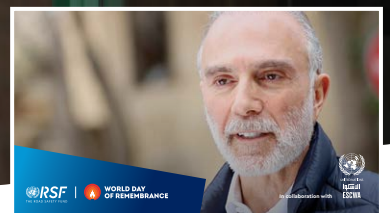


ISSUE #3
DECEMBER 2020



LEAVE NO ONE BEHIND ON THE ROAD

BUILD BACK BETTER
FOR A NEW DECADE OF ACTION
FOR ROAD SAFETY



IN THIS ISSUE



Spotlight on projects

UNEP

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Romain Hubert
Acting Head of the UNRSF Secretariat

NOTE FROM THE UNRSF SECRETARIAT

While the second half of 2020 was marked by the warranted fight against the COVID-19 pandemic which continued to change the face of the world, our ambitions for a better global road safety were not scaled back. COVID-19 has taught us to move away from the "silo mentality" and instead align development goals with each other – resulting in higher impact policies and programs.

Two UNRSF funded projects have been completed. The first project "Strengthening Speed Management in the Philippines", implemented by UNESCAP, realized significant impact with more than 170 speed enforcers trained in best-practice speed enforcement, high-level officials supported in developing speed enforcement plans, and more than 75,000 people engaged through social media on the importance of appropriate speeds. A speed enforcement package has been developed ensuring the sustainability of the speed management trainings through Train the Trainer workshops.

The second project completed this year is "Child-responsive urban planning and sustainable urban transportation", implemented by UNICEF in Paraguay and in the Philippines. It has developed a sustainable model school showing that child responsive urban planning and engineering interventions can reduce the number of children fatalities and injuries. As another result of the project, the Paraguay Ministry of Housing and Urban Planning issued a memorandum to ensure that all future urban development projects take child rights into consideration.



*Andres Fernando Elementary School,
Valenzuela City, the Philippines.*

UNRSF projects are well positioned to effectively mitigate road safety threats and even the COVID-19 pandemic. This was showcased in the context of the July webinar "An opportunity to build back better: the potentially transformative impact of COVID-19 on road safety in low- and middle-income countries" with our project "Safe road: Scaling up safe street designs", implemented by UN-Habitat in Ethiopia.

In August 2020, the new United Nations General Assembly Resolution A/RES/74/299 proclaimed a new Decade of Action for Road Safety, propelling us towards a new target to halve the number of road deaths and injuries between 2021–2030. The resolution invites Member States to support the activities of the Special Envoy of the Secretary-General for Road Safety and the United Nations Road Safety Fund.

The UNRSF Advisory Board decided to extend the Fund until 31 December 2030, to coincide with the 2030 Agenda for Sustainable Development. A few weeks later, the UNRSF Advisory Board members elected EU Deputy Director General Matthew Baldwin, the European Coordinator for Road Safety/Sustainable Mobility as Chair for the next biennium. The UNRSF secretariat is looking forward to working with Matthew Baldwin to build on the brilliant legacy of our outgoing Chair Ms. Luciana Iorio, Chair of the UNECE Global Forum for Road Traffic Safety (WP.1).

// This second half of the year was also the occasion to remember.

Remember that road crashes are the leading cause of fatalities for people aged between 5 and 29 years. Remember that the burden of road traffic injuries and deaths is disproportionately borne by those living in low- and middle-income countries. Remember that no one should be left behind, especially the most vulnerable.

To commemorate the **World Day of Remembrance for Road Traffic Victims (WDOR)**, the UNRSF launched two social

media campaigns to raise awareness about road traffic risks and highlight the importance to invest in effective post-crash services.

The 1st campaign was a joint initiative of the UNRSF with the EU, OHCHR, UNECE, UNICEF and WHO¹. It consisted of 8 video messages reminding viewers that every 24 seconds, someone dies on the road and to remember, support and act for road safety. The campaign ended with the 31st anniversary of the United Nations Convention on the Rights of the Child (CRC).

The 2nd campaign was a collaboration between UNRSF and UN agencies which are implementing UNRSF projects such as UNDP, UNECA, UNESCWA, UN-Habitat, UNICEF and WHO². Through testimonies of road crash survivors, viewers learnt about road safety challenges in low- and middle-income countries.

After two and a half years of its establishment, the secretariat can now confidently state that the UNRSF has proven its value-add and effectively positioned itself as a solution to the world's enduring road safety challenge.

The UNRSF is currently financing 15 projects, covering 4 regions, in 19 countries, ranging from improving infrastructure for active mobility, capacity building, policy and law enforcement to strengthening data collection systems. The number is set to grow with the 2020 Call for Proposals which was launched in October 2020 and will be closed in January 2021. The call will disburse USD 4 million to support projects with significant and sustainable impact in low- and middle-income countries. It will encourage complementarity between road safety partners, promote interconnection with other SDGs challenges and will be partially connected with COVID-19 measures.

AMONG THE PROJECTS LAUNCHED THIS YEAR, LET'S FOCUS ON TWO OF THEM, WHICH ARE BOOSTING NATIONAL INSTITUTIONAL CAPACITY AND HAVING A POTENTIAL CATALYTIC EFFECT FOR ROAD SAFETY:

The project called "Ten Steps Plan for Safer Infrastructure in Tanzania", implemented by UNECA, will be the first country to use the United Nations Road Safety Collaboration (UNRSC) "Ten Steps approach". This two-year project will aim at reducing traffic fatalities and injuries in the country by building the institutional capacity to improve infrastructure safety.

1 The European Union (EU), the Office of the United Nations High Commissioner for Human Rights (OHCHR), the United Nations Economic Commission for Europe (UNECE), the United Nations Children's Fund (UNICEF) and the World Health Organization (WHO).

2 The United Nations Development Programme (UNDP), The United Nations Economic Commission for Africa (UNECA), The United Nations Economic and Social Commission for West Asia (UNESCWA), UN-Habitat, the United Nations Children's Fund (UNICEF) and the World Health Organization (WHO).



Mid-century Peugeot 404 and 504s, some almost 70 years old, are still in use as taxis in the town of Harar, Ethiopia.

The project "Safer and cleaner used vehicles for Africa", implemented by UNEP, aims at regulating the export and import of used vehicles in West and East Africa, in countries such as Cameroon, Côte d'Ivoire or Uganda. The initiative will put in place requirements to ensure that participating countries only receive quality used vehicles, helping to save lives of car drivers/passengers and other road users. The project will develop a programme bringing exporters, mainly from the European Union, the United States of America and Japan, and African importing countries together, to agree to adhere to a minimum level of UN regulations for used vehicles. The successful outcome will inspire other countries to join the initiative.

I take the opportunity to thank the United Nations Secretary-General's Special Envoy for Road Safety, Mr. Jean Todt, for his continuous efforts in supporting the Fund and advocating for road safety all over the world and more recently in countries such as in Bahrain, Egypt, Kenya or Monaco.

Since July 2020, two new donors joined the UNRSF growing donor family: The Kingdom of Bahrain, and the Spanish TV Nueve Audiovisual Productions. Hungary made a second generous donation to the Fund. Each step forward is a symbol of hope for safer roads!

We are extremely grateful to the Fund's current 16 donors that have helped to get it off the ground and kick-start operations. However, we need more support to meet the Fund's mid-term and long-term targets that are more necessary than ever to save lives on the road. To date the UNRSF has reached nearly \$20 million USD in pledges. While this is good progress, we need to go much further to reach our ambitions and we now need to make a call for replenishment of funding for 2021 to 2025. This is a call for action on global business leaders and member states to ensure that investments are mobilised.

The Fund will celebrate its 3 years anniversary in 2021. Despite the looming global health crisis, it is incredibly timely to join forces and support the Fund.



WORDS FROM THE NEW CHAIR OF THE UNRSF ADVISORY BOARD

Matthew Baldwin

Chair of the Advisory Board of the UNRSF

The world has arrived at a critical juncture for road safety, so I am really proud to have been asked to be the Chair of the UN Road Safety Fund's Advisory Board, starting this autumn, 2020.

It seems like a long time since we met in Stockholm last February for the 3rd Global Ministerial Conference! The conference agreed on a very powerful declaration, launching the work towards a 2nd Decade of Action on Road Safety, featuring a global target to reduce deaths and serious injuries by 50% by 2030. And even as COVID-19 continued to sweep across the globe, the UN General Assembly just last August endorsed the Stockholm Declaration in a Resolution. The UNGA resolution invited Member States to invest in road safety – and specifically to support the UN Road Safety Fund.

/// We have a big responsibility to fulfil in the coming years.

Around 1.35 million people are estimated to die on the world's roads this year, as in previous years. It's interesting to note that the number of people who die, equally tragically, from COVID-19 this year is going to be pretty similar – certainly of a similar magnitude – and this despite the prodigious global efforts to halt or slow the spread of the virus. In fact, we've seen fewer road deaths this year in the European Union – around 2500 fewer people died in the spring because of less road traffic during the lockdown – but all the signs are that the road traffic is back, and deaths trending back towards previous levels. We've seen more people in the crisis embracing healthy active mobility, such as walking and cycling – but people rightly also want their mobility to be safe as well as sustainable.

Perhaps we will look back on this period and remember: that's when we decided to act decisively against road trauma too.

The UNRSF has the potential to be a crucial player in that fight. To work effectively, the Fund has to be about partnerships delivering relief from road trauma.

Partnerships between a diverse group of donors, including government bodies like the European Union, private sector players like Total and Michelin, foundations like the

FIA Foundation – together with other stakeholders like the road safety NGOs who do so much for road safety across the world, often operating on a shoe string.

Partnerships within the UN system such as the different agencies like WHO and regional commissions like UNECE with outside stakeholders to deliver road safety projects to save lives in the Global South.

And partnerships with other funds like the World Bank's Global Road Safety Facility so we complement and combine our efforts to tackle road deaths.

We have just launched a new Call for 4 million dollars' worth of new projects, focusing on such issues as speed, protecting vulnerable road users, and of course focusing on low- and middle-countries. Frankly I wish we had MORE money to spend – so I hope we will see more money flowing into the fund in coming years both from existing and new donors! Because it is clear from last year's call that there is a huge appetite out there to put together practical schemes to tackle road trauma and not enough money to back them.

The struggle against COVID-19 has the world's finest medical and epidemiological brains working round the clock to find a solution to beat the virus. But we know what has to be done to deliver road safety: we need to act on the Safe System principles which we know can save lives. The UNRSF is there to fund these actions – and we are ready to work with you!

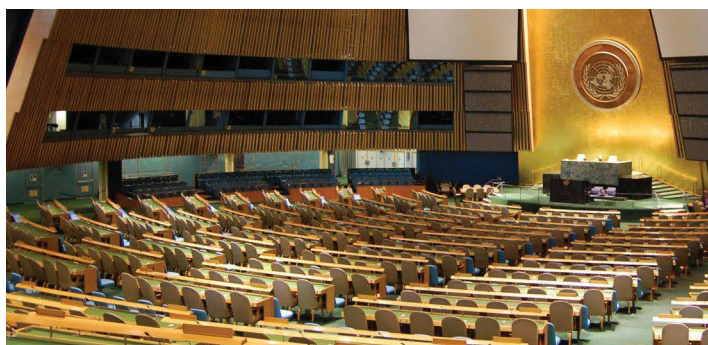
Matthew Baldwin is the Chair of the Advisory Board of the UNRSF, the European Union's Coordinator for Road Safety and Sustainable Mobility and the Deputy Director-General of the Mobility and Transport Directorate-General (DG MOVE) of the European Commission.



Follow @BaldwinMatthew_ on Twitter

UN GENERAL ASSEMBLY NEW RESOLUTION ON IMPROVING GLOBAL ROAD SAFETY

UN General Assembly Resolution A/RES/74/299



The UN Assembly Hall

Expressing its concern that crashes represent a leading cause of death and injury around the world, killing more than 1.35 million people and injuring 50 million people a year, the UN General Assembly has adopted a new resolution A/RES/74/299 on global road safety to further encourage efforts to improve road safety worldwide, particularly in developing countries.

While endorsing the Stockholm Declaration, approved at the third Global Ministerial Conference on Road Safety (Stockholm, 19–20 February 2020), this new resolution reiterates its invitation to Member States and the international community to intensify national, regional and international collaboration.

HIGHLIGHTS

The UNGA new resolution:

- Proclaims the period 2021–2030 as the Second Decade of Action for Road Safety and invites strengthened efforts in all five pillars of the Second Decade of Action;
- Sets a new target to reduce road deaths and injuries by 50% by 2030;
- Requests the UN Road Safety Collaboration (UNRSC), the World Health Organization (WHO) and the UN Regional Commissions to prepare a plan of action of the Second Decade;

- Reaffirms the importance of the UN legal instruments on road safety;
- **Invites Member States to support the activities of the Special Envoy of the Secretary-General for Road Safety;**
- **Encourages Member States to support the United Nations Road Safety Fund (UNRSF) activities and the World Bank Global Road Safety Facility (GRSF);**
- Requests the WHO and the United Nations regional commissions to continue the activities aimed at supporting the implementation of the road safety-related targets in the 2030 Agenda;
- Promotes environmentally sound, safe, accessible, and affordable modes of quality transport, especially public and non-motorized transport and urges to actively protect and promote pedestrian safety and cycling mobility;
- Emphasizes the importance of NGOs, academia, private sector companies and all stakeholders in assisting governments in the implementation of measures required to meet global performance;
- Encourages Member States to promote multi-stakeholder partnerships to address the safety of vulnerable road users, the delivery of first aid to victims of road traffic accidents or crashes, training and education, notably in developing and least developed countries;
- Decides to convene a high-level meeting of the General Assembly, by the end of 2022, on improving global road safety with a view to addressing gaps and challenges.

LEARN MORE



[Read the resolution](#)





INTERVIEW WITH DR. PETER VAN DER KNAAP

MANAGING DIRECTOR OF SWOV – INSTITUTE FOR ROAD SAFETY RESEARCH,
THE NETHERLANDS



You are the CEO of SWOV Institute for Road Safety Research. Can you please explain to us what is the role and objectives of your Institute?

SWOV is the Netherlands' national scientific institute for road safety research. It has been our mission since 1962 to improve road safety by providing knowledge from scientific research and that is exactly what we do. We are 50 highly dedicated researchers, ready to help policymakers and other road traffic professionals to answer road safety relevant questions. Our research covers all domains: infrastructure, technology, enforcement, and traffic behaviour. SWOV is a non-profit organization; most of the SWOV-research is made possible by public funds such as EU Framework Programmes.

You represent the academic sector in the Advisory Board of the UNRSF, can you explain us your role and why it is important for the academic sector to be included in this Board?

To effectively improve road safety around the world and to achieve the goals set by the UN, it is important to understand the road safety challenge in all its dimensions. Knowledge from scientific research is crucial in this respect, but we also aim to help select the most effective and best evidence-based measures. Achieving results is impossible without knowledge. Fundamental research, combined with a thorough evaluation of public policy programs, are indispensable. Together with the other Board member from the academic sector in the Advisory Board, KATRI, SWOV aims to contribute to making the UNRSF as well-informed and effective as possible.

The UN General Assembly (UNGA) has proclaimed a new road safety decade of Action for Road Safety, with a goal of reducing road traffic deaths and injuries by at least 50% from 2021-2030. Why is the new resolution so important to achieve the Sustainable Development Goals?

Stating goals in any policy domain is important as this may lead to a stronger commitment of governments and leaders to actually take the necessary steps to address societal challenges. In the field of road safety, strangely enough, many countries still seem to need this wake-up call from the UN, especially when it comes down to helping middle- and low-income countries. This is even true for The Netherlands, one of the leading countries in combatting traffic casualties.

Improving road safety is a long-term endeavor. Defining specific road safety ambitions, for instance in the form of Safety Performance Indicators, can help determine if we are still booking progress towards the desired goals. Plus: to determine where additional efforts are needed.

Road traffic injuries are currently the leading cause of death for children and young adults aged 5-29 years, signalling a need for a shift in the current child and adolescent health agenda which, to date, has largely neglected road safety. How to stop this tragedy and save the young generation?

I agree this is a major challenge. A first start would be to make road safety a national priority, to set up a systematic road safety policy program. Evaluation studies have proven that adopting what we call a 'sustainable road safety approach' really works. Herein, the aim is to 'nullify' or terminate serious crashes from happening and to mitigate the severity of the crashes that still do happen. The human dimension is the primary focus: it is man who is vulnerable, makes mistakes and does not abide by the rules. And this, unfortunately, is especially true for children and many young adults – I know this from experience... Road engineering, vehicle-design, and technology all must contribute to safety and protection in order to make the safety of the traffic system as little dependent on individual actions as possible. This will benefit children, young adults, and the elderly alike.

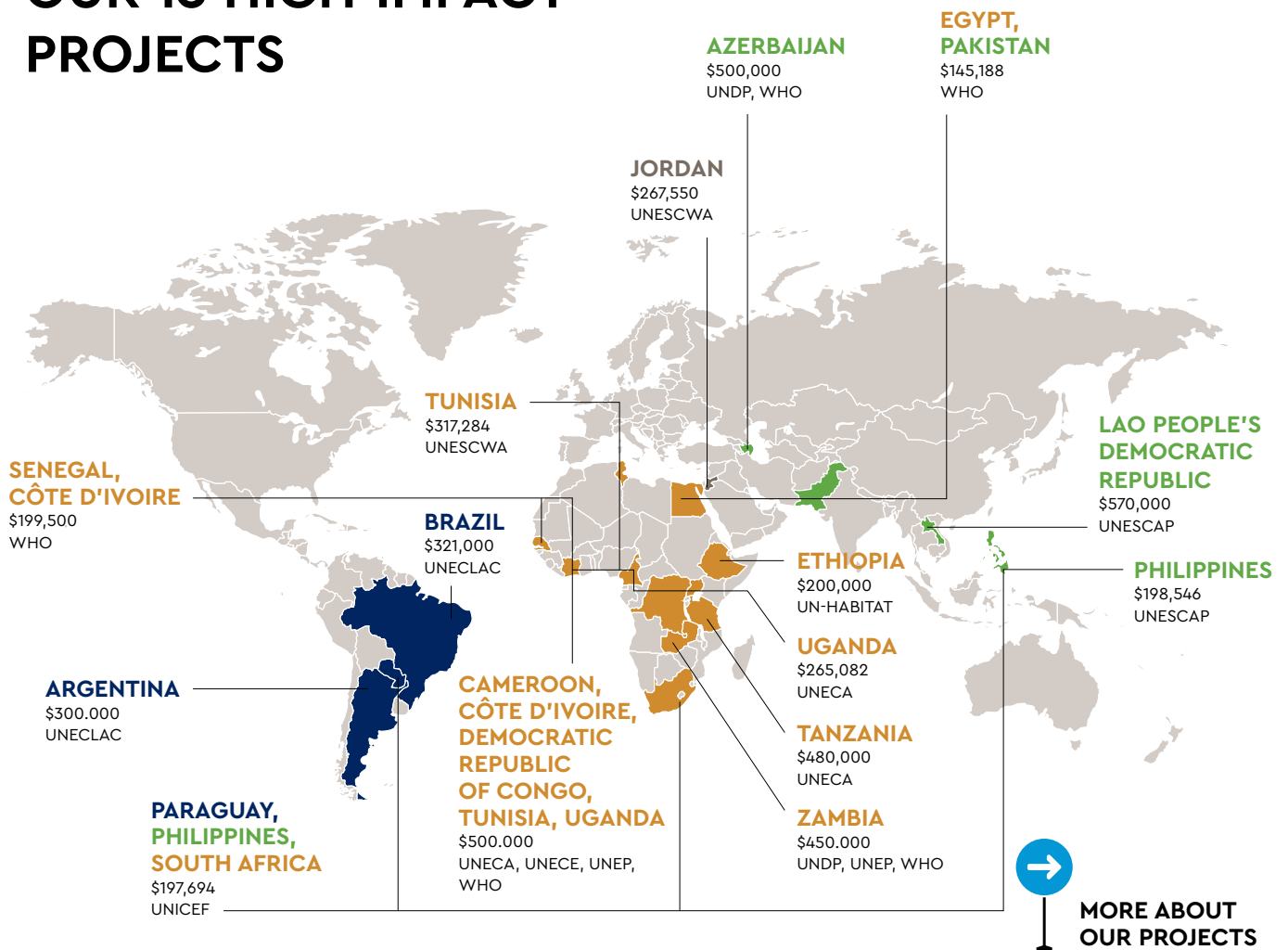
The resolution encourages Member States to support for the UN Road Safety Fund (UNRSF). In your opinion, what is the role of the UNRSF entering this new decade?

The most important role of the UNRSF is to support and stimulate road safety programs worldwide that are evidently the most effective or, when dealing with new challenges such as distraction, most promising in improving road safety. For this the Fund needs to grow and to show real results. There is plenty to do: setting and enforcing speed limits, preventing drunk driving, using helmets and safety belts, working towards improved vehicle and infrastructure safety, post-crash care, and facilitating safer mobility environments... the task is immense. The good news is: so are the opportunities! And let us not forget: by preventing traffic-related injuries we can not only reduce mortality, but also help reaching the Sustainable Development Goals (SDGs) on health, cities and infrastructure that are central to the new decade. I look forward to it!

SPOTLIGHT ON PROJECTS

AFTER TWO AND A HALF YEARS OF ITS ESTABLISHMENT, THE UNRSF HAS PROVEN ITS VALUE-ADD AND EFFECTIVELY POSITIONED ITSELF AS A SOLUTION TO THE WORLD'S ENDURING ROAD SAFETY CHALLENGE. THE UNRSF IS CURRENTLY FINANCING 15 PROJECTS, COVERING 4 REGIONS, IN 19 COUNTRIES, RANGING FROM IMPROVING INFRASTRUCTURE FOR ACTIVE MOBILITY, CAPACITY BUILDING, POLICY AND LAW ENFORCEMENT TO STRENGTHENING DATA COLLECTION SYSTEMS.

OUR 15 HIGH-IMPACT PROJECTS



THE NUMBER OF PROJECTS WILL GROW WITH THE 2020 CALL FOR PROPOSALS

THE UNRSF 2020 CALL FOR PROPOSALS

**OPEN BETWEEN
30.10.2020 AND 31.01.2021
(23:59 CET)**

Through this Call, the Fund will disburse USD 4 million to approved projects aimed at reducing road traffic fatalities and injuries. The Call invites 11 eligible UN organizations to submit projects responding to these priorities:

- Alignment with national priorities, opportunities for synergies and avoiding duplications with other road safety funds and programmes;
- Projects with a **significant** and **sustainable** impact on road safety in low- and middle-income countries;
- Partially connect projects with COVID-19.

Taking also into account:

- Partnerships and leveraging of other resources, including co-financing;
- The new UN General Assembly Resolution on Improving Global Road Safety (A/RES/74/299);
- The UN Sustainable Development Goals, i.e. cross-cutting issues.

Further information on each participating UN organization's strategy for the Call for Proposals [here](#)



TWO UNRSF PROJECTS HAVE BEEN COMPLETED SO FAR

The first project "**Strengthening Speed Management in the Philippines**", was implemented by **UNESCAP**. The second project "**Child-responsive urban planning and sustainable urban transportation**", was implemented by **UNICEF** in Paraguay and in the Philippines.

UNRSF projects are well positioned to effectively mitigate road safety threats and even the COVID-19 pandemic. This was showcased in the context of the July webinar "An opportunity to build back better: the potentially transformative impact of COVID-19 on road safety in low- and middle-income countries" with our project "Safe road: Scaling up safe street designs", implemented by UN-Habitat in Ethiopia.




ImagineLaw

CONGRATULATIONS

to the ImagineLaw team for the Prince Michael International Road Safety Award for its work on speed limit setting and enforcement! ImagineLaw is one of the partners of the UNRSF project implemented by UNESCAP on speed management in the Philippines.

[Learn more](#)



STRENGTHENING SPEED ENFORCEMENT IN THE PHILIPPINES

The UNRSF project was implemented by the Social Commission for Asia and the Pacific (UNESCAP), the Global Road Safety Partnership (GRSP) and Imagine Law, a Philippines-based non-governmental organization.

The project, finalized in September 2020, realized significant impact with **more than 170 speed enforcers trained** in best-practice speed enforcement, high-level officials supported in developing speed enforcement plans, and more than **75,000 people engaged** through social media **on the importance of appropriate speeds**.

Furthermore, a Memorandum of Understanding (MoU) between Imagine Law, the Land Transportation Office (LTO) and the Department of Transport in early 2020, was issued for the conduct of speed enforcement trainings for law enforcement agencies in the Philippines. Sustainability is a key focus area of this project, and the ability for the LTO to continue to conduct speed management training beyond the completion of the pilot project was integral.

Stakeholder engagement has been ensured. Key officials and multiple agencies were engaged through a week-long social media campaign and a press conference, which highlighted the importance of speed enforcement to key stakeholders and the broader public. It resulted in 751,027 people reached through Facebook and 5,411 people reached through Twitter. Furthermore, a speed enforcement package and video were shared with the LTO to ensure the sustainability of the training through Train the Trainer workshops.

As we move forward, we commit to continuously support the national government towards a Philippines with zero road deaths by assisting the Land Transportation Office in migrating the enforcement trainings to a digital platform.

Ms. Sophia San Luis

Executive Director of ImagineLaw,
about the sustainable outcomes of
the project



GLOBAL
ROAD SAFETY
PARTNERSHIP

The training workshops and the technical support provided to the enforcement officers is a key step to improve speed management in the Philippines. In every crash, speed determines injury severity and reducing speeds is essential to reducing road trauma.

Mr. David Cliff

Chief Executive Officer of the Global Road Safety
Partnership



Watch the video

Declaration of Commitment
to Increase Road Safety in
the Philippines



CHILD-RESPONSIVE URBAN PLANNING AND SUSTAINABLE URBAN TRANSPORTATION

This project was implemented by UNICEF in Paraguay and in the Philippines. It has developed a sustainable model school showing that child responsive urban planning and engineering interventions can reduce the number of children fatalities and injuries. As another result of the project, the Paraguay Ministry of Housing and Urban Planning issued a memorandum to ensure that all future urban development projects take child rights into consideration.

KEY RESULTS

- 219 practitioners and stakeholders (Government officials, professionals' urban planners, engineers, private sector, Local Government representatives, etc.) have been trained in child responsive urban planning
- 102 action plans were drafted by the training participants
- Development of training material in child responsive urban planning
- The Paraguay Ministry of Housing and Urban Planning has issued a Memorandum to ensure a child rights approach to the future urban development projects
- 3 model schools with improved child-friendly spaces developed in Paraguay
- Universities in Paraguay are planning to integrate the project's modules in civil engineering and architecture programmes
- Development of 4 model schools exhibiting improved road safety, including a childfriendly space for school children, in the Philippines
- Formulation of specific policy recommendations for child responsive urban planning



[Full story](#)



[Watch the video](#)

UNRSF & UNICEF help Paraguay to integrate road safety for children in urban planning



OUTCOMES FROM UNRSF PROJECTS FOR A LONG-TERM IMPACT

- Contribute to design better national policies for road safety
- Reinforce the capacity building on road safety at national, regional and local level
- Catalyze the national efforts to build new tools and reinforce infrastructure for road safety
- Facilitate the policy dialogue for road safety
- Strengthen the collaboration and complementarity between actors working on road safety

FOCUS ON TWO NEW UNRSF PROJECTS

Among the projects launched this year, let's focus on two of them, which are boosting national institutional capacity and having a potential catalytic effect for road safety.

TEN STEPS PLAN FOR SAFER INFRASTRUCTURE IN TANZANIA

The first project "Ten Steps Plan for Safer Infrastructure in Tanzania" is implemented by UNECA, in partnerships with the International Road Federation (IRF) and the international Road Assessment Programme (iRAP). Tanzania will be the first country to use the United Nations Road Safety Collaboration (UNRSC) Ten Steps approach through the UNRSF project called "Ten Steps Plan for Safer Infrastructure in Tanzania", implemented by UNECA, in partnerships with the International Road Federation (IRF) and international Road Assessment Programme (iRAP). This two-year project goal aims at reducing traffic fatalities and injuries in the country by building the institutional capacity to improve infrastructure safety in Tanzania.

The traffic fatality rate in Tanzania is one of the highest in the world with an estimation of 16,252 deaths per year (WHO 2016), so a rate of 29.2 fatalities/100,000 inhabitants. The most affected road users are the pedestrians and passengers of 4 wheeled cars and light vehicles.

In Tanzania, the initiative is a collaboration of the UN Road Safety Fund (UNRSF) and the World Bank's Global Road Safety Facility (GRSF) to decrease the number of victims on the roads by improving national road safety policies, national road design standards, road safety engineering, and training and accreditation. The initiative will also work to embed road safety skills as part of the Regional Centre of Excellence for Road Safety being created with support from the African Development Bank.

The 10 steps approach: The Ten Step Plan for Safer Road infrastructure has been produced by the United Nations Road Safety Collaboration partners to support countries seeking to implement initiatives in relation to the "Improved safety of road infrastructure and broader transport networks", the UN Convention on Road Traffic and Road Signs and Signals and the achievement of UN Member States Agreed Global Targets 3 and 4 for safer new and existing roads.



[More information](#)



This collaboration shows how the UNRSF invests in partnerships to support projects that identify missing or weak elements in the national road safety systems as well as in formulating data, plans and policies, legislation or new institutional agreements. It also looks at educational and technological solutions to establish and maintains national road safety systems.

The jointly-funded initiative will work closely with the World Bank and the Government of Tanzania through TANROADS and TARURA, as well as the United Nations Economic Commission for Africa (UNECA), International Road Federation (IRF), World Road Association (PIARC), International Road Assessment Program (iRAP), research institutions, NGOs and industry stakeholders.

More information about the **Ten Steps Plan for Safer Infrastructure in Tanzania**



SAFER AND CLEANER USED VEHICLES FOR AFRICA

The UNRSF project, implemented by the UN Environment Programme (UNEP), aims at regulating the export and import of used vehicles in West and East Africa, in countries such as Cameroon, Côte d'Ivoire or Uganda. The "Safer and cleaner used vehicles for Africa" initiative will put in place requirements to ensure that participating countries only receive quality used vehicles, helping to save lives of both car drivers and other road users.

The project will develop a programme bringing exporters, mainly the European Union, the United States and Japan, and African importing countries together, to agree to adhere to a minimum level of UN regulations for used vehicles. The programme will also support African countries to develop and implement national regulations, including vehicle labelling, inspection and enforcement. With a total budget of nearly USD 500,000, the UNRSF project will scale the Fund's geographical and programmatic footprint in the coming months.

The main activities of the UNRSF project are to develop an action plan with used vehicles requirements, with an agreement on the minimum level of UN regulation to be observed, the enforcement of the action plans with a technical support on inspection and the establishment of a working group to develop used vehicle labelling. The project will also create awareness among stakeholders about the issues and promote a harmonized approach with regional and national communication campaigns.

The UNRSF project is being implemented while an UNEP report is published on the environmental impact of export of used vehicles to developing countries. "Used vehicles and the Environment- A Global Overview of Used Light Duty Vehicles: Flow, Scale and Regulation",

The UNRSF project is implemented by UNEP, in partnership with UNECE, UNECA, WHO, the Fédération Internationale de l'Automobile (FIA), International Motor Vehicles Inspection Committee (CITA), International Transport Forum (ITF), FIA Foundation.

Ensuring a minimum set of operational safety features leads to a 30% reduction in mortality and morbidity, according to a study of the Transport Research Laboratory looking at the impact of UN regulations on road safety.

Periodic technical inspection also decreases the number of vehicles involved in fatal accidents due to technical defects by 50%.

Ensuring vehicles are equipped with well-functioning equipment to reduce emissions, e.g. exhaust filters, results in emissions reductions of up to 90% (compared to vehicles not equipped with filters or equipped with non-working filters).

[Download the Global Trade in Used Vehicles Report](#)



[Read the UNRSF press release](#)



WORLD DAY OF REMEMBRANCE FOR ROAD TRAFFIC VICTIMS (WDR)



WORLD DAY OF REMEMBRANCE

“Everyone worldwide should be able to enjoy safe mobility as a human right imperative.”

Olga Algayerová

*Executive Secretary & Under-Secretary-General,
United Nations Economic Commission for Europe*

This year, the World Day of Remembrance for Road Traffic Victims paid tribute to the dedicated efforts of emergency crews, police and medical professionals, who deal daily with the traumatic aftermath of road crashes. This campaign was the time to remember that the burden of road traffic injuries and deaths is disproportionately borne by those living in low- and middle-income countries. Remember that no one should be left behind, especially the most vulnerable.

At this occasion, the UN Road Safety Fund (UNRSF) launched two social media campaigns to raise awareness about road traffic risks and highlight the importance to invest in quality post-crash services.

The first campaign was a joint initiative of the UNRSF and the European Union (EU), with the collaboration of the Office of the UN High Commissioner for Human Rights (OHCHR), UNECE, the UN Children's Fund (UNICEF) and the World Health Organisation (WHO). It consists of 8 video messages from high-level representatives of these organizations, reminding us that Every 24 seconds someone dies on the road. The campaign was launched on the WDR and ended on 20 November with the 31st anniversary of the United Nations Convention on the Rights of the Child. It was

a day to remember that road traffic injuries are currently the leading cause of death for children and young adults aged 5–29 years and Sub-Saharan Africa countries register the greatest number of deaths.

The Director General of the World Health Organization, Tedros Adhanom Ghebreyesus, expressed in the context of this campaign his concern about road survivors who “face the prospect of long-lasting consequences from the physical and psychological trauma they have endured”.

As COVID-19 cases take another sharp rise, transport and mobility remain more essential than ever and solutions exist to reduce the number of victims on the road as reminded by the UN Secretary-General's Special Envoy for Road Safety, Jean Todt, who concluded that “COVID-19 has reminded us to revalue human life when one preventable death is too many”.

European Commissioner for Transport, Adina Vălean, reminds in her video message of the commitment by the international community to halve the number of road fatalities and serious injuries by 2030, including through international partnerships.

“We know the remedy: we know that we need safer roads, safer vehicles, stronger policies, stronger enforcement and also awareness. We need to do more and better to protect our children and our families.”

Walter Stevens

EU Ambassador to the United Nations in Geneva

Moving to concrete action, Angelito Umali, Health Officer and Program Manager for UNICEF Philippines, shared the solutions put in place with the UNRSF-financed project "Child-responsive urban planning and sustainable

urban transportation" in supporting the government to reduce child road traffic deaths through the conduct of research, advocacy, coalition building and modernizing school zones.


WATCH OUR CAMPAIGN VIDEOS




Matthew Baldwin



David Boyd



Jean Todt




Tedros Adhanom Ghebreyesus




Olga Algayerová



Angelito Umali



Walter Stevens



Adina Vălean



The second social media campaign was a collaboration between the UNRSF and UN agencies that are implementing UNRSF projects such as UNDP, UNECA, UNESCWA, UN-Habitat, UNICEF and WHO.

Through testimonies of road crash survivors, we learned about road safety challenges in low- and middle-income countries and particularly about post-crash services. Post-crash management can play a significant role in minimizing crash consequences and saving lives, but taxis and private vehicles are too often used after a road crash to transport injured persons.

That might be the only way to reach healthcare services as explained by Chris, 29 years in Uganda who lost his wife and their son in a road crash after a head-on collision with a truck. Chris survived because a citizen took him on his motorbike to drive him to the hospital, but his family could not benefit from first aid services.

In Azerbaijan, where the UNRSF finances a project implemented by WHO to support the national plan on road safety, doctors also struggle with post-crash management. According to the traumatologist, Shamistan Hajiyev, the "biggest challenge in his profession is that often the patient is not properly immobilized, even in ambulances, but especially when transported in a regular vehicle by a family/friend or a passer-by. Often injuries can get worse if the patient is not immediately immobilized".

These testimonies from crash survivors underlined that the damage of road crashes goes beyond the physical hurt. There is a range of other hidden costs such as psychological, social and economic impact.

This is the story of Habtamu Zerihun hit by a pickup on his way to working in Addis Ababa. The pickup driver was under the influence of stimulant drugs and there were no barriers around curbs to protect other road users. If this tragic accident has left the young man with disabilities forbidding him to return to work, the biggest pain for the father of three daughters is that his children stopped going to school due to his inability to pay for their school fees, books and uniforms. Better street design standards are a component of the UNRSF project "Scaling up safe street designs in Ethiopia", implemented by UN-Habitat.

The social media campaign also honoured those whose job is to try to save lives of road traffic victims and to treat and care for them, such as the Lebanese Doctor Rony Sayad or the rescuer Andrew Stephenson who saved the life of a 10 year boy in Zambia after a search in the midst of the night with torches to find the little boy hit in a road crash.

Road crashes are the 3rd cause of fatalities in Zambia and UNRSF finances a new project implemented by UNDP Pedestrians First Zambia "Creating Inclusive Cities"/ Zambia 10 KM Project.



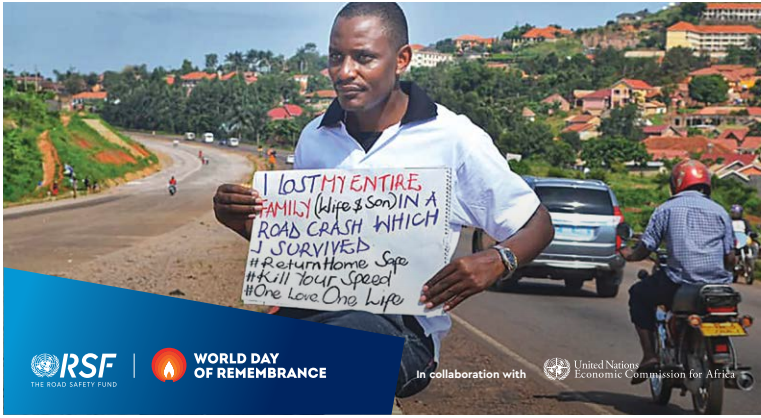
**"MY DREAM FOR THE FUTURE OF ROAD SAFETY IN ZAMBIA IS TO HAVE TRAINED PARAMEDICS ALONG THE ROADS AND HIGHWAYS, TO PROVIDE A QUICK RESPONSE TO ALL REPORTED ACCIDENTS."
KEVIN, ROAD CRASH VICTIM**



[READ THE FULL STORY](#)



[VIEW OUR PROJECT SHEET FOR ZAMBIA](#)



IMPACT OF ROAD CRASHES GOES BEYOND THE ROAD. HIDDEN COSTS ARE ECONOMIC, PSYCHOLOGICAL, SOCIAL. THEY TRAUMATIZE THOSE LEFT BEHIND AND DEVASTATE LIVELIHOODS FOR MANY YEARS SUCH AS CHRIS WHO LOST HIS WIFE AND SON IN A COLLISION WITH A TRUCK TRYING TO OVERTAKE THEIR CAR.



[READ THE FULL STORY](#)

HABTAMU ZERIHUN WAS HIT BY A PICKUP TRUCK WHILE ON HIS WAY TO WORK. THE DRIVER HAD BEEN TRYING TO STAY AWAKE WITH A STIMULANT DRUG USED BY DRIVERS WHO WORK LONG HOURS.



[READ THE FULL STORY](#)



ANDREW STEPHENSON RESCUED A DRIVER AND A TEN-YEAR-OLD CHILD, AFTER A HEAD-ON COLLISION BETWEEN TWO VEHICLES.



[READ THE FULL STORY](#)

IN BEIRUT, LEBANON, PHILIPPE WAS HIT BY A WRONG-WAY DRIVER, WHO DISAPPEARED AFTER THE ACCIDENT. HE SPENT 15 DAYS IN A COMA AND SEVERAL MONTHS IN PHYSICAL THERAPY. HIS DOCTOR, RONY SAYAD, IS ONE OF THOSE WHO SAVED HIS LIFE.



[WATCH THE VIDEO](#)

FINANCING THE UNRSF

Since July 2020, two new donors joined the UNRSF growing donor family: The Kingdom of Bahrain, and the Spanish TV Nuev Audiovisual Productions. Hungary made a second generous donation to the Fund.



HUNGARY



We are extremely grateful to the Fund's current 16 donors that have helped to get it off the ground and kick-start operations. However, we need more support to meet the Fund's mid-term and long-term targets that are more necessary than ever to save lives on the road. To date the UNRSF has reached nearly \$20 million USD in pledges. While this is good progress, we need to go much further to reach our ambitions and we now need to make a call for replenishment of funding for 2021 to 2025. This is a call for action on global business leaders and member states to ensure that investments are mobilised.

The UNRSF secretariat, with the support of the UN Secretary-General's Special Envoy for Road Safety, the European Union and the UNECE Executive Secretary, has continued its efforts in promoting the Fund, in particular by sending letters to potential new donors from public and private sectors. The Secretariat established in November an informal working group, prepared a survey and a roadmap on communication and fundraising matters. In September, the "Geneva Friends of Road Safety Network" met for an event

“ We have an efficient tool to reduce victims on the roads: the UN Road Safety Fund. Scaling up impact is the priority of the Fund but it will only be possible with the support of more donors, including Member States.

Jean Todt

The United Nations Secretary-General's Special Envoy for Road Safety

hosted by the Ambassador, Permanent Representative of France to the United Nations in Geneva, H.E. Mr Francois Rivasseau. At the center of the concerns, the financial future of the Fund.

Furthermore, the United Nations Secretary-General's Special Envoy for Road Safety, Mr. Jean Todt, continues to advocate tirelessly the UNRSF all over the world and more recently in countries such as in Bahrain, Egypt, Kenya or Monaco.

OUR DONORS CONTINUE TO ACT FOR ROAD SAFETY IN THE COVID-19 CONTEXT

FIA Foundation developed with UNICEF and Save the Children the 'Guidance For Safe And Healthy Journeys To School During The Covid-19 Pandemic And Beyond'. It identifies 10 key action areas highlighting low-resource ways to not only make streets safer during the pandemic, but also thereafter for all children and the wider population. Completed with checklists, it is designed for education authorities and policymakers, as well as schools, caregivers and the wider community. [Download the Guidance for Safe and Healthy Journeys to School.](#)



OUR DONORS ENGAGE IN PARTNERSHIPS FOR SAFE MOBILITY

Michelin and the FIA team up for safer mobility. Michelin and the FIA Road Safety Action have been working together on road safety awareness-raising and education programs serving millions of people worldwide since 2013. [Learn more.](#)



Mr Jean Todt, the President of FIA and UN Secretary General's Special Envoy for Road Safety, and Paul du Saillant, CEO of Essilor International, act together for a global change on the importance of vision for safe mobility. [Watch the video.](#)



FROM THE GOVERNING BODIES

The secretariat continued to service its governing bodies in the second half of 2020.

In July 2020, The UNRSF Advisory Board decided to extend the Fund until 31 December 2030, to coincide with the 2030 Agenda for Sustainable Development. A few weeks later, the UNRSF Advisory Board members elected Matthew Baldwin, the European Coordinator for Road safety and Sustainable Mobility and Deputy Director General at the European Commission as Chair of the UNRSF Advisory Board. The secretariat sincerely thanks Ms Luciana Iorio, Chair of the Global Forum for Road Traffic Safety (WP.1), for the excellent way she has led the Advisory Board during the last biennium and for her outstanding efforts and assistance to the Fund during that period.

The second half of the year is also marked by the election of the Advisory Board and Steering Committee members for a two years mandate. The Secretariat looks forward to continuing the good collaboration with the Advisory Board and Steering Committee members for a world where roads are safe for every road user, everywhere as we enter the second Decade of Action for Road Safety.

The UNRSF Advisory Board decided to open the Fund's 2020 Call for Proposals by prioritizing projects that have a significant and sustainable impact on road safety in low- and middle-income countries.

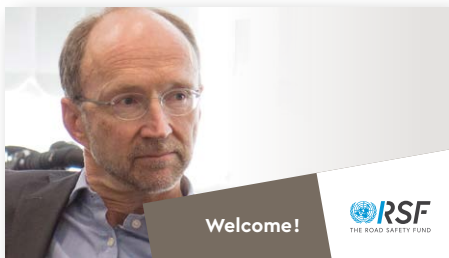
At its seventh session in October 2020, the Steering Committee identified thematic areas for the 2020 Call for Proposals, based on likelihood of impact through

alignment with national priorities, opportunities for synergies and avoiding duplications with other road safety funds and programmes. It should be partially connected with COVID-19. It will also take into account partnerships and leveraging of other resources, including co-financing; the new UN Resolution A/RES/74/299 and the links with UN Sustainable Development Goals.

With this mandate, the UNRSF secretariat launched the 2020 Call for Proposals on the 30 October for a three-month period, with a budget of US\$ 4 million.

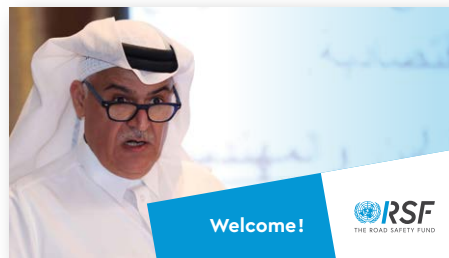
The secretariat will organize at least twice a coordination meeting on seeking inputs and feedback from Bloomberg Philanthropies, FIA Foundation and GRSF, including on the projects received for the UNRSF 2020 Call for Proposals.

NEW FACES



MATTHEW BALDWIN (Chair)

Deputy Director-General Mobility and Transport,
European Commission



MOHAMMED ABDULLAH AL-MALKI

General Secretary of the National Traffic Safety
Committee, Qatar



MARIE GAUTIER-MELLERAY

Interministerial Delegate for Road Safety,
France



ÁNGELA MARÍA OROZCO

Minister of Transport, Colombia



ANJELINA TOTEVA

Deputy Chairperson of the State Agency in Road
Safety, Bulgaria

SPOTLIGHT

Voices of our donors



Marie Gautier-Melleray
Interministerial Delegate for Road Safety, France

"Appointed at the end of June 2020 to this new position, I immediately understood that this new job has also to be considered as a commitment.

The objective is to save as many lives as possible and to reduce as much as possible the injuries due to road crashes. This cannot be done alone.

Regarding the COVID-19 crisis medicines and vaccines are still to come. Regarding the road safety crisis which kills 1.35 million of people each year in the world, medicines are very well known but the patient is too often medication resistant. Those medicines are road education, enforcement, acknowledgement of road infrastructure safety and vehicle safety, avoiding speeding, drink-driving, drugged-driving, etc.

My country is involved for decades together with other countries in the United Nations bodies (UNECE and WHO) in order to share experiences with others and thus contribute improving the global situation of road safety. This commitment has been demonstrated, together with the French Agency of Development, when one million of Euros has been given to the UN Road Safety Fund (UNRSF); road safety needs funding activities especially in the low- and middle-income countries and I am proud of this first engagement of France.

At the same time, having been elected as member state donors' representative of the UNRSF Advisory Board, let me call on the international community, on governments to contribute to the Fund so that more and more road safety actions could be launched in countries where still today too little has been done to save lives on the roads.

Together we can do something for road safety. Never forget the goal: Saving lives!"



FRANCE



Florent Menegaux
CEO, Michelin

"The numbers are staggering. Every year, 1.35 million people die in road crashes and 50 million are seriously injured. The vast majority of the victims are youngsters who live in developing countries. Beyond the tragedies that countless families must endure, the current situation jeopardizes the very future of our world. It's time to act.

At Michelin, we believe safe Mobility is essential to human progress and development. That is why our teams are committed to make mobility safer and more accessible to everyone, everywhere in the world.

Our commitment goes far beyond our products and solutions. True to our "All Sustainable" strategic vision, we also promote safe mobility as a top priority for the private sector in the global agenda towards sustainable mobility.

Making Mobility safer is a global issue that demands a global effort. In line with our tradition of forging close partnerships, we work with multiple private and public organizations to create change. We put our resources and expertise to work, through global commitments to the United Nations Road Safety Collaboration (UNRSC), the Global Road Safety Partnership (GRSP), the SuM4All initiative (Sustainable Mobility for All), the FIA High Level Panel for Road Safety, Youth for Road Safety (YOURS), the Total Foundation, Essilor, etc.

Michelin fully supports the United Nations Road Safety Fund, as part of the Group's long-term commitment to Society. Through financing concrete actions in low- and middle-income countries, the Fund will assist public authorities in developing and addressing key gaps in their national road safety systems. Let's work together to make roads safer, save lives and protect our future. It is our shared responsibility."

Mobilising young people around road safety: a major issue to meet the challenge of safer mobility, according to the CEO of Michelin Group.



LOOKING AHEAD

OUR 2021 AMBITION



PROTECTION Protect and save lives by reducing mortality and injuries from road crashes, with a special attention to the most vulnerable



FUNDRAISING Implement innovative financial mechanisms to attract new public and private donors



RESULTS Funding new projects with significant and sustainable impact on road safety



PARTNERSHIPS Establish and strengthen partnerships for road safety



VISIBILITY Increase the visibility thanks to social media, a new website and campaigns

PROJECTS

The number of UNRSF projects will grow with the 2020 Call for Proposals. In 2021, the call will disburse US\$ 4 million to support projects with significant and sustainable impact in low- and middle-income countries. It will encourage complementarity between road safety partners, promote interconnection with other SDGs challenges and will be partially connected with COVID-19 measures.

SECRETARIAT

The UNRSF redirects its reporting lines directly to the Office of the Executive Secretary of UNECE, as of 1 October 2020. The UNECE remains well situated as a host to the UNRSF, providing expertise to the Fund on standards, harmonization and legal frameworks, which are powerful tools in our efforts towards sustainable development and road safety.

The recruitments for the UNRSF secretariat have advanced with the new Programme Assistant joining the team and the publication of the position of the new Programme Manager Officer (P5).

FUNDRAISING ACTIVITIES

The UNRSF secretariat will continue to strengthen its fundraising activities, including through regular meetings of the informal working group on funding matters. The



[End of year greetings video](#)



secretariat is designing a more strategic approach and a roadmap to securing sustainable funding. The secretariat will develop a donor engagement package and continue to explore innovative financial mechanisms to attract new public and private donors.

VISIBILITY

The secretariat is working on a communication strategy. The development of the UNRSF social media profiles and website will be on the 2021 agenda. The 2020 UNRSF annual report will be published in May 2021. A Kapuscinski Development Lecture on road safety and sustainable cities will be held in April 2021, in Paris, in collaboration with the European Commission and the UN Development Programme. A momentum campaign will be held in May 2021 on the occasion of the 3rd Anniversary of the UNRSF and of the Road Safety Mobility Week.

UN SIXTH GLOBAL ROAD SAFETY WEEK (17–23 MAY 2021)

The theme of the 2021 Global Road Safety Week will be speed, with a focus on a 30 km/h limit, especially in areas where the roads are shared by pedestrians, cyclists and cars. With this theme, the UN Road Safety Collaboration (UNRSC) stresses how central tackling speed is to reduce deaths by 50% by 2030. It will also be the opportunity to launch the global plan for the new Decade of Action for Road Safety 2021–2030. The UNRSF will take specific actions to commemorate this week.

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the UNRSF secretariat is hosted by UNECE

