

**PARTICIPATING ORGANIZATION ENGAGEMENT STRATEGY
2023 CALL FOR PROJECT CONCEPT NOTES
AIP FOUNDATION**

I. Overall approach to UNRSF 2023 Call for Concept Notes

Since 1999, AIP Foundation (<https://www.aip-foundation.org/>) has delivered evidence-based road safety interventions across Asia by taking a multi-pronged approach that incorporates expertise from private sector, non-profit, and government partners. AIP Foundation's work is guided by the global frameworks of the United Nations Sustainable Development Goals (Targets 3.6 and 11.2) and Global Plan for the Decade of Action for Road Safety. Our global mandate is to ensure that all individuals have access to safe, equitable, and sustainable mobility – regardless of their socioeconomic status. Regionally, AIP Foundation focuses on implementing projects that aim to reduce the rate of road traffic crashes and injuries in low-and middle-income countries.

In alignment with the growing global dialogue around road safety, AIP Foundation gained Special Consultative Status with the Economic and Social Council of the United Nations in 2017. As a UNRSF implementing partner from the civil society, AIP Foundation looks forward to adopting a multi-sectoral approach to address road safety challenges. Our response to this call prioritizes collaborations in Cambodia, Thailand, and Vietnam that benefit vulnerable road users through:

- **Legislation:** Improved policy frameworks that will create an enabling environment for vulnerable road users to practice safe, sustainable, and equitable mobility
- **Enforcement:** Improved government capacity to more effectively enforce rules, regulations, and standards to protect vulnerable road users
- **Education:** Sustainable education and awareness-raising campaigns that include direct community engagement (with a preference for youth populations) and local stakeholder capacity-building (i.e. curriculum development, Training of Trainers, building local ownership)
- **Technology:** Building the capacity of stakeholders to integrate evidence-based tools to better manage road safety risks impacting vulnerable road users
- **International Regulatory Support:** Improving the capacity and means for country-level stakeholders to access and apply international frameworks into their respective road safety management strategies and approaches.

II. Application strategy

AIP Foundation will consider submitting proposals in collaboration with relevant development agencies and non-state actors to implement single and/or multi-country projects in Cambodia, Thailand, and Vietnam. We will publish this call for Concept Notes on our website as well as reaching out to member countries, NGOs and development partners directly for collaboration.

Timeline for the Concept Note submission:

- **March 3, 2023:** Interested collaborating parties submit Concept Note(s) to AIP Foundation.
- **March 10, 2023:** AIP Foundation selects shortlisted Concept Notes and contacts applicants for further Concept Note refinement.
- **April 3, 2023:** AIP Foundation submits the finalized Concept Notes to the UN Road Safety Fund Secretariat and notifies applicants of next steps.

III. Contact information

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