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SEGURIDAD VIAL
SEGURANÇA VIÁRIA
ROAD SAFETY



IBEROAMÉRICA Y EL CARIBE
IBERO-AMÉRICA E O CARIBE
IBERO-AMERICA AND THE CARIBBEAN



Con apoyo de:



COMISIÓN REGIONAL PARA SEGURIDAD VIAL EN AMÉRICA LATINA Y EL CARIBE



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PROGRAM **ENGLISH**



Secretaría General
Iberoamericana
Secretaria-Geral
Ibero-Americana



The WHO and the World Bank estimate that some 1.2 million people die every year due to traffic accidents, 120,000 in Latin America alone. In the next 20 years, these numbers will increase by 65%. Improving road safety in Latin America could contribute to reducing extreme poverty and child mortality, factors that are linked to traffic accidents. The poorest members of society are the main victims and have no resources to treat injuries or protect themselves from accidents.

The **Ibero-American General Secretariat (SEGIB)**, the **Spanish Directorate General for Traffic (DGT)**, the **MAPFRE Foundation**, the **World Bank's Global Road Safety Facility (GRSF)** and the **International Automobile Association (FIA)**, with the support of the **the Regional Committee for Road Safety in Latin America and the Caribbean** and the **Royal Automobile Club of Catalonia (RACC)**, have united forces to hold the **First Road Safety Forum for Latin America and the Caribbean (EISEVI)**, which will be held in **Madrid on 23rd and 24th February 2009**. Among the most significant antecedents to the meeting was the "World Report on Road Traffic Injury Prevention", published in 2004 by the WHO and the World Bank.

The debate about road safety in Latin America kicked off with the ECLAC report in 2005, "Road Safety in Latin America and the Caribbean: the current situation and challenges". In 2006 the First Latin American and Caribbean Stakeholders Forum on Global Road Safety was held in Costa Rica.

The Action Plan of the XVII Ibero-American Summit of Heads of State and Government held in Santiago de Chile (November 2007) included a consensus on improving road safety in Latin American countries. Another framework for regional cooperation was established with the creation of an Ibero-American Association and Observatory for Road Safety.

In this context, the EISEVI aims to provide a platform for debate for heads of state, ministers and experts in road safety to achieve the following **objectives**:

- Introduce and strengthen the issue of road safety on the political agendas of countries and international and multilateral organizations, and increase the involvement of the highest authorities in the region.
- To contribute to the development of regional and national road safety plans for Latin America and the Caribbean, starting with an evaluation of current capacities and strategies in order to establish and achieve objectives.
- To mark the dawn of a new global phase of road safety that focuses on new methods of evaluation, execution and results.
- To mobilize Latin American and regional support for the first high-level world conference (Ministerial) on road safety, to be held under the auspices of the UN in November 2009 in Moscow.
- To help implement the recommendations of the World Report on Road Traffic Injury Prevention, the UN and WHO resolutions on road safety, and the report by the Commission for Global Road Safety.

presentation



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SUNDAY
FEBRUARY 22

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19:00-21:00h.

REGISTRATION · WELCOME COCKTAIL

Meliá Castilla Hotel
Capitán Haya, 43 Madrid, ESPAÑA 28020
Tel: (34) 91 5675000 - Fax: (34) 91 5675051

23MON23MON23MON23

MONDAY
FEBRUARY 23

23MON23MON23MON23MON23MON23MON23MON23MON

08:00-09:30h.

REGISTRATION

09:45-11:00h.

OPENING CEREMONY

Mr. Enrique V. Iglesias · Ibero-American Secretary General, SEGIB
Ms. Pamela Cox · Vice President, The World Bank
Mr. Oscar Arias Sánchez · President, Republic of Costa Rica (Videoconference)
Mr. José Manuel Martínez · President, MAPFRE Foundation
Mr. Carlos Macaya · Chairman of the Board, FIA Foundation for the Automobile and Society
Ms. María Teresa Fernández de la Vega · First Deputy Prime-Minister, Spain

Message: "Victim's voices"

Ms. Mar Cogollos · Director of the Association for the Study of Spinal Cord Injury (AESLEME)

"Make Roads Safe" Film

11:00-11:30h.

COFFEE BREAK · PRESS CONFERENCE

11:30-13:30h.

PLENARY SESSION I: Present situation and perspectives of Road Safety Ibero-America

And the Caribbean - the Global Challenges.

Moderator:

Mr. Justo Zambrana · Assistant to the Under-Secretary of State, Spain

1. The Great Road Safety Challenges that our Countries Face

a. Infrastructure

Ms. Karla González · Ministry of Public works and Transports, Costa Rica

b. Collaboration through a Lead Agency

Mr. Gerardo Barrios · President, National Unit for Road Safety, Uruguay

c. The International Organizations' Perspective

Ms. Eugênia Maria Silveira Rodrigues · Regional Advisor on Road Safety, Pan-American Health Organisation (PAHO)

2. Success Stories in Road Safety

a. Mortality Reduction

Mr. Pere Navarro · Director General of Traffic, Spain

b. Enforcement

Mr. Hugo Adalberto Suazo Ortíz · Deputy Minister of Health, Honduras

Mr. Mario Hernando Torres Merchán · National Police Deputy Manager for Transit and Transports, Colombia

c. Prevention

Mr. José A. Córdova Villalobos · Minister of Health, Mexico

13:30-14:00h.

DEBATE · QUESTIONS AND ANSWERS

14:00-15:30h.

LUNCH OFFERED BY THE IBERO-AMERICAN SECRETARY-GENERAL

Meliá Castilla Hotel

15:30-17:30h.

PLENARY SESSION II: Implementing the Recommendations of the World Bank (WB)/ World Health Organisation (WHO) World Report in Ibero-America and the Caribbean.

Moderator:

Mr. Anthony Bliss · Lead Road Safety Specialist, The World Bank

1. Assessing and Strengthening Road Safety Management Capacity

a. Management Capacity Reviews: Diagnostic Toolkits

Ms. Hilda Gómez · Infrastructure Specialist, Inter-American Development Bank (IADB)

b. Diagnostics for Action: Ibero American case studies

Mr. Alfredo Peres da Silva · Director, National Department of Transport, Brazil

Mr. Guillermo T. Montenegro · Minister of Justice and Security, Ministry of Justice and Security of Buenos Aires

Mr. Miquel Nadal · Director, Catalanian Royal Automobile Club Foundation, (RACC Foundation), Spain

2. The Role of the Lead Agency

a. Results Focus

Mr. Emilio Oñate · Executive Secretary, National Commission for Transport Safety (CONASET), Chile

b. Coordinating Policies and Resources (at national level)

Mr. Felipe Rodríguez Laguens · Executive Secretary, National Agency for Road Safety (NARS), Argentina

c. Data and Information Needs

Mr. Roy Rojas · Pan American Health Organization (PAHO), Mexico

17:30-17:45h.

COFFEE BREAK

17:45-19:30h.

PLENARY SESSION II (Cont.): Implementing the Recommendations of the World Bank/ WHO World Report in Ibero-America and the Caribbean.

Moderator:

Mr. Miguel Muñoz · Chairman, Road Safety Institute, MAPFRE S.A, MAPFRE Foundation

3. Implementation, strategy and multi-sector policies

a. Multi-sectorial Policy at a National level

Mr. Julio Urzúa · Secretary-General, Latin-American Regional Committee for Road Safety

b. Project Design

Mr. Greg Speier · Road Safety Specialist

4. Delivery Issues

a. Infrastructure planning and implementation

Mr. John Dawson · International Road Assessment Programme (iRAP)

b. Health and prevention/EMS/rehabilitation

Sr. Arturo Cervantes Trejo · Director General Adjunto, Centro Nacional para la Prevención de Accidentes, México

c. Promotion and Campaigns

Mr. Lucien W. Jones · Vice Chairman & Convenor, National Road Safety Council, Jamaica

Mr. Fredy Ponce · Ibero-American Youth Organisation (OIJ)

d. Police

Mr. Rogelio Martínez Masegosa · General Chief of the Transit Authority, Civil Guard, Spain

20:30h.

DINNER · RECEPTION OFRECIDA POR LA DIRECCIÓN GENERAL DE TRÁFICO Y LA FUNDACIÓN MAPFRE Hotel Meliá Castilla



09:00-11:30h. **PLENARY SESSION III:** *Building political commitment to the road safety challenge.*

09:00-10:00h. **PANEL DISCUSSIONS:**

1. Setting Targets and Measurable Objectives

Moderator:

Mr. Jorge Valdano · *Communicator and former football player*

- Road Safety Data in the World

Mr. Fred Wegman · *Chairman, IRTAD, Organisation for Economic Co-operation and Development (OECD)*

- Accident Rate Indicators

Mr. Lucas Facello · *Consultant on Road Safety, Uruguay*

- The results of the Towards Zero report

Mr. Stephen Perkins · *Joint Transport Research Centre of the OECD and the International Transport Forum*

- Setting Targets

Mr. Ricardo Sanchez · *Economic Commission for Latin America and the Caribbean (ECLAC)*

- A conducive regulatory framework for reaching objectives

Ms. Virginia Tanase · *Director, Road Safety Division, United Nations Commission for Europe (UNECE)*

10:00-11:30h. **PANEL DISCUSSIONS (Cont.):**

2. Identifying Regional Capacity Priorities for Making Roads Safer

Moderator:

Ms. Mar Cogollos · *Director of the Association for the Study of Spinal Cord Injury (AESLEME), Spain*

- Ibero American representatives

Mr. Jorge Nieto Menéndez · *Minister of Public Works, El Salvador*

Mr. Carlos E. Rubilar Ottone · *Director, National Transit Authority, Ministry of Public Works, Chile*

Ms. Josefina Cruz Villalón · *Secretary of State for Infrastructures, Spain*

- Caribbean Representative

Mr. L. Michael Henry · *Minister of Public Works, Jamaica*

3. Mobilizing Resources for Road Safety – International Focus

Mr. Agustín Aguerre · *Division Head, Transport Division, Inter-American Development Bank (IADB)*

Mr. Marc Shotten · *Operations Officer, Global Road Safety Facility, The World Bank (WB)*

11:30-11:45h. **COFFEE BREAK**

11:45-13:00h. **PLENARY SESSION IV:** *Building a political commitment to the Road Safety Challenge and preparing for the Global Ministerial Conference.*

Chair:

Mr. Enrique V. Iglesias · *Ibero-American Secretary General, SEGIB*

1. Towards an Ibero-American Space

Mr. Rui Carlos Pereira · *Minister of Interior, Portugal*

Mr. Fernando Valle Dávila · *Deputy Minister of Transports and Infrastructures, Nicaragua*

2. Preparing for the Global Ministerial Conference

General Viktor Kiryanov · *Deputy Minister of Interior, Russian Federation*

Mr. David Ward · *FIA Foundation Director*

Mr. Mario Holguín · *Deputy Minister of Public Works and Transit, Dominican Republic*

13:00-13:30h. **FORUM'S CONCLUSIONS AND RECOMMENDATIONS**

Mr. Fernando García Casas · *Ibero-American General Secretariat, SEGIB*

Mr. Mark Rosemberg · *The Task Force for Child Survival and Development*

Message: "Victim's voices"

Ms. Alejandra Forlán · *Director of the Alejandra Forlán Foundation, Uruguay*

13:30-14:00h. **CLOSING SESSION**

Ms. Karla González · *Minister of Public Works and Transport, Costa Rica*

Mr. José A. Córdova Villalobos · *Minister of Health, Mexico*

Mr. Alfredo Pérez Rubalcaba · *Minister of Home Affairs, Spain*

Mr. Enrique V. Iglesias · *Ibero-American Secretary General, SEGIB*

HONOUR TOAST