

September 2025



Message from the Head of the UNRSF Secretariat

Welcome to the September edition of our newsletter.

Independent evaluations of completed UNRSF projects are giving us valuable information for cross-project exchange on what drives lasting impact. Through *Partnering for Impact*, we continue to share lessons from the field. This issue highlights Jordan, where efforts to strengthen seat belt and child restraint compliance have provided practical insights for future interventions.

Guided by our Advisory Board, we are also launching the *Catalyst Series*, which shows how UNRSF seed funding unlocks follow on investment. Our first feature spotlights Rwanda, where support has mobilised new investments and developed policy and financing models with potential far beyond the country.

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CASE IN RWANDA

Unlocking follow-on investment

THE LEVERAGE AT WORK

- UNRSF funding supported the development of Rwanda's first national helmet safety standard (RS 576) aligned with UN Regulation 22.05.
- It also trained government institutions in helmet quality control and enforcement, laying the policy and institutional groundwork.
- The FIA Foundation amplified this impact by co-financing Africa's first helmet testing lab.
- Helmet importers are now submitting models for certification through the new lab.
- The government of Rwanda is responding with bold measures, from banning non-compliant helmets to expand training and enforcement, and scaling up compliance monitoring systems.

A recent test of 11 helmet models found only one met national standards, proving how urgently this system was needed, and how effectively it is now working.



WHAT'S NEXT?

With national standards, enforcement mechanisms, and a functional helmet testing lab now in place, Rwanda has laid the groundwork for sustained impact and a model that other African countries can adapt. To build on this momentum, further action could include:

- Scaling-up training for market surveillance teams.
- Banning non-compliant helmets from sale and use.
- Expanding access to certified, affordable helmets.
- FIA Foundation's extended support to keep 22.05-compliant helmets affordable and accessible in Rwanda.
- Fully operationalising import monitoring systems to prevent substandard helmets from entering the country.

Targeted investments in these areas could unlock the full life-saving potential of Rwanda's helmet safety reforms.

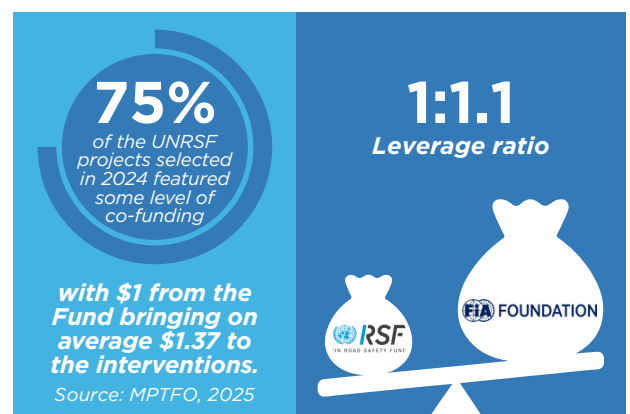


PROJECT OVERVIEW

- With a seed investment of \$299,600 from the UN Road Safety Fund, the Tuvurinde project, meaning "Let's protect the head" in Kinyarwanda, delivered lasting and replicable policy change at national level and triggered additional resources for follow-on investments in the national helmet testing lab and related trainings..
- **Challenge:** Despite near-universal helmet use among motorcyclists in Rwanda, most helmets fail safety tests due to a lack of certification standards or enforcement.
- **UNRSF Intervention:** Develop a national helmet standard, leverage partners for the national helmet testing centre, raise awareness on certified helmet use, and establish the foundation for a local, and potentially regional, helmet manufacturing industry.

FOLLOW-ON INVESTMENT

With a \$299,600 seed investment, Rwanda gained a €300,000 boost from the FIA Foundation, turning seed funding into Africa's first helmet testing lab.



**DOWNLOAD
THE STORY HERE**

CASE IN JORDAN

Sharing lessons learned



PROJECT:

Improving seatbelt and child restraint compliance, awareness, and enforcement

The project was initiated to address the high rate of road traffic fatalities and injuries in Jordan, focusing particularly on the low usage of seat belts and child restraints. Although legislation requires front-seat passengers to wear seat belts, compliance remains minimal; studies indicate that only 23.5% of drivers and 0% of front-seat passengers actually use seat belts. Additionally, the law does not cover rear-seat passengers and children, leaving them at greater risk in crashes.

This project aligns closely with UNRSF's strategic priorities of strengthening national legislation, enforcement, and awareness in high-burden countries, particularly around safety devices.

UNRSF supported this initiative because it addresses a critical gap in Jordan's road safety system—low compliance and the absence of mandatory laws for rear passengers and children. These weaknesses directly contributed to high fatalities, making the intervention both urgent and impactful. By addressing this fundamental challenge, UNRSF leveraged its comparative advantage to deliver measurable results while building long-term government capacity for systemic change.



WHAT WORKED?

This project addressed critical gaps through legislative changes, public awareness campaigns, enforcement efforts, and capacity building, including:

- ✓ Assessment of the existing seat belt and restraint regulatory framework
- ✓ Specification of legislation, penalties for non-compliance, enforcement, and standards related to vehicle legislation
- ✓ Revised draft on the seat belt and restraint regulatory framework; legislation, penalties, standards, and enforcement
- ✓ Public awareness campaign
- ✓ Enforcement campaign

WHAT WERE THE RESULTS?

1. Increased use of seat belt and child restraints:

- Driver compliance increased from 23% to 84%
- Front-seat passenger compliance increased from 9% to 63%
- Child restraint use improved from 20% to 30%
- Rear seatbelt use remained low, increased from 2% to 3%

2. Strengthened enforcement of seat belt and restraint laws:

- National legal amendments introduced mandatory rear seatbelt and child restraint laws.
- Enforcement campaigns and police training increased enforcement capacity.
- Significant increase in the number of tickets issued during the first month of enforcement.

3. Increased awareness of seat belt and child restraint benefits:

- Awareness of safety belt benefits rose from 28% to 62%, including on social media and billboards
- Awareness of child restraints usage benefits increased to 57%
- Misuse of seat belts fell from 61% to 25%
- Use of buckle alarms to mute reminders dropped from 50% to 39%



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CASE IN JORDAN

Sharing lessons learned



ASSESSMENT OF THE EXISTING SEAT BELT AND RESTRAINT REGULATORY FRAMEWORK

- A comprehensive assessment of Jordan's seat belt and child restraint regulations was conducted to evaluate existing legislation, identify gaps, and understand their impact on road safety.
- Interviews and meetings with stakeholders involved in enforcing seatbelt and child restraint usage in Jordan revealed practical challenges and enforcement issues, enhancing understanding of the regulatory environment.
- An observational survey was conducted to assess seatbelt and child restraint use among the public. This approach offered valuable real-time data on current usage patterns, helping to evaluate the effectiveness of existing regulations.



SPECIFICATION OF LEGISLATION, PENALTIES FOR NON-COMPLIANCE, ENFORCEMENT, AND STANDARDS RELATED TO VEHICLE LEGISLATION

- Conducted a thorough review of enforcement practices to assess their effectiveness and inform necessary legislative changes.
- Reviewed past educational initiatives to identify effective strategies for raising public awareness and promoting compliance with new regulations.
- Engaged stakeholders through workshops to discuss study findings, address challenges, and seek advice on legislative changes. This ensured the revised framework was comprehensive and well-supported.



CASE IN JORDAN

Sharing lessons learned



REVISED DRAFT ON THE SEAT BELT AND RESTRAINT REGULATORY FRAMEWORK; LEGISLATION, PENALTIES, STANDARDS, AND ENFORCEMENT:

- Revised existing legislation to establish a comprehensive seatbelt and restraint framework tailored to Jordan's driving conditions, aligning local laws with international standards.
- Held meetings with Parliament and the Senate to discuss necessary amendments to align the regulatory framework with modern standards and enforcement mechanisms.



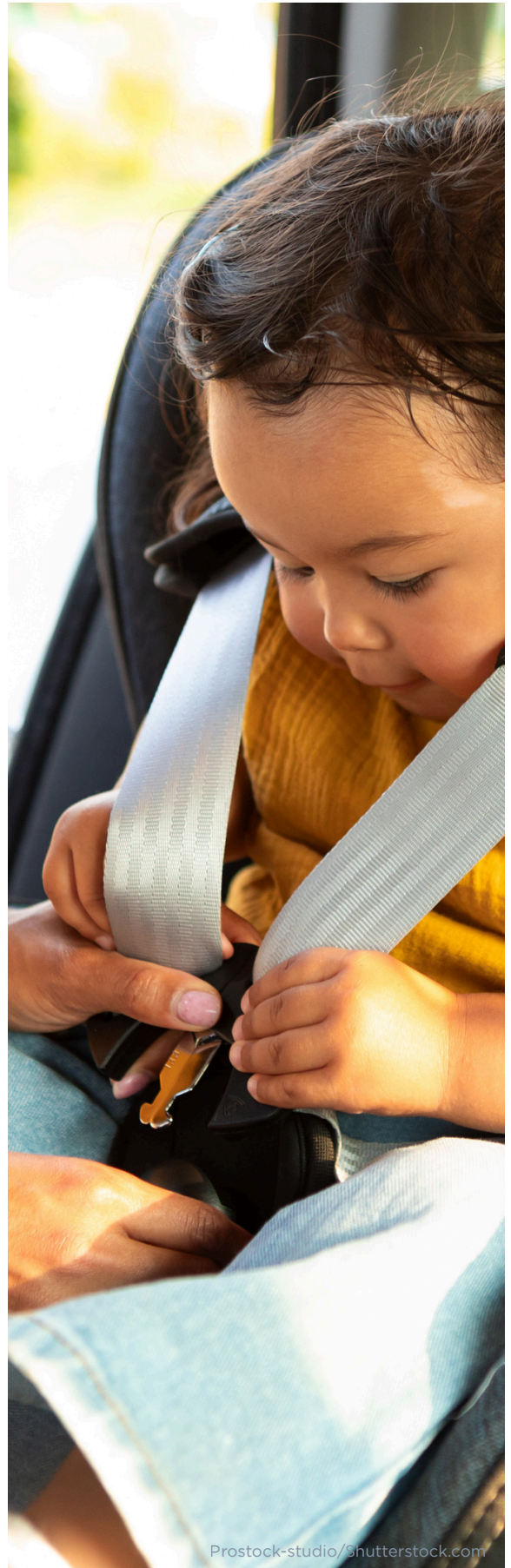
PUBLIC AWARENESS CAMPAIGN

- Reviewed existing studies, reports, and research to identify best practices in road safety awareness campaigns that could effectively influence behavioral changes, specifically in Jordan.
- Held strategic meetings with media and key stakeholders to enhance campaign impact, including discussions with the banking sector on soft loan programmes for making child restraints more accessible to families.



ENFORCEMENT CAMPAIGN

- A training course for 20 high-ranking PSD officers covered the revised seat-belt law, its impact on reducing injuries and fatalities, enforcement procedures, and setting up effective checkpoints.
- Launched a seatbelt enforcement campaign in Jordan, focusing on the timing, location, and duration of efforts within the existing regulatory framework.
- The campaigns were held quarterly, each lasting two weeks: the first week for warnings and the second for ticket enforcement. Locations were chosen based on the Public Security Directorate's expertise and past traffic enforcement experiences to maximise effectiveness.
- Scientifically supervised observational surveys were conducted after the campaigns to assess the effectiveness and overall impact of these efforts.



CASE IN JORDAN

Sharing lessons learned



WHAT WERE THE LESSONS LEARNT FOR SCALING AND REPLICATION?

SUCCESSSES

The project effectively addressed road safety challenges in Jordan by promoting seatbelt and child restraint use, based on a hypothesis linking regulatory reform, public awareness, and enforcement to positive behavioural change.

To promote long-term impact and sustainability, several actions:

- Train-the-Trainers' (ToT) sessions for police officers, enabling future replication of enforcement and awareness training.
- Co-development of awareness and enforcement interventions with national stakeholders, fostering institutional ownership and continuity.
- Drafting of a comprehensive legal framework aligned with the mandates of the Public Security Directorate (PSD), Ministry of Interior (MoI), and Ministry of Transport (MoT).

CHALLENGES & MITIGATION STRATEGIES

While gender considerations were reflected in the awareness campaign content, the project lacked a structured gender mainstreaming framework, particularly within enforcement activities.

Future projects should integrate gender and disability considerations more explicitly in both design and implementation phases, ensuring interventions are responsive to all vulnerable road users.

Engagement with civil society organisations was limited; this reduced the project's potential to maximise advocacy and grassroots impact.

Future projects should expand outreach to civil society actors, addressing the identified lack of structured partnerships and broad-based community engagement.



**DOWNLOAD
THE STORY HERE**



CLOSING THE 2025 CALL FOR PROPOSALS

The UNRSF **Call for Proposals is open until 5 October 2025**. Participating organisations are encouraged to submit high-impact project ideas that can deliver measurable impact and help scale road safety solutions worldwide.

UPCOMING MILESTONES

UNRSF at International Road Safety Course in Brazil

The UNRSF will deliver the inaugural lecture at the IV International Road Safety Course, hosted by the Brazilian Federal Highway Police from 15 September to 10 October 2025 in Florianópolis. The course will train 60 public security agents from eight Latin American countries.



BRICS URBAN FUTURE FORUM

Cloud city

BRICS Urban Future Forum is a leading global platform defining the development agenda of BRICS cities and beyond.

UPCOMING MILESTONES

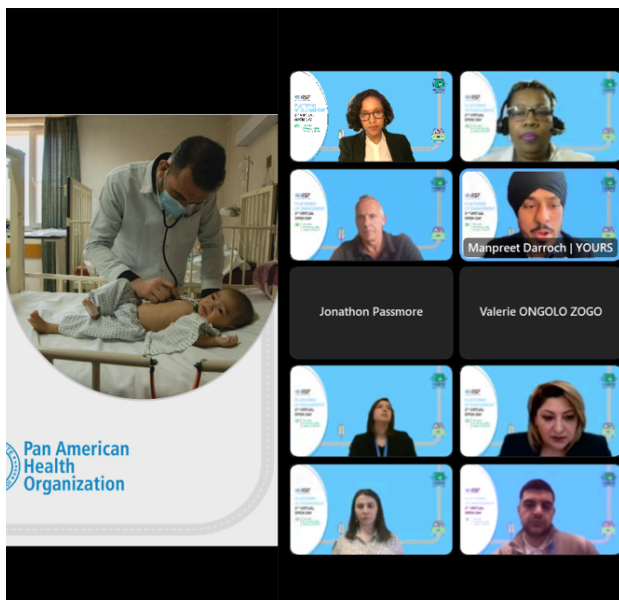
UNRSF at the 2025 BRICS Smart Cities Forum

The UNRSF will take part in the 2025 BRICS Smart Cities Forum, joining a fireside chat on “New Generation Transport Infrastructure.” The session will highlight how innovative financing can scale smart mobility solutions and make cities safer, cleaner, and more sustainable.

UPCOMING MISSIONS

New York

With a view to leverage additional partnerships with UN member states, philanthropic foundations, industry and international development actors on road safety, including major funders of road safety and the Pvblic Foundation's Brands for Safer Roads Breakfast Series - the UNRSF secretariat will convene a series of meetings at the UN HQ in NYC during 13-15 October.



3RD UNRSF OPEN DAY

3rd UNRSF Open Day

This year's online Open Day on 05 December, will spotlight the catalytic impact of UNRSF projects, providing an interactive space for partners to connect, share results, lessons learned and discuss challenges. Take a look at the 2024 event.

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