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United Nations Institute for Training and Research

Road Safety
Delivering transformative solutions

5 years of global impact

PARTNERSHIP FOR ACTION
ROAD SAFETY

Road Safety

Delivering transformative solutions

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United Nations Institute for Training and Research

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1. | Foreword

Bringing together partnerships to advance development goals

I am honoured to present the Road Safety Partnership for Action: 5 Years of Global Impact report of the United Nations Institute for Training and Research (UNITAR). This report encapsulates the remarkable journey and accomplishments we have made in enhancing road safety across the globe over the past five years.

Road safety is a critical component of sustainable development, public health, and social equity. The disproportionate impact of road traffic deaths and injuries in low- and middle-income countries, where the risk of fatal incidents is significantly higher, underscores the urgent need for focused and sustained action. Our mission at UNITAR has been to address these disparities through innovative solutions, capacity building, and strategic partnerships.

The past five years have been transformative for our Road Safety Initiative. By leveraging cutting-edge technology and fostering multi-stakeholder collaborations, we have implemented interventions to improve road safety. Despite global challenges, including the COVID-19 pandemic which necessitated a shift to virtual platforms, we continued to deliver impactful training programmes and expand our reach.

Our success has been driven by the collaborative efforts of 115 partners from diverse sectors, including government agencies, private companies, academia, and non-profit organizations and a dedicated Road Safety Community of Practice (CoP) with members from 150 countries around the world. These partnerships have been instrumental in designing and executing targeted interventions that have significantly improved road safety outcomes in numerous countries.

A cornerstone of our approach has been the emphasis on data-driven decision-making. The development and deployment of tools for data collection and analysis have empowered stakeholders to make informed decisions and implement effective road safety measures. This focus on leveraging data and technology has been a game-changer in our efforts to contribute to reduce road traffic fatalities and injuries.

As we look ahead, we remain committed to the goals outlined in the Global Plan for the Decade of Action for Road Safety 2021-2030. Achieving a 50% reduction in road traffic deaths and injuries by 2030 is an ambitious target, but one that we are determined to pursue with vigor and dedication. Our continued focus will be on scaling successful interventions, fostering innovation, and strengthening our partnerships.

I would like to extend my deepest gratitude to our donors, partners, and the dedicated teams within UNITAR and the International Training Centres for Authorities and Leaders (CIFAL). Your unwavering support and collaboration have been vital to our achievements and will continue to be crucial as we strive to make roads safer for all.

Together, we can make a lasting impact on global road safety, saving lives and preventing injuries for generations to come. Thank you for your continued support and partnership.

Nikhil Seth
UN Assistant Secretary-General and
Executive Director of UNITAR

This report covers the period of 1 January 2019 to 31 January 2024. The Partnership for Action on Road Safety, created in 2018 and all its related actions described in this report has benefited from contributions from many collaborators, experts and partners around the world.

Special thanks to UNITAR staff and collaborators for their support in coordination and implementation efforts. Gabriela Fuentes and Miguel Hamdi contributed significantly to the writing and review of this report, while Adriana Lopez provided support in data collection and analysis. Ricardo Cortez was instrumental in designing this report and all visual aspects of all our activities. Overall direction for the Road Safety Global Training Initiative (RS GTI) and its actions was provided by Estrella Merlos.

UNITAR also acknowledges the substantial support from the International Training Centres for Authorities and Leaders (CIFAL) in implementing activities aimed at advancing road safety goals.

We express our gratitude to AB InBev for its financial support, intellectual contributions, and innovative ideas in support of road safety. John Blood and Andres Peñate for their unwavering support towards improving road safety globally. Catalina García's vision and commitment have been pivotal in uniting country teams across regions in support of global road safety actions. Welison Alves deserves special recognition for his diligence in coordinating the implementation of key actions. We also recognize the AB InBev Foundation, the Road Safety Community of Practice (CoP) bringing together members and local teams from 150 countries for their dedication and contributions to successfully implementing road safety interventions in more than 31 countries.

Additionally, UNITAR extends its thanks to the International Road Federation (IRF) and Together for Safer Roads (TSR) for their ongoing support and to Magid Elabyad and Peter Goldwasser for his strategic insights and leadership. To Jeff French, for his knowledgeable guidance on social norms and behavioral science; and Falconi Consultores de Resultado for their contributions towards project Implementation.

2.
Acknowledgements

Road Safety Partnership for Action
5 years of Global Impact

Road safety is an urgent development priority, a major public health issue, and a social equity concern, particularly in low- and middle-income countries where over 92 percent of road traffic deaths and injuries occur. The risk of death in these countries is three times higher than in high-income countries, despite having less than 1% of the world's motor vehicles.

According to the World Health Organization's Global Status Report on Road Safety 2023, approximately 1.19 million people die each year from road traffic crashes, a 5% reduction from the 1.25 million deaths in 2010. However, this decline is insufficient to meet the target of a 50% reduction in road traffic fatalities by 2030, underscoring the urgent need for intensified action.

Road crashes are the leading cause of death for children and young adults aged 5 to 29 and the 12th leading cause of death for all ages. Moreover, 20 to 50 million people suffer non-fatal injuries annually, many resulting in disabilities.

The lack of road safety has severe health, social, and economic consequences. Road crashes can push victims and their families into poverty, especially when they lose members during their most productive years. 66% of deaths occur among individuals aged 18-59, leading to significant societal harm. More than half of fatalities involve vulnerable road users, such as pedestrians, cyclists, and motorcyclists.

3. | Executive summary

Road traffic crashes result from a combination of risk factors:

- Unsafe road user behaviors (e.g., speeding; drink-driving; nonuse of helmets, seatbelts, child restraints; distracted driving)
- Unsafe road infrastructure (nearly 80% of all roads assessed do not meet a minimum 3-star rating for pedestrian safety, and as cyclist fatalities increase, just 0.2% of all roads assessed have cycle lanes)
- Unsafe vehicles
- Inadequate post-crash response
- Poorly enforced or non-existent traffic laws

The global macroeconomic cost of road traffic injuries is estimated to be as high as US$1.8 trillion, approximately 10-12% of the Global Gross Domestic Product (GDP).

As the world's population grows and the demand for vehicles increases, ensuring roads safety for all is becoming even more crucial. Effective road safety measures, multi-stakeholder participation, and coordination can save millions of lives, prevent injuries, and reduce the incidence of road traffic crashes.

The UN General Assembly proclaimed the period 2021-2030 as the Second Decade of Action for Road Safety with a target to reduce road traffic deaths and injuries by 50% by 2030. Member States have been tasked with implementing policies and programs that will achieve these reductions. Recently, the United Nations General Assembly adopted the resolution "Improving Global Road Safety" (Res. A/78/L.78), supported by 57 Member States. The resolution urges stakeholders to accelerate and scale up efforts to implement the Global Plan for the Decade of Action for Road Safety 2021-2030. It encourages capacity-building, knowledge-sharing, technical support, and technology transfer programs, and calls for monitoring and researching the impact of evolving technologies, including artificial intelligence, on land transport and road safety. It also emphasizes strengthening data collection, reporting, and usage related to road safety.

The "**Partnership for Action of Road Safety**" has brought together **115 partners** from the public and private sectors, academia, and not-for-profit organizations to support the implementation of **108 road safety interventions** in areas related to **public awareness, education and training, engineering and infrastructure, technology, data management and law enforcement** across **31 countries** in Africa, the Americas, Asia and Europe.

From 2019 to 2024, the Partnership has also undertaken several initiatives to promote safer road infrastructure, safer road users, and improved data management, reaching a total of **31,994 beneficiaries**.

Safer road infrastructure initiatives involve the design and development of publicly available learning tools, as well as capacity building and learning activities. **The Management Practices for Safer Roads Toolkit** is a learning tool that presents a methodology and a roadmap aimed at helping governments improve road safety. It does so by collecting data, identifying hazardous and critical road locations, outlining corrective measures, and implementing interventions while monitoring the results. The toolkit is available in various formats and nine languages, both online and offline, as a mobile app, and as a virtual reality immersive experience. Through these formats, it has reached a total of **12,428 users**.

Capacity building activities, including workshops, training seminars, best practices dialogues, and conferences, have reached **3,594** government officials and decision-makers across **115 countries** since their inception. Through 12 capacity building regional and country workshops, we have trained public policy officials, civil society members, and educators, with special emphasis on those who make decisions and those who aim to make our cities safe, resilient, and sustainable.

Safer road user initiatives aim to raise awareness to prevent road traffic crashes. These initiatives have directly reached **15,972 beneficiaries** across **92 countries** and impacted **1.2 million road users** through educational campaigns aimed at reducing risk factors causing road traffic crashes.

Data management interventions aim to generate road safety-related information for better decision making based on real-time data. These interventions include the design and development of virtual dashboards to monitor data related to road traffic incidents, empowering government officials to implement informed road safety actions. Two dashboards have been designed and donated: the first, a **Road Safety Dashbord for Gurugram**, India; and the second one, a **Road Safety Regional Dashboard for the Andean Community** Member Countries: Bolivia, Colombia, Ecuador, and Peru.

The Partnership for Action on Road Safety has demonstrated the power of collaboration, proving that through multi-stakeholder collaboration, it is possible to advance towards the achievement of development goals.

PARTNERSHIP FOR ACTION

ROAD SAFETY

It contributes to impactful and meaningful road safety results around the world. Between January 2019 and January 2024, our efforts have resulted in:

115
Partners mobilized to support Road Safety

31,994
Beneficiaries reached through training and public awareness activities

108
Country interventions in areas areas related to public awareness, education and training, engineering and infrastructure, technology, data management and law enforcement

12,428
Beneficiaries trained on the Management Practices for Safer Roads Toolkit

3,594
Government officials and decision-makers across 115 countries trained

15,972
Beneficiaries from 92 countries participated in awareness raising related activities

10.5 million
Road users reached through media campaigns

150
Members in 31 countries participating in a global Community of Practice (CoP)

4. Working together to improve road safety

4.1 Global Challenge and Call to Action

92%
of road traffic deadths and injuries
▼
low and middle income countries

Road safety is an urgent development priority, a major public health problem, and a social equity issue, particularly in low- and middle-income countries where over 92 percent of road traffic deaths and injuries occur, the risk of death is three times higher than in high-income countries, despite these countries having less than 1% of all motor vehicles.

1.25
▼
1.19
deaths as a result of road traffic crashes

According to the Global Status Report on Road Safety 2023 by the World Health Organization, approximately 1.19 million people around the world die each year as a result of road traffic crashes, a 5% drop compared to the 1.25 million deaths in 2010. This decline in deaths falls far short of what is needed to achieve the target of a 50% reduction in road traffic fatalities by 2030, highlighting the urgent need for action.

Road crashes are the leading cause of death for children and young adults from
5-29
and the 12th for people of all ages

Road crashes remain the leading killer of children and young adults from 5 to 29 years old, and the 12th leading cause of death for people of all ages. Moreover, 20 to 50 million more people suffer non-fatal injuries, many of which result in disabilities.

66%
of deaths occur among people of
working age
causing huge health, social and economic harm throughout society

In addition to a heavy burden on health, the lack of safety on the roads triggers many negative externalities. Road crashes can push victims and their families into poverty, as they often lose members in the most active years of their lives. 66% of deaths occur among people of working age between 18-59 years old, causing huge health, social and economic harm throughout society. More than half of fatalities are among vulnerable road users, such as pedestrians, cyclists, and motorcyclists.

Road traffic crashes result from a combination of risk factors such as:

- Unsafe road user behaviors (e.g., speeding; drink-driving; nonuse of helmets, seatbelts, child restraints; distracted driving)
- Unsafe road infrastructure (nearly 80% of all roads assessed do not meet a minimum 3-star rating for pedestrian safety, and as cyclist fatalities increase, just 0.2% of all roads assessed have cycle lanes)
- Unsafe vehicles
- Inadequate post-crash response
- Poorly enforced or non-existent traffic laws

The cost of road traffic injuries represents

10 -12%

of global Gross Domestic Product

Estimates put the global macroeconomic cost of road traffic injuries as high as US$1.8 trillion, roughly equivalent to 10-12% of Global Gross Domestic Product, GDP.

As the world's population grows and the demand for vehicles increases, ensuring roads safety for all is becoming even more important. Millions of lives can be saved, injuries prevented, and road traffic crashes predicted with proper road safety measures, and effective multi-stakeholder participation and coordination.

Source: World Health Organization, 2023

4.2 Decade of Action for Road Safety 2021 – 2030

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

The World Health Organization and the United Nations regional commissions, in cooperation with other partners of the UN Road Safety Collaboration Group, have developed a Global Plan for the Decade of Action, released in October 2021.

The Global Plan describes what is needed to achieve the target of reducing road traffic deaths and injuries by at least 50% by 2030 and calls on governments and partners to implement an integrated safe system approach. 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 encourage walking, cycling and using public transport as inherently healthy and environmentally sound modes of transport.

The Global Plan for the Decade of Action for Road Safety 2021-2030 calls on governments and stakeholders to take a new path, one that prioritizes and implements and integrated Safe System approach that positions road safety as a key driver of sustainable development. It also calls for actions that help the world hit the target of a 50% reduction in the number of road traffic deaths and serious injuries by 2030.

The Global Plan aims to inspire national and local governments, as well other stakeholders who can influence road safety (including civil society, academia, the private sector, donors, community and youth leaders, and other stakeholders) as they develop national and local action plans and targets for the Decade of Action.

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

The following recommended elements provide a comprehensive framework for enhancing road safety systems. They interconnect the five pillars of the global plan for the Decade of Action 2011-2020 (management, safe user, safe vehicle, safe road and effective crash response) and outline key action areas (legislation, enforcement, education, technology).

Figure 1. Road safety management – vertical and horizontal coordination

Pillar \ Area	Legislation	Enforcement	Education	Technology
Safe user	Traffic rules drivers cyclists pedestrians	Lawful behaviour ensured by police and inspectors	Awareness raising, training and examination	Supportive technology and equipment, rules reminders
Safe vehicle	Rules and standards for admission of vehicles to traffic	Certification and inspections by qualified inspectors	Awareness raising for users, training for inspectors	Supportive technology and equipment, compliance reminders
Safe road	Standards for design, construction, maintenance and signage	Audit, assessment and inspection by qualified teams	Awareness raising for road managers, and for inspectors	Forgiving and self-explaining road design, intelligent road systems
Effective post-crash response	Standards for data collection post-crash response and investigation	Oversight of rescue services, investigators investigating crashes	First aid and rescue service training, investigators training	Supportive technology and equipment

Safe road infrastructure

Safe road infrastructure is essential to reduce road trauma. Road infrastructure must be planned, designed, built and operated to enable multimodal mobility, including shared/public transport, and walking and cycling. It must eliminate or minimize risks for all road users, not just drivers, starting with the most vulnerable.

Vehicle safety

Vehicles should be designed to ensure the safety of those inside and those outside them. To improve vehicle safety, different features can be integrated into vehicle design either to avoid crashes (active safety) or to reduce the injury risk for occupants and other road users when a crash occurs (passive safety).

Although several types of technological solutions have been developed, their penetration varies by country, and what is integrated as "standard equipment" in new vehicles differs between countries. In fact, it depends on regulations in place per destination market. There is a need to apply harmonized legislative standards for vehicle design and technology to ensure a uniform and acceptable level of safety worldwide.

Safe road users

Speeding, drink-driving, driver fatigue, distracted driving, and non-use of safety belts, child restraints, and helmets are among the key behaviors contributing to road injury and death. The design and operation of the road transport system must take these behaviors into account through a combination of legislation, enforcement, and education.
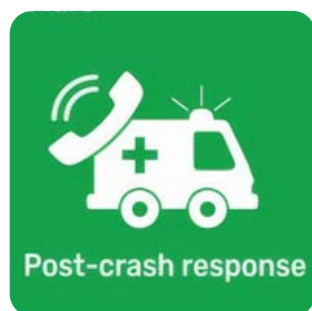
Post-crash response

Post-crash care and survival is extremely time-sensitive: delays of minutes can make the difference between life and death. For this reason, appropriate, integrated, and coordinated care should be provided as soon as possible after a crash occurs. Mechanisms to ensure appropriate action is taken include an alert system (e.g. a single universal access call number) connected to relevant professionals, who are in turn able to quickly dispatch appropriate emergency services with trained personnel and the necessary equipment through ambulances or sometimes helicopters when needed.

Rehabilitation is an important component of post-crash response and care systems, as these services can greatly reduce lifelong disability among those injured in a road traffic crash. Comprehensive support systems for victims and their families should also be put in place. Governments should develop mechanisms to provide multidisciplinary crash investigation and ensure justice. Financial and social support should also be provided to victims and their families if needed, to ensure that they are not pushed into poverty due of the large costs associated with prolonged treatment and rehabilitation or the loss of a breadwinner.

4.3 Voluntary Global Performance Targets for Road Safety

In April 2018 during its seventy-fourth session, the United Nations General Assembly approved 12 voluntary global performance targets for road safety risk factors and encouraged Member States to take steps towards achieving those targets.

At the same time, the General Assembly also requested the United Nations system, to support Member States to help them achieve global targets and invited all relevant stakeholders, international organizations, development banks and funding agencies, foundations, professional associations and private sector companies to scale up funding in support on road safety.

Global Road Safety Performance Targets

Target 1. By 2020 all countries establish a comprehensive multisectoral national road safety actional plan with time-bound targets.

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 speed-related injuries and fatalities.

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

Target 8. By 2030, 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.

Target 12. 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.

4.4 About the Partnership for Action on Road Safety

Since 2018-2019, the "Partnership for Action on Road Safety" works towards collectively advancing road safety by building awareness, harnessing data and technology, promoting education and training, and implementing evidence-based interventions in targeted countries worldwide.

Through the initiative "Partnership for Action on Road Safety", UNITAR with the support of AB InBev and **115 partners** around the world including, academic institutions, governments, businesses, and not-for-profit organizations joined efforts to 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

The Partnership for Action on Road Safety has demonstrated the power of collaboration, proving that no organization can solve today's greatest challenges alone. It is aligned with UN Sustainable Development Goal (SDG) 17: Partnership for the Goals. We celebrate the power of partnerships and recognize the transformative potential of the private sector to drive innovation and deliver solutions to address development related priorities such as road safety, especially in developing nations.

Ultimately, the Partnership for Action on Road Safety seeks to contribute to the following **SDGs and road safety related targets:**

SDG 3, Good Health and Well Being.

Target 3.6, To halve the number of global traffic deaths and injuries by 2030.

TARGET 3·6

REDUCE ROAD INJURIES AND DEATHS

SDG 11, Sustainable Cities and Communities.

Target 11.2, 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, by 2030.

TARGET 11·2

AFFORDABLE AND SUSTAINABLE TRANSPORT SYSTEMS

SDG 17, Partnership for the Goals.

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.

TARGET 17·16

ENHANCE THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT

The Importance of Public-Private Partnerships

Achieving the 2030 Agenda for Sustainable Development requires effective collaboration across all sectors of society. Public-private partnerships (PPPs) are crucial in mobilizing the necessary resources, expertise, and innovation to achieve the Sustainable Development Goals (SDGs). UNITAR recognizes that sustainable development is a collective endeavour, requiring the joint efforts of governments, academia, the private sector, civil society, and international organizations.

PPPs play a vital role in driving sustainable development by leveraging the strengths of both the public and private sectors. Governments provide regulatory frameworks, public funding, and policy guidance, while private entities contribute technical expertise, innovation, and financial resources. This synergy fosters the development and implementation of innovative solutions to complex global challenges such as poverty, inequality, climate change, and environmental degradation.

The United Nations commitment to PPPs is articulated in SDG 17, which emphasizes the need to "strengthen the means of implementation and revitalize the global partnership for sustainable development." This goal highlights the importance of multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology, and financial resources to support the achievement of the SDGs, particularly in developing countries.

"Following a multi-stakeholder approach, UNITAR has brought together government authorities, businesses, academic institutions, international organizations, road safety experts, and key actors to share practical solutions and concrete strategies that help reduce road traffic fatalities and injuries, but most importantly, to bring stakeholders together to take action and implement evidence-based interventions that improve road safety"

Estrella Merlos, Global Head for Road Safety & Partnerships, UNITAR.

At AB InBev, Communities of Practice (CoPs) demonstrate the value of both internal and external partnerships, fostering continuous learning, innovation, and collaboration. These communities bring together over 100 members, including employees from diverse regions and external experts from organizations like Together for Safer Roads (TSR), the International Road Federation (IRF), and academic institutions.

"Communities of Practice enable employees to share knowledge and collaborate across functions, driving engagement, agility, and innovative solutions"

Catalina Garcia, Global Director of Corporate Affairs at AB InBev.

The CoP approach is not just about collaboration; it emphasizes leveraging expertise to tackle challenges effectively. The involvement of 'senseis,' or specialists, is crucial for accelerating problem-solving and implementing impactful solutions. This emphasis on expertise enhances cross-functional collaboration, aligns various functions with strategic goals, and creates a more connected, agile organization that can adapt to a rapidly changing environment. This not only meets the immediate needs of communities but also promotes long-term economic growth and development.

Private sector involvement is pivotal in driving innovation and technology transfer, which are key to addressing many of the world's most pressing challenges. **PPPs facilitate the exchange of knowledge and technology between public institutions and private companies, fostering the development of new technologies and solutions**. This collaboration accelerates progress towards the SDGs by facilitating the adoption of sustainable practices and implementing innovative solutions across various sectors. The AB InBev community has played a key role in supporting these goals, not only by contributing technical expertise but also by financially backing safer roads initiatives through the AB InBev Foundation. Alongside a team of experts, they have executed over 100 initiatives globally, focusing on strategic pillars such as engineering, awareness and education, technology, law enforcement, and data management, demonstrating the impact of partnerships in enhancing local communities and achieving global progress.

In conclusion, public-private partnerships are indispensable for achieving the SDGs and addressing global challenges. **By leveraging the complementary strengths of the public and private sectors, PPPs enhance resilience, mobilize financial resources, promote innovation, and strengthen institutional capacity**. The UN's commitment to fostering these partnerships is evident in its strategic frameworks and initiatives, underscoring the belief that sustainable development is a shared responsibility that requires collective action at all levels.

The Road Safety Partnership for Action, encapsulated in this 5-year report, is a prime example of successful PPPs. By leveraging multi-stakeholder collaborations, innovative solutions, and data-driven decision-making, significant improvements in road safety have been achieved. The partnership has demonstrated the power of collaboration, proving that through concerted efforts, substantial progress can be made in reducing road traffic fatalities and injuries, thus contributing to the broader goals of sustainable development.

As we look towards the future, the role of partnerships will continue to be critical in ensuring sustainable and inclusive development, particularly in the face of evolving global challenges. UNITAR will remain steadfast in its efforts to promote and facilitate these partnerships, working collaboratively with all stakeholders to build human and institutional capacities to advance sustainable development related goals.

4.5 Partnerships for Results

Since inception, the Partnership for Action on Road Safety has brought together **115 partners** to deliver transformative results and outcomes that aim to reduce the number of fatalities and injuries caused by road traffic crashes.
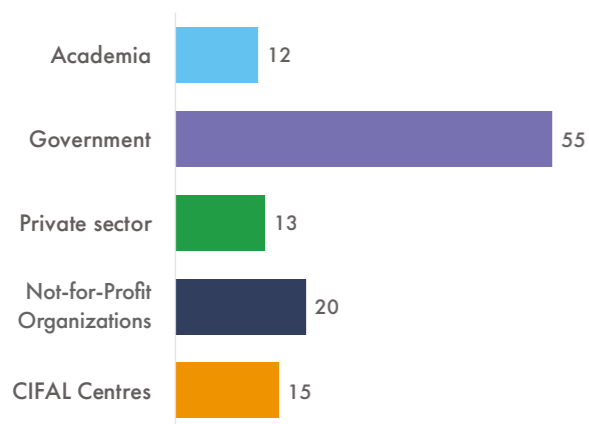
Figure 2. Partners by type
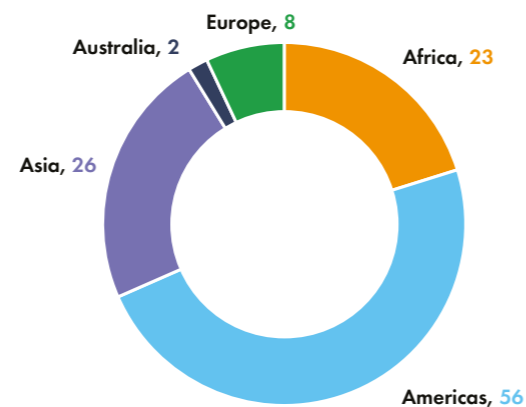

Figure 3. Partners by region of the world

Table 1. Partners by Organizational Affiliation (2019 - 2023)

Academia	
1	All India Institute of Medical Sciences, AIIMS, India
2	Bahçeşehir University, BAU, Turkey
3	Council of Scientific and Industrial Research- Central Road Research Institute, CSIR-CRRI, India
4	eThekwini Municipal Academy, EMA, South Africa
5	Instituto Tecnológico de Santo Domingo, INTEC (Technological Institute of Santo Domingo), Dominican Republic
6	Shanghai Academy of Social Sciences, SASS, China
7	Tongji University, China
8	Universidad Europea (European University), Spain
9	University of Newcastle, Australia
10	University of the Philippines, Philippines
11	Universidad Técnica Particular de Loja (Technical University of Loja), Ecuador
12	York University, Canada

Government	
13	Agencia Nacional de Seguridad Vial (National Road Safety Agency), Argentina
14	Agencia Nacional de Tránsito y Seguridad Vial, ANTSV (National Agency of Transit and Road Safety), Paraguay
15	Associação Brasileira dos Departamentos Estaduais de Estradas de Rodage, ABDER, (Brazilian Association of Departments of State Roads), Brazil
16	Associação Nacional Dos Detrans (National Association of State Traffic Departments), Brazil
17	Autoridad de Transito y Transporte Terrestre (Transport and Transit Authority), Panama
18	Ayuntamiento de Mérida, (Municipality of Merida), Yucatán
19	City of New York, USA
20	Comisión nacional de Seguridad de Tránsito, CONASET (Road Safety National Commission), Chile
21	Comisión Nacional contra las Adicciones (National Commission against Addictions), Mexico
22	Consorcio de Gobiernos Autónomos Provinciales del Ecuador, CONGOPE (Consortium of Autonomous Provincial Governments of Ecuador), Ecuador
23	Department of Road Safety, Ministry of Public Works and Transport, Lesotho
24	Department of Transport of South Africa
25	Department of Transport of the Province of KwaZulu Natal, South Africa
26	Durban Metro Police Service, South Africa
27	ECU 911: Servicio Integrado De Seguridad (Integrated Security Service), Ecuador
28	Eastern Cape Provincial Government, South Africa
29	e-Thekwini Municipality, South Africa
30	Gauteng Provincial Government, South Africa
31	Gobierno del Estado de Zacatecas (Government of the State of Zacatecas), Mexico
32	Gobierno del Estado de Yucatan (Government of the State of Yucatan), Mexico
33	Governemt of Haryana, India
34	Government of Gujarat, India
35	Governo de Brasília (Government of Brasília), Brazil
36	Governo de São Paulo (Government of São Paulo), Brazil
37	Instituto Nacional De Tránsito y Transporte Terrestre, INTRANT (National Institute of Transit and Land Transportation), Dominican Republic
38	Johannesburg Metropolitan Police Department (JMPD), South Africa
39	KwaZulu Natal Provincial Government, South Africa
40	Korea Road Traffic Authority (KoROAD), Republic of Korea
41	Korean National Police Agency (KNPA), Republic of Korea
42	Lhasa Municipality Public Security Bureau, China
43	Lesotho Mounted Police Services, Lesotho
44	Magistrate's Court, Lesotho
45	Ministerio de Gobierno de Bolivia (Ministry of Government), Bolivia
46	Ministério dos Transportes - Registro Nacional de Acidentes e Estatísticas de Trânsito (Ministry of Transports – National Registry of Road Crashes and Transit Statistics), Brazil
47	Ministerio de Obras Públicas y Transporte (Ministry of Public Works and Transport), El Salvador
48	Ministry of Public Works and Communications, MOPC, Dominican Republic
49	Movilidad & Seguridad Vial El Salvador, MOVES (Mobility and Road Safety), El Salvador

Government

50	Municipalidad de Mixco (Municipality of Mixco), Guatemala
51	Municipal Institute of Learning (MILE), South Africa
52	Nelson Mandela Bay Metro Police (NMBMP), South Africa
53	New York City Department of Citywide Administrative Services, USA
54	New York City Department of Transportation, USA
55	Office of Public Prosecutions, Lesotho
56	Policia Municipal de Merida (Municipal Police of Merida), Mexico
57	Road Traffic Management Corporation, South Africa
58	Shanghai Municipal Bureau of Public Security, China
59	Shanghai Traffic Police Department, China
60	Secretaría General de la Comunidad Andina, CAN (General Secretariat of the Andean Community), Peru
61	Secretaría de Seguridad Pública del Estado de Yucatán (Secretary of Public Safety of the State of Yucatan), Mexico
62	Tanzania Traffic Police, Tanzania
63	Tanzania National Roads Agency, TANROADS, Tanzania
64	Tibet Autonomous Region Public Security Department, China
65	Triborough Bridge and Tunnel Authority, TBTA, USA
66	Uganda Traffic Police, Uganda
67	Ville de Dakar (Municipality of Dakar), Senegal

Private sector

68	AB InBev: Anheuser-Busch InBev, AB InBev, USA
69	Apollo Tyres, India
70	Falconi Consultores de Resultado (Falconi Results Consultants), Brazil
71	Federação das Indústrias do Estado do Paraná, FIEP SESI SENAI IEL (Federation of Industries of the State of Paraná), Brazil
72	Centro Regional del Sector Privado, CR/SP (Regional Center for the Private Sector), Colombia
73	HanExpress, Republic of Korea
74	Grupo Aeroportuario del Sureste, ASUR, Mexico
75	Grupo Progreso, Guatemala
76	Pepsi Co India
77	Real Automóvil Club de España, RACE (Royal Automobile Club of Spain), Spain
78	Sentech Korea, Republic of Korea
79	Ola Cabs, India
80	Uber

Not-for-profit organizations

81	All India Motor Transport Congress, AIMT, India
82	American Red Cross, USA
83	Bicycle Colorado, USA
84	DLF Foundation, India
85	Fundación Emilia, Chile
86	International Road Federation, IRF Global, USA
87	Indian Road Safety Campaign, India
88	International Social Marketing Association (ISMA)
89	LAB Público-Privado, Argentina
90	League of American Bicyclists, USA
91	Mothers Against Drunk Driving, MADD, USA
92	Safe Road Foundation, India
93	Street Art for Mankind, SAM, USA
94	South African Roads Federation (SARF), South Africa
95	Teletón, El Salvador
96	Traffic Injury Research Foundation (TRIF), Canada
97	Together for Safer Roads, TSR, USA
98	World Family Organization (WFO), Brazil
99	World Road Association (PIARC), France
100	The AB InBev Foundation, Anheuser-Busch InBev, USA

CIFAL Centres

101	CIFAL Bogota, Colombia
102	CIFAL Curitiba, Brazil
103	CIFAL Dakar, Senegal
104	CIFAL Durban, South Africa
105	CIFAL Ecuador, Ecuador
106	CIFAL Istanbul, Turkey
107	CIFAL Hubei, China
108	CIFAL Jeju, Republic of Korea
109	CIFAL Madrid, Spain
110	CIFAL Merida, Mexico
111	CIFAL Newcaslte, Australia
112	CIFAL Philippines
113	CIFAL Plock, Poland
114	CIFAL Shanghai, China
115	CIFAL York, Canada

5. | Initiatives during 2019-2024

A LEARNING TOOLS

TOOLKIT

MANAGEMENT PRACTICES FOR SAFER ROADS

More information:
https://unitar.org/safer_roads_toolkit

Management Practices for Safer Roads Toolkit

Why? Road traffic injuries claim 1.19 million lives each year, equating to 3,260 deaths daily worldwide.

What? The Toolkit is a publicly accessible online tool that presents a management methodology and a road map that seeks to help governments to 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, following a collaborative approach

It includes case studies where the toolkit has been implemented: Dominican Republic, Brazil, India, China, South Africa. It is available in 9 languages: English, Chinese, Spanish, Portuguese and since 2022 also in Arabic, French, Hindi, Italian and Turkish.

Since its creation in 2020 to date, a total of **4,419 beneficiaries**, including government officials, road safety professionals, and UN officials from various countries, have completed the online training based on the "Management Practices for Safer Roads Toolkit:

In 2020	In 2021	In 2022	In 2023
488 beneficiaries from **98** countries	**928** beneficiaries from **118** countries	**1,120** beneficiaries from **127** countries	**1,883** beneficiaries from **139** countries

Figure 4. Online Toolkit beneficiaries and countries by year
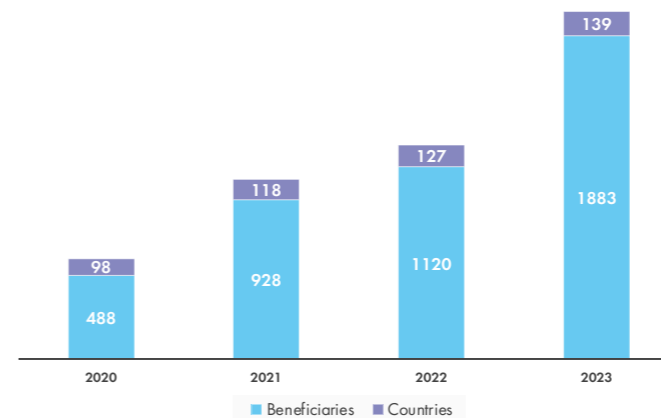
Figure 5. Online Toolkit beneficiaries by gender

- Non-binary 2%
- Unreported
- Female 27%
- I prefer not to disclose my gender
- Male 70%
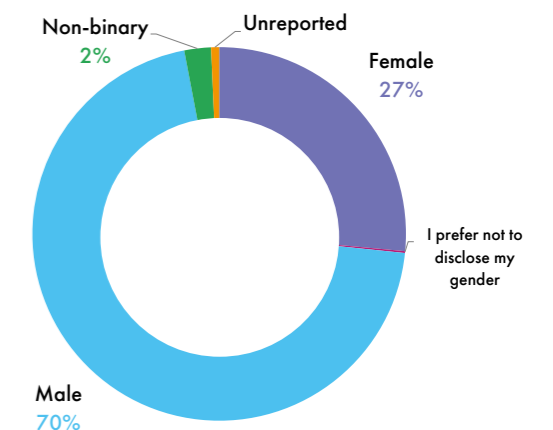
Figure 6. Online Toolkit beneficiaries by organization affiliation
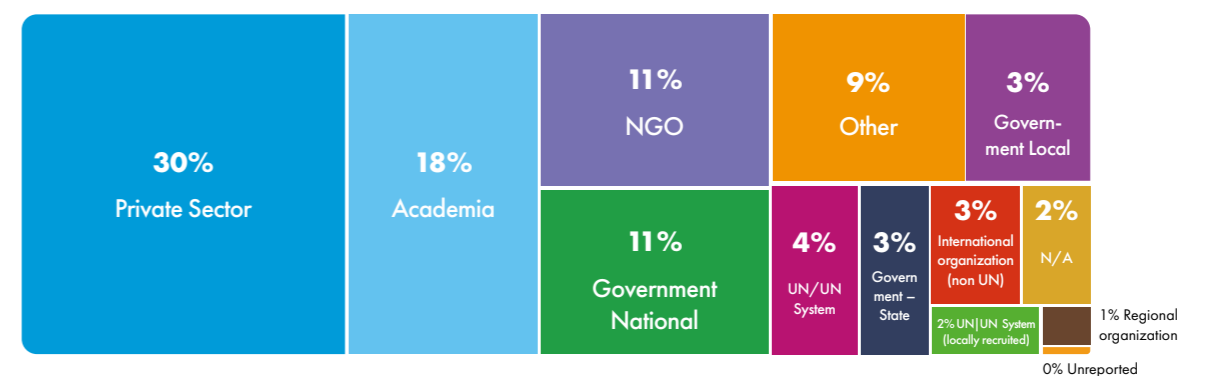
- 30% Private Sector
- 18% Academia
- 11% NGO
- 9% Other
- 3% Government Local
- 11% Government National
- 4% UN/UN System
- 3% Government – State
- 3% International organization (non UN)
- 2% N/A
- 2% UN|UN System (locally recruited)
- 1% Regional organization
- 0% Unreported

MANAGEMENT PRACTICES FOR SAFER ROADS TOOLKIT

LET'S MAKE ROADS SAFER FOR ALL!

Download the Safer Roads Toolkit App and learn about a practical management methodology to improve road safety in your city

Download on the App Store

GET IT ON Google Play

Mobile app

Why?

- To increase access to and use of the "Management Practices for Safer Roads" Toolkit
- This Toolkit benefits the organizations and governments that wish to make a positive impact towards improving road safety
- Governments and road safety stakeholders can be inspired by pilot projects showcased in the Mobile App, in which a practical road safety management methodology was successfully applied
- 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? The Mobile App features practical examples and solutions tested in cities across Brazil, the Dominican Republic, India, Mexico, and South Africa. These initiatives aim to improve road safety and reduce fatalities worldwide.

Where? Available in 2 languages: English & Swahili.

In 2021, the Management Practices for Safer Roads mobile app in Swahili was donated to the use Tanzania Traffic Police, which was complemented with a virtual 3-day workshop designed to strengthen the capacity of government authorities and law enforcement officers to implement interventions that improve road safety.

Participants were equipped with the appropriate methodology and were introduced to the mobile app as a practical tool to enhance road safety measures. The Management Practices for Safer Roads Toolkit mobile app has been downloaded by a total of 2,409 users from different countries:

Figure 7. Downloads of mobile app

More information:
https://unitar.org/srtapp
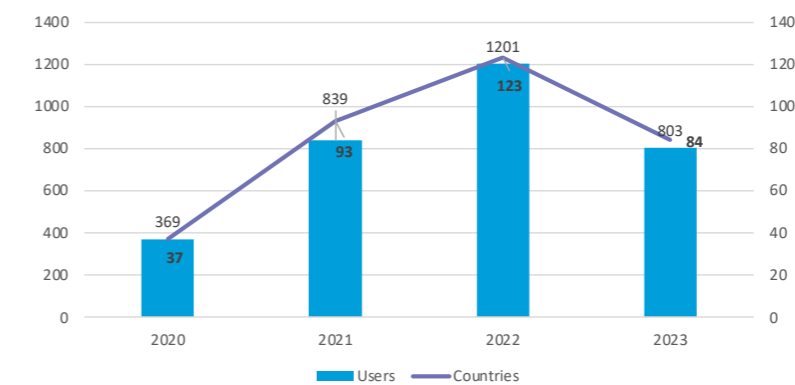
MANAGEMENT PRACTICES FOR
SAFER ROADS TOOLKIT

The Virtual Immersive Experience

Brasilia

Virtual reality immersive experience for safer roads

Why? The United Nations is increasingly using Virtual reality and immersive storytelling to increase awareness and brief decision makers about key development related issues. By providing an immersive learning experience about interventions that improve road safety, this initiative seeks to promote learning and practical application.

What? Through the Virtual Reality experience, participants have a glimpse of the "Management Practices for Safer Roads Toolkit" and its methodology. The toolkit helps conduct road assessments and identify corrective measures to reduce deaths and injuries from road traffic crashes. This experiment features examples of successful interventions implemented in the Federal District of Brazil. The 360° virtual reality video showcases a total of nine interventions carried out in five identified high-risk areas ("crash hotspots"), demonstrating the feasibility of achieving road safety targets through efforts such as improving existing road infrastructure for the benefit of all road users, especially the most vulnerable.

Where? The Virtual Reality Immersive Experience is available in English and Arabic.

Figure 8. Views on the Virtual Reality Immersive Experience

Total impressions: 5,600

Views

More information:

https://unitar.org/sustainable-development-goals/people/our-portfolio/road-safety-initiative/management-practices-safer-roads-toolkit-immersive-virtual-experience
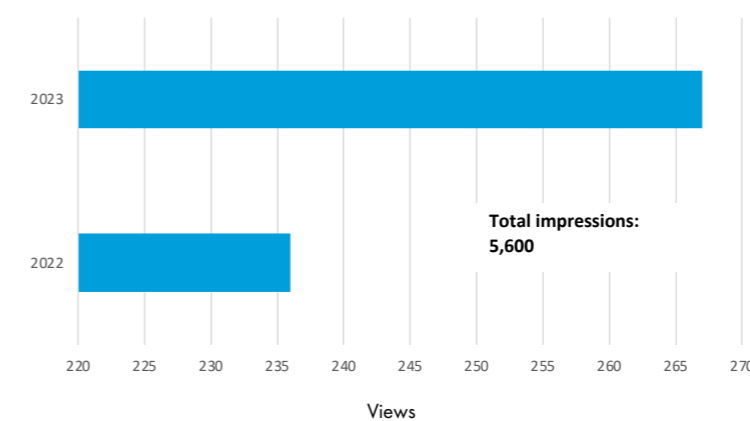
CAPACITY BUILDING AND LEARNING ACTIVITIES

Learning webinar series on Management Practices for Safer Roads
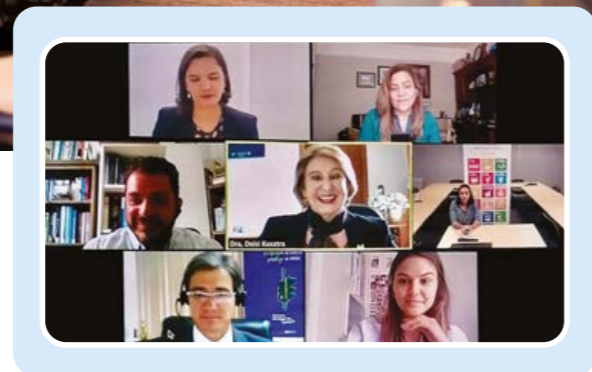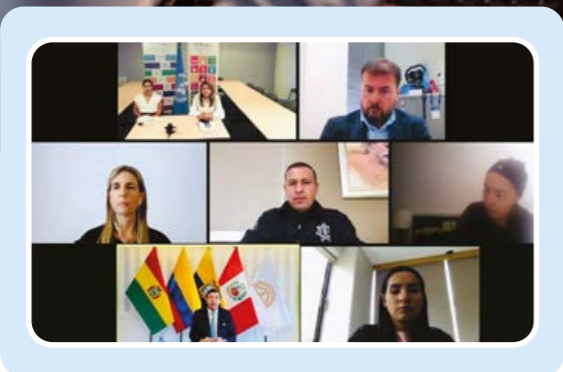
Why? The learning webinar series key objectives included:

- Raise awareness of the "Management Practices for Safer Roads Toolkit", how to access it and its methodology

- Promote the use of the Toolkit among government officials, representatives from the private sector, NGOs, foundations, academia, and road safety practitioners

- Highlight best practices and case studies included in the toolkit

What? The Learning Webinar Series consisted of 8 online events involving live presentations and interactive discussions.

Each session provided a platform to present practical methodologies focused on improving high-risk roads. These methodologies included targeted interventions such as engineering improvements (e.g., footpaths, safety barriers, bicycle lanes, paved shoulders) and educational measures aimed at preventing road traffic injuries and fatalities. Case studies from Zacatecas, Mexico; Sao Paulo, Brazil; and other regions were showcased throughout the series.

In 2020, the series benefitted 1,283 participants from the public and private sectors, academia, and regional intergovernmental organizations across 93 countries.

Figure 9. Organizational Affiliation

- Academia
- Government
- International organization (non UN)
- NGO
- Other
- Private sector
- Regional organization
- UN/UN System

Values shown: 96, 497, 30, 25, 18, 552, 54, 11
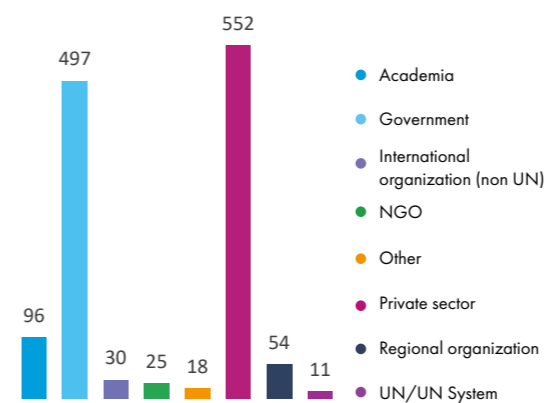
Figure 10. Beneficiaries by Gender

Other, 4%
Female, 28%
Male, 68%
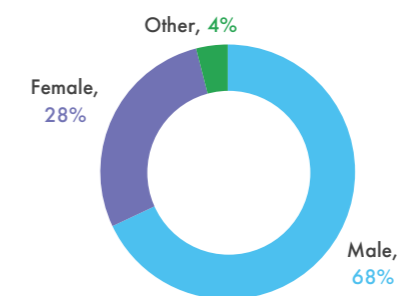
Table 2

| Top 10 countries participating in webinars	
South Africa	190
China	166
Ecuador	114
Brazil	82
United States	79
Nigeria	57
Ghana	55
Argentina	30
India	29
Guyana	29

More information:

https://www.unitar.org/sustainable-development-goals/people/our-portfolio/road-safety-initiative/management-practices-safer-roads-webinar-series

Learning webinars in support of the UN Road Safety Week

The United Nations marked the 7th UN Road Safety Week from 15 May to 21, 2023, to raise awareness about the urgent need to continue to promote road safety and save lives. In line with the theme of Road Safety Week, "Rethinking Mobility: Sustainability, Safety and Inclusion,

In support of the UN Road Safety Week and to contribute to global discussions, UNITAR and its Global Network of CIFAL Training Centres hosted two online dialogues on 17-18 May 2023. These sessions convened experts, road safety professionals, representatives from academia, public and private sector and civil society. Their aim was to exchange practical insights and examples on enhancing urban safety, sustainability and inclusivity. The events saw participation from 125 individuals representing 64 countries.

The dialogues provided an opportunity to share best practices learned from different regions of the world. Participants emphasized the role of e-mobility in raising climate change awareness, the development of smart highways and subway lines, the design of roads with a perspective on inclusion, among others key topics. Speakers highlighted the need for a comprehensive approach to road safety that encompasses education, enforcement interventions, and engagement of all stakeholders - including governments, private sector actors, and individuals.

Road Safety remains to be a critical issue that requires ongoing attention and investment. Promoting walking, cycling and public transport usage are pivotal to making people healthy, cities sustainable, and societies equitable.

Rethinking Mobility for Sustainability, Safety and Inclusion

Training workshops on management practices for safer roads

Why? The Management Practices for Safer Roads Toolkit – Virtual Workshops aimed to strengthen national capabilities in developing local strategies to improve existing road infrastructure. The workshops also aimed 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 benefits 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? In 2021 took place a total of 5 workshops involving live presentations and interactive discussions.

1. **Asia-Pacific Master Class: Introducing the Management Practices for Safer Roads Toolkit.** In collaboration with the International Road Federation (IRF) in the framework of the Asia-Pacific Conference - Connecting Asia-Pacific with Smart, Safe & Resilient Roads held virtually on 18 March 2021 with 524 participants.

2. **Master Class for Latin America: Introduction to the Toolkit on Management Practices for Safer Roads.** in the framework of "Visión Cero para América Latina – Diseñando Carreteras más Seguras" held virtually on 19 de mayo de 2021 with 130 participants.

3. **Virtual Workshop: Implementation of the Management Practices for Safer Roads Toolkit in South Africa** held on 20 May 2021 with 22 participants.

4. **Virtual Workshop: Implementation of the Management Practices for Safer Roads Toolkit in Tanzania** held on 28 October, 4 and 16 November 2021 with 19 participants.

5. **Master Class for the Arab Region: Introducing the Management Practices for Safer Roads Toolkit.** In collaboration with IRF in the framework of the World Congress – Roads to Tomorrow held in Dubai, UAE on 7-10 November 2021 with 86 participants.

Each workshop served as a platform to present practical methodologies aimed at enhancing safety on high-risk roads. These methodologies included targeted interventions such as engineering improvements (e.g., footpaths, safety barriers, bicycle lanes, paved shoulders) and educational measures to prevent road traffic fatalities and injuries.

These five workshops reached a total of **781 beneficiaries** from public and private sectors, academia, and regional intergovernmental organizations representing 115 countries.

Johannesburg

Bloemfontein

Durban

South Africa

East London

Port Elizabeth
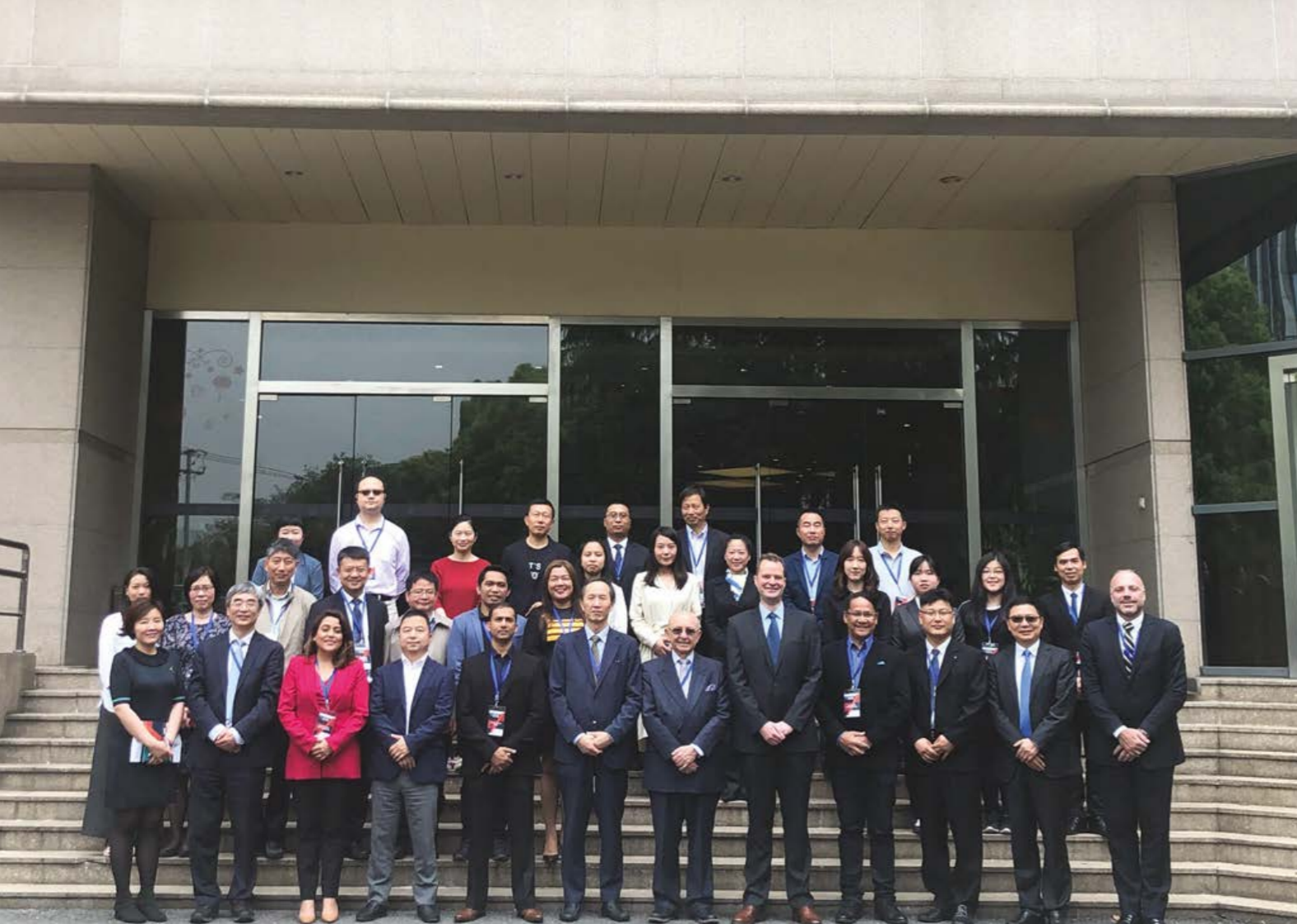
Capacity building workshops for provinces in South Africa

Why?

The provincial capacity building workshops aimed to strengthen national capabilities for developing local strategies to improve road safety in key areas.

What?

The provincial capacity building workshops enable road safety stakeholders to interact in dynamic dialogues and practical exercises, to further strengthen their knowledge in:

- Main issues, trends, and challenges related to road safety worldwide and in South Africa
- United Nations global framework and targets related to road safety, such as the Decade of Action for Road Safety 2021-2030, to recognize road safety as an urgent priority
- UNITAR's Management Practices for Safer Roads Toolkit: Principles and benefits of the Plan-Do-Check-Act (PDCA) problem-solving methodology for addressing road safety
- Lessons learned from pilot cities implementing the Toolkit to reduce road traffic crashes in hazardous locations

Where?

In close collaboration with the International Training Centre for Authorities and Leaders in Durban (CIFAL Durban), the first series of provincial capacity building workshops were hosted in different provinces of South Africa between 11 and 18 November 2022.

348 law enforcement officials from the Road Traffic Management Corporation (RTMC) participated in the workshops held in cities of four South African Provinces: East London and Port Elizabeth (Eastern Cape Province); Bloemfontein (Free State Province); Johannesburg (Gauteng Province); and Durban (KwaZulu- Natal Province).

MANAGEMENT PRACTICES FOR SAFER ROADS TOOLKIT
Strengthening National Road Safety Strategies

Training Workshops 2023

Namibia

6. Windhoek, Namibia – 6 Dec

5. Johannesburg, South Africa – 4 Dec

4. Bloemfontein, South Africa - 30 Nov

1. Maseru, Lesotho - 23 Nov

Lesotho

2. Durban, South Africa - 27 Nov

South Africa

3. Cape Town, South Africa - 28 Nov

Capacity building workshops for provinces in Lesotho and South Africa

In collaboration with CIFAL Durban, the eThekwini Municipal Academy (EMA), and the Municipal Institute of Learning (MILE) a series of training workshops took place in Maseru, Lesotho, and in Bloemfontein, Cape Town and Durban, South Africa.

The Workshop Series trained 101 government officials and law enforcement officers from the Road Safety Department of Lesotho, and other entities responsible for road safety. In South Africa, 162 law enforcement officers from the Road Safety Departments of Bloemfontein, Cape Town and Durban took part in the workshop. A total of 263 beneficiaries were trained in the workshop series.

Participants were trained on the use of the Toolkit "Management Practices for Safer Roads" to equip them to achieve the following objectives:

- Identify and understand the main issues, trends, and challenges in road safety worldwide and in their respective country

- Outline the key global frameworks and targets related to road safety and recognize road safety as an urgent priority

- Introduce the principles and benefits of the Plan-Do-Check-Act (PDCA) problem solving methodology for addressing road safety

- Provide practical examples for the implementation of the Management Practices for Safer Roads Toolkit in cities to reduce road traffic crashes in hazardous locations

The workshop took place in November in support of the World Day of Remembrance for Road Traffic Victims (WDoR) that is observed the third Sunday in November every year with the purpose of remembering all people killed and seriously injured on the roads.

Regional Conferences

Why? SDG 17 calls for enhanced multi-stakeholder partnerships to mobilize and share knowledge and expertise for the achievement of the sustainable development goals in all countries.

The "Partnership for Action on Road Safety" places emphasis on facilitating the sharing of knowledge and best practices amongst stakeholders in support of road safety.

What? In collaboration with the International Road Federation (IRF), training activities have taken place in the framework of regional conferences, reaching decision makers and professionals.

Where? The 11th IRF Caribbean Regional Congress "**A Roadmap to a Safe, Inclusive, and Resilient Transport System**" held in Nassau, Bahamas from 13 to 16 June 2023 provided a regional platform for outlining solutions and discussing best practices to address the common challenges that the region faces, from road safety to climate resilience to the infrastructure needs that a new and electrified vehicle fleet will demand.

In this framework, a training workshop on the "**Management Practices for Safer Roads**" Toolkit was conducted for **43 government officials** from Ministries of Transport from eight countries in the Caribbean region, including Bahamas, Trinidad and Tobago, Grenada, Cayman Islands, St. Lucia, Suriname, Barbados, and Belize.

In 2022, the 10th IRF Caribbean Regional Congress "**A Roadmap to a Safe and Resilient Road System**" was held in Bridgetown, Barbados, from 7 to 10 June 2022. In the sidelines of the congress, a training workshop on "Management Practices for Safer Roads", and an executive session on "Diagnosing and Treating Road Injury Risk were conducted, reaching **251 professionals** from 32 countries. In addition to practical exercises, participants engaged in identifying road traffic risks and defining interventions for preventing fatalities.

The 7th IRF Regional Conference for Africa "**Connecting Africa through Smart, Safe and Resilient Roads: Stimulating Growth and Trade on the Continent**", was held in Cape Town, South Africa, on 20 October 2022.

During the conference, a training session on innovative practices to optimize road networks, and a training workshop on the Management Practices for Safer Roads Toolkit were successfully conducted, gathering more than **500 delegates** from 33 countries, including provincial and local government officials, experts from road agencies, and road authorities and decision-makers. The activities provided useful tools and learnings for regional challenges of road safety and brought ideas for improving road networks in Africa.

These efforts were achieved in close collaboration with IRF, the South African Roads Federation (SARF), World Road Association (PIARC), and CIFAL Durban.

Road Safety Practices for Motorcycle Users
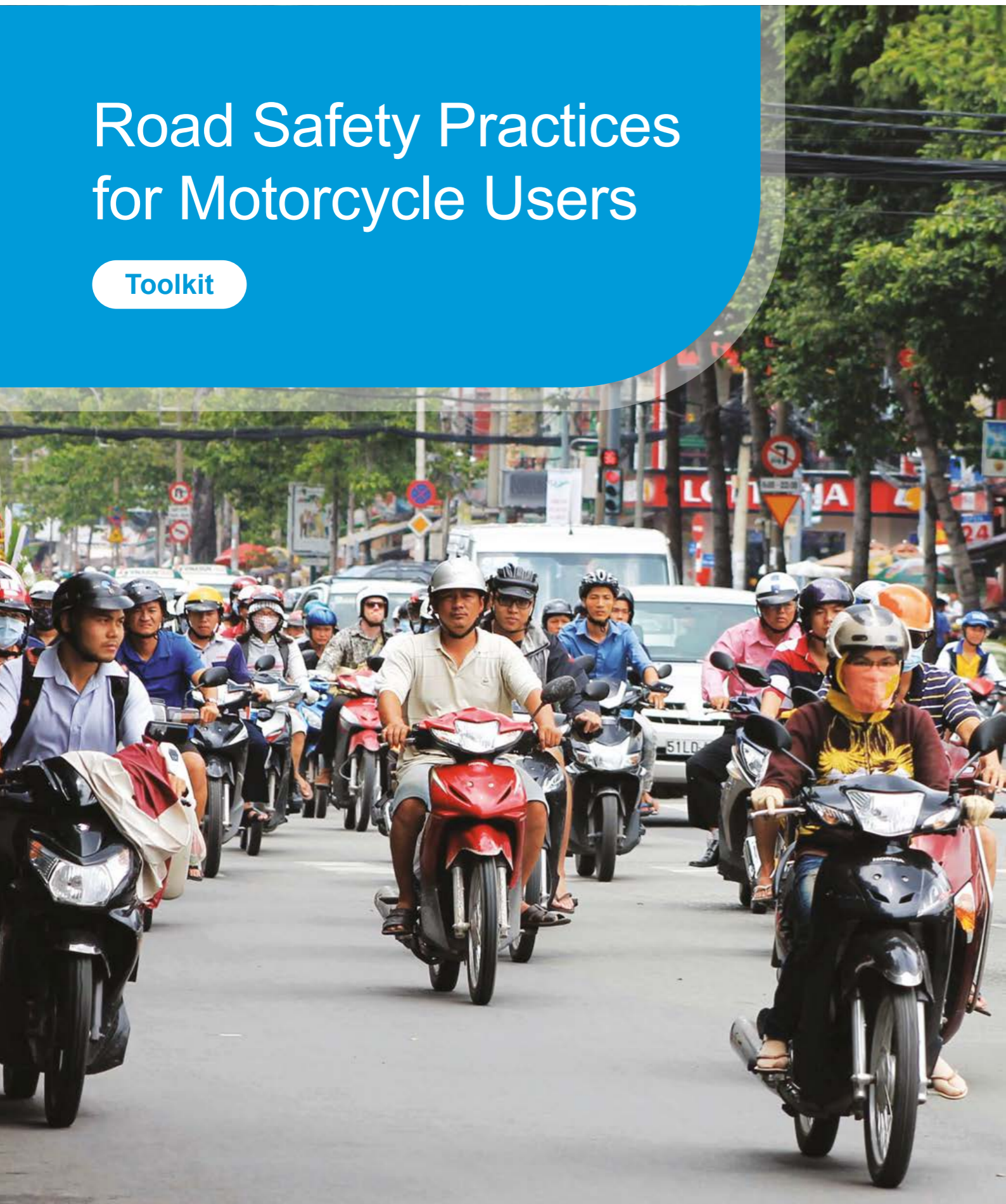
Toolkit

Road safety practices for motorcycle users toolkit

Why?

Road traffic injuries are a leading cause of death and disability worldwide with 1.3 million people killed and over 50 million people injured each year. Nearly 30% of all road crash deaths involve powered two- and three-wheeled vehicles, such as motorcycles, mopeds, scooters and electrical bikes. In low- and middle-income countries, this figure is even higher, accounting to up to 60% of all road traffic deaths (WHO, 2022).

The rapid growth of cities and urban populations has outpaced the development of urban transport infrastructures that cater to motorcyclists, resulting in an increase in death and injuries. The road environment can influence both the likelihood and severity of a motorcycle crash. Additionally, many risk factors such as lack of helmets use and protective equipment, and speeding also contribute to deaths and injuries.

What?

Based on country experiences and on practical initiatives, the "Road Safety Practices for Motorcycle Users Toolkit" includes case studies and good practices that aim at reducing motorcyclists' deaths and injuries due to traffic crashes.

The Toolkit presents interventions related to road engineering and infrastructure improvement, helmet use, vehicle safety, enforcement, data collection and analysis, awareness and education. It also covers international experiences in promoting actions that lead to a reduction in road traffic injuries and deaths of motorcycle users.

More information:
https://toolkit.irap.org/road-users/motorcyclists/
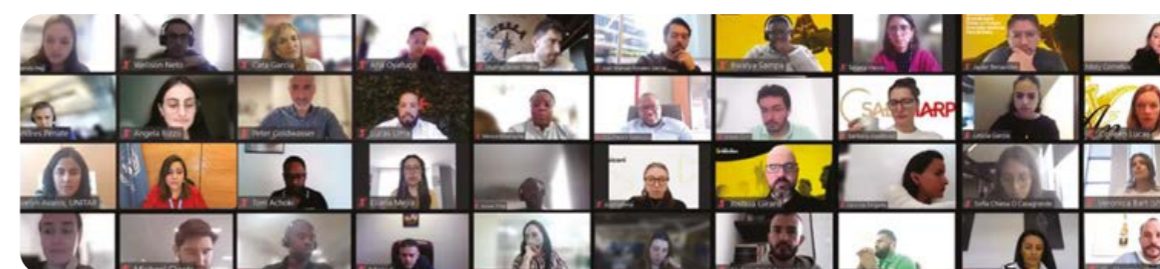
ROAD SAFETY
MURAL IN NEW YORK

Road Safety Mural

Why?

Art can be a powerful tool to trigger social change. Street art can contribute to build bonds in the community around key development issues. The Road Safety mural hopes to create a positive norm and promote choices where safe driving is "cool".

What?

The Road Safety Mural is a 5,200 square feet mural curated by Street Art for Mankind (SAM) and created by street artist Dragon76, which aims to convey road safety messages and envisions a future in which roads are safer places for drivers and pedestrians.

The mural comes to life in augmented reality with the free mobile app "Behind the Wall", which educates viewers on road safety and encourages them to take action.

46 government officials with community leaders participated in the presentation of the road safety mural to the city of New York. The wall was donated by the Chhabra family and the production was facilitated by the Triborough Bridge and Tunnel Authority (TBTA) and the City of New York Mayor's Office.

Where?

It is located near the United Nations Headquarters, on the corner of Tunnel Exit Street and 39th street in Midtown New York City.

More information:
https://streetartmankind.org/RoadSafety/

Social Norms aimed at improving road safety: Designing effective behavior change campaigns

Why? Understanding how social norms serve as powerful constraints on individual attitudes and behaviors is crucial for effective policy interventions. Changing road users' behavior concerning risk factors for road traffic injuries – such as speed, drink-driving, and the failure to use helmets, seat belts and child restraints properly or at all – is essential to improve road safety.

What? The "Social Norms aimed at improving road safety: Designing effective behavior change campaigns" course is an online tool that aims to support local and national efforts in the design of campaigns that reinforce positive social norms that lead to road safety improvements.

The learning objective of this online course is threefold:

- Introduce social norms and their 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
- Offer a guide on how to design effective communication campaigns aimed at changing road users' behaviors

Between 2021 and 2023, a total of 507 beneficiaries have completed the online course including government officials, road safety professionals, public and private sector representatives, and UN officials from different countries:

In 2021: **176** beneficiaries from **67** countries	In 2022: **261** beneficiaries from **89** countries	In 2023: **70** beneficiaries from **40** countries

Figure 11. Organizational Affiliation (2021-2023)

- Academia
- Government
- International organization (non UN)
- NGO
- Other
- Private sector
- Regional organization
- UN/UN System

Values shown: 27%, 15%, 5%, 13%, 13%, 1%, 18%, 8%
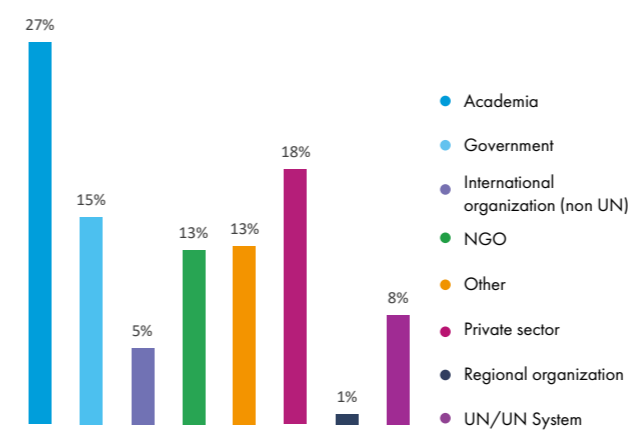
Figure 12. Beneficiaries by Gender

Other, 4%
Male, 34%
Female, 62%
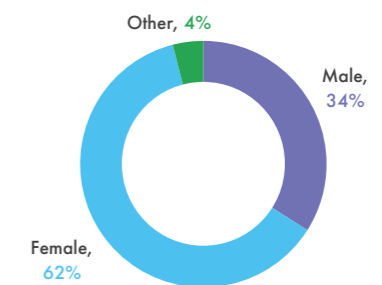
Table 3

Top 10 countries (2021-2023)	
India	78
Nigeria	23
Philippines	13
United States	12
Pakistan	10
Colombia	10
Kenya	10
Turkey	6
China	5
Brazil	5

More information:

https://unitar.org/sustainable-development-goals/people/our-portfolio/road-safety-initiative/social-norms-aimed-improving-road-safety-designing-effective-behavior-change-campaigns-online-course

YOUTH AND ROAD SAFETY

TRAINING COURSE

Youth and road safety: Championing safer road users

Why?

- Road traffic crashes are the leading cause of death among young people aged between 15 and 29 years

- They are the ninth leading cause of death across all age groups globally, costing governments approximately 3% of GDP and 5% in low- and middle-income countries (World Health Organization, WHO 2018)

What? The Youth and road safety: Championing safer road users online course aims to raise awareness and build capacity among the youth to be safer road user champions. It sheds light on the importance of road safety measures and provides core skill sets and knowledge on safer road behaviors. It also explores various ways to help combat road traffic injuries and death. The course aims to achieve the following objectives:

- To raise awareness of the need for road safety measures
- To highlight the risk factors associated with road traffic crashes
- To develop core skill sets and knowledge on safer road behaviors
- To explore and analyze different ways to combat road traffic injuries and death

A total of 1,529 beneficiaries including youth, government officials, and professionals completed the online course.

In 2020	In 2021	In 2022	In 2023
288 beneficiaries from **69** countries	**519** beneficiaries from **86** countries	**623** beneficiaries from **92** countries	**99** beneficiaries from **43** countries
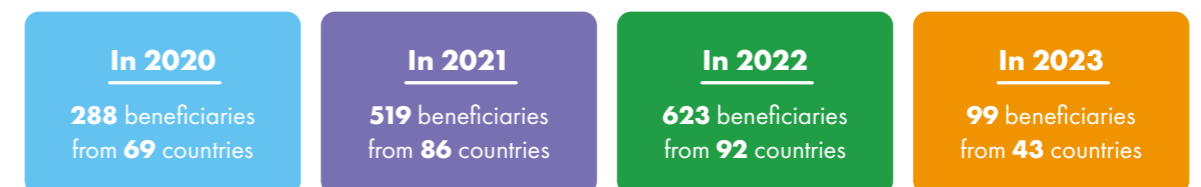
Figure 13. Organizational Affiliation (2021-2023)

27%
15%
5%
12%
15%
0%
19%
7%

- Academia
- Government
- International organization (non UN)
- NGO
- Other
- Private sector
- Regional organization
- UN/UN System
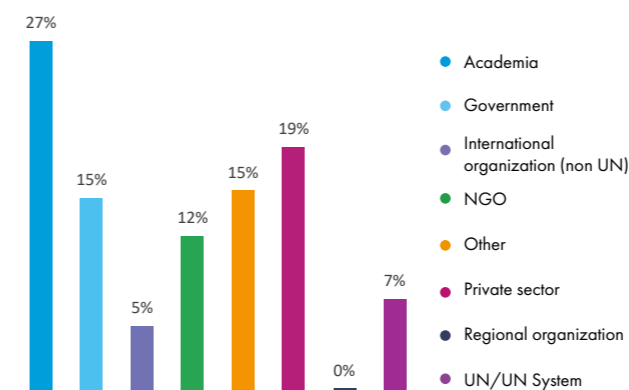
Figure 14. Beneficiaries by Gender

Other, 5%
Male, 28%
Female, 67%
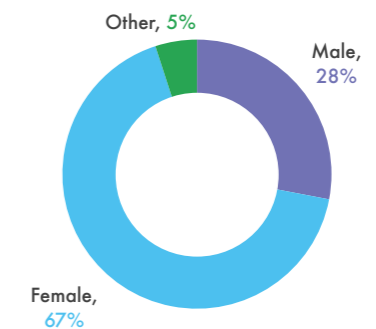
Table 4

Top 10 countries (2021-2023)	
India	244
Nigeria	58
Kenya	30
Pakistan	29
Brazil	17
Colombia	15
Turkey	13
China	12
Ghana	11
Mexico	10
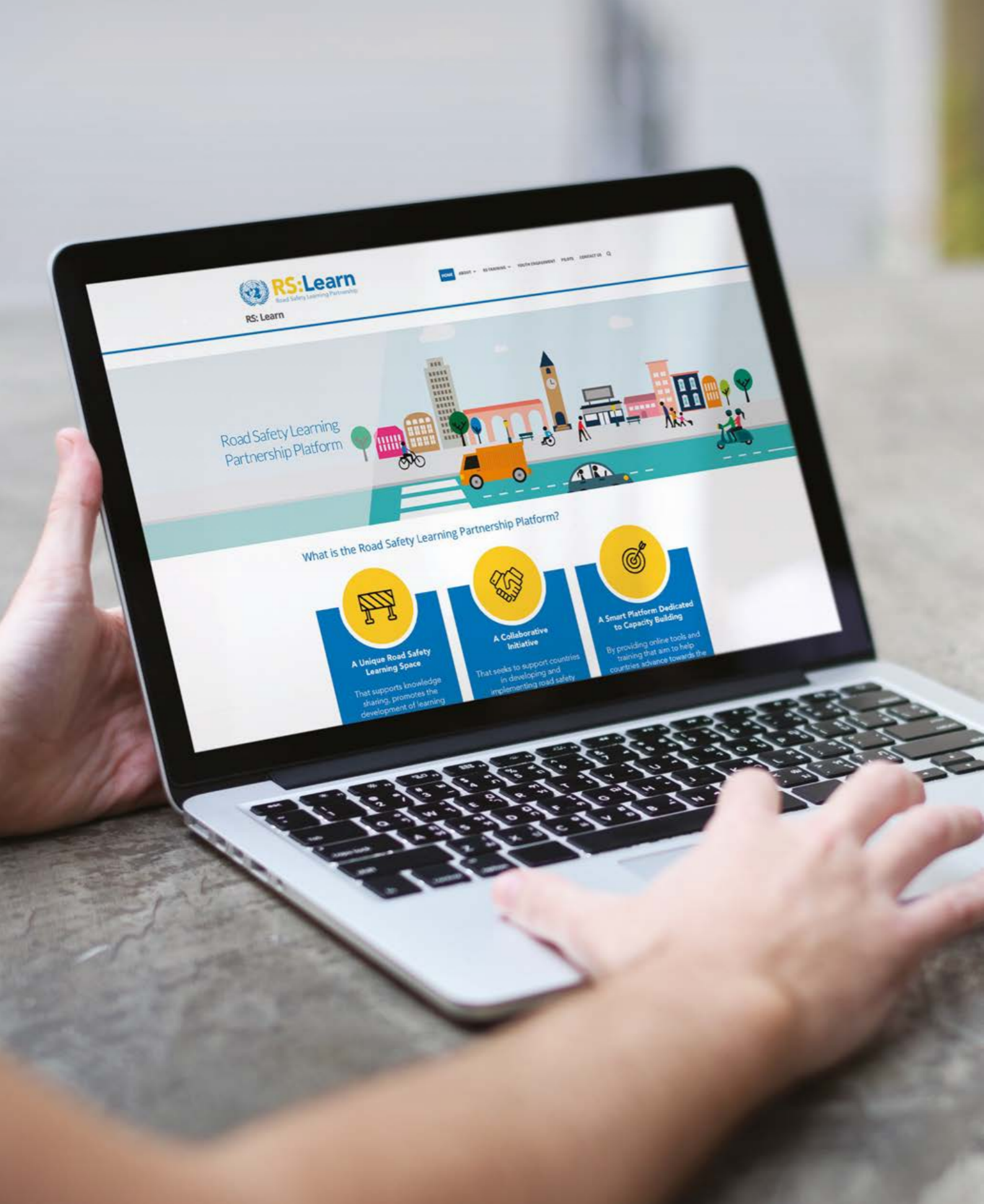
Road Safety learning and partnership online platform

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 provide users with tools to help them develop and implement road safety interventions

Between 2019 and 2023, the Road Safety Learning and Partnership platform reached a total of **13,936 visitors form 141 countries**.

In 2019 7,663 visitors from 24 countries	**In 2020** 1,091 visitors from 109 countries	**In 2021** 1,875 visitors from 126 countries
In 2022 2,295 visitors from 134 countries	**In 2023** 1,012 visitors from 49 countries	

Figure 15. Visitors road safety learning and partnership online platform

More information:

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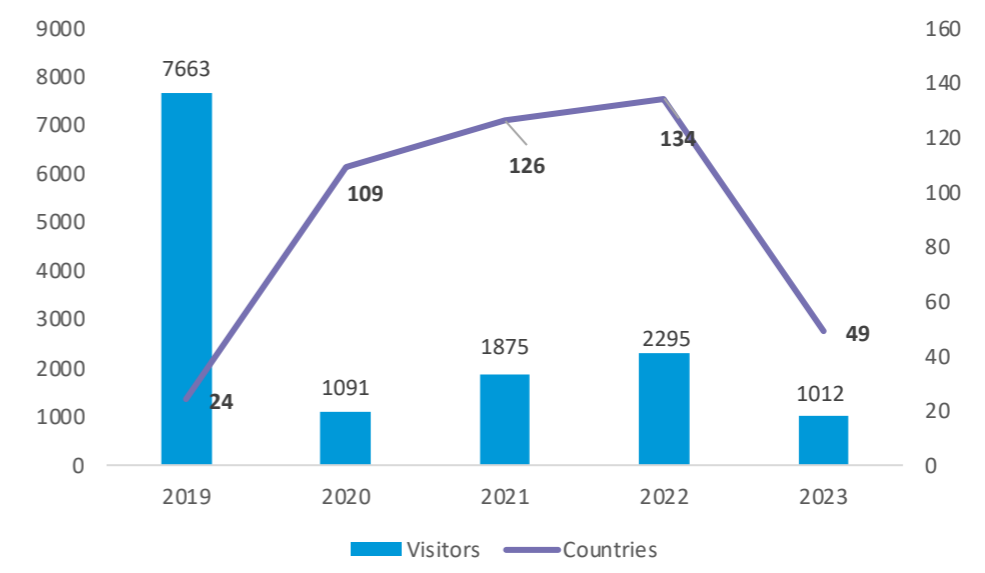
Data management

Data dashboard to support Andean Community Member Countries in data collection and analysis to monitor and support road safety targeted interventions.

Andean Community: Road safety dashboard

Why?

In the Andean Community, more than 325,000 traffic collisions were recorded in the Member Countries during 2019, resulting in 135,834 people injured and 13,424 fatalities.

To support the General Secretariat of the Andean Community (SGCAN) in efforts to improve road safety data collection, which leads to targeted interventions, an Interinstitutional Agreement between UNITAR and SGCAN was signed to collaborate in the development, implementation and maintenance of a regional dashboard including relevant road safety statistics for Andean Community Member Countries: Bolivia, Colombia, Ecuador, and Peru.

What?

The Road Safety Dashboard was designed to enable road safety professionals in the Andean Community Member Countries to constantly monitor and track changes in traffic and safety over time.

The dashboard is highly interactive, providing real-time interactive tables through charts, graphs and trends. It also outlines the most common factors contributing to traffic crashes in the region.

The donation of the tool to the Andean Community was complemented by training workshops on data management for the designated country focal points responsible for data in their respective country.

More information:

https://unitar.org/about/news-stories/news/unitar-launched-virtual-dashboard-support-andean-community-countries-data-collection-efforts-improve
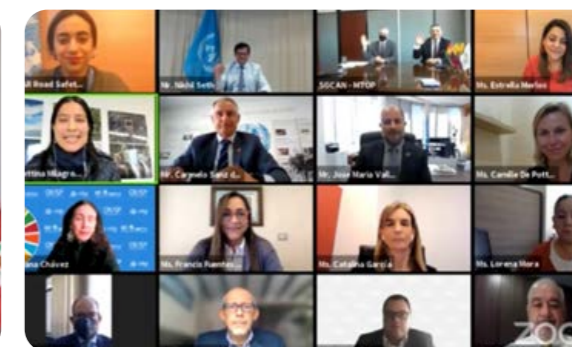
Gurugram: Road safety dashboard

Why?

The state of Haryana ranks 13th highest in total of road crashes and 12th in road victims in India. Gurugram, located in Haryana and part of the National Capital Region (NCR) approximately 32 kilometers southwest of New Delhi, has witnessed rapid urbanization, making it a leading financial and industrial hub with the third-highest per capita income in the country. Over the last decade, the city has witnessed steady increase in traffic coupled with increase in road crashes due to various reasons.

What?

In collaboration with CSIR-Central Road Research Institute (CSIR-CRRI), a "Multi-Stakeholder Action Plan: Road Safety Remedial Measures for Gurugram City Road Network" was developed. This plan includes the results of an analysis conducted in Gurugram and identification of remedial measures to improve road safety. The plan identified 10 black-spots and provided a set of cost-effective methods to correct them.

The Multi-Stakeholder Action Plan also included the design and development of the "Road Safety Dashboard for Gurugram", which is a tool that serves to monitor data related to road traffic incidents, empowering government officials to implement informed road safety actions in the area. This tool was specially designed for the City of Gurugram and was donated to State Government of Haryana.

More information:
https://gurugram.saferroads.in

SAFER ROADS FOR GURUGRAM

Road Safety Portal

Why? The UN Decade of Action for Road Safety emphasizes the need to strengthen the capacity of road safety professionals across government, private sector, civil society, and research institutions in data collection systems for road safety. Data analysis is crucial for effective decision-making, providing the necessary insights and evidence to plan interventions and actions.

What? The Road Safety Portal is a digital platform that generates road safety related information for better decision making based on the country data. Through this important asset, leaders can identify patterns, trends, and opportunities, enabling them to be assertive and efficient on the employment of resources. Furthermore, when analyzing data in different ways, it is possible to monitor and control the expected results.

The road safety portal aims to assist users by providing:

Hotspots mapping

Hot spots mapping indicates areas where accidents and injuries have occurred on a roadway. It allows the prioritization of the most critical spots, identification of risk factors, and better use of resources.

By focusing on areas where accidents occur, road safety experts, such as police forces and emergency services, can develop interventions that address the specific safety issues and concerns in these locations. Also, when working together to identify and address hotspots, stakeholders can develop a shared understanding of road safety issues and develop collaborative solutions.

Profile analysis

There are several reasons why road user profile analysis is important for road safety. Different road user groups have unique needs and characteristics that require tailored interventions to improve safety. By analyzing the risk profiles (with surveys, observations, and data analysis), engineers and safety experts can identify local safety concerns and inform targeted interventions that meet the specific needs of different road users.

To analyze the profiles of different road users, experts use a variety of tools and techniques, including surveys, observations, and data analysis. In addition, community engagement and collaboration with stakeholders can help identify local safety concerns and inform targeted interventions that meet the specific needs of different road users.

More information:
https://improveroadsafety.com

Road Safety Portal

5.4 Road Safety Interventions 2021 - 2023

Figure 16

Legend:
- Awareness & Communication
- Data Management
- Engineering
- Education & Training
- Law Enforcement
- Technology

Canada
United States
Mexico
Guatemala
El Salvador
Honduras
Dominican Republic
Panama
Colombia
Bolivia
Brazil
Chile
Paraguay
Argentina

Russia
Germany
Ukraine
Canary Islands
Nigeria
China
South Korea
India
Vietnam
Uganda
Tanzania
Zambia
Mozambique
Namibia
Eswatini
Lesotho
South Africa

Total interventions: **108**, Countries: **31**

Figure 17. Interventions by Key Area

| 32 Awareness & Communication | 17 Data Management | 13 Law Enforcement | 14 Education & Training |
| | 17 Engineering | 15 Technology | |

Figure 19. Interventions by Region of the World

Europe, 12
Africa, 25
Asia, 16
Americas, 55
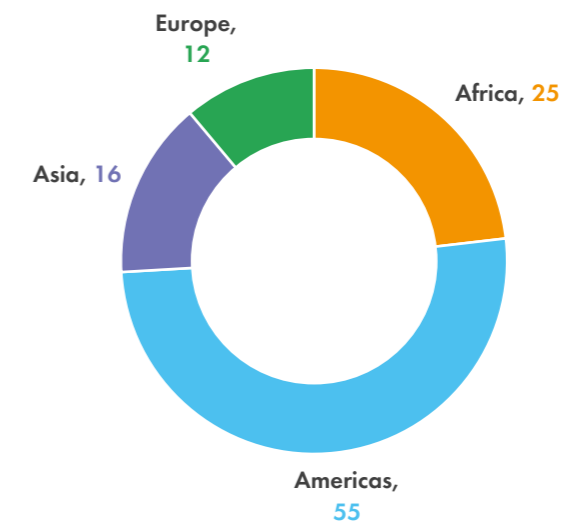
Figure 18. Interventions By Pillar Per Year

Legend:
- Awareness & Communication
- Data Management
- Engineering
- Education & Training
- Law Enforcement
- Technology

2021 — 12, 8, 7, 2, 1
2022 — 16, 9, 6, 5, 3
2023 — 11, 10, 6, 4, 1
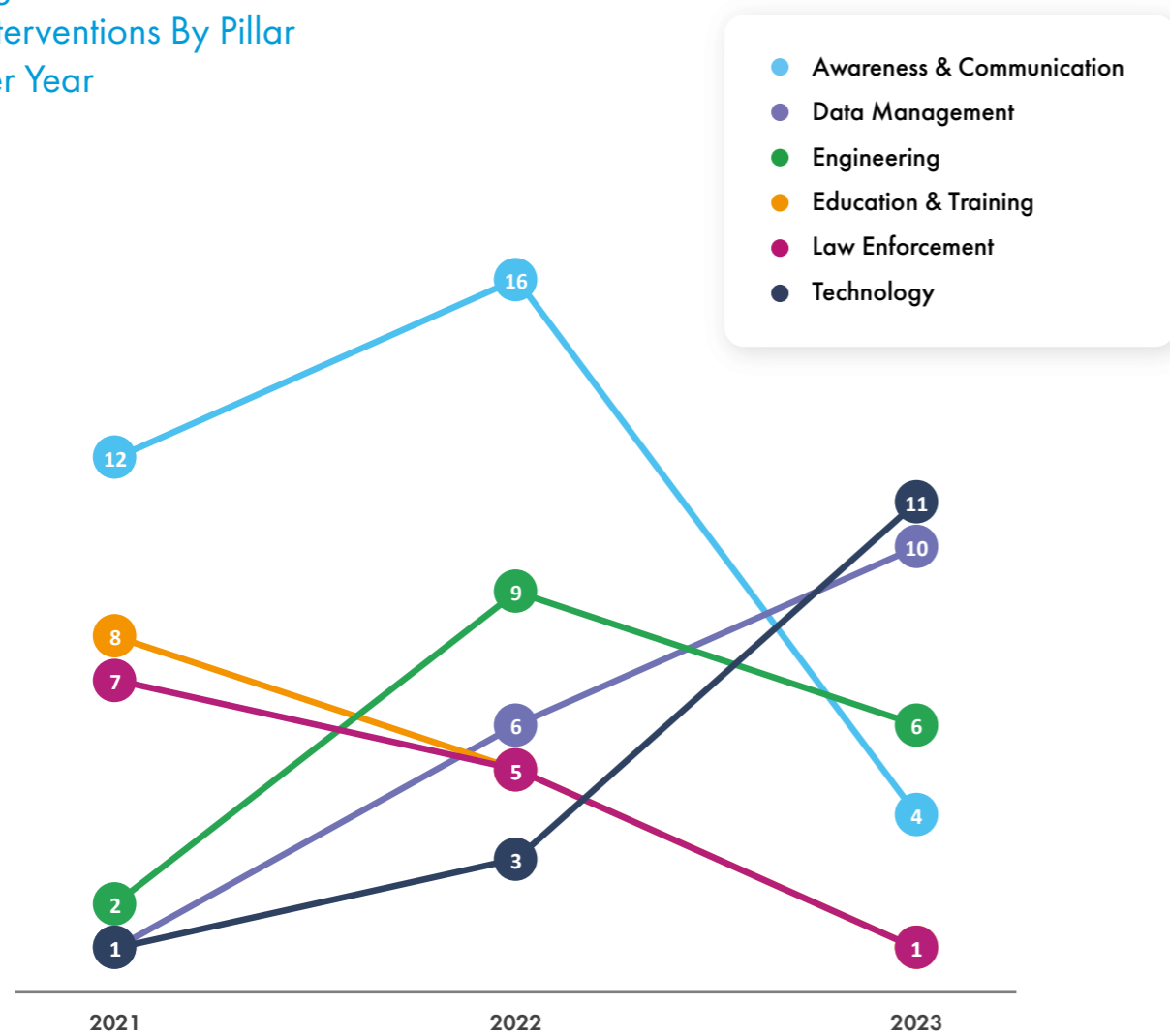
Figure 20. Interventions Per Pillar By Region

Africa

20%, 12%, 12%, 32%, 16%, 8%

Americas

33%, 22%, 7%, 16%, 6%, 16%

Asia

44%, 12%, 12%, 13%, 19%

Europe

17%, 42%, 33%, 8%
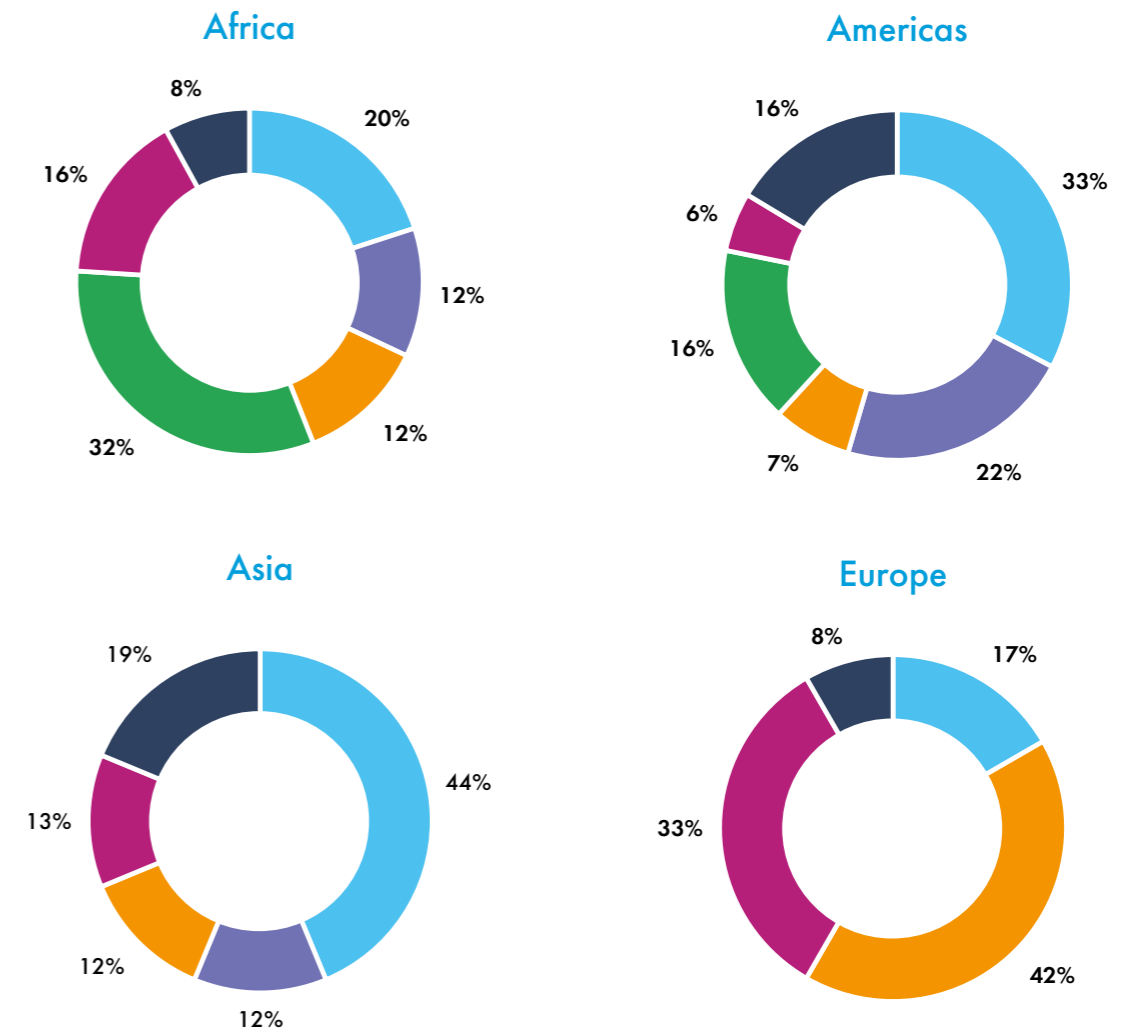
Figure 21. Interventions by Country

Country	Value
Lesotho	1
Honduras	1
Bolivia	1
Nigeria	1
Canary Islands	1
Germany	1
Uganda	1
Mozambique	1
Namibia	1
Eswatini	2
Canada	2
Panama	2
Zambia	2
Vietnam	2
Guatemala	2
India	4
Argentina	4
El Salvador	4
Ukraine	4
Dominican Republic	4
South Korea	4
Chile	4
Paraguay	4
Colombia	5
Brazil	5
Russia	6
China	6
Tanzania	6
Mexico	8
United States	9
South Africa	10
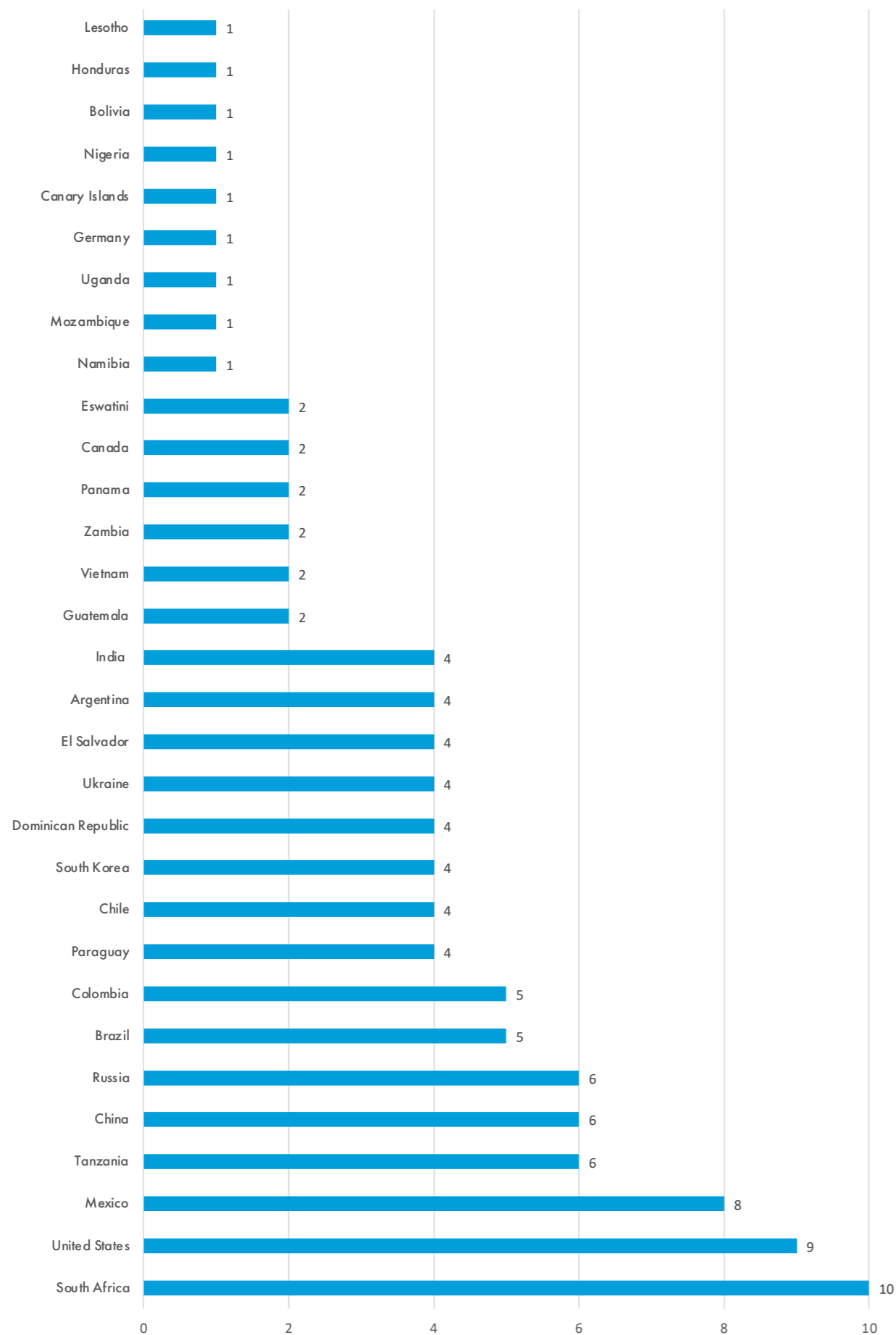
Table 5. Interventions

	Region	Country	Intervention	Project Description	Key Area	Year
1	Africa	Eswatini	Enhancing Non-Motorized Transport (NMT) facilities	To reduce pedestrian injuries and fatalities, pedestrian walkway bollards installed in high-traffic areas within the Matsapha Town Board jurisdiction.	Engineering	2022
2	Africa	Eswatini	Pedestrian bollards	Installation of pedestrians bollards.	Engineering	2023
3	Africa	Lesotho	Installation of Alcohol Evidence Center (AEC) in Lesotho	Installation of mobile AEC between Maseru and Leribe, equipped with EBAT machines.	Law Enforcement	2023
4	Africa	Mozambique	Highway signalization	Installation of speed bumps, speed limit signs, and child crossing signs at schools and locations frequently used by children.	Engineering	2022
5	Africa	Namibia	"Think Before You Drive" Campaign	Campaign aimed at reducing drunken driving by encouraging consumers to choose inDriver for their ride home instead of driving under the influence.	Awareness & Communication	2022
6	Africa	Nigeria	Deployment of Reflective Speed Limit Signs	Deployment of reflective speed limit signs on highways and road crashes-prone areas aimed at alerting drivers on maximum speed limits.	Engineering	2022
7	Africa	South Africa	Awareness and educational tools for Alcohol Evidence Centres (AECs) in South Africa	Through this intervention, awareness and educational tools are provided, utilizing a behavioral change methodology encompassing "think," "nudge," and "shove" elements. Facilitated through digital campaigns, radio broadcasts, and media outreach. Additionally, mock trial training for traffic law enforcement officers are conducted to enhance their ability to provide quality evidence in court.	Education & Training	2021
8	Africa	South Africa	Digital campaign	Digital communication campaigns under the overarching theme of "Responsible Road Safety" implemented as part of an ongoing program.	Awareness & Communication	2021
9	Africa	South Africa	Mainstreaiming road safety into youth and women's programming	In collaboration with the Road Traffic Management Corporation, road safety education integrated into the Women's Month program, with virtual webinars focused on road safety tips.	Awareness & Communication	2021
10	Africa	South Africa	Road safety training	Training on the Management Practices for Safer Roads Toolkit for national and provincial traffic management authorities in South Africa.	Education & Training	2021
11	Africa	South Africa	Checklist for national Alcohol Evidence Centres (AECs)	Development of a national standardized checklist to evaluate all 10 AECs nationally and identify gaps.	Law Enforcement	2021

	Region	Country	Intervention	Project Description	Key Area	Year
12	Africa	South Africa	Data Tracking Digital Solution	Identify and select the most suitable digital solution for data collection and analysis in Gauteng and Eastern Cape provinces.	Technology	2022
13	Africa	South Africa	Rollout of mobile Alcohol Evidence Centres (AECs)	Scale up of AEC program in South Africa to have seven mobile AECs for the Johannesburg Metropolitan Police Department (JMPD), the Nelson Mandela Bay Metro Police (NMBMP), and South African Police.	Law Enforcement	2022
14	Africa	South Africa	Improvement of road safety signage	Enhance signage at all Alcohol Evidence Centers (AECs), improving graffiti murals in local language and in English to raise awareness an deliver DUI messaging.	Awareness & Communication	2022
15	Africa	South Africa	System development	Development of digital interface for all Alcohol Evidence Centres (AECs) to capture online real time data on each AEC.	Data Management	2023
16	Africa	South Africa	Measurement & Evaluation	Collection of data to measure impacts of road crashes in selected locations in Pietermartzburg, Soweto and Marlboro.	Data Management	2023
17	Africa	Tanzania	Road safety education	Provision of educational tools for traffic police officers to enable them to deliver Road Safety education to primary schools in Mbeya, Mwanza, and Arusha Regions of Tanzania. Additionally, data analysis with quarterly reporting for annual review purposes will be conducted on an ongoing basis.	Law Enforcement	2021
18	Africa	Tanzania	Zebra crossings and bufferzones	In collaboration with the Tanzania National Road Agency (TANROADS) and the Traffic Police of Tanzania to repaint faded Zebra Crossings in areas with frequent fatalities and injuries. Additionally, data analysis and quarterly reports for annual review will be conducted.	Engineering	2021
19	Africa	Tanzania	Management Practices for Safer Roads App	Develop the Management Practices for Safer Roads App in Swahili for the use of the Tanzania Police providing a practical tool with an innovative and practical methodology focused on enhancing road safety. It emphasizes the improvement of existing road infrastructure to benefit all road users, particularly the most vulnerable.	Education & Training	2022
20	Africa	Tanzania	Buffer zones	In collaboration with TANROADS and the Traffic Police expand ongoing project on buffer zones to other regions with high rate of road crashes and where fatalities and injuries occur frequently.	Engineering	2022
21	Africa	Tanzania	Road safety App	Development of Road Safety App with a practical methodology aimed at achieving road safety targets by improving data management.	Technology	2023
22	Africa	Tanzania	Measurement & Evaluation	Collection of data to measure impacts of road crashes amongst motorcycle riders in Arusha.	Data Management	2023

	Region	Country	Intervention	Project Description	Key Area	Year
23	Africa	Uganda	"ONDABA" campaign	In partnership with the Uganda Traffic Police, the "ONDABA" campaign (meaning "do you see me") aimed at enhancing road safety was launched. The campaign prioritizes improving visibility of road signage and markings, identifying blackspots and hazards on selected highways. The campaign supports existing "Fika Salama" (meaning "reach safely") enforcement spots by providing training to highway officers. To enhance post-crash response, first aid training was provided to highway traffic officers and community leaders at identified "Fika Salama" spots.	Awareness & Communication	2022
24	Africa	Zambia	Promoting road safety among school children	Implementation of low-cost road design and traffic calming improvements to enhance the safety of children traveling to and from school. Various road safety awareness programmes targeting school children and teachers complement engineering related improvements. These actions support efforts such as the prescribed reflective attire for school road safety wardens, which includes an orange cap, white gloves, orange vest/bib, yellow weather gear, and a yellow raincoat.	Engineering	2022
25	Africa	Zambia	Improving road safety amongst school children	Implementation of small scale infrastructure improvements, including paving walkways, setting speed bumps and bollards in routes utilized by children when going to school.	Engineering	2023
26	Americas	Argentina	Training for retailers point of contact	Training for at least 50% of retailers Points of Contact (POCs) in the City of Quilmes, totaling 1250 on responsible principles.	Education & Training	2021
27	Americas	Argentina	Comparative study and assessment of regulations	Comprehensive analysis of current cities with 0% alcohol tolerance and mapping of opportunities to support local implementation of interventions.	Data Management	2021
28	Americas	Argentina	Care promoters	Developed with TADÁ, a road safety training program for drivers delivering products.	Education & Training	2023
29	Americas	Argentina	Road safety study	In collaboration with academic institutions, a survey to collect local information and data to analyze the impact of initiatives implemented in Argentina was carried out.	Data Management	2023
30	Americas	Bolivia	Educational campaign	Comprehensive 360° educational campaign on reckless driving in collaboration with the Ministry of Government.	Awareness & Communication	2021
31	Americas	Brazil	Brasilia Vida Segura	Brasilia Vida Segura Program aim to educate the community to prevent traffic crashes and injuries related to alcohol, and to implement engineering improvements to reduce traffic crashes.	Education & Training	2021
32	Americas	Brazil	Data collection system	In collaboration with the Ministry of Transports of Brazil - RENAEST, project to establish a national database for registering information on road traffic crashes and causes established.	Data Management	2022

	Region	Country	Intervention	Project Description	Key Area	Year
33	Americas	Brazil	Predictive Model	Development of a pre-visibility algorithm, focusing on establishing a robust database that serves to build predictive models based on historical occurrences and causal analysis. This aims to anticipate crashes and implement prevention measures, enhancing overall road safety strategies.	Data Management	2022
34	Americas	Brazil	Digital integration to promote safety of motorcycle drivers	This project aims to reduce motorcycle related crashes and promote road safety by integrating the ZenDrive technology that promotes safer driving behavior among motorcycle drivers in specific locations in Brazil with the "Zé Delivery" platform targeting 1,000 motorcycle drivers delivering products.	Technology	2023
35	Americas	Brazil	Measurement & Evaluation	Collection of data to measure impacts of road crashes amongst motorcycle riders in selected locations in Porto Alegre.	Data Management	2023
36	Americas	Canada	Road safety podcast series	In partnership with the Traffic Injury Research Foundation (TRIF)	Awareness & Communication	2021
37	Americas	Canada	Awareness about road safety and #MyDrivingMatters podcast series	In partnership with the Traffic Injury Research Foundation (TIRF), an education project was launched aimed at educating individuals on the importance of safe driving, on how to mitigate risks on the road, and how to positively influence the behavior of others. From January 2022 to May 2022, #MyDrivingMatters podcast series featuring hosts and guest speakers to raise awareness on road safety took place.	Awareness & Communication	2022
38	Americas	Chile	Speed Limit Reduction	Selection of a specific hotspot where road crashes occur frequently and design of engineering interventions aimed at reducing speed and enhancing driver attention on the road. Subsequent monitoring of number of crashes per year in the same hotspot after implementing the intervention.	Engineering	2022
39	Americas	Chile	Data collection & reporting platform	In collaboration with the Road Safety National Commission (CONASET) and the Police Department, the first live road crashes reporting platform in Chile was launched. The platform uses the VIA Software for crash reporting, with monthly monitoring of causes and indicators.	Technology	2023
40	Americas	Chile	Hotspot interventions	12 interventions to address road crashes in hotspots identified in Quilicura, Santiago were designed. A special focus was placed on hotspots with a high number of fatalities amongst motorcycle drivers. 2 interventions fully completed and other 10 in progress.	Engineering	2023
41	Americas	Chile	Measurement & Evaluation	Collection of data to measure impacts of road crashes in Quilicura, Santiago.	Data Management	2023

	Region	Country	Intervention	Project Description	Key Area	Year
42	Americas	Colombia	"Por un Buen Camino" campaign - awareness campaings targeting truck drivers	Replicate the "Por Un Buen Camino" campaign among various company employees and logistics contractors.	Awareness & Communication	2022
43	Americas	Colombia	Awareness campaign for fleet drivers	Implementation of awareness messages on trucks.	Awareness & Communication	2022
44	Americas	Colombia	Defensive driving course for truck drivers and installation of in-cab warning devices to alert drivers	Supported the installation of a device inside cabs that will emit a warning sound when approaching a high-risk situation on the road. Provision of a defensive driving course for truck drivers in which the warning device was installed to prepare drivers to reach high-risk areas with precaution.	Technology	2023
45	Americas	Colombia	Kits for motorcycle riders	Provision of protection kits for motorcycle riders, including app to install on mobile phones of the motorcycle drivers to keep record of their routes.	Technology	2023
46	Americas	Colombia	Stakeholders Event	Event for stakeholders to mobilize support towards road safety interventions.	Awareness & Communication	2023
47	Americas	Dominican Republic	Road safety committee	Establishment of a Road Safety Committee with companies to collaborate on joint initiatives and community interventions that promote safe driving practices.	Law Enforcement	2022
48	Americas	Dominican Republic	Data collection system	Support to the National Institute of Transit (INTRANT) by creating and implementing a framework for data collection. This includes establishing a working group with related institutions such as the Ministry of Public Health and Traffic Police.	Data Management	2022
49	Americas	Dominican Republic	Measurement & Evaluation	Collection of data to measure impacts of road crashes in selected locations in selected intersections in Santo Domingo.	Data Management	2023
50	Americas	Dominican Republic	Intersections initiative	Improvement of road safety at intersections without traffic lights through the installation of speed reducers and traffic signalizations.	Engineering	2023
51	Americas	El Salvador	Smart drinking campaign	Raising awareness on the dangers of drinking and driving as one of the top ten causes of road traffic crashes.	Awareness & Communication	2021
52	Americas	El Salvador	Road safety best practices sharing - national contest	Dissemination of road safety best practices through the national road safety contest promoted by the Ministry of Public Works.	Awareness & Communication	2022

	Region	Country	Intervention	Project Description	Key Area	Year
53	Americas	El Salvador	Road safety awareness	Ongoing campaign to raise awareness about road safety tips in high consumption periods throughout the year.	Awareness & Communication	2022
54	Americas	El Salvador	Road safety campaign	Implementation of an awareness campaign in major cities in San Salvador metropolitan area to distribute informative brochures, conduct talks and workshops on road safety, while promoting messages on social media and local media outlets.	Awareness & Communication	2023
55	Americas	Guatemala	Actions to modify the territory and reduce risk behaviors	Through collaborative urban planning with the participation of civil society, academia, private sector and government authorities, road safet intervention proposals have been developed. Three crossroads will be intervened through tactical urbanism changes and campaigns to positively influence perceptions and promote behavioral changes.	Engineering	2023
56	Americas	Guatemala	Road safety study to identify hotspots	Development of road safety study to identify hotspots in two cities in Guatemala	Engineering	2023
57	Americas	Honduras	Smart drinking campaign	Raising awareness on the dangers of drinking and driving as one of the top ten causes of road traffic crashes.	Awareness & Communication	2021
58	Americas	Mexico	Administrative Arrest Center	Inauguration of the "Administrative Arrest Center" and implementation of tools to assess impaired driving caused by drugs and alcohol.	Law Enforcement	2022
59	Americas	Mexico	Social norms campaign to promote safe mobility and compliance with traffic law	Social norms campaign around responsible mobility and road safety, with emphasis on don't drink and drive messages.	Awareness & Communication	2022
60	Americas	Mexico	Road safety data platform and training	Development of a digital platform that serves to establish a seamless connection with breathalyzer devices for detailed record-keeping of tests including time, location, and officer information; and to make available training materials for law enforcement officers in any city.	Data Management	2022
61	Americas	Mexico	Courier safety project	Project aimed at reaching couriers and shipping companies in Mexico with road safety related messages with emphasis on motorcycle drivers.	Awareness & Communication	2022
62	Americas	Mexico	Truck of the future	Partnership with Together for Safer Roads (TSR) to implement a fleet program with trucks in Mexico.	Technology	2022
63	Americas	Mexico	Telemetric to improve motorcycle drivers safety	Implementation of devices among motorcycler drivers.	Technology	2023

	Region	Country	Intervention	Project Description	Key Area	Year
64	Americas	Mexico	Measurement & Evaluation	Collection of data to measure impacts of road crashes amongst motorcycle riders in 4 selected regions.	Data Management	2023
65	Americas	Mexico	Truck of the future	Partnership with Together for Safer Roads (TSR) to implement a fleet program with trucks in Mexico.	Technology	2023
66	Americas	Panama	Programa responsableMente	"Programa responsableMente" in Panama is a road safety initiative focused on promoting responsible driving habits.	Awareness & Communication	2021
67	Americas	Panama	Road safety programme	Development of a public-private collaboration to implement road safety actions aimed at changing behaviors and procedures related to alcohol consumption within the community, focusing particularly on drivers, and at preventing and reducing traffic crashes by identifying critical profiles and hotspots.	Data Management	2023
68	Americas	Paraguay	Secure community project	Awareness project to reduce the percentage of traffic crashes involving motorcycle users and improve road safety in the city of Ypané.	Awareness & Communication	2021
69	Americas	Paraguay	Sistema Integrado de Accidentes (SIAT) update	Upgrade of SIAT system components, including security certificates. Deployment of environments for development and testing. Establishment of a team dedicated to identify preventive and corrective measures to provide and/or maintain infrastructure.	Engineering	2022
70	Americas	Paraguay	Engineering improvements	Development of a road safety study for a short-term intervention in Ypané community, including an initial diagnosis of critical hotspots, as well as a schedule of remedial measures to be carried out was conducted.	Engineering	2022
71	Americas	Paraguay	Sistema Integrado de Accidentes (SIAT) technological improvement	Improvement of Sistema Integrado de Accidentes (SIAT) including development of SIAT website and mobile app 2.0 to support better data collection, and to share public information and statistics to better inform public policy nationwide.	Technology	2023
72	Americas	United States	Truck of the future	Drivers of large vehicles often encounter visibility challenges while behind the wheel. To address this issue, this initiative seeks to establish a new standard for 360-degree driver visibility, in collaboration with Humanizing Autonomy.	Engineering	2021
73	Americas	United States	Impaired driving coalition	In partnership with Mothers Against Drunk Driving (MADD) and Uber to launch a coalition aimed at reducing drunk driving.	Law Enforcement	2021
74	Americas	United States	Dont Drink and Drive campaign	Awareness campaign with Mothers Against Drunk Driving (MADD) and Uber to encourage individuals to plan ahead for a safe ride before they go out.	Awareness & Communication	2021

	Region	Country	Intervention	Project Description	Key Area	Year
75	Americas	United States	Houston City pilot	Pilot project in Houston aimed at enhancing a specific intersection, including new bike lanes and wider sidewalks to improve safety amongst vulnerable road users.	Engineering	2022
76	Americas	United States	Fleet safety toolkit	Development of a fleet safety toolkit, while identifying potential stakeholders who can benefit most from the toolkit and related training.	Education & Training	2022
77	Americas	United States	Fleet safety training	Present training program to small- and mid-sized businesses that operate fleets. In collaboration with Bicycle Colorado and the League of American Bicyclists to adapt their "Bicycle-Friendly Driver" education programs to help commercial fleets operate safely around vulnerable road users.	Awareness & Communication	2022
78	Americas	United States	Fleet safety training	In collaboration with the American Red Cross, deliver fleet safety best practices to nonprofit organizations, while providing support to identify safety challenges and needs, outline best practices that fit nonprofit's needs, identify resources, communications and training materials for nonprofit's, and help them adopt fleet safety technology and the use of data to improve safety.	Awareness & Communication	2022
79	Americas	United States	Measurement & Evaluation	Collection of data to measure impacts of road crashes in selected locations in New York.	Data Management	2023
80	Americas	United States	Truck of the future	Collaboration with Together for Safer Roads (TSR) to implement a fleet training program for trucks in United States.	Technology	2023
81	Asia	China	Road safety training	Training on the Management Practices for Safer Roads Toolkit	Education & Training	2021
82	Asia	China	Awareness event	In collaboration with the Shanghai City government, the National Road Safety Day was hosted to raise awareness about traffic culture in the community.	Awareness & Communication	2021
83	Asia	China	Road safety educational toolkit	Donation of road safety education toolkit for offline & online education to be used by "Bud Project China - Hope Schools" to engage local volunteers.	Education & Training	2022
84	Asia	China	National Road Safety Day celebration	In collaboration with Shanghai government, support the celebration of the National Road Safety Day to share best practices that advance road safety.	Awareness & Communication	2022
85	Asia	China	Road Safety educational toolkit donation	Donation of road safety education toolkit for offline & online education to be used by "Bud Project China - Hope Schools" to engage local volunteers, expanding to more regions to cover more students from grade one to six.	Technology	2023

	Region	Country	Intervention	Project Description	Key Area	Year
86	Asia	China	National road safety day celebration	In collaboration with the Shanghai city government, supported the National Road Safety Day to share best practices and knowledge on road safety.	Awareness & Communication	2023
87	Asia	India	Road safety data dashboard	Development and maintenance of a road safety data dashboard for the city of Gurugram, India. Explore the possibility of incorporating new features for cities such as Delhi, Hyderabad, and Gurugram.	Data Management	2022
88	Asia	India	Advocacy meetings with key government stakeholders	Inform government authorities about relevant blackspots identified and establish partnerships with key government bodies in Haryana to secure timely permissions to implement remedial measures that will reduce traffic crashes.	Law Enforcement	2022
89	Asia	India	Survey to identify road safety gaps	Conducting a survey to identify road safety gaps and priorities in targeted cities in India.	Data Management	2022
90	Asia	India	Roundtable meetings	Round table meetings to mobilize partners to support implementation of remedial measures in identified blackspots in order to improve road safety.	Law Enforcement	2022
91	Asia	South Korea	Pledge to never drink and drive by using online registration platform for new/newly licensed drivers.	In collaboration with KoROAD (Korea Road Traffic Authority), the primary authority responsible for issuing driver's licenses, providing traffic safety training and education, conducting facility checks, and broadcasting traffic information, this initiative seeks to encourage new and newly licensed drivers to pledge to never drink and drive, facilitated through an online registration platform. The pledge link will also be accessible at nationwide driver's license exam offices, where aspiring drivers register for driving lessons and examinations before acquiring their driver's licenses. Targeting new and newly licensed drivers with this campaign seeks to instill safe driving habits.	Awareness & Communication	2021
92	Asia	South Korea	Drunk driving prevention programme for truck drivers through Ignition Interlock Device (IID)	In partnership with IID Company, government authorities, and logistics companies a pilot program of IID (Ignition Interlock Device) in trucks as a precautionary measure was implemented.	Technology	2022
93	Asia	South Korea	Road safety campaign	Implementation of community awareness and road safety campaign.	Awareness & Communication	2022
94	Asia	South Korea	Ignition Interlock Device (IID)	In partnership with the Korean National Police Agency (KNPA) and the Korea Road Traffic Authority (KoROAD), implementation of IID for habitual drunk drivers for 3 months. Implementation of campaigns to show the effectiveness of IID and to enhance community awareness about road safety.	Technology	2023

	Region	Country	Intervention	Project Description	Key Area	Year
95	Asia	Vietnam	GenZ Contest	The Gen Z contest under the theme of "I am an Inspiration" took place in several universities in Vietnam, engaging Key Opinion Leaders (KOLs) to share their own stories and educate our Gen Z on responsible behavior after drinking, emphasizing "not driving because someone needs you". Participants then signed a commitment to refrain from driving after drinking, understanding the importance of being available for others.	Awareness & Communication	2022
96	Asia	Vietnam	Road safety campaign	Interactive video contest with Hot Tiktokers to raise awareness about road safety.	Awareness & Communication	2023
97	Europe	Canary Islands	Training on responsible driving for companies	Implementation of training and interactive exercises about the implications driving under the influence of alcohol. Training was delivered to employees of 8 companies in Canary Islands, 8 hotel chains, 10 driving schools, and in 10 high schools to reach pre-university students above 17 years old. Interactive exercises and training on responsible driving included the effects of alcohol and dangers of using mobile phones when driving.	Education & Training	2022
98	Europe	Germany	Road safety campaign	Smart drinking campaigns emphasizing Don't Drink and Drive implemented.	Awareness & Communication	2022
99	Europe	Russia	Educational materials for driving schools	Updating and digitalizing methodological guidelines for teachers, including Responsible Driving manual, study guide, and tutorial presentation. Updating online course for driving school students. Creating a dedicated video about 'Don't Drink and Drive' for use across various communication channels.	Education & Training	2021
100	Europe	Russia	Dedicated road safety website	Modifying, updating, and maintaining the road safety website to reflect traffic statistics, educational materials, and regional initiatives aimed at improving road safety.	Technology	2021
101	Europe	Russia	Partnership matchmaking	Identify and establish partnerships with local schools by offering them an online learning module on road safety to include as part of their educational curriculum, providing teachers with methodological materials.	Education & Training	2021
102	Europe	Russia	Activities for Local Communities	Implementation of activities with local authorities and community organizations, including traffic police raids, round tables and forums on transit related aspects.	Law Enforcement	2021
103	Europe	Russia	Raising awareness among scooter drivers about drink-driving	In collaboration with companies renting scooters and by using a QR code, users will receive information about the consequences of drunk driving and influence in their behavior and choices.	Awareness & Communication	2021
104	Europe	Russia	Educational campaigns for retailers	In cooperation with Pyaterochka retail chain and association of beer producers, carried out an educational campaign about Don't Drink and Drive aimed at preventing drunk driving during high peak periods.	Education & Training	2022

	Region	Country	Intervention	Project Description	Key Area	Year
105	Europe	Ukraine	Don't Drink & Drive (DDD) Program in driving schools and training centers	Supporting the existing DDD program in driving schools and training centers by providing educational materials to new participants. These materials include manuals for driving schools and teachers, training presentations, online and printed versions of questionnaires, training summaries, and videos.	Education & Training	2021
106	Europe	Ukraine	Goggles for driving schools and patrol police	Donation of 100 drunk busters impairment goggles to patrol police and new driving schools joining the Don't Drink & Drive program.	Law Enforcement	2021
107	Europe	Ukraine	Drunk busters impairment goggles for the Ministry of Education	Provision of 200 drunk busters goggles to distribute them across educational institutions and training centers throughout Ukraine.	Law Enforcement	2021
108	Europe	Ukraine	Education campaign on seat belt use	In collaboration with local stakeholders, promotion of consistent seat belt usage, currently at 26% among drivers. Donation of interactive equipment to the Patrol Police and Ministry of Education to distribute during workshops and demonstrations in various regions. The donation includes 50 units of interactive stands with seat belts and 50 units of interactive stands with airbags.	Law Enforcement	2021

During the five years of the Partnership for Action on Road Safety 108 interventions have been implemented as table 2 shows. In this section we highlight projects on the basis of effective implementation, innovative approach, and potential to be replicated, to encourage best practices.

Argentina: Care Promoters - Training on Road Safety and Good Driving

Project overview

The "Care Promoters" project aimed to provide virtual training on road safety and good driving practices, primarily targeting delivery drivers. The project's objective was to enhance road safety awareness and improve driving behaviours among this group.

Period of application: 2023

Intervention area:

- Education and Training
- Technology

Road safety management – vertical and horizontal coordination:
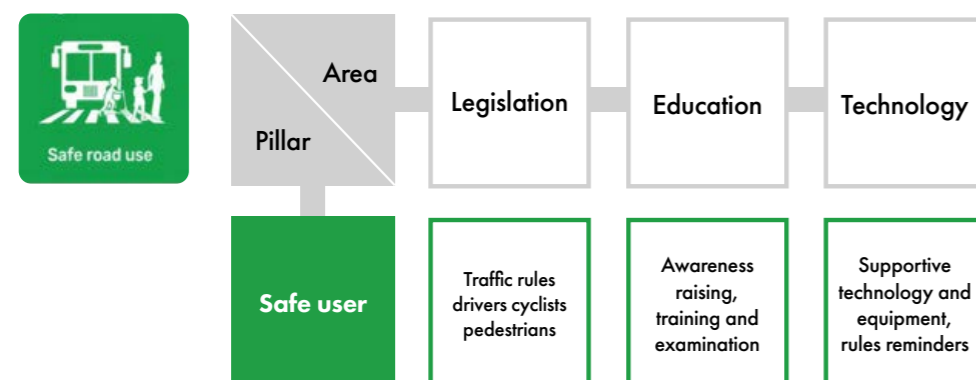
Project Activities

- Team Formation: An interdisciplinary team, including a pedagogical specialist and content production suppliers, was assembled
- Technical Guidance: Held meetings with the National Road Safety Agency to guide the technical content
- Content Selection: Prioritized content based on official manuals and agency reports
- Training Design: Designed a training format suitable for motorcycle drivers, informed by interviews with the target group
- Platform Coordination: Collaborated with the TA-DA platform to make the content accessible
- Content Production: Produced 12 educational videos and created templates to invite drivers to the training
- Instructional Design: Developed instructional designs and graphic prototypes for the training materials

Project Challenges

- Accessibility: Ensuring the training was accessible across multiple platforms, especially given TA-DA's limited infrastructure
- Economic Volatility: Managing coordination with suppliers who required advance payments due to economic instability

Lessons Learned

- **Specialized Pedagogical Advisor:** Key in adapting content for better understanding and ensuring compatibility with training platforms
- **Consultations with the National Road Safety Agency:** Ensured relevance and quality by using official content and expert perspectives
- **Content Prioritization:** Focused on the most relevant topics based on road crashes causing infractions
- **User Feedback:** Engaged with motorcycle delivery drivers to tailor the training format and communication channels
- **Internal Communication:** Maintained continuous dialogue with focal points for alignment and optimal results
- **Leveraging Consultation Opportunities:** Utilized one-on-one meetings for project support and coordination

Project Results

- Content generation and prioritization from extensive manuals successfully completed, refining the scope from 26 to 12 pertinent topics
- Development of a training prototype and production of **12 instructional videos, enhancing accessibility and effectiveness of training materials**
- Insights and alternatives for future implementation on the TA-DA platform were provided, ensuring scalability and adaptability
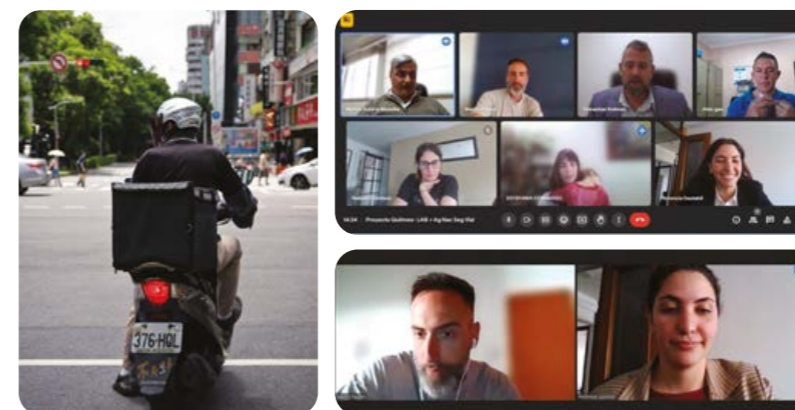
Partners

Government:

Not-for-profit organization:

Private:

SEGURIDAD VIAL

LAB PÚBLICO-PRIVADO

Ta·Da

El Salvador: Road Safety Awareness Campaign for Motorcycle Riders in the San Salvador Metropolitan Area
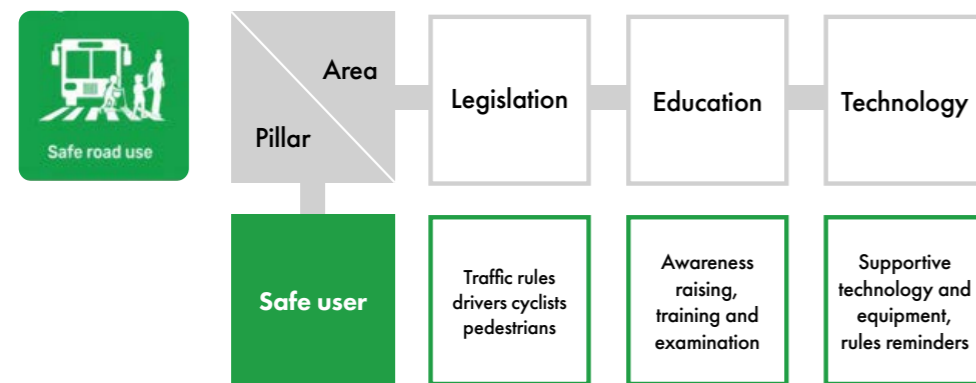
Project overview

The "Road Safety Awareness Campaign for Motorcycle Riders" aimed to raise awareness among motorcyclists about road safety good practices, with the goal of reducing road traffic crashes and fatalities in the San Salvador Metropolitan Area.

Period of application: 2023

Intervention area:

- Awareness and Communication
- Education and Training

Road safety management – vertical and horizontal coordination:

	Area / Pillar	Legislation	Education	Technology
Safe road use				
	Safe user	Traffic rules drivers cyclists pedestrians	Awareness raising, training and examination	Supportive technology and equipment, rules reminders

Project activities

- Campaign Creation: Developed the "VOS NO SOS EL SUPER HOMBRE" (YOU ARE NOT A SUPER MAN) campaign, involving research, strategy formulation, and the creation of graphic and audiovisual pieces
- Campaign Reach: Published the campaign on TV, radio, billboards, and social media (Facebook and Instagram). - Conducted TV and radio interviews to further promote the campaign
- Workshop Organization: Scheduled a workshop for 100 motorcyclists at Teletón Merliot, supported by MOVES El Salvador and FIM Latam
- Content Distribution: Distributed informative material and promoted key messages through various media channels

Project challenges

- Cultural Shift: Achieving long-term behavioural changes in road safety within a short-term campaign was challenging due to cultural norms and practices in El Salvador
- Budget Constraints: Operating within a limited budget required collaboration and commitment from various public, private, and social organizations to sustain the initiative over a prolonged period

Lessons Learned

- **Approachable Campaign Style:** Moving away from traditional road safety messages to a more friendly approach increased acceptance and effectiveness
- **User Feedback:** Engaged motorcyclists to provide insights and tailored the campaign based on their preferences
- **Continuous Communication:** Maintained ongoing dialogue with internal and external partners for optimal results
- **Leveraging Media:** Extensive use of TV, radio, and social media to maximize reach and impact

Project results

- Campaign Reach: Successfully reached an audience of **1,232,588 road users** through various media channels
- Workshops for **100 motorcyclists** took place on 13 December 2023
- KPIs: Monitored and measured campaign reach and engagement across different platforms.
- Impacted Region: San Salvador Metropolitan Area, encompassing 609.9 km^2
- Media Reach: Achieved extensive media coverage with 20 TV spots on 9 channels, 2,000 radio spots and mentions, a long-format interview, and over 11 outdoor billboards

Partners

Government:

Not-for-profit organization:

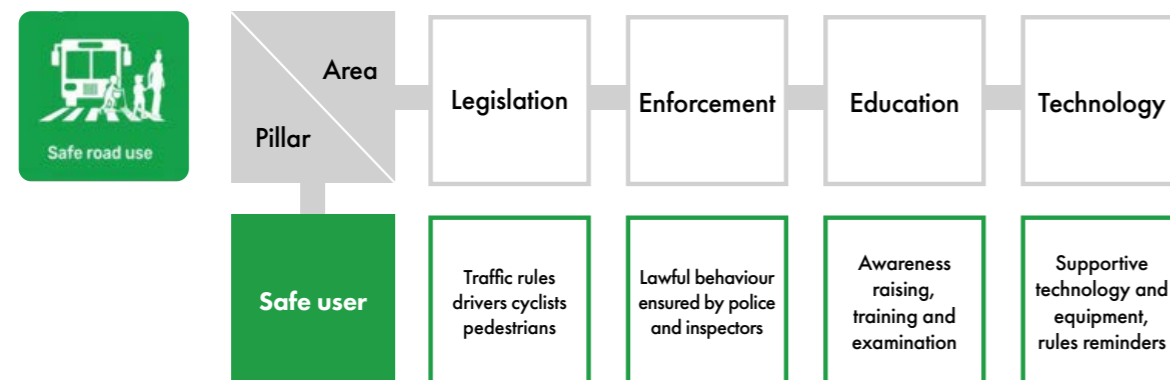# Lesotho: BUSA Alcohol Evidence Center Programme

Project overview

The "BUSA Alcohol Evidence Center Programme" aimed to establish Lesotho's first fully equipped mobile alcohol evidence center, enhancing law enforcement capabilities and road safety measures by combatting drink-driving incidents.

Period of application: 2023

Intervention area:

- Awareness and Communication
- Education and Training
- Law Enforcement
- Data Management

Road safety management – vertical and horizontal coordination:

	Area	Legislation	Enforcement	Education	Technology
Safe road use	Pillar				
Safe user		Traffic rules drivers cyclists pedestrians	Lawful behaviour ensured by police and inspectors	Awareness raising, training and examination	Supportive technology and equipment, rules reminders

Project activities

- Vehicle Acquisition: Procured and delivered vehicle for the installation of a mobile Alcohol Evidence Center (AEC)
- Equipment Installation: Manufactured and mounted the testing office onto the vehicle. Delivered the mobile testing center to Lesotho
- EBAT Machine Procurement: Procured and delivered EBAT machines for alcohol testing
- Operator Training: Conducted training sessions for operators to prepare them for the commencement of operations

Project challenges

- Alignment of the Law: Ensuring legal alignment and regulatory support for the project's activities
- Sustainability: Securing government resources for the maintenance of the vehicle and equipment post-handover
- Community Acceptance: Promoting community acceptance of breathalyzer machines and sensitizing communities through collaborative programmes

Project Results

- Vehicle Procurement: Completed the acquisition of the vehicle chassis
- Equipment Installation: Successfully manufactured and mounted the testing office onto the vehicle
- EBAT Machine Procurement: Procured and delivered EBAT machines for alcohol testing
- Operator Training: Trained operators ready to commence operations

Partners

Government: Law enforcement:

South Africa: AEC System Development for Road Safety Enhancement

Project overview

The AEC System Development aimed to enhance road safety by implementing a comprehensive data analysis system, facilitating real-time data collection and analysis for various stakeholders across South Africa.
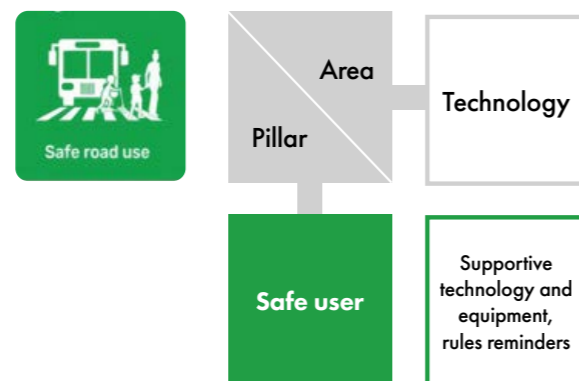
Period of application:
2022-2023

Intervention area:
- Technology
- Data Management

RS management - Vertical and horizontal coordination:

Project activities

- Data Analysis Upgrade: Enhanced the data collection system with an analysis component, enabling real-time analysis based on criteria such as gender, age, hotspot areas, and type of incidents
- Stakeholder Interface: Developed and tested separate interfaces for JMPD, NMBMP, and KwaZulu Natal Road Traffic Inspectorate, providing access to data relevant to each stakeholder
- Training: Conducted training sessions for law enforcement officers on data capturing directly onto the AEC system. There were 100 police officers. In addition, 200 engineers and 300 drivers were trained on construction execution and awareness programs
- Reporting: Utilized the data collected by the system to generate quarterly reports, with plans for the final report in January 2024 incorporating the analysis function

Project challenges

- Collation of Data: Standardizing data collection methods proved challenging due to staff turnover, necessitating frequent training sessions for new officers
- Interface Usage: Conducting training sessions for officers individually due to their unavailability together posed difficulties

Project Results

- System Enhancement: Implemented an analysis component in the data system, transforming it into more than just a repository
- Stakeholder Interfaces: Developed and tested separate interfaces for stakeholders, enhancing accessibility and usability
- Training Completion: Successfully **trained officers on data capturing using the system**. Training provided to 15 officers for independent data capturing and report retrieval

Partners

Government:

Law enforcement:

China: Road Safety Awareness and Public-Private Partnerships

Project overview

Road safety activities in China focused on raising awareness about safe driving practices through strategic collaborations with local governments and other stakeholders. Educational campaigns took place in Shanghai and Tibet.

Period of application

- **Shanghai:** Ongoing since 2015 with notable events on 30 November and 1 December annually
- **Tibet:** Initiatives launched in December 2018 and continued with significant activities up to 2020

Intervention area:

- Awareness and Communication
- Education and Training
- Technology Implementation

RS management - Vertical and horizontal coordination:
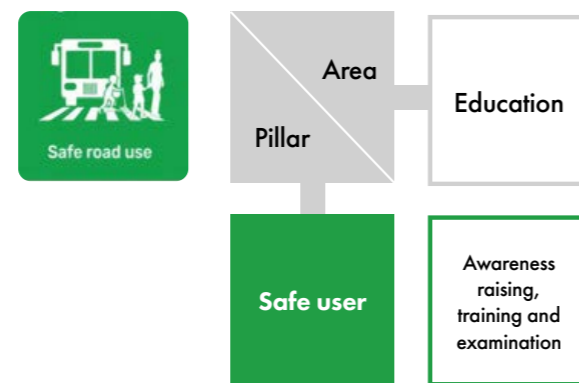
Project activities

Shanghai

- Annual Events: Celebrations of National Road Safety Day in partnership with local traffic authorities
- Accident Reduction: Significant decrease in road casualties by 50-70% due to targeted interventions in accident-prone areas
- Innovative Campaigns: Introduction of a virtual road safety ambassador and strategic use of digital technologies for hazard identification and monitoring
- Stakeholder Engagement: Collaboration with various government departments and extensive media coverage to promote road safety

Tibet

- Pioneering Efforts: Launch of the first no-drink-driving themed public awareness film in the region
- High-Altitude Events: Road safety events held at the Tibetan Plateau, including performances and public awareness activities
- Public-Private Partnerships: Multi-stakeholder partnerships developed in support of road safety

Project Challenges

- Geographical and Cultural Diversity: Implementing standardized safety practices across diverse regions with unique cultural and geographical challenges
- Sustainability: Ensuring long-term sustainability of road safety initiatives amid changing local conditions and government policies

Lessons Learned

- Comprehensive Stakeholder Engagement: Active involvement of local traffic police, governmental agencies, media, and citizens to ensure broad support and effective implementation
- Innovative Use of Technology: Leveraging digital tools for real-time monitoring and analysis of road conditions to proactively address safety issues
- Educational Outreach: Creating engaging and informative content, such as public awareness films and virtual ambassador campaigns, to educate the public on safe driving practices

Project Results

- Media Coverage and Impact: Extensive media coverage with significant impressions and media value, highlighting the success and visibility of the initiatives
- Behavioural Change: Notable reductions in hazardous driving behaviours, such as using cell phones while driving and drowsy driving, **by over 30%**
- Government Recognition: Shanghai and Tibet governments acknowledging the effectiveness of the activities conducted
- Local Media and Citizens: Engagement with over **30 media outlets and 500 representatives from private sectors in Shanghai; participation from local communities in Tibet**

Partners

Government:

5.6 Road Safety Initiatives Highlights 2019 - 2024
Key Interventions and Figures

01 Management Practices for Safer Roads Toolkit

4,419 Beneficiaries

139 Countries (as of 2023)

02 Mobile App "Management Practices for Safer Roads"

2,409 Beneficiaries (Downloads)

123 Countries (as of 2022)

03 Virtual Reality Immersive Experience

503 Beneficiaries (Views)

5,600 Impressions

04 Capacity Building Workshops

Johannesburg
Bloemfontein · Durban
South Africa · East London
Port Elizabeth

2,189 Beneficiaries

115 Countries

15 Workshops
8 webinars, 2 dialogues, 5 workshops

05 Regional Conferences

794+ Beneficiaries

73 Countries

3 Conferences

06 Online Training

13,936 Beneficiaries (Learners)

141 Countries

07 Andean Community Road Safety Dashboard

4 Countries

· Bolivia
· Colombia
· Ecuador
· Peru

08 Gurugram Road Safety Dashboard

SAFER ROADS FOR GURUGRAM

Tool to monitor road traffic incidents related data in the City of Gurugram and Action plan with measures to improve road safety.

Country Projects Highlights

01 El Salvador: Road Safety Awareness Campaign

1,232,588 Road users reached

6,099 km² Covered in the San Salvador Metropolitan Area

Media coverage included:
· 20 TV spots on 9 channels
· 2,000 radio spots and mentions
· 11+ outdoor billboards
· Workshop scheduled for 100 motorcyclists

02 China: Road Safety Awareness

Shanghai
Ongoing since 2015

· 50-70% decrease in road casualties in targeted areas

Tibet
Initiatives launched in December 2018

· First no-drink-driving themed public awareness film in the region
· Engagement with 30+ media outlets
· Participation from 500+ private sector representatives

Behavioural changes observed:
· 30%+ reduction in cell phone use while driving
· 30%+ reduction in drowsy driving

Impact Stories Highlights

01 Brasília Vida Segura, Brazil
Comprehensive diagnostic to identify critical profiles, hot spots, and opportunities

· 41% reduction in road traffic deaths within the Federal District
· 44,000 people impacted by the project's interventions
· 12+ stakeholders involved, including police forces, firefighters, engineers, educators, health workers, and businesses

02 Buffer Zones Project, Tanzania
Identification of high-risk areas and establishment of buffer zones

· 30% reduction in motorcycle-related crashes in designated buffer zones
· 20% increase in compliance with speed limits and safe distancing around buffer zones
· 9.3 million people reached through comprehensive public awareness campaigns

The annual "Find a Way" Global Road Safety Award presented by **the International Road Federation (IRF)** recognizes outstanding commitment to safer roads by national, regional, or city government.

The winner of the IRF "Find a Way Award" will have demonstrated commitment to improve road safety through significant changes in government policy designed to reduce road fatalities and/or serious injuries on a country's roads. These policies may be related any of the Five Pillars in the Decade of Action global plan, such as motorist or pedestrian education, enforcement efforts, vehicle improvements, road improvements including use of best practices and state of the art technologies and/or emergency vehicle response methods.

The "Find a Way" Global Road Safety Award has recognized several initiatives supported by the Partnership for Action on Road Safety.

6. Internationally recognized projects: "Find a Way" Award

6.1 Brazil: Brasília Vida Segura

It is a Road Safety project established with the Federal District Government that contributed to reduce **41% of the number of road traffic deaths and impacted 44,000 people**.

The project consisted of a full diagnostic to identify critical profiles, hot spots and opportunities to reduce fatalities. It engaged more than a dozen stakeholders including police forces, firefighters, engineers, education, health workers and businesses. Main actions were related to implementing a management methodology to identify risks, defining, design and execute remedial measures, and control results.

The project based on a public-private collaboration included the following key objectives:

- Reducing road traffic crashes and deaths
- Standardizing administrative routines
- Institutionalizing the project to ensure continuity
- Implementing results monitoring system

Results of the project

- Save 525 lives
- 9 stakeholders engaged
- The project became a reference in the prevention of road traffic crashes

## 6.2 Dominican Republic: Road Safety Committee on Data Collection and Analysis

Dominican Republic is the Caribbean country with the highest number of deaths in traffic accidents, ranking 136th compared to other countries in the world. In collaboration with the Instituto Nacional de Tránsito y Transporte (INTRANT), the project aimed to reduce the number of road traffic deaths.

The work plan of the project included 6 main steps:

- Data collection and analysis
- Definition of goals
- Identification of critical profiles and hotspots
- Schedule and execute local visits (run Risk factor Checklist)
- Define an action plan
- Institutionalization of the project and knowledge transfer

Results of the project

Through data collection and analysis, it was possible to identify the roads with the highest number of deaths due to traffic crashes. The INTRANT team was trained on the "Management Methodology for Safer Roads" to develop an **action plan to address the causes of road traffic crashes in identified hotspots**. Subsequently, based on the analysis of the profiles and critical points, on-site visits were carried out to map the risk factors causing road traffic crashes and outline possible interventions. To support the continuity of the project, a "**Road Safety Committee**" was established including public and private stakeholders who meet regularly to review on an ongoing basis the implementation of remedial measures and monitor progress, as well as priority areas.
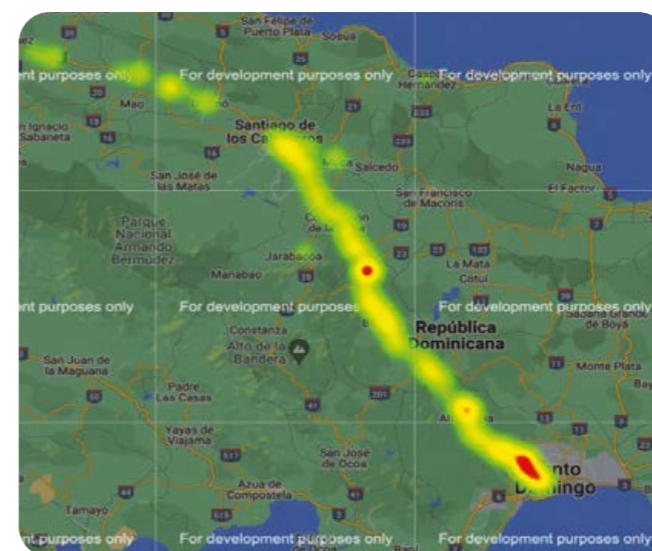
6.3 Chile: Hotspot Analysis

The project has been implemented in collaboration with Fundación Emilia to contribute to improve road safety in the commune of Quilicura through data driven solutions. The project includes five phases:

1. **Road safety local analysis to determine main risks and causes for road traffic crashes:** In this phase, the commune was studied using direct and indirect sources, analyzing the location of hotspots, and interviewing local road users

2. **Hotspots for traffic crashes and victim profiles:** In this phase, with a matrix of attributes, hotspots for traffic crashes were identified with a complete description of the causes.

3. **Design customized interventions for every hotspot:** With road engineering experts, full design of all road safety interventions were generated, based on the matrix of attributes that each hotspot has

4. **Execute interventions:** Interventions are built after requesting and obtaining the corresponding permits

5. **Monitor results of intervened hotspots for performance tracking:** Results expected include reducing road traffic crashes per year in the intervened hotspots, compared the to the averaged of the last 5 years (excluding 2021 due to the COVID pandemic)

Results of the project
- Outreach of more than **80,000 drivers and pedestrians**
- **12 hotspots identified and addressed**
- Complete road safety report of the commune: historic data on crashes, hotspots and trends
- Complete matrixes of attributes for each hotspot located
- Full proposal on possible interventions for each hotspot identified
- **6 Interventions implemented**

6.4 Republic of Korea: Drunk Driving Prevention of Truck Drivers through IID

According to the data of the Korea Road Traffic Authority (KoRoad) in 2020, for drunk driving related crashes, truck drivers are the second largest group of offenders of drunk driving, representing 11% after car drivers whom represent 76% in South Korea. Although the number of road crashed by car is incomparably high, fatality rate caused by drunk truck drivers are higher.

The project had two main objectives:

- To reduce road traffic crashes and fatalities involving drunk truck drivers through the installation of an Ignition Interlock Device (IID) which is a device that measures the amount of alcohol in a driver's breath, preventing drivers from starting a vehicle when alcohol is detected
- To change attitude towards precautionary measures surrounding drunk driving in South Korea.

The pilot project was implemented in collaboration with KoRoad, Sentech Korea (IID company), and HanExpress (logistics company). The phases of the project involved three stages:

1. The installation of IID in 20 trucks for 3 months

2. Deployment of a survey for truck drivers who participated in the project

3. Implementation of informative campaigns to raise awareness about road safety and the use of IID to reduce drunk-driving in collaboration with media channels

Results of the project
- **20 truck drivers impacted. Over 90% agreed that IID helps to change their drinking behavior** and prevent drunk driving as a result of survey
- An outreach of **+200 media coverage & 200,000 views**
- Increase awareness around road safety by showing effectiveness of precautionary measures
- Influence implementation of IID law/policy in the Republic of Korea (government is currently reviewing and coordinating pilots to test such measure)

6.5 Tanzania: Buffer Zones Project

The Buffer Zones Project was initiated with the primary aim of enhancing road safety for all road users, particularly motorcyclists, by implementing designated buffer zones along high-risk areas. The project was a collaborative effort between government authorities, road safety experts, and relevant stakeholders, driven by the shared goal of reducing accidents and improving overall road safety. The project had two main objectives:

- Create safer conditions for motorcyclists
- Raise awareness among all road users about the importance of maintaining safe distances and adhering to speed around these designated zones

The project was implemented in the Arusha Region with the following phases:

1. Identifying High-Risk Areas: Thorough research and data analysis locations with a high incidence of crashes involving motorcycles were identified. These areas were given priority for the implementation of buffer zones

2. Designated Buffer Zones: Buffer zones were established in high-risk areas, marked with clear signage to alert motorists and motorcyclists about the presence of the zone

3. Public Awareness Campaigns: Comprehensive public awareness campaigns were launched through various channels, educating both motorcyclists and motorists about the importance of maintaining safe distances and practicing caution around buffer zones

4. Enforcement Measures: Law enforcement- Traffic Police collaborated to ensure adherence to speed limits and safe practices within buffer zones, further emphasizing the seriousness of road safety

Results and impact of the project

- The project led to a notable reduction in motorcycle-related crashes within the designated buffer zones, contributing to improved road safety for all users. **The number of crashes decreased by 30%**. Hence an opportunity to scale up to Dar es Salaam region

- The public awareness campaigns led to increased awareness and responsible behavior among both motorcyclists and motorists, fostering a culture of shared responsibility for road safety, with a **20% increase in compliance with speed limits** and safe distancing practices around buffer zones. The successful implementation of the project underscores the commitment of government authorities and stakeholders to prioritize road safety and take proactive measures to protect the lives of road users

- The project reached over **9.3 million individuals** across various demographics, including motorcyclists, motorists, pedestrians, and local communities

7. | Impact stories

7.1 Road Safety Data Dashboard

"The collaboration with UNITAR equipped SGCAN with a state-of-the-art tool, revolutionizing the organization of Road Safety-related indicators within the sub-region. This innovation didn't just stop at technology; it fostered a dynamic and user-friendly environment for collaboration and progress"

Mr. Diego Caicedo, Director General, General Secretariat of the Andean Community (SGCAN)

The commitment of the General Secretariat of the Andean Community ("SGCAN" in Spanish) to the well-being of its 115 million inhabitants is more than just a mission—it's a driving force for positive change.

In 2023, a pivotal partnership between UNITAR and SGCAN emerged, dedicated to enhancing road safety throughout the Andean Community ("CAN" in Spanish). This collaboration led to the introduction of the Virtual Road Safety Dashboard, a groundbreaking tool empowering road safety experts and Ministries of Transport across member nations to vigilantly monitor safety metrics.

The journey towards this transformation wasn't without its challenges. Traditional methods of manual monitoring and reporting proved to be cumbersome and inefficient. However, with the advent of the virtual dashboard, a new era of data accessibility and accuracy was ushered in. This innovative tool not only facilitated real-time data analysis but also ensured the prompt identification and rectification of errors, elevating the quality of information and enhancing road safety outcomes.

But innovation doesn't happen in isolation. It thrives on collaboration and shared expertise. A dedicated team of experts in statistics, legal services, transportation, and information technology came together to ensure the seamless integration and ongoing maintenance of the dashboard. Their collective efforts paved the way for swift progress, not just in data collection, analysis and management but in the execution of other vital projects undertaken by the Secretariat.

The impact of the virtual dashboard reverberated far beyond data visualization. It instilled a sense of urgency among member nations to prioritize the submission of timely and accurate updates, thereby enhancing efficiency and driving tangible results. As one user aptly remarked, "The Virtual Dashboard truly works exceptionally for information visualization." Indeed, it's more than just a tool; it's a catalyst for transformation.

The implementation of the dashboard represents a triumph over the formidable challenge of providing stakeholders with timely and accurate information. It's not just a technological achievement but a testament to the power of collaboration, innovation, and unwavering commitment to advancing road safety and well-being.

More information:

https://comunidadandina-seguridadvial.netlify.app

7.2 Vive la Vía! – Guatemala

The "¡Vive la Vía! is a movement for road safety that seeks to reduce the perceived risk on public roads, raise awareness about road safety, and foster a collective movement for safer streets. This initiative responds to the urgent need for improved road safety measures in the region, which has experienced significant traffic-related incidents.

Mixco, a densely populated municipality in Guatemala, has faced persistent road safety challenges. The project addresses these issues through a multifaceted approach, integrating engineering, technology, community engagement, and media outreach to create safer public spaces.

Key activities

1. **Approach with Local Government:** Establish partnerships with municipalities to assess feasibility and ensure coordinated actions
2. **Diagnosis:** Conducted comprehensive analyses of traffic incident data to identify high-risk areas.
3. **Public Space Audit:** Evaluated physical conditions of selected public spaces, focusing on infrastructure and signage
4. **Citizen Participation:** Engaged the community to gather perceptions of safety and ideas for improvements
5. **Ecosystem Activation:** Built a diverse network of stakeholders to support the project's sustainability
6. **Urban Design and Implementation:** Developed and implemented design proposals for safer intersections, including signage and pedestrian zone enhancements

"Vive la Vía", as the first road safety movement in Guatemala, managed to make visible a public health challenge at the national level, allowing the creation of an ecosystemic intervention. Through data collection and management, as well as communication strategies and tactical urbanism interventions, it was possible to increase the perception of safety in a highly risky space, while at the same time reducing the risks for the most vulnerable road users, marking the first step towards the implementation of public-private actions from a science-based approach, seeking in the medium term to achieve the goal of zero deaths and serious accidents on the country's roads"

Milagros Polanco, Country Manager, Países Centroamérica y Caribe, Sarape Social

"Due to the high impact of tactical interventions to safeguard lives, "Vive la Via" as a road safety improvement project, has been great support for local governments"

Henry Castañeda, Head of Urban Mobility and Transportation, Municipality of Mixco, Guatemala

"At Progreso, we reaffirm our commitment to road safety in Guatemala through "Vive la Vía". We seek to build together a future in which roads are safe and we work so that, through road education, adequate infrastructure and the implementation of comprehensive solutions, we can positively impact the lives of more Guatemalans"

María Andrea Salvadó, Corporate Communications Manager, Grupo Progreso

"The "Vive la Vía" road safety program embodies our commitment to the communities in which we operate. By joining efforts, knowledge and resources, we seek to create a future in which the highways, roads and streets of our country are safe. We approach solutions in a comprehensive manner, reaffirming our purpose by implementing sustainable actions based on science and innovation that generate a positive impact for all people and the country"

Ricardo Camiz, Country Head Puerto Rico, Guatemala and Costa Rica, Ambev Guatemala

The project has effectively tackled road safety challenges through diverse strategies, including engineering, technology, awareness campaigns, and data management. Despite obstacles like limited data access and budget constraints, the project successfully engaged stakeholders and transformed high-risk intersections, improving safety, particularly for vulnerable groups. Extensive media outreach amplified its impact, reaching millions and fostering a broader road safety movement. The upcoming urban implementations aim to enhance mobility and safety, promising a safer environment for all in Mixco.

Future priorities should include enhancing data collection and sharing mechanisms to improve the accuracy and availability of public information, securing additional funding to expand road safety interventions, streamlining bureaucratic processes to facilitate faster project approval and implementation, and continuously engaging the community to ensure their needs and perceptions are addressed in road safety measures.

7.3 The Road Data Management System App, Tanzania

"Accurate and timely data collection is of great importance when planning, monitoring and evaluating road safety interventions and also for the operations of various stakeholders. Tanzania has a Road Safety Policy established in 2009 that places obligations on all stakeholders. With this intervention, stakeholders are fulfilling its obligations as per the National Policy. Accurate and timely collection of data will greatly support the implementation of this policy."

Senior Superintendent of Police, Deus Sokoni

The "Road Data Management System App - OKOA MAISHA" project aimed to streamline incident data collection and address critical road safety challenges by leveraging mobile technology for real-time data collection and analysis. This approach was intended to enhance the efficiency and effectiveness of traffic management and crash response.

Key activities

1. **App Development:** Created a functional mobile app for incident data collection, synchronization, and GPS tracking

2. **Training:** Provided training materials and equipment to traffic police, including smart devices and deployment plans

3. **Public Awareness:** Conducted communication efforts to raise awareness about the app and road safety through media activities

4. **Monitoring and Evaluation:** Established mechanisms to monitor app usage and performance, collecting feedback from stakeholders

"This project is implemented with the cooperation of the Ministry of Works and Transport, Tanroads, Traffic Police and TBL, I call on all road users and citizens to support this project by adhering to all road safety regulations"

Dr. Christina Kayoza, Program Manager Tanroad Highways

The project in Tanzania successfully addressed road safety challenges by leveraging technology and awareness initiatives. Despite challenges such as officer availability and backend access issues, the project effectively developed a mobile app for incident data collection and provided comprehensive training to 85 traffic police officers across three districts. Through strategic public awareness campaigns and media coverage, the project heightened awareness about road safety and the app's functionality, reaching over 38 million impressions.

The most significant change observed was the improvement in the capacity of traffic police to manage and respond to road traffic crashes more efficiently, thanks to the new technology and training provided. This change was complemented by heightened public awareness and participation in road safety measures, leading to a noticeable improvement in road safety perceptions and practices.

"This trial project, which was accepted by the government, has brought positive results in the community and has met its objective of reducing injuries due to preventable accidents. I recommend that this project be carried out nationwide in order to improve road safety in general"

Inspector Faustina Ndunguru – Traffic Headquarters, Tanzania

"I would like to thank TBL for raising their voice and collaborating with the Police Force, this will greatly strengthen law enforcement for all road users and bring our performance up to a digital standard. As a Police Force we need to move fast into the digital age. The use of this equipment is exactly what we need to get timely information and so we must adopt it"

Senior Superintendent of Police Solomon Mwangamilo, Regional Traffic Officers (RTO) Kinondoni

Partners by Organizational Affiliation (2019 - 2023)

Academia

Government

Private sector

Not-for-profit organizations

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DECADE OF ACTION FOR
ROAD SAFETY
2021 - 2030

PARTNERSHIP
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AB InBev