

ISSUE #1  
DECEMBER 2019

## HIGHLIGHTS OF 2019

FRIENDS OF  
ROAD SAFETY  
WORKSHOP ON  
2019 CALL FOR  
PROPOSALS

5 NOVEMBER

DEADLINE FOR  
2019 CALL  
FOR PROPOSALS

4 DECEMBER

BRIEFING ON  
CALL FOR  
PROPOSALS  
TO PUNOS AND  
PARTNERS

25 OCTOBER



LAUNCH OF  
2019 CALL FOR  
PROPOSALS

9 OCTOBER

UNRSF  
ONE-YEAR  
ANNIVERSARY

12 APRIL

PILOT PROJECT  
IMPLEMENTATION  
COMMENCES

1-10 MAY

UNRSF  
STRATEGY  
WORKSHOP

8 JULY

THIRD  
SESSION OF THE  
ADVISORY BOARD

3 SEPTEMBER

THIRD SESSION  
OF THE STEERING  
COMMITTEE

4 OCTOBER

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2019 Call for Proposals

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## FROM THE GOVERNING BODIES

The governance structure of the UNRSF is composed of an Advisory Board, a Steering Committee, a Secretariat and an Administrative Agent. The Advisory Board provides strategic direction to the Fund, including advice on criteria for proposals, monitoring and evaluation and priorities for funding projects. The Steering Committee has the direct oversight on the Fund and the authority to make decisions such as the approval of projects for funding in line with the strategic direction provided by the Advisory Board.

Following the Advisory Board's request to suggest some ways to identify key priority areas for project proposals, the Steering Committee at its second session in November 2018, requested the secretariat to organize a seminar to facilitate the identification of future directions for the UNRSF and to produce guidelines which give strategic direction in applying the [Global Framework Plan of Action for Road Safety](#) and [Priorities and Criteria for Funding Projects](#) documents. This seminar took place in Geneva on 8 July 2019 with participation from members of the Advisory Board and the Steering Committee. The workshop focused on two issues: the strategic positioning of the UNRSF and the fundraising roadmap for the UNRSF.

Subsequently, the UNRSF [Advisory Board](#) met on 3 September 2019 to discuss the conclusions of the July Workshop in order to consider the themes or focus areas for the 2019 call for

project proposals. In addition to deciding on the formal call for proposals, the Advisory Board invited UNESCO to become a Fund participating UN organization in view of its importance in promoting the safe system principles of the Global Framework Plan through education. Furthermore, the Advisory Board reviewed progress in the implementation of the five pilot projects approved by the Fund's Steering Committee in November 2018. The Advisory Board also adopted the Fund's branding and visual identity as well as its Business Plan 2019–21.

The Advisory Board session was followed by meeting of the Fund's [Steering Committee](#) on 4 October 2019. Based on the strategic decisions of the Advisory Board, the Steering Committee approved the funding cycle parameters for the 2019 call. The Committee also reviewed and approved the secretariat budget for 2020.

## OUR WORK ON THE GROUND

Guided by its [Global Framework Plan of Action for Road Safety](#), the Fund finances projects in low- and middle-income countries to assist them in developing and addressing key gaps in their national road safety systems. The Fund was created to finance actions to a) substantially reduce death and injuries from road crashes, and b) reduce economic losses resulting from these crashes.



In November 2018, the UNRSF Steering Committee approved five pilot projects, implemented in eight countries across four regions worth nearly USD 1 million. The pilot projects address key components of national safety systems and are currently well into their implementation phase with emerging positive results.

Mr. Jean Todt, the United Nations Secretary-General's Special Envoy for Road Safety, promotes UNRSF projects during his in-country missions. Currently, follow-up letters signed by Mr. Todt, heads of agencies and the Executive Secretary of UNECE are being sent to heads of state of countries where projects are being implemented in order to ensure visibility of the Fund's work and encourage the channelling national resources to the project in order to further implement this important initiative and maximize its results and impact.

## **SAFE ROAD – SCALING SAFE STREET DESIGNS IN ETHIOPIA**

The pilot project "Scaling up safe street designs in Ethiopia" is executed by the United Nations Human Settlements Programme (UN-Habitat) in collaboration with the Institute for Transportation and Development Policy (ITDP).

*The project's objective is to strengthen the capacity of Ethiopia to better design and implement policies that prioritize the needs of pedestrians and cyclists.*

The team organized a two-day workshop in Addis Ababa in August 2019, during which the participants were able to successfully identify issues affecting the provision of safe walking and cycling infrastructure in the city. More information about the workshop can be found [online](#). The team has also conducted an initial assessment of

### **Bicycle skill training for children on the Car Free Day on 24 November in Addis Ababa**



Non-Motorized Transport (NMT) and road safety provisions in existing design manuals in Ethiopia, identifying areas for improvement, and participated in workshops organized by the Ethiopian government to review the transport project performance of each region in the country and help prepare annual plans for the coming years, including NMT and road safety provisions.

In addition, a one-day training on how to organize car-free days at the request of the Ministry of Transport, Federal Transport Authority, was held on 22 November 2019. UN-Habitat highlighted experiences and lessons learned from Nairobi, Maputo, Kampala and Cape Town, while local experience was shared by the officials who have been running the event in Addis Ababa.

On 24 November, the project team, in collaboration with the Bike Ethiopian Network, participated in the Car-Free Event and organized a bicycle skill training for children. Young children were taught safe cycling rules and the project team co-organised an art visualization.

This was followed by a workshop on 25 November, that kicked off the harmonization of existing street design guidelines, in which the project team highlighted inconsistencies and is now tasked to produce a summary of recommendations for design alignment, which will be discussed in upcoming technical workshops. To reinforce the partnership, an MoU was signed between UN-Habitat and the Addis Ababa Transport Bureau on 25 November that outlines the future areas of collaboration as part of this project, but also beyond the scope of this project.

## **POST-CRASH RESPONSE – IMPROVING ROAD TRAFFIC FATALITY DATA IN COTE D'IVOIRE AND SENEGAL**

The project "Improving road traffic fatality data in Côte d'Ivoire and Senegal" is executed by the World Health Organization (WHO) in partnership with the Ministries of Health, Transport and Interior in both countries. In order to strengthen existing health information systems to provide accurate and timely data through civil registration on vital statistics for road traffic deaths, the team has organized two-day workshops in each country with the participation of Ministry counterparts. The main objective of these workshops was to explain to attendees the rationale of the project, its objectives and expected results.

*The team has also set up Multisectoral National Committees, led by the National Data Coordinators for the Global Status Report on Road Safety, to improve road traffic death data collection in both countries.*



The project is also an opportunity to build a strong and sustainable network on road safety via the multisectoral national committee during the project period and after the end of the project.

A Business Process Mapping exercise took place in November 2019 to determine the actors involved in the collection of data on deaths due to road traffic crashes as well as to define actions that should be taken to improve the quality of the data collected.

Finally, a Knowledge, Attitude and Perception Survey on the quality of road safety data was started in both countries. The analysis of the data from the first survey will be shared with the countries during the coming workshops.

The project has been well-received in both countries and the launch event in Côte d'Ivoire was featured in the [Radiodiffusion Television Ivoirienne \(RTI\) website](#).

### SAFE USER – STRENGTHENING LEGAL FRAMEWORKS FOR ROAD SAFETY IN EGYPT AND PAKISTAN

The multi-country project "Strengthening legal frameworks for road safety" is executed by the World Health Organization (WHO) in collaboration with the Ministries of Health, Communication, Transport and Interior in Egypt and Pakistan.

*In order to identify legislative gaps in the five road safety pillars and facilitate a multi-stakeholder dialogue for the development of a more comprehensive legal framework in the field of road safety, project kick-off discussions were held with high-level officials in both countries.*

The discussions took place during a meeting of the Eastern Mediterranean regional legislative held in Oman in June 2019. Participants included high-level representatives from the Ministry of Interior from Egypt and the Ministry of Health from Pakistan as well as members of parliament from both countries.

In Pakistan, WHO has partnered with Johns Hopkins University International Injury Research Unit (JHU-IIRU) to support and facilitate the development of recommendations to strengthen institutions, consultation with international and national experts and provincial consultations on draft policies or law amendments. In Egypt, after due consideration and the situation on the ground, focusing on developing a proposed amendment is premature. As a result, WHO is facilitating a policy dialogue in December 2019 with high-level officials from Ministries of Transport, Health and Interior to discuss next steps on documenting

country activities. This will provide a baseline information to guide the remainder of the project activities.

### SAFE USER – STRENGTHENING SPEED MANAGEMENT IN THE PHILIPPINES

The project "Strengthening speed management in the Philippines" is executed by the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP) in partnership with the Global Road Safety Partnership (GRSP) and in cooperation with ImagineLaw Inc., Land Transportation Office (Philippines) and the Department of Transportation of the Philippines Government.

As part of the project's goal to improve road user behavior in order to reduce speed related road crashes in the country, the team has provided best practice speed management training on 7–8 October 2019 by the GRSP policing experts via a Train-the-Trainer (ToT) methodology.

*45 national police officers participated in a hands-on session in real traffic situations. They will then spread the training to Local Transportation Offices at the district level, promoting a systemic approach to speed enforcement throughout the country.*

The ToT training focused on speed enforcement key principles and enforcements in real traffic situations with different technical devices, practical measurement procedure, and mitigation tactics. The next scheduled activity will be the follow-up with the trainers on speed enforcement which is scheduled for the end of 2019.

**Speed management training on 7–8 October in the Philippines**



UNESCAP



**"This is my street" awareness campaign  
with children on safe journeys to school on  
24 October in Fernando de la Mora**

## **SAFE USER – CAPACITY DEVELOPMENT ON CHILD RESPONSIVE URBAN PLANNING AND SUSTAINABLE URBAN TRANSPORT IN PARAGUAY, THE PHILIPPINES AND SOUTH AFRICA**

This multi-country project is executed by the United Nations Children's Fund (UNICEF) in collaboration with its country offices, institutional, academic and technical partners in Paraguay, the Philippines and South Africa. The objective of the project is to strengthen the capacity of relevant urban stakeholders to put children first in urban development and transportation planning to improve independent mobility for children in the cities of Asuncion, Lambaré and Fernando de la Mora (Paraguay), Cape Town (South Africa) and Valenzuela city (Philippines).

*A team of technical experts has rolled out a training package on Child Rights and Urban Planning principles amongst the first cohorts of in total 53 master trainers in these three countries.*

Trainers were selected amongst public authorities, universities and professional organizations. UNICEF Philippines will now work with the Housing and Urban Development Coordinating Council (HUDCC) to integrate child rights in

their accreditation guidelines for urban developers in the design of new communities. UNICEF Paraguay is coordinating the project with the National Traffic and Traffic Safety Agency (ANTSV) and working with three municipalities that are committed to ensure safe and healthy journeys to school and children's access to public space. Also, inspired by the training objectives, the Paraguay Ministry of Housing and Urban Planning has issued a memorandum to ensure that all future urban development projects are based on child rights. The three universities that participated in the training are also preparing modules on child-responsive urban planning in civil engineering and architecture careers. UNICEF Paraguay will strengthen its Child Road Traffic Injuries Prevention Program with the gained knowledge and articulate its engagement with municipalities through a new child-friendly cities initiative. Every training included a place-based exercise with a site visit to an unsafe school environment, to make an assessment of the existing situation supported with technical tools, to interview children and local stakeholders, to design solutions and draft action plans. Physical interventions and mobility plans for three school environments are foreseen, as demonstration projects for future interventions in similar high-risk places for children.

Follow these links for more information on [Child Rights and Urban Planning](#), and country-level capacity development in the [Philippines](#), [Paraguay](#) (with [video](#)) and [South Africa](#).

## **FINANCING THE UNRSF**

The Fund has attracted almost USD 20 million in pledges from [12 donors](#) both from the public and private sectors to-date. Public sector donors are Cyprus, European Commission, France, Hungary, Monaco, Russian Federation, and Slovakia. Private sector donors include FIA Foundation,

Total Foundation, Michelin Corporate Foundation, Pirelli & C.SpA., and Global Giving on behalf of 3M.

Given the need to promote and raise additional funding, in September 2019 the Fund's Advisory Board adopted the



Branding Identity and Messaging Framework, as well as a new logo and shorter name – the United Nations Road Safety Fund. The Framework, the new logo and name allow the Fund to take on a brand identity that is engaging, easily understood and that spreads a sense of enthusiasm and invites joint ownership and engagement in the Fund's purpose and vision. The new branding identity and messaging framework also ensure that all Fund partners speak clearly and with one voice to potential donors.

The fundraising activities have been supported by advocacy efforts and activities of the Special Envoy for Road Safety and the Executive Secretary of the United Nations Economic Commission for Europe. These efforts are planned in coordination with the Fund's secretariat and relevant

Fund partners. They are based on the [Fund's Fundraising Strategy and Policy](#).

The work of the Special Envoy has been critical to the fundraising efforts of the UNRSF. The Special Envoy advocates for the Fund during his country visits and high-level engagements.

The secretariat has also drafted a donor cultivation plan and calendar that will help it solidify the support of current donors and attract new ones. It is also working on a donor ranking scheme. In addition, the secretariat has met with several potential donors to discuss the modalities of their contributions in line with the Fund's Terms of Reference and due diligence requirements.

### Public sector donors



### Private sector donors



## THE 2019 CALL FOR PROPOSALS



### ***A workshop on the UNRSF 2019 Call for Proposals was organized on 5 November in Geneva***

In October 2019, the Fund opened its first formal call for project proposals, which closed on 4 December and will disburse USD 4 million to approved projects.

All project proposals submitted through [participating UN organizations](#) are eligible to apply to the call. Priority is given to individual country and multi-country projects that have immediate and tangible impact on the reduction of road fatalities. To capitalize on synergies to achieve impact on the ground, partnerships were encouraged with other organizations, multi-lateral development banks, and road safety NGOs.

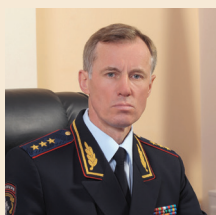
To help participating UN organizations and other potential partners prepare their project submissions, the secretariat of the Fund organized a dedicated briefing session on the 2019 Call for Proposals on 25 October 2019 at the Palais des Nations in Geneva. The briefing session focused on the Global Framework Plan of Action and the Priorities and Criteria for Funding Projects, which provides criteria for project evaluation.

A workshop on the UNRSF 2019 Call for Proposals was organized for diplomatic corps under the auspices of the Geneva Friends of Road Safety Network on 5 November 2019 by the United Nations Secretary-General's Special Envoy for Road Safety and the Permanent Delegation of the European Union to the UN in Geneva. The workshop was followed by a photo exhibition, which featured a keynote speech by Dr. Tedros A. Ghebreyesus, WHO Director-General.



## SPOTLIGHT

### VOICES OF OUR DONORS



**Alexander Gorovoy**  
UNRSF Advisory Board Member  
First Deputy Minister of  
Internal Affairs of the Russian  
Federation

*"The Government of the Russian Federation has been a long-standing champion of efforts to improve road safety worldwide. We hosted the first ever Global Ministerial Conference on Road Safety in Moscow in 2009 and has sponsored numerous United Nations General Assembly resolutions on road safety over the past 15 years. In December 2018, we contributed USD 2 million to the UN Road Safety Fund (UNRSF)."*

*Our support to the UNRSF is based on our recognition of the key role that it plays in providing a global solution to the costs that societies bear as a result of road safety challenges. The Fund does so, firstly, by providing a much-needed financing mechanism for the public and private sectors to jointly contribute to the road safety crisis. Secondly, it uses those funds in a structured manner by advancing a safety system concept (through the Fund's Global Framework Plan of Action) for national efforts for road safety.*

*The Russian Federation has actively participated in the UNRSF's governance mechanism starting upon its establishment in order to ensure that the Fund's resources contribute saving lives in the low- and middle-income countries most plagued by road safety issues. We encourage more member States and private sector partners to join us in contributing generously to the Fund in our fight to eliminate road fatalities and injuries in pursuit of the 2030 Sustainable Development Agenda."*



**Rt. Hon. Lord Robertson of Port Ellen**  
UNRSF Advisory Board Member  
Chairman, FIA Foundation

*"The UN Road Safety Fund (UNRSF) is a vitally important initiative. The FIA Foundation is supporting the Fund because we recognise that the level of resourcing for global road safety, and in particular for supporting capacity-building in low and middle income countries, is woefully inadequate. By catalysing policy change, and by strengthening regional collaboration, the Fund has the potential to save many lives.*

*But to do this we need to attract major donor support. Donor governments need to be more ambitious and strategic, and much more generous, if we are to drive down road traffic deaths. The first major Call for Proposals of the Fund has demonstrated the scale of the appetite and need. This must be matched with a significant increase in resourcing.*

*The UNRSF should co-finance with other multilateral funds focused on the Sustainable Development Goals, with those working on climate, sustainable cities and child & adolescent health. We have a compelling case for investing in road safety, and need to be energetic in communicating it. And we need to find ways for the Fund to harness the skills and imagination of civil society and the power and reach of the private sector. By building strong partnerships, fuelled by the UNRSF, we can truly realise its potential to make our roads safe."*

## LOOKING AHEAD

### PROJECTS – 2018 PILOT

The Fund will continue to monitor the implementation of the five pilot projects and will communicate their success stories on its website and through social media. These projects are due for completion in 2020, and it will be important to extrapolate their results and lessons learned to further inform future designs of calls for proposals.

### PROJECTS – 2019 CALL FOR PROPOSALS

In December 2019, the Fund received and screened submissions to its first formal call for proposals. Appraisals of these projects are conducted by a panel of independent road safety experts, which will submit their evaluations to the Fund's Steering Committee. The Steering Committee will utilize these appraisals to decide on projects during their next face-to-face meeting in Geneva on 14 February 2020.

### STOCKHOLM MINISTERIAL

The approved projects from the 2019 Call for Proposals will be announced at the Third Global Ministerial Conference on Road Safety in Stockholm on 19–20 February 2020. The purpose of the Conference is to build a momentum for renewed commitment by governments to engage to and

*"Road safety has so far not received the political attention and, critically, the financial support it deserves. We must urgently step up efforts to realize the transformative road safety vision of the 2030 Agenda for Sustainable Development. The UN Road Safety Fund takes a decisive step in this direction, bringing all stakeholders around the table to mobilize much needed resources and strengthen joint action."*

**Olga Algayerova**

Executive Secretary of UNECE | UNRSF Advisory Board Member

*"Four years ago, the UN General Assembly asked the Secretary-General to explore the possibility of establishing a UN Road Safety Trust Fund. Two years ago, the UN General Assembly welcomed its establishment and its role towards achieving global targets. In the 2020 UN General Assembly, we must continue to tell our inspiring story, reaffirming and celebrating the importance of the Fund and the impact that it can make."*

**Jean Todt**

United Nations Secretary-General's Special Envoy for Road Safety | UNRSF Advisory Board Member

invest in road safety as the first Decade of Action for Road Safety arrives at an end in 2020. The Conference could be an opportunity to seek support among Member States to host a road safety pledging conference.

### SECRETARIAT

The next months will also see the completion of recruitments of the UNRSF team, including the position of the Head of the UNRSF secretariat, and the Public Information Officer.

### FUNDRAISING

The UNRSF secretariat will continue to strengthen its fundraising activities, including through the establishment of an informal working group on funding matters. The secretariat will also engage closely with nascent discussions on innovative financing mechanisms. The Secretariat will coordinate with the Special Envoy to identify target countries and entities for fundraising purposes.

### ANNIVERSARY

On 12 April 2020, the Fund will celebrate its second anniversary, which presents an opportunity to demonstrate the success of its pilot projects, solidify the support of current donors and attract new ones.