STRATEGY AND OPERATIONAL ACTION PLAN FOR THE ASIA PACIFIC ROAD SAFETY OBSERVATORY (2026-2035)

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Content

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Organisations for the private sector	Liz Waller (Transurban) Greg Smith (iRAP, interviewed for their experiences of working with private companies in road safety)

Early thinking on the strategy was discussed with the APRSO membership at the Annual Meeting in Tokyo in 2024, and a draft of the strategy was sent to member states and discussed with the APRSO membership at the Annual Meeting in Manila in 2025. Planning was modified from the feedback in Tokyo, and the draft was improved by feedback in Manila to produce this final report.

Abbreviations

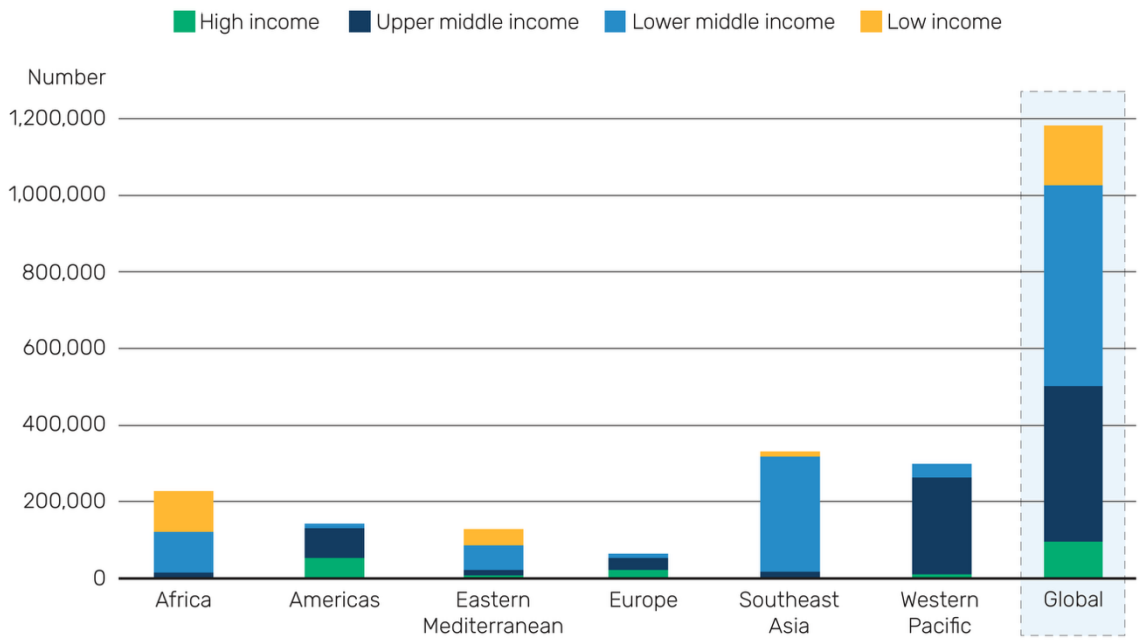
ADB	Asian Development Bank
APRSO	Asia Pacific Road Safety Observatory
FIA	Fédération Internationale de l'Automobile
iRAP	International Road Assessment Program
ITF	International Transport Federation
JFPR	Japan Fund for Prosperous and Resilient Asia and Pacific
UN	United Nations
UNESCAP	United Nations Economic and Social Commission for Asia and the Pacific
VRU	vulnerable road users
WHO	World Health Organization

1. The Asia Pacific Road Safety Observatory Strategy 2026–2035: Background

The Asia and the Pacific region needs a strong road safety observatory. The largest region on Earth, it also has the largest population and road safety problems (Figure 1). Indeed, road safety is an ongoing crisis of deaths, disabilities, injuries, suffering, and grief that causes economic losses averaging over 6% of gross domestic product each year for low and middle-income countries (Wambulwa and Job 2020). These costs, naturally, are also retarding long-term economic growth.[1] Thus, many evidence-based road safety interventions are highly cost-effective, with crash-cost savings exceeding delivery costs. Calculations based on the World Health Organization's (WHO) 2023 data allow a focus on observatory member states and indicate that, on average[2], they suffer 13.7 crash deaths per 100,000 population each year.

However, this overall figure hides consistent variations, particularly with island countries having generally more maritime travel and less motorized land travel than non-island countries. Separating member states into groups, such as whether they are non-island states or high-income states, highlights the difference. Non-island member states average 16 deaths per 100,000 people, compared with island member states averaging 9.9, and the two high-income island member states (Australia and New Zealand), 5.6 deaths per 100,000. For reference, the global average is 15 deaths per 100,000 people.

Figure 1: Number of Road Crash Deaths by Region and Country-Income Level



Source: WHO (2023).

[1] Based on averages of 6.1% and 6.9% for the two main regions making up Asia and the Pacific.
[2] Averages are unweighted for population differences and exclude five member states for which WHO provides no data or estimate of crash deaths.

The Asia Pacific Road Safety Observatory Strategy 2026–2035 (APRSO Strategy) is a collaborative effort among the Asian Development Bank (ADB), the World Bank Global Road Safety Facility (GRSF), supported by United Kingdom Aid funding, Fédération Internationale de l'Automobile (FIA), International Transport Federation (ITF), and United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP). APRSO was launched at the Global Ministerial Conference in Stockholm in 2020, with the implementation workshop in August 2020, and has been functioning valuably since then.

The Asia and the Pacific region is the most diverse of all regions, and the data just above highlight the importance of one area of diversity: island geography and travel patterns versus non-island geography and travel patterns. The region also varies on many other critical factors. The region is also the most diverse on earth in culture, religion, language, climate, and government type. It varies from the highest mountain ranges with the highest altitude roads on earth to island countries just a few meters above sea level. These factors are crucial to the APRSO, and present challenges that it and its member states have managed well to date, especially including the multiplicity of languages. This strategy recognizes the extraordinarily unique and diverse nature of the region and is increasingly designed to accommodate it.

The APRSO has a vision, a mission, and a list of purposes to guide its early development. As Secretariat of the APRSO, ADB identified the need to develop a long-term Strategy and Action Plan for the Observatory. The time is right for this process and for the strategy. Having a longer-term vision, strategic direction, and action plan will help guide the evolution of the APRSO as it learns from experience in its early years, from other observatories, from road safety evidence and developments, and accesses opportunities for technological and policy advances.

1.1 Process and Analysis Guiding the Strategy

Many factors have been analyzed and processes undertaken to inform the APRSO Strategy, including discussions with ADB and reaching an understanding for setting up the APRSO (from direct involvement):

i. Assessment of the global and general background, regional situation, and history of the APRSO to identify vital opportunities.
ii. Extensive consultation with member states and others.
iii. Analysis of what the observatory is doing well, of gaps, and opportunities.
iv. Analysis of membership.
v. Review of existing governance arrangements.
vi. Review of the website and publications.
vii. Review of annual meetings and conferences.
viii. Review of progress in collating and analyzing crash data, and other objectives
ix. Analysis of potential roles for the private sector.
x. Analysis of budget and funding.
xi. Review of existing purposes, mission, and vision.

1.1.1. Assessment of the Global and General Background, Regional Situation, and History of the APRSO to Identify Vital Opportunities

Much of the outcome of this process was presented in the background, above. In addition, this assessment identified three vital opportunities for the APRSO.

i. Speed management is critical and yet often somewhat overlooked: The United Nations has set a target of a 50% reduction in crash deaths for the decade, along with a broad guiding plan for this (WHO and UN Regional Commissions, 2021), and UNESCAP has developed a plan for the decade for the Asia-Pacific Region (UNESCAP, 2022). The regional plan is based on the Global Plan for the Decade of Action for Road Safety (2021–2030) and thus concentrates on the same five areas: (i) modal shift (with an added focus on land use planning and reduced road use exposure), (ii) safe road infrastructure, (iii) vehicle safety, (iv) safe road use, and (v) post-crash care. However, the Global Plan gives insufficient attention to one of the most effective and low-cost road safety opportunities: speed management. Speed management is included as a focus in the APRSO Strategy.

ii. Development of strategies, plans, and targets: The APRSO provides an opportunity to support member states in setting strategies and plans, which include "Vision Zero" and a target of lives saved for the decade. Many countries have no road safety targets. APRSO could help with how to develop these, including safety performance indicators, which are broadly underutilized in Asia and the Pacific.

iii. Safe System: Important for the APRSO to embrace for three reasons. First, the successes of the principles of Safe System and Vision Zero in guiding road safety are visible in the decades of world-leading road safety performance by Sweden since adopting Safe System, and in other analyses (e.g., Stipdonk, Turner, and Job, 2022). Second, Safe System principles provide valuable guidance on road safety priorities and activities, even in countries with limited funding and resources for road safety. Safe System principles guide the most effective sustainable road safety activities, even with constrained delivery opportunities. Third, the evolving understanding of Safe System (Section 2.1.4.2) is an important advance. For these reasons, the APRSO and ADB are undertaking Safe System Maturity Assessments to guide selected member countries in road safety management and delivery. This strategy embraces Safe System (Section 1.1.1).

1.1.2. Extensive Overall Consultation with Member States and Others

To develop the strategy, strengths, risks, and opportunities were identified through a series of processes, briefly noted below:

i. Discussions were held with ADB and informally with road safety experts and collaborators, in addition to the many formal consultations noted below.

ii. Possible strategic directions for the APRSO were identified from an understanding of road safety in Asia and the Pacific and were added to form suggestions arising in consultations.

These strategic directions were explored in consultations with various stakeholders.

iii. Many stakeholders were consulted widely in formal consultation interviews, including presentations to member states. This included:

- Presenting possible ways forward and consideration of strengths at the Annual Meeting in Tokyo in 2024. Feedback and suggestions were incorporated into subsequent consultations.
- Consultations, which included interviews with:
  - 8 member states
  - 11 partners, supporters, possible funders
  - 5 other observatories for experiences and lessons, and to consider overlap in membership with the APRSO
  - 2 organizations regarding the private sector
  - And discussions at numerous stages with ADB as Secretariat
- Presentation and discussion of the final draft strategy at the Annual Meeting in Manila in 2025
- Revisions to the final draft to address the outcomes of consultation at the Annual Meeting in Manila in 2025 to deliver an agreed Strategy and Action Plan.

Table 1 summarizes statistics on support for the six identified potential strategic directions, which were part of the consultations. Overall, support is high for all six, and it is particularly noteworthy that, among member states, no country expressed opposition to any of them. Opposition among other stakeholders was quite rare, and when expressed, it took one of three forms: (i) It is important for the Observatory to keep a pure focus on crash data; (ii) logistic concerns with funding and country approvals; and (iii) the proposed direction causes an overlap with the roles of other organizations (for example, the developing Centre of Excellence for Powered Two-Wheelers may potentially overlaps with the United Nations Economic Commission for Europe work on motorcycles). Several other partners expressed the exact opposite view, noting the importance of having a Centre of Excellence for Powered Two-Wheelers based in Asia to balance the current European focus.

Based on the strategic logic for these directions and the high level of support in formal consultations (Table 1), all six directions are incorporated in the strategy. Note that the percentages below reflect the share of respondents who expressed either support or opposition. Neutral or no-response views have been excluded.

Table 1: Support for the Six Identified Strategic Directions in Consultations

Six Strategic Directions Canvassed	Member States (%)	Partners and Supporters (%)	Other Observatories (%)
More than crash data systems (because the crash data systems will take a long time to really improve and there are other vital data sources to guide road safety).	100%	86%	80%

Six Strategic Directions Canvassed	Member States (%)	Partners and Supporters (%)	Other Observatories (%)
Examples could be: modelling crash risk, road safety performance data collection to inform priorities and assessments monitor interventions, such as: seatbelt and child-restraint use, helmet use, travel speeds(on road speed surveys) traffic volumes and vulnerable road users (VRU) volumes, safety features of roads (iRAP and other options)			
Connecting road safety with other agenda, to capture synergies and create partnerships. This will link road safety more into the New Decade of Action for Sustainable Transportation? Relevant areas: Transport planning; Mass transit and public transport management, development and patronage; Climate change; Air pollution and its health effects; Noise pollution and its health effects; Gender issues; Social and economic equity; Active transport and its health advantages.	100%	86%	100%
Strategic development of programs of road safety focused investment projects? (Capacity, Resourcing, Funding)? These can be based on data and information in the observatory, consultations, priorities, expert inputs, evidence?	100%	83%	100%
(Sub)regional groups and strategic priorities within the APRSO (with relevant group meetings, during APRSO events) be valuable?	100%	100%	100%
Country representation at senior management level and data specialist level to allow broadening the functions of the APRSO to better connect to broader road safety needs will facilitate this?	100%	100%	67%
Planning for a Centre of Excellence for Powered Two-Wheelers - is this a good idea? (Also asked: Where should it be hosted? What connection should it have to the APRSO?)	100%	71%	50%

1.1.3. What the Observatory Is Doing Well, Its Gaps and Opportunities

Consultations revealed two commonly identified strengths: Capacity building, especially via the annual conferences, and the importance of working to improve crash data systems. These two aspects are strongly supported and further developed in the strategy.

While crash data are generally seen as a core part of the APRSO, there was also concern with the slow progress on this front. Significant challenges exist in the arena, including the barriers to member states sharing data. The Observatory should not be singularly tied to this aspect of road safety data. The proposed strategic directions of including other data to support road safety management (such as helmet use, seat belt use, travel speeds, and iRAP) were strongly supported, as were the proposed strategic directions of including synergies with other agendas (which may involve data on road transport and climate change, mass transit, active transport, and air pollution).

Other areas of opportunity identified in consultations included addressing the need for more funding, adding to the existing strength in capacity building with a more systematic approach to this, increased technical support, and help with the lead agency and interagency collaboration, speeds and vehicles, evidence-based decision making, and persuading political leaders. All are addressed in this strategy.

1.1.4. Analysis of Membership

27 countries are members, as noted, 23 of them ADB developing members, and attend APRSO meetings for the value they add now. This is sufficient to warrant continued strong APRSO support. Thus, existing strengths identified by member states are maintained or enhanced in the strategy. Nonetheless, many eligible countries have not joined, and formal consultations as well as informal discussions indicate various barriers to membership:

- Cost of travel to attend meetings.
- Challenges in gaining permission to travel.
- The (perceived) need to share crash data to be a member, combined with various countries have a reluctance to share crash data, may arise for several reasons:

    - Poor quality and/or incomplete crash data held by countries, combined with criticisms (implied or direct) arising from discrepancies with WHO estimates of deaths, show dramatic discrepancies with official data for low to medium-income countries (Job and Wambulwa, 2020). Other estimation methods for specific low to medium-income countries also reveal substantial discrepancies (Bhalla et al., 2023; Gutierrez et al., 2022; Mbugua et al., 2022; Mitra et al., 2021; Neki et al., 2023).
    - The crash data collected by countries does not contain some of the measures or information that APRSO aims to collect.
    - Caution and political concerns with sharing data at all or with particular other countries.
    - Development of observatories that are more local for the Association of Southeast Asian Nations and for Central Asia and Eastern Europe (the Eastern Partnership Observatory) may

be seen as obviating the need to join the APRSO. While still supporting countries to be members of both their particular subregional observatory and the APRSO, the distinct value of the APRSO must be articulated. Further, the new strategic directions in the strategy increase the distinctive value of membership in the APRSO.

The strategy includes consideration of these barriers to membership.

1.1.5. Review of Existing Governance Arrangements

Existing governance arrangements appear to be somewhat effective. The General Assembly is the decision-making body of APRSO and remains validly constituted if at least half of the APRSO member countries are present. The Asia Pacific Road Safety Observatory Governance Statute sets suitable arrangements for the election of the Steering Committee and Chair. The General Assembly and the Steering Committee provide the member states with key leadership and decision-making responsibilities and facilitate technical support from Asian and Pacific high-income countries. However, the Steering Committee rarely meets and is almost inactive except at annual meetings. A more active role from member states is desirable.

Stable hosting and provision of secretariat services by ADB is a critical positive. In the (Africa) APRSO a similar situation exists, with a region-wide entity undertaking these functions. In the Ibero-American Road Safety Observatory, these functions are rotated around member countries. Consultation with the Ibero-American Road Safety Observatory indicated that this process is improving. However, significant downsides exist, especially including the loss of experience and knowledge with each rotation if staff undertaking key roles are unwilling to move countries every few years. This is also less feasible for the APRSO, with the added challenge of a multiplicity of languages, versus the dominance of Spanish and Portuguese in Latin America.

Some changes to existing general governance processes are recommended: Increased engagement from the Steering Committee is desirable, with greater responsibility taken for the running of the APRSO. Consideration should be given to greater engagement by the countries on the Committee, an increased role by the high-income members, and more regular meetings of the Steering Committee. In the long term and with the APRSO housing shared crash data, other opportunities will arise, which will require more management and leadership. There may be strong value in a long-term view of evolution into an entity similar to the European Transport Safety Bureau, which undertakes extensive analysis of road safety in Europe and publishes globally credible guidance on management and delivery of road safety across a wide range of issues and interventions. This may be facilitated by partnership with the Asia Transport Observatory or a leading road safety research institute or university in the region.

1.1.6. Review of the Website and Available Publications

In summary, the website serves basic functions effectively, but could be improved. Below are possible improvements:

- The website includes guidance reports and manuals, and could include news/updates from

member countries or the region and a more compelling home page.

- Promotional videos and a promotional report on each annual meeting and conference may assist with new members.
- The website contains many useful guiding documents, including from various partners. This is most appropriate. However, use of the resources on the APRSO website could be more effectively promoted, especially through greater referencing of the website and guidance documents on the website in presentations at the annual meetings and conferences. These do not seem to be referenced at the meetings, yet a quick check on the website shows that guidance on many issues raised in the conference is on the website. A direction to presenters to include this will help.
- The website and published materials (even APRSO dedicated publications, such as the APRSO Annual Report, 2021) do not acknowledge funders including the in-kind support for ADB. These should be prominently acknowledged (currently, the Japan Fund for Prosperous and Resilient Asia and Pacific, JFPR, and ADB). This visibility will support finding and keeping funders and supporters, as well as growing an appreciation of the contributions of ADB, JFPR, and others.
- An internet-based discussion forum could be useful to enable communication between members to exchange information and bounce ideas around. Such a discussion forum would add more regional road safety into individuals email boxes, perhaps generate more ideas and solutions, and generate greater involvement from regional academics.

1.1.7. Review of Annual Meetings and Conferences

These have been assessed through observations during attendance, including the last three of these. In summary, Annual Meetings and conferences offer excellent opportunities for capacity building and networking between countries as well as between countries and experts. Feedback from member states agrees. With the current purposes of the APRSO, the content of these events does not extend to dialogue on funding opportunities between the road safety leaders of member states and multilateral development banks, an opportunity added by this strategy. Some feedback suggested that capacity building could be more systematic.

1.1.8. Review of Progress in Collating and Analyzing Crash Data, and Other Objectives

Progress on crash data and reports of crash data analysis on the APRSO website is limited. This is consistent with member states reporting that they have challenges sharing their data. Long term, this will need to be solved but may present a significant barrier to membership for the time being.

As an interim solution, countries could share their crash data only with APRSO (confidential sharing), with those data not visible to other member countries.[3] APRSO can still help countries with data, systems, analysis, etc., and could publish total data reports, not identifying countries separately. This may allow a smoother start into data sharing.

[3] Emma McLennan of the Eastern Partnership Road Safety Observatory (EaP RSO) is acknowledged for this suggestion.

1.1.9. Analysis of Potential Roles for the Private Sector

The private sector is inevitably profit driven, and for large public companies this is a core requirement with the board and leaders having a responsibility to shareholders to deliver maximum sustainable profits. While there may be real interest in road safety in various companies, the profit motive commonly dominates key relevant industries, and in road safety this has played out visibly in many instances.[4]

Nonetheless, important opportunities exist for the APRSO to collaborate with, and be supported by, private sector entities. Five broad areas of partnership opportunity are identified. First, data collection technology companies are an area of growth with relevance to road safety, and especially to the proposed collection of on-road observational data on helmet use and seatbelt use, via camera technology and automatic recognition of features. In this vein, image collection and automatic recording of road features are also areas of successful exploration and cost saving in iRAP. Second, speed data can be collected through simple automated data collection devices or via companies able to access travel speed data through GPS tracking of mobile phones. Some member states have the latter data in their road safety databases (for example, Philippines has TomTom speed data). Third, on-road enforcement technology companies are an important and growing opportunity in road safety, which are now able to detect and thus allow for enforcement of speeding, red-light running, non-use of seatbelts, non-use of helmets, and mobile phone use while driving. Fourth, crash database systems are developed and provided by several major road safety companies. Fifth, many countries require a small minimum contribution which companies must make towards "social responsibility" or social good. Large companies set aside this minimum percentage in foundations or similar mechanisms for social good, which may include supporting road safety. The APRSO may be able to leverage some of these opportunities because it offers access to potential clients (member states) and opportunities for reputational/brand promotion. Common, but not universal, experience is that private sector donors want visibility for the road safety funding, more than real road safety outcomes. Thus, caution is needed to ensure that funding is directed towards activities which are effective, whereas companies may focus on ineffective actions which give high visibility, such as road safety training in schools or motorcycle rider education/training (as there is repeated evidence of no road safety improvement from such training and often findings that the training causes an increase in crashes: Ivers et al. 2016; Kardamanidis, Martiniuk, and Ivers 2010).

Finally, academia offers an important opportunity to partner with the private or semi-private sectors. The APRSO will hold an important asset for research as it develops SPIs, etc. which can be used to attract academic interest.[5]

[4] Vehicle manufacturers claim a priority interest in safety but do not act in ways consistent with this. Some low impact safety helps sell cars and these are sometimes adopted, whereas the most powerful safety technologies such as speed governing "intelligent speed assistance" are not adopted by any manufacturer and the European Union Parliament's processes to mandate a driver warning version of intelligent speed assistance was strongly resisted by lobbying from the vehicle manufacturers. This lobbying was also successful in weakening the legislated requirements. Commonly, the private sector adopts improved safety features when regulated by governments to do so.

[5] Also see the section on funding for APRSO, which considers related opportunities.

1.1.10. Analysis of Budget and Funding

ADB support for the APRSO is currently largely funded by the Japan Fund for Prosperous and Resilient Asia and Pacific, with a significant level of in-kind support from ADB. ADB may also fund this through other grant sources (High-Level Technology Fund, Fédération Internationale de l'Automobile Foundation) but long-term sustainable funding is not certain.

The singular source of funding leaves significant risk, and a diverse set of funders (ideally for longer terms) is desirable. Exploration of funding is important, and opportunities are identified in the Action Plan.

1.1.11. Review of Existing Purposes, Mission, and Vision

Existing purposes were strong as an initial focus but require modernization and revision to the experiences of the APRSO in its early years, as well as to the factors identified in the process of developing this strategy. Revisions are suggested in Table 2.

Table 2: Purposes and Suggested Changes

Existing Purposes	Edited Version for ADB Inputs	Comment on Purposes and Suggestion for Systematic Delivery (if any)
Collect, manage, and analyze an Asia and Pacific regional database for road crashes in Member countries, facilitating ongoing applied research and data-driven interventions.	Collect, manage, analyze, and leverage an Asia and Pacific regional database for road crashes in Member countries, facilitating ongoing applied research and data-driven interventions.	Slightly reworded
Provide research and technical assistance for Members on road crash data collection systems, standards, and norms. **Share research, evidence, and technical material, software, and necessary tools for collecting and analyzing road crash data.**	These two combined into one: Provide research, evidence, technical assistance, technical material, software, and tools for Members on road crash data collection systems, analysis, standards, and norms for crash data.	The aim is to reduce the number of purposes directly and only on crash data. This is in order to tone the crash data focus a little, in order to allow for other opportunities.
Share evidence and foster dialogue on road safety within Asia and the Pacific.	Collate, synthesize and share evidence to guide road safety interventions and foster dialogue on road safety within Asia and the Pacific.	Added collate and synthesize, to emphasize that this process is not passive sharing- it takes care and development. Suggestion: An added process to support this: A member survey of needs. This may need

		to provide options as choices to focus answers.
Support the creation of a governing body and a lead agency for road safety in every member state, as well as strengthen existing ones.	Unchanged.	The Safe System Maturity Assessment process (SSMA), being undertaken in some countries with ADB/APRSO backing, supports this purpose. However, the SSMA process is not ideal for the purpose because it covers many aspects of road safety and so does not focus on the Lead Agency as much as is needed. Revision and refocus of the SSMA for low- to medium-income countries could help with the refocus. Suggestion: An investigation of Lead Agencies across member countries and their features may be a valuable step. This could be undertaken through development of a brief Lead Agency focused questionnaire (based on the SSMA work already undertaken), and then sending the questionnaire to member countries.
Provide capacity building on technical issues and evidence-based guidelines related to road safety.	Provide capacity building on technical issues and evidence-based guidelines related to road safety, and develop evaluations of capacity building to guide refinements of it	Capacity building was strongly supported in consultations. Evaluation is not occurring and was added to ensure maximum value.
Establish cooperation agreements for implementing and evaluating road safety action plans among members.	Provide technical support to member countries in developing, implementing and evaluating road safety strategies and action plans.	No cooperation agreements appear to have been established. This seems an unnecessarily specific outcome, which is this made more general, feasible, yet useful in the suggested revision. Road safety strategies are also added.
Monitor the progress on road safety of each member.	Deleted	This is more appropriately left to each member state, who may seek guidance or not.

Promote good practice on national and regional road safety policies and strategies.	Promote good practice on national and regional road safety policies, including supporting development of policy change, multi-disciplinary and collaborative multi-agency approaches, strategies and plans.	Change makes the role more concrete in terms of what can be done.
Informed by research and evidence, help assess how to reduce factors that lead to serious road injuries in member states.	Unchanged.	

New purposes or processes are required to advance the APRSO, and its efficacy in facilitating improved road safety by member states. These will include key elements arising from early thinking and then consulted extensively for inclusion.

- ✓ **Connecting the APRSO and the Centre of Excellence for Powered Two-Wheelers**
- ✓ **Elevating beyond data to strategic implementation discussions**
- ✓ **Broaden the business case via synergies between road safety and other issues (climate change, air pollution)**
- ✓ **Move beyond crash data to SPIs such as seatbelt use, helmet use, iRAP ratings, speed surveys (and include RAMs data or compatibility)**

One further important addition also arises from broader discussions, developments, and thinking:

- ✓ **There is value in modernity and consideration of technological opportunities, especially for data collection. There are private sector partnership opportunities in the space, and ADB is developing knowledge in some aspects, so this is opportune.**

Finally, another arises purely form suggestions made in consultations:

- ✓ **For regions within Asia and the Pacific and for specific issue considerations facilitating more opportunity for learnings and communications between more similar countries.**

Source: Authors.

A similar review was undertaken of the existing mission and vision. However, two different versions of the mission and vision exist on the website, in About the Asia Pacific Road Safety Observatory (https://www.aprso.org/about-us) and in Asia Pacific Road Safety Observatory Governance Statute (Table 3). Aligning these to the revised strategic directions of the APRSO with one version only is important.

Table 3: Existing Mission and Vision and Suggested Changes

Existing Mission and Vision	Edited Version for ADB Inputs	Comment on Revisions (if any)
About the APRSO Mission: The APRSO harnesses the expertise and resources of the development community and road safety stakeholders towards reduction of road traffic fatalities and serious injuries across Asia and the Pacific. **Governance Statute Mission: The mission of APRSO is to generate robust fatal and serious injury road crash data and analysis to positively impact on policies for road safety, in order to substantially reduce road traffic fatalities and serious injuries.**	The APRSO harnesses the expertise and resources of the development community and road safety stakeholders towards reduction of road crash fatalities and serious injuries across Asia and the Pacific.	The mission from the Governance Statute is narrowly focused on crash data, which this review process indicates is not suitable and not aligned with the views expressed by member countries in consultations and in the 2024 Annual Meeting. The other Mission is sound and appropriately broad. It is reworded slightly.
About the APRSO Vision: The Asia and the Pacific as a safe and sustainable transportation environment where safe mobility on the road is a fundamental right for every individual. **Governance Statute Vision: APRSO is the regional forum on road safety data, policies, and practices to ensure the protection of human life on the roads across Asia and the Pacific.**	Vision for Asia and the Pacific: The Asia Pacific Region is a safe and sustainable environment where safe mobility on the road system is a fundamental right for every individual as a pedestrian, cyclist, motorcyclist, driver or passenger.	The About the APRSO version is preferred for its visionary statement of human rights. It is slightly reworded to ensure focus on road safety.
Long-term APRSO Vision: A long-term vision of what the APRSO itself should be (not just what its outcomes should be) has been added - See strategy.		

2. The APRSO Strategy

This strategy covers APRSO development and activity during 2026–2035, with a mid-term review after 5 years. These 10 years also align with the UN Sustainable Transport Decade 2026–2035. Many aspects considered are aligned with increasing sustainability, including reducing speeds, climate change gases for road transport, and the human and economic burden of crash deaths and injuries.

2.1.1. Mission

The APRSO harnesses the expertise and resources of the development community and road safety stakeholders towards the reduction of road crash fatalities and serious injuries across Asia and the Pacific.

2.1.2. Visionary Outcome for the Asia and the Pacific

The Asia and the Pacific region is a safe and sustainable environment where safe mobility on the road system is a fundamental right for every individual as a pedestrian, cyclist, motorcyclist, e-mobility user, driver, or passenger.

2.1.3. Purposes of the APRSO

- Collect, manage, analyze, and leverage an Asia and the Pacific regional database for road crashes in Member countries, facilitating ongoing applied research and data-driven interventions;
- Provide research, evidence, technical assistance, technical material, software, and tools for Members on road crash data collection systems, analysis, standards, and norms for crash data;
- Collate, synthesize, and share evidence to guide road safety interventions and foster dialogue on road safety within Asia and the Pacific;
- Support the creation of a governing body and a lead agency for road safety in every Member state, as well as strengthen existing ones;
- Provide capacity building on technical issues and evidence-based guidelines related to road safety, and develop evaluations of capacity building to guide refinements of it;
- Provide technical support to member countries in developing, implementing, and evaluating road safety strategies and action plans;
- Promote good practice on national and regional road safety policies, including supporting development of policy change, multi-disciplinary and collaborative multi-agency approaches, strategies and plans;
- Informed by research and evidence, help assess how to reduce factors that lead to serious road injuries in Member states;
- Elevate dialogue in the APRSO beyond data to strategic implementation discussions;
- Broaden the business case for road safety via synergies between road safety and other issues (climate change, air pollution, public transport use, and active transport);
- Move beyond crash data to other data (such as safety performance indicators) which inform road safety, such as seatbelt use, helmet use, iRAP, speed surveys, and data on road asset

features;

- Identify and promote the value of modernity and of new technological opportunities, especially for data collection;
- Facilitate opportunities for learning, comparisons, and communications between more similar countries on a regional or specific issues basis.

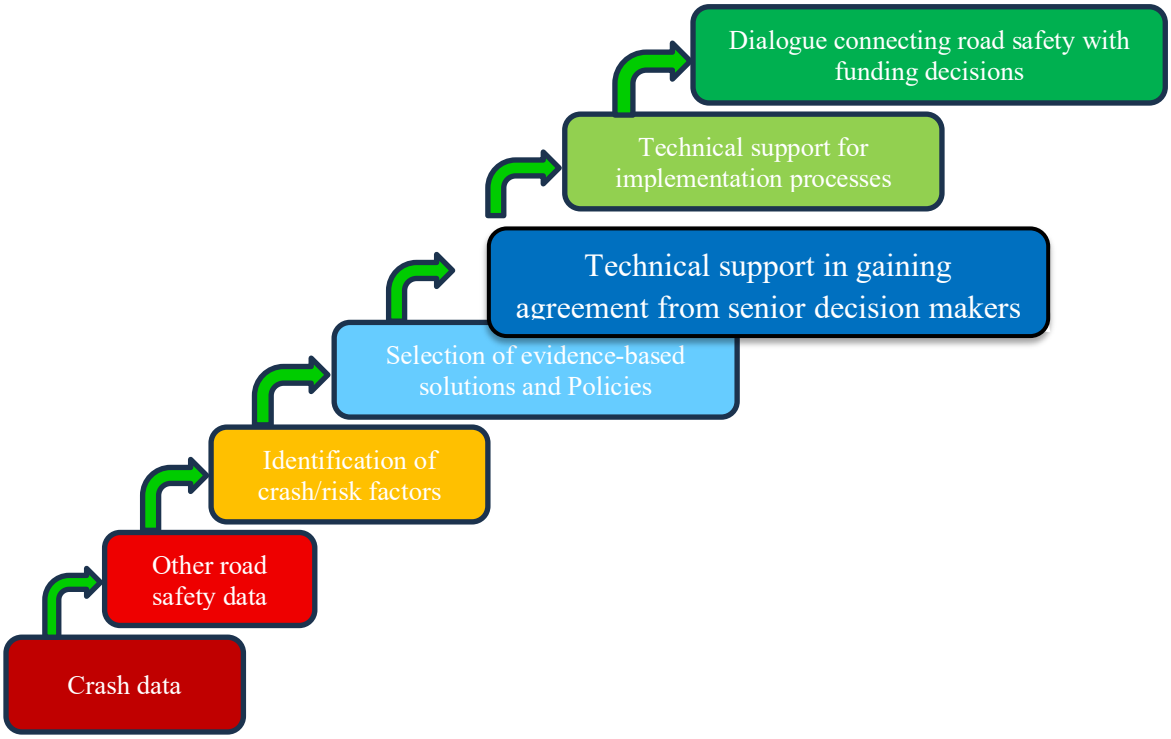
2.1.4. Long-Term Vision for the APRSO

The APRSO will support improved crash data systems, analysis, and the use of the data, to guide management and delivery of road safety by member states. The Observatory will increasingly bridge the existing gaps from crash and other data through to all the practical steps required to deliver road safety; the Observatory will go further by supporting member countries to: broaden road safety related data collections beyond crash data, to improve country capacity, systems, management, leadership, resources, communication and persuasion of road safety opportunities to influence funding decisions, to ensure effective, evidence-based and data-driven road safety delivery. The data collected will increasingly align with global data and other observatories globally, and de-identified raw data will be shared. The APRSO will be more directly connected to and able to support member states broadly across a range of key steps towards effective road safety, including data collection, identification of key issues, analysis of data to support understanding of the issues, identification of evidence-based solutions, guidance in building the business case for road safety activities including identification of synergies with other agenda, guidance in persuading senior and political decision makers, and support to implement interventions including facilitation of funding. Funding should include both multilateral development bank support and encouraging increased funding by governments, based on the savings of the large economic costs of crashes in Asia and the Pacific countries. The APRSO will leverage the research value of the database it will hold through the creation of strategic partnerships with select research institutes or universities, to add value through academic and applied research based on this valuable database, to further inform road safety advocacy, action, and priorities. The ultimate objective is to steadily reduce deaths and debilitating injuries from road crashes in the Asia-Pacific Region, towards the Safe System vision of the Asia-Pacific Region free of road crash deaths and debilitating injuries.

Note: No timeline is set for achieving this long-term vision or the visionary features described below, due to a lack of certainty on the time required, available resources and funding, and Member State capacity for change. Instead, this is a visionary future, with a rationale to guide long-term actions and early as well as longer-term priorities. With many strategic directions that require development, only a small subset can be advanced each year. These will need to be carefully prioritized and re-prioritized as progress is made.

Figure 2 indicates the sequence of processes on which the APRSO will be positioned to provide opportunities for dialogue, capacity building, guidance, and technical support, under this Strategy.

Figure 2: Sequence of Development to Be Fostered within the APRSO



APRSO = Asia Pacific Road Safety Observatory.
Source: Authors.

For a more detailed account, long-term visionary features are listed below, with a brief rationale. Many build on and extend areas of existing success, for which the APRSO is recognized.

The long-term vision includes the following features, presented by area of activity:

2.1.4.1. Long-term visionary features for data, data analysis, and use of data

- ✓ *Evolve crash data to include the crash causation factors that reveal what to do to the road system, not just human error factors.*

For example, analyzing the vehicle maneuvers involved in a serious crash informs the changes to the road required to avoid the same crash occurring again. For example, a motorcycle turning right into a side street and hitting a pedestrian on a crossing at the intersection may be managed by banning right turns at the intersection, or revising signal timing to avoid the parallel pedestrian movement being allowed at the same time as the right turn movement.

- ✓ *Uniform data across observatories and countries for global sharing and reduced duplication of data collection effort.*

This may be many years in the future, but it will enhance global comparisons, reduce data collection processes for global reporting, and potentially allow support for all the observatories, including the APRSO, for the provision of aligned data. Within this aim, it is important not to

reduce crash data collection to the data that are (currently) reported in Global Status reports. Instead, as noted in the point above, crash data collection must evolve to better inform the most sustainable safe system road safety interventions.

- ✓ *Open sharing of complete (de-identified) crash data, not summary data.*

  combined with

- ✓ *Partnerships, including the sharing of data through a long-term arrangement with a selected university or research institution.*

These may also be many years in the future, but will allow for powerful value-addition in: (i) allowing comprehensive research on the crash data by researchers, providing a richer understanding of road safety without having to pay to have it done; (ii) increase in informed advocacy for road safety based on analyses of the data, by researchers; (iii) facilitation of tertiary institution training of future road safety experts through PhDs and other training programs based on researching this valuable crash database; (iv) For the PhD training and research opportunities the data will provide to a University or Research Institute, that organization is likely to host, maintain, and update the database for free.

- ✓ *Include more than crash data in the observatory. Examples include road safety performance data collection to inform priorities and monitor outcomes interventions, such as: seatbelt and child-restraint use, helmet use, travel speeds (on road speed surveys), traffic volumes, and Vulnerable Road User volumes, safety features of roads (iRAP and other options), and road asset feature data.*

Actions to address these key risk factors can be taken based on the above examples of survey data, and these data (via independent before and after surveys) can be used to evaluate interventions. Having these alternative sources of data to guide action is a vital addition, considering the slow progress in many countries towards comprehensive, inclusive crash databases. These added data can guide road engineering (via iRAP, which is already highly credible and in use in most member states- see Annex 1 for a list); enforcement priorities; and speed management.

Most relevant to speed, the clear evidence for the poor recording of the role of speeding in crashes, including serious crashes (for a review of this evidence, and an example estimate of the real contribution of speeding the deaths and serious injuries compared with the recording of speeding in police crash data, see Job and Brodie, 2022) indicates the limited value of crash data for speed management. It is noteworthy that this is not a criticism of police, but rather an acknowledgement of the difficulty of determining speeding in many crashes in the information available to police regarding the crash. In fact, many police complain that the legal constraints on what they can claim as a speeding crash cause the role of speeding to be under-estimated in their data (Job and Brodie, 2022). Finally, without these valuable low-cost additions, there are risks for countries with slow progress towards rigorous crash data:

- It is difficult to demonstrate the value from data and how it can be most effectively employed to manage road safety, because the data are not up to the task and often are not shared.
- There may be a loss of motivation and focus on the APRSO.
- There are missed opportunities in managing road safety that could have been identified with other data and information, to save many lives and injuries.

2.1.4.2. Long-term visionary features for advancing the APRSO and capacity building, shared learnings

- ✓ *Development into a highly credible policy and evaluation center, through having a strong database, and partnering with a selected university or research center, as described above.*

- ✓ *Increased country membership, ultimately boasting all countries of Asia and the Pacific as members.*

Several areas of action may assist with this. First, the new strategic directions in this Strategy increase the distinctive value of membership in the APRSO, and these can be promoted. Second, the need (or more accurately, perceived need) to share crash data is a barrier, which must be addressed. In reality, current member countries are not providing data for various reasons: They see their data as inadequate to be provided, or they have political barriers to sharing their data. An obvious solution is to remove the (perceived) need to provide data as a requirement for membership. However, this may reduce the opportunity to obtain data from countries that can share data. A solution can be found in making it clear to potential member countries what the requirements are, along with promoting the benefits of membership. Eventually, data will be needed, and trust may be developed gradually towards a target year for sharing.

- ✓ *Expanded dialogue to include strategic development of programs of road safety-focused investment projects, resourcing, and funding based on data and information in the observatory, consultations, priorities, expert inputs, and evidence.*

  supported by

- ✓ *Country representation in APRSO at both the senior management level and the data specialist level to allow the functions of the APRSO to better connect to broader road safety needs.*

Crash data are critically relevant to road safety, yet a focus on the data leaves aside the most critical challenges faced by road safety leaders in many countries, which have urgent needs in road safety not currently addressed in the APRSO. The lack of funding for road safety is a critical barrier to progress, with many countries in the region having large investment budgets for developing road networks and adding substantial capacity, moderate budgets for maintaining the infrastructure, but almost no resources for addressing safety issues. Road safety is an under-appreciated strong investment, even on a pure economic basis, with countries in the region losing significant percentages of their GDP to the costs of crashes each year, as well as reducing their long-term economic growth (Bose et al., 2018; Wambulwa and Job, 2020; and the Asian Transport Outlook profiles for member countries).

The Observatory can be more closely connected with those broader needs and the opportunities they allow, including funding for road safety. In many countries, there is a lack of direct access and voice from in-country road safety leaders in funding proposals from countries to multilateral development banks. Road safety simply does not have a seat at the table for these decisions, yet road safety delivery is limited by these decisions and the common lack of awareness of the extent of the problem and its economic costs. The need for tools to build and present the business case for funding road safety, to persuade decision makers, is also paramount. The APRSO has the country road safety people and funding opportunities present, but is currently not engaging in dialogue on strategic funding needs and their road safety opportunity, based on the data and evidence at hand in the Observatory. Such dialogue is of critical value and was strongly supported by member states and partners.

And supported by:

- ✓ *Increased involvement from major funders in the region, beyond the ADB.*

For the APRSO itself, and with the expanded role of the APRSO to include the funding of road safety, it is increasingly important to have active direct engagement from all the major funding organizations in the region.

For these dialogues to be effective, it requires that countries are suitably represented by senior road safety staff as well as data experts. This was also strongly supported by member states in consultation.

- ✓ *Connect and collaborate with developing related entities, including the Centre of Excellence for Powered Two-Wheelers, the Eastern Partnership Road Safety Observatory, and the ASEAN Road Safety Observatory.*

Some member states are also members of other observatories or will be joining developing observatories. These countries may benefit from membership of both Observatories, and the unique value of the APRSO should be promoted, while still supporting membership of more local regional observatories. Collaboration with the Centre of Excellence for Powered Two-Wheelers will support road safety through bi-directional information flow. The center will inform member states on developing opportunities to improve motorcycle safety, and the APRSO may supply valuable data on motorcycle crashes to the center.

- ✓ *Connect road safety with other agenda, to capture synergies and create partnerships. Relevant agenda include climate change, air pollution and its health effects, noise pollution and its health effects, social and economic equity; public transport and active transport and its health advantages.*

These agendas are all related to road safety and allow of policy positions and interventions which improve multiple agendas. For example, lower urban speeds improve road safety, reduce noise (for which health harm is significant and greatly underappreciated (WHO, 2011) reduce air

pollution, reduce climate change emissions, facilitate increased equity, public and active transport (Neira, 2019; Job and Mbugua, 2022; Jones and Brunt, 2017; Madireddy et al., 2011). This will link road safety more strongly into the New Decade of Action for Sustainable Transportation.

✓ *Facilitate regional groups and dialogue within the APRSO.*

Within Asia and the Pacific, regional differences between countries are substantial, and are seen as such by countries and others in consultations. For example, member states in Central Asia and in the Pacific feel that they have little in common, and find examples from countries more like themselves to be more relevant. Countries also tend to compare themselves with those similar in other ways. While all countries have a lot in common in road safety (we all share the laws of physics and thus the effects of speed, humans are similarly prone to making mistakes, take similar risks, and are similarly vulnerable to physical force), there are distinct differences. Facilitating regional group meetings supports more credible aligned dialogue and country-to-country learning. Initially, this may be as a set of parallel regional group meetings at the Annual Meeting (with those meetings considering how the member states would like to develop these groups). The internet-based discussion forum will also facilitate regional dialogue.

✓ *Improved website.*

For many, the website is the face of the APRSO, and a more compelling home page which strongly presents vital activities of the APRSO (including the annual conferences) is desirable, and may assist with growing membership. The website and published materials (even APRSO dedicated publications, such as the APRSO Annual Report, 2021) do not acknowledge funders, including the in-kind support for ADB. These should be prominently acknowledged (currently, the Japan Fund for Prosperous and Resilient Asia and Pacific, JFPR, and ADB). This visibility will support finding and keeping funders and supporters, as well as growing an appreciation of the contributions of ADB, JFPR, and others.

The resources on APRSO Website could be more effectively promoted for use, especially through greater referencing of the website and guidance documents on the website in presentations at the annual meetings and conferences. These do not seem to be referenced at the meetings, yet a quick check on the website shows guidance on many issues raised in the conference is on the website. A direction to presenters to include this will assist. The internet-based discussion forum will also improve communications beyond annual meetings.

✓ *Sustainable funding for the APSO (and the activities of ADB in support of it) is critical.*

The work of ADB in support of the Observatory is currently funded by the Japan Fund for Prosperous and Resilient Asia and Pacific (JFPR) and in-kind support from ADB. The singular source of funding leaves significant risk, and a diverse set of funders (ideally for longer terms) is desirable. Exploration of funding is important, and opportunities are identified in the Action Plan (Section 2.1.5).

✓ *The adoption of Safe System principles to guide road safety.*

Safe System is a well proven guide to prioritizing and implementing road safety actions. Safe System[6] now recognizes that humans, travel speeds, vehicles, and road infrastructure must interact in a way that avoids deaths and serious injuries even when human errors lead to crashes. A full Safe System, therefore: (i) accepts that human error is inevitable and protects people from harm in the inevitable event of errors (Job et al., 2022); (ii) ensures that speeds, roads, and vehicles that limit crash forces to levels that are survivable for the human body; (iii) motivates those who design and maintain the roads, manufacture vehicles, and administer road safety program to accept and address shared responsibility for safety; and (iv) adheres to the underlying principle that the transport system should not allow deaths and disabilities for the sake of faster transport times or other supposed economic cost savings (which generally do not exist because the overlooked increased costs of crashes exceed the value of the travel tie savings). For a brief review of evidence, see Job and Mbugua (2020).

Evolving understanding of Safe System (Job, Truong, and Sakashita. 2022; Sakashita, Job, and Belin. 2022) has important implications for the meaning of shared responsibility. Responsibility for road safety is shared among those who administer safety programs, determine road safety policy including setting travel speeds, designing and maintaining the roads, manufacture and approve vehicles. This includes the private sector, though government regulation of it may be required. These stakeholders must accept and address responsibility for safety, so that when a fatal or serious injury crash occurs, remedies are found throughout the system, rather than blaming the driver or other road users. Nonetheless, the safety of the road system is imperfect as yet in all countries and thus while there is progress in moving towards a Safe System, many lives can be saved by improving road user behavior, even though safety is ultimately delivered more sustainably and completely by improving other elements of the road system to protect people from inevitable errors.

- ✓ *More systematic capacity building by the APRSO.*

Members highly value the capacity building undertaken by the APRSO and see it as a key strength of the Observatory. A survey of member needs in capacity building and discussion of plans for annual conference agenda at the General Assembly are potential solutions.

2.1.4.3. Long-term visionary features for delivering road safety

In addition to the visionary features described above, which will support delivery of road safety, one feature is closely connected with delivery.

- ✓ *Increase focus on speed management as a powerful cost-effective opportunity for road safety in Asia and the Pacific.*

Speed management is one of the most powerful, cost-effective road safety opportunities

[6] This description is partly based on the Second Global Plan, but also adopts the revised position on shared responsibility recently advanced as more internally consistent with Safe System (Job, Truong, and Sakashita 2022). See also Sakashita, Job, and Belin (2022).

available, and is universally applicable including in Asia and the Pacific, an inevitable consequence of the laws of physics (ADB, 2024). Speed management has the potential to dramatically reduce crash frequency and severity as well as delivering many other direct economic and social benefits in climate change, social equity, and reducing the health effective of road noise and air pollution, with lower speeds generally improving overall economic outcomes (as noted above, with references). Despite this, globally, speed management remains poorly understood and inadequately addressed. The role of speed and speeding in fatal and serious crashes is dramatically unstated in crash data (Job and Brodie, 2022).

Throughout Asia and the Pacific, speed limits are most commonly higher than the travel speeds required for safety (Austroads. 2021; Stipdonk, Turner, and Job, 2022), whereas Europe is leading the way on lowering speed limits, including increasing movement to 20 km/h limits whereas 30 km/h limits exist but are apply to only a tiny percentage of urban roads (ADB, 2022). As a guide to the suitability of speed limits, WHO (2023) rated countries for what WHO sees as good practice, which entails national law existing, urban limits set at 50 km/h or lower, and local authorities having the power to further modify this limit. Based on data in the World Health Organization Global status report on road safety 2023, even with the generous definition of 50km/h as an urban speed limit (compared with the 20 km/h and 30 km/h, which are increasingly common in Europe and beyond) most Asia and Pacific countries are still not reaching these criteria (WHO, 2023).

Speed management includes setting safe speed limits, implementing traffic calming such as speed humps and raised crossings to manage speeds, and effectively changing behaviors through enforcement and deterrence (ADB, 2024). Speed management is highly cost effective (Job and Mbugua, 2020). The APRSO must lead a focus on better speed management and its large reduction in death and injury, through advocacy, guidance, capacity building, and data collection on travel speeds though technology or on-road travel speed recording.

2.1.5. Action Plan 2026–2028

This action plan aims to guide evolution and development of the APRSO Strategy over its first 3 years as we learn from these early experiences, from other observatories, from road safety evidence and developments, and as we access opportunities for technological and policy advances in road safety.

APRSO strategy rationales and features are not repeated in the Action Plan. The plan details steps for select areas identified as most relevant for first the 3 years. The eight areas below have been identified as early priorities, based on level of opportunity, consultation, feasibility, and synergie. Synergies between various actions and opportunities were identified, as identified in the relationships between areas and activities noted below.

2.1.6. Priority Areas

i. Data: Move beyond crash data in the observatory.
ii. Data: Reconsider APRSO policy on crash data sharing.
iii. Develop the APRSO as a forum for the full range of dialogue and stakeholders to cover data-evidence-solutions and policy-funding.

iv. Facilitate regional groups and dialogue within the APRSO and a better APRSO website (with synergies).
v. Increase the number of APRSO member states.
vi. Secure sustainable funding of the APRSO.
vii. Connect and collaborate with developing related entities, including the Centre of Excellence for Powered Two-Wheelers, the Eastern Partnership Road Safety Observatory, and the ASEAN Road Safety Observatory.
viii. Engage in more systematic capacity building by the APRSO and focus more on speed management as a powerful, cost-effective opportunity for road safety in Asia and the Pacific; adopt Safe System principles to guide road safety; encourage country governments, multilateral development banks, and others to fund road safety.

Early steps for each priority area are described below.

Priority Area 1: Data: Move beyond crash data in the observatory

Data other than crash data are vital in guiding and evaluating road safety interventions. These data constitute safety performance indicators (SPIs) and include seatbelt and child-restraint use rates, helmet use rates, travel speeds (on road speed surveys), traffic volumes and Vulnerable Road User volumes, safety features of roads (iRAP and other options), and road asset feature data.

Indicated steps for the early years are:

i. Agree on priority SPIs to target for early successes. Three are suggested for feasibility of collection and value: seatbelt use rates, motorcycle helmet use rates, and travel speeds (in countries with few motorcycles, helmet surveys are not a priority). However, motorcycles are a significant contributor to the road safety problem in many countries in Asia and the Pacific.
ii. Develop agreed-upon methods for on-road surveys of these factors, with expert input, noting that speed surveys should be conducted using automated technology, not via enforcement locations or handheld devices. This should include representativeness and sample sizes (which are often prohibitively and pointlessly large in many studies).
iii. Surveys undertaken and data shared by member states.

Target endpoint: This will allow APRSO input and thus powerful guidance on action plans to address the results effectively. Surveys should be undertaken regularly, at agreed time intervals, and used to evaluate the effects of interventions.

Priority Area 2: Data: Reconsider APRSO policy on crash data sharing

Crash data sharing is not happening as it should in the APRSO. Many motivations are preventing this.

Indicated steps for the early years are:

i. Consider having member states share their crash data with the APRSO only (confidential sharing), as recommended, with APRSO not sharing the data with other countries.
ii. If agreed, adopt this policy and develop commitments to share data confidentially.
iii. APRSO develops means to house and analyze data.

Target endpoint: APRSO can still help countries with data, systems, analysis, etc., and can publish total data reports without identifying data by country. This may facilitate a smoother start to data sharing and reporting, allowing for a comprehensive set of data for all countries combined, which enables benchmarking.

Priority Area 3: Develop the APRSO as a forum for the full range of dialogue and stakeholders, to cover Data-Evidence-Solutions and Policies-funding

Indicated steps for the early years are:

i. Dialogue with multilateral development banks, funders, and member states on suitable representation at APRSO events, and an initial forum on this subject.

Target endpoint: This will allow coverage in APRSO dialogue and decision making, as presented in Figure 2, vitally including bringing road safety to a seat at the table in funding/financing decisions- a seat it currently generally lacks.

Priority Area 4: Facilitate regional groups and dialogue within the APRSO and improve the APRSO website (with synergies)

Indicated steps for the early years are:

i. Member states to discuss and refine/endorse a proposal for the regions to be adopted.
ii. Plan and hold a set of parallel sessions for each region to meet as part of the APRSO annual meeting.
iii. Facilitate region-based and issue-based discussions via forums on the APRSO website, with organic development.
iv. Develop and promote policies for strong visibility and acknowledgement of donors and funders on the APRSO website, and in annual meetings.
v. Track use of the website.

Target endpoint: These steps will allow the first steps in improving and monitoring the website, and synergistically for region-based discussions by countries with other members seen as comparable.

Priority Area 5: Increase the number of member states of the APRSO

The 27 member states represent less than 50% of the countries of the region. More countries should benefit from the opportunities the APRSO offers and the enhanced opportunities it will provide in the future, under this strategy.

Indicated steps for the early years are:

i. Encourage non-member countries to join APRSO, including by highlighting the priority areas just above as synergies:
    a. The new APRSO Strategy,
    b. The new policy on confidential data sharing, and its advantages,
    c. The APRSO as a forum for road safety to connect with funding opportunities,
    d. Support in developing surveys of safety performance indicators and their value,
    e. Region-based dialogue.

Target endpoint: More members, allowing APRSO to support road safety in more countries of the region.

Priority Area 6: Secure sustainable APRSO funding

Indicated steps for the early years are:

i. Explore funding opportunities (including partnerships with other entities) with long-term commitment of support, employing both the value of the APRSO to date, and the new strategy and opportunities it offers to highlight future value.

Target endpoint: This will allow a stronger, more effective APRSO and facilitate longer-term planning.

Priority Area 7: Connect and collaborate with related developing entities, including the Centre of Excellence for Powered Two-Wheelers, the Eastern Partnership Road Safety Observatory, and the ASEAN Road Safety Observatory

Indicated steps for the early years are:

i. The Eastern Partnership Road Safety Observatory exists now and is important to the countries of that region. Thus, partnership with this observatory is a suitable first priority, while the Centre of Excellence for Powered Two-Wheelers and the ASEAN Road Safety Observatory are in development.
ii. The APRSO supports a closer relationship with the Eastern Partnership Observatory and supports aligned approaches to road safety data in the relevant countries, while still identifying the important opportunities offered by the APRSO.

Target endpoint: This will facilitate collaboration, rather than competition, and thus the best support for road safety in the relevant countries.

Priority Area 8: Engage in more systematic capacity building by the APRSO, combined, and focus more on speed management as a powerful, cost-effective opportunity for road safety; adopt Safe System principles to guide road safety; encourage country governments, multilateral development banks, and others to fund road safety.

Indicated steps for the early years are:

i. More systematic capacity building through annual meetings and through guidance documents, addressing:
    a. Increase focus on speed management as a powerful cost-effective opportunity for road safety in Asia and the Pacific, including the clear cost-benefit ratios and economic improvements to be made through lower speeds;
    b. Promote the value of adoption of Safe System principles to guide road safety, including in low to medium-income countries;
    c. Encourage funding for road safety by country governments, multilateral development banks, and others, even highlighting the purely economic costs and savings.
ii. Develop a guide specifically on modern speed limit setting practices, such as model guidelines for Asia and the Pacific, based on movement and place (as explained in the APRSO Strategy) and the evidence provided in ADB (2024), including the economic value of better speed management, to guide all member countries. Movement and Place is a framework for planning, designing, and managing our road (and transport) networks to maximize benefits by determining the primary functions of roads as based on place (such as residential streets, or shopping centers along roads) or on movement (such as rural highways) (See Austroads, 2020).
iii. Develop guidance on effective use of traffic calming to manage speed, such as a model guideline for Asia and the Pacific, noting the challenges member countries face in effective enforcement and deterrence, to guide all member countries.

iv. Develop evaluations of capacity building by the APRSO.

Target endpoint: This will allow stronger, better-informed approaches to road safety, a long-term priority.

3. Conclusions

The APRSO has steadily developed over its early years of operation and is now well placed to be guided by the more visionary APRSO Strategy and Action Plan. These allow the observatory to more effectively, strategically, and broadly facilitate better crash data and broader road safety data, as well as better management, resourcing, and delivery of road safety by APRSO Asia and the Pacific member states.

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