



UN

ROAD SAFETY FUND

COMMUNICATIONS ACTION PLAN

2022-2025



RSF

UN ROAD SAFETY FUND

Summary

COMMUNICATIONS ACTION PLAN

1	Context	6
2	Highlights	8
3	Objectives & Audience	10
4	Channels & Products	14
5	Messaging & Content	18
6	Resourcing	20
7	Monitoring & Evaluation	23

Annexes

Communications Guide

1	Guide Overview	26
2	UN Road Safety Fund In Brief	
3	How The Fund Profiles Partners	29
4	How Partners Can Promote The Fund	30
5	Examples Of Coordinated Communications	32

Project Communications Guide

1	Guide Overview	
2	How To Promote Project Visibility	34
3	How To Communicate Project Results	
4	Examples Of Project Communications	36



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1 Context

Vision: Building a world where roads are safe for every road user, everywhere.

Mission: To mobilize partners across all sectors to commit to prioritizing road safety and to finance and leverage further funding for high-impact projects that substantially increase road safety.

In today's world, how people move – from where they live, go to work and decide to travel – is being reset in response to the covid-19 pandemic and climate emergency. There is **an opportunity to revitalize the global dialogue on road safety** and, in turn, reconfigure safe mobility in particular supporting low- and middle-income countries.

“The [Fund] needs to develop a coherent strategy that... increases its visibility and extends its reach.”

UN Road Safety Fund, External Evaluation, April 2021

Against the backdrop of the Second Decade of Action on Road Safety 2021–2030, the UN Road Safety Fund's mandate centers on financing for road safety so as **to halve road deaths and injuries by 2030**. The Fund's Business Plan, running from 2022–2025, sets out the strategic and operational framework supported by this Communications action plan.

The UN Road Safety Fund* having been set up in 2018 is a relatively new entity, and, as such, awareness of the Fund and its work to deliver road safety projects and trigger investments remains limited, including among priority audiences worldwide. There is a critical need to profile the Fund's value to unlock engagement and mobilize financing.

This 2022–2025 UN Road Safety Fund **Communications action plan covers the objectives, audience, channels, products, content, resourcing and monitoring to bridge this gap** in both visibility and profile and to further build up the Fund's network of support. The plan is accompanied by the Fund's Communications and Project guides.

* The Fund is hosted by UNECE, which manages a number of UN road safety legal instruments: unece.org/road-traffic-safety-1



Targeted reach

The importance of focusing strategically on a select range of high-impact products and channels, while tracking results and learning lessons.



Strong brand profile

The need to reinforce the visibility and coherence of visual identity and content across all UN Road Safety Fund and network platforms.

Insights guiding the Plan



Sustained operations

The ambition to invest in upscaling resourcing (communications budgets including for projects) to secure the Fund's ongoing presence and reach.



Broadened engagement

The value in working with, and through, UN Road Safety Fund champions, partners and networks at global, regional and country level.

2 Highlights

UN Road Safety Fund in numbers, 2018–2021 :

Publications : **60+**

Events and webinars: **30+ in 3 years**

Campaigns spanning: **15 countries**

Social media followers: **2,440+** (Twitter, Facebook, Instagram, LinkedIn)

There is a solid base to the Fund's active communications portfolio to date, which includes the launch of **the roadsafetyfund.un.org website** and social media platforms, outreach **via high-level events** and **global campaigns** and a core set of publications. The Fund's social media platforms in particular have exceeded early growth targets. In addition, **a number of partners and funders have made a strong contribution** to shared outreach initiatives, setting the stage for ongoing collaboration on communications.

This Communications action plan **has been developed drawing on the key findings of the External Evaluation** of the Fund carried out in April 2021, the communications survey from February 2021, and insights from calls with select partners in November 2021.

Communications calls with Partnership

Communications scope

Showcases upfront the Fund's storyline of what is changing as a result of funding.

Focus on targeting and tailoring communications in **key regions including Africa**.

Closer connections

Language-specific materials are valuable to reach more regional audiences.

Shared social media, events and projects **calendar** to support coordination.

Partnership is committed to connecting the Fund with events/influencers.

Online engagement

Fund website viewed as important tool including for project updates.

Fund social media engagement is key to reach audiences of young people.

Fund videos seen as highly useful for sharing, in particular on projects.

Communications survey findings

Quality of communication about the Fund **rated 7.8 (on scale of 1–10)**.

Half of organizations have never used the Fund logo in marketing material.

Fund package

Most useful Fund communications for sharing (brochure, videos, infographics, project highlights, project map, social media posts).

To promote the Fund brand, communications should use social media profiles, logo, new website, newsletter and press relations.

Wider outreach

90% of organizations can promote Fund messages via own channels.

70% of organizations recommend a few more ambassadors/champions.

60% of organizations are willing to host events to promote the Fund's work.

3 Objectives & Audience

ENGAGE [verb]: *to draw attention or interest / to offer backing to a cause.*

Objectives

- 1 — Increase the visibility and reach of the Fund and global road safety agenda.
- 2 — Build support for the Fund including financing and partnering with projects.

Audience



Citizens: Individuals and local communities (from youth organizations, women's organizations to environment organizations) and via civil society/NGOs.



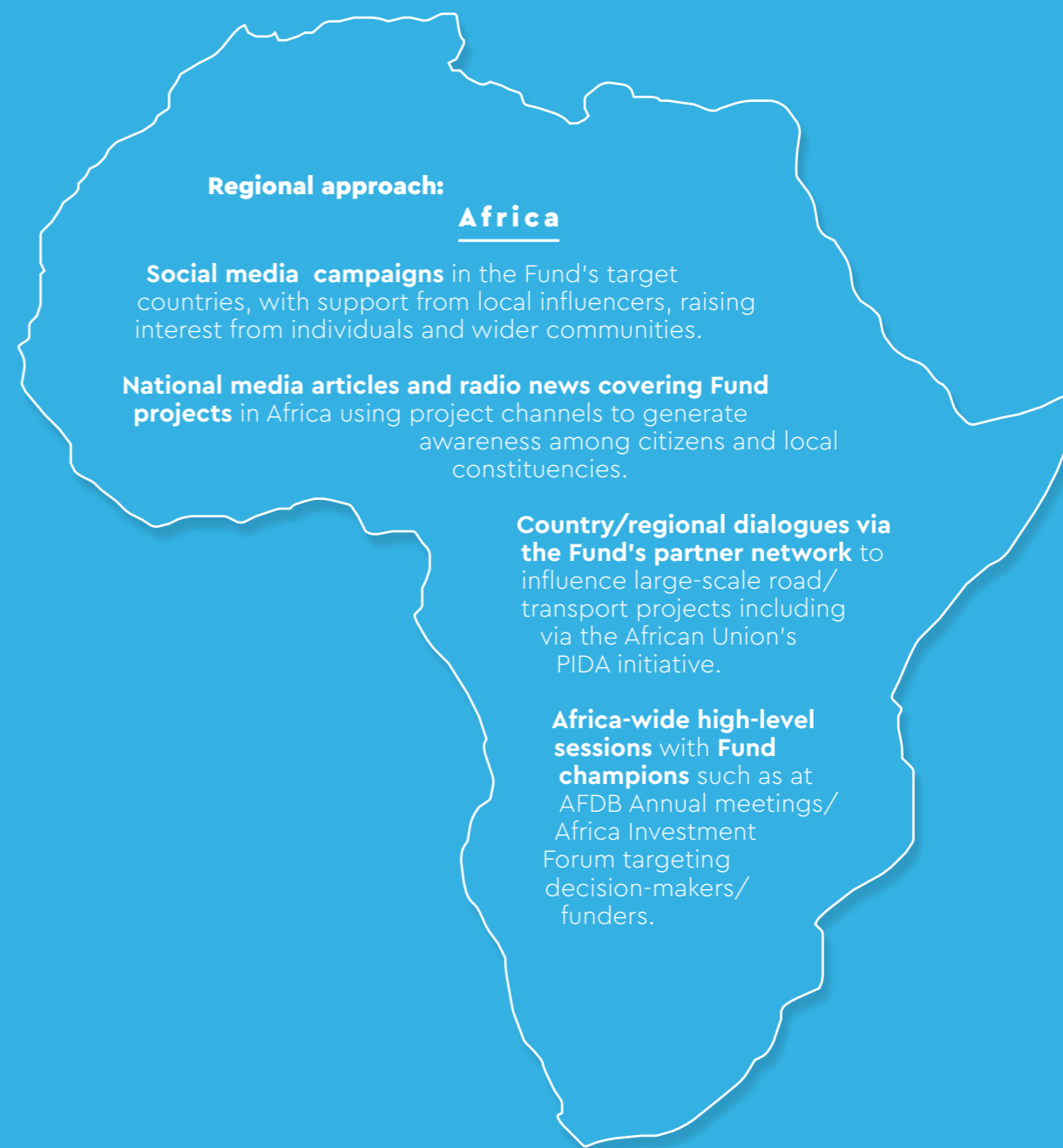
Countries: Policymakers and decision-makers in low- and middle-income countries (from Ministries of Finance/Transport/Planning to local mayors).



Funders: Private sector companies (from transport, logistics and wider sectors) and Government donors (from development, health and transport agencies).



Partners: UN, civil society and wider organizations at global/regional/country level (including development institutions funding large-scale transport initiatives).





Underpinning this Communications action plan are two headline objectives, which are to boost the visibility and reach of the UN Road Safety Fund and build support for its mandate.

This includes raising awareness of the global road safety agenda linked to the Fund and featuring the Fund's value and return on investment to attract project resources. In particular this will include showcasing the impacts and scalability of Fund projects. There will also be a closer look at using communications content and visuals that show how the Fund's mandate is both attainable and actionable with support.

Given the ambitions of the UN Road Safety Fund, there are wide-ranging priority audiences for the plan, from the citizen to country level, together with funders and partners spanning the private sector and governments, to UN and development organizations. This broad engagement will include a dedicated focus on reaching young people worldwide who remain the most vulnerable group when it comes to road safety.

A coordinated approach to the communications agenda will make sure the Fund is reaching multiple stakeholders in low- and middle-income countries across the UN's five regions. This will include disseminating targeted content based on regional challenges and solutions shared in local languages. There will also be a fresh look at routes to tap into influential networks in Africa, which has the highest road traffic injury death rates.

4 Channels & Products



To put the UN Road Safety Fund and the global road safety agenda upfront in people's minds, a wide spectrum of channels needs to be used to raise awareness, understanding and engagement among citizens, countries, funders and partners.

Ongoing campaigns, such as **#moments2live4**, will keep the Fund and key issues on the global radar, backed by a country-specific focus. In addition, interaction with audiences at international events and in bilateral dialogues will pave the way for a growing constituency of support.

Building on what works

#moments2live4 campaign

8-month campaign from November to June. Targeting 24 countries. Influencers to share facts, quotes, videos and photos on social media.

UN Road Safety Fund fundraising roadshow

Series of events leading up to the Fund's Pledging Conference on 30 June 2022 to mobilize support including at international road safety fora.

Products

Website: showcasing the Fund's business case, what works, campaigns and results.

Funder toolkit: pitch deck/brochure/video on the Fund's return on investment.

Campaign resources: targeted messages, latest facts/figures, presentations, flyers.

Publications: Annual Report featuring Fund's added value, results, and lessons.

Project factsheet stories/videos: human interest angle, scaling up results/support.

Core briefs: Fund's impact in key areas from education, environment to gender.

Project guide: best practice for projects on how to mobilize results and financing.

To generate increased levels of interest in how the Fund works and how to get or pledge support, **core Fund products will be updated and disseminated through key channels** to reach audiences of citizens, countries, funders and partners. There will be **a prominent focus on Fund projects featuring human stories**, results and lessons in user-friendly formats from online snapshots to videos and case studies in publications.

A multi-media funder toolkit will feature the Fund's highlights making the case for investment. In turn, a project guide will assist projects to mobilize financing for impact.

Building on what works

www.roadsafetyfund.un.org

UN Road Safety Fund website launched in November 2021 featuring why road safety matters, partnerships, projects, latest updates and donation platform.

From Resolution to Results publication

Overview of results of the Fund up to August 2021 spanning partners, facts and figures on advocacy, partnerships, financing, projects and outcomes.



5 Messaging & Content

Unique aspects of the UN Road Safety Fund should feature in messaging to reinforce the Fund's distinct identity.

These include the Fund's high-impact, sustainable and scalable projects and the catalytic nature of the Fund, being able to leverage financing and public-private partnerships to invest in road safety. It also includes the Fund's ability to mobilize the UN network and tap into UN expertise on road safety and development.

Content across the Fund's communications should be simple and compelling, avoiding jargon and institutional language.

Three key elements should be included in materials, tailored and translated into local contexts by adding relevant data and references.

Content Checklist

1 Make It Present:

Introduce road safety/the Fund in the current context

[SAMPLE TEXT]

In a world marked by health and climate shocks, people need to feel safe in their lives and daily routines. Yet today, in many places, the roads that people travel on and cross each day are far from safe. Find out what UNRSF does to keep people safe on the roads.

Headline data:

Compare lives lost/GDP losses as a result of unsafe roads and those from latest news topics e.g. covid-19 to show level at which silent epidemic occurs and can be stopped.

Quotes:

Use influential figures – champions/experts/activists – to speak to the current context.

2 Make It Personal:

Feature human stories/Fund projects to show results

[SAMPLE TEXT]

X moves about on the road over X times each day. With no alternatives, X has to travel to do X. Each time the risk X faces is real. Moving safely on the roads is a right, not a luxury. Thanks to work done by UNRSF and partners, that is fast becoming a new reality.

Headline data:

Breakdown realities for different groups/countries/regions to show stark disparity of outcomes, the faces behind the statistics and the solutions that are working at local level.

Quotes:

Share testimonials from young people, women and men affected by road safety crisis.

3 Make It Possible:

Show how investing in the Fund drives development

[SAMPLE TEXT]

Roads are a sign of progress, connecting people, cities and countries. But without investing in making road systems safe, we stall development, as more lives, livelihoods, and potential are lost. Invest in UNRSF and help get everyone safely to their destination.

Headline data:

Link how the Fund is mobilizing co-financing to show the value donors receive in pooling resources. Connect key project results to education, environment and gender impacts.

Quotes:

Promote donors' voices on why they are backing the Fund and why others should invest.

6 Resourcing

UN Road Safety Fund Secretariat

Head of Fund:

international media profile and at global/regional/national events.

Communications Team:

Public Information Officer alongside UN trainee support.

The fast-paced agenda of the UN Road Safety Fund and its communications portfolio needs to be sufficiently resourced to build on its track record and extend its reach. The Communications Team will host a group to coordinate across Fund communications.

“UNRSF needs to involve greater variety of actors, including its steering committee, advisory board and additional ‘brand’ ambassadors.”

UN Road Safety Fund, External Evaluation, April 2021

Global Partnership

- **UN networks:** communications counterparts at HQ, regional, country level
- **Partner networks:** communications counterparts at HQ, regional and country level
- **Fund champions:**
 - **UN Special Envoy** and the Friends of Road Safety Network
 - **Steering Committee** and **Advisory Board members**
 - **UN Resident Coordinators**
 - National and regional **influencers**
- **Platforms of engagement:** focal points (companies, countries, civil society)



Findings from across the UN Road Safety Fund External Evaluation, the communications survey and partnership calls pinpoint the value of leveraging the Fund's network to build recognition of the Fund and momentum for supporting Fund activities.

A majority of the Fund's global partnership of UN, civil society, private sector and government funders are open to working closely to

coordinate communications. The Communications Team will map out how to mobilize the networks to best effect in consultation with the partnership. In turn, a Communications guide will set out how partners can promote their affiliation to the Fund and how the Fund will showcase their valued support.

Budgets

Fund Communications Budget

Delivering the UN Road Safety Fund communications agenda for 2022–2025 needs to be underpinned by a dedicated communications budget in annual workplans. This would include areas from media and events through to web development, publications and videos. To support this, a framework agreement can be set up with pre-approved service providers such as event agencies, designers, developers and writers.

A translation budget line needs to be included to make core Fund materials available in French, Spanish, Portuguese, Russian and Arabic to reach audiences worldwide. In view of the extensive networks, the Fund can count on in-kind support from the partnership to host events, promote materials and translate resources into other local languages.

Project Communications Budget

In addition, a dedicated project communications budget line will be included in UN Road Safety Fund project budgets to showcase and multiply the results and lessons from projects. The Project communications guide will set out good practice examples on how projects can promote greater awareness of the Fund and communicate impact.



7 Monitoring & Evaluation

The Communications action plan connects closely to the UN Road Safety Fund Business Plan's monitoring and evaluation framework, which will track impact from the current baseline. Data and information on progress will be captured through awareness and visibility analytics across Fund campaigns and through partnership and project outreach.

In addition, reporting will track engagement with Fund initiatives and in financing, and partnering with, the Fund. Project managers will be requested to track communications results and there will be regular updates at the Fund's governance body meetings.

Analytics

Awareness and visibility analytics (breakdown reach by audience in select countries)

- Fund campaigns (media, subscribers, social media, events, website, materials)
- Partnership outreach (media, social media, events, dialogues)
- Project outreach (media, social media, events, dialogues, materials)

Engagement

Partnerships & financing engagement (breakdown reach by select partners/funders)

- Number and range of shared communications campaigns/initiatives with the Fund
- Number and range of interest expressed in financing partnering with the Fund

To boost the UN Road Safety Fund's global recognition, Fund communications products and channels will be monitored in order to consistently present a coherent visual identity in line with brand guidelines.

There will be a review of how audiences are accessing and using Fund communications through quantitative and qualitative surveys and feedback forms, with an in-built mechanism to adapt and learn lessons on a periodic basis.

Tracking What Works

Checklist for strategic communications:

What is the purpose of this communications and what will change as a result?

Who am I targeting, and what am I communicating about – will this work?

Review after endpoint: what worked well, less well and any lessons for the future.

Developing a communications baseline:

[SAMPLE]

- o **#moments2live4 campaign:**
Tracking analytics over 8-month period – response levels in targeted countries and globally; sharing of campaign by partnership.
- o **Fundraising roadshow:**
Tracking feedback from funders looking to pledge to the Fund and the types of Fund communications most used during the process.
- o **roadsafetyfund.un.org website:**
Tracking visitor numbers; country/regional breakdown; e-resources downloaded; most popular pages; visitor access of donation platform.
- o **Results publications:**
Tracking reach and feedback among funders and partners. Identifying most popular sections; areas to refresh; ways to present information.



1 Guide Overview

This Communications guide sets out how the UN Road Safety Fund will build a strong brand profile in collaboration with its global partnership.

A unified brand presence will increase the visibility and reach of the Fund and its partners, mobilizing financing and support. The guide complements the Fund's updated brand and logo guidelines, which focus on use of the UN Road Safety Fund logo, colours, fonts and other visuals. It covers how the Fund will showcase partners across all Fund communications and how partner organizations can promote the Fund through their own platforms and networks.

2 UN Road Safety Fund In Brief

The UN Road Safety Fund communications package includes a number of elements that can be shared by the global partnership to promote its profile among priority audiences.

These elements include the Fund's vision, boilerplate, website and email, as well as the Fund's social media platforms on Twitter, Facebook, LinkedIn, Instagram and TikTok.

In addition, the Fund's **#moments2live4** campaign materials include the latest messages, headline facts and figures, presentations, flyers and brandbook guide for dissemination. The Fund's core communications package and campaign materials will soon be available in priority languages including French, Spanish, Chinese, Russian and Arabic.

UN Road Safety Fund Package

Vision:

Building a world where roads are safe for every road user, everywhere

Boilerplate:

[SAMPLE TEXT]

The UN Road Safety Fund was launched in 2018 as mandated by the UN General Assembly and serves as the UN focal point for financing road safety projects in low- and middle-income countries. It is made up of a global partnership of key road safety actors from governments, UN agencies, companies and civil society.

The Fund has mobilized USD\$18 million for its first phase from 2018-2021 and is currently delivering 25 projects in 30 countries thanks to support from 17 donors. The Fund is actively seeking fresh investments from governments and companies to scale up its work ahead of the Fund's Pledging Conference on 30 June 2022.

Website: roadsafetyfund.un.org / roadsafetyfund.un.org/fr / roadsafetyfund.un.org/ru

Email: unrsf_secretariat@un.org

Social media:

Twitter: twitter.com/UN_RSf

Facebook: facebook.com/UNRSFpage

LinkedIn: linkedin.com/company/un-road-safety-fund

Instagram: instagram.com/un_rsf/

TikTok: vm.tiktok.com/ZSedstHC8/

Campaign materials: roadsafetyfund.un.org/en/documents/moments-2-live-4

Project updates: roadsafetyfund.un.org/en/projects



3 How The Fund Profiles Partners

The UN Road Safety Fund is proud to recognize the contribution of its global partnership across its wide-ranging communications channels and products. The Fund's Communications Team is actively identifying new opportunities to further promote Fund partners.

Please get in touch at unrsf_secretariat@un.org to find out how to get involved.

Profiling Fund Partners



Dedicated partner web pages:
roadsafetyfund.un.org/en/partnerships



Highlighted in social media tags/posts:
[@UN_RSFS](https://www.instagram.com/UN_RSFS) / [@un_rsf](https://www.instagram.com/un_rsf) / UNRSF



Profiled in news and shared articles:
roadsafetyfund.un.org/en/the-latest



Invited as Event co-hosts and speakers:
roadsafetyfund.un.org/en/the-latest



Interviewed in videos and multi-media:
roadsafetyfund.un.org/en/the-latest



Featured in reports and publications:
roadsafetyfund.un.org/en/documents

4 How Partners Can Promote The Fund

The UN Road Safety Fund partners are the lifeblood of the Fund and, by sharing the Fund's communications package, organizations are promoting the Fund's vital agenda.

Take a moment to identify how your organization can follow the five simple steps below. Please get in touch at unrsf_secretariat@un.org for further assistance on how to do this. The Communications Team will also be in touch to share the latest campaign materials.

Website:

- 1 Place the Fund's vision/boilerplate/website/email on your organization's website.

Social Media:

- 2 Follow, share, tag the Fund to post about relevant Fund news on your social media.

Sign-up:

- 3 Subscribe to the Fund's channels/ mailing list and encourage wider networks to do so.

Events:

- 4 Use the Fund's new Proud Partner poster/ materials in backdrops at your events.

News:

- 5 Identify slots to feature the Fund in your newsletter/blog and wider media relations.

Checklist For Partners

Partner Organization Channels

	Website	Social media	Newsletter, Blog	Event	Presentation	Publication
Vision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Boilerplate	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Email	<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>
Social Media		<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	
Poster, materials		<input type="checkbox"/>		<input type="checkbox"/>		<input type="checkbox"/>

5 Examples Of Coordinated Communications

The UN Road Safety Fund will share a forward look calendar of media/events/projects to support coordinated communications planning and collaboration with the partnership. A Fund communications group will promote engagement across the network.

Please get in touch at unrsf_secretariat@un.org if you would like to be part of this group.

The Communications Team will also share updates via the UN global coordination system.

Building on what works

UN Road Safety Fund campaign coordinated with the European Union

#SlowDownChallenge social media campaign – 17–23 May 2021
6th UN Global Road Safety Week

Overview: Campaign to feature individual and team actions across social media posts

Partners: first prize winner of the challenge – Pirelli

Outcomes: *#WePirelli* team shared numerous posts across social media on travelling over 1,350km by cycling, walking and swimming to support safer streets for all.

UN Road Safety Fund event hosted with UNDP, EC, IPAG Business School

Kapuscinski Development Lecture – 4 May 2021 «Safe and sustainable mobility: on the road to the SDGs»

Overview: Online Lecture with Special Envoy on Road Safety and Panel Discussion

Partners on the Panel: FIA Foundation, IPAG Business School, Global Alliance of NGOs for Road Safety, Michelin.

Outcomes: Audience of over 1000+ people attended the event online.



1 Guide Overview

This Project communications guide sets out how UN Participating Organizations delivering UN Road Safety Fund projects can effectively promote visibility of the Fund and communicate project results. **A new communications budget line will be included under all UN Road Safety Fund projects to support ongoing outreach and engagement.**

2 How To Promote Project Visibility

The UN Road Safety Fund brand and logo guidelines set out how UN Participating Organizations can use the logo, colours, fonts and other visuals in project materials.

To assist project communications activities, the Fund has developed templates for a project factsheet. Get in touch at unrsf_secretariat@un.org to access all the project templates.

Organizations are also asked to regularly track and share their project outreach activities.

3 How To Communicate Project Results

The UN Road Safety Fund Communications Team are on the lookout for compelling written and multi-media results stories to share via digital platforms including the Fund's website, Twitter, Facebook, LinkedIn, Instagram, TikTok, newsletter, articles and reports. Check out roadsafetyfund.un.org/en/projects for the latest updates on Fund projects.

Follow the checklist and get in touch at unrsf_secretariat@un.org for targeted support.

Checklist For Project Communications

- 1** **Map out an actionable project communications plan:**
Include key information on objectives, audience, channels, products, resourcing and monitoring outreach.
- 2** **Develop a project communications calendar:**
Include milestones/events/activities (such as a launch, field visits, conferences, report on findings, evaluation).
- 3** **Allocate resources to develop written/video stories:**
Include human interest angle, personal stories, imagery, key facts and figures, results and lessons.
- 4** **Build a list of relevant media contacts/outlets:**
Share regular news/invitations to take part in field visits and arrange press releases/conferences for milestones.
- 5** **Grow an online project presence:**
Share project updates on relevant websites, social media platforms and circulate information via relevant newsletters/blogs.
- 6** **Make use of the Fund's communications materials:**
Share the campaign materials; subscribe networks to the Fund mailing list; disseminate key briefs/publications.

4 Examples Of Project Communications

The Communications Team are running sessions on how to tell a compelling story/take powerful images/generate news.

Get in touch at unrsf_secretariat@un.org to take part and access sample materials. Join the Fund's communications group to find out more.

Tips for case stories and images

Case stories:

Case stories should be developed featuring young people, women and men benefitting from the project and impact on their lives, livelihoods and community.

Facts/figures to support the story should be included e.g. project support to develop X safe walking and cycling lanes is reaching a local population of X.

The person's name, occupation, where they live and how they are involved in the project should be included with quotes showing how they are benefitting.

Photographs:

High-quality action project photographs that show the project 'in action' should be taken. The photographs should be close-ups and overview shots focusing on people engaged in activities related to the project e.g. manufacturing of helmets.

Captions and copyright for each photograph should be provided e.g. Emergency medical services group from X district being trained to support road crash victims.

Photographs should be taken with the subjects' permission: in focus; in both portrait and landscape; in .jpeg format and, in the highest resolution available.

Video images:

Capture short video images in landscape using a smartphone during field visits e.g. to see traffic officers in action. These can then be edited to use in Fund videos.

Building on what works

UN Road Safety Fund news promoted together with UN Organizations

World Day of Remembrance for Road Traffic Victims
– 15 November 2020 #WDoR2020

Overview: Stories shared of people involved in road safety and role of Fund projects

Partners: UNDP, UNECA, UNESCWA, UN Habitat

Outcomes: Series of publications and videos shared in Fund news/online/reports

Zambia:

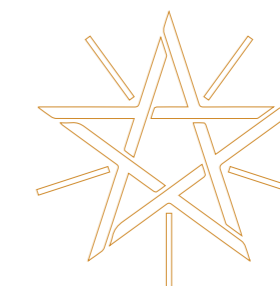
https://unece.org/fileadmin/DAM/Road_Safety_Trust_Fund/In_Focus/unrsf_wdr_sheet_zambia_andrew_final.pdf

unece.org/fileadmin/DAM/Road_Safety_Trust_Fund/In_Focus/unrsf_wdr_sheet_zambia_a_final.pdf



Ethiopia:

unece.org/fileadmin/DAM/Road_Safety_Trust_Fund/In_Focus/Ethiopia.pdf



Uganda:

unece.org/fileadmin/DAM/Road_Safety_Trust_Fund/In_Focus/unrsf_WDR_sheet_uganda_final2.pdf



Lebanon:

www.youtube.com/watch?v=XHyZekSf1pY&t=17s



