

# The UN Road Safety Fund

*Guiding government action towards achieving the SDG 3.6 target to halve deaths on the road.*



# Speed management tackling road safety in Argentina

- ❑ **Capacity Building:** The project strengthened Argentina's technical capacity to formulate speed management policies and strategies.
- ❑ **Local Initiatives:** Successful training and awareness campaigns targeting speeding were implemented in Cañuelas, Azul, and Pergamino municipalities.
- ❑ **Key Findings:** Data indicated that a significant number of accidents occurred near schools and high-traffic zones.
- ❑ **Positive Impact:** Measures led to revised speed limits, radar installations, and data collection for monitoring.
- ❑ **Local Empowerment:** Efforts equipped local authorities with cost-effective, impactful road improvement designs and the expertise to drive policy changes.
- ❑ **Resource Mobilization:** The project secured support from the public-private sector, including: Ibero-American Council for Safe Mobility, MAPFRE Foundation, Loma Negra, the National Road Safety Agency, the three municipalities, and CESVI research center.





# Ten-step plan for safer road infrastructure in Tanzania



- ❑ **Capacity Building:** The project developed an infrastructure training, accreditation, and certification scheme to build local capacity for road assessment, audit, and design for improved safety.
- ❑ **Local Initiatives:** Over 500 people were trained through the scheme, positioning Tanzania as the second-ranked country globally for iRAP Accreditation.
- ❑ **Positive Impact:** It reshaped road safety practices in Tanzania and is a global model for safer road infrastructure through local capacity building and collaboration.
- ❑ **Local Empowerment:** It delivered recommendations for a National Road Infrastructure Safety Strategy and Action Plan. And it contributed to revising the Tanzania Road Geometric Design, for safety considerations to be integrated from the start.
- ❑ **Resource Mobilization:** Data collection and workshops facilitated knowledge-sharing, leading to recommendations that can influence over US\$ 1 billion in development-bank financed transport corridor projects.



# Reclaiming Streets for African Pedestrians and Cyclists

- ❑ **Capacity Building:** The project promotes pedestrian and cycling infrastructure across five countries supporting policy development, local implementation, and investments. The aim is to create safer streets and vibrant public spaces for all.
- ❑ **Local Initiatives:** Advocacy and community outreach events raised awareness on safer roads and how non-motorized transport fosters inclusive, liveable, and safe cities.
- ❑ **Positive Impact:** The project ran a series of workshops on capacity development in key areas including: road safety data, safer roads for children, bike sharing and street design.
- ❑ **Local Empowerment:** The project acts as a catalyst for safer, sustainable urban transportation and is fostering innovation, and policy development in African cities.
- ❑ **Resource Mobilization:** Strong synergies and collaboration were established with IKI- and EU-financed projects, amplifying the impact. The project emphasizes a multisectoral approach building collaboration among governments, citizens, and the private sector.





# 2023 New Project: Emergency care systems in the Americas



- ❑ **Background:** Road traffic injuries cause 90% of global annual deaths, mainly in LMICs. Better post-crash care could save 35% of these lives, with simple, cost-effective interventions.
- ❑ **Approach:** The project uses an integrated, multidisciplinary regional strategy to strengthen emergency care systems (ECS) in the Americas.
  - Priority countries: Belize, Bolivia, Costa Rica, Haiti, Honduras, Jamaica, and Paraguay.
  - It will identify gaps and target solutions using WHO emergency care tools, such as ECCSA (Emergency Care System Assessment).
- ❑ **Expected Impact:** The project will:
  - Strengthen ECS to improve the priority countries' post-crash response.
  - Reduce mortality through cost-effective emergency care interventions.
  - Provide continuous support and act on requests for technical cooperation.



# 2023 New Project: Safe journeys for Cambodian factory workers

- ❑ **Background:** Cambodia's garment and footwear industry employs over 850,000 workers. Unsafe commutes, heavy traffic, and dangerous road behaviour result in road crashes, with 22% of those involving factory workers in 2016. To date, there has been limited investment in commuting and road safety improvements.
- ❑ **Approach:** The project will:
  - Engage 30 target factories through education, policy implementation, and worker advocacy, supported by a Public Awareness Campaign.
  - Facilitate policy-level dialogues and advocate for legislative changes in collaboration with the National Social Security Fund (NSSF) and factories nationwide.
- ❑ **Expected Impact:** The project aims to:
  - Increase factory adoption and implementation of road safety policies.
  - Improve road safety behaviour, particularly helmet usage, among workers.
  - Transition from unseated trucks to passenger/seated trucks.
  - Influence government commitments and actions regarding unsafe transport.





# #Moments2live4

## - UNRSF Social Media Campaign



- Every 24 seconds, a life is lost on our roads. We have a critical opportunity to support frontline workers working to stop more deaths on the road.
- The **#moments2live4** campaign champions traffic officers, school wardens, police, healthcare workers, and more: the hidden heroes of safer roads.
- Over 90% of road deaths still occur in low-and-middle income countries. The UN Road Safety Fund supports government workers in countries with some of the highest road traffic fatality rates through training and legislative support.
- Our goal: **contribute to achieving SDG target 3.6 - halving road deaths.**
- Currently active in nearly 90 countries, we need your support to reach workers in all 125 low- and middle-income countries.



# #Moments2Live4 social media campaign

First Edition  
November 2021



The Fund launched its first **#moments2live4** campaign urging people to **share moments in life that inspire them to champion safer roads.**

Second Edition  
November 2022



The second edition of the **#moments2live4** Campaign advocated for more interventions to keep **children safe on the roads.**

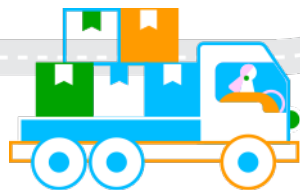
Third Edition  
21 November – 12 December 2023



The third edition of the campaign will **celebrate the local frontline workers making roads safer. It will amplify their voices while highlighting the results of UNRSF projects.** And it will urge increased support to improve road safety.







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