



INVEST IN THE FUTURE INVEST IN SAFE MOBILITY

ABOUT THE UN ROAD SAFETY FUND

The UN Road Safety Fund (UNRSF or the Fund) was established in 2018 as a UN multi-partner trust fund pursuant to the General Assembly resolution 70/260 and with the support of the UN Secretary-General. The secretariat of the Fund is hosted in Geneva, Switzerland by the United Nations Economic Commission for Europe (UNECE). Its administrative agent is the United Nations Multi-Partner Trust Fund Office in New York.

Its mission is to finance and leverage further funding for high-impact projects based on established and internationally recognized best practices that increase road safety, minimize and eventually eliminate road crash trauma for all road users.

HOW DOES THE UNRSF WORK?

The Fund is a unique pooled financing business model that aims to help low- and middle-income countries to put in place effective national road safety systems in order to:

- Substantially curb the number of fatalities and injuries from road crashes
- Reduce economic losses resulting from them road crashes

“ The establishment of a first-ever United Nations Road Safety Fund is a crucial achievement, marking a substantial momentum in attracting increased global attention, greater political commitment, and willingness to take action towards advancing the cause. ”



Jean Todt
UNRSF Advisory Board
Member | United Nations
Secretary-General's Special
Envoy for Road Safety

WHY OUR WORK IS IMPORTANT

The World Health Organization (WHO) indicates that road traffic deaths continue to rise, with an annual 1.35 million fatalities*. "These deaths are an unacceptable price to pay for mobility," said WHO Director-General, Dr. Tedros Adhanom Ghebreyesus.

The WHO Global Status Report on Road Safety 2018 highlights the following:

Road traffic injuries are the 8th leading cause of death



1st cause of death among children aged 5-14 and among young adults aged 15-29



54% of deaths are pedestrians, cyclists and motorcyclists



1.35 MILLION
ROAD TRAFFIC DEATHS
EVERY YEAR



Low-income countries: 10% of the world's vehicles but 13% of all deaths

High-income countries: 40% of the world's vehicles but 7% of all deaths

*7 December 2018 | Geneva, Switzerland

WHAT IS OUR VALUE PROPOSITION?

/// Many lives are abruptly interrupted or irreversibly changed by road crashes. All of them had a future before it all came to a stop on the road: a job interview to attend, a holiday to plan, a wedding dress to fit; a business project to start after years of saving money, the first date with the high school sweetheart. ///



Luciana Iorio
Advisory Board Chair

We finance projects to help build the practices, policies, regulations and capacity and fill gaps needed to put road safety approaches in place. As a United Nations Trust Fund, we have brought together a broad range of UN organizations for a common purpose with a coordinated approach, based on the best science and a common plan.

We are a catalyst, an innovator and a source of inspiration for action in and by countries. Innovation and new technologies are an important part of the solutions we fund.

We aim to show that it is possible to build a large, successful fund with a true mix of public and private donors.

We hope you can join us in this effort to reduce these tragic preventable deaths and make the way we travel on the road safer.

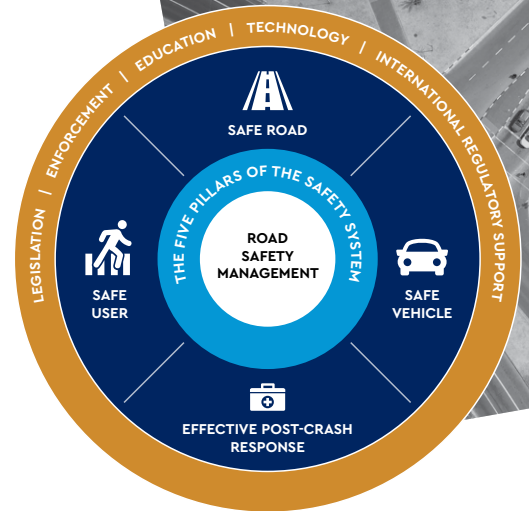
HOW YOUR CONTRIBUTIONS WILL BE USED

Through a rigorous and transparent process, high-impact projects that embed multi-dimensionality, sustainability and national ownership, will be selected to:

1. Strengthen road safety management capacities
2. Improve safety of road infrastructure and broader transport networks
3. Improve behaviour of road users
4. Enhance safety of vehicles
5. Improve post-crash care



These projects will reduce mortality and injury on the roads and in doing so, assist in reaching the Sustainable Development Goals on health, cities, poverty and more.

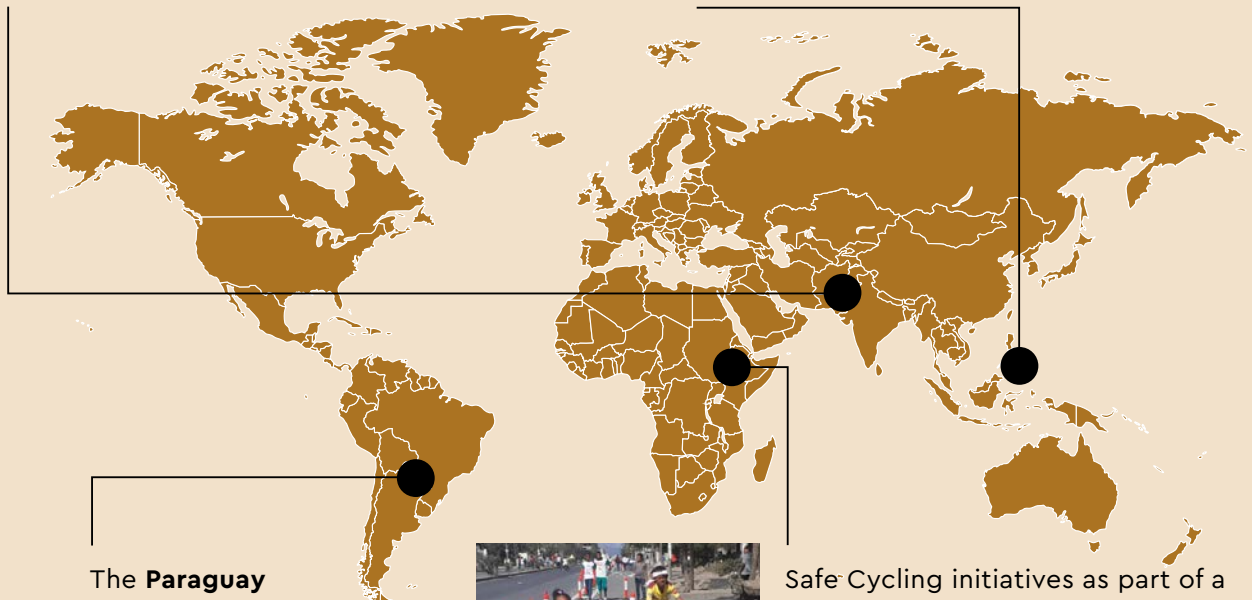


SPOTLIGHT ON KEY OUTCOMES OF UNRSF PROJECTS



In **Pakistan**, a proposed road safety bill will be the first in road safety legislation in the country. (WHO)

Police personnel are already utilizing the knowledge to reinforce speed along with Memorandum of Agreement signed between government lead offices in **the Philippines**. (UNESCAP)



The **Paraguay** Ministry of Housing and Urban Planning has issued a Memorandum of Understanding to ensure a child rights approach to all future urban development projects. (UNICEF)



Safe Cycling initiatives as part of a national strategy has been successful in **Ethiopia** and is helping to mitigate the spread of COVID-19. (UN-Habitat)

UNRSF currently finances 15 high impact projects in 19 low- and middle-income countries, targeting key gaps in the road safety system.

BECOME A UNRSF DONOR

This is an opportunity to not only write a check but also to engage in the rapidly evolving discussion on safe mobility:

- Become a part of a true **public-private partnership** by joining our fourteen* diverse donors
- Guide our work and direction by joining our **governing bodies**
- Take advantage of **branding opportunities**
- Join a dynamic **community of road safety donors**
- Collaborate in **ethical investing** to make an impact

* fourteen donors as of July 2020



HOW YOU CAN JOIN

- Direct cash donations
- Innovative financing mechanisms:
 - Consumer-based and product-related fundraising initiatives
- Engagement and in-kind contributions:
 - Staff time and expertise from public and private sector
 - Product and services contribution from businesses, accompanied by cash contributions

INVESTMENT OPPORTUNITY FOR 2021–2025 (IN US\$)

Total need: 320 million

The ask: 320 million

Current pledges: 19.67 million

BREAKDOWN OF DEMAND FOR UNRSF SUPPORT (IN US\$)

Short term (2018–2020)	17 million
Medium term (2021–2025)	320 million
Long term (2025 and beyond)	505 million

LEARN MORE

[2 years with the Fund](#) [Fund brochure](#) [2019 Annual Report](#)