

# UN Decade of Action for Road Safety 2011-2020

**≡ MAKE ROADS SAFE**

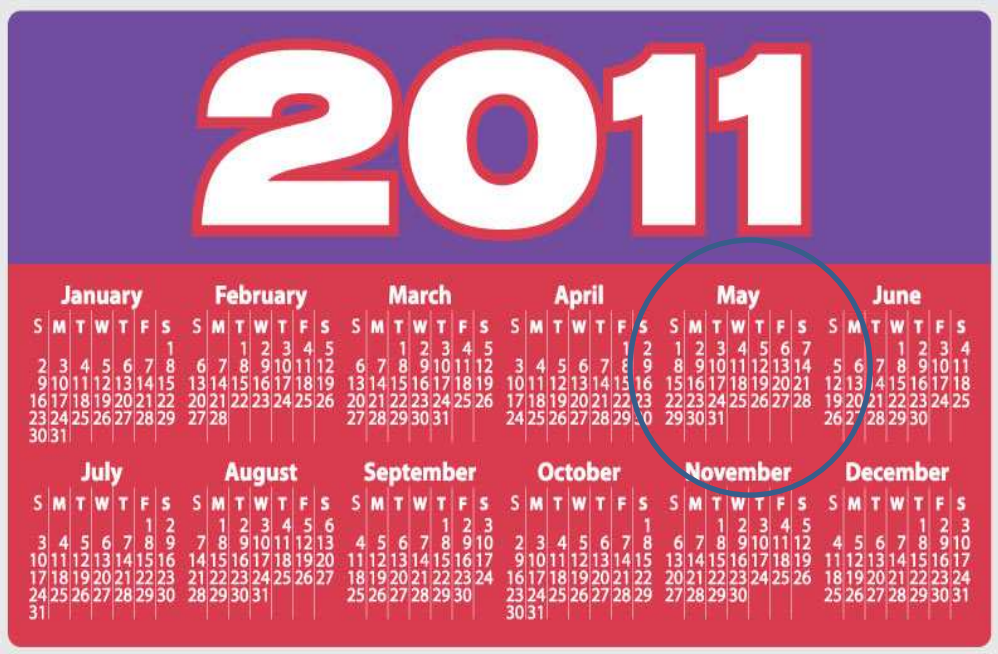
The Campaign for Global Road Safety

**Ensuring the Decade *is* Action**



**FIA Foundation**  
for the Automobile and Society

# Official launch of the Decade...



- **11 May 2011**
- **National and regional events as part of a rolling global launch**
- **New global symbol for road safety**

The **symbol**  
for the  
Decade of Action  
for Road Safety

# UN Decade logos...



We are a movement.

We want millions of people to own the  
Decade of Action

We need more than just another logo...



# WPP

The world's largest communications group





DECADE OF ACTION FOR ROAD SAFETY  
2011-2020



## **The Road Safety Tag:**

A symbol to unite  
the world for  
action on road  
injuries







DECADE OF ACTION FOR ROAD SAFETY  
2011-2020

...however you like



A way to remember



And to fight



## Decade Road Safety Tag

- Official unveiling: 22 & 23 September 2010
- In New York at MDG summit & Clinton Global Initiative
- In London at World Injury 2010 Conference
- In Bangkok at UNESCAP High Level Road Safety Meeting



## Decade Road Safety Tag

- Tags available initially via FIA Foundation
- Artwork of the tag will be made available on a weblink
- WHO developing campaign toolkit for Decade of Action
- Roll-out plan between October 2010 – April 2011

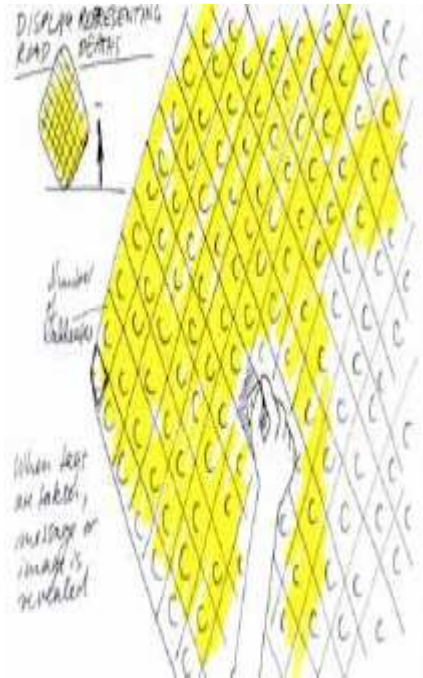




# Using the Tag on 31 May 2011 and through the Decade...



Facebook groups



Public Displays

STATUE OF LIBERTY,  
NEW YORK



Something more ambitious...

# Our objective



# More information

[www.makeroadssafe.org](http://www.makeroadssafe.org)

[www.fiafoundation.org](http://www.fiafoundation.org)

Thank you



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