



**RSF**

UN ROAD SAFETY FUND

# KNOWLEDGE KIT

## 3<sup>rd</sup> UNRSF Open Day

5 December 2025

# BACKGROUND ON THE OPEN DAY EVENT



The UN Road Safety Fund's annual online Open Day brings together project managers, governments, donors, and partners to review impact, share lessons, and explore opportunities **for follow-on investments** from UNRSF-funded projects.

As a **coordination hub** for the UN road safety ecosystem, the **Fund convenes key actors, builds capacity, and produces global public goods** that support evidence-based action.



UNRSF grants **provide catalytic seed funding** that helps pilot innovative solutions, attract co-financing, and mobilise additional resources from governments, donors, and public-private partnerships, unlocking broader and more **sustainable road safety financing**.

As a **knowledge and learning broker**, UNRSF generates and shares tools, guidance, and lessons learned.

The Open Day event is one of these resources, offering an annual platform for **collective learning** and strengthened coordination.

# UNRSF 3<sup>RD</sup> OPEN DAY OVERVIEW



The UNRSF 3rd Open Day took place as the United Nations launched the **first-ever Decade of Sustainable Transport (2026–2035)**, setting a global ambition for safer, cleaner, and more inclusive mobility, and in the lead-up to **the 2026 UNGA High-Level Meeting on Road Safety**. Against this backdrop, the Fund convened experts from governments, the private sector, civil society, and UN partners to reflect on the results and challenges of UNRSF-supported projects.

The Open Day highlighted the importance of **shared learning and collective action**, offering a platform to explore emerging trends linked to the **2030 Development Agenda** and innovative approaches to sustainable road safety financing.

## Focus Areas:

- **Catalytic impact of UNRSF projects:** How catalytic projects generate long-term policy reform, institutional capacity & follow-on investment beyond the original UNRSF investment.
- **Role of communications :**How communications bridge technical expertise and public understanding, amplifying impact through storytelling and advocacy, & how local narratives shape national ownership, policy uptake, and donor engagement.
- **Global public goods:** How UNRSF-supported global public goods, manuals, tools, and digital platforms, strengthen country-level implementation and replication. Each speaker will make a short elevator pitch on their respective tool.

# FIRESIDE CHAT 1: Catalytic Projects



## OVERVIEW

The session explored how UNRSF-supported catalytic projects drive long-term policy reform, strengthen institutional capacity, and unlock follow-on investments beyond initial funding. Speakers highlighted what enabled high-level institutional buy-in and how collaboration accelerated uptake beyond the original scope. They discussed the importance of shifting public attitudes for sustainable reform, strategies to encourage local authorities to invest additional resources, and ways to build institutional capacity while generating ripple effects that scale nationally and across contexts. The discussion also emphasised the value of a multi-partner approach, cross-agency collaboration, and key lessons learned for replication and lasting impact.



**Moderator:** Prof. Dr. Wong Shaw Voon

**Featuring:**

- **Mr. Nenad Nikolic**, UNECE (Multi-disciplinary road crash data in Bosnia and Herzegovina and Serbia)
- **Mr. Wafai Mseis**, Jordan Society for the Prevention of Road Accidents & Higher Road Safety Council of Jordan (Child Seat Law in Jordan)
- **Ms. Mical Rodríguez**, UNECLAC (People-Led Street Transformations in Colombia)
- **Mr. Edoardo Gianotti**, UNECE (Helmet Standards in Rwanda)

# KEY TAKEAWAYS FROM FIRESIDE CHAT 1: Catalytic Projects

**Local ownership is essential for catalytic impact:** Engaging national consultants, local institutions, and trusted stakeholders early builds credibility, accelerates uptake, and supports long-term institutionalization.

**Partnerships unlock reform beyond funding:** Cross-sector and multi-partner collaboration between governments, civil society, UN agencies, and technical experts enabled progress that could not have been achieved by funding alone.

**Policy change must be paired with behaviour change:** Legal reforms and standards are most effective when reinforced by sustained awareness-raising, community engagement, and practical guidance for end users.

**Capacity building drives sustainability:** Strengthening national systems, through training, technical expertise, certification processes, and institutional learning, was critical to scaling impact beyond pilot phases.

**Evidence and early results build momentum:** Demonstrated results helped secure political buy-in, motivate follow-on investment, and encourage expansion at national and regional levels.

**Replicability depends on learning and adaptation:** Successful replication requires listening to local contexts, learning from existing tools and methodologies, and allowing flexibility to refine approaches over time.

# BEST PRACTICE: Catalytic Projects

Bosnia and Herzegovina and Serbia report road death rates significantly higher than the European Union average. Both countries lacked formal systems for in-depth crash investigations and for translating findings into effective policy reform. UNRSF's project supports the development of a national methodology for Multidisciplinary Collision Investigation (MDCI), training stakeholders to collect and analyse crash data using international best practices.

## Best Practice – A Catalytic, System-Based Approach

- Road fatalities are **failures of the road safety system**, not individual blame.
- Multidisciplinary investigations shifted the focus from the **blame game** to **system improvement and prevention**.

## Catalytic Impact

- Introduced a **new culture of learning and prevention**.
- Strengthened collaboration across **safety agencies, health sector, academia and NGOs**.
- Demonstrated that **systemic road safety improvements are achievable**, supported by knowledge exchange with the **Swedish Transport Administration**.

## What Worked

- **Independent multidisciplinary teams** analysed fatal crashes, asking the right questions across sectors.
- **Pilot investigations of 10 cases and 310 fatal crashes** demonstrated the added value of the methodology.
- An **A-Z capacity development approach**: inform, discuss, analyse real cases, review legislation, propose improvements, and show solutions in practice.

Better Road Safety System based on in-depth analysis of road accidents in Bosnia and Herzegovina and Serbia

# FIRESIDE CHAT 2 and 4: Media and Storytelling



## OVERVIEW

These sessions explored how communications bridge technical expertise and public understanding, amplifying impact through storytelling and advocacy. They also examined how local narratives can shape national ownership and donor engagement by turning highly technical reforms into compelling human stories that mobilise public and political support. The discussion emphasised the importance of coordinating storytelling across organisations to maintain clarity and consistency, and shared strategies for presenting complex technical or financing topics to non-expert audiences. It illustrated how effective communication can shift political will, reinforce buy-in, and motivate continued investment in sustainable reforms.



**Moderator:** Ms. Marianelly Diaz,  
Communications Officer, UNRSF

**Featuring:**

- **Ms. Kate Turner**, Media and Advocacy Manager, FIA Foundation
- **Mr. Matt Taylor**, Media Engagement & Capacity Development, WHO
- **Mr. Kak D-Wing**, South-East Asia Motorcycle Assessment Programme, Project Expert, South-East Asia Motorcycle Assessment Program, MIROS
- **Dr. B Mohammed Asheel**, Project Manager, WHO - Sustainable Financing for Road Safety in India
- **Mr. Luiz Otávio Maciel Miranda**, Project Manager, Traffic Department of State of Pará, Strengthening Road Traffic Enforcement in Brazil.
- **Ms. Ariadne Baskin**, Safer and Cleaner Used Vehicle Project Manager, UNEP

# KEY TAKEAWAYS FROM FIRESIDE CHAT 2 and 4: Media and Storytelling

- **Humanise and Simplify Stories:** Need to humanize and simplify technical road-safety achievements into strong, accessible solution stories across multimedia formats.
- **Accelerate Progress at the High-Level Meeting:** Communications should help build momentum ahead of the 2026 High-Level Meeting, emphasizing urgency at the Decade of Action midpoint.
- **Showcase Achievements:** Communicate advancements in vehicle safety, legislation, safe school zones, and helmet testing laboratories.
- **Engage the Public:** Continuous public updates on road safety programmes are essential to maintain engagement and visibility.

- **Aligned Team Approach:** Ensure consistent messaging and collaboration across team members for maximum impact.
- **Local Stories Inform Action:** Local community narratives are essential for accelerating national ownership, policy uptake, and donor engagement across road-safety initiatives.
- **Strong Partnerships Are Essential:** UNRSF brings together govt, donors, and implementing partners in sustainable, coordinated partnerships that drive meaningful progress. Its support helps turn local evidence into regional action, harmonising standards across economic communities to prevent unsafe imported vehicles from moving across borders.

# BEST PRACTICE: Media and Storytelling

The UNRSF project addresses the chronic misalignment between road safety financing and evidence-based action plans. It focuses on creating a harmonized, sustainable financing ecosystem that transforms how India invests in saving lives on the road by: (1) Changing how states manage road safety resources, (2) Increasing fund utilization for evidence-based interventions and (3) Creating resilient financing streams that can withstand political and budgetary shifts.

## People-First Narratives:

- Road safety is a challenge of narrative, not just financing.
- Shift to technical financing only after establishing human impact. This approach fosters empathy and urgency among policymakers.
- Helps stakeholders understand the human stakes behind budget allocations.

## Multi-Sectoral & Multi-Level Engagement:

- Integrated a **vertical approach** (UN agencies aligning agendas through health, women & child, and other sectors) with a **horizontal approach** (state departments coordinating across transport, health, social justice, and police).
- This created **political will, institutional ownership, and coordinated action** across multiple stakeholders, enhancing implementation and sustainability.



## Solution-Oriented Storytelling:

- Combined **problem stories with concrete success stories** to demonstrate the impact of targeted investments.
- Example: Investments in school junction safety and pedestrian infrastructure led to **measurable reductions in fatalities**, proving that strategic funding can save lives.

Sustainable  
Financing for  
Road Safety in  
India: A  
Collaborative  
Approach

# FIRESIDE CHAT 3:Public Goods & Shared Learning



## OVERVIEW

The session began with short elevator pitches from each speaker, introducing their tool and the challenge it addresses. The discussion then focused on the replicability, design, and usability of these tools, the capacity-building elements required for effective adoption, and the iterative processes used to refine and improve them. Speakers also reflected on the donor perspective on global public goods, the importance of global partnerships, and future opportunities and pathways for scaling impact.

**Moderator:** Ms. Sana'a Ramez Khasawneh, Senior Advocacy and Public Affairs Manager, YOURS

**Featuring:**

- **Mr. Greg Smith**, CEO, IRAP Ten Step Plan project, IRAP
- **Mr. Jordi Bosch Pla**, Programme Officer, ACROS project, UN-Habitat
- **Dr. Melissa Campos**, Emergency Care, ECCSA implementation in post-crash care efforts, WHO
- **Mr. Pierre-Martin Huet**, Sustainability & Impact Director, Donor Perspective on Scaling Public Goods, Michelin

# KEY TAKEAWAYS FROM FIRESIDE CHAT

## 3: Public Goods & Shared Learning

- **Strategic Investment Enables Change:** Long-term, sustained support is critical for systemic change in road safety and emergency care, especially where local agencies face resource constraints.
- **Adaptability is Essential:** Tools and interventions must be flexible to respond to constantly changing environments, political shifts, and evolving city-level challenges.
- **Capacity Building Drives Impact:** Training local actors—even those without prior expertise—can translate knowledge into real-world actions.

- **Small Actions Can Have Big Results:** Practical exercises, such as city pitch simulations, can lead to actual policy adoption and implementation, demonstrating how incremental interventions scale impact.
- **Tools Identify Gaps & Foster Collaboration:** Global Public goods help uncover systemic gaps, build consensus across stakeholders who rarely collaborate, and generate actionable priorities and plans.

- **Stories Complement Data for Donor Confidence:** While metrics are important, human impact stories resonate with donors, employees, and stakeholders, strengthening confidence in scaling tools and interventions.
- **Global Public Goods Gain Power Through Sharing:** Replicable, adaptable solutions shared across borders maximize benefits and contribute to systemic improvements in road safety and emergency care.

# BEST PRACTICE: Public Goods

UNRSF is implementing several ongoing projects to strengthen post-crash emergency care systems across Africa, Latin America, and the Caribbean. Inadequate emergency response systems contribute to preventable road traffic deaths, which can be effectively reduced through the implementation of WHO's Emergency Care Toolkit. This toolkit has demonstrated a catalytic impact, is easily replicable across regions, and serves as a valuable global public good.

## ECCSA as a Global Public Good

- The ECCSA framework and Emergency Care Toolkit are designed as **global public goods for post-crash response**.
- These tools help countries **strengthen emergency care systems** efficiently without having to reinvent solutions.

## Impact

- Facilitates **faster, evidence-based improvements** in emergency and critical care systems.
- Ensures countries can **learn from each other** and apply effective strategies to save lives.



## Key Features

- **Transferable and adaptable** across different national contexts.
- Provide **practical guidance** to improve post-crash care where every minute counts.
- Support governments to **implement proven approaches** and scale impact globally.

WHO Emergency  
and Critical Care  
System  
Assessment  
(ECCSA)

# RESOURCES & LINKS

## Find out more:

- [UNRSF Newsletter: BiH and Serbia](#)
- [UNRSF Newsletter: Brazil](#)
- [UNRSF Newsletter: Tanzania](#)
- [UNRSF Newsletter Rwanda](#)
- [UNRSF Newsletter: Jordan](#)
- [Better Road Safety System based on in-depth analysis of road accidents in Bosnia and Herzegovina and Serbia | UNECE](#)
- [Ten-Step Plan for Safer Road Infrastructure](#)
- [Todos construimos la seguridad vial: Intervention in Colombia](#)
- [YOURS, the video shows the human side the road safety campaigning](#)

## WHO ECCSA Tool Based on the Emergency Care System Framework

- [WHO Emergency care system framework](#)
- [Emergency and critical care](#)
- [Integrated emergency, critical and operative care](#)
- [Acute Care Action Network \(ACAN\)](#)



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**Thank you!**