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Foreword

Partnership for Action on Road Safety

This 2021 Results Report of the "Partnership for Action on Road Safety" summarizes and highlights some of the main achievements of our partnership over the past year.

With a strategy fully focused on achieving the Sustainable Development Goals (SDGs), the United Nations Institute for Training and Research (UNITAR) supports Governments in implementing the 2030 Agenda for Sustainable Development, and provides innovative learning solutions to individuals, organizations, and institutions to enhance global decision-making and support country-level action for shaping a better future.

UNITAR's approach to training is human centred, designed to build capacity, change behaviours and mindsets. Its training activities create a sustainable impact by empowering people and institutions to act as multipliers for change.

Our "Partnership for Action on Road Safety" seeks to mobilize public-private sector collaboration to implement local demonstration projects to improve road safety and help cities reduce deaths and injuries caused by traffic crashes to improve road safety and help cities reduce deaths and injuries caused by traffic crashes.



THE FACTS

EACH YEAR

1.35 million

people around the world die as a result of road traffic crashes

ROAD TRAFFIC CRASHES REPRESENT THE

Leading cause of death

for children and young adults from 5 to 29 years

ROAD TRAFFIC CRASHES COST

3%

of their annual gross domestic products

VULNERABLE ROAD USERS

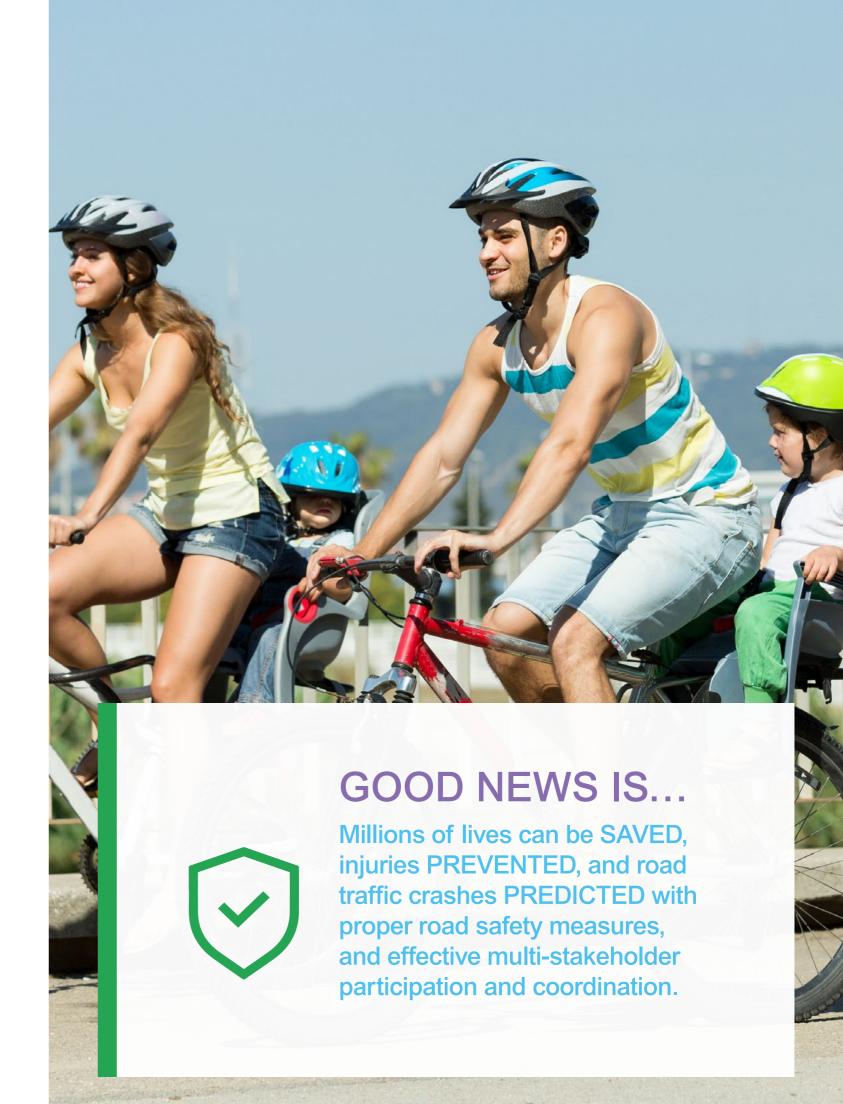
such as pedestrians, cyclist, and motorcyclists and their passengers represent more than half of all road traffic deaths

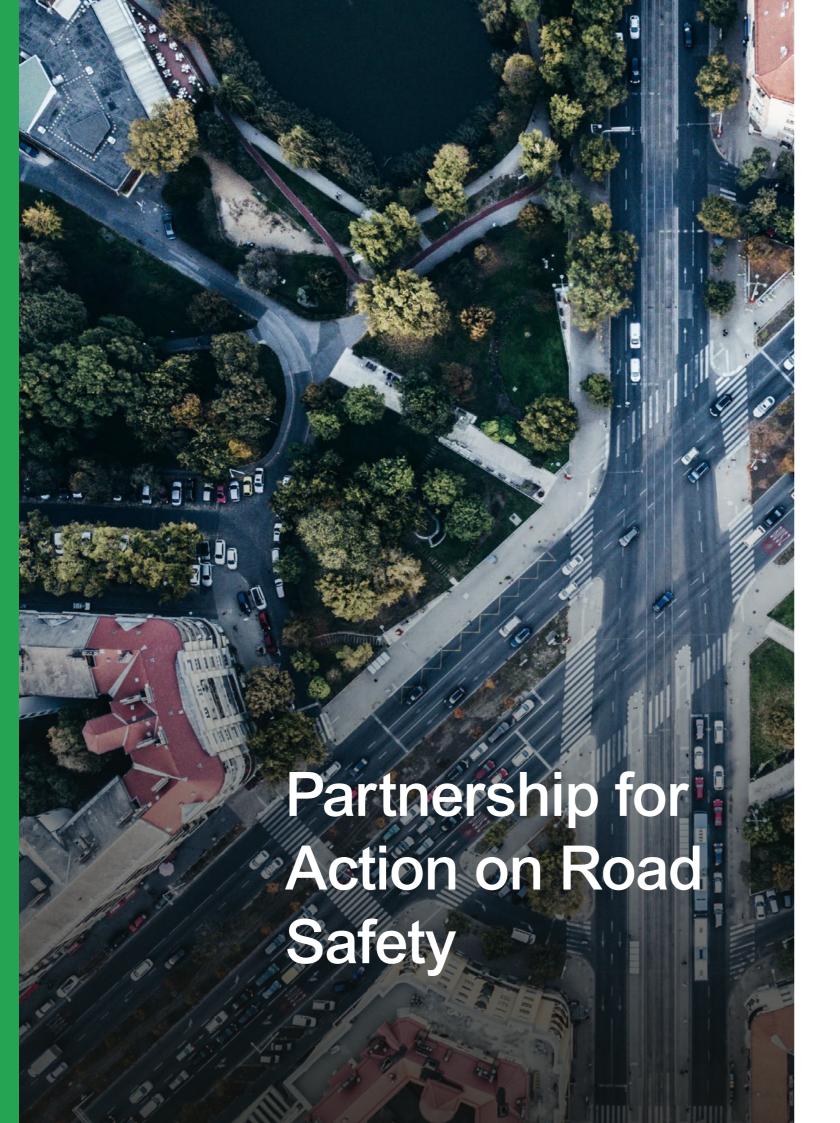
RISK FACTORS CAN BE

- Unsafe road user behaviors (e.g., speeding; drink-driving; nonuse of helmets, seatbelts, child restrains; distracted driving)
- Unsafe road infrastructure
- Unsafe vehicles
- Inadequate post-crash response
- Poorly enforced or non-existent traffic laws

93%

of world's road traffic fatalities occur in lowand middle-income countries





The Partnership's Response

Road traffic crashes and injuries can be prevented by supporting targeted countries in developing and implementing adequate road safety interventions. In this line, UNITAR, alongside private and public-sector partners, is committed to strengthening government officials' and key stakeholders' capacities to improve road safety through concrete and targeted interventions.

Through the "Partnership for Action on Road Safety", UNITAR with the support of AB InBev and in collaboration with its network of affiliated "CIFAL" Training Centers around the world, academia, institutions, and the private sector are contributing to advance road safety targets by:

- Increasing public awareness of road safety risk factors.
- Building capacity of government authorities to implement holistic, evidence-based approaches that improve road safety.
- Promoting the development of public-private partnerships to accelerate progress.
- Facilitating practical tools, learning resources, methodologies, and practical solutions.

Partners:















PARTNERSHIP



















♦ ABInBev

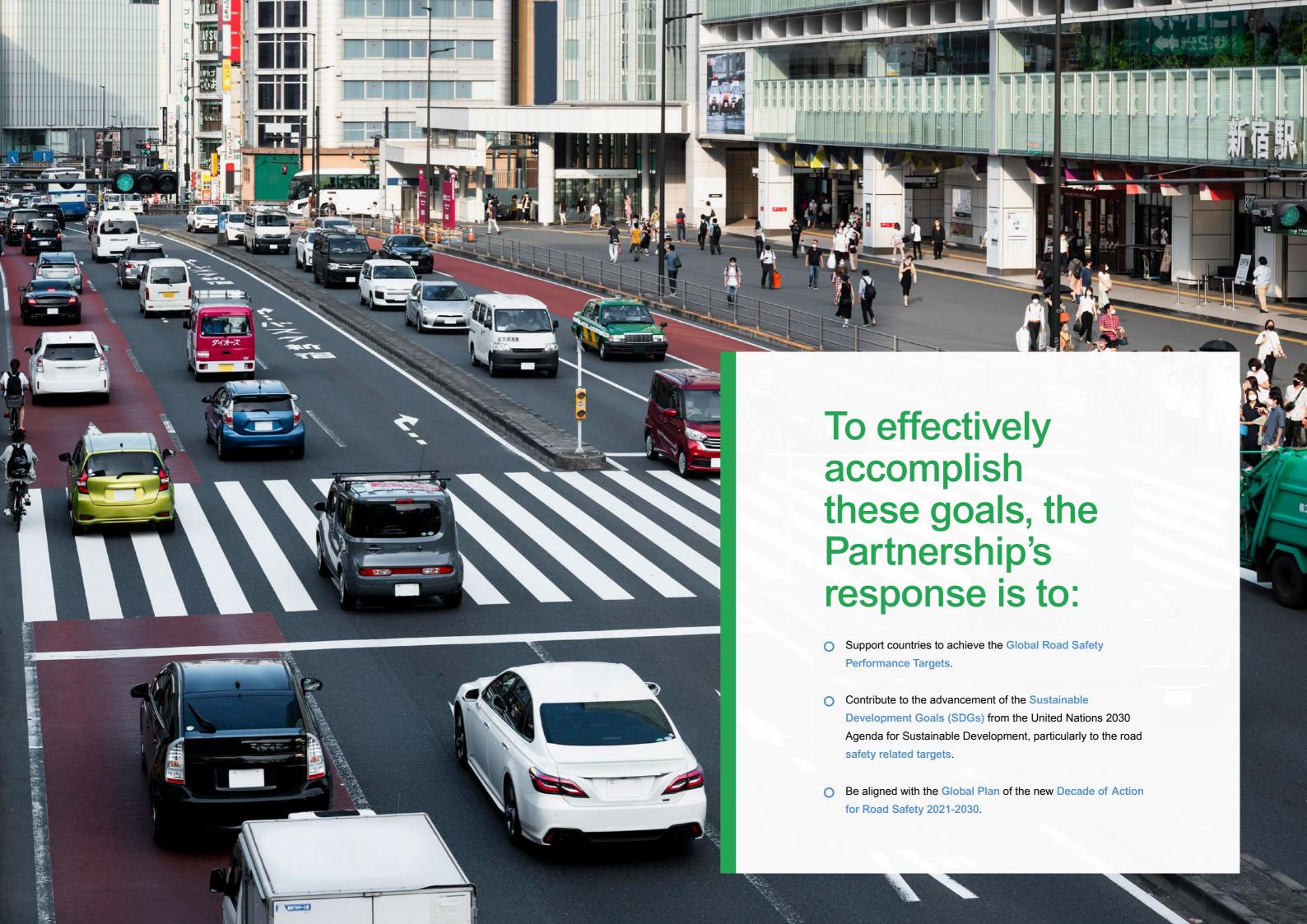












Global Road Safety Performance Targets

In November 2017, Member States concluded work on the development of a comprehensive set of 12 voluntary global performance targets for road safety. These indicators guide action and ensure measurement of progress at the national and global levels.







Target 2: By 2030, all countries accede to one or more of the core road safety-related UN legal instruments.



Target 3: By 2030, all new roads achieve technical standards for all road users that take into account road safety, or meet a three star rating or better.



Target 4: By 2030, more than 75% of travel on existing roads is on roads that meet technical standards for all road users that take into account road safety.



Target 5: By 2030, 100% of new (defined as produced, sold or imported) and used vehicles meet high quality safety standards, such as the recommended priority **UN Regulations, Global** Technical Regulations, or equivalent recognized national performance requirements.



Target 6: By 2030, halve the proportion of vehicles travelling over the posted speed limit and achieve a reduction in speedrelated injuries and fatalities.



Target 7: By 2030, increase the proportion of motorcycle riders correctly using standard helmets to close to 100%.





increase the proportion of motor vehicle occupants using safety belts or standard child restraint systems to close to 100%.



Target 9: By 2030, halve the number of road traffic injuries and fatalities related to drivers using alcohol, and/or achieve a reduction in those related to other psychoactive substances.



Target 10: By 2030, all countries have national laws to restrict or prohibit the use of mobile phones while driving.





Target 11: By 2030, all countries to enact regulation for driving time and rest periods for professional drivers, and/or accede to international/regional regulation in this area.





care.

Sustainable **Development Goals** (SDGs)

THE GLOBAL GOALS







































The 2030 Agenda for Sustainable

Development, adopted by the 193 Members of the United Nations, set a global target (SDG 3) of reducing road traffic deaths and injuries by 50% by the year 2020.

The 2030 Agenda calls for "Making cities and human settlements inclusive, safe, resilient and sustainable" (SDG11).

It also sets a target to "provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons" (Target 11.2).

■ PILLAR 1: Road safety management PILLAR 2: Safer roads and mobility

■ PILLAR 3: Safe vehicles

■ PILLAR 4: Safe road users

■ PILLAR 5: Post-crash response

3 GOOD HEALTH AND WELL-BEING

SDG 3, Good Health and Well-Being, target 3.6, aiming to halve the number of global deaths and injuries from road traffic accidents by 2020.



11 SUSTAINABLE CITIES
AND COMMUNITIES

SDG 11, Sustainable Cities and Communities, target 11.2, seeking to provide access to sustainable and safe transport systems.



17 PARTNERSHIPS FOR THE GOALS

SDG 17, Partnership for the Goals, target 17.16, aiming at enhancing the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources.





In September 2020, the UN General Assembly adopted resolution A/RES/74/299 "Improving global road safety", proclaiming the Decade of Action for Road Safety 2021-2030, with the ambitious target of preventing at least 50% of road traffic deaths and injuries by 2030.

WHO and the UN regional commissions, in cooperation with other partners in the UN Road Safety Collaboration, have developed a Global Plan for the Decade of Action, which was released in October of 2021.



Source: Global Plan for the Decade of Action for Road Safety 2021-2030, WHO

The Global Plan aligns with the Stockholm Declaration, by emphasizing the importance of a holistic approach to road safety, and calling on continued improvements in the design of roads and vehicles; enhancement of laws and law enforcement; and provision of timely, life-saving emergency care for the injured. The Global Plan also reflects the Stockholm Declaration's

promotion of policies to promote walking, cycling and using public transport as inherently healthy and environmentally sound modes of transport.

This new Decade of Action provides an opportunity for harnessing the successes and lessons of previous years and building upon them to save more lives.



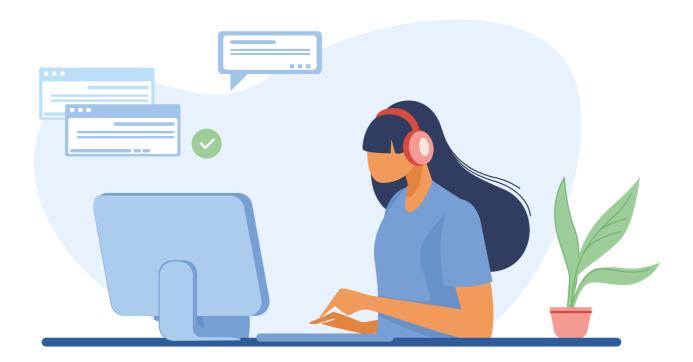
Key Outputs

In 2021, the "Partnership for Action on Road Safety" provided learning, training and knowledge sharing services to:

4,835 beneficiaries

Nr. of countries

	Key output	Global outreach	represented
01	Management Practices for Safer Roads Toolkit: Online Course	928 beneficiaries completed the online course	118 countries represented
02	Management Practices for Safer Roads Toolkit: Mobile App	839 users downloaded the Mobile App	96 countries represented
03	Management Practices for Safer Roads Toolkit: Virtual Immersive Experience	1 pilot country	1 pilot country represented
04	Management Practices for Safer Roads Toolkit: Virtual Workshops	494 beneficiaries participated in virtual workshops	115 countries represented
05	Management Practices for Safer Roads Toolkit in Action: Partnership with the General Secretariat of the Andean Community (CAN)	Secretariat and Member Countries of the Andean Community (CAN) engaged in discussions for the implementation of the Toolkit	4 Member Countries represented
06	Social Norms aimed at improving road safety – Designing effective behavior change campaigns: Online Course	176 beneficiaries completed the online course	67 countries represented
07	Youth and Road Safety: Online Course	519 beneficiaries completed the online course	86 countries represented
08	The Road Safety Learning and Partnership: Online Platform	1,875 visitors (4,816 views) accessed the online platform	126 countries represented





Management Practices for Safer Roads Toolkit Online Course

Why?

Road traffic injuries claim 1.35 million lives each year. This means that 3,700 people are dying on the world's roads every day.

What?

The Toolkit is an interactive e-learning tool that presents a management methodology and a road map that can help improve road safety by:

- Collecting data on the number and location of deaths caused by road traffic crashes.
- Identifying hazardous and critical road locations where excessive numbers of crashes occur.
- Outlining corrective measures.
- Implementing interventions and monitoring results.

Where?

Available in 9 languages: Arabic, Chinese, English, French, Hindi, Italian, Portuguese, Spanish, Turkish.



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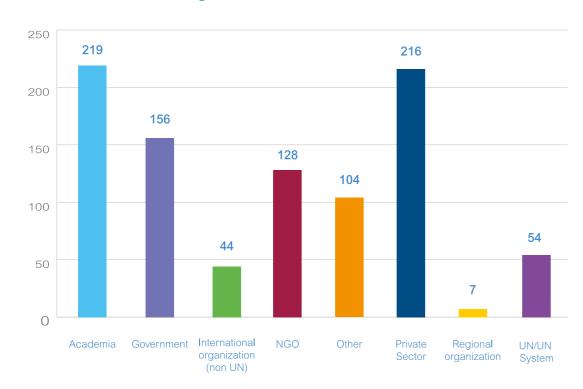
https://unitar.org/safer_roads_toolkit



It includes case studies where the toolkit is being implemented: Dominican Republic, Brazil, India, China, South Africa

Total number of beneficiaries completing the online course about the Management Practices for Safer Roads Toolkit: 928 government officials, road safety professionals, and UN officials Beneficiaries from 118 countries.

Organizational Affiliation



Beneficiaries by Gender 4% 27% • Male • Female • Other

Top 10 countries using the online toolkit	
India	185
Nigeria	53
Brazil	49
United States	36
Colombia	29
Kenya	20
Mexico	18
Egypt	17
United Kingdom	17
Pakistan	17



SAFER RADS TOOLKIT



LET'S MAKE ROADS SAFER FOR ALL!





Download the App for improving road safety in your city

#SaferRoads

02

Management Practices for Safer Roads Toolkit

Learning Mobile App

Why?

- To increase access to and use of the Management Practices for Safer Roads Toolkit.
- It highlights projects in which the methodology has been implemented.
- It also features a checklist to support users to monitor their progress throughout the different stages of the "Plan-Do-Check-Act" Toolkit's methodology

What?

With the aim of contributing to advance #roadsafety, and in collaboration with partners around the world, UNITAR's free #Learning #App is available for download from #GooglePlay and #AppStore, and features examples and practical solutions implemented and tested in cities in Brazil, Dominican Republic, India, Mexico and South Africa.

Where?

Available in 2 languages: English, Swahili.

Download it from Google Play and App Store.





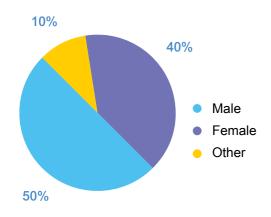
O Total number of downloads: 839 users.

 Total number of countries where the App has been downloaded: 93 countries.

Users by platform

Android	568
iOS	271

Beneficiaries by Gender



Top 10 countries represented by users		
United states		
Ecuador		
Colombia		
India		
South Africa		
Tanzania		
Netherlands		
Mexico		
Brazil		
Switzerland		



03

Management Practices for Safer Roads Toolkit

Virtual Immersive Experience

Why?

Improving road safety globally requires solutions that can be implemented consistently over the next decade. UNITAR, the Ministry of Transport of the Federal District of Brazil, and AB InBev gathered in New York, in the framework of the 76th Session of the United Nations General Assembly, to present the "Management Practices for Safer Roads Toolkit – The Immersive Virtual Experience".

By providing an immersive learning experience and gamified digital tools, the partners seek to promote learning about practical interventions that lead to reductions in the number of deaths and injuries related to road traffic crashes.

What?

Through the Virtual Reality experience, participants have a glimpse into a management methodology presented in the "Management Practices for Safer Roads Toolkit." The toolkit helps conduct road assessments and identify corrective measures to reduce deaths and injuries from road traffic crashes. It uses examples of successful interventions implemented in the Federal District in Brazil to guide users on how to improve road safety initiatives.



Where?

The first Immersive Virtual Experience video showcases the pilot project implemented in the Federal District of Brazil, with a total of nine interventions carried out in five identified high-risk areas ("crash hotspots"). This interactive example shows that achieving road safety targets is possible and that it requires efforts such as improving existing road infrastructure for the benefit of all road users, especially the most vulnerable.



https://youtu.be/



04

Management Practices for Safer Roads Toolkit Virtual Workshops

Why?

The Management Practices for Safer Roads

Toolkit – Virtual Workshops intended to

strengthen national capacity for developing local
strategies to improve existing road infrastructure
for the benefit of all road users, especially the
most vulnerable, and to equip participants
with the appropriate methodology and tools to
accomplish this.

The virtual workshops were addressed to road safety stakeholders, and its main objectives were to:

 Identify and understand the main issues, trends, and challenges in road safety worldwide.

- Outline the key global frameworks and targets related to road safety and recognize road safety as an urgent priority.
- Introduce the principles and benefices of the Plan-Do-Check-Act (PDCA) problem solving methodology for addressing road safety.
- Provide practical examples of pilot cities that implemented the Management Practices for Safer Roads Toolkit methodology to reduce road traffic crashes in hazardous locations.

What?

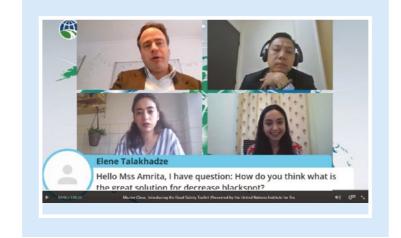
5 workshops involving live presentations and interactive discussions took place this year:

Asia-Pacific Master
Class: Introducing the
Management Practices for
Safer Roads Toolkit.

International Road Federation (IRF)
Asia-Pacific Virtual Conference

- Connecting Asia-Pacific with

Connecting Asia-Pacific withSmart, Safe, & Resilient Roads(18 March 2021)



Clase Magistral para América Latina: Introducción a la Caja de Herramientas sobre Prácticas de Gestión para Carreteras más Seguras.

IRF Visión Cero para América Latina – Diseñando Carreteras más Seguras (19 de mayo de 2021)



Virtual Workshop: Implementation of the Management Practices for Safer Roads Toolkit in South Africa.

(20 May 2021)



4

3-Day Virtual Workshop: Implementation of the Management Practices for Safer Roads Toolkit in Tanzania

(28 October, 04 and 16 November 2021)



5

Master Class for the Arab Region: Introducing the Management Practices for Safer Roads Toolkit

18th IRF World Meeting & Exhibition

Roads to Tomorrow (Dubai, UAE,7-10 November 2021)



Each activity provided a platform to present a practical methodology aimed at improving highest-risk roads through the implementation of targeted interventions including engineering improvements such as footpaths, safety barriers, bicycle lanes and paved shoulders, just to mention a few, as

well as educational related measures aimed at preventing deaths and injuries caused by road traffic crashes. Case studies were featured throughout the workshops, including projects implemented in Mexico, Brazil and India.

Partners co-hosting the webinar series























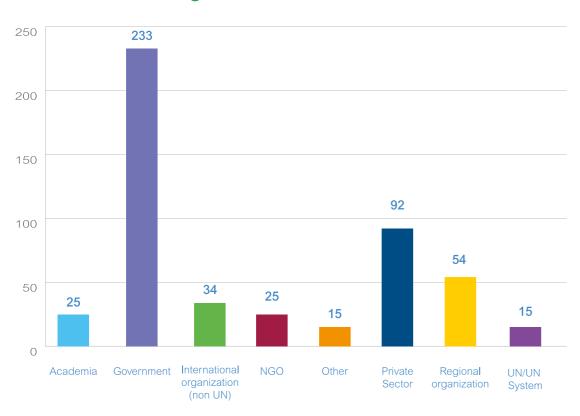


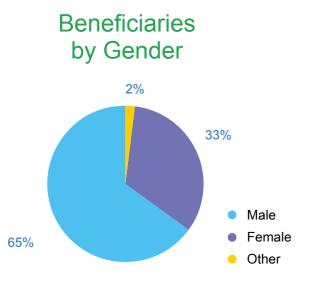




- 494 beneficiaries from public and private sectors, academia, and regional intergovernmental organizations.
- Beneficiaries from 115 countries.

Organizational Affiliation





Top 10 countries participating in webinars	
Mexico	34
Tanzania	31
Guyana	28
United States	19
Barbados	18
Chile	16
South Africa	15
Argentina	14
Brazil	13
Grenada	12
Jamaica	11



05

Management Practices for Safer Roads Toolkit in Action:

Partnership with the General Secretariat of the Andean Community (CAN)

What?

In the framework of the agreement signed between the General Secretariat of the Andean Community (CAN) and UNITAR, the partners of the Partnership for Action on Road Safety are putting at the disposal of CAN Members the "Management Practices for Safer Roads Toolkit", which provides a practical methodology to assess roads, collect data on the number and location of deaths from traffic accidents, and to design of corrective measures.

A first seminar on the implementation of the Toolkit was held on November 22. Ministries of Transport of Bolivia, Colombia, Ecuador, and

Peru participated. At the end of the seminar, the General Secretariat received several requests from Member Country delegates who expressed interest in implementing the Toolkit in their countries. The partners expect that 2022 will be marked by this process of implementing the Toolkit in the region.

The partners also look forward to incorporating learnings from the experiences of Bolivia, Ecuador, Colombia, Peru, the Associated Members and Observers of CAN, to the Toolkit to share best practices with other regions of the world.





Social Norms aimed at improving road safety

Designing effective behavior change campaigns: Online Course

Why?

Understanding how social norms act as powerful constraints on individual attitudes and behaviours is crucial for effective policy interventions. Moreover, changing road users' behaviour on the risk factors for road traffic injuries (speed, drink–driving, and the failure to use helmets, seat belts and child restraints properly or at all) is essential to improve road safety.

UNITAR, in collaboration with AB InBev and the International Social Marketing Association (ISMA), developed an innovative tool to support local and national efforts in the study of social norms for improving road safety.

What?

Social norms theory has been examined mainly in public health related fields from the Reasoned Action Approach (Fishbein, Martin, & Ajzen, I.,1975)1, showing that social norms are highly influential in shaping individual behaviour. A social norm is a perception about what others do (what is normal) and what is expected of what others do within the group (what is appropriate).

Research shows that social norms are powerful considering the individual need to belong and to "fit in" with their group. Social norms can function like actual laws and violators of social norms are socially sanctioned. They act as rules that define acceptable, appropriate, and obligatory actions in a given group or society. Furthermore, they can influence behaviour despite conflicting individual opinions.

Understanding how social norms act as powerful

constraints on individual attitudes and behaviours is

crucial for effective policy interventions.

Moreover, changing road users' behaviour on the risk factors for road traffic injuries (speed, drink—driving, and the failure to use helmets, seat belts and child restraints properly or at all) is essential to improve road safety.

The objective of this e-Learning course is threefold:

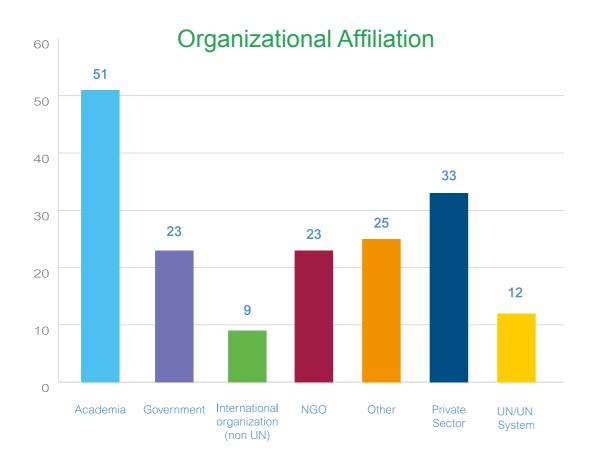
- 1. Provide an introduction to social norms and its role in creating new and/or perpetuating beneficial norms affecting road safety, as well as in eliminating harmful ones.
- Outline examples of interventions such as road safety campaigns that seek to alter social norms in support of road safety.
- 3. Offer a guide on how to design effective communication campaigns aimed at changing road users' behaviours.

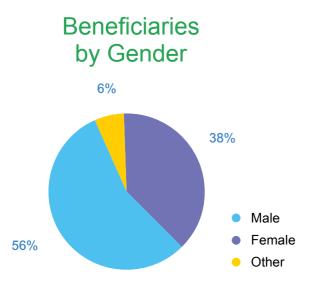
Where?

https://www.unitar.org/event/full-catalog/social-norms-aimed-improving-road-safety-designing-effective-behaviour-change-campaigns



- Total number of beneficiaries completing the online course about the Management Practices for Safer Roads Toolkit: 176 government officials, road safety professionals, public and private sector representatives, and UN officials.
- Beneficiaries from 67 countries.





Top 10 countries participating in webinars	
India	32
Nigeria	16
United States	24
Philippines	6
Brazil	4
South Africa	4
Colombia	4
Mexico	4
Indonesia	3
Sudan	3
Sri Lanka	3



07

Youth and Road Safety Online Course

Why?

- Road traffic crashes are the leading cause of death among young people aged between 15 and 29 years.
- The online course aims to raise awareness amongst youth about the risk factors causing accidents and develop core skill sets and knowledge on safer road behaviours.

Where?

Available in English in UNITAR's e-learning platform.

https://www.unitar.org/event/full-catalog/youth-and-road-safety-championing-safer-road-users-0

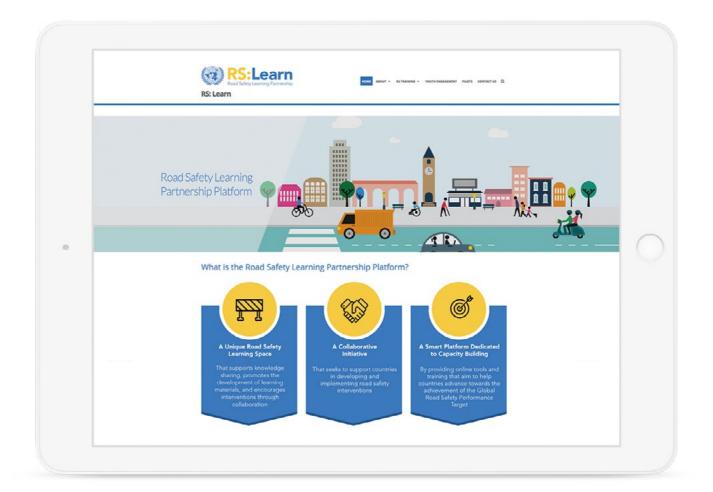


- Total number of beneficiaries completing the course: 519 beneficiaries.
- Beneficiaries from 86 countries.



Beneficiaries by Gender 4% 27% • Male • Female • Other

Beneficiaries from top 10 countries	
India	157
Nigeria	36
Kenya	19
Pakistan	18
Philippines	13
Spain	11
Brazil	10
Indonesia	10
Colombia	10
Bangladesh	9



08

The Road Safety Learning and Partnership

Online Platform

Why?

The Road Safety Learning and Partnership Platform 'RS:Learn' aims to:

 Promote knowledge and best practices sharing. Provide access to online tools, including the Management Practices for Safer Roads Toolkit and other online courses.

What?

The Road Safety Learning and Partnership Platform 'RS:Learn' is:

- A unique road safety learning space.
- A collaborative initiative that seeks to support countries in developing and implementing road safety interventions.
- A smart platform dedicated to capacity building.

Where?

Accessible at:

https://un-roadsafety-learn.org/



2021 Global Outreach

- O Total number of visitors: 1,875 visitors with a total of 4,816 views.
- Total number of countries from where visitors have accessed the platform:
 126 countries.

Visitors by country Top 10	
India	753
United States	685
Ecuador	617
Spain	295
Switzerland	251
Brazil	206
China	186
Colombia	154
South Africa	86
Nigeria	80





Road Safety Initiative





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