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**United Nations Road Safety Trust Fund  
Advisory Board  
Third session  
Geneva, 3 September 2019**

List of decisions of the Advisory Board at its third session.

## **1. Adoption of the Agenda**

The Advisory Board adopted the agenda of its third session (UNRSTF/AB/5). The following Advisory Board members participated: Chair of the Global Forum for Road Traffic Safety (WP.1) (Chair of the Fund's Advisory Board), Argentina, Nigeria, Russian Federation, Sweden, FIA- Foundation, Pirelli, Total Corporate Foundation, Korea Automobile Testing and Research Institute (KATRI), Federation International de l'Automobile (FIA), Global Alliance of NGOs for Road Safety, UNECE, WHO, World Bank, United Nations Secretary-General's Special Envoy for Road Safety, UNRSTF Steering Committee Chair, the UN Multi-Partner Trust Fund Office (MPTFO) and the UNRSTF secretariat.

The number of Advisory Board members participating, as per Rule 35 of Rules of Procedure, constituted a quorum.

The following organization participated as observer: the European Commission.

## **2. Conclusions of the Workshop on the UNRSTF**

Following the Advisory Board's request to suggest some ways to identify key priority areas for project proposals, the Steering Committee at its second session in November 2018, requested the secretariat to organize a seminar to facilitate the identification of future directions for the UNRSTF and to produce guidelines which give strategic direction in applying the "Global framework" and "Priorities and Criteria" documents. The secretariat presented the conclusions of a workshop that had been held in Geneva on 8 July 2019 with participation of some members of the Advisory Board and the Steering Committee (UNRSTF/AB/INF.1). The workshop focused on two issues: the strategic positioning of the UNRSTF and the fundraising roadmap for the UNRSTF.

The Advisory Board considered the themes or focus areas for the next calls for project proposals in 2019-2021 and decided to open the first formal call for proposals within the Fund's Global Framework Plan and Funding Criteria and Priorities, giving priority to individual country and multi-country projects having immediate and tangible impact. The Board stressed the importance of partnership and synergies with other institutions.

The Board requested the secretariat to organize a teleconference of the Steering Committee within two weeks to discuss the details of the call for proposals following the strategic decision of the Board at this session.

The Board expressed its desire to showcase the selected projects from the above-mentioned call for proposals at the Third High-level Global Conference on Road Safety to be held in Stockholm in 2020 and therefore stressed the need for urgency in this regard.

In order to maximize complementarity and avoid duplication of funds, the Advisory Board requested the secretariat to discuss ways to cooperate with the World Bank Global Road Safety Facility (GRSF) under the Fund's approved documents, and report back to the next session of the Advisory Board.

## **3. UNRSTF "Branding Identity and Messaging Framework"**

The secretariat presented the draft Branding Identity and Messaging Framework (UNRSTF/AB/2019(1)/1/Rev.1) with proposals for a messaging framework and visual identity, including logo options. With support of UNECE and a consultant, the framework was prepared on the basis of the Fund's Fundraising Strategy and Policy, Global Framework Plan and Funding Priorities and Criteria as adopted by the Advisory Board in November 2018 and of the conclusions of the

Workshop on the UNRSTF held in Geneva on 8 July 2019. It was subsequently revised based on comments received by some Board members.

Following the discussion, the Advisory Board adopted in principle the draft Branding Identity and Messaging Framework and requested the secretariat to finalize the document with incorporation of the comments from the session, including written comments, to be provided as soon as possible. The Board requested the secretariat to continue to work on the document. The Advisory Board decided on the new logo with the UN emblem (Option A in the document) and agreed to the short name – the UN Road Safety Fund - and the UNRSF as its acronym for marketing purposes. The full name – the United Nations Road Safety Trust Fund and acronym UNRSTF – will continue to be used for internal administrative purposes.

#### **4. UNRSTF “Business plan 2019-2021”**

The secretariat presented the draft Business Plan 2019-2021 (UNRSTF/AB/2019(1)/2/Rev.1) to guide the operations of the UNRSTF. The document was drafted with support of UNECE and a consultant. It was revised on the basis of comments received from some Board members.

The Advisory Board adopted the Business Plan 2019-2021 in principle, on the basis of the incorporation of feedback shared by various Board members at the session and further living updates in the future.

The Advisory Board invited UNESCO as a participating UN organization of the Fund in view of its importance in the safe system principles of the Global Framework Plan.

The Advisory Board requested the secretariat to organize a virtual Steering Committee meeting in advance of the launch of the formal call for proposals. The Board decided that the first call for proposals would disburse USD 4 million in line with scenario 3 (USD 7 million pledged) of the Business Plan. The Board also advised the secretariat to indicate the total amount without limit on each project budget when launching the call for proposals.

The Advisory Board urged the secretariat to take the opportunity of, among others, the forthcoming Conference in Stockholm to promote the UNRSTF and ideally announce the approval of projects on 19 February.

The Advisory Board advised further progress on implementing the UNRSTF Fundraising Strategy and Policy, especially the innovative mechanisms. The Advisory Board stressed the collective responsibility of all Board members in fundraising and called on all members to help generate funding support to the Fund.

#### **5. Report of the UNRSTF Secretariat**

The secretariat reported on the progress in establishing the UNRSTF secretariat and its past and upcoming activities (UNRSTF/AB/2019(1)/3).

#### **6. Pilot projects**

The secretariat informed the Advisory Board about the status of the pilot projects (UNRSTF/AB/2019(1)/4) approved by the Steering Committee in November 2018.

**7. Other business**

The Advisory Board did not discuss other matters.

**8. Date and place of next session**

The Advisory Board asked the secretariat to coordinate the date of the next session.

**9. Adoption of decisions**

The Advisory Board adopted the list of decisions of its third session (UNRSTF/AB/6).

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