

SAFE WAY RIGHT WAY UGANDA



SAFER ROADS FOR AFRICA



Together We can
save millions
of lives.





MESSAGE FROM THE CHAIRMAN



*Florentin De Loppinot
is the Managing Director
of Total Uganda and
Board Chairman of
Safe Way Right Way*

The road sector is the most important mode of transportation in Uganda, as it carries 97% of the freight cargo and 99% of the passenger traffic. In contrast, the Health Management-Information Systems data indicates that the Public Health System is overwhelmed with road traffic crashes. In 2014/15, injuries were the fourth leading cause of hospital deaths, and more than 50% of those deaths were from road crashes.

The carnage on our roads is costing Uganda over US\$ 1 billion per year. Annual fatalities continue to increase and stood over 3500 at the end of 2016. (The WHO estimate is 10,000 annual fatalities). With each fatal accident costing 70times GDP per Capita in lost economic output, the country loses 5% of its GDP annually.

At Safe Way Right Way, we have made significant stides towards achieving our objectives through various projects which have been recognised with national and international commendations, including the prestigious Prince Michael International Road Safety Award.

For the corporate members of Safe Way Right Way, promoting road safety is part of our commitment to corporate social resposibility and sustainable business strategies and very much in line with our business objectives.

Everyone, in their different capacities as individuals citizens, government, policy makers and industry partners, must identify and play their role. With every crash, an opportunity is missed and resources lost, but the loss of human life is unacceptable, at the top of our mind we know road crashes are not accidents - we must reflect and act.

MESSAGE FROM THE CEO



*Barbara Mwanje
is the Chief Executive Officer
of Safe Way Right Way*

Road safety is no accident. Road safety is a result of deliberate efforts on the part of many sectors of society, once these sectors acknowledge that it is an important and valuable public good and have developed policies and programmes to support and maintain it.

*-The World Health Organisation,
World Health Day, 2004-*

Over the last 15 Years, road safety has emerged as a significant global public policy issues. Road traffic injuries constitute a major public health and development crisis.

The Sustainable Developmen Goals relating to road safety underline the urgent action required.

The new health target stipulated in SDG3.6 seeks to halve the number of global deaths and injuries from road traffic crashes by 2020. Uganda has committed to these goals. Road safety requires a multi-sector approach and Uganda takes steps to realise SDG 3.6, it is imperative for the government and all stakeholders to work together and support these efforts.

Safe Way Right Way's purpose is to mobilise private sector firms and other actors in promoting road safety in tandem with World Health Organisation's Safe System Approach.

Sustainable collaborations, sustainable interventions and sustainable resource mobilization remain inadequate. We know, however, that through increased private sector involvement, and public private collaborations, these gaps can be closed.

A CALL TO ACTION... ■

Road crashes are not accidents... they are largely preventable!

Safe Way Right Way promotes concerted efforts to ensure that road safety in Uganda is improved. We strive to achieve a situation where we lose less lives and livelihoods, create fewer widows and orphans and have less business entities failing to meet their bottom lines because of incidents on the road that could have totally been avoided.

Uganda is a signatory to the global target to halve traffic fatalities and injuries by 2020. It is an ambitious goal, no doubt, but the option is that with no action, this global crisis will become the seventh leading cause of death by 2030. And it will continue devastating vulnerable populations.

We can call out on our government and leaders for increased action, but the need for individuals, companies and organisations to join forces and increase commitment can no longer be ignored. Hearing the message is not enough. We must take action.

If you wish to join Safe Way Right Way in this effort, there are several ways to become members. Please contact us for details and let's see how we can leverage resources and best practice on this road ahead.



TOGETHER WE CAN SAVE MILLIONS OF LIVES.





PARTNERSHIPS AND COLLABORATIONS

Ministry of Works and transport

Parliament of Uganda

Transport Licensing Board

Local Municipality and Towns Council

Uganda National Roads Authority

Ministry of health

Makerere University School of Public Health

GIZ (German Cooperation for Development)

World Bank

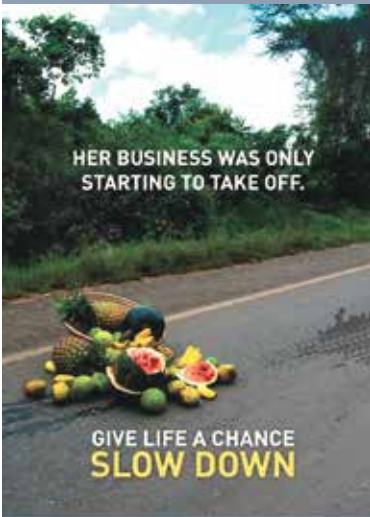
Transaid

Uganda Red Cross



SENSITISATION AND MASS MEDIA CAMPAIGNS

TARGET: Trading areas with pedestrian volumes



SWRW carried out a sensitisation and mass media-communication campaign with a strong focus on trading centres and areas with high pedestrian volumes.

Outcome of the campaign:

Over 90% of the respondents who attended the community sensitisation rallies agreed with the messages delivered

Over 50% of the respondents reported being stopped by police and 80% of these agreed with the message.

Over 50% of the respondents had seen the police "Assistant"

Over 70% of the respondents agreed with the Police "Assistant" objective.

Over 80% that saw the Roads signs agreed with the message.



SAFE WAY RIGHT WAY WINS PRESTIGIOUS AWARD



Left - Right: Safe Way Right Way Project Coordinator, Prince Michael of Kent and Anne - Valerie Troy at the Award Ceremony in London, UK

On 12 December 2017 at an annual award ceremony in London, UK, Safe Way Right Way was honoured to receive a “Prince Michael International Road Safety Award.” The award is one of the highest and most prestigious awards recognising organisations for outstanding contribution to improving road safety through innovation.

The judges noted that the programme showed an impressive approach to engaging the private sector working to support and engage public sector, NGOs and enforcement agencies as well as governments to deliver a highly effective programme which would serve as an example to other NEPAD-programmes. They were impressed by its effectiveness and target approach. Safe Way Right Way received the reward for efforts to reduce road traffic crashes through implementation of holistic highway specific interventions informed by the Decade of Action for Road Safety pillars specifically “Safer road users” and enabled through developing and leveraging synergies between the government and private sector operators.

As Uganda moves on to achieving the Sustainable Development Goals (SDGs), there is an opportunity for the Government of Uganda and all stakeholders to collaborate and support efforts to realise SDG 3.6.



WHO WE ARE

Safe Way Right Way (SWRW) is the registered Non- Governmental Organisation, funded by a number of private sector companies. These include Ballore Logistics, CNOOC, Hima Cement Limited, Total Exploration & Production, Total Uganda Limited, Toyota Uganda Limited and Tullow oil.

The organisation is focused on, but not limited to improving road safety along Uganda's economically critical corridors. SWRW board member corporate companies work together to leverage resources and best practice to implement road safety interventions.

Our Mission

To mobilise private sectors in promoting road safety on the North and Central Corridors in tandem with World Health Organisation's Safe System Approach.

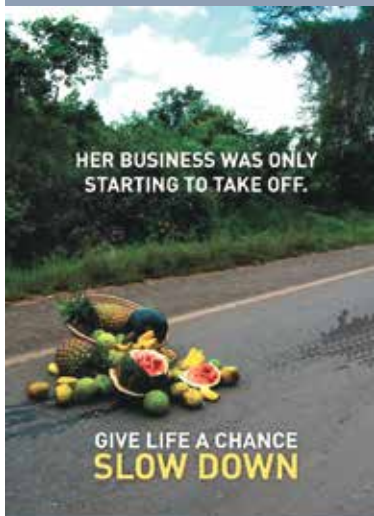
Our Scope of Work

At Safe Way Right Way (SWRW), we have two definitions on the scope of work we do.

- a) The African Road Safety Corridors Initiative (ARSCI) covers a geographical scope of work which will allow for engagement of communities along the project corridors.
- b) The ARSCI implements through a systematic approach with five modules that guide our activities. These modules are based on the UN Decade of Action for Road Safety pillars towards a systematic approach to Road Safety (right)

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Uganda Road Safety Legislative Active Plan



THE PARLIAMENTARY FORUM FOR ROAD SAFETY (PAFROS)

Road safety is a significant and growing burden in Uganda. However, the issue is not getting sufficient attention and attraction. One of the key actors in generating action is the Legislation (Parliament).

The projection action is based on a gap analysis of the current traffic and road safety act, as well as best practice with regards to road design, construction and maintenance. It seeks to address legislative action: policy development, enactment and implementation and evaluation.

The Legislative Action Plan will address road safety management in a sustainable and institutionalised manner, addressing challenges such as stimulating debate in parliament and society on the urgent nature of action on road safety, the lack of requisite funding needed for road safety improvement across the United Nations Decade of Action Pillars and catalyze the action to combat this growing epidemic.

What the PDTU Project aims to achieve

The Project's overall objective is to build the capacity of HGV and PSV driver training, in cooperation with industry partners, leading to increased employment of Ugandan drivers and to improved road safety in Uganda.

The targets of the project are to:

- Set up an interim driver training facility to offer HGV/PSV driver/instructor training
- Support at least 3 existing driving schools
- Train at least 12 driver training instructors
- Train at least 800 drivers of heavy goods vehicles.



Training of trainers at the Safe Way Right Way school in Mukono



Andrew Ssejjemba, a training instructor, demonstrates acquired skills



Hon. Simon D'Ujanga, State Minister for Energy at the PDTU launch

School Zone Campaigns

Preventing Road Accidents Among Vulnerable Road Users

About the School Zone Campaigns:

School zones are accident prone environs along the highways mainly due to high number of schools in the vicinity.

Safe Way Right Way has conducted effective road-safety improvements at a number of identified school-zones along the national highways. The school zone campaign includes education and sensitisation of students, teaching and non- teaching staff.

The second phase of the school zone campaign looks at road environment, such as speed calming measures and road signage installation in partnership with Uganda National Roads Authority (UNRA).

Outcomes of the school Zone Campaigns

A crossing guide was observed at only one out of five pre-intervention. Post intervention, crossing guides observed at four out of five schools.

Four months after intervention over 70% of pupils observed used the crossings provided.

Over 12% increase in children looking left and right post intervention.

40% decrease in children running across the road in comparison to pre-intervention.

17% increase in knowledge of safest places to cross.



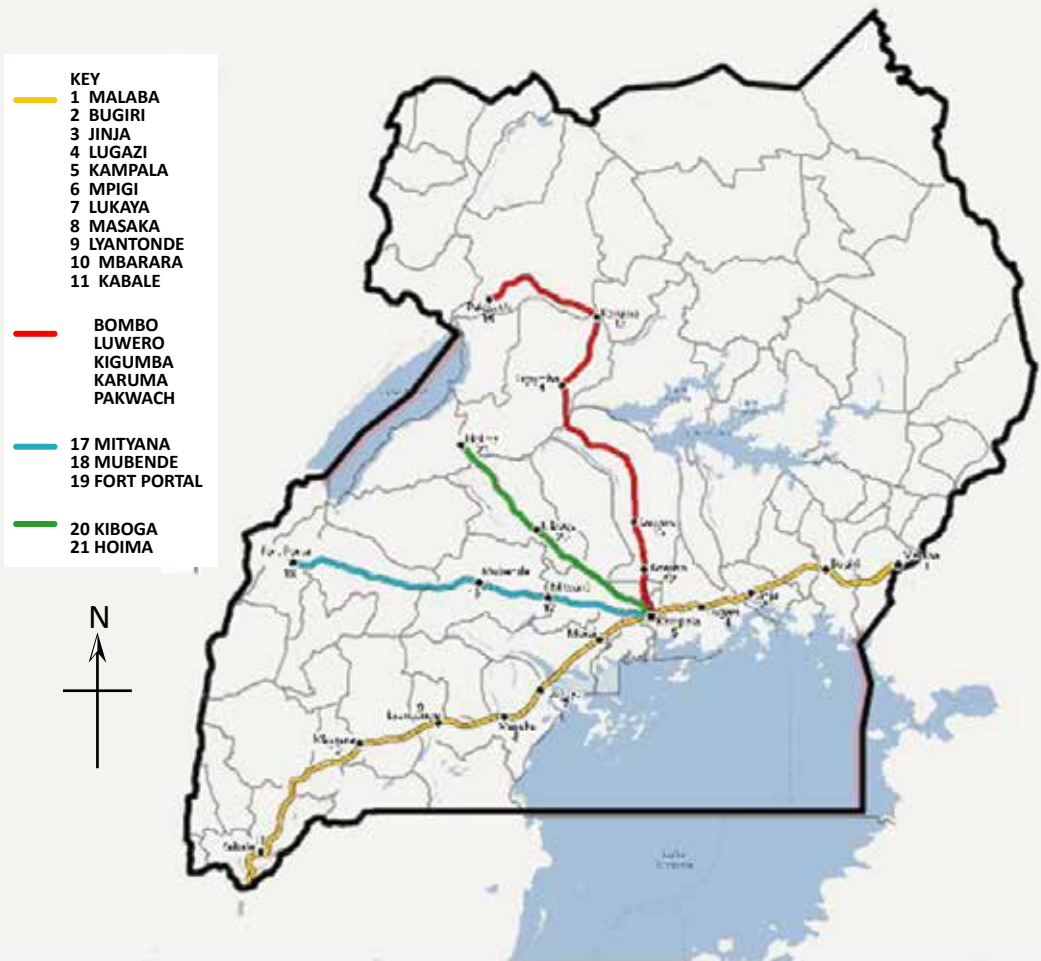
IN THE BEGINNING:

THE STORY BEHIND SAFE WAY RIGHT WAY

Safe Way Right Way (SWRW) was a result of collaboration between the World Bank's "Global Road Safety Partnership" and Total SA to improve road safety on Africa's economically critical corridors.

The collaboration is called "African Road Safety Corridors Initiative" (ARSCI)

SAFE WAY RIGHT WAY CORRIDOR MAP





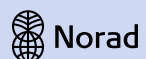
Professional Driver Training Uganda (PDTU) Project

Building the capacity of Heavy Goods Vehicles (HGV) and Passenger Service Vehicles (PSV) drivers

The Professional Driver Training Uganda (PDTU) project is implemented by GIZ E4D/SOGA- Employment Skills For Eastern Africa, Safe Way Right Way and Transaid with support from industry partners, and in partnership with the Ugandan Government.

The project is funded by:

The German Federal Ministry for Economic Cooperation (BMZ), the UK Department for International Development (DFID) and the Norwegian Agency for Development Cooperation (NORAD)





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