

10

Things

you should know about the



RSF

UN ROAD SAFETY FUND

We are working to help halve road deaths and injuries by 2030.



1 We are a global partnership to save lives.

The UN Road Safety Fund pools the world's resources to invest strategically in projects that improve road safety systems in low- and middle-income countries. Our partnership is one

of governments, UN agencies, technical bodies, the private sector and civil society who are all committed to ending the global road safety crisis.



Our goal is to build a world where roads are safe for every road user, everywhere.

1.35 million people die on the roads every year and another 50 million are seriously injured. And, despite known solutions, every day, 500 children needlessly lose their lives. Road crashes are now the top cause of death among children over 5 years old.





3

All our capacity-building projects channel support to lower-income countries globally.

There is a considerable gap in road traffic deaths between high and low-income countries: over 90% of road deaths happen in low- and middle-income countries. This is largely because lower-income countries tend to have heightened vulnerability of children, pedestrians and cyclists due to poorer road conditions; much older, over-used and over-crowded privately-owned vehicles, taxis and buses; weaker road traffic enforcement systems; and under-resourced post-crash emergency healthcare systems.

90%
Road deaths

Low/middle
income
countries



4

Achieving safer roads pushes developing countries closer to other development goals.

Halving road traffic deaths and injuries by 2030 is our primary development objective, but that's not all. Road traffic crashes are also a major inhibitor of economic growth, costing most countries 3% of GDP. Preventing millions of traffic-related injuries frees up overburdened health systems. Safe

roads also empower women, men and youth to pursue productive lives, driving growth. A 10% reduction in road deaths raises per capita GDP by 3.6% over a 24-year horizon. Moreover, safe, zero or low emission transport helps to protect the environment.

5

The UN Global Plan for the Second Decade of Action for Road Safety is our blueprint.

Because the solutions are known, we don't try to re-invent the wheel. Using the recognized safe system approach of the Global Plan for the Second Decade of Action, the Fund places an emphasis on:



Road user solutions (enforcing speed limits and the use of approved safety devices like helmets and child restraints).



Road solutions (assessing where and why road crashes are occurring most and working to get results).



Vehicle solutions (helping to shape and support compliance with international safety standards of vehicles admitted to the road).



Together we are making a difference for safer roads and lives.



In **Brazil**, our road traffic enforcement project – coupled with Government co-financing and partner in-kind equipment contributions – led to an ongoing decrease in the rate of traffic deaths and injuries in the State of Pará by 2 points to 13.18 in 2021 down from 15.64 in 2020.



In **West Africa**, our cleaner and safer used car project gathered actors to build consensus for 15 West African governments to adopt legislation on environmental and safety features for imported used cars, resulting in less pollutant and safer cars for 400 million citizens.

In 2021, an independent evaluation confirmed that "[the Fund] is highly relevant to the sustainable development agenda of the UN... projects are achieving significant outcomes."



In **Ethiopia**, our non-motorized transport project helped the government to strategize, prioritize and operationalize its ambition to build 3,000 kms of infrastructure that safely separates pedestrians and cyclists from vehicle traffic helping to reduce incidence of road crashes.



And in the **Philippines**, support to government went to reduce child road traffic deaths through research, advocacy, coalition-building and modernizing school zones; with help to develop a sustainable model showing that child-responsive urban planning can reduce fatalities and injuries.



7

The Fund's operations, progress and results are transparent and publicly accessible.

The Fund benefits from the oversight of an Advisory Board and Steering Committee which provide strategic direction and directly oversee financing and reporting. The governing bodies are supported by a Secretariat, housed in the UN Economic Commission for Europe, which also manages the Fund's day-to-day operations, fundraising and global advocacy. The UN Multi-Partner Trust Office also plays a key role in managing financial risks and due diligence compliance.

Operationally, annual call for project proposals are managed by the Secretariat with the support of a panel of road safety experts. Project progress reports are shared via social media, newsletters, the website, emails, annual reports and special events.

Through "Platforms of Engagement", the Secretariat also convenes virtual innovation labs for thought leaders and practitioners to brainstorm ways of improving the quality of future road safety projects.

8

There are many ways that you can support the UN Road Safety Fund.

Every financial contribution that we receive, whether from a member state, multi-national or small business, supports one or more countries with some of the highest road traffic fatality rates. The diversity of supporting mechanisms mirrors our unique and diverse membership of our public-private partnership:


- Bank transfer donations
- Online credit-card donations
- Merchandise fundraising
- Consumer round-up fundraising
- Corporate matching donations








Giving visibility to our donors is something that we take very seriously too.


The Fund is proud to champion the visibility of its donors' valued support. Depending on the size of their financial contribution, donors can select and customize how to be profiled:


 **Media:** profiled in Fund interviews/articles/videos/multi-media. Customized content for press releases related to contribution/media access to select accredited media at UN.

 **Website:** option to display Fund logo/boilerplate/banner on donor channels/materials. Featured on Fund website and announcement of donor contribution on Fund website.

 **Social media:** option to use Fund donor graphic card and profiled on Fund social media platforms.

 **Events:** option to use Fund poster. Contribution announced at Fund high-level event in presence of UN Special Envoy on Road Safety. Donor invited as Fund event co-host/high-level speaker.

 **Reporting:** regular communication/reporting from Fund. Annual Visibility Report Card to showcase profile and reach.

 **Governance:** field/site visit to one of the Fund's projects. Option to be nominated to sit on Advisory Board or Steering Committee. Invited to be a co-Chair or member of a Platform of Engagement.

10

Your support can make an impact – join our global partnership.

UN Road Safety Fund interventions work. The Sustainable Development Goals for safe and green mobility are within reach. With support we can scale and replicate solutions in many more countries.

Mobilizing **US\$ 100 million** for the Fund would help:

Save **64,000** lives

Prevent **640,000** serious injuries

Leverage **US\$ 3.4 billion** of country and city road safety investment

Join the UN Road Safety Fund's global partnership to end the road safety crisis today.



