Partnership to advance Child Road Safety
WE TRANSFORM MINDSETS BY OFFERING LEARNING, ANALYTICAL AND CAPACITY-CENTRED SOLUTIONS FOR A MORE SUSTAINABLE WORLD.
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CHAPTER 1

Alignment with the 2030 Agenda for Sustainable Development
The 2030 Agenda for Sustainable Development has set a goal of reducing road traffic deaths and injuries by 50% by 2020 - a target that is unlikely to be met. In addition, Road Safety and related partnerships have a role to play in advancing three 2030 Sustainable Development Goals and targets.

**SDG 3**

Ensure healthy lives and promote well-being for all at all ages.

**Target 3.6:**

By 2020, halve the number of global deaths and injuries from road traffic accidents.

**SDG 11**

Make cities and human settlements inclusive, safe, resilient and sustainable.

**Target 11.2:**

By 2030, 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.

**SDG 17**

Strengthen the means of implementation and revitalize the global partnership for sustainable development.

**Target 17.16:**

Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries.
Alignment with the Global Road Safety Performance Targets

A PARTNERSHIP TO ADVANCE ROAD SAFETY FOR CHILDREN

GLOBAL ROAD SAFETY PERFORMANCE TARGET

By 2030, increase the proportion of motor vehicle occupants using safety belts or standard child restraint systems to close to 100%
Following the request of the United Nations General Assembly, on November 22, 2017 Member States reached consensus on 12 global road safety performance targets.


### Global Road Safety Performance Targets

<table>
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<tr>
<th>TARGET 1</th>
<th>2020</th>
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<tr>
<td>By 2020 all countries establish a comprehensive multisectoral national road safety actional plan with time-bound targets.</td>
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<tr>
<th>TARGET 2</th>
<th>2030</th>
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<tr>
<td>By 2030, all countries accede to one or more of the core road safety related UN legal instruments.</td>
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<tr>
<th>TARGET 3</th>
<th>2030</th>
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<td>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.</td>
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<th>TARGET 4</th>
<th>2030</th>
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<tr>
<td>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.</td>
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<th>TARGET 5</th>
<th>2030</th>
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<tr>
<td>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.</td>
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<th>TARGET 6</th>
<th>2030</th>
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<tr>
<td>By 2030, halve the proportion of vehicles travelling over the posted speed limit and achieve a reduction in speed-related injuries and fatalities.</td>
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<th>TARGET 7</th>
<th>2030</th>
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<tr>
<td>By 2030, increase the proportion of motorcycle riders correctly using standard helmets to close to 100%.</td>
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<th>TARGET 8</th>
<th>2030</th>
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<tr>
<td>By 2030, increase the proportion of motor vehicle occupants using safety belts or standard child restraint systems to close to 100%.</td>
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<th>TARGET 9</th>
<th>2030</th>
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<tr>
<td>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.</td>
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<tr>
<th>TARGET 10</th>
<th>2030</th>
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<td>By 2030, all countries have national laws to restrict or prohibit the use of mobile phones while driving.</td>
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<th>TARGET 11</th>
<th>2030</th>
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<tr>
<td>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.</td>
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<th>TARGET 12</th>
<th>2030</th>
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<tr>
<td>By 2030, all countries establish and achieve national targets in order to minimize the time interval between road traffic crash and the provision of firsts professional emergency care.</td>
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**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  

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CHAPTER 2

About the Partnership
Strategic Partnership to advance Child Road Safety

Signing ceremony of the agreement in Geneva, hosted by the UN Assistant Secretary and Chief of UNITAR Mr. Nikhil Seth

JOIE becomes a Global Partner to promote Child Road Safety worldwide

OBJECTIVES OF THE PARTNERSHIP

- Contribute to knowledge exchange and sharing of solutions that improve child road safety.
- Promote the implementation of risk prevention programs amongst the most vulnerable users (Children).
- Develop tools and educational resources that contribute to increase knowledge on measures that improve child road safety.

Joie shares the UN SDG’s ambitious target of halving the global number of deaths and injuries from road traffic crashes by 2030.
A collaborative partnership to collectively advance Child Road Safety given the significant need for accelerated, innovative action to create change and the mutual commitment of both organisations.
Educational materials

Children’s Book on Road Safety “The Wheel Crew”

May 2020
About the Project

Through the adventures of the characters of the story, “La Pandilla de la Rueda (The Wheel Crew)” aims to teach children in a fun way about how to be safe when walking or traveling on wheels.

First Children’s Book on Road Safety published by UNITAR
Free download available in Spanish and English

Developed in collaboration with children’s book writers, road safety experts and teachers.
Educational Guide

The book is accompanied by an educational guide that provides parents and teachers ideas, games, and exercises that can be used to teach children about the importance of seat belts, child restraint systems, traffic rules, and safety principles.

Free download. Available in Spanish and English.

Developed in collaboration with road safety experts, teachers, and psychologists.
This activity notebook, which accompanies the storybook, offers a series of fun activities for children designed to learn about road safety principles through crosswords, coloring, matching images and others.

In collaboration with SmartBaby Foundation, JOIE / NUNA and CIFAL Madrid RACE.

Free download. Available in Spanish and English.
Children’s Book on Road Safety: Available online

UNITAR’S WEB PAGE


CIFAL MADRID’S WEB PAGE

Digital products

Virtual Reality & 360° Video
About the Project

A directional 360 degree video to be used with Virtual Reality (VR) glasses or a mobile device, showing the risks of not using a child restraint system inside cars. Users will live the experience of a crash, knowing the consequences in an out-of-position scheme.

The video also includes information on JOIE products, technology, groups and best practices through interactive elements, showing more information on safety. The video ends with practical tips on how to install the seat in a car safely. Aimed to targets dealers, customers and JOIE staff.

This VR project counts with an introductory video presented by the UN Assistant Secretary-General and Executive Director of UNITAR Mr. Nikhil Seth.
The Video includes 3 components:

**PART 1: CRASH TEST**

A directional 360° video, to be used with VR glasses or directly via cell phone, showing the risks of not using a child restraint system inside cars. Users will live the experience of a crash, knowing the consequences in an out-of-position scheme.

The video also includes information on CRS, groups and best practices, with tips on how to install the seat in a car safely.

Feel this VR experience in your cell phone in:

https://tinyurl.com/yael6eg7

**PART 2. SHOWROOM**

Knowing the technology and the development of the CRS manufacturers is essential to offer the best recommendations to dealers and customers. For this reason, the VR Video allows to walk inside the JOIE showroom to know the latest product launches.

This directional 360° video can be used with VR glasses or directly via cell phone.

This part of the video also includes five hotspot with additional information.

Do you want to know the JOIE showroom as you were there?

Link in: https://tinyurl.com/y83es4yu

(Note. This is a first low resolution proposal, pending a final edition)

**PART 3. HOW TO INSTALL**

We will shoot 2 different scenes:

- First scene (360° video) inside the car.
- Second scene (video 2D) from the car exterior.

In the video we will have 5 hotspots that will activate 5 pop-ups with multimedia provided by JOIE.
1. e-Learning Course on Child Road Safety

This e-learning course launched in December 2020 focuses on preventing injury risks for children as a result of a road traffic crash.

The course offers a comprehensive overview on safety and goes into further detail on vehicle journeys, which is where the greatest lack of information exists.

This e-learning course aims to serve as an interactive and multimedia based tool for dealers, customers, JOIE staff... and road users worldwide.

CHILD ROAD SAFETY E-LEARNING JOIE

http://cifalmadrid.enala.biz/curso/joie
Characteristics of this e-learning course

- Flexible and interactive distance learning available in web format, supported by online media (forum, chat, messages) and assistance related to the topics studied through problem-solving and FAQs.
- “Just in time” training: where and when it is needed, with the option to resume whenever necessary.
- The user/student is at the centre of the learning process and, with support from a tutor, they learn content in “knowledge pills” (short blocks that are easy to take in).
- It uses multimedia resources, such as videos, webinars, graphics, etc.
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Entry page after login (registered user)
Example of content (module 4, homologations)

Example of flash content (Groups)
Certificate of Completion

CERTIFICATE OF COMPLETION

Ms. Shannon Jacobson

has successfully completed the online training course on CHILD ROAD SAFETY

Course ended on December 21st, 2020.

[Signature]

Dr. Rosario Lucero Valdés
DIRECTOR, CIFAL MADRID RACE
2. e-Learning Course on Road Risk Prevention - Child Road Safety Module

Through our Virtual Campus, CIFAL Madrid RACE – UNITAR offers a unique course to train users on Road Risk Prevention.

The last edition of the course features a new child road safety module developed by JOIE, with information of products, tips on how to install CRS in vehicles. The module also includes recommendations to choose a child seat.

In 2020, 329 beneficiaries have completed the e-Learning course.

Content modules, including a Child Road Safety information by JOIE.

Available in our link https://campus.cifalmadrid.org/

Do you want to enjoy the course? Use this code:

User: raceen3
Pass: RqjMxua8Uc
3. Microlearning Course on Child Road Safety (EdAPP Platform)

November 2020

The World Bank estimates that 44% of the world's population owns a smartphone. Providing road safety education through mobile microlearning based training to reach a broad audience is a key objective of UNITAR.

The Microlearning on “Child Road Safety” aims to raise awareness about appropriate child restraint systems and its effectiveness in reducing death and injury, as well as to provide information about safety standards, categories and regulations of car seats, and the elements that help protect children when using restraint systems.

Available in the UNITAR – Road Safety section of the EdApp Library.
4. Microlearning Course on Car Safety during Pregnancy (EdAPP Platform)

November 2020

Women are at increased risk of being seriously injured during a motor vehicle accident. This Microlearning Course aims to raise awareness about the risks for pregnant women while driving and to provide seat belt use recommendations during pregnancy.

Available in the UNITAR – Road Safety section of the EdApp Library.
Beneficiaries reached
**Beneficiaries reached**

- **CHILDREN’S BOOK ON ROAD SAFETY “THE WHEEL CREW”**
  - Downloads globally: 733
  - May – December 2020

- **E-LEARNING COURSE ON ROAD RISK PREVENTION FEATURING “CHILD ROAD SAFETY MODULE”**
  - Participants completing the course: 329
  - June – December 2020

- **MICROLEARNING COURSES ON “CHILD ROAD SAFETY” AND “CAR SAFETY DURING PREGNANCY”**
  - Users: 71
  - November 2020

- **ROAD SAFETY LEARNING AND PARTNERSHIP ONLINE PLATFORM**
  - Total number of visitors: 1,091
  - Views: 3,126
  - Total number of countries where visitors are coming from: 109

- **EXECUTIVE EDUCATION: POSTGRADUATE PROGRAMME ON ROAD SAFETY MANAGEMENT AND LEADERSHIP**
  - Road safety professionals: 38
  - Representing 9 countries from Ibero-America

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Institutional presence and publications in 2020
Presence of JOIE in RS: learn, UNITAR’s road safety learning and partnership platform

More information in: https://un-roadsafety-learn.org/

Presence of JOIE in UNITAR and CIFAL Madrid post graduate programme on road safety management and leadership

More information in: https://un-roadsafety-learn.org/
Presence of Joie in UNITAR’s Executive Education Programme

III POSTGRADUATE PROGRAMME ON ROAD SAFETY MANAGEMENT AND LEADERSHIP OFFERED BY UNITAR, CIFAL MADRID AND THE EUROPEAN UNIVERSITY, IN COLLABORATION WITH JOIE

The postgraduate Programme offers professionals from the public and private sector - who are already working or want to focus their careers on road safety management - a variety of tools that allow them to design solutions in the field of road safety and related areas.

More information in:
https://www.cifalmadrid.org/en/training/intensive-postgraduate-online-course-on-road-safety/
JOIE participates in the Programme as Resource Expert Partner

Child Road Safety Initiative in the UNITAR’s website...

... and also in the CIFAL Madrid RACE website...

More information in:

More information in:
... and in the JOIE website

More information in: https://es.joiebaby.com/
THE PERFECT SEAT DOES NOT EXIST

The objective of this publication is to provide recommendations for the selection of the best car seat to fit the needs of each family and each child.

The book includes information and training on the global regulatory framework, regulations, independent testing, and other practical information such as expiration date of the seats or tips for installing Child Restraint Systems correctly.
JOIE as a global partner in Child Road Safety
Peark and pluses layout & Packaging
ANNEXES
Online Presence
Signing Ceremony: some examples of publications online / offline

Economía/Motor. - CIFAL Madrid, RACE, UNITAR-ONU y Joie firman un acuerdo para la mejora de la seguridad vial infantil

Diversas organizaciones firman un acuerdo de mejora de la seguridad vial

Latinamerica.- CIFAL Madrid RACE, UNITAR-ONU y Joie firman un acuerdo global para la mejora de la seguridad via infantil
Children’s Book on Road Safety: Communication and publications

Available in:

Press Release sent by CIFAL Madrid to the mass media
Some examples of publications: 
*Puericultura Market (July 2020)*

The most important childcare magazine in Spain.
Presence of JOIE and the partnership with UNITAR in the Magazine specialized in Child Road Safety

More information in:
SDG 3.6
By 2020, halve the number of global deaths and injuries from road traffic accidents

SDG 11.2
By 2030, 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

SDG 17.16
Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries