



Press Release

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PwC Middle East and Loughborough University: A Guide for Policy Makers on Reducing Road Fatalities

- ***Road traffic accidents claim more than 3,400 lives worldwide on daily basis, with a total of 1.25 million deaths annually***
- ***The majority of road traffic victims are young people aged between 15 and 29 years old living in low-income countries***

Dubai, United Arab Emirates, 28 December 2016 - Over 1.25 million people die each year on the world's roads, with millions more sustaining serious injuries and living with long-term adverse health consequences. The issue of road traffic fatalities has risen up the list of priorities for governments globally. In order to support governments and policy makers in reducing road traffic fatalities, PwC Middle East, in partnership with Loughborough University, published a report titled: *A Guide for Policy Makers: On Reducing Road Fatalities*.

PwC's proposed strategy framework is based on a thorough analysis of practices and evidence-based case studies from across the world. It aims to serve as a baseline for governments to tailor their own strategic plans and answer their unique challenges to reduce road traffic fatalities.

According to the World Health Organization (WHO), road traffic accidents can amount to a loss of up to 3% of GDP Globally, and up to 5% of GDP for low and middle-income countries. The WHO has placed most of the East Mediterranean countries in Group 4 for traffic data accuracy and reliability; with this group representing states with poor traffic data collection, accuracy and reliability.

Commenting on the report, Rami Nazer, Government and Public Sector Leader at PwC Middle East said: "PwC's purpose is to solve important problems, and with road traffic fatality being the leading cause of death amongst youth in the GCC; reducing deaths on the road is a pressing matter. The Middle East has the second highest Road Traffic Fatality rate in the world after Africa. Reducing fatalities on the road is at the top of safety agendas for governments here in The Middle East. We were delighted to work with Loughborough University in developing this report and hope that our insights will serve as a blueprint for successful road safety strategies across our region."

Professor Andrew Morris, Head of the Behavioral Safety Research and Injury Prevention Research Group at Loughborough University and joint author, added:



“Loughborough University has been privileged to work with PwC on this project. Road accident fatalities represent a significant global challenge but there are a number of strategies and interventions that have been shown to work and which have been successfully applied internationally.”

Andrew Morley, PwC Middle East Director in Government and Public Sector Consulting, and joint author of the report said: “This report is intended to provide policymakers with a practical summary of what has been shown to work in reducing road traffic fatalities and a framework for applying this within the context in which they are operating. Every country will have its own set of unique challenges and cultural contexts but we hope this report provides practical advice that can be tailored to meet each and all of these.”

To find out more about PwC Middle East and Loughborough University’s report “A Guide for Policy Makers on Reducing Road Fatalities”, please visit [\(link\)](#)

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