



Press release

IPAG welcomes Jean Todt for a conference organized with the United Nations Road Safety Fund, the United Nations Development Program and the European Commission

On Tuesday 4 May 2021, the [IPAG Business School](#) will welcome Mr. Jean Todt, the United Nations Secretary General's Special Envoy for Road Safety, for a Kapuscinski Development Lecture (KDL) organized by the United Nations Development Program (UNDP), the United Nations Road Safety Fund (UNRSF) and the European Commission, in partnership with the [“Towards an Inclusive Company” Research Chair](#) of the IPAG.

The *Kapuscinski Development Lectures* are high-level conferences on development-related topics such as climate change, sustainable urban mobility, human rights, etc. They welcome world-renowned guests such as Nobel Prize winners (Esther Duflo, Joseph Stiglitz), former Heads of state or government (Michelle Bachelet, Tony Blair, Julia Gillard) or eminent development experts (Alla Murabit, Inger Andersen).

These events are promoted by the European Commission and UNDP to enable **students** from EU Member States and from all over the world to participate and learn about international development. Since the creation of the KDL, 110 conferences have been organized in renowned European educational institutions: King's College, La Sapienza Università di Roma, Trinity College, Université Libre de Bruxelles, London School of Economics ... IPAG is very honored to be the **third French establishment, after Sciences Po and Paris School of Economics, to host an event of this magnitude.**

Entitled "**Safe and sustainable mobility**", the next conference will have as the guest speaker, Mr. Jean Todt, former director of the Scuderia Ferrari team, and President of the Internationale Automobile Federation (FIA) and the United Nations Secretary-General's Special Envoy for Road Safety.

The purpose of the lecture will be to demonstrate that safe mobility is at the heart of sustainable and inclusive development. **However, every year, 1.4 million people are killed on the world's roads and 50 million are injured. Road traffic crashes are the leading cause of death among young people (5-29) and it is developing countries that bear the heaviest burden.** In addition to the enormous human suffering caused, the economic costs of road safety failures keep hundreds of millions of people in poverty.

Safe mobility is undeniably fundamental to achieve the Sustainable Development Goals (SDGs), especially those that affect health security, sustainable cities and the reduction of inequalities. With the start of the new UN Decade of Action for Road Safety (2021-2030), contextualized by the COVID-19 crisis, it is a momentous time to address our path forward.

The United Nations Secretary General's Special Envoy for Road Safety will open the lecture aimed to inspire all stakeholders, including governments, international organizations, civil society, academics, the private sector and younger generations to finally tackle one of the greatest tragedies of our time.

Additional speakers will include: **Prof. Maria Giuseppina Bruna, Dean for Ethics, CSR and Social Research of IPAG Business School**, Founder and Director of the IPAG Chair “Towards an Inclusive Company”, **Florent Menegaux, CEO of the Michelin group**, **Saul Billingsley, Executive Director of the International Automobile Federation Foundation** and **Lotte Brundum, Executive Director of the Global NGOs Alliance for Road Safety**.

Due to the health context, this event will be held in an **exclusively virtual format**. You can register by clicking on the following link:

https://kapuscinskilectures-eu.zoom.us/webinar/register/WN_Sygaf_ODRoah0BudTN6WmQ

For the IPAG Business School and its research laboratory, which have always had the ambition to create within the school spaces for discussion on topics of the future, this event constitutes real international recognition for its knowledge in this matter.

Press contacts: the journalists will be able to question Mr. Jean Todt or the speakers at the round table during the two Q/A sessions. Interviews can also be organized before or in marge of the event. For any information, you can contact:

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- **Secretariat de l'Envoyé Spécial du Secrétaire Général des Nations Unies pour la Sécurité Routière :** Priti Gautam : priti.gautam@un.org / +41 (0) 22 917 5614
- **UNRSF :** Stephanie Schumacher : stephanie.schumacher@un.org / +33 (0)7 88 73 83 77
- **Michelin :** Paul-Alexis Bouquet : paul-alexis.bouquet@michelin.com / +33 (0)6 79 33 51 47
- **Fia Foundation:** Caroline Flynn : c.flynn@fiafoundation.org

Agenda

3.30 p.m. - Welcome (10 min)

By Prof. Maria Giuseppina Bruna, Dean for Ethics, CSR and Social Research of IPAG, founder and leader of the IPAG Chair “Towards an Inclusive Company”, Mr. Baudouin Baudru, Chief of the EU Representation in France, and a representative for the UNDP.

3:40 p.m. - Lecture by Mr. Jean Todt (50 min)

After his introductory speech (10min), Mr. Jean Todt, the Un Secretary General's Special Envoy for Road Safety, will answer questions from IPAG Business School students (25 min) then those from the public (15 min).

4.30 p.m. - Round table (80 min)

Moderated by Saul Billingsley, Executive Director of the International Automobile Federation, and Prof. Maria Giuseppina Bruna from IPAG, this round table (60 min) on sustainable mobility and road safety, will bring together Florent Menegaux, President of the Michelin group, officials from world cities and representatives of civil society . They will play the question / answer game with the audience (20 min).

17h50 – Conclusion (10 min)

A senior representative of the United Nations Economic Commission for Europe (UNECE) will conclude discussions this afternoon.

About [IPAG Business School](#)

Founded in 1965 by Jacques Rueff, economist and academician, IPAG Business School is a business school recognized by the State as of general interest (EESPIG label). Member of the Conférence des Grandes Écoles (CGE), and EPAS accredited, the school has more than 12,500 graduates, 3,500 students on 4 campuses (Paris, Nice, Los Angeles, Kunming) and 135 partner universities around the world. It offers a Grande École Program targeted Bac + 5, Bachelors and BBA (Bac + 3) as well as MBA, MSc (Bac + 5), MSc Online (Bac + 5) and DBA (Bac + 8). With one of the most successful research laboratories in economics and finance in France, IPAG has been on the Shanghai ranking for 4 years.

About the IPAG Chair [“Towards an Inclusive Company”](#)

Founded in 2016 and chaired since by Prof. Maria Giuseppina Bruna, the IPAG “Towards an Inclusive Company” Chair is an interdisciplinary and international platform for action research, scientific expertise, training and dissemination, shedding light on the intersecting challenges of agility, efficiency, inclusiveness and resilience at work. The Chair benefits from the sponsorship of several companies and organizations: the MICHELIN Foundation, TOTAL Group, CBRE France, AGEFIPH, VYV Group, the FACE Foundation and its partners (AXA, ENGIE, ORANGE, MICHELIN). Through a dozen action research programs, the Chair enlightens companies in their strategic choices, their societal commitment approaches and their organizational changes. It questions the future of jobs, organizations and management and studies inclusive networks as antechambers of the business of tomorrow and laboratories of a new style of leadership: situational, shared, agile and also inclusive.

About the [United Nations Road Safety Fund \(UNRSF\)](#)

Established in 2018, the United Nations Road Safety Fund (UNRSF) aims to reduce the number of road traffic fatalities and injuries in low- and middle-income countries where 93% of global fatalities occur. In accordance with United Nations General Assembly resolution 74/299 proclaiming a New Decade of Action for Road Safety, UNRSF is an innovative pooled fund, bringing together 16 private and public donors to date. Anchored in a global road action framework, the Fund has the capacity to mobilize resources to address critical gaps in national road safety systems. It is currently funding projects implemented by 11 United Nations agencies, covering 4 regions, in 19 countries. The secretariat of the United Nations Road Safety Fund is based in Geneva, under the direct responsibility of the Executive Secretary of the United Nations Economic Commission for Europe ([UNECE](#)).

About the [Kapuscinski Development Lectures](#)

The KDLs, named after Ryszard Kapuscinski, a Polish reporter and writer who has covered developing countries, are jointly organized by the European Commission, the United Nations Development Program (UNDP) and partner universities or think tanks. This lecture series offers students from European Union member states an unprecedented opportunity to learn and discuss development issues. More than 110 lectures have gathered over 30,000 participants since 2009. High-level speakers have given KDL lectures, such as Angel Gurría, Ashraf Ghani, Crown Prince Haakon of Norway, Ellen Johnson Sirleaf, Esther Duflo, Helen Clark, Her Majesty Queen Mathilde of the Belgians, Jeffrey Sachs, Julia Gillard, Kemal Dervis, Kristalina Georgieva, Michelle Bachelet.

About Jean Todt, United Nations Secretary General's Special Envoy for Road Safety



Jean Todt was born on February 25, 1946 in Pierrefort (Cantal, France). Co-driver of rallies from 1966 to 1981, he won the team world championship that year with Peugeot. In 1982 he founded Peugeot-Talbot sports, which he managed until 1993. During these years he won 4 world rally championship titles as a team manager with the Peugeot 205 Turbo 16 (drivers and manufacturers in 1985 and 1986), 5 Paris-Dakar (from 1987 to 1991) and twice the 24 Hours of Le Mans with the Peugeot 905 (1992 and 1993). From 1993 to 2009, he is the Team Principal of the Scuderia Ferrari in Formula 1, winning 14 world championship titles (6 driver titles with Michael Schumacher from 2000 to 2004 and Kimi Räikkönen in 2007 and 8 manufacturer titles). In 2009, he was elected President of the Fédération Internationale de l'Automobile (FIA), and re-elected unanimously in 2013 and 2017. Since 2015, he has also been the United Nations Secretary-General's Special Envoy for Road Safety.

About Florent Menegaux, CEO of [Michelin](#)



After graduating with a degree in finance, management and economics, Florent Menegaux joined Price Waterhouse in 1986 as a consultant. He was soon appointed manager, specializing in interest rate risk control and management for banks.

In 1991, Exel Logistics France, a logistics and transport company, offered him the position of Finance Director. Six months later, he was promoted General Manager. From 1995 to 1996, Florent Menegaux was General Manager of the General Cargo Transport division for the Norbert Dentressangle Group.

In 1997, Florent Menegaux joined Michelin as Commercial Director for truck tires in the United Kingdom and the Republic of Ireland. In 2000, Michelin appointed him Sales Director for Truck Tires Original Equipment and Replacement markets for North America. In 2003, he became head of Truck Tires for South America.

In 2005, he was appointed head of the Africa – Middle East Zone.

In January 2006, Florent Menegaux became responsible for the Group's Passenger Car and Light Truck Tire Replacement Business Unit for Europe, before being appointed Executive Vice President for the Passenger Car and Light Truck worldwide activities, becoming a member of the Group Executive Committee, in 2008. He also oversees Michelin's Motorsports activities and Materials business.

In December 2014, he was appointed Chief Operating Officer and then Senior Executive Vice President of the Michelin Group in 2017.

In January 2018, he also supervises the Group's Business Directions, and the Manufacturing, Supply Chain and Customer Experience Operational Directions.

On May 18, 2018, Florent Menegaux is named Managing General Partner of the Group.

On May 17, 2019, Florent Menegaux is named Chief Executive Officer.

About [Maria Giuseppina Bruna](#), Dean for Ethics, CSR and Social Research of the IPAG Business School Group, Director of the [IPAG Chair "Inclusive Company"](#),



Full Professor in Management, specialist in CSR, organizational forecasting and inclusive management, Maria Giuseppina is Dean for Ethics, CSR and Societal Research of the IPAG Business School Group, where she sits on the Executive Committee. She leads the School's societal commitment approach, awarded by the "PRME Advanced Signatory" status (since 2019) and the the BSIS Label (in 2020). A recognized expert in social impact research, she also coordinates the School's R&D strategy.

Since 2016, Maria Giuseppina leads the IPAG Chair "Towards an Inclusive Company", which she founded, a partnership platform for action-research, scientific expertise, training and dissemination, focused on the challenges of social inclusion, agility and innovation at work. In this context, she is responsible for the scientific direction of around ten research-actions carried out with the support of a number of organizations, including the Foundation Egalité-Mixité (and its partners: MICHELIN, AXA, ENGIE, ORANGE), the Foundation MICHELIN, the TOTAL Group, the CBRE France, the Groupe VYV and AGEFIPH...

Consulted as an "Anti-discrimination, Diversity & Inclusion" expert by the French Ministries of Labor, Regional Cohesion and Higher Education, she cooperates with the OECD and, within the framework of the KDL conference, with the United Nation Found for Road Safety, the United Nations Development Program and the European Commission.

Associate Editor of Finance Research Letters (ELSEVIER) and Deputy Editor-in-Chief of Management & Social Sciences, Prof. Bruna has edited 12 special issues of classified scientific journals and published 60 academic articles on CSR, sustainable development and inclusive management.

A researcher engaged in action-by-science, Maria Giuseppina has written or directed 95 reports and has given 110 conferences and advisory missions to 50 organizations and companies in France and around the world.

About [Saul Billingsley](#), Executive Director of the [International Automobile Federation Foundation \(FIA Foundation\)](#)



Saul Billingsley is Executive Director of the FIA Foundation, an international philanthropic organization supporting safe and sustainable mobility for all. He is administrator of the International Road Assessment Program (iRAP) and of the Steering Committee of the United Nations Road Safety Fund.

Read a recent [interview with Mr Billingsley](#) on road safety in the UNRSF blog.

About Lotte Brondum, Executive Director of the Global NGOs Alliance for Road Safety



Lotte Brondum started with the Global Alliance of NGOs for Road Safety Secretariat in late 2014 as its first employee. As the executive Director she has been instrumental in facilitating road safety NGO's voice, involvement, participation and contribution to the development of advocacy that contributes to meeting the SDG road safety targets globally.

She started capacity building initiatives for NGOs the Empowerment Program that has increased the quality of work of Alliance member NGOs to plan, identify funding, implement and evaluate relevant advocacy activities that leads to community mobilization, press attention and legislative change. Under her leadership the Alliance is increasingly becoming the main organization for NGOs and stakeholders for sharing road safety information and opportunities relevant to achieving the Sustainable Development Goals.

Previously, Ms. Brondum worked in Mozambique, Zimbabwe, and in Vietnam with the Danish government, corporate sector, academia and NGOs.

Ms. Brondum has a bachelor's degree in nursing science from the University of Copenhagen, advanced degrees in epidemiology from the London School of Hygiene & Tropical Medicine, and a master's degree in medical anthropology from Aarhus University. With the Alliance virtual office, she currently lives in Copenhagen, Denmark, with her family.