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A NEW GLOBAL DECADE OF ROAD SAFETY ACTION:

WRI AFRICA'S URBAN ROAD SAFETY PROGRAM

Thursday, 20 May 2021 | 12:00-15:00 CEST

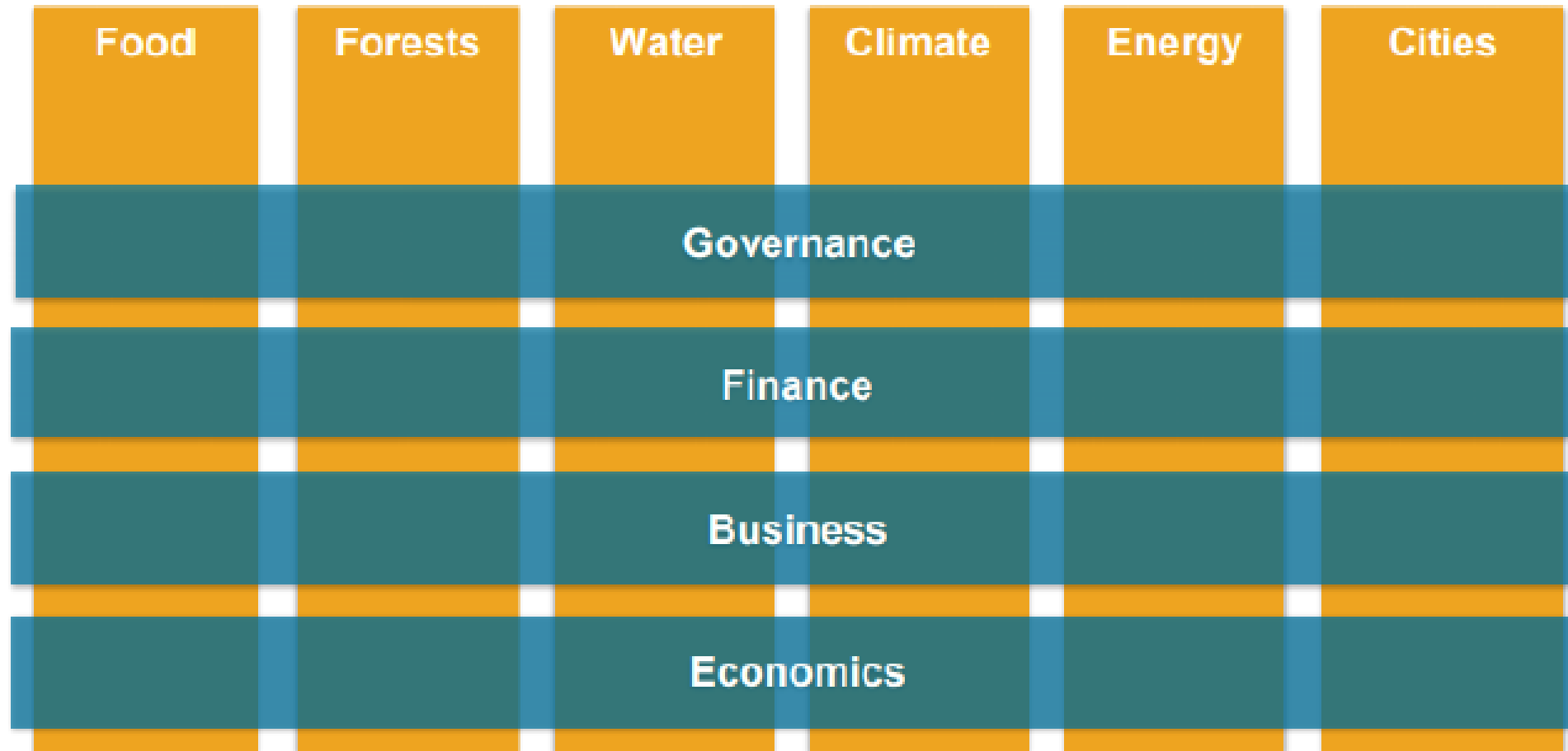
Iman Abubaker, Urban Mobility Project Manager, WRI Africa

WRI – A GLOBAL RESEARCH INSTITUTION

WRI is a global research organization that turns **big ideas into action** at the nexus of environment, economic opportunity and human well-being.



SIX GLOBAL CHALLENGES



COUNT IT

We start with data, creating user-friendly information systems, protocols and standards. We conduct independent, unbiased research to analyze relationships and design solutions, and communicate our findings in a compelling manner.

CHANGE IT

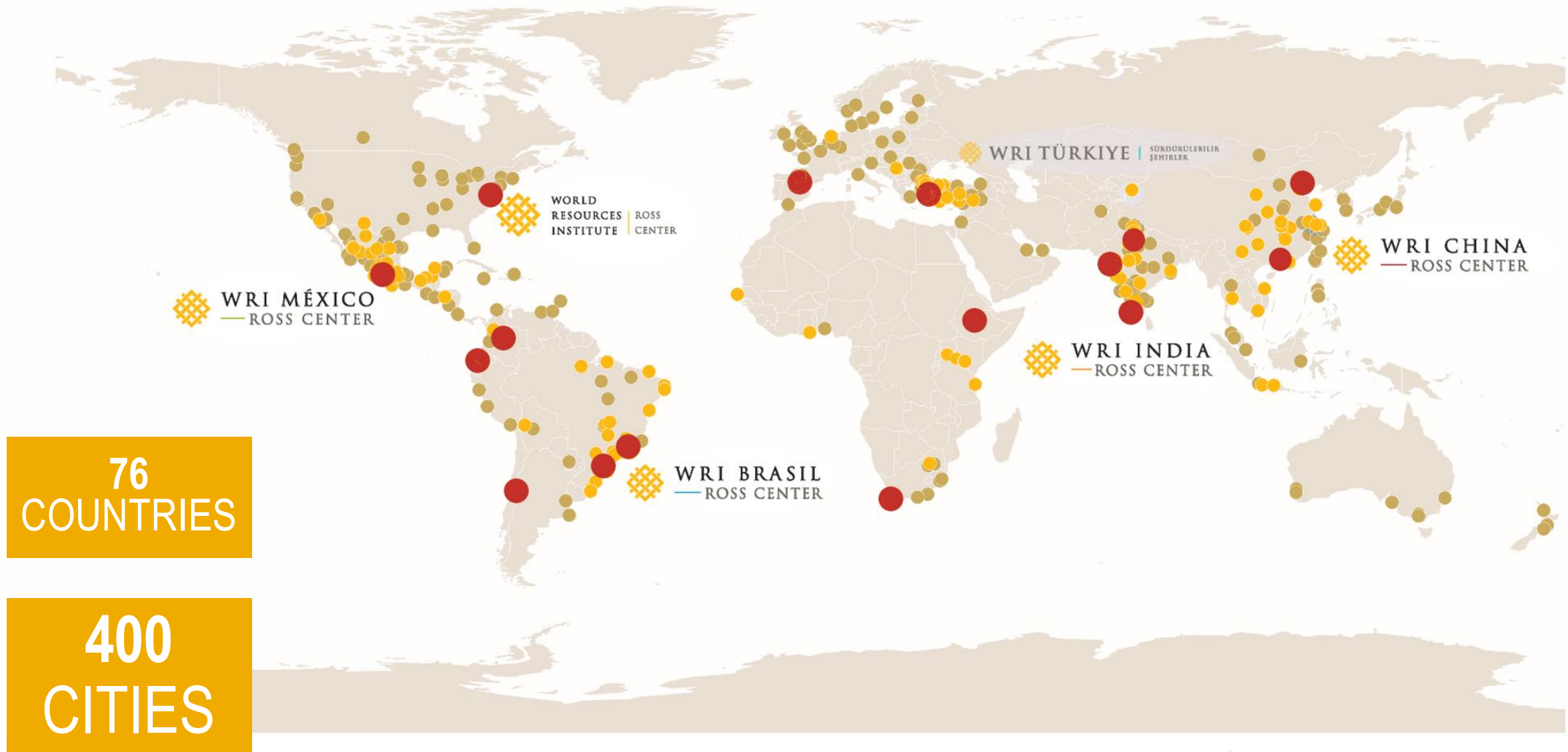
We work with communities and remarkable leaders of cities, companies and countries to achieve change, testing and adapting solutions in complex, messy, real-world situations. We set clear objectives and hold ourselves accountable.

SCALE IT

We identify and overcome barriers to change so that proven solutions spread quickly and widely. We create innovative coalitions that transform business sectors, societies and economies, nationally and globally. We achieve our greatest impacts through partnerships.



CITIES - WHERE WE WORK GLOBALLY



WHERE WE WORK IN AFRICA



KEY CITIES

- Addis Ababa
- Accra
- Kumasi
- Kampala
- Nairobi

STRATEGIC SUPPORT TO CITIES

- Dakar
- Dar es Salaam
- Kumasi
- Kinshasa

REGIONAL ACTIVITIES

- Digital Transport for Africa
- Urban mobility profiles (12 cities)

OUR 3-PILLAR STRATEGY

THREE STRATEGIC PILLARS

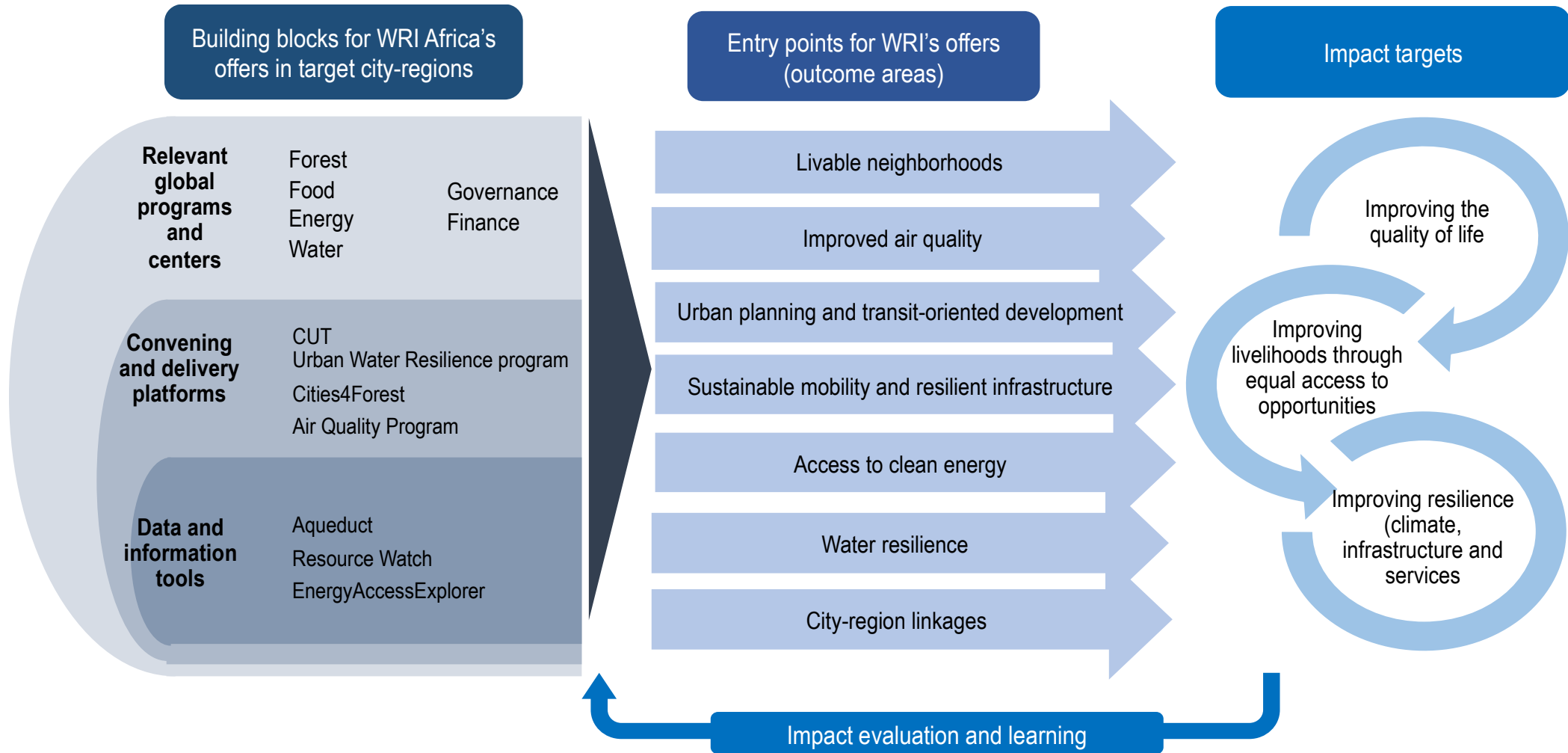
WORKING ACROSS 3 SCALES

WRI AFRICA VISION 2025

Catalyze inclusive transformation so Africa's people and landscapes flourish



THRIVING RESILIENT CITIES: TARGETED IMPACT AND WRI PRODUCT LINES



WRI URBAN MOBILITY IN AFRICA

- Road Safety (partner: Bloomberg)
- DigitalTransport4Africa (partner: AfD)
- Inclusive, Impactful and Innovative (3I) Mobility (partner: Shell Foundation)
- E-mobility (partner: Shell Foundation).

ROAD SAFETY- A CRTIICAL ISSUE FOR AFRICAN CITIES

Least Motorized Region, Highest Road Traffic Fatality Rates

- 650 people die on Africa's roads per day (SSATP).

Vulnerable Road Users Most at Risk

- 39% of road deaths in Africa are among pedestrians and other vulnerable road users (SSATP).

Road Safety and Children in the African Region

- 500 children die every day as a result of road traffic injuries. A child in Africa is twice as likely to die on the road than a child in any other part of the world (AMEND).

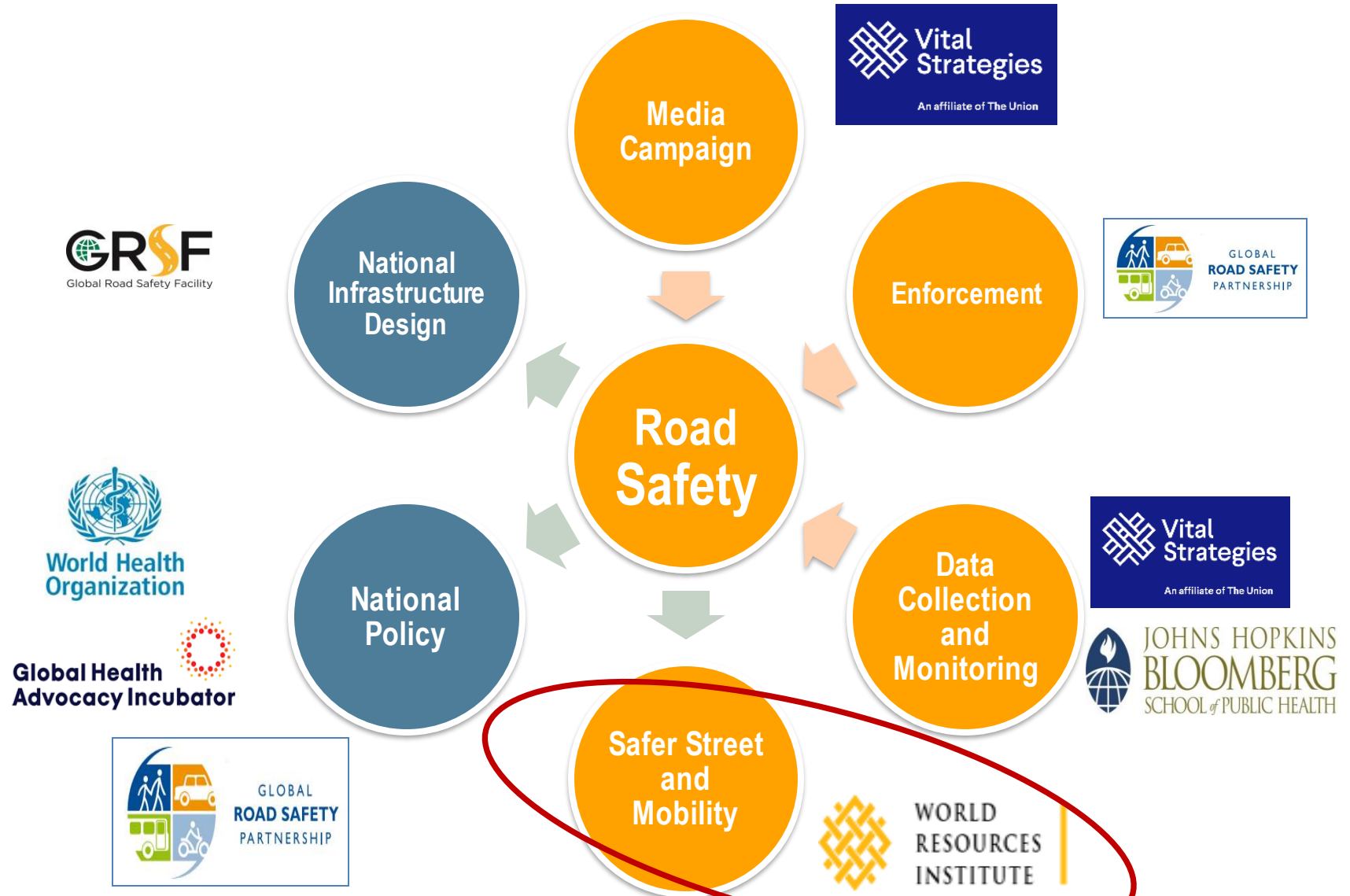
“Safe Roads are not a Luxury but a Necessity”

- The way that streets are designed has a powerful impact on how people behave.





BLOOMBERG INITIATIVE FOR GLOBAL ROAD SAFETY



WRI AFRICA VISION ZERO AND ROAD SAFETY PROGRAM: ACHIEVEMENTS FROM PHASE 2 OF BIGRS PROGRAM (2015-2020)

ADDIS ABABA

5 YEAR ACHIEVEMENTS



Addis Ababa Road Safety strategy Implementation Plan launched



Non-Motorized Transport Strategy developed



Menged Le Sew – The car free day program was launched



31.6 km of LRT corridor received safety improvements



Speed limit signs installed
100km



BRT corridor made safer
17.4km



People trained in WRI workshops
940



Pedestrian Fences Installed
1981m



Kms of roads audited
76



Estimated lives saved till 2034
608

ACCRA

5 YEAR ACHIEVEMENTS



Pedestrian Safety Action Plan was launched



La Paz intersection has been made safer by design



Speed Management Action Plan was launched



Bollards placed for pedestrian safety
500



School zones with speed limit signs
3



People trained in WRI workshops
240



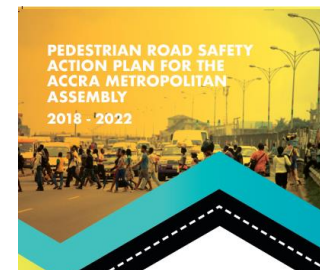
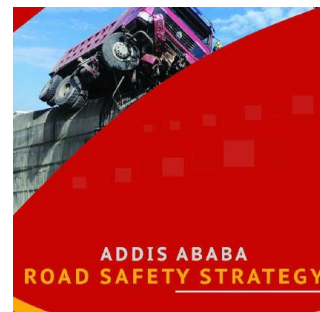
Intersections with improved signal phases
10



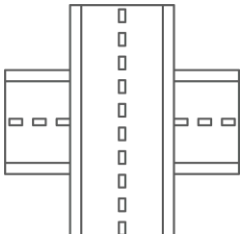
Kms of roads audited
9.6



Estimated lives saved till 2034
199



BIGRS - WRI EXPERTISE & SUPPORT



**SAFER STREETS &
SAFER MOBILITY**



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Developing Road Safety
Strategies and Guidelines



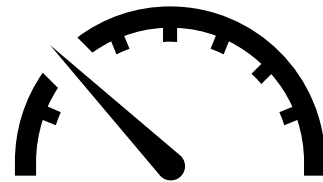
Providing Technical
Assistance on on-the-
ground Interventions



Capacity Building



Road Safety Inspections &
Audits



Speed Management



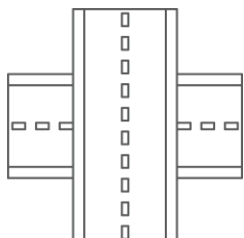
Non-Motorized Transport



Planning & Operation of
Public Transportation



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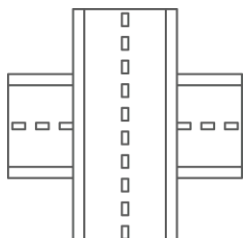
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- **Developing Road Safety Strategies and Plans** | identifying priorities and action areas through data analysis and developing regional and international networks of cities sharing knowledge and lessons learned





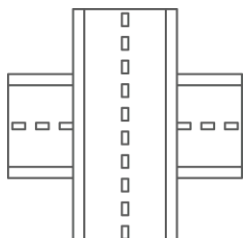
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- **Conducting Road Safety Audits and Inspections |** Conduct road safety audits of important urban corridors, documenting physical and behavioral (awareness) changes required.





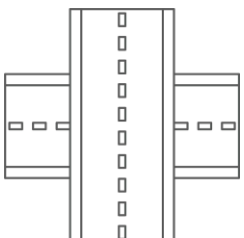
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- **Capacity Building** | Support capacity building in cities and countries to enable stronger institutional support for road safety.





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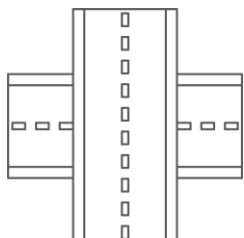


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- **Providing Technical Assistance on on-the-ground Interventions** | Scaling up implementation of recommendations from road safety inspections or audits carried out by WRI Support innovation in countries and cities for arterial or intercity roads.



PHOTO BY NACTO-GDCI



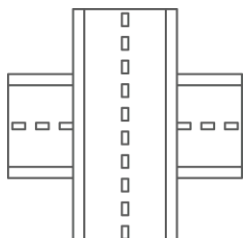
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- **Speed Management** | City-wide speed management plans through stakeholder engagement, crash data and impact analysis, communications plans and identifying plan elements. Reduce speeds on major corridors in the city through speed reduction interventions.





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- **Non-Motorized Transport** | Promote active mobility and redirect investment to non-motorized and sustainable transport options. Development of walking and cycling strategies, plans, guidelines to support implementation of safe non motorized infrastructure. Design accessible, bicycle-friendly streets that include protected bike lanes or cycle tracks and connected networks.

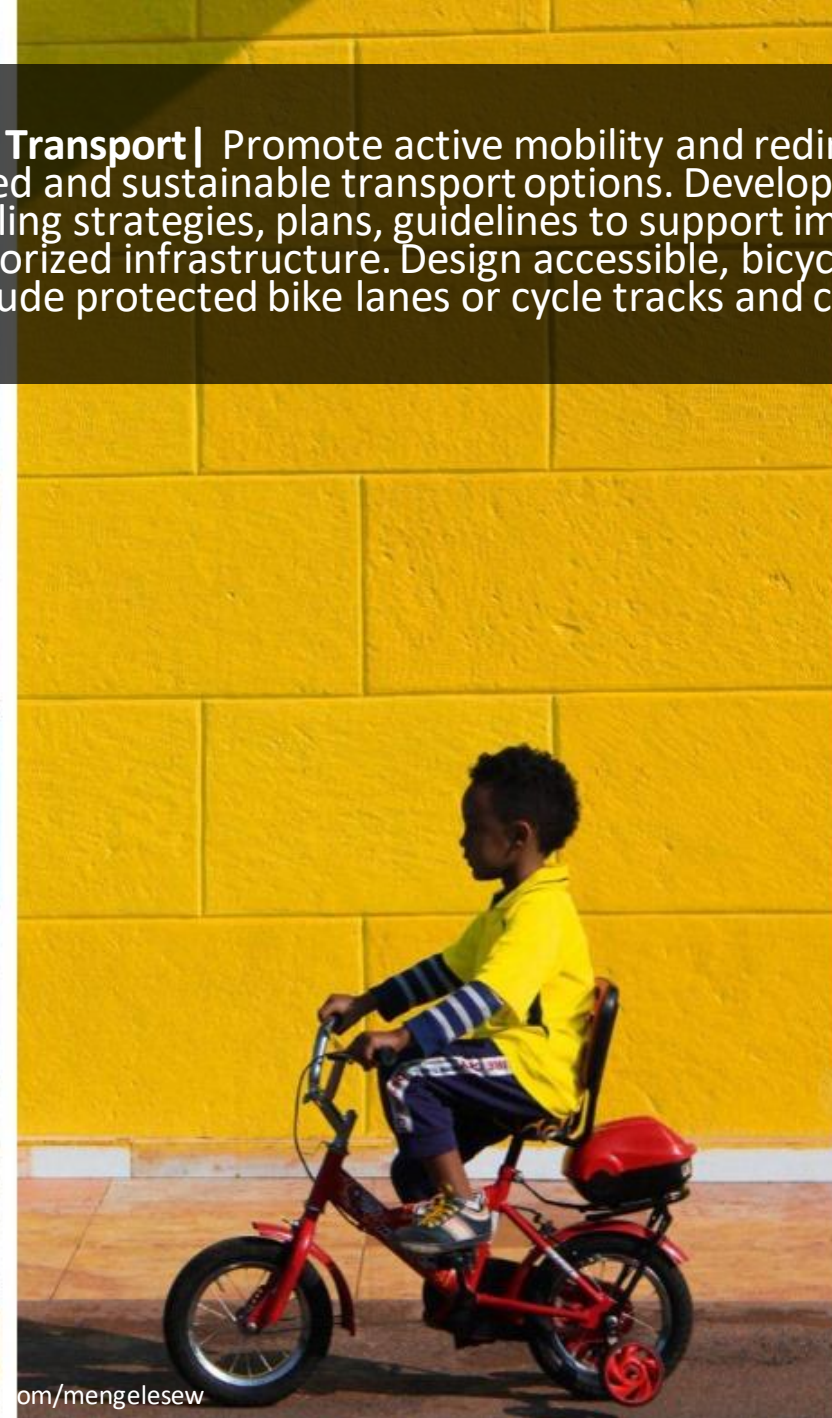
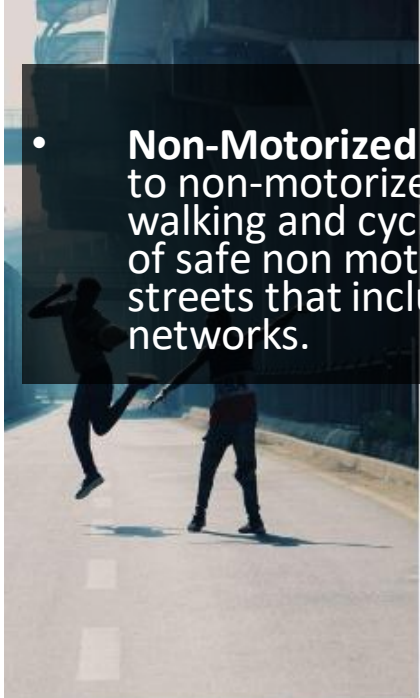
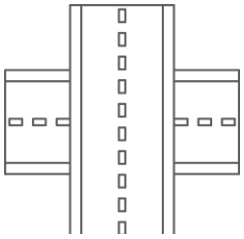


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SAFER STREETS & SAFER MOBILITY



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Safe Pedestrian Facilities and Access to Mass Transport and Public Spaces

Provide quality space for pedestrians through sidewalks and street space, as well as access to key public spaces. Design these spaces to be attractive for pedestrians. Improve access to transit, in part by avoiding physical barriers. Create a safe and secure interchange environment.



PHOTO BY ITDP AFRICA



Streets for
#Love30

unroadsafetyweek.org

THANK YOU