Goal:
To position the topic of road security in the national agenda, using a cross-sectorial approach to generate a decrease in the number of injured and dead people on the roads of Costa Rica.

Partners: Toyota Purdy Motor, IQ Radio, Honda motorcycles, Traffic Police, Ministry of Public Education, Institute on Alcoholism and Drug Addiction (IAFA), Counsel for Road Security (COSEVI), Costa Rican Red Cross, National Civil Committee of Motorcycle Riders, ACONVIVIR and ALIARSE.

Lines of Work:
• Incidence in public policy to position road safety in the National Agenda.
• Promote management of Road Security in the companies, by strengthening the Safe Companies Program of COSEVI.
• Train road safety promoters in the counties with the highest rate of road-related accidents and deaths.

Expected results:
• At least 20 new companies entering the Safe Companies Program of COSEVI.
• 2 countrywide networks for road safety and mobility.
• 500 participants –from three sectors- in training activities for the promotion of road safety.
• 3 exhibits a year for the promotion of road safety.
• 1 Communications Campaign in the social media to promote safe behaviors.

Impact indicators:
• Reduction of traffic-related accidents over the next 5 years.
• Generation of a dialogue on road safety among the different sectors.
• Contribution to a better road culture.