

Mexico City, August 2022

Agreement for safe fleets in Mexico: Structure and operation guide

Introduction

The **Agreement for safe fleets in Mexico** is an initiative of the Mexican Red Cross (MRC), in alliance with other civil society organizations, to promote vehicle safety in Mexico and thus contribute to reduce the consequences of road crashes that each year result in more than 16 thousand deaths, on average, and more than 134 thousand people injured, of which 40 thousand acquire disability for the rest of their lives¹. Road incidents are the leading cause of death in children between 1 and 14 years of age, and in the 15 to 24 age group road incidents are the second leading cause of death, only after violence.

The MRC convenes this Agreement in accordance with the Decade of Action issued by the UN to achieve the fulfillment of the 17 Sustainable Development Goals of the 2030 Agenda on Sustainable Development in the world, whose third Goal: *Ensure healthy lives and promote well-being for all at all ages*, specifically includes reducing by half the number of deaths and injuries caused by road traffic crashes in the world; and, in particular, with Resolution 74/99 *Improving global road safety*², approved by the UN General Assembly on August 31, 2020³, which, among other resolutions, calls for strengthening the necessary multisectoral partnerships between the business, public, academic and social sectors, highlighting and including the national Red Cross and Red Crescent societies, to achieve a reduction in road traffic deaths and injuries worldwide.

Objective

Promote vehicle safety in Mexico, through a collegiate body made up of actors and entities from the private, public and social sectors, encouraging and publicly recognizing the acquisition, renewal and, in general, the use of fleets with safer vehicles.

This body may, within its capabilities, through the civil society organizations that make up the specialized technical advisory body, provide technical support and advice for the development of an internal plan for vehicle and road safety to the entities that request it so that the fleets they use are made up of safer vehicles, and for its maintenance and monitoring once implemented.

¹ Perfiles de la Seguridad Vial, *México, 2015*, Secretariado Técnico del Consejo Nacional para la Prevención de Accidentes, México, 2017. (Not available in english)

² UN, Sustainable Development Goals: <https://sdgs.un.org/es/goals> (consultation in August 2022).

³ UN, 74^a Sessions Period, <https://www.un.org/es/ga/74/resolutions.shtml>, consultation in August 2022. Online document: <https://documents-dds-ny.un.org/doc/UNDOC/GEN/N20/226/34/PDF/N2022634.pdf?OpenElement>

Mission

We work to contribute to saving lives in Mexico by reducing the number of deaths, serious injuries and disabilities acquired as a result of a road incident in the transportation of people, supply of goods and services by public, private and social sector organizations.

Principles of the Agreement:

Humanism. - We place human life, integrity, and health at the center of our actions to promote development and full access to all the rights of all people.

Transparency. - Our work is transparent to Mexican society and the organizations that make up this Agreement.

Technical reliability. - Our decisions and actions are always supported by scientific information, and we are guided by the best national and international practices of which we are aware.

I. Members of Safe Fleets Agreement in Mexico

The following may be members of the Agreement:

- a) Civil society organizations (CSOs) specialized in vehicle safety. - Those civil society organizations that have a public recognition for their outstanding work for the sake of vehicle safety in Mexico, Latin America and the world.
- b) Companies. - That use fleets with safer vehicles, or that commit to conform them with these, for their daily operation or in the supply of goods and services they offer to Mexican society, regardless of the branch of their activity. Also included are those companies that hire or manage their own driving personnel or through third parties, with fleets of more than 10 units of automotive or non-automotive vehicles.
- c) Governments. - At the national, state or municipal level in Mexico, that have under their jurisdiction and that use for their operation, of any kind, fleets of vehicles that comply with the minimum safety standards, or that commit to vehicle safety.
- d) Public institutions. - Public administration entities, at any of its three levels: national, state or municipal, that use fleets with safer vehicles that comply with the safety standards, or that commit to conform them with these, for their daily operation and work, regardless of the nature of their functions and attributions.
- e) Social sector institutions. - Foundations, Private Assistance Institutions (I.A.P), other CSOs not specified in item a, but that manage fleets, regardless of the nature and vocation of their social work, and that have fleets larger than 10 units of automotive or non-automotive vehicles, or those organizations that can finance, support the renewal or acquisition of safer fleets that comply with vehicle safety standards from other entities.

In order to become a member of the Agreement, in addition to complying with what is indicated in the previous paragraphs for each sector, the proposal of the Mexican Red Cross, the favorable

opinion of one of the CSOs that make up the specialized technical advisory body, and the signing of this Agreement in the framework of a session convened by the MRC shall be sufficient.

Member entities acknowledge that they are not allowed to carry out on behalf of the Agreement for safe fleets in Mexico, among individuals, governments of any level or other entities, any type or act of promotion, advocacy, endorsement, or dissemination of any product or service unrelated to the objectives of this Agreement.

II. Safer fleets

For the purposes of this Agreement, safer fleets are understood as those used by governments, public, private or social sector entities, whether owned or leased, whose units have 50% or more of their volume with the vehicle safety devices recommended by the UN, or are made up of cars that are rated with 4 stars or more, according to the Latin NCAP 2020 and onwards evaluations.

Regarding the minimum vehicle safety devices:

1. The United Nations recommend the following:^{4 5}

- a) Three-point seat belts in each seat: designed to reduce the risk of injury in the event of a crash and sudden deceleration.
- b) Anti-lock braking system (ABS): allow the car to come to a complete stop at a shorter distance and prevent the tires from skidding during emergency braking.
- c) Head restraints in each seat: reduce the severity of neck injuries in rear-end collisions when whiplash occurs.
- d) Electronic Stability Control (ESC): prevents skidding and rollovers in emergency maneuvers, reducing the likelihood of the risk of understeer or oversteer.
- e) Occupant protection, against frontal, side and side pole impact: offers a stable, resistant and reinforced structure, as well as a greater number of airbags –front, side and curtain– to provide adequate protection to the passengers of a vehicle in the event of collisions.
- f) Pedestrian Protection Standard: establishes the specifications necessary to reduce the impact and severity of injuries in the event of a pedestrian collision.

⁴ UN, Decade of Action for Road Safety 2021-2030, <https://www.who.int/teams/social-determinants-of-health/safety-and-mobility/decade-of-action-for-road-safety-2021-2030/>, consultation in August 2022.
Online document: https://cdn.who.int/media/docs/default-source/documents/health-topics/road-traffic-injuries/global-plan-for-road-safety.pdf?sfvrsn=65cf34c8_35&download=true, pages.13-14.

⁵ UN-Economic Commission for Europe, World Forum for Harmonization of Vehicle Regulations (WP.29), Geneva and New York, 2012.

g) Autonomous emergency, low-speed, medium-speed and pedestrian braking: combines detection of the vehicle's front and rear surroundings with automatic activation of the brakes (without driver intervention) to mitigate or avoid a collision or run-over.

In addition:

h) Blind Spot Detection (BSD): Detects the presence of vehicles in the blind areas of the rearview mirrors not only to prevent inconveniences when changing lanes but also when cornering in urban areas by detecting the presence of vulnerable road users (cyclists and motorcyclists, as well as cars).

i) Speed limitation device and, if available, ISA (Intelligent Speed Assistant) type: this device, in its simplest version allows limiting the speed of the car manually to a value desired by the driver. In the ISA version, the vehicle reads the traffic signs regarding speed limits and coordinates them with the GPS positioning and adjusts the maximum speed of the vehicle to the maximum speed allowed at that point in the route.

2. Latin NCAP Evaluations⁶:

Ratings of 4 and 5 stars in Latin NCAP tests with results published according to protocols from 2020 onwards ensure that the cars have good levels of protection for occupants and vulnerable road users and significantly reduce the risk of death, serious injury or acquired disability.

III. Mexican Red Cross (MRC)

MRC will be responsible for the **Agreement for safe fleets in Mexico**, and as such is in charge of the initiative:

- a. Send in writing and 10 days in advance the calls for meetings for the entities that make up the Agreement. The sessions of the Agreement are quarterly and may be online and/or face-to-face and may be attended as guests by representatives of the NGOs of the specialized technical body or those that the MRC and the NGOs consider in order to provide expert information to the other entities comprising the Agreement.
- b. To prepare the minutes of the meetings and follow up on the agreements reached by its members.
- c. To provide the institutions with the necessary information on the minutes of the meetings held.
- d. It is the only spokesperson of the Agreement recognized as such by its members. At the times and for the topics determined by the MRC, together with the specialized technical body, some of the entities of the private, public or social sector, members of the

⁶ [Latin NCAP](#) is a car safety program created in 2010 by the International Automobile Federation Region IV, [FIA Foundation](#), the International Consumer Research & Testing and the Fundación Gonzalo Rodríguez. The initiative is supported by the Inter-American Development Bank (IDB), following the [Euro NCAP](#) program and other schemes around the world. Its objective is to test the active and passive safety of new cars sold in Latin America and the Caribbean.

Agreement, may participate in public events and exclusively for the purposes of its objective as stated in this document.

- e. Promote the incorporation of public, private, social and governmental institutions at the three levels of government, national, regional or international.
- f. To call annually for the *Distinction for Vehicle Safety in Mexico*, in all categories.
- g. Make public the results of the call for the *MRC Distinction* and *Mention* for vehicle safety in Mexico, in all categories. The MRC will make a wide diffusion in all its media and communication networks, and through external media within its reach, of the winning governments and entities, without detriment to the diffusion that the winning entities themselves decide to do on their own, although in order to use the MRC emblem they must have the corresponding authorization.
- h. Organize the annual awarding of the *MRC Distinction* and *Mention*.

IV. Civil society organizations specializing in vehicle safety

Civil society organizations with a recognized track record for their work related to the improvement of vehicle safety at the national, regional or global level, which are part of the Agreement:

- a. They will be jury of the Distinctions that the Mexican Red Cross grants annually to governments, public, private and social sector authorities, who conform, or commit to do so, their fleets with safer cars.
- b. They conform the specialized technical advisory body of the Agreement.
- c. They will provide, within their possibilities, technical support and advice to the entities that request it to gather safer fleets.
- d. Will promote the incorporation of institutions from the public, private, social and governmental sectors at all three levels to this Agreement.

V. Safe fleets distinctive in Mexico

This Mexican Red Cross Award will be granted to public, private or social sector organizations whose car fleets have 50% or more of the volume with the vehicle safety devices recommended by the UN as detailed above or made up of cars that are rated with 4 stars or more, according to Latin NCAP evaluations with publication 2020 onwards.

For fleets composed of more than 500 cars, the percentage may be reduced to 40% for the first entry, along with the commitment and a plan to reach 100% by the entity within the period determined by the agency, provided it is no longer than 4 years. Fleets that have 0 or 1 star cars according to Latin NCAP evaluations published from 2020 onwards, will not be able to aspire to the distinctive or the mention of the MRC.

To continue to be part of this Agreement, the entities that have been accepted commit to maintain their fleets with safer vehicles equipped with safety devices recommended by UN, otherwise they may cease to be considered as part of this Agreement as long as they do not

recover 50% of their fleets with safer cars or do not comply with their commitment to reach 100%.

They must also commit to provide the units with the necessary maintenance to keep them in optimal physical and mechanical conditions and to provide updated and permanent training to the operators in road safety to protect the life and health of all road users during their transportation.

Any organization may apply for and receive, if so determined by the jury, as many times as it wishes the MRC awards and mentions as long as it is justified by an increase in the coverage of safer fleets, that is, an increase in the number of safer cars that make up the fleet, whether they are new or different from the previous ones or have a different use within the same entity.

Designations and categories of the Distinctive Awards

1. Mexican Red Cross Vehicle Safety Distinctive Award. - It is awarded in three categories for each sector: government or public agency; private sector; and social sector, regardless of fleet size:

- a) Bronze Distinctive: between 50% and 70% of safer cars.
- b) Silver Award: between 70% and 85% of safer cars.
- c) Gold Award: at least 85% of safer cars.

Given that the jury for the Distinctive Awards will be the NGOs that conform the specialized technical advisory body, the companies, governments, public and social organizations that make up this Agreement may also aspire to receive one of the Distinctive Awards granted by the Mexican Red Cross.

2. Mexican Red Cross Mention for commitment to vehicle safety. - It is awarded in three categories for each sector: government or public organization; private sector and social sector, to those organizations that commit to have at least 50% of their fleets with cars that are equipped with minimum or better safety equipment in the term they determine, no longer than 24 months or less, and to reach 100% in a term no longer than 4 years from the public signature of their commitment. Regardless of fleet volume:

- a) Bronze Mention: between 50% and 70% of safer cars.
- b) Silver Mention: between 70% and 85% of safer cars.
- c) Gold Mention: at least 85% of safer cars.

Given that the jury for the Distinctive Awards will be the CSOs that make up the specialized technical advisory body, the companies, governments, public and social organizations that are part of this Agreement may also aspire to receive one of the Mentions awarded by the Mexican Red Cross.

3. Mexican Red Cross Distinction to the agent of change for vehicle safety. - An award is given annually to individuals, legislators, civil society organizations that are not part of this Agreement, activists, academics, of Mexican nationality or any other, who for their merits and recognized work in order to improve vehicle safety in Mexico or any other country, has contributed decisively and significantly to the improvement of vehicle safety in line with the adoption of all aspects of safety referred to in this document and, thereby, to reduce the number of deaths, serious injuries and disabilities acquired by road accidents.