

ECONOMIC COMMISSION FOR EUROPE

EXECUTIVE COMMITTEE

123rd meeting
Geneva, 8 July 2022

Item 7

Informal Document No. **2022/25**

Extrabudgetary project
Global Road Safety Campaign

**UNITED NATIONS ECONOMIC COMMISSION FOR EUROPE
TECHNICAL COOPERATION PROJECT FORM**

Project title: Global Road Safety Campaign (in kind contribution)		
Expected timing/ duration: June 2022 - June 2023		
Objective and brief summary of the project: <p>The Second Decade of Action for Road Safety (2021-2030) is ongoing and still stand at an estimated 1.35 million deaths and 30-50 million severely injured each year on our world's roads. Despite the best practices developed from the First Decade of Action (2011-2020) and the road safety improvements made in some of the European countries, regrettably we have achieved no decreases in the number of global annual road traffic deaths. Ninety percent of road fatalities occur in lower-and-middle income countries and more than 55% of global road deaths are vulnerable road users (pedestrians, cyclists, motorcyclists). There is also an increase in motorized transport, notably motorcycle use in Africa and Asia. In light of the above, the UN General Assembly in August 2020 (A/RES/74/299) recommended that the function of the United Nations Secretary-General's Special Envoy for Road Safety to be extended another ten years to cover the period of the Second Decade.</p> <p>The Special Envoy's priority areas include the following:</p> <ul style="list-style-type: none"> • Promoting a global partnership to support the design and implementation of strategies and activities to improve road safety; • Advocating with governments, civil society and the private sector for the promotion of road safety, particularly in countries with high level of road fatalities and injuries; • Participating in global and regional conferences and meetings on road safety; and • Advocating the accession to, and more effective implementation of, United Nations road safety legal instruments. <p>It is in this context that the UN Secretary General's Special Envoy for Road Safety is launching a new campaign with the purpose of raising awareness for road safety to contribute to achieve the Second Decade's targets. The objective will be reached by implementing the following activity: A1.1. Providing of 15 digital advertising spaces in New York City. Specifically, JCDecaux will showcase road safety messages – on the Second Decade of Action targets; vulnerable road users and most affected countries – by using its advertising spaces (based on the availability of the advertising spaces and depending on its operational constraints) to give the campaign maximum visibility, giving this road-safety initiative an unprecedented scale.</p>		
Expected results of the project: EA1. Increased visibility for road safety in New York City		
Target group and beneficiaries of the project: Beneficiary countries/cities: countries where JC Decaux operates, New York in particular. Target group is government officials; research institutions; NGOs for Road Safety; private sector companies, including the ones already linked with the UN Road Safety Fund or potentially.		
Justification of project and its relationship to the programme of work: The project suggested by the United Nations Secretary-General's Special Envoy for Road Safety as part of the broader efforts within his mandate aimed at enhancing global road safety, raising awareness for road safety and contributing to achieve the Second Decade of Action for Road Safety's targets. The Special Envoy's project contributes to the objective of the Subprogramme 2 "Transport" "to improve sustainable inland transport by making it safer, cleaner, more efficient and more affordable, for both freight transport and personal mobility" of the UNECE programme budget for 2022.		
Estimated UN regular budget resources (work months of RB staff/level of Staff): not applicable		
Estimated extra budgetary resources:		
Donor JCDecaux SA (in kind contribution)	Amount (US\$) Equivalent of 16,112 (US\$)	
Project Manager: Priti Gautam 28.06.2022	Section/Division: UN Economic Commission for Europe/Office of the Executive Secretary/Secretariat of the UN Secretary-General's Special Envoy for Road Safety	
Cleared by Programme Management Unit: Nicolas Dath-Baron 28.06.2022	Approved by EXCOM¹	08.07.2022

¹ See paragraph 31 (a) of Commission decision A(65).

Annex
Results-based budget for the extra-budgetary project

Expected Accomplishments	Planned activities	Estimated costs (US\$)
EA1. Increased visibility for road safety in New York City	A1.1. Providing 15 digital advertising spaces in New York City	16,112
Total		16,112