

PARTICIPATING ORGANIZATION ENGAGEMENT STRATEGY
2024 CALL FOR PROJECT CONCEPT NOTES
FUNDACIÓN WRI COLOMBIA

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.]

WRI is a global research organization that works in 60 countries. With more than 1,800 experts and staff, we turn big ideas into action at the nexus of the environment, economic opportunity, and human well-being. The WRI Ross Center for Sustainable Cities is WRI's program dedicated to shaping a future where cities work better for everyone. The Ross Center helps create accessible, equitable, healthy, and resilient urban areas for people, businesses, and the environment to thrive.

Our Road Safety program for more than 10 years has supported safe streets and safe mobility projects in over 20 countries, including countries with low and mid-level income, providing technical expertise and guidance to implement interventions and policies for safe and equitable road infrastructure design and mobility systems. Our approach is summarized in our strategy to help cities:

- Avoid increased motorized travel which has been shown to be associated with higher fatality rates through policy, land use and transport planning
- Shift to safer modes of travel such as public and non-motorized transport
- Improve existing mobility systems and infrastructure to maximize safety

We are embracing an interconnected view, where we address systemic problems and pursue goals that benefit people, nature and climate together. Our unique approach relies upon three main institutional strengths:

- **Count It:** We start with data and rigorous analysis to identify risks, uncover opportunities and inform strategies and solutions. We capture and disseminate lessons learned with the world.
- **Change It:** We work on-the-ground to deliver change informed by the research and experience of our multidisciplinary network.
- **Scale It:** We engage with national and subnational governments to mobilize finance, convene coalitions, and facilitate peer-to-peer learning in support of three interconnected goals: zero exclusion, zero emissions and zero traffic fatalities.

Utilizing evidence-based research and data, we work to influence decision-makers and effect policy change to improve the lives of urban residents, while at the same time addressing the challenges of climate change through on-the-ground actions with global impact.

For UNRSF we will work in Priority 1: Regional programmes that implement road safety laws and standards aligned with UN legal instruments; specifically, laws that address speed as a key factor.

Despite low-middle-income countries having less than 1% of the world's motorized vehicles, they account for 92% of global traffic deaths (WHO, 2023). Excessive vehicle speed is the primary risk factor for both fatal and non-fatal road injuries, disproportionately affecting vulnerable road users such as pedestrians, cyclists, and motorcyclists (WHO, 2023). According to the World Health Organization, effective speed management is essential for most road safety intervention strategies. Countries that have adopted a safe system approach have reduced road traffic crashes faster and with better results from

those who have not yet adopted it, according to a study carried out in 53 countries (WRI, 2018); therefore, it is not a surprise that several cities have realigned their policies towards the safe system approach and speed management emerging as a critical focus.

In 2023, Colombia experienced 8,546 deaths due to road crashes, a significant increase since the end of the pandemic. This surge is largely attributed to motorcycle use, with motorcyclists accounting for 5,291 of these deaths (National Road Safety Observatory). Motorcyclists have become the most frequent victims of fatal crashes, and they are also often involved in incidents resulting in the deaths of pedestrians and cyclists. For instance, data from the Secretary of Mobility shows that in Bogota, motorcyclists were involved in over half of the pedestrian deaths in the city in 2023. Although Colombia has made efforts to establish a legal framework aimed at decreasing road crash rates, significant work remains to reverse the current trend and ensure safer roads for everyone.

In 2022, Colombia promoted a national policy (law 2251 of 2022, known as Julian Esteban road safety law) that dictates that 77 municipalities and 24 departments must have a Speed Management Program (SMP) and update the program every two years. While this is a great advance in the road safety agenda, in practice, the municipalities lack technical expertise and limited staff to design the program. Also, in 2023, the National Road Safety Agency (NRSA) published the national speed management guidelines and requested that all the new and existing SMPs be aligned with the national document. And while the guidelines have tools and steps to build the SMP, the municipalities have seen challenges adopting the national instruments and to this date only one municipality has delivered an aligned SMP. So, while huge advances have started in Colombia to reach the ODS goal of reducing by half the road crashes in the country, it has also put a lot of pressure to small and medium municipalities where the human resource is scarce to design a SMP, and even more, implement and monitor its actions.

We have identified three main barriers to designing and implementing speed management programs:

1. **Lack of Political Will:** Local authorities often do not prioritize speed management in the mobility agenda.
2. **Limited Resources:** Small local teams frequently lack the tools and capacity to develop, implement, and monitor effective speed management programs.
3. **Implementing SMP:** Concrete actions on safe road design, control, and enforcement remain minimal. Most efforts so far have focused on educational campaigns targeting road users.

To address these challenges, we aim to create data-driven cases to help local teams convince decision-makers and opponents. Additionally, we plan to develop tools to empower local teams with the knowledge required to design, implement, and monitor their SMPs. Our goal is to transform political instruments into actionable plans that enable local teams to achieve their objectives and create safer streets for all, rather than merely setting requirements without real impact.

While designing the SMP is a crucial initial step, supporting municipalities in implementation is another significant barrier we've encountered in our work with low- and middle-income cities. We hope to work with three municipalities in different regions to implement their short-term actions by supporting them in prioritizing concrete interventions in safe road designs and control and enforcement measures, and monitoring and evaluating results.

In the proposal to be developed, we would work with at least 10 municipalities in Colombia that want to implement their Speed Management Plan, providing support in the different stages and designing workshops and a space for knowledge exchange to strengthen local teams; and focus in three municipalities to help them achieve their first short term goals. We will also work with the Ministry of Transport and the National Road Safety Agency (NRSA) to help align all the national road safety instruments with the local work. We will use the tools developed in our [*Guide for Safe Speeds: Managing Traffic Speeds to Save Lives and Improve Livability*](#) published in 2023 with the World Bank support, contextualizing each municipality's reality and dynamic. The work with the municipalities

would be documented so other cities low and middle-income country that would like to work on speed management have the tools to carry out the task.

WRI’s possible support:

- Arrange a work plan, roles and deliverables, and help the municipalities structure their SMP with the requirements from the National Agency and aligned to the national instruments.
- Diagnosis and monitoring: Working with the local teams and NRSA, find out the existing data and create a battery of indicators required for the monitoring and evaluation process. Help build the city’s diagnose- road safety and speeds- and baseline indicators.
 - WRI has developed a tool to measure speeds in different cities, it would be a great opportunity to test and pilot the tool and be able to twitch if required.
- Design different tools for the participation of other dependencies in the construction of the SMP, seeking to be an open and participatory process with communities and local administration. And support these spaces.
- Capacity building spaces: At least three workshops will be given: Safe system approach, importance of speed management and how to define safe limits. Other spaces such as low-speed zones and cycling infrastructure would be optional and upon request by the municipalities.
- Review of final document.
- Support three cities to implement their short-term speed management actions and monitor and measure the success of those actions. This might include pilot projects required for the different phases of the Speed Management Program or actions following the published SMP.

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.

Yes, we will be accepting applications of interest from external stakeholders.

WRI Colombia will be receiving applications until August 5th at 11:59 pm (UTC-5). Applications must be sent via email to: Jessica Kisner (jessica.kisner@wri.org) and Pilar Galvis (pilar.galvis@wri.org).

Applications must include the following information:

- Name of the organization/entity
- Focal point information (name, title, email)
- Brief description of the experience in road safety of the organization, with special focus on experience in the Latin American region.
- Brief description of specific topics of interest of the organization regarding road safety and possible supports to WRI’s idea proposal. Specifying how your organization will add value to the proposal.

Process steps	Dates
Reception of applications	Until August 5th, 2024
Notification of acceptance to applicants	August 7th, 2024
Partner governance scheme definition	August 8th – August 15th, 2024
Preparation of concept note and budget	August 8th – October 24, 2024
Delivery of concept note to UNRSF	October 31st, 2024

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.]

Name: **Jessica Kisner**

Email: jessica.kisner@wri.org

*Note:

- This Annex will be posted on the UNRSF webpage.
 - Participating organizations email the secretariat with their respective engagement strategies by 1 July 2024.
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