

PARTICIPATING ORGANIZATION ENGAGEMENT STRATEGY
2025 CALL FOR PROJECT CONCEPT NOTES
[UNITED NATIONS INSTITUTE FOR TRAINING AND RESEARCH - UNITAR]

I. Overall approach to UNRSF 2025 Call for Concept Notes

As a specialized training institution within the United Nations system, the United Nations Institute for Training and Research (UNITAR) possesses distinct expertise and a proven track record in designing and delivering a diverse range of capacity-building, training and learning solutions, as well as public awareness programmes. These initiatives are tailored to the needs of institutions and individuals.

Road Safety is a strategic priority for UNITAR, operationalized through its flagship initiative - the Road Safety Global Training Initiative (RSGTI). This initiative provides targeted, action-oriented support to reduce road traffic fatalities and injuries, aligned with Sustainable Development Goal (SDG) 3.6 and the Global Plan for the Decade of Action for Road Safety 2021–2030. The RSGTI is structured around three interrelated pillars:

- **Pillar 1: Knowledge and Capacity Building**
This pillar emphasizes the development of knowledge and expertise through training workshops, research, and knowledge production. Focus areas include the safe system approach, road crash data management, fleet safety, leadership and road safety governance, law enforcement, post-crash response for children, monitoring and evaluation, and behavioural science.
- **Pillar 2: Public Awareness**
Aims to enhance public understanding of key risk factors contributing to road traffic incidents through educational campaigns, road safety exhibitions, and mobile learning classrooms.
- **Pillar 3: Interventions and Innovations**
Focuses on translating knowledge into action by supporting stakeholders in the design, implementation, and monitoring of evidence-based interventions. These efforts prioritize countries with the highest road traffic fatality rates and are anchored in multi-stakeholder collaboration and innovation, including the development of tools for high-risk groups like motorcyclists.

UNITAR is strategically positioned to make meaningful contributions across all five core pillars of the UNRSF. In response to the UNRSF 2025 Call for Concept Notes, UNITAR proposes to integrate its specialized training methodologies to address the Fund's key priorities, while leveraging its global network of 33 International Training Centre for Authorities and Leaders (CIFAL) to enhance the reach and impact of projects in high-priority countries.

UNITAR's programme of work is directly aligned with the two funding priorities outlined in the UNRSF 2025 Call for Concept Notes, demonstrating both our substantive expertise and our commitment to innovative, evidence-based solutions that support global and national road safety frameworks.

On Road Crash Data: A central component of our work under Pillar 1 (Knowledge and Capacity Building) is strengthening institutional capacity in data collection and management. UNITAR delivers specialized training for government officials and national statistics offices and observatories on road crash data management, the safe system approach, and monitoring and evaluation. This includes institutionalizing data collection systems, post-crash investigation methodologies, and the use of analysis to inform enforcement strategies and policies. These efforts directly address the core elements of the UNRSF Call and respond to the gaps identified in the 2023 Global Status Report on Road Safety (GSRRS).

On Motorcycle Safety & Innovation: To address the critical risks faced by Powered Two-Wheeler (PTW) users, UNITAR is advancing practical, technology-based solutions. One example is “MotoAI,” an intelligent motorcycle road safety assessment tool. This AI-powered, web-based application introduces a Motorcycle Road Safety Index, calculated using 34 comprehensive indicators related to human behaviour, vehicle safety, road infrastructure, environmental conditions, emergency response, and regulatory factors. It provides riders and policymakers with localized risk assessments and actionable recommendations on helmet safety, vehicle equipment, and risks. Developing data-driven tools to deploy them at scale is a key objective in this area.

II. Application strategy

UNITAR welcomes expressions of interest for collaboration from Member States, UN entities, and non-state actors, including NGOs, academic institutions and the private sector, for potential inclusion in UNITAR-led submissions to the 2025 UNRSF Call for Concept Notes.

Interested organizations are invited to submit a brief Expression of Interest (EOI) outlining their proposed idea and the anticipated roles of each partner. We encourage a collaborative process to co-develop high-impact project proposals. The process and timeline below are designed to ensure thorough consultation and the development of robust, well-aligned concept notes for submission.

- 1) **Expression of Interest (EOI) Submission (By 22 August 2025):** Interested stakeholders should submit a brief EOI (2-3 pages max) outlining their proposed concept. The EOI should include: a problem statement, a proposed solution, alignment with UNRSF 2025 funding priorities, the potential role of each partner, and how the project leverages UNITAR’s expertise in training, capacity-building, or innovative tools.
- 2) **Review and Shortlisting (By 5 September 2025):** UNITAR will review all submitted EOIs based on their relevance, feasibility, and alignment with our strategic priorities. Shortlisted applicants will be contacted for the next stage of collaboration.
- 3) **Collaborative Development & Refinement (By 6 - 26 September 2025):** UNITAR will work closely with shortlisted partners through bilateral meetings to refine the project concept, define roles and responsibilities, develop the results chain, and prepare the full Concept Note for submission.
- 4) **Final Internal Review and Submission to UNRSF (By 5 October 2025):** UNITAR will finalize the consolidated Concept Note, incorporating all partner inputs and ensuring compliance with UNRSF requirements, before submitting it to the UNRSF Secretariat.

How to Apply:

Expressions of Interest (EOIs) should be submitted via email to the focal point listed below. Please use the following subject line: “UNRSF 2025 EOI – [Name of Your Organization]”

Submissions should include:

- A brief institutional profile and relevant experience.
- A concise project concept addressing one or both of the UNRSF 2025 funding priorities.
- The proposed role, contribution, and expected value-add of your organization.
- Contact information for the designated focal point.

III. Contact information

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