

Technical Edition

Newsletter

August 2025



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FUNDING PRIORITY FOCUS

- Motorcycle Safety
- Road Crash Data

PARTNERING FOR IMPACT

- Enforcing quality helmet use in Rwanda
- Motorcycle Anti-Lock Braking System (ABS) advocacy campaign in ASEAN countries
- Re-framing road safety in Armenia: connecting data, people, and policies on Armenian roads
- Regulating a national crash data system for safer highways in Brazil

IN THIS EDITION

Message from the Head of the UNRSF Secretariat

Since its establishment in 2018, the United Nations Road Safety Fund (UNRSF) has been working alongside governments in 94 countries to strengthen capacity and advance policy changes that save lives. Building on this momentum and the growing commitment of governments to reduce road traffic deaths, the UNRSF's 2025 Call for Proposals will focus on two persistent road safety challenges: motorcycle safety and robust road crash data.

In this technical edition of our newsletter, we highlight lessons learned from partners and past projects to inspire and guide the development of transformative, scalable, and evidence-based proposals rooted in the Safe System approach.

1 Why Motorcycle Safety Matters?

A featured piece by Healthy People Rwanda

Across Africa, motorcycles are more than transport; they are a lifeline for millions, providing jobs, income, and essential mobility where few alternatives exist. In Rwanda, motorcycles make up 38% of all trips in Kigali. But this dependence comes at a heavy cost: motorcycle taxis are now the third leading cause of road fatalities, with thousands of lives lost in preventable crashes every year.

The 2025 UNRSF Call for Proposals recognises motorcycle safety as urgent and actionable. Stronger helmet standards, safer infrastructure, and targeted education can turn this crisis into an opportunity for safer, more sustainable mobility.

Healthy People Rwanda is already showing what works. Through its TUWURINDE and TRANSSAFE projects, the organisation has advanced national helmet standards, trained enforcement officers, raised awareness, and strengthened post-crash response.

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Photo Credit: Healthy People Rwanda

Priority Focus

2 Why Road Crash Data Matters?

A featured piece by Honda

Every road crash has a human story, yet in many low- and middle-income countries, countless tragedies remain invisible. Each year, 1.2 million lives are lost on the world's roads, but without reliable, standardised data, the true scale and causes are hidden. Missing data means missed chances to act: unsafe roads go unaddressed, campaigns fail to reach those most at risk, and lifesaving technologies arrive too late.

The 2025 UNRSF Call for Proposals puts data at the centre, recognising it as a life-saving necessity, not a technical add-on. Smarter, standardised systems allow governments to target interventions where they matter most.

Honda, a long-standing UNRSF partner, has seen the power of data firsthand. In Thailand, analysis revealed that 74% of fatalities involved motorcycles, insights that guided new education and technology solutions.

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Partnering for Impact

Strong partnerships are at the heart of UNRSF's catalytic approach to road safety. By working hand-in-hand with participating UN organisations, governments, and technical experts, we drive systemic change through targeted, high-impact projects. This edition highlights two initiatives that directly address this year's funding priorities: motorcycle safety and road crash data.

Motorcycle Safety

ENFORCING QUALITY HELMET USE IN RWANDA

In collaboration with the Government of Rwanda, the Tuvurinde project, implemented with support of the UNRSF, has led to the adoption of the RS 576 national helmet standard, aligned with UN Regulation 22.05. This policy milestone was backed by the launch of Africa's first helmet testing laboratory, strengthening local capacity to ensure that helmets on the market meet international safety benchmarks. The initiative not only supports safer roads but also reflects Rwanda's growing leadership and ownership in advancing motorcycle safety.



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MOTORCYCLE ANTI-LOCK BRAKING SYSTEM (ABS) ADVOCACY CAMPAIGN IN ASEAN COUNTRIES

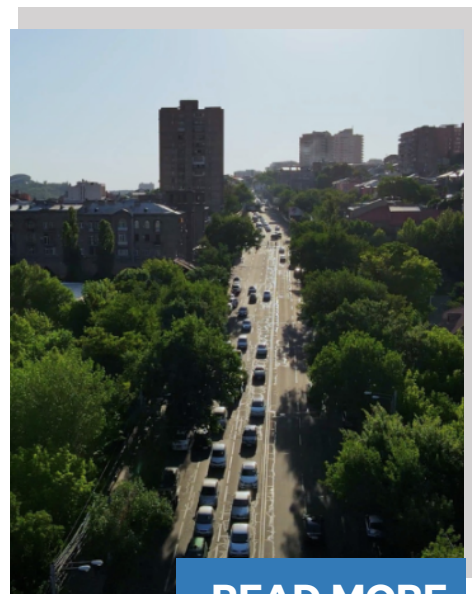
Through a regional advocacy initiative on anti-lock braking systems (ABS), UNRSF-supported partners are promoting vehicle safety across ASEAN. The project engaged officials from Malaysia, the Philippines, and Viet Nam to support national adoption of ABS regulations. A regional workshop in November 2024 strengthened technical capacity and built momentum, with 81% of countries supporting national mandates. Thailand and Malaysia have since adopted ABS regulations, with Viet Nam expected to follow in 2025.

Partnering for Impact

Road Crash Data

RE-FRAMING ROAD SAFETY IN ARMENIA: CONNECTING DATA, PEOPLE AND POLICIES

Aimed at supporting evidence-based road safety policy through an integrated database and experiment-informed policymaking, the project led to the establishment of an interdepartmental commission on road safety and the drafting of a new National Road Safety Strategy by the Government of Armenia. A key component of the strategy is a unified platform for data collection, analysis, and behaviour change, enabling targeted infrastructure improvements and behavioural interventions. In the pilot area, the platform informed changes at highest black spot locations.



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REGULATING A NATIONAL CRASH DATA SYSTEM FOR SAFER HIGHWAYS IN BRAZIL

The project established a data system to collect and analyse key risk factors across Brazil's federal highways. Through dedicated teams, joint training sessions, and field operations, the system is laying solid foundation for evidence-based interventions to reduce traffic injuries and fatalities nationwide.

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