

8th IRF Regional Conference: Road Infrastructure for Safe Mobility  
New Delhi, India

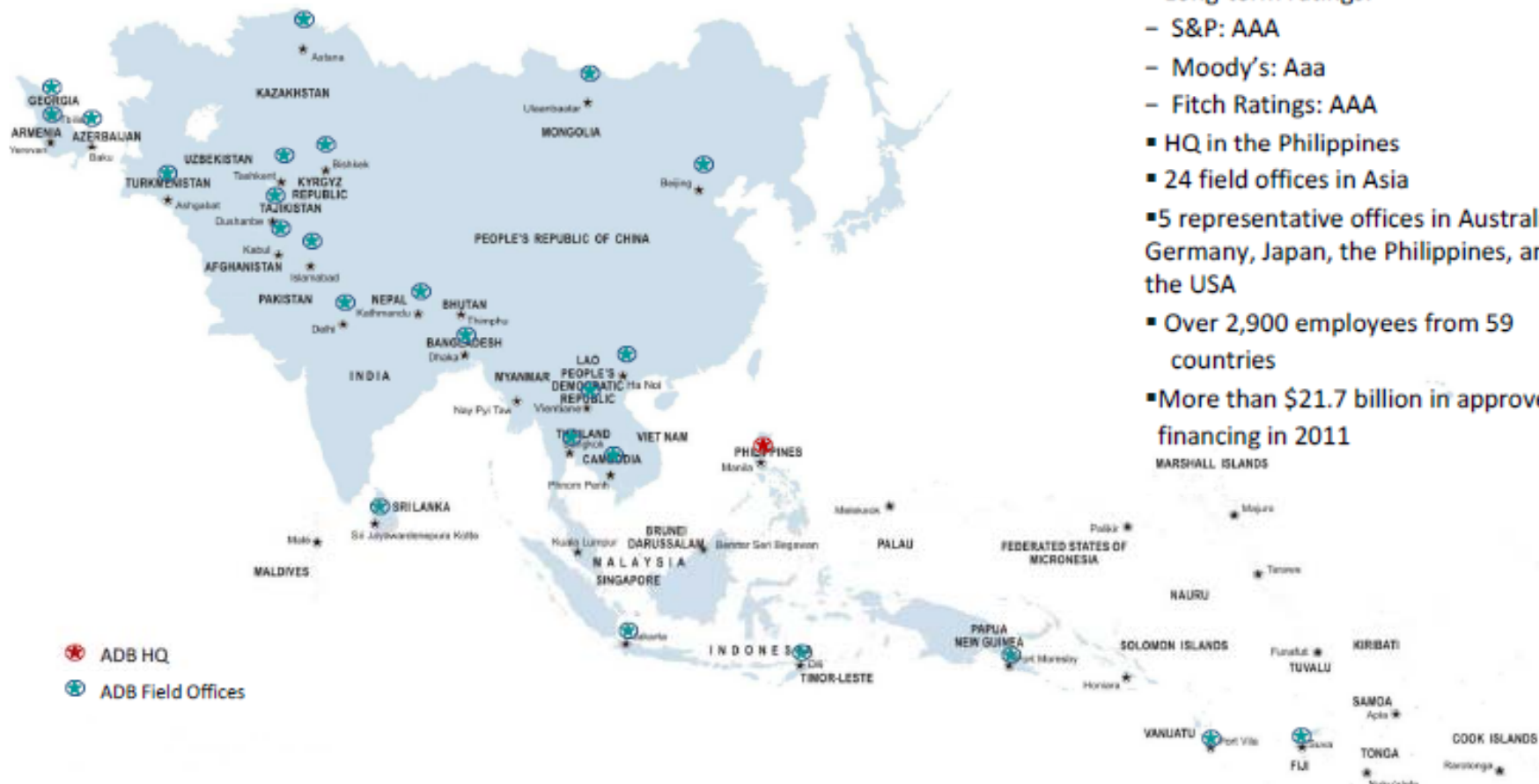
***Non-Engineering Measures  
in  
Road Safety***

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# Overview

ADB was established by agreement of its member countries to foster economic growth and co-operation in the Asia Pacific region, and to contribute to economic development of its developing member countries in the region.



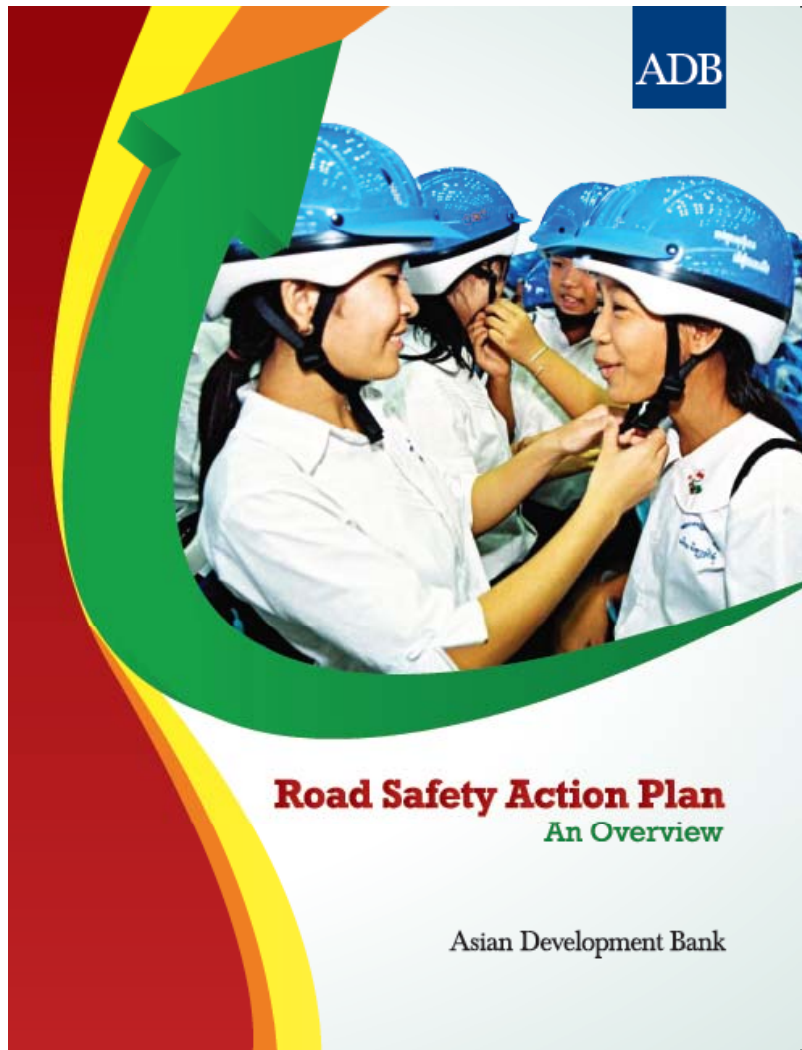
## Quick Facts

- Established in 1966
- Long-term ratings:
  - S&P: AAA
  - Moody's: Aaa
  - Fitch Ratings: AAA
- HQ in the Philippines
- 24 field offices in Asia
- 5 representative offices in Australia, Germany, Japan, the Philippines, and the USA
- Over 2,900 employees from 59 countries
- More than \$21.7 billion in approved financing in 2011

# Strategic Directions



# ROAD SAFETY ACTION PLAN



- **Impact**

Sustainable, effective, and cost-efficient improvement of road safety in the DMCs.

- **Outcome**

Improved ADB road safety capacity and expanded portfolio of projects to support road safety improvement in DMCs.

# Sustainable Transport Priorities



- Shifting to low-carbon mobility (mass transit systems, railways, and sound urban transport planning)
- Cross border transport, logistics, and trade facilitation
- Road safety and social sustainability
- Asset Management.



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Management System

SZ of



- Support in preparing road programs
- Support in implementation
- Knowledge transfer



Thiruvananthapuram

# Regional Technical Assistance



# Regional Projects Outputs

## South Asia Road Safety Program

- Road safety diagnosis
- Road safety programs on selected high-risk corridors
- Strengthening road safety management capacity
- Development of policies and procedures to incorporate safety into life-cycle costs
- Increase funding for road safety
- Regional program to improve road safety
- Road safety investment

## Improving Road Safety in ASEAN

- Strengthening capacity to implement road safety strategies
- Strengthening capacity for addressing motorcycle safety issues
- Strengthening capacity for monitoring and analyzing road crash data
- Improving enforcement capacity of police
- Developing ADB road safety project pipeline

**IMPROVE DMC CAPACITY**

**IMPROVE ROAD USER BEHAVIOUR**

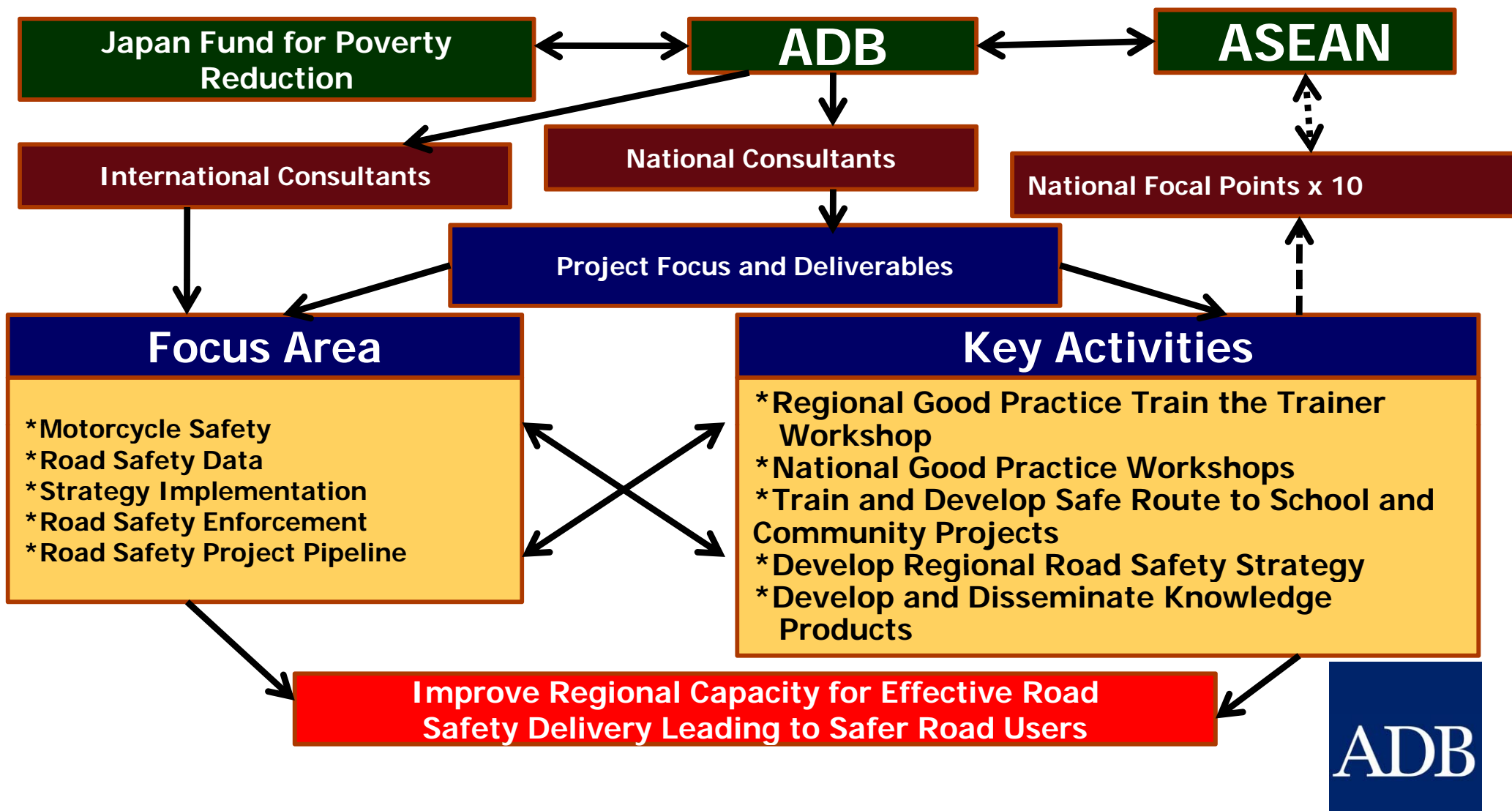
**KNOWLEDGE SHARING**



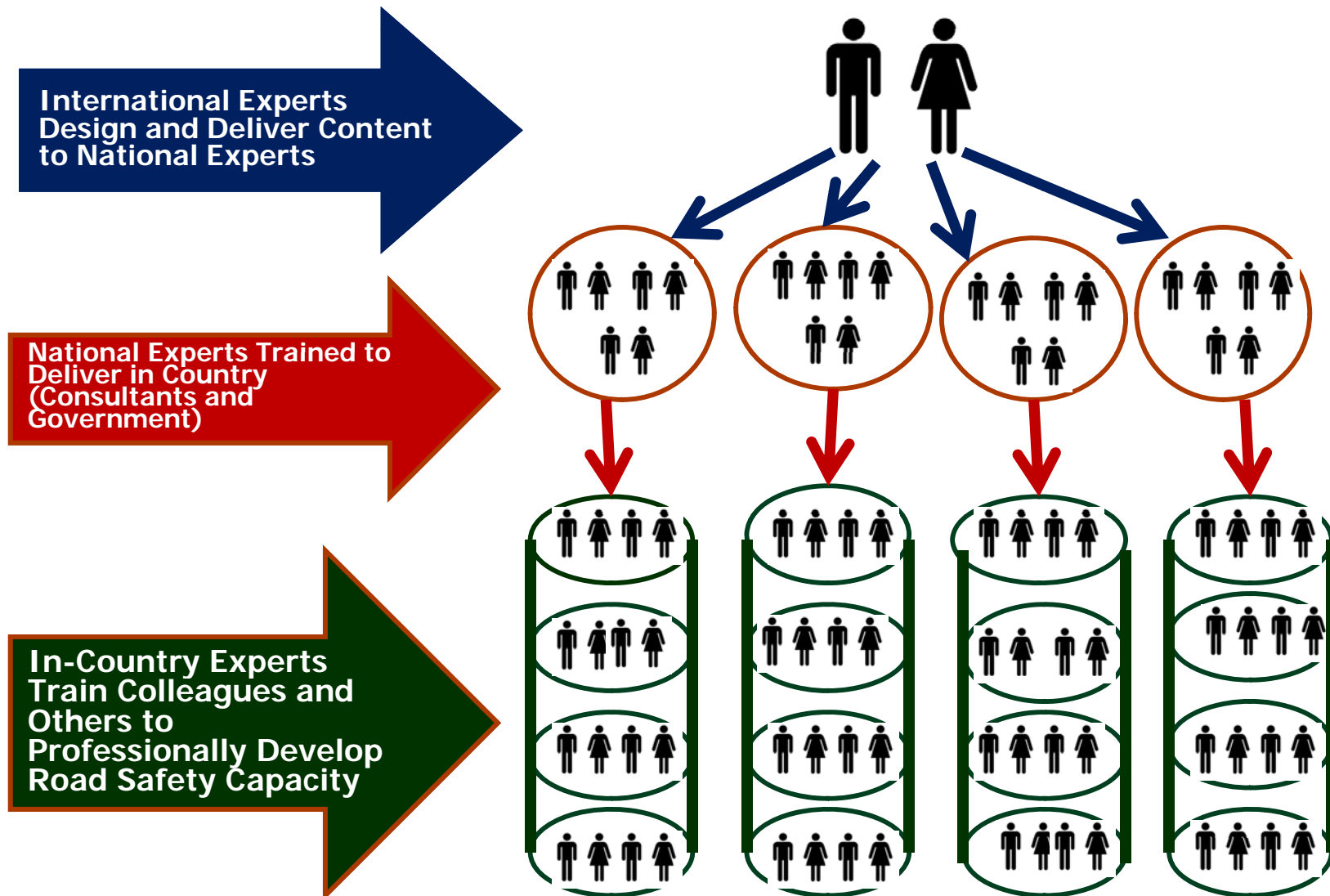
# Improving Road Safety in ASEAN

- Impact = improved regional road safety
- Outcome = increased capacity of governments to address national and regional road safety issues
- Duration = through June 2014
- Inputs = long-term and short-term international and national consultants

# PROJECT FOCUS AND DELIVERY



# Train the Trainer Conceptual Model







# Seasonal Travel

Typically during  
holiday seasons:

Idul Fitri

Christmas

Easter

Chinese New Year

Government  
Initiatives:

Free transportation  
service e.g., bus,  
train.









# Case Study: GOJEK- Motorcycle Taxi

BEFORE



AFTER




[www.gojek.com](http://www.gojek.com)

[www.youtube.com/watch?v=t3wm-6SSaQ8](http://www.youtube.com/watch?v=t3wm-6SSaQ8)



# Moving Forward

- Systemic elimination of “**accident**” in ADB documents and projects
- Sustainable rural road safety training - 4<sup>th</sup> quarter 2013
- ASEAN Training the Trainer Workshop scheduled - 1<sup>st</sup> quarter 2014
- Sustainable transport component in projects
- Socialization of road safety into projects
- Sustainable transport 

# Thank You

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