GLOBAL
SAFE AND AFFORDABLE
HELMET CAMPAIGN
MAKING THE WORLD SAFER, TOGETHER
The secretariat for the UN Secretary-General's Special Envoy for Road Safety is hosted in UNECE. UNECE is the custodian of the United Nations road safety legal instruments applicable worldwide, such as the Convention on Road Traffic, the Convention on Road Signs and Signals, and the 1958, 1997 and 1998 Vehicle Regulations Agreements. UNECE remains the only permanent body in the United Nations system that focuses on improving road safety.
CONTENTS

FOR A WORLD WHERE ROADS ARE SAFE FOR EVERY USER, EVERYWHERE 2
A MAJOR KILLER: THE MOTORCYCLES 4
A GAME CHANGER: THE HELMETS 7
MAKING THE WORLD SAFER 9
TECHNICAL DETAILS 10
TOGETHER, WE CAN MAKE A REAL DIFFERENCE 14
YOUR BENEFITS 15
FOR A WORLD WHERE ROADS ARE SAFE FOR EVERY USER, EVERYWHERE

WITH GLOBAL REACH COMES GLOBAL RESPONSIBILITY. OUR WORK STRIVES TO MAKE SAFE AND SMART MOBILITY A REALITY FOR ALL

Road fatalities and injuries are a challenge to global development. With 1.3 million people killed on the road every year, road crashes are the first cause of death in young people aged 5 to 29. Almost 90% of the road fatalities occur in low- and middle-income countries (LMICs).

The United Nations has invested significantly in tackling the problem globally by including road safety into its SDGs, committing to halving the number of global traffic deaths and injuries, and to providing access to safe, affordable, accessible, and sustainable transport systems for all by 2030.

**TRANSLATING INTO THE UN SUSTAINABLE DEVELOPMENT GOALS**

**3. Good Health and Well-Being**

- Halve the number of global deaths and injuries from road traffic crashes.

**11. Sustainable Cities and Communities**

- Improve road safety and provide access to safe, affordable, accessible and sustainable solutions, with special attention to the needs of those in vulnerable situations.
300 MILLION MOTORCYCLES IN THE WORLD

80% are in Asia, Africa and Latin America, regions that have not yet fully embraced or enforced the United Nations minimum helmet safety standard as their national standard.

GLOBAL HELMET SAFETY STANDARDS

ECE 22.05 usable  To be confirmed  ECE 22.05 not usable
A MAJOR KILLER: THE MOTORCYCLES

3.4 MILLION PEOPLE WERE KILLED IN MOTORCYCLE ACCIDENTS BETWEEN 2008 AND 2020

Motorcycle accident statistics in low- and middle-income countries are staggering and getting worse, as the increase in wealth leads more people to ride motorcycles on already overcrowded and underengineered roads.

In South-Asia, the situation of two-wheeler crashes is critical while the motorcycles account for up to 70% of vehicles.

Annual tuberculosis deaths: 1.4 million
Annual road traffic deaths: 1.35 million
Annual malaria fatalities: 409,000
Annual motorbike fatalities: 379,356

Motorbikes are rising in popularity. Their number is projected to reach 400 million by 2050, up from 270 million in 2021.

Annual motorbike fatalities: 379,356
Annual Tuberculosis Deaths

1.4 Mil

Annual Road Traffic Deaths

1.35 Mil

93 percent of these deaths are in lower and middle income groups

Annual Malaria Deaths

Annual Motorbike Fatalities

Motorbikes are rising in popularity

400
300
200
100

2020
2030
2040
2050

2020 : 270 Million
2050 : 400 Million (projected)

3.4 Million deaths between 2008 and 2020

1.4 Million could have been prevented with proper helmet use

Road Deaths in Kenya : 12,463

40% involved Motorbikes
"I was crossing an intersection on a national highway in Quang Nam (Vietnam) when suddenly a vehicle crashed into my motorcycle. The force of the impact threw me to the ground. My head hit the pavement and I was knocked unconscious. My recovery took 3 months but fortunately, I was wearing a high quality helmet. This was instrumental in preventing me being killed."

MRS. LE THI DANG NGHIA
VIETNAMESE TEACHER, VICTIM OF A ROAD ACCIDENT IN 2017
A GAME CHANGER: THE HELMETS

WE HAVE SOLUTIONS THAT COULD LOWER THE RISK OF ROAD FATALITIES BY 42% AND INJURIES BY 69% FOR MOTORCYCLISTS

COMFORTABILITY
ADAPTED TO WARM CLIMATES, THUS INCREASING ACCEPTABILITY IN LOW- AND MIDDLE-INCOME COUNTRIES

AFFORDABILITY
APPROXIMATIVELY
$15 WHOLESALE PRICE

SAFETY
COMPLIANT WITH ECE 22.05 UNITED NATIONS MINIMUM SAFETY STANDARDS FOR HELMETS
QUALITY HELMET VS NON-QUALITY HELMET?

- STRONG SHELL
- STURDY BUILT
- CLEAR VISOR
- CERTIFIED TO UN HELMET REGULATIONS

- WEAK OUTER SHELL
- FLIMSY BUILT
- UNCLEAN/ FOGGY VISOR
- NOT CERTIFIED TO UN HELMET STANDARDS
MAKING THE WORLD SAFER

THE ISSUE TO BE ADDRESSED

- Increasing number of people riding motorcycles globally.
- Motorcycle-related fatalities keep increasing.
- Low wearing rate of helmets that meet UN safety standards is the main cause.

THE SITUATION

- The hot climate and the high purchase price prevent many from wearing a helmet that meets UN safety standards.

THE SOLUTION

- A revolutionary, safe and affordable helmet meeting UN safety standards.
- Using the United Nation's expertise to achieve this goal, a world first.
- Developed by leading manufacturers and distributed by our partners.
- Together, we save lives.
THE HELMETS ARE CUSTOMIZABLE WITH YOUR BRAND IDENTITY
## TECHNICAL FEATURES

### NZI HELMETS

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<thead>
<tr>
<th>Model</th>
<th>SJ2</th>
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<tbody>
<tr>
<td>Certification</td>
<td>ECE22.05</td>
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<tr>
<td>Type</td>
<td>Open face</td>
</tr>
<tr>
<td>Options</td>
<td>With peak or visor</td>
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<tr>
<td>Sizes (head circumference in cm)</td>
<td>XS (54) S (55–56) M (57) L (58) XL (59)</td>
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<tr>
<td>Weight</td>
<td>950 ± 50g</td>
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<tr>
<td>Colours available</td>
<td>Can be customized from 50’000 units ordered (Extra cost to be discussed with manufacturer)</td>
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### STEELBIRD HELMETS

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<tr>
<th>Model</th>
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<tbody>
<tr>
<td>Certification</td>
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<tr>
<td>Type</td>
<td>Open face</td>
</tr>
<tr>
<td>Options</td>
<td>With visor only</td>
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<tr>
<td>Sizes (head circumference in cm)</td>
<td>XS (54) S (55–56) M (57) L (58)</td>
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<tr>
<td>Weight</td>
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<td>Colours available</td>
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</table>
WE PARTNER WITH KEY MANUFACTURERS

INCLUDES BUT NOT LIMITED TO:

**NZI Helmets**

**Headquarters:** Murcia, Spain  
**Factory:** Jinhua, China

[www.nzi.es/en](http://www.nzi.es/en)  
Contact: Juan José Bernat  
+34 607 35 09 92  
jj.bernat@nzi.es

**Steelbird Helmets**

**Headquarters:** New Delhi, India  
**Factory:** Baddi, India

[www.steelbirdhelmet.com](http://www.steelbirdhelmet.com)  
Contact: Ivo Boncompagni  
+39 320 327 14 30  
ivo@bonco.it
TOGETHER, WE CAN MAKE A REAL DIFFERENCE

WE INITIATE, YOU ACT. AWARENESS AND ADVOCACY FOR DEVELOPMENT AND PRODUCTION LEAD TO DISTRIBUTION, PROMOTION, SUPPORT AND CONTRIBUTION

YOU CAN ACT IN THREE WAYS

| Donors Partners | Donations to the Road Safety Fund or other designated non profit organizations fully dedicated to the distribution of helmets | The Road Safety Fund or other designated non profit organizations manage the purchase and distribution to disadvantaged populations in low- and middle-income countries |
| Corporate Partners | Purchased at wholesale price from registered manufacturers | Distribution free of charge to protect your employees, consumers and communities. Business mechanics possible, for example 'Buy and get a free helmet' |
| Distribution Partners | Purchased at wholesale price from registered manufacturers | Distribution at retail price through your own networks, associated with promotional efforts (to be agreed). Make it widely available to end consumers |
YOUR BENEFITS

ACCELERATE THE DEPLOYMENT OF A GAME-CHANGING INITIATIVE

ASSOCIATION
Press Release with UN Secretary-General’s Special Envoy
Relay on UN platforms
Involvement in PR stunts

COMMUNICATION
Co-branding opportunities on helmets
Activation with UN Special Envoy
Integration in advocacy plan

REAL IMPACT
Distribution to populations in need
A concrete case for CSR* endeavours
Drive positive change

*Corporate Social Responsibility