



Improving Road Safety Outcomes: Private Sector Commitments

15 January 2020, 8:30AM-10:40AM

World Bank HQ, Room MC 13-121, 1818 H Street NW, Washington D.C.

**Official pre-event to the 3rd Global Ministerial Conference on Road Safety
Hosted within the Annual SuM4All Consortium Meeting in Washington DC**

The Decade of Action has taught us that saving five million lives and avoiding 50 million serious injuries will require more significant commitments and greater action from everyone and that improving road safety is a sustainable development imperative that contributes to equitable improvements in social, environmental, and economic indicators.

For the private sector, road safety is no longer just a risk that can severely impact business but a value and a key pillar of a vision that sees companies fully engaged in this activity with their employees and with the communities to actively contribute to the common good.

The “Can Do” attitude and the expertise of the private sector in delivering sustainable solutions are precious munitions in fighting road deaths and injuries in support of the SDGs. Often solicited only for financial contributions, the private sector has a lot more to offer. There are several areas of opportunity where companies can make meaningful contributions to road safety outcomes for their employees, contractors, and communities at large. Through innovation, thought leadership, early adoption and development of technology, marketing, and training, companies are uniquely placed to raise road safety standards and behaviours.

This session aims at demonstrating that by harnessing the power of corporate resources and presence in our communities, the improvements in road safety driven by the private sector can extend well beyond CSR initiatives and company fleet operations. It will do so by providing concrete examples of actions and partnerships initiated/managed/spurred by the private sector and show how - while tackling road safety - these partnerships help deliver also on SDGs 3, 5, 8, 9, 11,12, 13, 17.

**We have a golden opportunity to inspire a strong and renewed worldwide
commitment to safer roads for all.**



**International Road Federation
Fédération Routière Internationale
Federación Internacional de Carreteras**

Session Objectives

1. Provide concrete examples of actions and partnerships initiated/managed/spurred by the private sector in various parts of the world and show how - while tackling road safety - these partnerships deliver also on other SDGs targets.
2. Provide guidance on how to build up an initiative/partnership and ensure long-term sustainability and impact.
3. Inspire action and commitment from other private sector companies and to on-board more companies outside the field of transportation.

Session Coordinator

International Road Federation (IRF), Geneva, Switzerland. (www.irfnet.ch)



Agenda

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| 8:30 – 9:00 | Registration & Breakfast |
| 9:00 – 9:10 | Welcome |
| 9:10 – 9:20 | Chair and Co-Chair Opening Remarks – Country and Guang Chen (World Bank) |
| 9:20 – 9:30 | Session 1 – SuM4All in Retrospective: 2019 Karen Vancluyzen (POLIS) will take stock of key achievements of the initiative in 2019. |
| 9:30 – 9:40 | Session 2 – Championing the Global Roadmap: In the Words of a Country A high-level representative will share his perspective on the ambition of his country on sustainability and the roadmap of action. |
| 9:40 – 10:40 | Session 3 – Improving Road Safety Outcomes: Private Sector Commitments <i>Official pre-event to the 3rd Ministerial Conference on Road Safety</i> Moderator: Susanna Zammataro, Director General, IRF Introduction (5 mins): Bill Halkias, President, IRF Panel discussion (50 mins): <ul style="list-style-type: none">- Joanna Cornell, Vice President Health and Safety, UPS- Dan Chen, Vice President and General Manager 3M Transportation Safety Division, 3M- Nicolas Beaumont, Senior Vice President Sustainable Development and Mobility, Michelin- Benoît Luc, Senior Vice President Europe of Marketing and Services, Total- Peter Kronberg, Safety Director, Volvo- Stefan Engdahl, Director Swedish Transportation Administration, Swedish Government. Wrap-up by Moderator (3 mins) 10:40 end |



Speakers

Bill HALKIAS
President
International Road
Federation



Bill M. Halkias, is the Managing Director and CEO of “ATTIKES DIADROMES SA”, the Operating Agency of Attica Tollway (Attiki Odos Motorway), in Athens, Greece, since the inception of the company in 1999, while from 1996 until 1999 he was Technical Director of the Concessionaire “ATTIKI ODOS SA”. He served as the first President of “HELLASTRON” (HELLENIC ASSOCIATION of TOLL ROAD NETWORK) formed by all toll highways operating in Greece (2014-2019), as well as President of ASECAP, (2018-2019), the European Toll Road Association. Currently serves as Vice President of Aktor Concessions SA, representing the Company as Managing Director of Aegean Motorway SA and Member of the BoD of Olympia Odos Operation SA, the two largest interurban Toll Roads of Greece.

With 38 years of experience, the first 15 in the USA and the remaining in Europe, he is specialized in transportation and road infrastructure works. He has completed his Bachelor Degree in Surveying Engineering (1981) at the National Technical University of Athens (NTUA) and his Master’s Degree in Civil Engineering (1984) at the New Jersey Institute of Technology (NJIT), USA.

Past President (2010-2012) of the Hellenic Institute of Transportation Engineers (H.ITE) and a Licensed Professional Engineer (PE) in eight US States. Fellow Member of both the American Society of Civil Engineers (ASCE) and the Institute of Transportation Engineers (ITE). Currently Member of the BoD, of the International Bridge Tunnel Turnpike Association (IBTTA) having served also in the past (2007-2010) and Member (2004-2010) of the Freeway Operations Committee of the Transportation Research Board (TRB). He was elected President of IRF in May 2019.

Joanna CORNELL
VP Health and Safety
UPS



Joanna Cornell is responsible for Health and Safety at UPS. Joanna ensures the health and safety of all UPS employees, customers, and the general public by executing and monitoring adherence to all UPS Health and Safety programs and processes.

Joanna earned a Bachelor Degree in Safety Science from Indiana University of Pennsylvania. She is a member of American Society of Safety Professionals and Women in Safety Excellence (WISE).



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Dan CHEN
VP and General Manager,
3M Transportation Safety
Division
3M



Dan Chen is vice president and general manager of 3M's Transportation Safety Division. 3M is a Fortune 500 diverse manufacturing company that applies science in collaborative ways to improve lives daily. As a senior leader, Dan drives global growth for 3M in the road safety and infrastructure industry. His professional experience includes research and product development, marketing, and business development, strategy and management.

Dan is passionate about road safety and Zero initiatives that aspire to reduce the global traffic fatality epidemic that rose to 1.35 million in 2016. He frequently engages with transportation authorities and other stakeholders around the world on topics including strategies for safer roads, and trends that impact the future of transportation including connected/automated vehicles, urbanization and micro-mobility.

Dan is a member of the Minnesota Governor's Council on Connected and Automated Vehicles, a board member of the Sustainable Resources Center in Minneapolis, and a Certified Professional Engineer in the State of Minnesota. He holds B.Eng. and Ph.D. degrees in Chemical Engineering from Stanford University and the University of Wisconsin respectively, and an Executive MBA from INSEAD in Fontainebleau, France.

Nicolas
BEAUMONT
Senior VP Sustainable
Development and Mobility
Michelin Group



Nicolas Beaumont's 25 years within the Michelin Group enabled him to hold different positions in the USA, in India and in Europe.

Prior to assuming his current role, Nicolas Beaumont served as :

- CEO of Michelin Travel Partner (Michelin leisure, food and travel related activities)
- President and Managing Director of Michelin India TamilNadu Tyres Pvt Ltd located in Chennai. He was responsible for setting up Michelin Operations in India.
- Worldwide Supply Chain Manager of Michelin's Earthmover Tyre Product Line

Since joining the Michelin Group, he has held other positions in Research, Development and Production management.

He graduated from The Ecole Polytechnique in France and holds a PHD degree in Mechanical Engineering from the Ecole des Mines de Paris.



Benoît LUC
Senior VP Europe of
Marketing & Services
Total



Benoît Luc, born in 1956, is a Civil Engineer graduated from the École Spéciale des Travaux Publics, du Bâtiment et de l'Industrie (ESTP) in Paris and also holds an undergraduate degree in economics.

After beginning his career as a technical cooperation engineer in Morocco, he joined Total France in 1984. He was appointed International Fuel Card Project Manager for Europe in 1990. In 1993, he was assigned to Petrogal in Portugal as Vice President Commercial Sales. In 1995, he was named Vice President Business Development and Strategy for Africa Middle-East and became CEO of Total Oil Turkiye in 1996. In 1999, he was appointed as Senior Vice President Marketing Development of Total. In 2001, he was named COO and CEO of Total Italia. In 2007, he was appointed Senior Vice President Strategy Development Research.

Since 2012, he is Senior Vice President Europe of Total Marketing Services, and appointed member of Total's Group performance Management Committee.

Peter KRONBERG
Safety Director
Volvo Group



Peter Kronberg is the Safety Director of the Volvo Group. In this role, he is responsible for directing the Volvo Group sustainability and policy agenda relating to traffic and vehicle safety. The work includes determining how Volvo Group should use its expertise and technology leadership in areas such as active and passive safety, automation and connectivity to address the global societal transport challenges, and maintaining an active dialogue with political, academic and industrial stakeholders to accelerate progress in the sustainable transports domain, as well as forming international partnerships and programs. Peter also acts as a spokesperson for Volvo Group regarding safety.

Bio to be provided

Stefan ENGDAHL
Director
Swedish Transportation
Administration



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**Susanna
ZAMMATARO**
Director General
International Road
Federation



In her capacity as Director General of the International Road Federation (IRF) in Geneva, Switzerland, Susanna Zammataro is responsible for developing and implementing strategic plans for the organization. Established in 1948, IRF (www.irfnet.ch) is a membership-based organisation, representing leading corporate and institutional players drawn from the road and mobility sectors worldwide. Its mission is to promote the development of roads and road networks that enable access and sustainable mobility for all.

Recently named as one of the 40 Most Remarkable Women in Transport by TUMI, she is the in-house expert on sustainability and responsible for the overall environmental programs and activities run by the IRF.

Susanna is an untiring advocate for road safety. She is a member of the Advisory Board of the FIA High Level Panel on Road Safety and serving since 2012 as the Co-Chairperson of the “Safer Roads and Mobility” Pillar of the United Nations Road Safety Collaboration Group (UNRSC), a global multi-stakeholder partnership whose aim is to facilitate international cooperation and to strengthen global and regional coordination.

Susanna has been involved since its inception in the Sustainable Mobility for All (SuM4All) an initiative led by the World Bank. She serves currently as a Steering Committee Member.

She has represented the Federation at high-level meetings all over the world. She is regularly invited to speak on a variety of topics at international fora and conferences.

Sustainable Mobility for All (SuM4All)

Led by the World Bank, the SuM4All is a multi-stakeholder partnership that aims to reshape the global mobility agenda through advocacy, action, and financing. SuM4All brings together 55 leading transport organisations and agencies. It's a diverse and high-level group of stakeholders which includes: Multilateral Developments Banks, United Nations Agencies, Programs, and Regional Commissions, Bilateral donor organizations. www.sum4all.org



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