

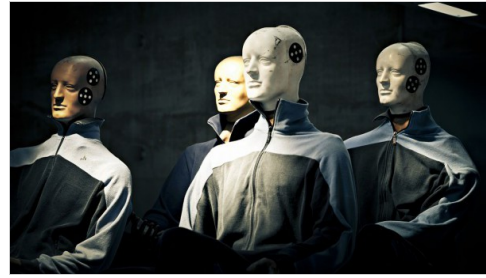
The FIA's stand on safety standards and sustainable transport

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Q&A with FIA

Safety and sustainability are top priorities for the Fédération Internationale de l'Automobile (FIA) and its global mobility member clubs. This Q&A highlights the FIA's advocacy for universally accepted safety standards for autonomous vehicles (AVs) and ongoing educational initiatives to improve public understanding of AI and driver assistance technologies. The FIA aims to halve road deaths and injuries by 2030, using the Road Safety Index to help organizations improve safety practices. Additionally, the FIA is focused on promoting sustainable mobility through smart cities, diversified electrification strategies, and ethical sourcing and recyclability of electric vehicle components.



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We spoke with FIA Secretary General for Automobile Mobility, Willem Groenewald, to gain insights into these matters. The FIA serves as the governing body for world motor sport and the global federation for mobility organizations.



Key takeaways:

1. **Safety standards development:** The FIA is participating in the UNECE Working Parties WP.1 and WP.29 to help develop globally agreed minimum safety standards for autonomous vehicles. This involvement is aimed at addressing the current lack of such standards as AVs are increasingly used on roads.
2. **Educational initiatives:** The FIA is involved in initiatives to educate the public about AI and advanced driver assistance systems (ADAS). They have collaborated with member clubs in Europe to conduct training sessions and campaigns to improve understanding of these technologies and their limitations.
3. **Road Safety Index implementation:** The Road Safety Index, introduced by the FIA in 2022, is being used by various corporations, including Amazon and Uber, as well as municipal entities like New York City's Department of Citywide Administrative Services. This index provides a framework for organizations to assess and enhance their road safety practices.
4. **Partnerships for road safety:** The FIA collaborates with member organizations and governments to implement projects aimed at improving road safety. This includes funding initiatives focused on issues such as school-zone safety and distracted driving, with the objective of reducing road fatalities and injuries by 50% by 2030.

S&P Global Mobility: What steps is the FIA taking to establish globally agreed safety standards for autonomous vehicles, and how do you envision achieving consensus

among different countries?

Willem Groenewald: Today, we are still lacking globally agreed minimum safety standards for AVs — an increasingly pressing issue. Now that we're seeing AV taxis, public transport and consumer vehicles on our roads, it is absolutely essential that technology is safe for all road users.

We are actively engaged, alongside our members, in regulatory developments through the United Nations Economic Commission for Europe (UNECE) Working Parties WP.1 and WP.29 — two UN working groups leading efforts to develop the globally regulatory framework we urgently need. Through these forums, we advocate for consumers and ensure their interests are protected.

By fostering collaboration between countries and stakeholders, these groups play a crucial role in aligning safety standards to ensure the safe deployment and operation of AVs across geographies.

Can you elaborate on the ongoing educational initiatives regarding AI and driver assistance technologies, and how are these initiatives being communicated to the public and industry stakeholders?

AI and advanced driver assistance technologies can only contribute to road safety if users fully understand how they work, and what their limitations are. Manufacturers have a responsibility to clearly explain how the technology works — not only in the vehicle manuals but also at the point of sale or rental. Without this transparency, drivers risk either over-relying on the technology or completely disengaging due to mistrust, both of which can compromise safety.

Education and transparency are key to building user confidence. That's why, together with 11 of our Member Clubs across Europe, we took part in the EU-funded Hi-Drive project. As part of this initiative, our clubs organized training sessions, workshops and awareness campaigns to build understanding and help drivers use ADAS safely and confidently.

How has the Road Safety Index been received among global corporations, and can you provide specific examples of companies that have successfully improved their road safety performance using this tool?

The FIA launched the Road Safety Index in 2022 to enable organizations across private and public sectors to assess, report and improve their road safety. It is the only methodology worldwide offering this capability and helps organizations to drive safer practices through a clear, structured framework which can be integrated into business strategies.

Since then, major corporations such as Amazon, Honda Motor Co., IKEA Supply Chain Operations, Scania, Shell, TotalEnergies and Uber have signed up to the Index. In the public sector, New York City's Department of Citywide Administrative Services recently became the first municipal fleet in the world to adopt the index, setting a global example for how public authorities can lead on-road safety through measurable action.

The international community is calling on companies to commit to road safety — something we saw in February with the Marrakech Declaration of the fourth Global Ministerial Conference on Road Safety. In May, the Council of Ministers of Transport of the International Transport Forum referenced the index in its Policy Recommendation.

What specific strategies is the FIA using to work with governments and institutions to achieve the goal of cutting road deaths and injuries in half by 2030?

The FIA works closely with our member organizations and with governments toward safer road use,

with the ultimate goal of reducing fatalities and injuries. Through the FIA Safe and Sustainable Mobility Grants Programme, funded by the FIA Foundation, we help FIA Members deliver projects — often in partnership with local authorities — focused on issues such as improving school-zone safety, promoting the use of certified helmets or tackling distracted driving.

Our Safe Mobility 4 All and 4 Life program with United Nations Institute for Training and Research (UNITAR) and the FIA Foundation builds capacity at local authority level through training and research, helping to inform decision making and public policy. The global initiative aims to improve local engagement around the importance of road safety in developing countries.

At the international level, with our members, we take part in every key global decision-making forum, championing road users' right to safe mobility, helping shape standards for countries worldwide and advocating for stronger collaboration between governments, institutions and the private sector.

Finally, research from the FIA University aims to inform decision-making and our global programs focus on evidence-based interventions.

Following your recent meetings with officials across the Americas, what key insights did you gather regarding regional road safety challenges, particularly concerning digitalization and private-sector involvement?

Visiting Uruguay, Ecuador and Argentina was a powerful reminder of how our Member Clubs and Regional Offices can mobilize the public and private sectors to deliver progress on road safety.

The Automóvil Club del Uruguay is leading comprehensive training programs for everyone in the country — from drivers to traffic instructors and children — building crucial nationwide capacity for safer and more sustainable roads. The government there is committed to supporting their efforts with the definition of a clear roadmap for safer mobility, focusing on private-sector engagement and the enhancement of national policies.

In Argentina, where two-wheeler users represent a significant proportion of fatalities on the road, we engaged with the National Road Safety Agency and our member club, the Automóvil Club Argentino. Together, we explored how enhanced data collection and data-driven safety interventions, backed by technical support from our club, can help address this issue.

In Ecuador, rapid urbanization emerged as a key challenge, highlighting the need for adaptable, safe and accessible and sustainable mobility solutions for all. Another focus was school-zone safety, and ANETA, FIA Member Club in the country, is leading grant-supported projects using our member iRAP's proven Star Rating for Schools methodology.

How does the FIA envision the role of smart cities in promoting sustainable mobility, and what measures are being taken to address privacy and data ownership issues in this context?

Smart, connected mobility has the power to make transport safer, cleaner and more efficient. At the FIA, we back innovative solutions that put users first — from real-time traffic management and connected infrastructure to multimodal platforms and even vertical mobility. But technology must also respect fundamental rights: privacy, data ownership and informed consent are non-negotiable. We support our members' work and legislation that keeps motorists in control of their data and choices.

With electrification being a vital part of the solution, how does the FIA advocate for a diversified approach that includes battery electric, hydrogen, hybrids and synthetic fuels?

Our global network gives the FIA an unparalleled understanding road users' views and experiences, and we know there is no one-size-fits-all solution to decarbonization. We advocate for a transition that leaves no one behind.

Consumers are the key drivers of change, and our role is to work with our members to ensure consumers are informed. Through tools like our Life Cycle Assessment methodology, now integrated into Green NCAP (New Car Assessment Programme), we help evaluate a vehicle's total greenhouse gas emissions and energy use across its entire lifespan. We also work with the UN Environmental Programme (UNEP) and the United Nations Economic Commission for Europe (UNECE) to facilitate the development of policies and standards on imported used vehicles to meet the increasing mobility needs of low- and middle-income countries while protecting the environment.

Motor sport also plays an important role, showcasing the performance of technological innovations that boost consumer confidence and accelerate adoption.

What initiatives is the FIA supporting to ensure the ethical sourcing and recyclability of components used in electric vehicles?

The FIA supports ethical sourcing of battery materials and calls for greater transparency in the supply chain. We work with original equipment manufacturers and encourage recycling and circular economy initiatives in battery production.

For example, we promote research into battery recycling technologies and support regulations that ensure proper end-of-life management for EV batteries. We also encourage automakers to adopt second-life battery applications and closed-loop recycling processes to minimize environmental harm.

How is the FIA addressing the affordability of car ownership, particularly regarding financial incentives for EV ownership and the development of a robust second-hand EV market?

Affordability is a key driver in the adoption of new technologies, but it must encompass all aspects of ownership — not just the initial purchase of new vehicles. To ensure a lasting shift in consumer preferences and make electric mobility a viable and attractive option for all, incentives should extend beyond first-time buyers.

A study by a cohort of FIA Member Organizations on the affordability of car ownership in Europe found that while financial incentives made EVs more accessible to first-time buyers, these benefits often diminished for second owners due to limited incentives, highlighting the need for policies supporting the second-hand EV market.

Can you share insights on the FIA Smart Driving Challenge and how AI is utilized to analyze driving risk and environmental footprint? What impact has this initiative had on consumer behavior and awareness.

The FIA Smart Driving Challenge is an industry-leading app, which provides real-time feedback, tips and AI-generated scoring to help drivers understand and improve their on-road performance and safety.

Using our AI-powered technology developed by FIA partner Greater Than, a Swedish risk intelligence company, the app analyzes driving data in real time — transforming each trip into a unique Driver DNA profile and comparing it against billions of others to assess risk and environmental impact. After each trip, drivers receive an AI-generated score reflecting their performance, along with tips to support continuous improvement.

Last year's participants reduced their fuel or battery usage by an average of 9% compared to the average driver, while the two best drivers reduced their crash risk by nearly two-thirds during the live final.

This year, some of the world's biggest motor sport drivers have joined us as ambassadors, including FIA World Rally-Raid Championship driver Dania Akeel and World Endurance Championship driver Yifei Ye, to help share the message and get even more people involved.

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