



MONTEVIDEO  
23-27 JULY

# CONFERENCE NEWS

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**RAISING THE ROAD  
SAFETY STANDARD**

# AIMING FOR VISION ZERO

The second Panel Discussion of the 2018 FIA Mobility Conference was divided into two main parts, with a dialogue between FIA President Jean Todt and Chile's Minister of Transport, Gloria Hutt Hesse opening proceedings and giving an overview on the current situation of road safety around the world. The second part of the session invited a panel of global road safety experts to build on the initial discussion.



Tackling road safety and reducing the number of fatalities on the roads is one of the key missions of the FIA, and engaging with governments both directly and through its Member Clubs around the world is a crucial element to achieving this goal.

The discussion began with an assessment of current political attitudes towards road safety, and the ways in which they can increase the prioritisation of the issue among policy-makers. Ms Hutt Hesse opened the conversation saying, "If we do not make road safety more important in terms of resources, and therefore equivalent to other areas it will be very difficult to make progress. We are also bringing the issue of road safety to the attention of other areas such as health ministries. Showing road safety as something that seriously impacts the health of children is one of the main possibilities to change perceptions."

As well as an emphasis on policy making, the Minister was also keen to highlight the significance of community outreach. "When people understand real life cases of crashes and the damage to families behind each crash, communities start to understand that

we are speaking seriously about making society better," continued Ms Hutt Hesse.

"It is difficult work, you have to make each community aware. Some people do associate a reduction of speed to a better life in cities, a better urban life, and this is the kind of campaigning that we need to focus on. It's amazing how road traffic crashes don't appear in the news – more people die on the roads than are killed as a result of criminal activity, but the media coverage doesn't reflect this."

FIA President Todt echoed the Minister's viewpoint that changing perceptions is crucial to affecting real improvement on the world's roads. "I do think perceptions are changing," he said, "but the target of the UN Decade of Action for Road Safety to halve road victims by 2020 will not be achieved. The reason why is simple – because not enough has been done. Road safety should be considered in the same way as a pandemic, but unlike many diseases to which we have no cure, we have the right prescription to stop people dying on the roads. It's about things like infrastructure, education or simple behavioural changes such as wearing helmets and seatbelts, stopping text driving, and improving post-crash care."

Together with policies to raise the level of awareness of road safety at government level, the question of what practical means are most effective to implement those policies was also explored, with Ms Hutt Hesse arguing for strong enforcement of traffic rules, and urging delegates to remain strong in their advocacy at both government and community levels.

"I am convinced that enforcement brings the best results," the Minister continued. "The goodwill of people doesn't save lives unfortunately – it comes down to the mandatory adherence to better rules. When you propose these measures, many times organisations or individuals fight against them. But taking Mr Todt's example of diseases, there are mandatory vaccines for children.





Advocates had to fight hard to put this in place despite resistance, and now the benefits are clear. We must support governments to treat road safety policies in the same way.”

Finally, the pair discussed the disparity between achievable goals in developed and developing countries, and how FIA Member Clubs must play a central role in the aforementioned advocacy.

“Vision Zero has to be the aim, we have to be ambitious, but at the same time I am always realistic,” said Todt. “Zero fatalities is possible, in certain countries and cities, but unfortunately at the moment 90 per cent of crashes are happening in developing countries, so we can’t expect these kinds of results there yet.

“Our Clubs must have influence – they must protect the road users who are their members, and make sure that the governments are properly addressing the problem. The size of our Clubs varies from country to country, but things like ensuring the country applies minimum car standards, aims for the UN Sustainable Development Goals, and participates in education programmes are essential tasks for our Clubs. You are the ambassadors, the ‘special envoys’ in your own countries. If we have countries with strong leaders, like Gloria here, then we can make a real difference.”

The second part of the session invited a panel of global experts to build on the initial discussions of the FIA President and Chilean Minister. Focusing on opportunities and challenges to change behaviour, Carmelo Sanz de Barros, President of the Real Automóvil Club de España (RACE) and CIFAL Madrid, began by focusing on education and the use of FIA Clubs’ brand image to make a real difference.

“Training and education are the main elements here, no matter the level of maturity of road safety in your country,” he said. “These are key factors. I believe that Clubs have an important role to work together with governments to make sure they are at the top of their agendas. The majority of Clubs here have been around since the start of the automobile, so there is a lot of potential through our brand and history – an asset that we don’t always use as well as we could.”

With the conference taking place at the heart of the Uruguayan capital, Ana María Pinto, Inter-American Development Bank Transport Specialist, shared her perspectives. She said, “We have a big challenge in the region – we have countries where the mortality rate is really high, but we are working with governments to strengthen their capacity to develop policies. We are supporting LatinNCAP for example, but we have very low compulsory safety

standards that haven’t been updated since the UN standards established in 1958. How can we be talking about innovation when we still have these challenges in our countries? This is a big issue for us.”

Echoing the insight of the FIA President from earlier in the session, the next panellist highlighted the difference in priorities from country to country, as Timothy Popandreou, Founder and Strategic Advisor of City Innovate, then offered his contrasting experiences working on autonomous vehicle development in the United States.

“One of the biggest challenge and number one goal when working on autonomous vehicle technology is road safety,” he said. “In San Francisco, 12 per cent of the streets are responsible for 75 per cent of incidents. It is data like this that allows us to make coalitions with the governments.”

Finally, delegates heard from an industry leader in transportation networks, the Global President of Cabify, Ricardo Weder, who explained other ways in which companies can work together with Clubs and governments to tackle road safety issues. “At Cabify, safety is part of our core operations across 13 countries,” he said. “There is always going to be a risk of incidents due to a number of factors, driver error, road quality, and so on, especially here in South America. What we are trying to do is continually reduce the probability of these things happening – we do this in three main areas: communication – the way we interact with road users; energy – encouraging the ongoing process of electrification; and transportation – dealing with the new companies that are beginning a revolution from particular ownership to mobility as a service.”



# POLICY WORKSHOPS

Yesterday saw two interactive workshop sessions focusing on policy issues. The first, "Connecting with the Global Startup Community," centred around the disruptive ideas that foster innovation and growth. The second, "Practical Solutions for Urban Mobility," examined how Member Clubs can meet urban mobility needs through practical schemes.



# SERVICES WORKSHOPS

The remaining two workshops that took place on Wednesday were centred on Services. “Innovating Services through New Models” showcased successful examples of new business models, while “Tourism Business Models for the Digital Age” focused on how Clubs respond to new digital trends, particularly in relation to their travel businesses.



# UNLOCKING INNOVATIVE MOBILITY

As the General Manager of the Los Angeles Department of Transportation, Seleta Reynolds surely has one of the most challenging tasks in the world of Mobility. Responsible for managing transportation for more than ten million people across LA County, Ms Reynolds explained some of the work that the city has done to ease congestion and open up opportunities for its people, as well as the city's vision for integrated, centrally-managed and shared transportation systems.



# EVOLVING TOURISM PATTERNS

Travel author and syndicated columnist, Doug Lansky, presented to delegates on some of the thinking processes of travellers around the world, the challenges of “overtourism” or “unbalanced tourism” and some strategies for managing such scenarios. Most importantly for those in attendance, Mr Lansky discussed how automobile clubs can market to travellers and develop offers and destinations that more closely match the requirements and wishes of tourists.





## CENTENARY CELEBRATION

Delegates travelled to La Hacienda for last night's dazzling gala dinner – this centrepiece of the week's social events was an evening of fine dining and entertainment located in the Canelones region just outside Montevideo. The highlight of the evening was a special award presentation by FIA President Jean Todt to ACU President Jorge Tomasi Crisci in celebration of the Club's 100th anniversary.









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