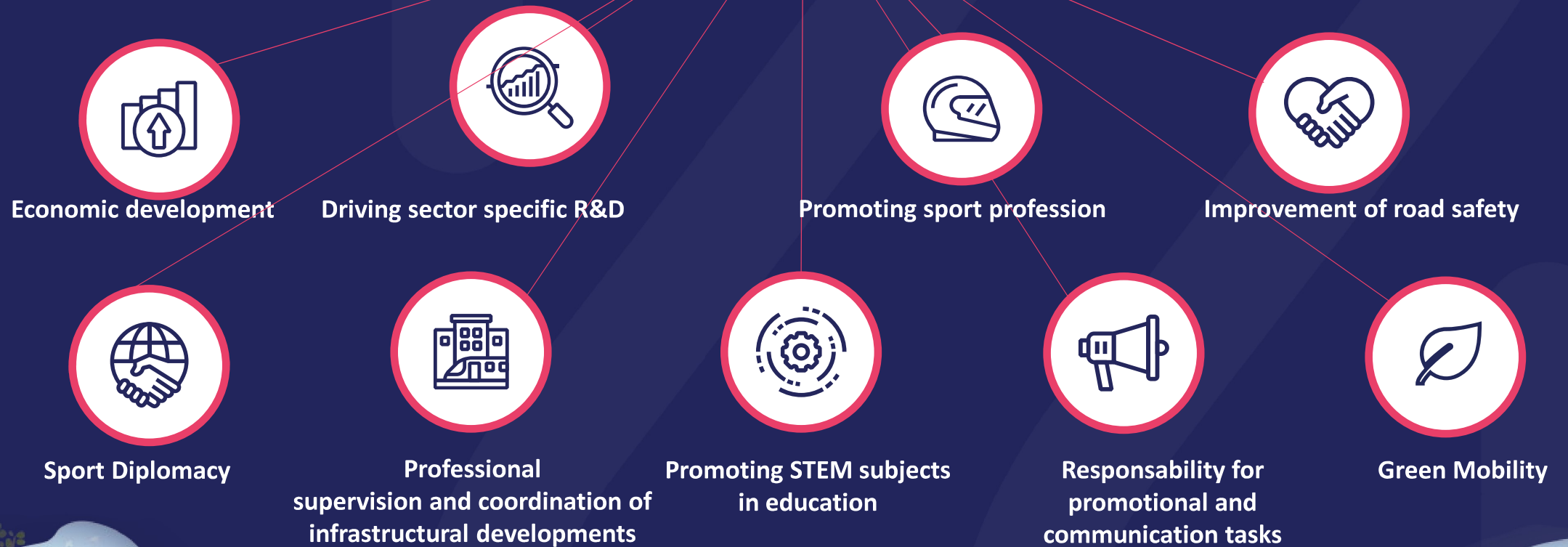


Hungarian Mobility Development Agency

Why is financing road safety important for HUMDA?



Main activities



HUMDA's road safety activity

- Since its inception, HUMDA has launched several programs and campaigns highlighting the everyday importance of road safety.
- In 2023, we would continue to contribute to the development of the social discourse on road safety through a national road safety campaign with a social purpose targeting various age groups and traffic participants.
- Donor country for the UN Road Safety Fund since 2018



Targets for the Road Safety Action Plan 2020 – 2030

In line with “Vision Zero”

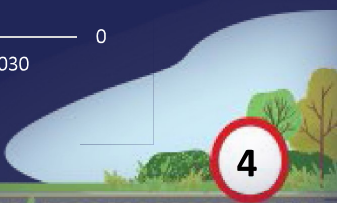
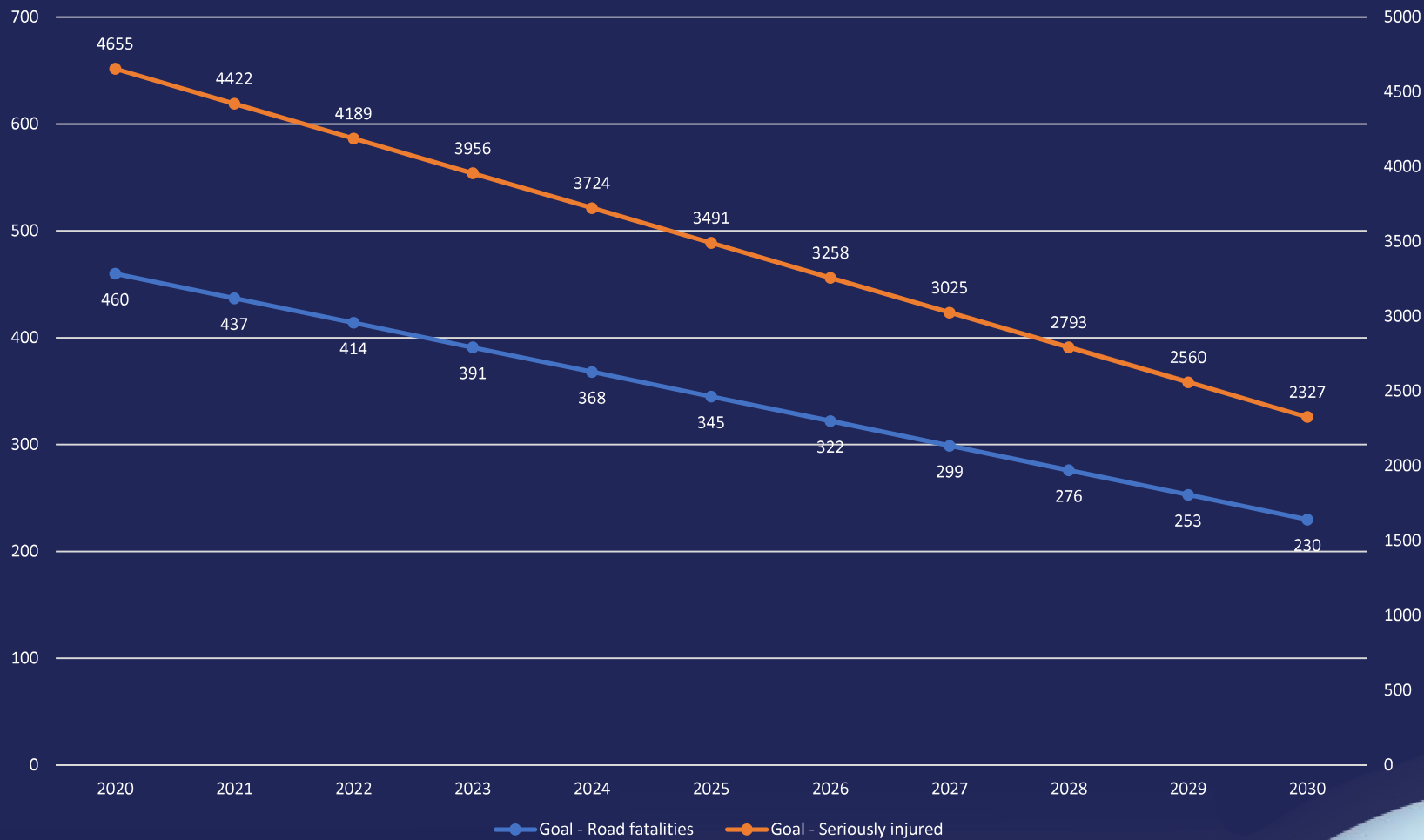
Goals related to the number of road fatalities and serious injuries in Hungary (base year: 2020)

Serious injuries

Fatalities

50%
Reduction by
2030

0
Fatalities by
2050



SAFETY PROGRAMS IN 2022-2023

HUMDA aims to continue the firm's educational activity on the field of road safety.

Building on our past experiences we would like to encourage more and more actors of the everyday transportation to be more careful on the public roads with our programs' developing its' concept further:

- Road Safety
- Moto Safety
- Drive Safety
- Truck Safety



ROAD SAFETY

The ROAD SAFETY is an interactive education and development program which visits new towns every week, moving the youth of the given city, went beyond the traditional framework of teaching.

Program (45 minutes):

- 20 minutes of instruction in the tents,
- 25 minutes on a temporary traffic road with electric mini cars, bicycles and scooters, where they can get acquainted with traffic rules and, for example, police arm signs and test their knowledge in practice, with the help of expert instructors.



ROAD SAFETY

The main mission of the program is to support the education of children for safe road use.

Target groups:

- preschool,
- first and second-grade elementary students
- the afternoon program is open to all citizens

PROGRAM

- Theoretical education
- Practical education
- Board game
- Skill development
- Interactive games
- Press events
- Memorabilias for the children



Why is important for HUMDA to finance the UN Road Safety Fund

- Hungary as a donor country recognizes that road safety is a global challenge, the projects financed by the UN Road Safety Fund, especially in low and middle-income countries are tackling the problem of road safety globally
- HUMDA intends to join UNRSF projects regarding urban planning for school zones, low emission non-motorized transport, speed management, and cleaner safer used vehicle standards in developing countries.
- HUMDA intends to join UNRSF's social media campaigns in 2023



Advantages of supporting the UN Road Safety Fund

- The UN Road Safety Fund is able to identify global needs to improve road safety
- Set priorities to maximize the impact
- Generate projects and enhance international partnerships
- Leveraging financing support by pooled Fund



#moments2live4 campaign with HUMDA's week



HELP US MAKE
ROADS SAFE
FOR CHILDREN

Humda and the UN Road Safety Fund wishes you a
Happy World Children's Day!

Learn more about UNRSF's #moments2live4 campaign:
<https://roadsafetyfund.un.org/moments2live4>

HUMDA in support of **RSF** **#MOMENTS2LIVE4**
UN ROAD SAFETY FUND







Thank you for
your attention!

