

Global leaders re-commit to improving road safety at UNRSF High-Level Pledging Forum

Marrakesh, Morocco – 17 February 2025 – On the margins of the 4th Global Ministerial Conference on Road Safety, the Kingdom of Morocco and the UN Secretary-General’s Special Envoy for Road Safety convened a High-Level Pledging Forum in support of the [UN Road Safety Fund \(UNRSF\)](#) on 17 February 2025. The event mobilised critical funding to support life-saving road safety initiatives in over 125 low- and middle-income countries facing the highest road crash fatalities.

Government officials, private sector leaders, and road safety experts discussed urgent interventions needed to achieve the global target of halving road traffic deaths by 2030. The event featured an experts’ roundtable on strengthening road safety systems, the unveiling of new projects from the 2024 UNRSF Call for Proposals, and financial commitments from new and existing donors.

Moderated by the UNRSF Steering Committee Chair, Dr Weimin Ren (UNESCAP), the experts’ roundtable: *“Shaping the Course, Building Road Safety Systems,”* focused on legislative harmonisation, motorcyclist safety, and sustainable financing. Panellists included practitioners from the Netherlands, France, WHO, UNECE, UNECLAC, UNOPS, Global NCAP, as well as private sector partners such as Autoliv and Honda.

Manpreet Darroch (YOURS) moderated the high-level segment of the Forum, where key stakeholders made pledges and shared their commitments to road safety. The segment featured remarks from H.E. Abdessamad Kayouh (Minister of Transport and Logistics, Kingdom of Morocco), Jean Todt (UN Secretary-General’s Special Envoy for Road Safety), Tatiana Molcean (UNECE Executive Secretary), and Nneka Henry (UNRSF Head). Up to 15 new funding commitments were announced, with pledges from donor member states, including France, Slovenia, and Qatar, as well as private sector contributions from leading global companies such as Autoliv, Honda, Michelin and Pirelli.

UNRSF has been at the forefront of strengthening road safety through strategic investments. Recent successes include a real-time crash data platform in Armenia that has led to targeted infrastructure improvements, reducing repeat speed violations by 18% in the pilot area. In Brazil, enhanced enforcement of drink-driving and speeding laws has contributed to an 8.4% reduction in road deaths in the State of Pará. Rwanda has adopted UN helmet safety standards and launched local manufacturing initiatives to improve protection for motorcyclists.

With road crashes remaining the leading cause of death among young people worldwide, the Pledging Forum represented a crucial opportunity to accelerate action and close the road safety funding gap.

H.E. Abdessamad Kayouh, Minister of Transport and Logistics of Morocco emphasised Morocco's commitment to advancing road safety efforts. *"As a host country, we are proud to bring together global leaders to reaffirm that road safety is a shared responsibility. Every pledge made today – including from my own country – is a step toward saving lives on our roads."*

Jean Todt, the UN Secretary-General's Special Envoy for Road Safety, underscored the urgent need for stronger financial commitments. *"We are falling short in our collective efforts to finance road safety, and this inaction has consequences. Every moment we delay, more lives are tragically lost and devastates those left behind. Road safety is critical, a universal issue that affects everyone, and underinvestment only worsens the crisis. Stakeholders must step up and do better."*

Nneka Henry, Head of the UNRSF, also thanked existing donors and stressed the importance of sustained multi-year contributions. *"We have set an ambitious goal of securing \$30 million to cover our work until 2030. With nearly a third of this amount mobilised and announced today, there is still significant ground to cover. We stand at a decisive moment where stronger commitments and sustained financing will determine whether we achieve our goal of halving road traffic deaths by the end of this decade. The pledges announced today will help us scale up our proven solutions and expand our reach to the most vulnerable communities."*

Newly Announced UNRSF Projects Addressing Critical Gaps

In line with its mission to drive systemic changes in road safety, the UNRSF announced eight new projects funded through earmarked support from Autoliv on motorcycle safety and pooled contributions from donor governments and the private sector:

- **Empowering Law Enforcement in Sub-Saharan Africa** – Aligning national laws with UN standards on drink-driving, helmet use, and speed limits.
- **Protecting Riders in MENA & Beyond** – Strengthening motorcycle safety laws.
- **Investing in Mongolia's Safer Roads** – Developing national road safety budgets and investment strategies.
- **Mobilizing Sustainable Financing in Honduras, Mozambique and the Philippines** – Engaging public-private partnerships for long-term road safety funding.
- **Building lasting investment solutions to make India's roads safer** - Enhancing road safety funding through more substantial national and state funds, innovative financing, and government capacity building.
- **Building Safer, Greener Cities** – Supporting sustainable transport policies for pedestrians and cyclists.

- **Star Rating for Safer Motorcycles** - Establishing regional motorcycle star rating based on safety features & UN compliance.
- **Protecting Riders and Passengers in Latin America and the Caribbean** - Strengthens helmet laws, insurance, licensing, and motorcycle safety regulations.

Read the full speech from the Head of UNRSF [HERE](#).

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About the UN Road Safety Fund

The UN Road Safety Fund (UNRSF), launched in 2018 by the UN Secretary-Generals Special Envoy for Road Safety, is the only UN fund dedicated to road safety. It mobilizes and distributes financial resources to support government-led initiatives aimed at achieving SDG 3.6—halving global road deaths by 2030.