



RSF
UN ROAD SAFETY FUND

*For a world where roads
are safe for every road user,
everywhere.*



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UNRSF PLEDGING CONFERENCE 2022

UN High-Level Meeting on Road Safety, New York

IN-PERSON EVENT

THURSDAY, 30 JUNE 2022

TIME TO INVEST IN THE UN ROAD SAFETY FUND

"Today, against a backdrop of compounding climatic, health and geopolitical crises, we have a real chance to act on the urgent and solvable issue of safer roads for all. Over the last year, we have seen how, on the ground, more citizens, countries and companies are joining the United Nations Road Safety Fund's global partnership – working since 2018 on safer roads for users everywhere."

– **Jean Todt**, United Nations Secretary General's Special Envoy for Road Safety

Since 2018 the Fund has been working to help halve road deaths and injuries in low- and middle-income countries, where over 90% of the 1.3 million fatal crashes occur each year.

Operating in 30 countries across 5 regions, at the end of 2021, the Fund actively supports better urban planning for school zones, low emission non-motorized transport, speed management and cleaner safer used vehicle standards.

The Fund's first pledging event on 30 June 2022 at the UN Headquarters in New York seeks to mobilize new partners and pledges of \$US 40 million for its projects in 2022-2025. Road safety is underfunded in most countries – pledges you make will be channeled to 60 additional countries in most need of support.

For more information on how to join the UN Road Safety Fund, visit:
www.roadsafetyfund.un.org or contact unrsf_secretariat@un.org



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ADDED-VALUE OF A GLOBAL PARTNERSHIP

In line with national and regional requests, the Fund connects with members of its global network of communities, civil society, governments, companies and UN agencies in order to coordinate and implement evidence-based interventions to close critical gaps within its 5 priority areas:

- **Road safety management** ex. institutionalized mechanisms to plan, finance, implement, monitor and review continual road safety improvements.
- **Safe roads** ex. systematic road safety audit and inspection, and safety-driven design.
- **Safe vehicles** ex. effective system for vehicle admission with minimum safety requirements.
- **Safe user** ex. traffic rules enforcement and addressing road user behaviour, including for vulnerable road users.
- **Effective post-crash response** ex. standards for data collection and improved post-crash response and investigation.

In addition to pooling technical expertise across the globe, the Fund's global partnership offers several advantages:

- 1 Reduced competition:**
Pooled funds incentivise collaboration and reduce duplication.
- 2 Greater innovation:**
Design is adapted to a shared outcome, allowing for a catalytic role and pivot toward opportunity and change.
- 3 Partnership-based model:**
The concept of inclusion is at the root of the pooled fund model.
- 4 Flexibility to support outcomes:**
Resources are committed to broad, multi-agency pools rather than specific projects.
- 5 Transformative vehicles:**
Pooled funds have a common theory of change for all partners.
- 6 Leveraging power:**
With more partners and scale, a pooled fund leverages additional resources and both public and private partners.
- 7 Cost effectiveness:**
The division of labour in the pooled fund design lowers transaction costs.
- 8 Rooted in strategic priorities:**
Purpose-based and inclusive governing bodies lead strategic decisions and allocations.
- 9 Strong action and advocacy:**
Multiple partners catalyse greater action in others via positive peer pressure.
- 10 Professional administration:**
Dedicated trustee function ensures specialised expertise, transparency as well as fiduciary checks and balances.

PROUD TO CHAMPION VALUED SUPPORT OF DONORS

Depending on the financial contribution made, donors may select and customize how they prefer to be profiled in the public domain.

MEDIA	<ul style="list-style-type: none"> ▪ Profiled in the Fund's interviews/articles ▪ Profiled in the Fund's videos and multi-media ▪ Customized content for press releases related to Donor contribution ▪ Media access to select accredited media at UN
EVENTS	<ul style="list-style-type: none"> ▪ Use the Fund's Donor poster acknowledging level of contribution ▪ Contribution announced at Fund high-level event alongside other donors in presence of UN Special Envoy for Road Safety ▪ Donor representative invited as Fund event co-host / high-level speaker
GOVERNANCE	<ul style="list-style-type: none"> ▪ Field/site visit to one of the Fund's projects ▪ Opportunity to be nominated to sit on the Fund's Advisory Board or Steering Committee ▪ Invited to be a member of a Fund Platform of Engagement ▪ Invited to co-chair a Fund Platform of Engagement
WEBSITE	<ul style="list-style-type: none"> ▪ Display the Fund's logo / boilerplate on donor's channels and materials ▪ Use the Fund's Donor banner acknowledging level of contribution ▪ Donor logo placed on the Fund's website alongside other donors' logos ▪ Announcement of donor's contribution on the Fund's website ▪ Donor featured regularly on the Fund's website and/or publications
SOCIAL MEDIA	<ul style="list-style-type: none"> ▪ Use the Fund's Donor graphic card acknowledging level of contribution ▪ Profiled on the Fund's social media platforms
REPORTING	<ul style="list-style-type: none"> ▪ Regular communication and reporting from Fund ▪ Annual Donor Visibility Report Card to showcase profile and reach gained

HOW TO JOIN THE UN ROAD SAFETY FUND PLEDGING EVENT

On the occasion of the UN High Level Meeting for Improving Road Safety (HLM), the in-person lunchtime event will take place on Thursday, 30 June 2022 at the UN Headquarters in New York, USA during 1:15 pm – 2:45 pm EST.

Opening Statement (5 mins): Jean Todt, UN Secretary General's Special Envoy for Road Safety will share his vision for the Second Decade of Action and thank UN Member States partners for their support pledged to the Fund during the HLM and welcomes additional pledges from the private sector and NGOs.

Fund Presentation (5 mins): Nneka Henry, Head of the UN Road Safety Fund Secretariat will highlight key results, challenges and opportunities of the Fund and highlight the critical role of the partners.

Private Sector Pledges (45 mins): Private sector and NGOs pledge announcements.

Joint Outcome Announcement (5 mins): Olga Algayerova, Executive Secretary, UN Economic Commission for Europe will announce the total amounts pledged/contributed as announced by UN Member States in the HLM as by the private sector in the lunchtime event.

**a seated lunch will be served during the event*

Representatives speaking on behalf of UN Member States are invited to announce their pledges and contributions in the plenary sessions of the HLM on 30 June 2022 during 10 am – 1pm. UN member states pledges will also be recognized in the opening statement of the UN Special Envoy.

Representatives speaking on behalf from the private sector and other non-governmental bodies are invited to announce their pledges and contributions in the lunchtime pledging event on 30 June 2022.

Invitations to the lunchtime pledging event will be extended to representatives of UN Member States, the private sector and other non-governmental bodies only on the basis that he/she intends to announce a new financial pledge/contribution dated after 3 December 2021 at either the HLM or the lunchtime pledging event.

At the end of the lunchtime pledging event, pledges and contributions intended for the year(s) 2022, 2023, 2024 and/or 2025 will be counted towards the overall event announcement and press statement.

To ensure representatives receive the necessary accreditation to enter the UN Headquarters, please confirm your intention to join the event by Sunday, 5 June 2022. A social media engagement plan will also be prepared for all partners making announcements during the HLM as well as the lunchtime pledging event. A press statement will also be released to communicate the participation and outcome of the announcements made in support of the Fund.