



United Nations Road Safety Trust Fund
Advisory Board
Fifth session
Geneva, 20 October 2021

Final list of decisions of the Advisory Board at its fifth session.

1. Adoption of the Agenda

The Advisory Board adopted the agenda of its fourth session (UNRSTF/AB/7).

The following Advisory Board members participated: Chair of the Global Forum for Road Traffic Safety (WP.1), Argentina, European Union, Russian Federation, FIA Foundation, Pirelli, Total Corporate Foundation, Qatar, Nigeria, France, Kingdom of Bahrain, Bulgaria, Korea Automobile Testing and Research Institute (KATRI), Federation International de l'Automobile (FIA), Global Alliance of NGOs for Road Safety, UNECE, WHO, World Bank, United Nations Secretary-General's Special Envoy for Road Safety, Chair of the UNRSF Steering Committee, and the Netherlands Institute for Road Safety Research (SWOV).

The number of Advisory Board members participating, as per Rule 35 of Rules of Procedure, constituted a quorum.

2. Fundraising

Mr. Dmitry Mariyasin, Deputy Executive Secretary of the United Nations Economic Commission of Europe (UNECE), which hosts the UNRSF secretariat, presented an overview of ongoing and planned fundraising efforts at the level of countries, corporates and citizens. He shared progress made on each front and called for greater support from each member, particularly on the country fundraising track which holds the greatest potential for a successful attainment of the Fund's \$100 million dollar replenishment target for the 2022-2025 period. On the individual track, he noted that the Fund launched a new website with an option for every day individuals to donate: www.roadsafetyfund.un.org and encouraged members and their networks to donate. Mr. Mariyasin highlighted that on the corporate track, existing corporate donors including Essilor, FIA Foundation, Pirelli, TotalEnergies, Michelin Corporate Foundation and La Nuez have all indicated their intention to pledge further support to the Fund beyond 2021. Moreover, new, innovative and long-term commitments are in the final stages of negotiation including a multi-year financial contribution from the insurance sector derived from insurance policy commissions; consumer-facing fundraising arrangements with mobility and fashion companies; a private-sector hosted fundraising gala; and a pledge of US\$ 1 million from a global vehicle safety company. On the country contributions, he requested the Board's support on-going efforts by the Chair, Special Envoy, Executive Secretary UNECE and secretariat in mobilizing countries to pledge contributions leading up to the UNRSF Pledging Conference during the UN High Level Meeting on Road Safety in New York, July 2022.

The Advisory Board expressed appreciation over the progress of the Fund since its last session in July 2020. Members stressed the value of and critical need for Fund replenishment and recognized the important role that they could play in support. FIA Foundation confirmed the release of its final tranche of US\$ 4 million this year as well as an intention to contribute beyond 2022. The Special Envoy for Road Safety reminded of his upcoming to Qatar and the member representative of Qatar mentioned ongoing efforts to mobilize the Government's support to the Fund.

Advisory Board decision: The Advisory Board welcomed the planned UNRSF fundraising efforts at the level of countries, corporates and citizens. The Board committed support to ongoing efforts to step up fund-raising ahead of the planned UNRSF Pledging Conference during the UN High Level Meeting on Road Safety in New York, July 2022, through direct pledges or advocacy. The UNRSF secretariat will reach out individually to each member to seek direct or indirect support to replenishing the UNRSF during the next 7 months leading up to the July Pledging Conference, including hosting specific events. The importance of good coordination and information sharing with members of the Advisory Board was also underlined.

3. Projects

The UNRSF secretariat presented the implementation status of its project portfolio and outlined a proposal to launch the next Call for Proposals in spring 2022 in line with corporate documents being currently prepared, i.e. the Strategic Plan 2022-25, Communications Plan, Investment Case for the Replenishment of Fund, as well as strengthened results and impact measurement framework. The secretariat also raised the issue of the interest expressed by some UN organizations to become participating UN organizations (PUNOs) of the UNRSF.

Advisory Board members encouraged the secretariat to strategically approach the design of the next Call and to leverage the High-Level Meeting in July to raise visibility of proposals and projects. Members discussed the need for new PUNOs to bring value and the importance of NGOs directly contributing to and accessing UNRSF financing for projects.

Advisory Board decision: The Advisory Board decided to launch the next UNRSF Call for Proposals in spring next year with a special session in March 2022 to endorse the Strategic Plan 2022-25 in advance of the launch.

The Board agreed to consider the expansion of Fund PUNOs on a case-by-case basis, requesting the secretariat to submit the rationale of the UN agency's value-add to the Fund.

4. Communications and outreach

The secretariat presented efforts to communicate UNRSF results to date as well as planned UNRSF communication and outreach activities. Differentiated approaches for diverse audiences were shared, with an innovative initiative to design a global campaign on road safety to be launched in November 2021.

The Advisory Board members welcomed and commended the upscaled UNRSF communication and outreach activities, including the global campaign targeting individuals. Ideas for promoting the global campaign included linkages with the FIA #3500LIVES Campaign supported by JC Decaux and promotions within private sector companies that are donors of the Fund (and beyond). The Board recommended that the secretariat inform the members in advance of events to ensure their engagement.

Advisory Board decision: the Advisory Board concluded that there was support for the UNRSF communications approach and urged members to disseminate UNRSF campaigns and communications through their networks and platforms.

5. UNRSF secretariat budget

The UNRSF secretariat introduced its budget for 2022, prepared on the basis of the previously approved budget option. The 2022 secretariat budget includes operational costs linked to strategic high-visibility and fundraising partnerships given the needs of the next Decade of Action as well as the status of UNRSF financing.

Members noted the need for the secretariat to have the resources to function effectively in 2022.

Advisory Board decision: The Advisory Board recommended the Steering Committee to approve the proposed secretariat budget of US\$ 1,359,788, in order to support the implementation of the Strategic Plan 2022-2025 especially with regards to the secretariat's efforts with its work in supporting project impact, value-added partnerships and effective resource mobilization.

5. Other business

No other business was discussed.

6. Date and place of next meeting

The Advisory Board will convene informally at the end of January/early February 2022 to discuss fundraising efforts and then again in March 2022 to review the Strategic Plan 2022-25 and discuss the state of play ahead of the UNRSF Pledging Conference in July 2022. The next formal session of the Advisory Board will take place in October 2022.

7. Adoption of the decisions

The Advisory Board adopted the list of decisions of its fifth session via a 72-hour silence procedure (UNRSTF/AB/10).
