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INVESTING IN PEOPLE WHO WALK AND CYCLE

Share the Road Programme
Annual Report 2018

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Foreword

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As a child growing up in São Paulo , Brasil I remember walking to school every day with my friends, and back home again. Road traffic injury is now the leading cause of death for children and young adults aged 5-29 years; it is heartbreaking to know that thousands of children around the world die, making that same journey that I used to.

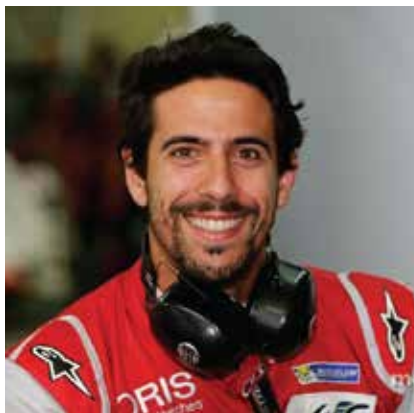
It angers me that we live in a world where someone dies on the road every 24 seconds, totaling 1.35 million people a year; a growing number of deaths which is fueled by motorized transport.

Once you bring in the number of deaths related to poor air quality the picture is even worse; 91 percent of the world's population is breathing unhealthy air. Long-term exposure to outdoor air pollution contributes to the deaths of over 4 million of people with strokes, heart attacks, lung disease and lung cancer causing many of them. Air pollution is now the fourth-highest cause of death worldwide, trailing smoking, high blood pressure and diet, with the majority of deaths recorded in poorer nations.

These are not just statistics, these are real people dying every day. Our friends, mothers, fathers, siblings and our children. We all have a part to play in ending the death toll.

That is why I founded the fuel conservation non-governmental organisation Smarter Driving in 2007 and why I compete in the all-electric FIA Formula E Championship for Audi Sport ABT Schaffler. More recently I also designed the EDG Niobium e-Bike as a clean, alternative means of transportation aimed for urban centres. I am a proud Clean Air Ambassador for the United Nations Environment Programme. I am also honoured to write this foreword for the UN Environment Share the Road Programme – which works with governments around the world to prioritize safe infrastructure for pedestrians and cyclists.

So I am playing my part, what can you do?



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Lucas di Grassi

Racing Driver for Formula E

CEO of Roborace

Designer of the EDG Niobium e-Bike

Clean Air Ambassador for UN Environment



Letter from the Share the Road project team

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预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_14264

