



June 27, 2018

Lise Kingo
CEO & Executive Director
United Nations Global Compact

Dear Ms. Kingo

I am pleased to submit Together for Safer Roads' Communication on Engagement (COE) from June 2016 – June 2018. In conjunction with this COE, I am pleased to confirm that Together for Safer Roads reaffirms its support to the United Nations Global Compact and its Ten Principles with respect to human rights, labour, environment, and anti-corruption.

In this COE, we describe the actions that our coalition has taken to support the United Nations Global Compact as suggested for an organization like ours, and we welcome feedback on its contents.

Sincerely yours,

David Braunstein
President
Together for Safer Roads

Description of Actions and Measurement of Outcomes

Over the past two years, Together for Safer Roads (TSR) has taken the following actions as a non-profit organization in the United Nations Global Compact:

- Participated in Global Compact Local Network events within the United States, including the Global Compact Network USA annual Symposium in New York City;
- Began a new partnership with Sustainia and the United Nations Global Compact through the Global Opportunity Explorer project to include solutions and stories focused on road safety;



- Shared news and initiatives by the United Nations Global Compact as available to TSR's membership through its weekly Road Safety News of the Week communication that reaches approximately 75 people; and
- Promoted United Nations Global Compact news and initiatives via TSR's Twitter, Facebook, and LinkedIn channels to the broader road safety community with a potential reach of more than 17,000 people.

Additionally, TSR has had the following successes in alignment with the United Nations Sustainable Development Goal (SDG) agenda on road safety to halve road traffic deaths and injuries by 2020 and provide safe, sustainable transport systems for all:

- Contributed to the City of Atlanta's launch to understand urban challenges, foster economic growth, and strengthen safety and mobility in the North Avenue Corridor by analyzing private sector and public data to understand root causes of crashes and suggest the best interventions. Outcomes include:
 - 26 percent of crashes reduced on the North Avenue Corridor,
 - 100 percent of head-on collisions and opposite direction sideswipes reduced,
 - 24 percent of rear-end collisions reduced, and
 - 34 percent of same-direction sideswipes reduced.
- Advised the State of Sao Paulo's Vida de Preferência: Movimento Paulista de Segurança no Trânsito (MPST) in expanding its road safety data system and implementing road safety action plans in 64 cities. Outcomes include:
 - 13 percent reduction in fatalities between 2015 and 2017, and
 - More than 496 lives saved.
- Activated in a local collaborative in Shanghai to improve roadways segments and intersections, deploy a behavior-based commercial driver safety education program, and educate the public on safer behaviors. Outcomes include:
 - 90 percent of fatalities reduced on intervened roadways,
 - 30 percent of risky driving behaviors reduced after safety education, and
 - Four academic exchanges and public safety promotions.
- Engaged nearly 1.5 million people across 85 countries to be safer road users during World Day for Safety and Health at Work;
- Developed and released the *Guidelines for Using Technology to Address Road Safety Challenges* report to provide guidance on how to effectively apply safety technologies to fleet operations; and
- Launched the Global Entrepreneur Program to connect early-stage companies with road safety experts to refine product fit and demonstrate proof points that validate whether these solutions can become valuable new interventions.



To learn more about our success, read our 2017 Annual Report available at <http://www.togetherforsaferroads.org/wp-content/uploads/2018/06/TSR-2017-Annual-Report-for-web.pdf>.