

PARTICIPATING ORGANIZATION ENGAGEMENT STRATEGY  
2024 CALL FOR PROJECT CONCEPT NOTES  
UNESCO

UNESCO QUITO OFFICE AND REPRESENTATION IN ECUADOR

**I. Overall approach to UNRSF 2024 Call for Concept Notes**

*[Describe how your organization's approach to road safety is connected to your programme of work and its geographical scope and substantive expertise. Link this to your approach to the UNRSF 2024 Call for Concept Notes.]*

Road traffic accidents cause an estimated 1.19 million annual deaths and result in approximately 50 million non-fatal injuries each year (UNRSF, 2023), posing a significant public health and road safety problem. Road traffic crashes are a leading cause of death among children and adolescents aged 5-29 years worldwide. Evidence suggests that children in low- and middle-income countries face road traffic death rates three times higher than those in high-income countries (WHO, 2023). In fact, the study shows that 97% of children who die in road traffic accidents either live in low- and middle-income countries or come from low-income families in high-income countries, despite the fact that these deaths are entirely preventable (UNICEF, 2022).

In the case of Ecuador, and according to the report *Anuario de Estadísticas de Transporte* of the National Institute of Statistics and Censuses (*Instituto Nacional de Estadísticas y Censos – INEC, 2022*) of the country, 21,739 traffic accidents occurred in 2022, with an upward trend in the indicator, compared to the two previous years. In total, there were 21,208 victims in traffic accidents, with 3,580 people losing their lives in 2022 as a result. In the case of the young people, in the year 2022, road traffic accident was the leading cause of violent deaths among the population aged 12 to 17 years with 144 deaths due to road traffic accidents (source: INEC 2022).

By the year 2023, the number of traffics accidents decreases slightly, reaching a total of 20,994 with 20,978 victims, 2,373 of them fatal (INEC, 2024). It should be noted that, according to the kept by the country's authorities, most of these accidents (91.27%) are caused by preventable causes associated with proper road safety education. The main causes are a) driver carelessness and recklessness, accounting for 8,274 accidents or 39.41% of the total; b) failure to respect traffics signs, with 4,472 accidents or 21.30%, and c) speeding, with 3,351 accidents or 16.91%.

It is worth noting that in the first quarter of 2024, 73.17% of road accident victims were men, while 25.87% were women and the remaining 0.96% could not be identified. The highest accident rate was in the 18-29 age group (INEC, 2024). Despite evidence to the contrary, in Latin America and the Caribbean in general, and in Ecuador in particular, there is a deep-rooted perception that women drive recklessly and that they are responsible for most accidents. This sexist, indemonstrable notion points to the need to include a gender approach in road safety education (SDG 5).

Many countries, including Ecuador, have made significant efforts to improve road safety by establishing national road safety systems or by adhering to the Global Plan of Action for the Decade of Action, which outlines essential activities to improve road safety issues. Improving road safety is closely linked to the achievement of the Sustainable Development Goals, in particular Goal 3.6, which aims to halve the number of road deaths and injuries worldwide, and Goal 11.2, which aims to provide access to safe, affordable, accessible and sustainable transport systems for all by 2030.

To contribute to these goals, UNESCO will focus its efforts on activities related to SDG 4, which aims to ensure quality education for all throughout life. In particular, this proposal highlights target 4.1,

which aims to ensure that all girls and boys complete their education with relevant and effective learning outcomes, and target 4.7, which focuses on the knowledge needed to promote sustainable development, human rights, gender equality, a culture of peace and non-violence, global citizenship and an appreciation of cultural diversity.

The Ecuadorian State is making efforts to address the problem of road accidents and their negative impact on people's lives. The National Development Plan 2024-2025 (Plan Nacional de Desarrollo por Un Nuevo Ecuador) states that "... road safety is the product of continuous actions that intervene in the behaviour of users of the National Road Network (Red Vial Nacional) and the means related to mobility, both to reduce and prevent traffic accidents and to mitigate their consequences" (PND, 2024 - Free translation). Among the challenges identified by the PND is the need to expand the education of the population on road safety, in order to contribute to the reduction of road accidents and deaths related to road accidents.

The Education Sector of the UNESCO Quito Office and Representation in Ecuador provides assistance and technical support for the design of policies, plans and programmes, as well as support for capacity building and exchange of good practices through collaboration and synergy with governments, academia, civil society organisations and other international cooperation agencies. The ultimate goal is to foster a culture of peace, enhance global well-being and support sustainable development through education. This includes promoting safe school environments and emphasizing the importance of road safety in creating safe and sustainable communities for the benefit of all.

Ecuador is currently facing multiple crises, including economic, social and security challenges. Studies show that higher rates of fatal injuries and deaths are closely linked to socio-economic factors. Evidence suggests that the most vulnerable populations in low- and middle-income countries are disproportionately affected by road traffic incidents, a situation that is mirrored in Ecuador. We recognize the critical intersection between road safety and sustainable development goals. Furthermore, road safety education is one of the curricular priorities of the Ecuadorian Ministry of Education, in coordination with other public institutions. Therefore, we believe that this opportunity could be of great support to Ecuador, which has not yet benefited from the Road Safety Fund. This initiative can raise students' awareness of road safety, empowering them to become active citizens who advocate responsible behavior, respect for traffic laws and empathy for all road users. Ultimately, this promotes a culture of safety and respect.

Moreover, this opportunity could enhance the inclusiveness of the Ecuadorian state in road safety education, especially for people with disabilities. Road safety issues often affect people with disabilities, making them more marginalized or vulnerable in a number of ways. For example, many roads are not easily accessible and safe for people with disabilities to use. Also, road safety education programmes may not include or adapt well to persons with disabilities, leading to limited awareness and understanding of safe practices within the community.

Another focus of our work is to strengthen the regulation of road safety issues in Ecuador. Article 4 of the Organic Law of Land Transport, Transit and Road Safety states that it is the duty of the Ecuadorian State to guarantee the right of people to be educated about road safety in their own language and cultural context. To this end, we will work with the Ministry of Education and the National Road Safety Agency (*Agencia Nacional de Regulación y Control del Transporte Terrestre, Tránsito y Seguridad Vial*) to strengthen educational plans and programmes related to road accident prevention and road safety. In this line of thought, we will encourage public institutions to strengthen road safety regulations, for example by increasing the responsibility of consumers and service providers such as restaurants, bars and other establishments, which is currently non-existent. In this sense, the aim is to implement preventive measures and strategies to discourage consumers from driving after excessive alcohol consumption. Alcohol consumption is one of the main causes of road accidents resulting in injuries and fatalities.

The UNESCO Quito Office and Representation in Ecuador is based in the city of Quito, Ecuador, and has a national scope of work through strategic alliances with various partners. Recently, the Education Sector of the UNESCO Quito Office implemented a multi-year programme of approximately US\$10 million over three years (2021-2024). UNESCO Quito has an excellent working relationship with Ecuadorian government institutions such as the National Commission for Cooperation with UNESCO (Ecuadorian Ministry of Foreign Affairs), the Ministry of Education, the Ministry of Culture, the Ministry of the Environment, local governments, and other public institutions.

The UNESCO Quito Office and Representation in Ecuador is planning to support the national government in financing road safety. This initiative responds to Funding Priority 2.a. Domestic Safety Financing of the Call for Projects Concept Notes Proposals 2024 to the United Nations Road Safety Fund (UNRSF), by analyzing public funding, budgeting and management arrangements related to road safety in Ecuador, with the aim of finding more direct and substantial forms of funding.

In this context, actions will be coordinated with the Government of Ecuador, in particular the Ministry of Education and the Ministry of Finance, with the aim of strengthening public policies and designing strategies to increase sources of funding for road safety. UNESCO will prepare studies on road safety financing, update information on road safety education in Ecuador, design advocacy campaigns on these issues and prepare reports with recommendations to strengthen public policies. At the same time, UNESCO will promote the creation of other strategic alliances to expand road safety efforts in the country (NGOs, academia, private organizations and other agencies of the United Nations system). Consequently, the strategic lines of work will be

1. Study on public investment in road safety with a gender, disability and intergenerational approach, based on national government sources, in particular the Ministry of Finance and the Ministry of Education.
2. Technical assistance to the Ministry of Education for the financing, planning and management of road safety projects for students in Ecuador.
3. Strengthening the capacity of teachers in road safety education, and updating, with a gender perspective, the “Teaching Guide to Address Road Safety Education in the Classroom” of the Ministry of Education of Ecuador.
4. Advocacy, through communication and advocacy campaign to raise awareness of the need for funding in road safety education and road culture<sup>1</sup>
5. Strengthening of regulatory frameworks on road safety education in Ecuador and mechanisms for its socialization.

## **II. Application strategy**

*[Please clearly state [yes/no] whether you will be accepting applications of interest from external stakeholders such as governments, intergovernmental bodies, civil society (NGOs, academia etc.) and private sector, for your submission to the UNRSF for this Call. If yes, specify what process/timeline should be followed by these stakeholders to be considered.*

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<sup>1</sup>. In Latin America, 'Cultura Vial' (road culture) is a widely recognised term that encompasses more than just traffic rules; it represents a set of values and attitudes that enable us to share the roads safely and respectfully. On the road, we form a community in motion, and road culture is the bond that unites us. To build a strong road culture, we need to practice respect, courtesy and empathy.

Yes, UNESCO aims to work with various external stakeholders. Taking advantage of national strengths, particularly the existence of a public policy under the responsibility of the Ministry of Education of Ecuador, which includes road safety education in the educational curriculum as part of the content to be taught throughout the national education system, UNESCO will work closely with the Ministry of Education. In addition, the country has an important group of public, non-governmental, university and private actors working to reduce road traffic accidents and their social consequences, who will be interested in contributing to the implementation of the project and will be involved in its governance. In order to implement the project effectively, UNESCO will set up three levels:

a) Project coordination and implementation: UNESCO will be the coordinating and implementing agency for the project in Ecuador. All internal rules and standards established in the Organization's Administrative Manual and Human Resources Manual will be followed. UNESCO will be in constant communication with the donor and will establish a reporting, monitoring and evaluation system for the project that will provide updated technical, administrative and financial information. UNESCO's procurement rules and regulations will apply to the provision of financial resources to private sector entities in any of the strategic lines. UNESCO will be the agency responsible to the funding entity and will therefore be the decision-making body for technical, administrative and financial decisions in accordance with its internal rules and standards. A highly qualified team will be available to implement, monitor and evaluate all project activities and products. The team will hold weekly planning and follow-up meetings.

b) Technical Committee: composed of the UNESCO team that will coordinate the project in Ecuador and the focal points of the Ministry of Education. This committee will allow a permanent dialogue between UNESCO and the Ecuadorian State throughout the project. It is important to note that the direct decisions on the project (technical, administrative and financial) will be the responsibility of UNESCO as the lead agency of the project. Supervise the management of the project and guide its direction. The Technical Committee will meet monthly or as needed, and other stakeholders may be invited to participate.

c) Advisory Committee: will be a consultative body and will enable strategic alliances to be forged to extend the intervention. It will be composed of UNESCO, the Minister of Education, the National Transit Agency, the National Council for the Equality of People with Disabilities, the National Council for Gender Equality, a representative of the Academy and a representative of non-governmental organizations. Advisory Committee meetings will be held every 6 months, with additional meetings scheduled upon request or necessity, and will evaluate the progress of the project and propose guidelines for its proper implementation. In addition, permanent communication and coordination will be maintained with the Office of the UN Resident Coordinator in Ecuador.

**Table 1. Potential National Stakeholders**

Publics	<ul style="list-style-type: none"> <li>- Ministry of Education</li> <li>- Ministry of Finance.</li> <li>- National Transit Agency (Agencia Nacional de Tránsito),</li> <li>- National Council for Disability Equality (CONADIS)</li> <li>- Municipalities</li> </ul>
Non-Governmental Organizations	<ul style="list-style-type: none"> <li>- Corazones Azules foundation</li> <li>- Justicia Vial</li> <li>- CAVAT foundation</li> <li>- Karuna</li> </ul>

	- Corazones en el Cielo, among other
Academy	- Transportation Engineering research group (Universidad Politécnica Salesiana) - Universidad Técnica Particular de Loja (UTPL).
Privates	- Private Driving School: ANETA, ESCUT, CEVIAL, among other
United Nations	- Office of the UN Resident Coordinator Ecuador. - United Nations Development Programme (UNDP)

The project will last two years and six months. At the beginning of the project, socialization meetings will be held to involve the different stakeholders interested in contributing to the project's objectives. At all stages of the project (planning, implementation, monitoring and evaluation), mechanisms for multi-stakeholder participation will be maintained in order to strengthen actions and impact.

### III. Contact information

*[Please provide the contact information of the focal point who will be coordinating the 2024 Call for Concept notes on behalf of your organization.]*

- Nicolás Reyes Morales. National Officer Education – Unesco Office in Quito and Representation in Ecuador: [n.reyes@unesco.org](mailto:n.reyes@unesco.org)
- Eun Ah Hong. Education Sector Program Support Specialist – Unesco Office in Quito and Representation for Ecuador: [ea.hong@unesco.org](mailto:ea.hong@unesco.org).
- Ernesto Mirt. Education Sector Program Support Specialist – Unesco Office in Quito and Representation for Ecuador: [e.mirt@unesco.org](mailto:e.mirt@unesco.org).

### VI. References. -

- Instituto Nacional de Estadística y Censos - INEC (2022). *Anuario de Estadísticas de Transporte*. Quito, Ecuador
- Instituto Nacional de Estadística y Censos – INEC (2024). *Estadísticas de Transporte (ESTRA). Siniestros de Tránsito I Trimestre 2024*. Quito, Ecuador
- Ministerio de Educación (2018). *Guía docente para trabajar la educación vial en el Aula*. Ecuador
- UNESCO, UNICEF, WFP (2023). *Ready to learn and thrive. School health and nutrition around the world*. París
- UNICEF (2022). *Technical Guidance for Child and Adolescent Road Safety. Healthy Environments for Healthy Children*. New York
- UNRSF (2023). *Staying the Course. Building Government Capacities. Annual report 2023*. New York

## I. Approche globale de l'appel à notes conceptuelles de l'UNRSF 2024

*[Décrivez comment l'approche de votre organisation en matière de sécurité routière est liée à votre programme de travail, ainsi qu'à sa portée géographique et à son expertise de fond. Reliez ceci à votre approche de l'appel à notes conceptuelles de l'UNRSF 2024.]*

Le Mali compte 22,3 millions d'habitants dont plus de la moitié a moins de 18 ans. La démographie, l'urbanisation rapide et la croissance des moyens de transport individuels ont entraîné une augmentation significative des accidents de la route ces dernières années. 66,6% des Maliens possèdent une moto (engin à deux roues ou trois motorisés) selon l'enquête modulaire permanente auprès des ménages réalisée par l'INSTAT (Institut National de la Statistique du Mali) en 2023. Les jeunes scolaires (du niveau fondamental II et secondaire) et universitaire qui pratiquent en grand nombre les axes routiers en milieu urbain comme rural, presque 9 mois sur 12, représentent une tranche importante de ce taux.

Par ailleurs, depuis 5 ans, le phénomène de taxis à moto a pris de l'ascension dans les zones urbaines en raison de manque cruel d'emploi pour les jeunes et aussi en raison des bouchons quasi permanent. La plupart des conducteurs de ces motos taxi manquent de formation sur les codes de la route et la conduite à tenir en circulation urbaine, ce qui augmente les risques d'accidents.

En 2023, bien que le nombre des accidents sur les routes a chuté de l'ordre de 6%, et la courbe a également baissé concernant les victimes, s'établissant à 4%, mais cependant, le nombre de personnes tuées a augmenté, passant de 684 à 689 morts. C'est dire qu'il y a plus d'accidents graves, provoqués essentiellement par l'excès de vitesse. Selon l'Agence Nationale de la Sécurité Routière (ANASER).

Les conséquences de ces accidents de voie publique, décès et blessures graves, affectent énormément les jeunes scolaires et universitaires, en causant une interruption définitive de l'éducation et en privant la société de futurs professionnels potentiels, pour certains, ou en rendant la continuité pédagogique difficile voire impossible, pour d'autres, du fait de handicaps physiques permanents, tels que la paralysie ou l'amputation de membres, rendant difficile, voire impossible, la continuité des études pour certains. Par ailleurs, les élèves et étudiants blessés doivent souvent s'adapter à leur nouvelle condition physique, nécessitant des aménagements spécifiques dans leur environnement éducatif, ce qui peut être un défi pour les établissements scolaires et universitaires.

En outre, la perte, le trouble de stress post-traumatique (TSPT), l'anxiété, la dépression et l'incapacité des jeunes élèves et étudiants en raison des accidents de la route, entraînent une perte significative de capital humain pour le renforcement duquel l'UNESCO joue un rôle essentiel à travers la promotion de l'éducation de qualité pour tous, la formation des enseignants et l'éducation pour le développement durable. Ainsi, l'approche de l'UNESCO consiste à construire une culture de sécurité routière dans l'esprit des usagers de la route en contribuant au changement de leurs comportements, pour :

- réduire le taux d'absentéisme et/ou d'abandon des élèves et étudiants dû aux conséquences des accidents de la circulation,
- diminuer le nombre de décès et de blessures liés aux accidents de la route de 30% d'ici 2028 pour la population malienne et particulièrement les élèves et étudiants, et
- augmenter la sensibilisation et l'éducation du public sur les bonnes pratiques de sécurité routière.

De manière holistique, les initiatives de l'UNESCO intégreront l'éducation (en développant un curriculum), la formation et la sensibilisation des différentes catégories d'utilisateurs de la route.

Pour ce faire, il est essentiel de tenir compte de trois dimensions importantes, à savoir l'évaluation et le renforcement des financements publics de la sécurité routière, l'intégration des exigences de

financement et le renforcement des capacités et de la sensibilisation, **conformément à la priorité n°2 de l'appel portant sur le « Financement national de la sécurité routière »**. Cela implique de :

- réaliser une évaluation exhaustive des mécanismes de financement public actuels au Mali pour les services routiers, la police et les soins de santé d'urgence, et
- identifier les principaux défis et les opportunités d'amélioration dans les processus de budgétisation et de gestion des ressources, pour fournir au Mali, qui depuis plusieurs années a adopté une approche de budget-programme par secteur, un soutien afin de trouver des moyens d'intégrer plus directement et plus substantiellement les exigences de financement de la sécurité connexes dans l'allocation budgétaire générale du gouvernement et les processus de dépenses.

Il s'agira en termes de résultats escomptés, sur la base du concept « budget-programme sectoriel », d'augmenter les allocations budgétaires dédiées à la sécurité routière pour les départements de la sécurité et de la protection civile, du transport, de la santé, de l'éducation nationale et de l'enseignement supérieur permettant :

- un renforcement du dispositif de sécurité routière à travers le déploiement des agents de sécurité et l'installation des panneaux de signalisation aux environnements des écoles,
- un renforcement des capacités (introduction de l'enseignement de la sécurité routière dans le système éducatif) et une meilleure disponibilité des services de santé d'urgence, et
- un accroissement de la sensibilisation et de l'engagement des communautés locales en matière de sécurité routière, contribuant à un changement durable des comportements.

Cela contribuera significativement à la réalisation de la vision de la stratégie nationale de sécurité routière 2021 – 2030 du Mali, à savoir : « Réduire considérablement le nombre de tués imputables aux accidents de la route au Mali » avec comme objectif principal de : « réduire le taux de mortalité des accidents de la route de 50% en le ramenant de 25 tués par 100 000 habitants à 12 tués par 100 000 habitants à l'horizon 2030 », en cohérence avec **les objectifs de la Décennie d'action pour la sécurité routière des Nations-Unies, notamment en sa recommandation n° 1 portant sur la Gestion renforcée de la sécurité routière ; n° 4 sur l'amélioration du comportement des usagers de la route ; et n° 5 sur l'amélioration des soins après un accident.**

## **II. Stratégie applicative**

*[Veuillez indiquer clairement [oui/non] si vous accepterez les candidatures intéressantes de parties prenantes externes telles que les gouvernements, les organismes intergouvernementaux, la société civile (ONG, universités, etc.) et le secteur privé, pour votre soumission à l'UNRSF pour cet appel. Si oui, précisez quel processus/échancier doivent être suivis par ces parties prenantes à prendre en compte].*

Oui, nous acceptons les candidatures intéressantes de parties prenantes externes telles que les gouvernements, les organismes intergouvernementaux, la société civile (ONG, universités, etc.) et le secteur privé, pour notre soumission à cet appel.

En effet, l'UNESCO va travailler avec plusieurs entités dont : le ministère des Transports et des Infrastructures à travers l'Agence Nationale de Sécurité Routière (ANASER), le ministère de la Sécurité et de la Protection Civile (MSPC), le ministère de la Santé et du Développement Social (MSDS), le ministère de l'Éducation Nationale (MEN), le ministère de l'Enseignement Supérieur et de la Recherche Scientifique (MESRS), les Syndicat des transporteurs et chauffeurs routiers et les Associations de sécurité routière et OSC.

Particulièrement, nous allons travailler avec l'ANASER et la Direction Nationale de la Santé (DNS) afin de : conduire un diagnostic initial, organiser des consultations et assurer la mise en œuvre et le suivi des activités pour optimiser les financements et les processus de gestion liés à la sécurité routière, en s'assurant que les processus de planification budgétaire et de dépenses tiennent compte de manière adéquate des besoins en matière de sécurité routière.

Il s'agira, en termes d'activités de :

- organiser des ateliers de travail pour co-cr er des solutions innovantes et durables pour l'int gration des exigences de financement de la s curit  dans les processus budg taires ;
- organiser des ateliers de formation pour les agents de la circulation, les ing nieurs de la voirie, les hommes de m dias et les d cideurs politiques ;
- faire le plaidoyer pour renforcer le dispositif de s curit  routi re (mobilisation d'agents et panneaux de signalisation)   proximit  des  coles ;
- int grer des modules p dagogiques sur la s curit  routi re et les usagers de la route dans les programmes d' ducation formelle et non formelle en langues locales ;
- organiser des campagnes de sensibilisation   grande  chelle utilisant les m dias locaux, les r seaux sociaux, les influenceurs, les artistes et les  coles ;
- distribuer des mat riels  ducatifs et organiser des  v nements communautaires pour promouvoir les pratiques de conduite s res ;
- installer des signalisations routi res ad quates et expressives en langues locales dans les zones d'afflux (march s, mosqu es,  glises, etc.).

Dans le cadre de ce travail avec des parties externes   l'Organisation, toutes les r gles et proc dures internes  tablies dans le manuel administratif, y compris celles relatives   la passation de march  ainsi que le manuel des ressources humaines de l'Organisation seront appliqu es et respect es.

L'UNESCO sera en communication constante avec le donateur et mettra en place un syst me de rapport, de suivi et d' valuation du projet qui fournira des informations techniques, administratives et financi res actualis es.

L'UNESCO demeure l'agence responsable devant le donateur et sera donc l'organe d cisionnel pour toutes les questions techniques, administratives et financi res conform ment   ses r gles et proc dures internes.

### **III. Coordonn es**

*[Veuillez fournir les coordonn es du point focal qui coordonnera l'appel   notes conceptuelles 2024 au nom de votre organisation.](pour ce point, il faut demander l'avis du Chef)*

*Hawa TRAORE*

*Executive Assistant*

*UNESCO National Office in Mali*

*Hamdallaye ACI 2000*

*Bamako ( Mali)*

*B.P E 1763, Tel.: +223 20 23 34 92, Cell: +223 66 75 69 23*

*[www.unesco.org/bamako](http://www.unesco.org/bamako)*

*et*

*Dr. Banzoumana TRAORE*

*Sp cialiste Communication*

*Secteur Communication & Information*

*Hamdallaye, ACI 2000*

*Cel. : +223 76 49 13 22 / 66 51 64 74*

*E-Mail : [b.traore@unesco.org](mailto:b.traore@unesco.org)*

*Website: [www.unesco.org/bamako](http://www.unesco.org/bamako)*