

PARTICIPATING ORGANIZATION ENGAGEMENT STRATEGY
2023 CALL FOR PROJECT CONCEPT NOTES
FUNDACIÓN WRI COLOMBIA

I. Overall approach to UNRSF 2023 Call for Concept Notes

WRI is a global research organization that works in 60 countries. With more than 1,400 experts and staff, WRI turns big ideas into action at the nexus of the environment, economic opportunity, and human wellbeing. The WRI Ross Center for Sustainable Cities is WRI's program dedicated to shaping a future where cities work better for everyone. The Ross Center helps create accessible, equitable, healthy, and resilient urban areas for people, businesses, and the environment to thrive.

WRI's Road Safety program for more than 10 years has supported safe streets and safe mobility projects in over 20 countries, including countries with low and mid-level income, providing technical expertise and guidance to implement interventions and policies for safe and equitable road infrastructure design and mobility systems. Our approach is summarized in our strategy to help cities:

- Avoid increased motorized travel which has been shown to be associated with higher fatality rates through land use and transport planning
- Shift to safer modes of travel such as public and non-motorized transport
- Improve existing mobility systems and infrastructure to maximize safety

Our "Count It," "Change It," and "Scale It" approach reflects the three essential steps in WRI's theory of change to tackle the most complex urban challenges and achieve significant global impact. These steps consist of the following:

Count It -- We start with data and conduct rigorous research, and compellingly communicate our findings. Our peer-reviewed research is guided by academic standards of excellence, and we are committed to open data.

Change it -- We work with businesses, cities and countries to test solutions on the ground. We relentlessly focus on impact, tracking and sharing our top results every year.

Scale It -- We mobilize coalitions of leaders and work with a wide range of partners to put the world on a more sustainable path. Through continued political engagement and strategic outreach, we create positive change in the world.

For UNRSF we will work in pillar 1: Road Safety Management, and influence pillar 2: Safe Roads.

Excessive vehicle speed is the primary risk factor for road injuries both fatal and non-fatal, half of these victims are vulnerable road users, pedestrians, cyclists and motorcyclists (World Health Organization - WHO, 2018). According to the WHO, effective speed management is essential for most road safety intervention strategies. Countries that have adopted a safe system approach have reduced road traffic accidents faster and with better results from those who have not yet adopted it, according to a study carried out in 53 countries (WRI, 2018); therefore, it is not a surprise that several cities have overturned its policies towards the secure system approach and adequate speed management.

Colombia has promoted a national policy (law 2251 of 2022, known as Julian Esteban road safety law). In this law it has included that all districts, departments, and municipalities ranging special, I, II, and III that have transit authorities are required to have a Speed Management Program and update the program every two years. While this is great advance in the road safety agenda, in practice the municipalities lack technical expertise and limited staff to design the program.

In the proposal to be developed, WRI would work with municipalities in Colombia that want to implement their Speed Management Plan, providing support in the different stages and designing workshops and a space for knowledge exchange to strengthen local teams. The work with the municipalities would be documented so other cities in Latin America, that would like to work on speed management, have the tools carry out the task. In the long-term, we can create a city network/community that will open spaces to share experiences and lessons learned in implementing safer speeds on our streets.

WRI's possible support:

- Diagnosis and monitoring: With the local teams, find out the existing data and create a battery of indicators required for the monitoring and evaluation process. Help built the city's diagnose and baseline indicators.
 - WRI has developed a tool to measure speeds in different cities, it would be a great opportunity to test and pilot the tool and be able to twitch if required.
- Support in structuring a work plan and the SMP structure.
- Design of methodology and tools for the participation of other dependencies in the construction of the PGV, seeking to be an open and participatory process with communities and local administration.
- Capacity building spaces: At least three workshops will be given: Safe system approach, importance of speed management and how to define safe limits.
- Review of final document

II. Application strategy

Yes, we will be accepting applications of interest from external stakeholders.

WRI Colombia will be receiving applications until March 13 at 11:59 pm (UTC-5). Applications must be sent via email to: Jessica Kisner (jessica.kisner@wri.org) and (Silvia Duque (silvia.duque@wri.org))

Applications must include the following information:

- Name of the organization/entity
- Focal point information (name, title, email)
- Brief description of the experience in road safety of the organization, with special focus on experience in the Latin American region.
- Brief description of specific topics of interest of the organization regarding road safety.

Process steps	Dates
Reception of applications	Until March 13, 2023
Notification of acceptance to applicants	March 15, 2023
Partner governance scheme definition	March 16 – March 24, 2023
Preparation of concept note and budget	March 16 – April 2, 2023
Delivery of concept note to UNRSF	April 3, 2023

III. Contact information

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