

**PARTICIPATING ORGANIZATION ENGAGEMENT STRATEGY  
CALL FOR PROJECT CONCEPT NOTES**

**United Nations Educational, Scientific and Cultural Organization (UNESCO)**

**UNESCO Office in Nairobi (Kenya)**

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

As the United Nations agency with a mandate in education, science, culture and communication, UNESCO integrates road safety into its broader work on youth empowerment, lifelong learning, safe learning environments, education for sustainable development, data for policymaking, and civic engagement.

In line with the Global Plan for the Second Decade of Action for Road Safety and the Sustainable Development Goals (notably SDG 3.6, 4.7, 5.5, and 11.2), UNESCO promotes road safety through:

- Curriculum reform and the integration of civic and road safety education;
- Behavioural change communication targeting youth as proactive agents of change;
- Data collection, open knowledge platforms, and policy support;
- Capacity-building for educators and youth networks, with a strong focus on gender equality, inclusion, and resilience.

UNESCO's engagement with the UNRSF builds on its global experience in education systems transformation, teacher training, youth engagement, and intersectoral collaboration. This approach is exemplified in the 2025 concept note for Djibouti, "*Safe Roads, Smart Data: Strengthening Youth Road Safety and Crash Data Systems*" developed in collaboration with the Ministry of Education, the National Police, WHO, and local NGOs. The project introduces school-based road safety education and crash data systems, with a scalable model for the region.

Through UNRSF-supported projects, UNESCO aims to operationalize systemic change that makes road safety a core component of education and civic life, particularly in contexts where youth are disproportionately affected and institutional systems are under-resourced.

**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** - UNESCO will accept applications of interest from external stakeholders, including national governments, intergovernmental organizations, civil society (including academia and NGOs), and private actors, subject to relevance, technical coherence, and alignment with UNESCO's mandate and strategic priorities, and in accordance with UNESCO's regulations and rules.

Submission process:

- Interested stakeholders are encouraged to first contact the relevant UNESCO Field or UNESCO's Regional Bureaux to explore alignment with strategic priorities and collaboration potential
- Initial expressions of interest should be received no later than **10 September 2025** to allow sufficient time for alignment, coordination, and internal validation.

Proposals must:

- Address one or both UNRSF 2025 thematic priorities (Motorcycle Safety and Road Crash Data);
- Demonstrate national ownership and potential for sustainability;
- Clearly define roles, responsibilities, and co-financing (in-kind or financial);
- Include letters of support from national institutions, ideally the Ministry of Education and/or Road Safety Coordinating Authority.

UNESCO particularly welcomes proposals that:

- Position **youth as proactive actors** in road safety;
- Include curriculum-based or extra-curricular education interventions;
- Integrate post-crash awareness and first-aid preparedness;
- Strengthen national data systems for policy alignment;
- Foster open knowledge sharing

All proposals will undergo internal review to ensure alignment with UNESCO's strategic priorities and programming, as well as UNESCO's regulations and rules.

### 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.]*

**Focal Point:** Patricia Ajamian Safi, Head of Multilateral Partnerships [P.Safi@unesco.org](mailto:P.Safi@unesco.org)

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### **UNESCO Office in Yaoundé (Cameroun)**

#### **I. Overall approach to UNRSF 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 Call for Concept Notes.]*

The project "Youth, Road Safety and Social Cohesion: Towards Safer and More Inclusive Urban Communities in Cameroon" reflects an integrated, youth-driven and community-based approach to road safety in Cameroon. It aligns with UNESCO's mandate and programmatic

focus on civic engagement, youth empowerment, inclusive education, and peacebuilding, and is strategically designed to respond to the UNRSF 2024 Call for Concept Notes, specifically Funding Priority 2.a: Domestic Road Safety Financing.

Cameroon faces a worsening road safety crisis, with disproportionate impacts on young people in urban and peri-urban areas. According to data from the Ministry of Transport (MINT), over 17,800 road traffic crashes were recorded nationwide in 2024, representing an 11% increase compared to 2023. These crashes resulted in an estimated 1,450 fatalities and more than 11,200 injuries, many of them life-altering.

Most of these incidents occurred in densely populated urban and peri-urban zones, particularly in Douala, Yaoundé, and Bafoussam, where unregulated commercial motorcycle transport, poor infrastructure, and chaotic traffic patterns converge.

Critically, the 18–35 age group, which makes up more than 60% of Cameroon’s population, continues to bear the brunt of this burden. In 2024, young people accounted for over 65% of road traffic fatalities and 70% of severe injuries. Motorcyclists, especially informal taxi-moto ("bendskin") operators, and their passengers were the most frequently affected. In some urban districts of Douala and Yaoundé, road injuries have surpassed infectious diseases as a leading cause of death and permanent disability among youth.

This situation is not merely a public health issue, it is a development and equity challenge, as road crashes disproportionately affect low-income youth who rely on informal motorcycle transport for livelihoods and daily mobility.

The root causes of this crisis are well-documented and largely preventable:

- Excessive speeding, often in violation of speed limits and in poorly controlled zones.
- Poor or lack of road safety education, especially among school-aged children and youth.
- Low enforcement of traffic laws, with minimal presence of trained traffic officers in peri-urban and rural communities.
- Lack of protective gear, such as helmets, especially among young passengers.
- Alcohol and drug consumption, particularly in the evening hours and during holidays.
- Substandard road infrastructure, including lack of sidewalks, traffic signs, and street lighting.

Despite several government initiatives, such as the Ministry of Youth Affairs and Civic Education campaign to establish a network of “local first aid” around motorcycle taxi drivers, with the support of their associations since 2018, the 2024 launch of the National Strategy for Road Safety Education under the Ministry of Secondary Education and the "Zero Accident Holidays" campaign, there remains a critical gap in youth-centered, community-based prevention.

Without urgent, coordinated action, Cameroon risks deepening the cycle of trauma, disability, and socio-economic loss among its most vibrant population segment. A multi-sectoral response combining education, youth empowerment, infrastructure improvement, and behavioral change is now imperative to reverse current trends.

This pilot project addresses these challenges through a multisectoral and multidimensional approach that links road safety with youth civic engagement, social cohesion and inclusive

education. This approach contributes to achieving the following Sustainable Development Goals (SDGs): 3.6 (road safety), 4.7 (education for sustainable development), 11.2 (safe urban mobility) and 16.7 (inclusive governance). Specifically, it proposes four interlinked action pillars:

1. Development of non-formal educational modules on road safety, civic responsibility, human rights, and inclusive citizenship, delivered through youth centers, vocational institutes, and digital platforms.
2. Capacity building of youth leaders, civil society organizations and municipal focal points in road safety, including modules on first aid, community policing collaboration, gender and disability inclusion, and intercultural dialogue.
3. Implementation of participatory, youth-led campaigns using urban arts (murals, spoken word, short films, street theatre), digital storytelling, and community forums in areas with high accident rates and social fragmentation.
4. Establishment of a decentralized, youth-led road safety observatory, connecting transport unions, local councils, neighborhood associations and gendarmerie/police to collect data, identify risk zones, and co-design community-led solutions.

This initiative will be implemented by a coalition of national and local stakeholders, including youth-led organizations, universities, cultural institutions, municipal councils, road user groups, and traditional authorities. Technical support will be provided by the UNESCO Yaoundé Office (SHS, Education, and Culture sectors) in collaboration with WHO and in partnership with key governmental counterparts such as the Ministry of Youth Affairs and Civic Education (MINJEC), the Ministry of Secondary Education (MINESEC), the Ministry of Transport (MINT), the Ministry of Decentralization and Local Development (MIDDEVEL), and the National Road Safety Observatory (ONSR).

Furthermore, this project is grounded in and will contribute to national frameworks such as:

- The National Road Safety Strategy 2021–2030, which emphasizes education and decentralization of road safety responses.
- The National Youth Policy (2020–2030), which prioritizes youth empowerment for peace and sustainable development.
- The National Development Strategy (SND30), which identifies transport safety and civic governance as national priorities.

By embedding road safety into the broader framework of youth resilience, peacebuilding, and urban inclusion, this initiative responds directly to Cameroon's pressing developmental and security challenges. The intersectionality of road safety with poverty, informality, gender-based disparities, and limited state presence in urban peripheries demands precisely the kind of integrated, grassroots and educational approach offered by this project.

In support of Funding Priority 2.a, UNESCO will work with the Ministry of Transport, the Ministry of Youth Affairs and Civic Education, the Ministry of Decentralization and Local Development (MIDDEVEL) and local authorities:

- To assess existing public allocations for road safety education.
- To identify opportunities to integrate road safety financing into municipal development plans.
- To propose models of co-financing and fiscal decentralization that allow youth-focused safety initiatives to be sustainably funded.
- To produce policy briefs and convene national roundtables on road safety financing.

UNESCO's longstanding presence in Cameroon and history of multi-stakeholder coordination, including the successful implementation of peace education, youth engagement and ESD projects, ensures a solid platform for delivering this initiative. Recent projects, such as the UNESCO programme on youth participation for peace in the North -Far North and the Culture for Peace campaign in Douala and Yaoundé, have demonstrated the transformative potential of combining cultural expression, civic education, and grassroots mobilization.

In conclusion, the Cameroon pilot project not only advances the objectives of the UNRSF Global Framework Plan of Action for Road Safety but also presents a replicable model of youth-led, equity-driven, and system-anchored road safety promotion. By positioning young people as catalysts for change and anchoring road safety within the fabric of inclusive urban development, it seeks to transform mobility into a vehicle for peace, participation, and social resilience.

## **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-** UNESCO will be accepting applications of interest from external stakeholders, including government institutions, intergovernmental bodies, civil society organizations (NGOs, academia, youth groups), and private sector entities, for possible inclusion in our submission to the UNRSF 2024 Call for Concept Notes for Cameroon.

UNESCO Yaoundé recognizes that road safety is a cross-sectoral issue that benefits from multi-stakeholder partnerships and inclusive governance. In line with the principles of the UNRSF and drawing on Cameroon's national strengths, particularly the integration of road safety education in civic and moral instruction at basic education levels, UNESCO aims to build a robust coalition of actors to strengthen road safety, youth engagement, and social cohesion in urban and peri-urban settings.

Cameroon also benefits from an active network of governmental, academic, and non-governmental organizations working on mobility, health, civic education, and youth empowerment, who will be invited to contribute to and co-own the implementation process.

To ensure transparency, effectiveness, and broad-based participation, UNESCO will establish three levels of coordination for the initiative:

a) Project Coordination and Implementation Unit

UNESCO will serve as the coordinating and implementing agency for the proposed project in Cameroon. All project activities will be executed in compliance with UNESCO's internal rules and procedures as outlined in the Administrative Manual, including procurement and financial management standards. A multidisciplinary technical team, including education specialists, youth engagement experts, and road safety consultants, will be deployed to ensure timely implementation, weekly coordination, and rigorous monitoring and evaluation.

UNESCO will remain in constant communication with the donor and report on progress through dedicated administrative, financial, and technical updates. Partnerships with private sector actors, where relevant will follow UNESCO's procurement policies and ethical standards.

b) Technical Committee

A Technical Committee will be established, comprising UNESCO Yaoundé and designated focal points from key national institutions, notably:

- The Ministry of Youth Affairs and Civic Education (MINJEC)
- The Ministry of Secondary Education (MINESEC),
- The Ministry of Transport (MINT),
- The Ministry of Decentralization and Local Development (MIDDEVEL)
- The National Road Safety Observatory (ONSR),
- The General Delegation for National Security (GDNS) (for traffic control partnerships),
- The UNESCO National Commission for Cameroon.

This committee will serve as the main technical interface with the Government of Cameroon and will provide operational guidance, validation of activities, and alignment with national education and transport policies. It will meet monthly or as needed and ensure ongoing national ownership.

c) Advisory Committee

An Advisory Committee will act as a consultative and strategic forum to support coordination, resource mobilization, innovation, and scale-up. It will include:

- UNESCO,
- Representatives of the Ministry of Youth and Civic Education (MINJEC),
- The National Youth Council of Cameroon,
- The UN Resident Coordinator's Office,

- A representative of an academia (e.g. University of Douala or IRIC),
- A representative of civil society (e.g. Securoute or UNABEM),
- A representative of the private sector (e.g. Orange Foundation Cameroon or TotalEnergies Cameroun).

The Advisory Committee will meet at least twice a year and provide strategic advice, facilitate synergies, and evaluate progress.

### Timeline and Process for Stakeholder Applications

Step	Description	Deadline
Expression of Interest (EOI)	Interested stakeholders should submit an EOI (2 pages max) outlining institutional profile, thematic expertise, and proposed contribution to the project.	By 7 July 2025
Shortlisting and Consultations	Shortlisted applicants will be invited for bilateral exchanges to clarify their role, contribution, and expected deliverables.	10–17 August 2025
Integration and Letters of Support	Selected partners will provide supporting documentation or technical inputs to inform the Concept Note.	By 30 August 2025
Joint Validation Meeting	All shortlisted stakeholders will be invited to a virtual validation meeting to review the consolidated proposal.	5 Sept 2025
Final Submission to UNRSF	UNESCO will submit the Concept Note including confirmed stakeholder inputs.	15 Sept 2025

### How to Apply

EOIs should be submitted via email to [yaounde@unesco.org](mailto:yaounde@unesco.org), with the subject line: "EOI – UNRSF Cameroon 2024 Concept Note – [Name of Institution]"

Submissions should include:

- A brief institutional profile,
- Relevant experience (especially in road safety, youth, education, civic engagement, or social cohesion),
- Proposed role or technical contribution to the project,
- Contact information of the focal point.

### Potential Stakeholders in Cameroon

Public Institutions	Non-Governmental/Academic/Private
Ministry of Youth and Civic Education (MINJEC)	Securoute Cameroon
Ministry of Secondary Education (MINESEC)	UNABEM (Union nationale des aveugles du Cameroun)
Ministry of Transport (MINTRANSPORT)	Cameroon Youth Council
National Road Safety Observatory (ONSR)	University of Douala / Yaoundé 2 (legal & civic studies)

Ministry of Decentralization and Local Development	GIZ Cameroon (urban mobility)
The General Delegation for National Security	Orange Foundation Cameroon
Local governments (e.g. City of Douala, Yaoundé)	TotalEnergies Cameroun (CSR programs)

Through this open and structured strategy, UNESCO aims to create a participatory and coordinated platform that leverages local knowledge, institutional mandates, and innovative practices to reduce road traffic injuries and fatalities, particularly among youth, and to build safer, more inclusive communities in Cameroon.

### III. Contact information

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Mputu Hilaire, Director (ai) of the UNESCO Multisectoral Regional Office for Central Africa, Yaoundé, [h.mputu@unesco.org](mailto:h.mputu@unesco.org)

Houehounha, Dodé, Senior programme specialist, Head of the Culture Sector, and Human and Social Sciences Sector (ai), UNESCO Multisectoral Regional Office for Central Africa, Yaoundé, [d.houehounha@unesco.org](mailto:d.houehounha@unesco.org)

## UNESCO Office in Mexico (Mexico)

### I. Overall approach to UNRSF 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 Call for Concept Notes.]*

The UNESCO Mexico Office proposes an initiative aligned with the “**Road Crash Data**” priority under the 2025 Call for Proposals by the United Nations Road Safety Fund (UNRSF). The initiative aims to **strengthen data collection and analysis mechanisms in school environments, placing students at the center as active observers of their road surroundings and as key actors in shaping transformative solutions.**

The core problem addressed is the absence of local, disaggregated, and usable road safety data — particularly in low-income or marginalized school zones — even though road traffic injury is among the leading causes of death for children and adolescents in Latin America. This gap limits the ability of authorities to design effective, equity-based interventions. Available statistics are often incomplete, centralized, or overlook the lived experience of vulnerable groups. In particular, gender- and disability-disaggregated data are notably underrepresented.



The project builds on participatory methodologies, such as those developed through the *VÍA Program for Safe Mobility*. These experiences have demonstrated the value of involving students in identifying, analyzing, and visualizing risks along their daily school routes. The methodology has already shown feasibility and engagement potential across diverse school settings and is ready for adaptation and scale-up. Through this localized knowledge, the initiative will produce meaningful inputs to inform public policy and improve educational environments.

The project will focus on educational tools not as ends in themselves, but as catalysts for evidence generation, local planning inputs, and intersectoral dialogue. Deliverables will be clearly designed to serve dual purposes: empowering youth and informing public authorities.

**Key project actions include:**

- Baseline identification of risk-prone school zones through rapid diagnostics and institutional records.
- Collection of disaggregated data from students' perspectives, with a focus on girls and students with disabilities, using inclusive educational exercises and accessible tools.
- Participatory mapping of high-risk areas near schools. In collaborative workshops involving students and teachers, school communities will create physical or hand-drawn maps of their surroundings, identifying danger points based on real experience. These maps will then be systematized and digitized to be shared with education, mobility, and urban planning authorities.
- Integration of collected data into local mobility strategies, school safety plans, or public infrastructure improvement projects, promoting intersectoral coordination and evidence-based action.
- Dissemination of results among family and community members to promote engagement and recognize caregivers as essential contributors to local safety ecosystems. Their participation will be encouraged through context-sensitive, school-based activities.
- Creation of open-data dashboards or policy briefs that summarize findings for decision-makers.
- A communication and awareness campaign led by UNESCO to disseminate findings, amplify youth voices, and promote a culture of safe mobility. The campaign will leverage school networks, community media, and digital platforms for visibility and reach.
- Pilot monitoring in a number of schools to identify progress, challenges, good practices, and recommendations for scalability and replicability. Findings will be published in a comprehensive report.

This approach aligns directly with Pillar 4 of the Global Plan for the Decade of Action for Road Safety 2021–2030, which calls for strengthening post-crash response through inclusive and accurate information systems. The proposal also contributes to the following Sustainable Development Goals:

- **SDG 3.6:** Halve the number of global deaths and injuries from road traffic accidents.
- **SDG 4.7:** Promote education for sustainability, equity, and global citizenship.
- **SDG 5:** Achieve gender equality and empower all women and girls.

**Gender and Equity Perspective**

From its design stage, the project will incorporate a gender, disability, and human rights-based perspective, in line with UNESCO's normative frameworks. Data will be disaggregated by sex and disability status to reveal how mobility barriers affect access to education, safety, and community participation.

UNESCO will explore technical collaborations with specialized UN agencies, such as those focused on childhood, youth, public space, and urban mobility, to strengthen and enrich these approaches. The project will be led by UNESCO, with coordination potential across UNESCO field offices in the Latin America and Caribbean region, under South–South cooperation frameworks.

## **II. Application strategy**

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UNESCO Mexico will be accepting expressions of interest from governments, intergovernmental bodies, civil society organizations (NGOs, academia), and private sector actors interested in contributing to the project through technical, territorial, financial, or analytical collaboration.

**Interested stakeholders may send proposals until *September 05, 2025***, briefly outlining their intended area of contribution (e.g., co-financing, capacity-building, territorial implementation, provision of data or tools, training, or in-kind support). No specific format is required at this stage.

All proposals will undergo internal review to ensure alignment with UNESCO's strategic priorities and programming as well as UNESCO's regulations and rules.

The proposal will be developed by UNESCO Mexico, fostering cross-sectoral collaboration among public, private, academic, and community actors to increase its impact, sustainability, and global relevance.

Building on insights from the *VÍA Program*, the initiative will seek to transfer participatory methods for road safety diagnostics and data collection to:

- Schools within UNESCO's Associated Schools Network (ASPnet), which will serve as pilot sites due to their strong educational mandate and global replication potential across member countries.
- Private sector organizations operating in mobility, infrastructure, transportation, or automotive industries, with an interest in safe, sustainable environments for youth.
- Institutions such as the Red Cross and equivalents worldwide, particularly those involved in health and emergency services, which can help validate and utilize road safety data in response strategies.
- National Commissions for UNESCO Cooperation and similar government-linked entities, which can help integrate the project into national planning and policy frameworks.
- Local and national authorities.

Each of these partners will contribute within their area of expertise: emergency response, infrastructure, mobility innovation, school safety, or public outreach. Coordination roles will be defined in Memoranda of Understanding or work plans prior to implementation.

In each implementation country, local inter-institutional and community networks will be engaged to ensure ownership, build long-term capacities, and foster a culture of road safety starting from early childhood.

The project will be coordinated through dedicated technical teams and supported by multisectoral advisory mechanisms to ensure methodological quality, ethical standards, and territorial adaptability. UNESCO will oversee project monitoring, evaluation, and quality assurance processes.

Indicators will include number of students trained, diagnostics produced, data used in decision-making, and infrastructure changes influenced. Results will be tracked using pre- and post-intervention metrics and qualitative feedback from school and community stakeholders.

### III. Contact information

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**UNESCO New Delhi South Asia Regional Office along with UNESCO category 1 Mahatma Gandhi Institute for Peace and Sustainable Development (MGIEP)**

### I. Overall approach to UNRSF Call for Concept Notes

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Road safety is a pressing public health and developmental challenge across all the low and middle-income countries of South Asia. Despite possessing only 10% of the global motorized vehicles, the region accounts for nearly 23% of global road crash fatalities (World Bank, 2020). This disproportionate burden affects low- and middle-income countries the most impacting both human life and national economies. As the United Nations agency with a mandate in education, science, culture and communication, UNESCO New Delhi South Asia Regional Office along with its category 1 Institute Mahatma Gandhi Institute for Peace and Sustainable Development (MGIEP) would integrate road safety into its broader work on data, Youth led monitoring Education and Learning , digital platforms, lifelong learning, safe and smart cities networks, Global Citizenship, hate speech, bullying and education for sustainable development.

In line with the Global Plan for the Second Decade of Action for Road Safety and the Sustainable Development Goals (notably SDG 3.6, 4.7, 5.5, and 11.2), UNESCO promotes road safety through:

- UNESCO's engagement with the UNRSF builds on its global experience in education systems transformation, teacher training, youth engagement, and intersectoral collaboration. This approach is exemplified in the 2025 concept note for India, Nepal and Sri Lanka, "Reclaiming Roads for Everyone: Drive Safe, Arrive Safe" developed in collaboration with the WHO India Office, UNESCO MGIEP, Indian Roads Congress and Director, Central Road Research Institute (CSIR-CRRI), Transport Research and Injury Prevention Centre (TRIPP), Department of Civil Engineering, Indian Institute of Technology (IIT), Delhi. Ministry of Road Transport & Highways (MoRTH), Samarthya, Centre for Universal Accessibility, NCERT,

Ministry of Education, the National Police. The project will introduce a multipronged approach towards road safety education and crash data systems, with a scalable model for the region.

Through UNRSF-supported projects, UNESCO aims to operationalize systemic change that makes road safety a core component of education and civic life, particularly in contexts where youth, Persons with Disabilities are disproportionately affected and institutional systems are under-duress.

## 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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Submission process:

- Interested stakeholders are encouraged to first contact the relevant UNESCO South Asia Regional Office to explore alignment with strategic priorities and collaboration potential
- Initial expressions of interest should be received no later than **1 September 2025** to allow sufficient time for alignment, coordination, and internal validation.

Proposals must:

- Address one or both UNRSF 2025 thematic priorities (Motorcycle Safety and Road Crash Data);
- Demonstrate national ownership and potential for sustainability;
- Clearly define roles, responsibilities, and co-financing (in-kind or financial);
- Include letters of support from national institutions, ideally the Ministry of Education and/or Road Safety Coordinating Authority.

UNESCO particularly welcomes proposals that:

- Position youth, Persons with Disabilities as proactive actors in road safety;
- Include data, AI and ICT apps, inclusive IEC materials, SOPs, and checklists in local languages with symbols/graphics.
- Universal Accessibility & Inclusive Design, Intelligent Transportation Systems (ITS) expertise
- curriculum-based or extra-curricular education interventions;
- Integrate post-crash awareness, anti-bullying and hate speech and first-aid preparedness;
- Strengthen national data systems for policy alignment;
- Foster open knowledge sharing

All proposals will undergo internal review to ensure alignment with UNESCO's strategic priorities and programming as well as UNESCO's regulations and rules.

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## **Bureau De l'UNESCO à Bamako (Mali)**

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

*[Décrivez comment l'approche de votre organisation en matière de sécurité routière est liée à votre programme de travail, à sa portée géographique et à son expertise. Faites le lien avec votre approche de l'appel à notes succinctes de l'UNRSF].*

Le Burkina Faso, le Mali et le Niger comptent environ 70 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. Plus de la moitié des populations de ces trois pays possèdent une moto (engin à deux roues ou trois motorisées). Par exemple au Mali, ils sont plus de 66.6% selon l'enquête modulaire permanente réalisée auprès des ménages par l'INSTAT (Institut National de la Statistique du Mali) en 2023. En 2022 au Burkina Faso, le nombre de motos immatriculées était de 2 523 305, contre seulement 268 514 en 2015, selon le site d'information [Sira Info](#). Au Niger, les motos sont également très répandues, surtout dans les zones urbaines. Elles sont souvent utilisées comme taxis-motos (appelés Jakarta ou Kabou-kabou selon les régions). 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 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 2024 au Mali, on enregistre 7 673 accidents, avec 8 828 blessés, dont 682 décès, selon l'Agence Nationale de la Sécurité Routière (ANASER). Comparativement aux données de 2023, on observe une légère baisse du nombre d'accidents et de décès, mais une hausse préoccupante du nombre de blessés. Au Burkina et au Niger, les données actualisées pour 2024 ne sont pas encore disponibles publiquement dans les sources consultées. Toutefois, les tendances générales observées dans ces pays incluent : (i) une forte implication des deux-roues dans les accidents, (ii) une prévalence élevée des accidents en milieu urbain, notamment dans les grandes villes comme Ouagadougou et Niamey, (iii) et des efforts en cours pour renforcer la sensibilisation et améliorer les infrastructures routières.

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 dans les pays du Sahel afin de réduire la mortalité et la morbidité dues aux accidents. Le Mali, le Niger et le Burkina Faso font face à des défis importants en matière de sécurité routière, exacerbés par l'absence de données fiables et exploitables. Les instruments juridiques des Nations Unies, tels que les Conventions de 1968 sur la circulation et la signalisation routière, ainsi que les Accords de 1958, 1997 et 1998, offrent un cadre normatif pour améliorer la sécurité routière à travers une meilleure gouvernance des données, 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 les populations des trois pays 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 renforcer les capacités nationales pour produire des données fiables, complètes et exploitables sur les accidents de la route, les interventions post-accident et les enquêtes, afin de soutenir des politiques de sécurité routière fondées sur des données probantes, conformément à la priorité de l'appel portant sur leS « Programmes qui mettent en œuvre des lois et des normes de sécurité routière alignées sur les instruments juridiques des Nations Unies, le cas échéant, par le biais de programmes régionaux de 3 pays ou plus lorsque cela est possible », notamment « la méthodologie de collecte et d'analyse des données sur les accidents de la route, des données d'intervention après un accident et des enquêtes à l'appui de politiques de sécurité routière fondées sur des données probantes et de la hiérarchisation des interventions en matière de sécurité routière dans les pays ». Cela impliquerait :

- un alignement juridique avec les conventions des Nations Unies,
- une standardisation des outils de collecte (ex. : BAAC),
- un renforcement des capacités des agents de terrain et analystes,
- une interconnexion des bases de données multisectorielles,
- une utilisation des données pour hiérarchiser les interventions,
- et la mise en place d'observatoires nationaux de sécurité routière.

Il s'agira en termes de résultats escomptés de :

- promouvoir l'adhésion aux instruments juridiques des Nations Unies sur La circulation routière,
- financer les activités de formation, d'équipement et de coordination dans les trois pays.
- accroître la sensibilisation et 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 » ; de la Stratégie nationale de sécurité de proximité (SNSP) du Niger 2022-2026, qui inclut la sécurité routière dans une approche plus large ; et de la réforme globale de la sécurité routière encours au Burkina Faso, 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 d'application**

*[Veuillez indiquer clairement [oui/non] si vous accepterez des manifestations d'intérêt de la part de parties prenantes externes telles que les gouvernements, les organismes intergouvernementaux, la société civile (ONG, universités, etc.) et le secteur privé, pour votre soumission au Fonds de solidarité des Nations unies pour cet appel. Dans l'affirmative, précisez la procédure/le calendrier à suivre par ces parties prenantes pour que leur candidature soit prise en considération.*

**Oui-** L’UNESCO est ouverte aux candidatures intéressantes de parties prenantes externes telles que les gouvernements, les organismes intergouvernementaux, la société civile (ONG, universités, etc.) et le secteur privé, pour la soumission à cet appel.

En effet, l’UNESCO, conjointement avec l’OMS (Organisation mondiale de la Santé), va travailler avec plusieurs entités dans les trois pays cibles, dont : les ministères des Transports et des Infrastructures, les ministères de la Sécurité et de la Protection civile, les ministères de la Santé et du Développement social, le ministères de l’Éducation Nationale, les ministères de l’Enseignement Supérieur et de la Recherche Scientifique, les Syndicats des transporteurs et chauffeurs routiers et les Associations de sécurité routière et OSC.

Particulièrement, ces structures vont travailler sur la collecte et l’analyse des données sur les accidents de la route par le diagnostic, l’harmonisation, la formation, l’interconnexion, l’enquête et le suivi. Il s’agira, en termes d’activités de :

- adopter ou renforcer l’application des conventions de l’ONU (1968, 1958, 1997, etc.) sur la circulation, la signalisation et les normes techniques,
- renforcer les agences nationales de sécurité routière pour leur confier l’analyse des données,
- mettre en œuvre le Bulletin d’Analyse des Accidents Corporels (BAAC) dans les trois pays,
- développer des protocoles communs pour la collecte des données par les forces de l’ordre, les services de santé et les pompiers,
- former les agents de terrain à la collecte éthique et rigoureuse des données,
- renforcer des unités d’analyse statistique au sein des agences nationales,
- établir des systèmes interconnectés entre les ministères des Transports, de la Santé, de l’Intérieur et de la Justice au sein des trois pays,
- promouvoir le partage de données entre les acteurs (police, hôpitaux, pompiers, ONG),
- développer des cartographies des zones à haut risque,
- prioriser les interventions (infrastructures, contrôles, campagnes) selon les données d’accidents et de mortalité,

- mener des enquêtes post-accident pour comprendre les causes profondes,
- intégrer des études d'impact pour évaluer les politiques mises en œuvre,
- publier régulièrement des rapports nationaux sur la sécurité routière,
- renforcer des observatoires nationaux et régionaux pour le suivi des indicateurs.

Dans le cadre de ce travail avec des parties externes à l'Organisation, toutes les règles et procédures internes établies dans le manuel administratif, y compris celles relatives à la passation de marché ainsi que le manuel des ressources humaines de l'Organisation seront appliquées et respectées.

L'UNESCO sera en communication constante avec le donateur et mettra en place un système de rapport, de suivi et d'évaluation du projet qui fournira des informations techniques, administratives et financières actualisées.

L'UNESCO demeure l'agence responsable devant le donateur et sera donc l'organe décisionnel pour toutes les questions techniques, administratives et financières conformément à ses règles et procédures internes.

### III. Coordonnées

*[Veuillez fournir les coordonnées du point focal qui coordonnera l'appel de notes conceptuelles de 2025 au nom de votre organisation.]*

**Point Focal: Patricia Ajamian Safi**, Head of Multilateral Partnerships [P.Safi@unesco.org](mailto:P.Safi@unesco.org)

**Cc:**

**Irene Sanchez Paniagua Martin**, Associate Partnerships Officer [i.sanchez-paniagua-m@unesco.org](mailto:i.sanchez-paniagua-m@unesco.org)

**Dr. Banzoumana Traore**, Spécialiste Communication, Secteur Communication & Information [b.traore@unesco.org](mailto:b.traore@unesco.org)

**Mariam Kone**, Chargée des Relations extérieures et du Partenariat, Point Focal Groupe de Dialogue Santé [makone@who.int](mailto:makone@who.int)

### **UNESCO Office in Quito (Equator)**

#### **I. Overall approach to UNRSF 2025 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 2025 Call for Concept Notes.]*

Road traffic accidents are among the leading causes of death for children, adolescents, and young adults worldwide. This growing yet preventable crisis not only results in the tragic loss of young lives but also places severe emotional, social, and economic burdens on families and communities. It further undermines human dignity, the right to life, and the overall well-being of individuals and societies. These consequences, thus, undermine societal well-being and pose a serious threat to progress toward inclusive and sustainable development.

Ensuring road safety guarantees that every individual, regardless of background, can access life opportunities safely and fairly. It also promotes peaceful and resilient societies by reducing harm and social disruption, while contributing to sustainable development by protecting lives and fostering a culture of safety and respect. In this context, addressing road safety is critical



for UNESCO, as it directly supports its core value of promoting a culture of peace and contributes to global well-being and sustainable development. Aligning these efforts with the 2023 Global Status Report on Road Safety (GSRRS) further reinforces UNESCO's mission by advancing human dignity and human rights, equity and equality, inclusiveness and diversity, and quality of life worldwide, including Ecuador.

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. Supporting the state efforts of improving the road safety issues in Ecuador, UNESCO Quito proposes promoting a safe and inclusive road environment through evidence-based educational and preventive measures, supported by comprehensive data collection and analysis, which responds funding priority two, *Road Crash Data*.

## **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-** UNESCO aims to work with various external stakeholders. Thus, UNESCO Quito plans to engage all stakeholders involved in improving road safety, including government agencies, the public, non-governmental organizations, universities, and private sector actors, all working together to promote a safe and inclusive road environment.

## **III. Contact information**

*[Please provide the contact information of the focal point who will be coordinating the 2025 Call for Concept notes on behalf of your organization.*

**Focal Point:** Patricia Ajamian Safi, Head of Multilateral Partnerships [P.Safi@unesco.org](mailto:P.Safi@unesco.org)

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## **UNESCO Office in Abuja (Nigeria)**

### **I. Overall approach to UNRSF 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 Call for Concept Notes.]*

With an average of 19.4 deaths per 100,000 populations, African ranks highest in global road traffic fatalities. Among the top ten African countries with high cases of road fatalities in 2024, Nigeria had the highest score at 36722 reported cases. This confirms the World Health Organization Global Status Report that one in every four road crashes in Africa is happens in

Nigeria. Interesting, the WHO report was towards the terminal phase of the first edition of Nigeria Road Safety Strategy – expected to reduce road traffic collision and fatalities.

Five year later, statistics on road fatalities in Nigeria shows 7% increase in the first quarter of 2024, in spite of reported overall reduction of 10% in total road collision. By the second quarter of 2024, 17,093 persons were involved in 2404 cases of road crash in Nigeria, resulting in 1305 deaths, to indicate one death in every two crashes. Sadly, this pattern signals an increase in crash severity, and underscores persistent poor road safety culture, low traffic regulatory enforcement and weak post-crash response system. It also echoes the social and human challenges affecting the national road safety strategy, which localized evidence based action framework is required to address, focusing on area specific challenges. Broadly, road culture has remained poor in Nigeria with vast gap between communities, road users and law enforcement agencies leading to poor implementation of traffic laws. The poor implementation of existing road safety strategies and increase public defiance of road safety laws are evidence that existing road safety strategies lacks clear implementation plans that is empirically informed through community based data, localized across hotspots. By negating the voice of the people, communities, road users associations and failing to create a trust between them and law enforcement agencies, a huge gap remains that threatens materialization of the current Nigeria Road safety strategy.

On the other hand, data from the Nigerian Federal Road Safety and Nigerian Bureau of Statistics centered on broad statistical tabulations of road crashes in Nigeria. These include total crashes, types, severity, gender distribution of victims, and state distribution of the crashes. Whereas the information provides overall idea of the problem, it lacks detailed geospatial, community and institutional insights on the peculiarities according to where and why these crashes happen in hotspots clustered details, to identify core gaps between road users, communities and law enforcements, and also facilitate and strengthen direct frameworks for community and institutional actions that could significantly reduce the crash and its severities.

For instance, the first and second editions of Nigeria Road Safety Strategy (NRSSS) which responds to UN Decade of Action for Road Safety detailed the goal of reducing road traffic crashes, but without clustered area specific action framework to back up implementation. Rather, it focused on broad approaches of improve roads, enhanced vehicle standards, education and public awareness, strengthening enforcement and regulation, among others. Such broad strategy negative local realities and fails to identify ways to foster collaborative response in accordance with prevailing circumstances. Rather, the broad outlook undermines the phenomenon of hotspots, without practical implementation plans that fit into diverse local realities and ethical challenges within the law enforcement agencies. There is, therefore, a need for localized action framework, developed through optimized information across crash hotspots to enhance efficient implementation targeting area specific challenges to achieve 50% road crash reduction target by 2030.

### **What we want to do?**

To obtain and optimize geospatial road crash data for strategic response to hotspots using the IIER Model, and with this, develop a tripod action framework to enhance the realization of three (road safety management, safer road users, post-crash response), of the five pillars in Nigerian Road Safety Strategy (NRSS) II. The expected change includes improved knowledge of crash data in Nigeria, localized across accident hotspots, a framework of action to address local peculiarities militating against enforcement of positive road culture from both users and law enforcement agencies and enhanced capacities for post-crash response through pertinent community engagement, support and collaboration.

## **Why?**

Imagine if we have optimized location-based data on accidents around Nigeria, by improving probabilistic insights on close metered range of where, how, when and why traffic collision could happen, as well as post-crash preparedness in these locations. This will not only help to address the shortfalls that could militate against the realization of NRSS II. It will also inform action frameworks that will improve culture of road safety, area coverage, enhance enforcement of traffic regulation, increase post-crash response and significantly reduce crash cases and severity by 50% or more by 2030 in line with UN Decade of Action for Road Safety (2021-2030).

The three targets are critical given that most of the factors identified in rates and intensities of reported crashes in Nigeria are preventable, revolves within road users' attitude/road safety culture, traffic regulation enforcement, effective community engagement and post-crash response readiness. Therefore, this project will optimize crash data to inform three-dimensional action framework for enhanced culture of road safety, improve enforcement of traffic regulation, and upgraded post-crash response preparedness through the IIER model.

The model proposes that road crash incidences can be effectively reduced by identifying through multi-clustered geospatial analysis, crash hotspots across key hotspot states and zones, and developing action framework that informs a culture of road safety, improve enforcement of traffic laws in key locations, and responds to post-crash situations. Therefore, the project aims to strategically respond to road traffic collisions in Nigeria crash hotspots using the IIER Model of identify, inform, enforce and respond; to achieve significant reduction in road crashes and its severity in Nigeria.

## **Why emphasis on Hotspots?**

Out of a total of 36 states and FCT of Nigeria, one in every three-crash happened in only four states (FCT, Kaduna, Ogun and Oyo), which signifies the strong impact of crash hotspots. These are states and places with significant likelihood of traffic collision, which are core in maximizing strategic interventions to curb road traffic collision in Nigeria and improve road safety culture. Presently, these four states contribute to over one-third of the total crash reported crash in Nigeria and provide a clear case for such intervention. Yet, there is no coordinated and central clustered analysis indicating possible accident locations, types of accidents in the locations, periods of occurrences, immediate triggers and information on emergency response with a central system framework that could optimize actions at national and state levels to address the problem. In addition, there are high report of poor road use culture, lack of community involvement in road law enforcement, non-compliance of users to traffic regulations, and poor attitude of enforcement officers, often contributing to some crash cases.

## **Tentative Activities**

UNESCO, UNODC and UN-Habitat will leverage its respective mandate areas to work with the federal road safety, state vehicle inspection offices, Union of Road transport workers, the Nigerian police, disaster response agency, communities in accident hotspots, and other institutions to conduct a multi-clustered and geographically sensitive situation analysis, detailing crash probabilities across hotspots with correlational factors from road users, institutions, laws, communities and law enforcement dimensions. This will inform optimized clustered evidence of crash hotspots in Nigeria. Afterwards, the partnership will leverage the information to develop three dimensional action frameworks that will streamlines practical and localized steps to achieve information scheme for positive road safety culture for safe road users, enhance enforcement of road safety regulations and improve preparedness to respond to post-crash in the hotspots through identified structures. Specifically, these include:

1. Multi-data collection and analysis to identify and detail crash hotspots in Nigeria through a geospatial model reflecting spots in clustered details. This will include consultations, interview, group discussions, secondary post-crash data review,

institutional data synthesis, systematic review, geospatial mapping, data integration and analysis. This is expected to produce an optimized crash data for localized framework of actions.

2. Develop localized action framework to address information, enforcement and response to crash hotspots with each responding to three of the five pillars of NRSS.
3. Improve stakeholders, groups, community and institutional capacities on how to use the action framework.
4. Support pilot deployment of the action plans/tool in significant hotspots across the three key areas of information, enforcement and post-crash response. Examples will effective road use literacy for transport companies operating across the hotspots, community engagement trainings, training of law enforcement personnel operating across hotspots zone on ethics, and effective modalities to improve road users' compliance, as well as address institutional corruption associated with negligence of safety threatening conducts by road users.
5. Monitor and evaluate community and institutional deployment of the action framework in expected hotspots.

## **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** - UNESCO will accept applications of interest from external stakeholders, including national governments, intergovernmental organizations, civil society (including academia and NGOs), and private actors, subject to relevance, technical coherence, and alignment with UNESCO's mandate and strategic priorities, and in accordance with UNESCO's regulations and rules.

## **III. Contact information**

*[Please provide the contact information of the focal point who will be coordinating the 2025 Call for Concept notes on behalf of your organization.]*

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