

PARTICIPATING ORGANIZATION ENGAGEMENT STRATEGY
2024 CALL FOR PROJECT CONCEPT NOTES
[YOUTH FOR ROAD SAFETY (YOURS)]

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.]

[YOURS](#) is a global organisation that works with and for young people to demand and deliver road safety and sustainable mobility. YOURS is globally recognised as a leader in assisting government investment in youth leadership in the road safety field and offers the UN a platform to engage with young people meaningfully. Through our [Global Youth Coalition for Road Safety](#), we unite and empower thousands of youth leaders from over one hundred countries.

YOURS is planning to respond to this call of proposals by joining a coalition addressing **Priority 1 - Regional programmes** that implement road safety laws and standards aligned with UN legal instruments. YOURS will ensure our project addresses some of the most pressing challenges young people face on the roads, adapted to the local context and focused on safe road users and safe roads.

As part of its leading global role on youth and road safety issues, YOURS' response to this call for proposals may include the following approaches:

- Designing and implementing youth mobilisation strategies;
- Youth capacity development programmes;
- Youth-led road safety advocacy efforts;
- Youth-led evidence-based road safety interventions;
- Developing and enhancing government systemic meaningful youth engagement strategies and supporting their implementation;
- Designing and strengthening a robust support system for youth leaders and policymakers to co-create a safe mobility system respecting their collective needs and ideas for a sustainable future.

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.]

YOURS is seeking opportunities to join coalitions targeting youth leadership in evidence-based solutions implementation, where the coalition is led by a PUNO focal point or has a PUNO involved in the Coalition. YOURS will consider partnerships to collaborate with multi-sectoral stakeholders such as other non-governmental organisations, multilateral institutions, and academic institutions.

YOURS designs projects with meaningful opportunities for young people to inform and influence solutions and rejects notions of youth tokenism. We see young people as credible and equal stakeholders in designing and implementing safe mobility solutions, and will push this approach within the proposal coalition.

Any actor interested in working with and for young people to demand and deliver road safety and sustainable mobility to contribute to the reduction of road traffic injuries should reach out to coordinate joint efforts and define potential synergies.

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.]

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*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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