BUSINESS IMPACT STORIES

In 2015 Discovery, a South-African based financial services company, made an extensive, multi-faceted commitment to Every Woman Every Child. The commitment includes Discovery’s Safe Travel to School Program, which supports Sustainable Development Goal 3.6 aimed at halving the number of global deaths and injuries from road traffic accidents. This innovative, holistic program is aimed at making the commute to school safer for children in South Africa, a country which experiences one of the highest road traffic accident rates in the world. Specific commitment objectives are to:

- Improve road safety and reduce road fatalities and crashes.
- Prolong the lives of children and create healthier school environments.
- Share intellectual property through use of Discovery’s telematics technology to monitor the driving behavior of school bus and mini-bus drivers.
- Encourage safe practices and greater accountability and ownership across local communities.
- Enhance the working relationship among relevant stakeholders.

KEY RESULTS

- **310 scholar transporters** were recruited from inception of the program in the Western Cape from the beginning of 2015 to the end of 2016.

- **3,720 children and adolescents** reached through initial program from 2015 to the end of 2016.

- **Safer environment created** through implementation of roadworthy tests on all driver vehicles, road safety awareness training and installation of DQ-Track (a driver feedback system) on all vehicles.

- Conducted health and wellness checks, eye screenings and provided spectacles as necessary to drivers; defensive driving training provided for all drivers in the program.

- Achieved reductions of 87% in harsh acceleration events, 92% in harsh cornering events, 25% in harsh braking incidents, and 25% in speeding occurrences.

- Created incentive and reward programs for program drivers as well as ensuring regular communication via texts, emails and small group discussions.

- Overall standard and quality of school transport improved with decrease in unsafe driving registered.

ABOUT EVERY WOMAN EVERY CHILD

*Every Woman Every Child* is an unprecedented global movement that mobilizes and intensifies international and national action by governments, multilaterals, the private sector and civil society to address the major health challenges facing women and children around the world. The movement puts into action the *Global Strategy for Women’s, Children’s and Adolescents’ Health* which presents a roadmap on how to enhance financing, strengthen policy and improve service on the ground for the most vulnerable women and children.

[www.everywomaneverychild.com](http://www.everywomaneverychild.com)
PARTNERSHIPS

Partnerships are central to the Discovery business and are an extension of the Vitality Shared Value model. These partnerships are developed by identifying relevant stakeholders within any given space and ensuring that they are included in a meaningful way through consultation in the development and success of the program.

Implementing the Safe Travel to School Program has entailed building partnerships with a variety of stakeholders including:

- The Cape Town Department of Transport
- Discovery Insure
- Tiger Wheel and Tyre
- C-Track (vehicle tracking device)
- Essilor (ophthalmic optic company)
- SDM (eyewear distributor)
- Specsavers
- Various Optometrists
- Schools in Cape Town

The first and primary benefit to Discovery of the Program is to address the issue of road safety and road incidents. South African roads are notorious as being some of the worst with a high number of accidents and fatalities. This negatively impacts children traveling to and from school. The Safe Travel to School Program makes sense both from a moral and business perspective with Discovery being a short-term insurer.

The better people drive, the less road accidents there are, and the more Discovery can invest in changing driver behavior and over time making the roads safer.

LESSONS LEARNED

Discovery has recognized the importance of partnering with government, tertiary institutions and non-governmental organizations and realized that it is able to maximize its impact and work with others to meet critical Sustainable Development Goals to these partnerships. However, it is critical to have clearly articulated and communicated objectives from the various partners and to identify the political landscape at the outset.

NEXT STEPS

The program is currently being implemented in the Western Cape with the intention of scaling and rolling out in other areas in the future. Discovery plans to keep the project momentum going by working closely with partners to further strengthen their partnerships.