountability and stakeholder engagement in road safety;
- Provide better management and efficiency of national road safety policies and plans.

The European Union (EU), for example, since 2000 has adopted successive ten-year action plans aiming to halve road deaths in each decade. These efforts have reduced EU road fatalities from 54,900 in 2000 to 25,300 in 2017. For 2030 the EU has again set a target to halve deaths and, for the first time, also included serious injuries. Other regions are making similar commitments, such as the countries participating in Central Asia Regional Co-operation Program who also aim to halve their fatalities by 2030. The Towards Zero Foundation strongly supports this approach and recommends that the UN's five Regional Commissions, for Africa, Asia & the Pacific, Europe, Latin America & the Caribbean, and Western Asia, work the regional development banks and the WHO's regional offices to adopt their own #50by30 targets and action plans.

At a global level a target to halve road deaths and injuries by 2020 was adopted in 2015 in the SDG for Health (3.6). This was ambitious but unfortunately not realistically achievable in just five years. It is not

surprising, therefore, that the WHO now forecasts that the 2020 target will not be reached. Without a new target #50by30 there is a significant risk that progress in improving road safety will stagnate & reverse. If the current SDG 3.6 target is not extended to 2030 road safety will become a less important priority in sustainable development. This will undermine political commitment to road injury prevention which in turn will make it harder to mobilise new resources and action to save lives.

Over the last year the Towards Zero Foundation has been building strong support for the #50by30 campaign. In April 2019 we co-hosted the Sixth Meeting of Global Alliance of NGOs held in Chania, Crete. This event brought together 270 delegates from 76 countries and resulted in the adoption of the Chania Declaration which supported #50by30 calling for the SDG target 3.6 to be extended to 2030. Then in May 2019 during the 5th UN Global Road Safety Week, we hosted an International Roundtable 'Road Safety and the SDGs – What Target for 2030?' at the headquarters of the European Bank for Reconstruction & Development in London. The Roundtable attended by 40 leading road safety experts reviewed progress in the UN Decade of Action and strongly endorsed the call for a new UN #50by30 target.

In February next year the 3rd Global Ministerial Conference on Road Safety will be hosted by the Government of Sweden in Stockholm. This will be followed by a debate in the UN General Assembly that will adopt a new resolution on 'Improving Global Road Safety'. These important events will review the outcome of the UN Decade of Action and establish a new framework for road injury prevention for 2030 and beyond. The Towards Zero Foundation is honoured to be serving in the Steering Committee for the 3rd Global Ministerial Conference and we will be submitting a memorandum in support of #50by30 to the Swedish Government and attending ministerial delegations. Hopefully these advocacy efforts will bear fruit and we can succeed in establishing a new mandate for progress in reducing global road deaths and serious injuries.





Global NCAP's crash test Oscars



Former Global NCAP Chairman Max Mosley presenting an award to Sri Nitin Gadkari, India's Minister for Transport & Highways

David Ward speaking at the Awards presentation during the Global NCAP World Congress in Delhi

GLOBAL NCAP WORLD CONGRESS DELHI 26-29 SEPTEMBER 2018



GLOBAL NCAP – DEMOCRATISING CAR SAFETY

Since 2011 the Global NCAP has been serving as a platform for co-operation between NCAPs and promoting their establishment in emerging markets. We have provided financial and technical assistance to ASEAN and Latin NCAP and launched the Safer Cars for India and Safer Cars for Africa projects. Our aim is to promote a combination of regulatory push and market pull which is the winning formula for improved vehicle safety. We have also challenged the unacceptable sale of sub-standard 'zero star' cars that unfortunately can still be found in countries that have yet to apply the UN's most important vehicle safety regulations.

Our approach has been strongly endorsed by the UN. In April 2018 the General Assembly adopted a resolution which encourages Member States to adopt: 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 as standard. This commitment to action was also reinforced by Antonio Guterres, the UN Secretary General in a report to the General Assembly, which called on Member States to: "Participate in NCAPs" and "support the elimination of the production of unsafe cars and implement the United Nations vehicle safety regulations or equivalent national standards".

In 2018 the General Assembly also welcomed the adoption of a set of global road safety performance targets for implementation by 2030. For vehicles Target 5 states that: By 2030, 100% of new (defined as produced, sold or imported) and used vehicles meet high quality safety standards, such as the recommended priority UN Regulations, Global Technical Regulations, or equivalent recognized national performance requirements. The priority standards/indicators include UN Regulations for Front and Side Impact (R94 & 95), Seat Belt Anchorages & Seat Belts (R14 & R16), Pedestrian Protection (R127), Electronic Stability Control (R140), Child Restraints (R44/R129), and Motorcycle

braking (ABS - R78). Global NCAP strongly supports the achievement of Target 5 which would represent huge progress towards the democratisation of vehicle safety – guaranteeing minimum standards for all consumers worldwide. But reaching this target will require concerted effort especially by all the major vehicle producing countries to universally apply the recommended regulations and promote consumer awareness through NCAP safety rating.

A major highlight of our activities in 2018 was our inaugural bi-annual World Congress in Delhi, India hosted by our partner the Institute for Road Traffic Education (IRTE). Representatives from NCAPs across the world, as well as international and local road safety experts and stakeholders gathered to discuss how to build a global market for vehicle safety, fleet safety, motorcycle safety, the role of NCAPs in emerging markets, child safety and trends and opportunities towards 2030. Attendees heard from experts on the topics and had the chance to participate in discussions on how to advance vehicle safety across the globe.

Global NCAP took the opportunity at the World Congress to recognize organizations and individuals that have made a significant contribution to vehicle safety, presenting the following awards: Consumer Champion to the Institute of Road Traffic Education; Innovation Award to the Government of India and Individual Achievement to Dr. Adrian Lund, former President of the Insurance Institute for Highway Safety. We were particularly pleased to be able to present the award to the Indian Government to the Minister of Highways and Transport, Shri Nitin Gadkari together with Global NCAP's former Chairman Max Mosley and the President of the IRTE, Dr Rohit Baluja.

In 2018 a total of 36 new crash tests results were released across the four programmes Latin and ASEAN NCAP and Safer Cars for India and Africa. We and our NCAP partners are extremely grateful to the Bloomberg Philanthropies and the FIA Foundation for making this possible. The following pages describe this work.



ESC demonstration at the Delhi Stop the Crash event.



The Nexon on display at the WHO HQ being viewed by its Director General Dr Tedros Adhanom



India's first five star car, the Tata Nexon



SAFER CARS FOR INDIA

2019 is an historic year for vehicle safety in India. Both four and two wheelers will be subject to new regulatory standards that will transform the safety performance of India's future vehicle fleet. Anti-lock brakes (ABS) for motorcycles over 125cc, ABS, airbags, speed alert, seat belt reminders and front and side crash test for all new cars together represent a great leap forward for road safety in India. With pedestrian protection regulations now also applied to new models, India today has more advanced crash protection requirements than the United States of America.

We are proud to have contributed to this dramatic improvement in vehicle safety standards in India. Our first independent 'Safer Cars for India' crash tests released in 2014 generated widespread public interest, and not a little controversy. The zero-star results and stark images of collapsed bodysells were shocking but they also acted as a catalyst for increased consumer awareness and demand for safer vehicles. Whilst some manufacturers tried to disparage our tests others acted more positively, making air bags standard and trying to improve their crash tests star ratings. Now after having tested over thirty models, three and four stars are much more common; a huge contrast to our first results when almost every car scored zero star. Then in December 2018 we reached the historic milestone of India's first ever 'five-star' rating for the Tata Nexon.

What we have seen in India since 2014 is the growth of a market for safer vehicles stimulated by the combination of increased consumer demand and government regulation. Of course, there is still a long way to go. At Global NCAP we hope that more manufacturers will follow Tata's excellent example and aim for five stars. We would especially like to see a permanent Bharat New Car Assessment Programme take over the role of our 'Safer Cars for India' project and include a much wider number of models being tested.

From a technology perspective our major priority is for India to accelerate fitment of electronic stability control (ESC). The availability of ESC in India is still very low at less than 10% of new vehicles compared

with an average of almost 80% globally. Having now legislated for ABS, the next step is to mandate ESC and we were delighted that last year Nitin Gadkari, the Minister for Highways and Transport pledged to make ESC compulsory from 2022. This is a really important commitment and we look forward to its implementation not just for passenger cars but for trucks and buses too. But manufacturers don't have to wait for regulation, they can voluntarily make ESC standard now. To encourage this, we plan to make fitment of ESC a requirement to qualify for five stars in our 'Safer Cars for India' crash tests from the end of 2020.

Of course, we recognise that improved vehicle safety is just one part of India's major road safety challenges. Other important issues remain to be tackled, especially to modernise the country's traffic safety rules and enforcement. That is still unfinished business, but as the improvement in vehicle safety shows, strong public demand combined with committed political leadership can bring progress that was dismissed as impossible just a few years ago.

In December we were pleased to have our Safer Cars for India project featured at the launch of the WHO 2018 Global Status Report on Road Safety. The report, inter alia, highlights the progress that India has made with vehicle safety and in recognition of this the five star Nexon was displayed at the WHO headquarters in Geneva and viewed by their Director General Dr Tedros Adhanom.

Our Safer Cars for India project would not have been possible without the stalwart support of our partner IRTE and the leadership of its President Dr Rohit Baluja. IRTE has given practical assistance with our test activities and helped us to maintain a very constructive dialogue with the Government of India and the car manufacturers. They have organised results launches at their excellent College of Traffic Management in Faridabad, New Delhi and hosted our World Congress. These efforts demonstrate clearly the power of partnerships to deliver permanent improvements in road injury prevention.



Stop the Crash demonstration at the Kyalami in Johannesburg



Stop the Crash partners supporting #50by30



The misleadingly named Nissan NP300 'Hardbody' scored zero stars despite having airbags as its bodyshell collapsed



SAFER CARS FOR AFRICA

In 2017 with our partner the Automobile Association of South Africa we launched the first ever programme of independent motor vehicle safety rating on the African continent. This year Our Safer Cars for Africa project has now completed a third round of testing some of the most popular cars sold in South Africa.

The good news is that of the twelve models tested so far most would pass the benchmark UN regulation for frontal impact which is not yet applied by any country in sub-Saharan Africa. However, two models, the Chery QQ3 and the Nissan P300 Hardbody performed very badly in our frontal impact crash carried out at 64 km/h. They scored zero stars and revealed a high risk of fatal or serious injury. It would not be legally permissible to sell either car in regulated markets such as the European Union or Japan.

The zero-star result of the P300 is particularly troubling as the car is fitted with dual air bags and this might encourage consumers to believe that the car has a good level of safety. Indeed, Nissan misleadingly claims that the car occupants are protected by a so-called 'Safety Shield' and its 'Hardbody' label also conveys an image of strength. However, in our crash test the car's bodyshell collapsed and neither the steering column or the airbags acted as they should to minimise risk of injury. The car is also not equipped with ESC. The very bad result for the NP300 is a concern not just in South Africa but elsewhere as Nissan has plans to increase exports of this vehicle across the African continent.

Our test results have received much media attention, for example, being featured in Carte Blanche a major consumer affairs television programme. They have also have been recognized with a safety award from South Africa's prestigious Car Magazine. To see if the tests show evidence of increased consumer awareness of vehicle safety, the AA of South Africa carried out a public opinion survey. They found that

81% of prospective buyers said safety ratings would influence their purchase decision.

Improving vehicle safety is clearly an important priority for Africa as despite as despite having the least number of registered vehicles the continent has the highest fatality rate per 100,000 population in the world. We have, therefore, used the results from our Safer Cars for Africa project to step up our advocacy efforts to encourage Africa Governments to apply the most important UN vehicle safety.

In November last year, jointly with the AA of South Africa, we wrote to the UN Economic Commission for Africa (UNECA) to share our concerns about the zero star results. In response Vera Songwe, the Executive Secretary of the UNECA, confirmed their support for action to encourage African governments to eliminate sale of sub-standard cars and apply minimum UN crash test standards. We were also pleased that our Safer Cars for Africa project was featured at the First African Road Safety Forum hosted in Marrakech by the Moroccan Government in November 2018. And this year we have participated in an EU African Union Transport Task Force which, inter alia, will make recommendations on improving vehicle safety in Africa.

In future we hope to extend the Safer Cars for Africa project that we can test vehicles from across the continent and include some comparative testing with second hand models that dominate the markets of the region. It is sometimes assumed that second hand imports will be less safe than new cars, but this is not necessarily the case as vehicles that are five years old from Europe or Japan will exceed UN crashworthiness standards and include the crash avoidance system ESC. It is clear, however, that across Africa a major effort is required to improve the regulatory requirements for both new and imported older cars and we hope that the Safer Cars for Africa project can contribute to this important task.





ASEAN NCAP

We are very proud to have served as a founding partner of ASEAN NCAP since its launch in 2012. Hosted by the Malaysian Institute for Road Safety Research (MIROS), ASEAN NCAP aims to elevate vehicle safety standards, raise consumer awareness, and build a market for safety across South East Asia. In 2012 they inaugurated their own crash test laboratory MIROS PC 3 in Melaka with technical support provided by Australasian NCAP and Euro NCAP. Through Global NCAP we have also been able to provide multi-annual funding to their test programme which has now carried out 86 crash tests covering 90% of the market. One in ten cars in the region now have been rated and pleasingly 90% of the cars are rated four or five stars.

ASEAN NCAP is continually evolving its test requirements to tackle the most important safety issues and encourage best available technologies. From 2013, for example, to be eligible for a five star rating ESC and seat belt reminders had to be fitted and a side impact test was required for a rating above four stars. From 2017 ASEAN NCAP's tests for occupant and children protection and crash avoidance were combined into a single rating system and last year a new ASEAN NCAP Road Map 2021-2025 was published providing a strategic framework for the further development of the programme.

The new Road Map will feature a major new focus on motorcycle safety which is very important in the given the 80% share of powered two wheelers on the roads of the ASEAN region. In a world first for NCAPs, the programme will include blind spot detection and visualisation technologies. These are estimated by ASEAN NCAP to be able to avoid 37% of bike/car collisions. They will also promote Advanced Rear-View Mirrors to help drivers remain alert to motorcycles and other smaller vehicles.

The Road Map will further strengthen its crash avoidance requirements by adding City and Inter-Urban AEB. And occupant protection improvements

will include rear seat belt reminders and child presence detection technology to avoid leaving children unattended in a car. The new Road Map has been subject to extensive stakeholder consultation led by ASEAN NCAP's dynamic and dedicated Secretary General Ir Dr Khairil Anwar Abu Kassim.

In 2019 ASEAN NCAP's extraordinary rate of progress was marked by another major legislative achievement. From 1st March next year all manufacturers in Malaysia will be required by the Government's Ministry of Domestic Trade and Consumer Affairs to display an ASEAN NCAP safety rating label for all passenger cars whether they have been rated or not. This will hugely increase the availability of safety information at point of sale and will encourage car makers to ensure that their products are ASEAN NCAP rated. This is a major step forward in vehicle safety labelling; with Malaysia now set to join the USA as the only countries so far that have legislated to give consumers the information they need to buy the safest car they can afford.

ASEAN NCAP has also been a strong supporter of our Stop the Crash Partnership. In 2016 they hosted a major demonstration event in Kuala Lumpur at the Sepang International Circuit. Among the 1600 participants was the then Minister of Transport, Dato' Sri Liow Tion Lai who announced that ESC would be a regulatory requirement from June 2018 making Malaysia the first ASEAN country to mandate this life saving technology. Then in May during the 4th UN Global Road Safety Week a second Stop the Crash demonstration event – focusing especially on motorcycle safety - was held in Bangkok, Thailand. And this year a third event will be held in November in Bali, Indonesia.

Our work with ASEAN NCAP serves as a world class example of a partnership promoting innovation, capacity building, and legislation for stronger vehicle standards & consumer rights with the shared aim of improving road safety across South East Asia.



Renault's Kiwd scored a
zero stars in ASEAN
NCAP's 2018 crash test

Infórmate sobre la seguridad de tu próximo auto



Descarga la nueva app de Latin NCAP



Latin NCAP hosted the Stop the Crash Partnership in Buenos Aires in 2018



In 2018 the Seat Ibiza scored an impressive 5 stars in both occupant and child protection



LATIN NCAP

Since the launch of Latin NCAP in 2010, the programme has now released 115 crash test ratings. Originally hosted by the Gonzalo Rodriguez Foundation, but now an independent non-profit based in Uruguay, over the last nine years it has served as a unique force driving up vehicle standards and promoting consumer awareness. To date 55 models have scored either four or five stars which is a level of safety significantly above any regulatory requirements applied by governments in the region.

Latin NCAP has led a powerful campaign against zero star cars using its crash test results to expose manufacturers that continue to sell models that would fail to pass the UN's minimum crash test standards. For example, in 2016 it forced Nissan to discontinue selling the zero star Tzuru in Mexico and has also succeeded in persuading General Motors to upgrade some of its popular models sold in Brazil and Mexico.

The fact that cars are still being zero rated by Latin NCAP reflects that fact that governments in the region have been slow to apply the most important global standards for occupant protection. In 2016 a report by the UK's Transport Research Laboratory commissioned by Global NCAP and the Inter-American Development Bank (IDB) showed that 40,000 Latin American lives could be saved and 400,000 serious injuries prevented by 2030, if regulations for front and side impact were universally applied by Argentina, Chile, Mexico and Brazil. Latin NCAP has continued to champion this issue and gradually progress is being made. In October, this year Mexico will finally apply both front and side crash tests, and next year Brazil, which already has a frontal impact requirement, will add side impact to its regulatory requirements.

Alongside its demands for government action Latin NCAP is continuing its successful efforts to build consumer demand for safer vehicles. That is why in November last year Latin NCAP launched its mobile app, which gives the public easy access to their crash test result which is so important when buying a new car. The app is free and it is available for Android and IOS devices. The presentation of the app coincided

with an announcement by the government of Chile of new safety requirements for vehicles. The new requirements include ESC as standard for new models as of October 2021 and for all models as of October 2022.

Promotion of crash avoidance technologies continues to be an important focus for Latin NCAP. They have co-hosted a number of Stop the Crash events. In June 2018, for example, in Buenos Aires, Argentina, Latin NCAP demonstrations of motorcycle ABS, ESC and AEB (city, interurban and pedestrian) were showcased. Latin NCAP has required ESC in its test protocol since 2016 and continues to make this life saving technology a key focus of its work. They have, for example, persuaded major fleets to include it as a requirement in their vehicle purchase guidelines.

Child safety is an important issue and to ensure parents in Latin America continue to have access to independent safety information on child restraints, a new round of results of the Latin American Child Restraint Systems Evaluation Programme, PESRI, was released in November 2018 for eleven Child Restraint Systems (CRS) models sold in Latin America region. PESRI aims to raise awareness amongst consumers on the relevance of CRS use, generate consumer information on safety performance and deliver input for the Latin NCAP reference list. Each CRS is subjected to a series of tests, ranging from performance in frontal and side impact tests, to ease of use, resulting in a star rating score. The testing result allows the consumer to make an informed decision when buying a CRS. Latin NCAP supported the launch of these new results by issuing developing communications material, press release, update of PESRI website and test videos.

Next year will mark the tenth anniversary of Latin NCAP's creation and it has proved once again the remarkable catalytic role that NCAPs can play in accelerating vehicle safety. It has proved to be an outstanding partner in our Global NCAP activities and a worthy recipient of support also from the Inter-American Development Bank, the FIA Foundation and Bloomberg Philanthropies.



A Motorcycle ABS demo at the Stop the Crash event in Delhi



Jean Todt, the UN Secretary General's Special Envoy for Road Safety supporting the Stop the Crash demonstration in Chania, Crete



An ESC demonstration at the Stop the Crash event in Kyalami



STOP THE CRASH PARTNERSHIP

The Stop the Crash Partnership was launched at the 2nd Global High-Level Conference on Road Safety hosted by the Brazilian Government in Brasilia in 2015. The Partnership aims to raise awareness and fitment levels of today's most important crash avoidance technologies that can significantly contribute to reducing deaths and serious injuries on the road. These are the anti-skid system ESC, autonomous emergency braking (AEB), and motorcycle anti-lock brakes (ABS). Led by the Towards Zero Foundation, the Partnership includes Bosch, Continental, Denso, Veoneer and ZF and has been recognised as a multi-stakeholder partnership in support of the SDGs.

It is, of course, far better to avoid a crash than to have one, and there is good evidence of life-saving potential of the Stop the Crash technologies. It is estimated that ESC, which has been mandatory in most high-income countries since 2011, can avoid 38% of fatalities in loss of control crashes. AEB has been shown to lead to a 35% reduction in rear-end crashes. And motorcycle ABS has been estimated to reduce fatal and serious injuries in some EU countries in a range between 32% and 42%. The Insurance Institute for Highway Safety in the US also estimates that an ABS equipped bike is 31% less likely to be involved in a fatal crash.

Since 2015 global demonstration events have been organised by the Partnership around the world, in Argentina, Brazil, Chile, China, Germany, Greece, Malaysia, Mexico, South Africa, Thailand, the United Kingdom and Uruguay. Participants have included Government Ministers, senior policy makers, media, fleet managers, and road safety advocates. Our most recent events were Stop the Crash demonstrations held in April at the Sixth Meeting of Global Alliance of NGOs held in Chania, Crete and in May at our 2019 'Safer Cars for Africa' results launch in Johannesburg. Later this year we will also hold a Stop the Crash event in Indonesia, in association with ASEAN NCAP.

Partnership events have led to specific commitments to accelerate fitment of the focus technologies. In 2017, for example, the Malaysian the Minister of Transport participated in the Partnership event in Kuala Lumpur, committing the Government to legislate for ESC which subsequently came into force in 2018. In the same year at the Partnership event in Shanghai, our host the China Automotive Technology and Research Centre negotiated a commitment by nine Chinese manufacturers (accounting for 85% of the market) to equip all new models with ESC from 2018. And then during the Partnership event organised in Delhi during the Global NCAP World Congress in 2018, the Indian Government confirmed that legislation for ESC and AEB will be introduced from 2022.

Commitments like this are essential in order to meet the UN's vehicle safety performance target to achieve 100% fitment of technologies like ESC by 2030. At present seven of the G20 countries, which account for around 80% of global vehicle production, have not yet mandated ESC. A new study by the UK Transport Research Laboratory and Bloomberg Philanthropies shows that if ESC was made compulsory in 2020, almost 420 million cars could be equipped with ESC by 2030. This equates to around 83% of the predicted total car fleet, an increase of almost 200 million vehicles compared to current market trends. This highlights the importance of the work of the Stop the Crash Partnership, working with our NCAPs around the world to raise awareness of life saving technologies like ESC.

The Stop the Crash Partnership also exemplifies the effectiveness of Agenda 2030 implementation through multi-stakeholder partnerships as called for in SDG 17. The private sector has a huge role to play in road injury prevention and our Stop the Crash Partners demonstrate this through their strong commitment to technology innovation that can contribute significantly to the #50by30 campaign to halve road deaths and serious injuries by 2030.



TZF Chairman Lauchlan McIntosh presenting a certificate of appreciation to Joan Claybrook



The Global NCAP & IIHS



Joan Claybrook speaking to guests at the NCAP 40th Anniversary Dinner during the ESV Conference



Global NCAP, EuroNCAP, and NHTSA vehicle display at the 2019 ESV Conference



NCAP 40TH ANNIVERSARY

In October 1979 the first ever crash test results from an NCAP were released in the United States on the initiative of Joan Claybrook, then Administrator of the US National Highway Traffic Administration. This year we have been delighted to mark the 40th anniversary of this milestone in vehicle safety at the bi-annual Enhanced Safety of Vehicles (ESV) Conference hosted by the Government of the Netherlands in Eindhoven in June.

Together with Euro NCAP, Australasian NCAP, and the IIHS, we hosted an exhibition booth at ESV with a 40th anniversary theme and hosted a special dinner for our guest of honour Joan Claybrook. In her speech Joan Claybrook explained how she and her colleagues at NHTSA realised that running crash tests at a higher speed than regulations required, and making the results public, could accelerate consumer awareness of vehicle safety issues.

They succeeded beyond all expectations. The first results were published in a purchasing guide called 'The Car Book'. Claybrook then appeared on a popular television show hosted by Phil Donahue and to her amazement over 450,000 people requested copies. As Joan confirmed in her speech at the ESV, "It was the largest response to the release of any government report in the history of the US". Despite strong resistance from the US vehicle manufacturers, there was no way of stopping NCAP and it has now become a permanent feature of US vehicle safety working in combination with Federal Motor Vehicle Safety Standards to improve both crashworthiness and crash avoidance performance of passenger cars.

Over time US NCAP has gradually evolved with additional test requirements for side impact, rollover etc. and the introduction of a star rating

system. In 2006 NCAP ratings were included in the legally required pricing label on the window of new cars giving consumers access to safety information at point of sale. At the ESV expressed Joan also expressed her concern that the most recent proposed upgrade of US NCAP proposed by NHTSA in late 2015 has been delayed largely due to industry pressure. When serving at NHTSA, car manufacturers gave Joan the nickname 'the dragon lady' and forty years later she is still a tireless fighter for improved vehicle safety.

Given the success of US NCAP it was inevitable that idea of empowering consumers to buy the safest cars they can afford would spread beyond the shores of the USA. In 1993 Australasian NCAP was formed, followed in 1995 by Japan NCAP, in 1997 by Euro NCAP, in 1999 by Korean NCAP, in 2006 by China NCAP, in 2010 by Latin NCAP, in 2012 by ASEAN NCAP. In parallel the Insurance Institute for Highway Safety began its crashworthiness rating in 1995. So today there are now ten NCAP – or similar organisations – around the world providing consumers with vehicle safety ratings.

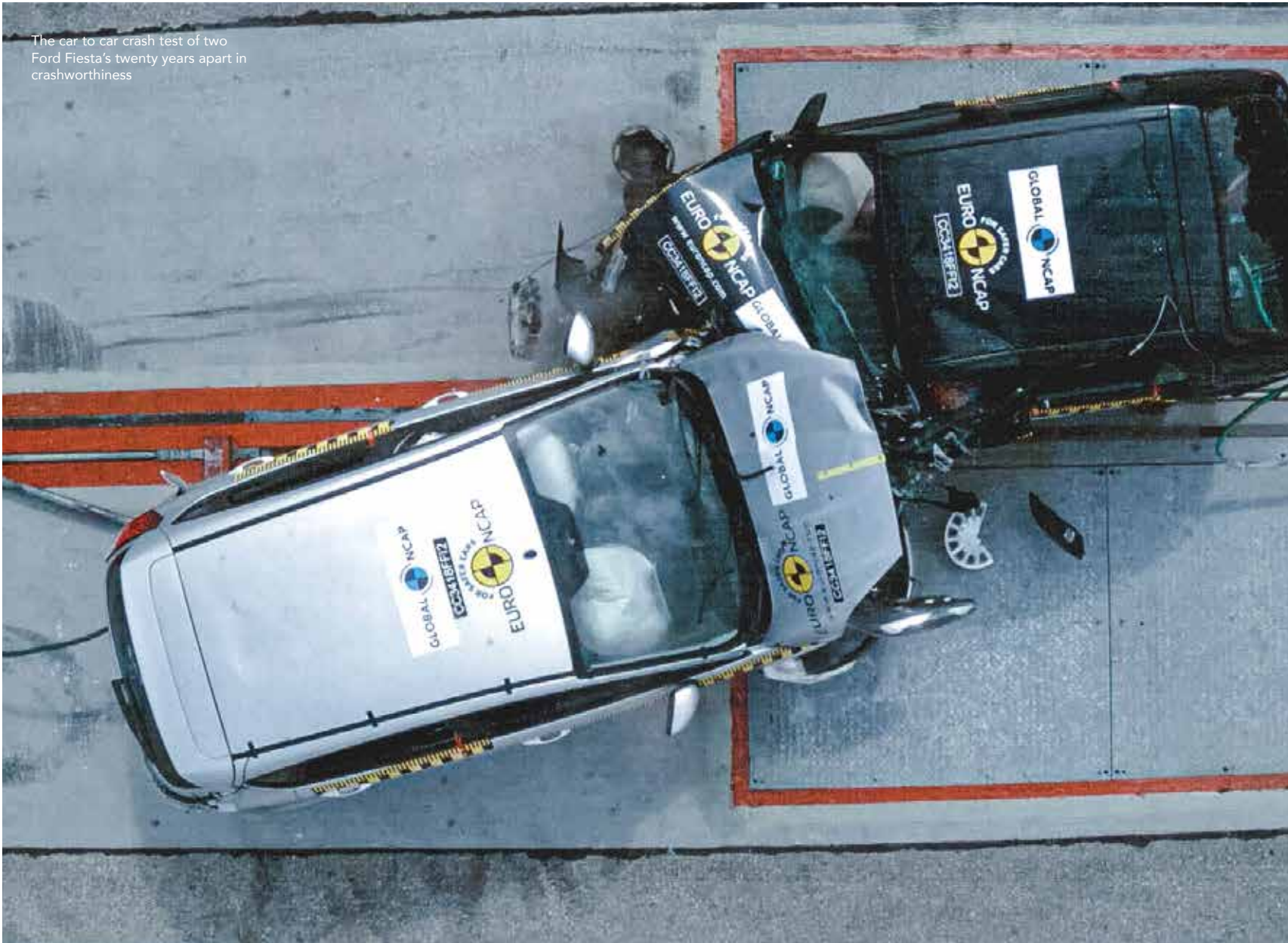
The power of consumer information and the effectiveness of NCAPs is clear for all to see. That has been endorsed also by the UN General Assembly which has called for the establishment of NCAPs in all world regions. And to meet this goal we are very proud through Global NCAP to have helped the development of both ASEAN and Latin NCAP, and now are creating embryo NCAPs through our Safer Cars for India and Africa projects. This work is all a result of the vision of Joan Claybrook and her colleagues at NHTSA which has led to an extraordinary legacy of improved vehicle safety and hundreds of thousands of lives saved across the world.



Michiel van Ratingen, Secretary General of Euro NCAP interviewed at the Testing Automation launch



David Ward with Antonio Avenoso, Director General of the ETSC at the European Parliament hearing on vehicle safety in November 2018.



The car to car crash test of two Ford Fiesta's twenty years apart in crashworthiness

VEHICLE SAFETY IN THE EUROPEAN UNION

Twenty years ago, new passenger car crash tests were mandated which have dramatically improved road safety across the European Union (EU). Applied from October 1998, front and side impact standards have cut vehicle occupant deaths in Europe by half and saved tens of thousands of lives.

Lobbying by car manufactures in the mid-1990s persuaded the European Commission to delay the introduction of a much stronger front impact test and weaken a new side impact regulation too. But the European Parliament decisively rejected this and successfully strengthened the Commission's original proposal.

To mark the twentieth anniversary of the EU crash test legislation we carried out a car-to-car crash test of one of Europe's best-selling models, the Ford Fiesta; one dating from 1998 and the other a current model, both travelling at 64 km/h. The dramatic difference in the crashworthiness of the two models shows the huge improvement in occupant safety that has occurred over the last twenty years.

Despite this success over the last two decades progress in reducing road fatalities and injuries across the EU has now slowed down. To overcome this in May 2018 the European Commission proposed a new target to halve deaths and serious injuries by 2030 and a revised set of vehicle safety measures that are expected to avoid 25,000 deaths and 147,000 serious injuries by 2037. They include legislative requirements for safer car and lorry fronts to protect vulnerable road users, AEB, and Intelligent Speed Assistance (ISA).

The Towards Zero Foundation strongly welcomed these proposals and staged a Stop the Crash demonstration of AEB to coincide with the Commission's announcement at the London Motor Show. We were also pleased to support the European Transport Safety Council (ETSC) campaign 'Last night the EU saved my life' to ensure that they were adopted by the Council and European Parliament.

Together with ETSC's Director, Antonio Avenoso, our President and CEO, David Ward spoke at a hearing in the European Parliament in November 2018 and held meetings with MEPs including the lead rapporteur on the legislation Ms Roza Thun. We highlighted both

the benefits of the Commission's new proposals and the European Parliament's positive role in support of EU crash test standards in 1998. This was important for MEPs to hear as some manufacturers were again trying to water down the package by opposing the mandatory introduction of ISA. We argued, however, that ISA is integral to the Commission's proposal, already on the market, included in Euro NCAPs star ratings and, therefore, ready for legislation.

In April we were delighted, therefore, when the European Parliament voted in favour of all the main provisions of the original Commission proposal, including ISA, which will become mandatory for new vehicles from 2022. This legislation will ensure that the EU remains the world leader in promoting vehicle safety and in reducing road traffic deaths and serious injuries.

With interest in driverless cars high on the agenda, in October last year we were also pleased to support the launch of Euro NCAP's first assessment of vehicle automation (AV) technologies. Hosted by the ADAC in Germany, Euro NCAP compared highway assist systems including adaptive cruise control, lane centering, and speed assistance in ten models. The tests showed that used correctly, they can help the driver to maintain a safe distance, speed, and to stay within the lane. However, Euro NCAP is concerned that highway assist technologies should not be confused with fully automated driving which is not yet available on any car sold in the world today.

This risk was highlighted by a consumer survey commissioned by Euro NCAP, Global NCAP, and Thatcham Research showing that more than 70% of car drivers believe that it is already possible to purchase a car that can drive itself. To avoid this potentially dangerous misunderstanding, we are strongly encouraging both regulators and manufacturers to make a clear distinction between assistance systems and automated systems, and to avoid applying misleading names to systems that still require driver engagement at all times. We remain concerned that misleading names such as 'Auto pilot' or 'Pro pilot' may infer levels of automation that are only in early stages of development and many years away from real world availability. Hype about fully automated driving must not be allowed to obscure the life-saving benefits that today's highway assist systems can provide to drivers both in Europe and around the world.



Expert Panel Member Professor Shaw Woon Wong discussing the CRSI with Malaysia's Minister of Transport Loke Siew Fook MP



David Ward meeting with Dr Ian Borg, Malta's Minister of Transport participation in the CRSI



Iain Cameron, Co-Chair of the CRSI Expert Panel speaking at the launch of the CRSI during the 5th UN Global Road Safety Week





COMMONWEALTH ROAD SAFETY INITIATIVE

Every year in Commonwealth countries around 212,000 road traffic fatalities are reported and millions more are seriously injured. Accounting for under-reporting the WHO Global Status Report on Road Safety 2018 estimates that road deaths annually across the Commonwealth exceed 500,000. The WHO also confirms that today road traffic injuries are the leading cause of death for children and young people aged 5-29 years. This is a major challenge for the Commonwealth as over 60% of the populations of its countries are under 30. The road safety performance of the 53 Commonwealth member states is very diverse. Road crash fatality rates range from 3 to 35 per 100,000 population. Unfortunately, in nearly all Commonwealth countries death and injury rates are rising rather than falling.

Since their adoption in 2015, the Commonwealth has strongly supported Agenda 2030 and the SDGs. At the 2018 Commonwealth Heads of Government Meeting (CHOGM) in London, a Communique 'Towards a Common Future' was adopted that "reiterated their commitment to achieving the health-related goals of Agenda 2030, particularly Goal 3". The Communique also highlighted the importance of the Commonwealth's emphasis on youth; and the parallel Youth Forum called on member states "to adequately address emerging issues" of health and well-being in its Declaration. Given this established mandate, it would now seem appropriate and timely for the Commonwealth to include improving road safety in its work promoting health, youth, and sustainable development. This will require high level commitment by the Commonwealth at the next CHOGM to be held in Kigali, Rwanda in June 2020.

To secure such a commitment we have launched Commonwealth Road Safety Initiative (CRSI). Under the joint Chairmanship of Professor Agnes Binagwaho Vice Chancellor of the University of Global Health Equity, Rwanda, and Iain Cameron Chair- Road Safety Council Western Australia, the CRSI has brought together an impressive expert panel from across the Commonwealth. The aim is to set out clear recommendations on how Commonwealth countries reduce their level of road

casualties and demonstrate leadership on this much neglected global issue. Building on established Commonwealth commitments to youth, health, and the SDGs, the CRSI will encourage Commonwealth member states:

- To play a prominent role in next year's 3rd Global Ministerial Conference on Road Safety & the UN General Assembly debate 'On Improving Global Road Safety';
- To support the inclusion of road safety on the agenda of the next CHOGM in Rwanda in June 2020;
- To set a Commonwealth target to halve road deaths and serious injuries by 2030;
- To encourage new multi-stakeholder partnerships in Commonwealth collaboration that share expertise and best practice in effective road injury prevention;

The CRSI was launched in May this year in London during the 5th UN Global Road Safety Week. HRH Prince Michael of Kent gave a keynote speech at the launch which was attended by Commonwealth High Commissioners, members of the Expert Panel and guests. We are now engaging with individual Commonwealth Governments and the next CHOGM host, Rwanda.

In September this year, the CRSI was included on the agenda of an International Road Safety Conference at Lancaster House in London organised by the UK Department of Transport. Timed to coincide with this event we published a Memorandum – Putting Road Safety on the Commonwealth Agenda which will be sent to Commonwealth countries as part of the preparatory process of the next CHOGM. And in December we will publish the CRSI expert report building the case for the Commonwealth to adopt its own target to halve road deaths and serious injuries by 2030.

Next year we plan to organise a CRSI side event at the 3rd Global Ministerial Conference on Road Safety, at the next UN General Assembly debate on road safety and at the CHOGM meeting in Kigali, Rwanda.



The Global Network's New York delegation discussing road safety and the SDGs with senior officials in the office of the UN Secretary General



HRH Prince Michael, Barry Sheerman MP and David Ward during the UN General Assembly debate

The launch of the Global Network's Manifesto during the 4th UN Global Road Safety Week



GLOBAL NETWORK FOR ROAD SAFETY LEGISLATORS

In 2015 at the 2nd Global Ministerial Conference on Road Safety in Brasilia the Towards Zero Foundation organised a side event to explore the role of Parliaments in supporting the UN Decade of Action and the SDG casualty reduction target. Co-chaired by Lord Robertson of Port Ellen and Deputy Hugo Leal of the Brazilian Chamber of Deputies the meeting highlighted the vital contribution that legislators can make to road safety. Parliamentarians can:

- help to formulate effective national road safety policies and laws;
- support adequate levels of funding for road injury prevention;
- ensure accountability of governments and public authorities to meet road safety targets; and
- engage with the community to help make roads safe for all those they were elected to serve.

The Brasilia meeting concluded with a proposal that the WHO and the Towards Zero Foundation explore the possibility of establishing an international network for legislators to serve as a platform for parliamentarians to exchange best practices in road safety policies and legislation.

The Global Network of Road Safety Legislators was subsequently launched at an international workshop for parliamentarians in London in December 2016 co-hosted by the WHO and the Towards Zero Foundation. The meeting elected a Leadership Council of fifteen MPs under the Chairmanship of Barry Sheerman MP and asked the Towards Zero Foundation to prepare a draft manifesto of recommended road safety priorities for parliamentarians worldwide.

Having been adopted by the Leadership Council the Global Network's #ManifestoForRoadSafety was then launched during the 4th UN Global Road Safety Week in May 2017 at meeting chaired by the former UK Road Safety Minister, Jim Fitzpatrick MP. The Manifesto called for a new global target to halve road deaths and serious injuries by 2030 and recommended that "Parliamentarians worldwide strongly support the development of effective road injury prevention programmes which apply best practice road safety laws supported by ambitious casualty reduction targets; that bi-partisan Friends of Road Safety Groups are established in national

legislatures to support the UN Decade of Action and the road safety related SDGs; and that international parliamentary bodies such as the Inter Parliamentary Union and the Commonwealth Parliamentary Association include road safety in their activities supporting the SDGs and inter-parliamentary co-operation".

In April 2018 the Towards Zero Foundation hosted a Global Network delegation of fourteen MPs from eleven countries to attend the UN General Assembly debate on road safety. Encouragingly ahead of the General Assembly debate, Antonio Guterres, the UN Secretary General, called on Member states to recognize the decisive role that parliamentarians can play in the adoption of comprehensive and effective road safety policies and laws". Together with our patron HRH Prince Michael of Kent, the MPs joined their country representatives at the debate and a number of them were able to speak clearly demonstrating the benefit of engaging politicians directly in the discussion of global road safety priorities. A meeting was also held with the UN Secretary General's Special Envoy on the Sustainable Development Goals and the MPs also attended a meeting of the United Nations Road Safety Collaboration.

In 2018 two regional meetings of the Global Network were held in Africa and the Middle East. In August the African Chapter was inaugurated in Abuja, Nigeria and in September the Middle East Chapter was launched in Amman, Jordan. This year a South East Asian Region has been launched after a meeting in Bangkok, Thailand in August. The WHO regional offices facilitated these meetings and are trying to use their regional structure to establish similar chapters in all of their six regions.

The 2018 Annual Leadership Council meeting was held at the WHO in Geneva, Switzerland on 13-14 December. Among the thirty five participants were Members of Parliament from twelve countries. At the meeting the Towards Zero Foundation transferred the secretariat responsibilities of the Global Network to the WHO. Given the growth in regional activity and the creation of regional chapters, the WHO is much better placed to host the Council. We will, however, continue to play an advisory role in assisting the Council's future work.





Delegates at the 12th Partners Meeting of the PCFV in Paris



David Ward of the L...

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★★★★★

Nissan LEAF

40 KWH N-CONNECTA 4x2
ELECTRIC AUTOMATIC



★★★★★

Opel/Vauxhall Corsa

1.0 L 4x2 PETROL MANUAL



★★★★★

Mercedes-Benz C-Class

C220D 4MATIC 4x4 DIESEL
AUTOMATIC



ALL RESULTS

TOWARDS ZERO EMISSIONS

Although the main focus of our activities has been promoting global road safety, the Towards Zero Foundation has a strong interest in all the road transport related SDGs and especially in reducing vehicle emissions that cause pollution and contribute to climate change. We believe that improving road safety and the environment must be considered together as a shared challenge to public health.

The Towards Zero Foundation is therefore pleased to be a member of the Partnership for Clean Fuels and Vehicles (PCFV) hosted by the UN Environment Programme (UNEP). The PCFV is a global multi-stakeholder initiative that has successfully campaigned for the near elimination of leaded petrol and now leads the global effort to reduce fuel sulphur levels which is essential to lower particulate emissions that cause poor air quality and avoid black carbon a significant climate pollutant. The PCFV is also working on cleaner vehicles promoting emission standards and effective inspection & maintenance.

In March 2019 we participated in the 12th Partners Meeting of the PCFV held at the UNEP Office in Paris which reviewed progress on the partnership's main activities. Today only two countries are yet to eliminate leaded petrol, whilst thirty-six developing countries are switching to low and ultra-low sulphur fuels. However, the PCFV is concerned that the full benefit of improvement in urban air quality from cleaner fuels, will not be fully realized unless the pace of introduction of complementary cleaner vehicle technologies is accelerated. A major discussion topic at the meeting was the challenge of improving the quality of imported used vehicles in developing countries, especially Sub-Saharan Africa.

The Towards Zero Foundation was delighted, therefore, to be asked to contribute to the PCFV's Used Vehicles Working Group which in May released a report 'Addressing the Used Vehicle Market: Potential Strategies for Importing and Exporting Countries to Improve Safety, Fuel Economy and Emission Impacts'. The report

examines options to improve the quality of the growing use car import market mainly through regulation. Regarding safety the report highlights our Global NCAP ratings and supports bans on exports/imports of new and used "zero star" rated cars. We are pleased to see safety and environmental issues being tackled together using a holistic approach that is essential to effectively promote sustainable transport issues.

The Towards Zero Foundation is also serving on the Advisory Board of the Real Urban Emissions Initiative' (TRUE) which aims to help policymakers develop and implement data-driven policies and strategies to reduce vehicle emissions. Managed by the FIA Foundation, TRUE is working with cities through measuring and sharing real-world data, conducting relevant city-specific analysis, and utilizing this information to help city governments effectively address high emissions. TRUE has developed a methodology, based primarily on remote sensing data, to calculate representative real-world emissions for over 90% of cars on the road in the EU. In June 2018 TRUE held a global workshop in London at Bloomberg LP releasing results which showed that diesel cars in European cities are still emitting nitrogen oxide emissions up to 18 times the level set by EU vehicle standards. Our President and CEO David Ward spoke at the Workshop and stressed the need for independent testing as an essential requirement to move beyond crisis of confidence in vehicle emissions standards caused by the 2015 'dieselgate' scandal.

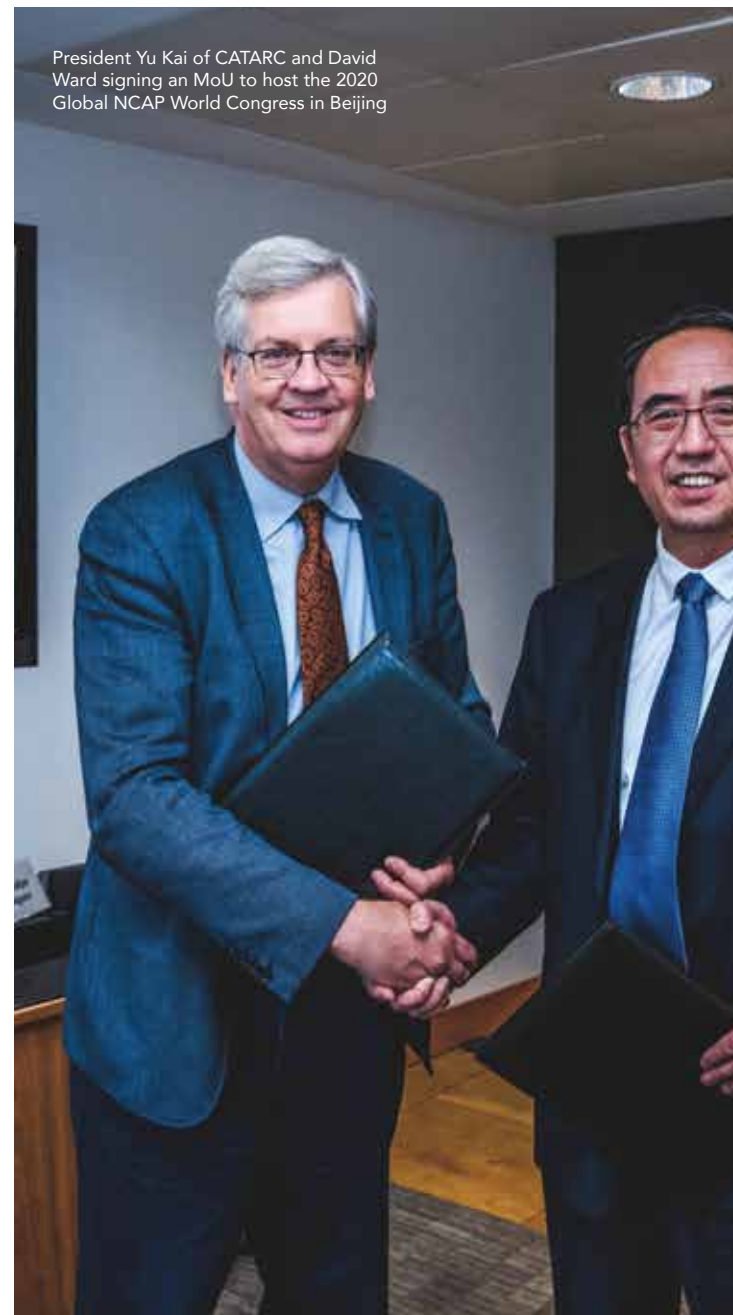
The Towards Zero Foundation also warmly welcomes the growing interest among our NCAP partners in developing 'green' vehicle rating systems. In February this year Euro NCAP has launched a Green NCAP initiative which aims to promote cars that are less polluting and more fuel and energy efficient by providing consumers with independent information about cars' performance in tests that go well beyond legislative requirements to uncover the differences between manufacturers' emissions-control strategies.



GLOBAL NCAP WORLD CONGRESS CHINA 20-23 OCTOBER 2020



CATARC's impressive crash test facilities at CATARC in Tianjin.



President Yu Kai of CATARC and David Ward signing an MoU to host the 2020 Global NCAP World Congress in Beijing

AP SS 2020

LOOKING AHEAD TO 2020

2020 will be a crucial year for road safety. The current UN Decade of Action will come to an end and a new global mandate must be decided for road injury prevention. Early in 2020 Transport and Health Ministers at the 3rd Global Ministerial Conference to be held in Stockholm on 19th & 20th February will set new objectives for 2030 and submit them for debate and approval to the United Nations General Assembly.

The Towards Zero Foundation will be working hard to ensure that these important meetings make a #50by30 commitment to halve road deaths and serious injuries in a new decade of SDG action for road safety. We will be holding side events both in Stockholm and New York and engaging with governments ahead of these important intergovernmental meetings.

We also hope that the Commonwealth will agree to put road safety on the agenda of its next Heads of Government meeting in Rwanda. If this crucial step is agreed, we plan to develop our CRSI into a new Commonwealth Road Safety Partnership; creating a multi-stakeholder effort that can promote a #50by30 reduction in road traffic casualties across all the 53 Commonwealth countries.

Next year we are also looking forward to holding our next biannual Global NCAP World Congress. This will be held in Beijing China on 21st-23rd October. We are delighted to have signed a hosting agreement with the China Automotive Technology and Research Centre (CATARC) which manages China NCAP. The World Congress will bring together NCAPs from across the world to review the remarkable progress that has occurred

in vehicle safety during the UN Decade of Action and what further steps are needed to meet the target to achieve 100% fleet compliance with the most important UN safety regulations. The World Congress will also examine how consumer information initiatives can help build the market for both safer and greener vehicles.

We will maintain our support for ASEAN and Latin NCAP, and our Safer Cars for India and Africa projects. We also aim to launch a Global NCAP Scholarship Programme in Vehicle Safety that will provide participants with an overview of regulatory systems and consumer rating. We will also issue updated Global NCAP fleet safety purchasing guide and, as resources allow, extend our vehicle testing to include commercial vehicles. The Stop the Crash Partnership is also planning to organise safety demonstration events in Brazil and Mexico sustaining our joint efforts to promote awareness of the life-saving potential of today's advanced driver assistance technologies.

We are also looking forward to renewing our relationships with our major donors and corporate partners without which our activities and successes would not be possible. Despite the very significant losses to public health caused by road crashes and transport emissions, levels of funding for projects and programmes to make roads safer and greener remain significantly underfunded. It is clear, however, that to achieve #50by30 and move towards a world where transport does not pose a threat to public health will require substantial investment. We will, therefore, strongly support efforts to generate new funding sources for safe and sustainable transport.



In 2016 our car to car crash test of the Nissan Tsuru and the Nissan Versa led to the zero star Tsuru being withdrawn from production



Our Safer Cars for India has acted as catalyst for government and industry action to improve zero star cars like this Renault Kwid



Our advocacy campaigns encourage strong global commitment to ambitious but realistic casualty reduction targets

OUR OBJECTS, PUBLIC BENEFIT, & EFFECTIVENESS

The charitable objects of the Towards Zero Foundation are for the promotion of public safety and public health, and for the protection and preservation of human life and for the conservation, protection and improvement of the physical and natural environment in particular by:

- (a) Promoting international co-operation on road safety, recommending effective policies and programmes and the application of best practices for road injury prevention by governments, private sector and civil society in support of a future in which roads are free from fatal and serious injuries thorough a safe system; and
- (b) Encourage international co-operation on sustainable mobility and effective policies and programmes to reduce road transport related pollutant emissions and improve motor vehicle fuel efficiency.
- (c) To carry out research on road safety and sustainable mobility policies and programmes and disseminating the results to the public; and provide advice and information to the public, international institutions and agencies, government departments, local government, educational establishments and other public, voluntary and charitable bodies on effective road injury prevention and sustainable mobility policies, and programmes.
- (d) promoting and conducting independent research and testing programmes that will assess the safety and environmental characteristics of motor vehicles and their comparative performance and disseminating the results to the public; and
- (e) promoting the development of new car assessment programmes, by providing financial support and technical assistance, and facilitating international co-operation with and between such programmes.
- (f) To give awards to recognize achievement in effective road injury prevention and sustainable mobility policies, projects and programmes.

Our activities benefit the public by helping to reduce road traffic deaths & injuries and lower harmful vehicle emissions. Our projects and partnerships advocate for the achievement of the Agenda 2030 transport related SDGs and encourages better regulation and market demand for safer and cleaner technologies in support of our objects.

We measure the effectiveness of our work by monitoring the following criteria: resource mobilization, partner mobilization, innovation, sustainability, communication and impact effects.

Resource mobilisation: In 2018/19 our Global NCAP projects succeeded in leveraging additional resources both from vehicle manufacturers (having models independently selected tested at the own expense) and from philanthropic sources. The volume of testing activity has, therefore, continued to increase.

PARTNER MOBILISATION: In 2018/19 we extended the timescale of the Stop the Crash Partnership from its initial three-year period from 2015 to 2018 by a further two years until the end of 2020. We also attracted strong engagement of our partners at the inaugural Global NCAP World Congress in Delhi, India. Through the CRSI we are increasing the scope of our potential partners substantially.

INNOVATION: The launch in 2019 of the CRSI is an example of innovation in our advocacy work which together with the #50by30 campaign will hopefully set an agenda for action on road injury prevention for the decade ahead. Our Global NCAP projects and the Stop the Crash Partnership are continuing to promote the introduction of best available safety technologies in major emerging markets.

SUSTAINABILITY: We have multi-year grant agreements with the FIA Foundation and Bloomberg Philanthropies. We are currently negotiating a further renewal of the agreement with the Bloomberg Philanthropies which expires at the end of 2019. However, we are very confident this will be renewed.

COMMUNICATION: A proactive and integrated approach to communication underpins all our programme activities, through the activation of our owned media channels and from leveraging our unique content via earned media. We build strong media partnerships with major news outlets in the countries where we are active, as well as amplifying the coverage via social media to globalise our advocacy messaging and engagement. The impact of this local/global strategy for owned and earned media has been very successful, particularly with our Safer Cars for India, Safer Cars for Africa and Stop the Crash projects.

IMPACT EFFECTS: Our advocacy work at the UN, the EU and the Commonwealth strengthens global commitments to the transport related SDGs. Our Global NCAP projects and the Stop the Crash Partnership have encouraged governments to improve vehicle safety regulations, manufacturers to produce safer vehicles cars, and provide the public with independent consumer safety information.

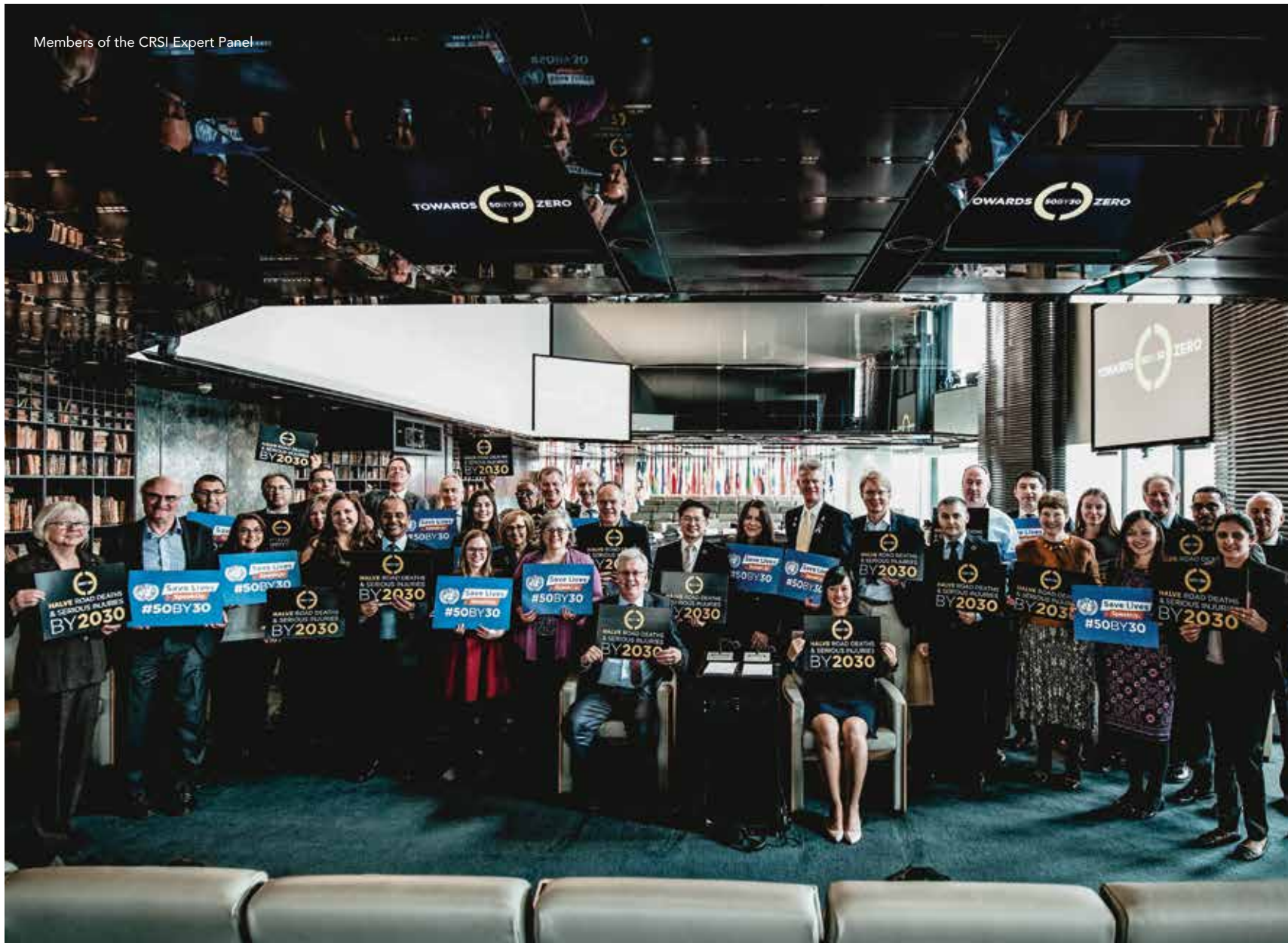




David Ward with our Vice President for Programmes, Jessica Truong, and our Vice President for Technical Affairs at the 2018 Partners Meeting of the Bloomberg Initiative for Global Road Safety



Members of the Committee for the Co...



Members of the CRSI Expert Panel



ABOUT US

The Towards Zero Foundation is a UK registered charity working internationally for a world free from road fatalities and life changing serious injuries by promoting safe and sustainable development. We endorse the safe system approach to guide journeys towards zero, and the 'avoid, shift, and improve' paradigm for sustainable mobility. We provide a platform for award winning global programmes and partnerships, working to avoid risks to public health in road transport. The Foundation supports the full implementation of all the UN's transport related sustainable development goals by 2030. Our current major projects include:

- The Global New Car Assessment Programme
- The Stop the Crash Partnership
- The Commonwealth Road Safety Initiative
- The #50by30 Campaign to halve road deaths and serious injuries by 2030

In 2016 we were honoured that Global NCAP received the Premier Prince Michael International Road Safety Award.

We have NGO consultative status with the UN Economic and Social Council and participate in meetings of the UN Global Forum for Road Traffic Safety and the UN World Forum for Harmonization of Vehicle Regulations hosted by the UN Economic Commission for Europe.

We are a member of:

- The Bloomberg Initiative for Global Road Safety,
- The European Transport Safety Council,
- The International Road Traffic Safety Data and Analysis Group (IRTAD) hosted by the ITF/OECD,
- The Partnership for Clean Fuels and Vehicles hosted by UNEP,
- The UN Road Safety Collaboration hosted by the WHO.

We have also served on a range of advisory groups including the Steering Committee for the Third Global Ministerial Conference on Road Safety, the WHO Advisory Committee for the 2018 Global Status Report on Road Safety, the EU/AU Task Force on Transport, the ITF/OECD Working Group on Safe Systems, and the Real Urban Emissions (TRUE) Initiative.

Our Stop the Crash Partners include Autoliv, Bosch, Continental, Denso, Veoneer, ITT, Thatcham Research and ZF. Our Technical Partner is the Allgemeiner Deutscher Automobil Club's Technical Centre in Landsberg, Germany. Our major donors include the Bloomberg Philanthropies, the FIA Foundation, and the Alexander Mosley Charitable Trust.

Our most recently available 2018 Annual Report and Financial Statements for the Year Ended 2018 can be obtained from the website of the UK Government's Companies House, see: <https://www.gov.uk/get-information-about-a-company>.



HALVE ROAD DEATHS
& SERIOUS INJURIES
BY 2030

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