

10 December 2021

UN Road Safety Fund aims to raise awareness among 1 billion people by 2030 of need for financing to tackle road deaths in low- and middle-income countries.

What moments do you live for in your daily life? We all have precious moments that we cherish. Unfortunately, every 24 seconds at least one person has those moments taken away because of a road traffic injury. In 93% of the cases, that person lives in a low- or middle-income country.

The UNRSF's new campaign "#moments2live4" encourages everyday road users – you, me, friends and family – to reflect on and share those simple moments that matter much more than moments wasted on poor road safety behaviour.

With more than 1.3 million deaths worldwide each year and nearly 50 million serious injuries, traffic crashes are the leading cause of death for children and young people between 5 and 29 years old. Road crashes are a global health issue that incites loss of livelihoods and feeds cycles of poverty. Estimates indicate that road crashes cost low- and middle-income countries 3-5% of their gross domestic product (GDP).

UNRSF's #moments2live4 campaign will raise awareness on the importance of investing in better road safety performance within low- and middle-income countries. From November to June each year, during the Second Decade of Action for Road Safety (2021-2030), the campaign will actively engage everyday road users to share campaign messages and post a photo and/or 24 second video of the moments in life that inspire them to believe in the importance of safe roads everywhere.

With a goal to reach 1 billion¹ people by 2030, the campaign will actively communicate about road safety in a mix of the world's 24 most populous countries – comprising some of the most affected countries by, as well as some of the strongest country champions for, the issue of financing road safety in low- and middle-income countries. Each month, 3 countries will be highlighted, with in December, Brazil, Russia and Vietnam.

Advocacy for investments in road safety is vital to help mobilize and channel resources to the communities and corners of the world which have the greatest road crash toll. Referring to the global goal of halving the

¹ Notably thanks to social media impressions

number of the victims of the roads as targeted in the United Nations General Resolution A/RES/74/299, Mr. Jean Todt, the UN Secretary General's Special Envoy for Road Safety, highlighted that *"to achieve this goal, the United Nations encourages countries to promote road safety knowledge and awareness among the population through education, training and publicity campaigns, especially among youth. Furthermore, the resolution invites countries to invest in road safety and to support the UN Road Safety Fund."*

"We do not want a world where being safe on the roads is reserved only for a few privileged countries. One of the main objectives of this campaign is to demonstrate that road safety is truly a global development challenge that affects every country and everyone; but that some countries have less available resources to substantially curb road traffic deaths and injuries than others, which not only harms their citizens and tourists but also weakens their health systems and economies" explains Ms Olga Algayerova, Executive Secretary of the UNECE.

In the context of the UNRSF campaign [#moments2live4](#), the UNRSF organizes a series of **video premieres** with a celebrity, followed by a roundtable with road safety champions. The celebrity is invited, after the video premiere, to participate in a conversation on road safety.

The 1st Premiere of #moments2live4 video will take place on 10 December 2021 at 15h00 CET. For the UNRSF invites the UN Secretary General's Special Envoy for Road Safety, Mr. Jean Todt to participate in a conversation on youth and road safety.

BACKGROUND INFORMATION

Mobilizing partnerships to trigger further action and investments to ensure impact far beyond UNRSF grants

The United Nations Road Safety Fund launched the [call for its first replenishment cycle \(2022-2025\)](#) on the margins of the UN [supporting event](#) for the high-level meeting on improving road safety on the 3rd of December 2021. This first replenishment cycle will culminate at an UNRSF First Pledging Conference on the 30th of June 2022 when the UN High Level Meeting on Road Safety takes place at the UN Headquarters in New York. Investing in the Fund's unique "national road safety systems approach" is an investment in the paradigm-shift required to effect pivotal and lasting change to national road safety performance in low- and middle-income countries.

The UNRSF was created as an innovative public-private partnership to help achieve the two SDG targets that address road safety: SDG target 3.6 on halving the number of global road deaths and injuries; and SDG target 11.2 on providing access to safe, affordable, accessible and sustainable transport systems for all. UNRSF seeks to use its funding in a catalytic way, leveraging its unique position as a UN fund to mobilize diverse partnerships to trigger further road safety actions and investments, thus ensuring an impact far beyond its own grants. While the UNRSF will continue to focus on its core mandate to mobilize effective partnerships, increased financing and high-impact projects targeted at reducing road traffic deaths and injuries, Ms Nneka Henry, Head of the UNRSF secretariat explains that *"this social media campaign will be largely dependent on every citizens' support to communicate that we are losing millions of lives, livelihoods and precious moments because of preventable road crashes We call on every single person to support and share the #moments2live4 campaign."*

The UNRSF's 25 projects in 30 countries support low- and middle-income countries to improve road safety systems ranging from speed management to safer used vehicle standards to legislation on traffic rules and use of safety devices to road crash mapping to training urban planners on how to construct roads in a way that children, pedestrians, cyclists, vehicles and public transport users can all safely share the road.

The UNRSF currently receives contributions from the public sector, including Russian Federation, France, the European Commission, The Kingdom of Bahrain, Monaco, Hungary, Slovakia, Cyprus and Mauritius; from private sector companies such as FIA Foundation, Total Foundation, Michelin, Pirelli, 3M, Essilor, Keep Fighting Foundation and La Nuez Production; as well as from individual citizens through the UNRSF website.

The Secretariat of the UNRSF is hosted by the UNECE. Its administrative agent is the United Nations Multi-Partner Trust Fund Office in New York.

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- Information about the **1st Premiere of #moments2live4 Video** with a conversation with the UN_Secretary General's Special Envoy for Road Safety and a roundtable with road safety champions, to be held 10.12.2021.
 - Campaign page "#moments2live4": <https://roadsafetyfund.un.org/moments2live4>
 - More information about the UNRSF 1st Replenishment cycle: [UNRSF Replenishment brochure](#)
 - Contact Press: stephanie.schumacher@un.org
 - UNRSF website roadsafetyfund.un.org
 - **Twitter:** https://twitter.com/UN_RSf
 - **LinkedIn:** <https://www.linkedin.com/company/un-road-safety-fund>
 - **TikTok:** <https://vm.tiktok.com/ZSedstHC8/>
 - **Facebook:** <https://www.facebook.com/UNRSFpage>
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