



. INNOVATING IN ROAD SAFETY

SUSTAINABLE SOLUTIONS FOR SAFER ROADS AND COMMUNITIES



We envisage a world of forgiving roads where no human or technological mistake would seriously harm human beings.



Our mission is helping authorities, institutions and companies to reduce traffic fatalities and injuries on roads and in urban areas all over the world through sustainable and innovating road safety solutions.

We offer highly specialised consultancy and services on all road safety aspects.

We intervene on any of the 5 Road Safety Pillars: Road Safety Management - Safer Roads and Mobility - Safer Vehicles - Safer Road Users - Post-Crash Response.

We rely on a multidisciplinary, expert team of professionals, researchers and innovators.

We deliver hands-on road safety solutions, which are fast, concrete, effective and scientifically consistent.

We work with public administrations, development banks, research institutions, businesses and local stakeholders.

We work worldwide, with a special focus on developing countries.



DISCOVER



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**FOUNDING
PARTNERS**

WE are a multidisciplinary, expert team of road safety innovators

◆ **FRED Engineering is an international consulting firm specialized in road safety.**

We contribute to sustainable development through impactful, place-based solutions for road safety.

We rely on **a multidisciplinary pool of partners, experts and consultants**, including civil and mechanical engineers, sociologists, psychologists, lawyers, economists, paramedics, professional trainers and educators, project managers and researchers.

We cover all aspects of road safety through a holistic and sustainable approach.



WE stand for a world of forgiving roads

◆ **FRED Engineering envisages a world of safe transport systems for all.**

The **Safe System approach** inspires our vision. A world of forgiving roads, where no serious injury or human death should occur on the network, irrespectively of human mistake.

We partner with clients, national and local stakeholders to make the right to safe and sustainable movement a reality for all human beings, in any context.

We constantly invest in research and development to enforce our vision at best.



WE design road safety to save lives and reduce road traffic crash risks

◆ **FRED Engineering provides technical assistance and leads R&D projects, covering all aspects of road safety.**

We design and implement targeted interventions on the entire spectrum of the **Road Safety Pillars**: Road Safety Management, Safer Roads and Mobility, Safer Vehicles, Safer Road Users, Post-Crash Response.

We provide **technical assistance, consultancy, training and tools** to improve safety in **rural, inter-urban, urban roads and highways**.

Our interventions are realized all over the world, with **a specific focus on developing countries**.

This is made possible by our team members' variety of professional expertise and long-term experience on road safety.



OUR services



	 ROAD SAFETY MANAGEMENT	 SAFER ROADS AND MOBILITY	 SAFER VEHICLES	 SAFER ROAD USERS	 POST-CRASH RESPONSE
Road safety audits and inspections		◆			
Road safety education				◆	
Awareness campaigns				◆	
Training and capacity building	◆	◆	◆	◆	◆
Road infrastructure feasibility and design		◆			
Crash database development	◆				
Road safety manuals and guidelines	◆	◆	◆	◆	◆
Blackspot analysis		◆			
Network wide road safety assessment		◆			
Road safety risk assessment		◆		◆	
Road safety plans	◆				
Review of road safety management capabilities	◆				
Solutions for vulnerable road users		◆	◆	◆	◆
Software development	◆	◆			
Research & Development	◆	◆	◆	◆	◆

WE head for capacity building to pave the way to impact

◆ FRED Engineering develops original, hands-on road safety training courses on a full range of topics.



WE work with national and local actors to enhance road safety

◆ FRED Engineering supports governments and institutions to improve road safety management.

We support **institutional strengthening**, we **deliver capacity building** programmes, we assist with the preparation of **national strategies** and action plans and with **road traffic crash databases** establishment. We enhance **policy and legislation development**; we carry out regular **road safety audits and inspections** in a wide range of developing countries.

Tight cooperation with regional, national and local stakeholders is a distinctive feature of our approach to road safety.



WE work worldwide, we act locally

◆ **FRED Engineering is able to intervene in any context, regardless of local culture, religion and language.**

FRED Engineering work is based on its **well-acknowledged founding partners expertise**, supported by a pool of international experts, with a proven track record on the field.

The entire team is **prepared to travel everywhere** in the world.



We work closely **with our national and local partners**, investing in capacity building and stakeholder engagement to deliver sustainable, ad-hoc road safety solutions.

The quality of our work is powered by **a wide network of clients and partners all over the world** we can rely on at any time

We work on the field, tailoring international best practices to meet local needs and circumstances.



OUR commitment to impact is anchored in research and innovation

◆ **FRED Engineering solutions are developed through a consistent research and innovation approach.**

We never stop **researching for efficient methodologies and tools** to be implemented and for a wider impact to be generated. In doing so, we regularly **partner with the most prominent road safety research institutes** worldwide.

Through **research** on specific topics and areas and the development of **information systems**, strategic R&D investment allows us to offer **unique solutions**.

FRED Engineering partners and consultants' **in-depth, long-term experience** together with the **unique blend of scientific, multidisciplinary background** is the guarantee for **the highest quality** in road safety solutions design and delivery.

Innovative features and customization characterize our road safety solutions.





FRED Engineering branded new information systems for road safety management support

1



ADaMS - Accident Data Management System

A web application for road traffic crash data collection, storage and analysis. It allows to manage both national and local road traffic crash databases.

2



AuRoRa - Automatic Road Risk Assessment

A software to perform low-cost road safety assessments of road networks through automatic analysis of road infrastructure video images. It is the fastest solution to assess road traffic crash risks due to road infrastructure characteristics.

3



ASIA - Assistant for Safety Inspections and Audits

A software allowing to perform road safety audits and inspections. It helps identifying road safety issues, selecting recommendations and creating reports.

You NEED to

◇ Define road safety interventions

◇ Increase capabilities of technicians / decision makers

◇ Identify road infrastructure risks

◇ Make evidence-based strategic decisions

◇ Improve road users' behaviours

◇ Identify vehicle safety threats

Together we CAN

◇ Draft a strategic road safety plan

◇ Design and implement professional training on a full range of topics

◇ Perform:

- Road safety audits & inspections
- Black spot treatment
- Risk assessment

◇ Setup road traffic crash databases and information systems

◇ Assess social cost of road traffic crashes

◇ Design and implement road safety awareness campaigns and communication

◇ Design driver training programs

◇ Design solutions for driver-licensing improvement

◇ Assess current practices for vehicle registration and homologation

◇ Design programs for periodic vehicle inspection

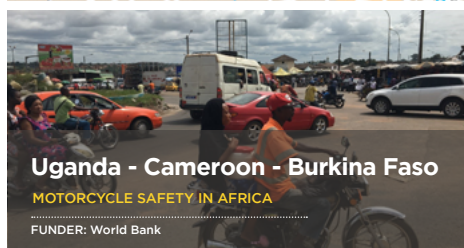
WE COVER ALL NEEDS FOR ROAD SAFETY





A vision powered by experience

PROJECTS



. INNOVATING IN ROAD SAFETY



Mongolia

INSTITUTIONAL STRENGTHENING FOR ROAD SAFETY

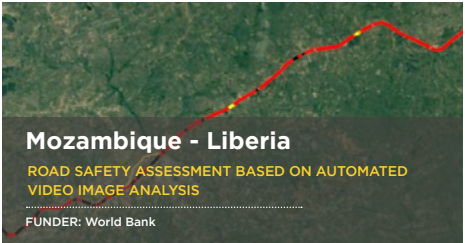
FUNDER: Asian Development Bank



Algeria - Morocco - Tunisia

ROAD SAFETY AUDITS FOR THE TRANSMAGHREBIAN HIGHWAY

FUNDER: European Investment Bank



Mozambique - Liberia

ROAD SAFETY ASSESSMENT BASED ON AUTOMATED VIDEO IMAGE ANALYSIS

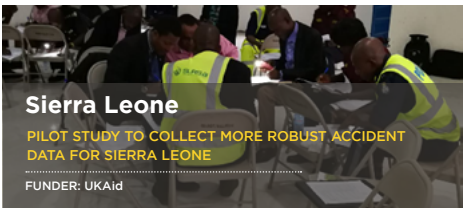
FUNDER: World Bank



Côte d'Ivoire

ROAD SAFETY AUDITS AND ROAD SAFETY TRAINING ON IVOIRIAN ROAD AXES

FUNDER: World Bank



Sierra Leone

PILOT STUDY TO COLLECT MORE ROBUST ACCIDENT DATA FOR SIERRA LEONE

FUNDER: UKAid



VIEW ALL THE PROJECTS

WE work with

CLIENTS

The World Bank



European Commission



European Investment Bank



Caribbean Development Bank



Asian Development Bank



African Development Bank



UK aid



Albanian Development Fund



ASSOCIATIONS

Italian Association of Engineering, Architectural and
Technical-Economic Consulting Organizations



International Traffic Safety Data and Analysis Group

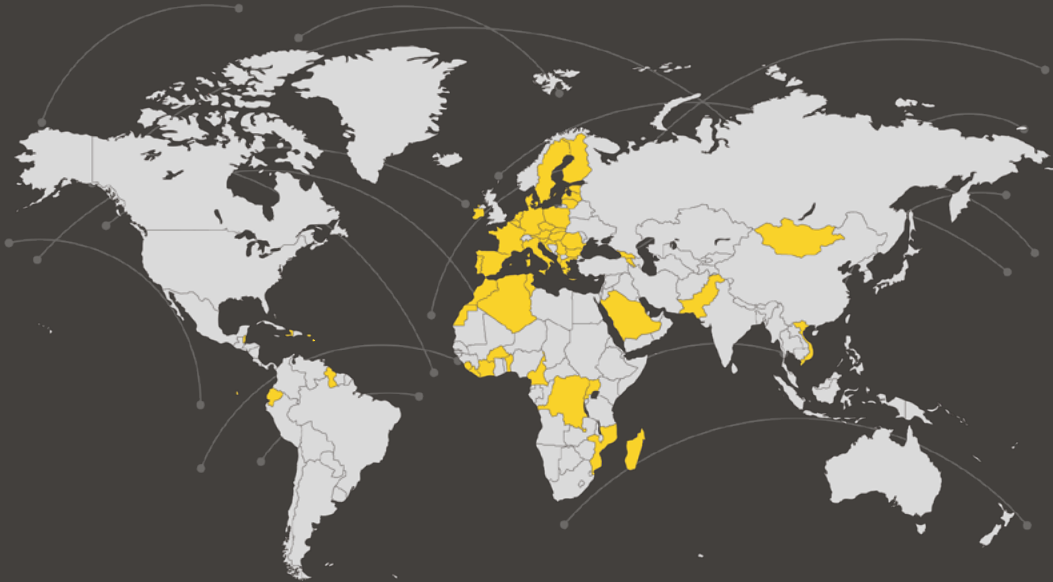


ACCREDITED SUPPLIER

International Road Assessment Programme



WE work worldwide



Albania	Burkina Faso	Guyana	Morocco	Sierra Leone
Algeria	Democratic Republic of Congo	Georgia	Mozambique	Tunisia
Antigua and Barbuda	Cameroon	Haiti	Pakistan	Uganda
Armenia	Côte d'Ivoire	Liberia	Rwanda	Vietnam
Belize	Ecuador	Madagascar	Saudi Arabia	
Benin	EU27	Mongolia	Serbia	



Founding partners



EDOARDO MAZZIA

Managing Director



FRANCISCO REINA BARRANCO

Business Development Director



ANTONINO TRIPODI

Technical Director

Engineer with long term international experience in road safety engineering, transport planning and road operation.

He is an approved Road Safety Auditor.

He works to make roads safer and self-explaining.

Engineer with long term experience in road transport infrastructure and road safety engineering. His expertise in road safety covers strategies and action plans, institutional strengthening, policy support and capacity building.

He is an enthusiastic entrepreneur always looking for innovating engineering solutions.

Civil Engineer with a Ph.D. in Transport Engineering.

His main fields of expertise are transport and mobility planning, impact assessment, road safety management, road traffic crash databases and systems, road safety analysis.

He strongly believes evidence-based decisions are the first step to save road user lives.

ROAD SAFETY

has no borders to us

◆ **FRED Engineering was established in 2017 by its three founding partners.**

FRED Engineering was born to offer highly specialized services covering all range of needs in the field of road safety, in any region of the world regardless of geographical, cultural and religious aspects.

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After a long professional career in the field of engineering consultancy, we decided to give birth to a new and innovative entrepreneurial project.

We created therefore FRED Engineering to help authorities, institutions, and companies to reduce road traffic fatalities and injuries on roads and in urban areas all over the world, through sustainable and innovating road safety solutions.

We are conscious that road safety developments can never be delayed due to exceptional social conditions. Implementing actions to avoid road deaths and injuries should never be postponed.

For this reason we are always and in any condition searching for innovative solutions to continue delivering our contribution to safe, affordable, accessible and sustainable transport systems.

This is our work, and this is precisely the reason why we are deeply passionate about it.

E. Mazza

F. Reina Barranco

A. Tripodi



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FRED Engineering does exist and operate with success in any region, thanks to the commitment and professionalism of its founding members, to the close-knit team of consultants and experts working with us and to our wide network of partners and clients.



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