

ECONOMIC COMMISSION FOR EUROPE

EXECUTIVE COMMITTEE

125th meeting
Geneva, 30 November 2022

Item 9

Informal Document 2022/37

Extrabudgetary project
Global Road Safety Campaign
(for approval)

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

Project title: Global Road Safety Campaign (in kind contribution)		
Expected timing/ duration: November 2022 – June 2023		
Objective and brief summary of the project: #Moments2Live4 is a global social media campaign by the UN Road Safety Fund to raise awareness on the global road safety crisis which results in 1.35 million road traffic deaths each year and is the leading cause of death for children above five years old. From World Children’s Day (20 November 2022) to the International Day of Education (24 January 2023) the UN Road Safety Fund will launch the #moments2live4 campaign which will actively promote children and road safety messages on all its social media channels as well as call for individual online donations to the Fund. In order to ensure the widest visibility, reach and fundraising success of the campaign, the UN Road Safety Fund began canvassing for “campaign champions” in 2021. Campaign champions are stakeholders who have over 1 million social media followers and have agreed to raise awareness about the UN Road Safety Fund’s #moments2live4 campaign on children and road safety. Champions will use their own social media channels to post #moments2live4 social media messages, video clips and other digital products that raise awareness on the global road safety challenge among children and that call for support to the work of the UN Road Safety Fund. Despite appearing in two SDG targets, the global road safety challenge today is a major public health issue which remains largely unknown among everyday road users, policymakers and corporate leaders. This social media campaign provides a meaningful and concrete opportunity for champions with a large social media following to help give visibility on and raise awareness about the global road safety crisis and the response being provided by the UN Road Safety Fund. To this end, in September 2021 Animaccord, a Cyprus-based animation studio, pledged in-kind pro bono support to champion the #moments2live4 campaign and the work of the UN Road Safety Fund by: <ul style="list-style-type: none"> (i) Producing a pro bono public service announcement videoclip using characters from its Masha and Friends brand which will focus on children and road safety rules: (ii) Granting the United Nations a licence to use characters from the brand in furtherance of the campaign in the ways and within the limits specified in the Agreement; and (iii) Conducting other children and road safety advocacy activities in support of the Campaign as may be agreed with the UNRSF secretariat. The legal arrangements have been under discussion since September 2021 and to be concluded in November 2022 ahead of World Children’s Day.		
Expected results of the project: EA1. Increased and widespread visibility, reach and fundraising success of the campaign on global road safety, especially as it affects children.		
Target group and beneficiaries of the project: Individuals especially families with children, policymakers and private sector in UN member states.		
Justification of project and its relationship to the programme of work: Animaccord currently has over 33 million social media followers. By partnering with Animaccord to raise awareness about road safety, including its devastating impact on children and quality of life, this campaign will have a concrete opportunity to boost awareness among millions of families (with children) who would not otherwise be aware of the global road safety crisis and their role to support the work of the UNRSF. The partnership also contributes towards the United Nations General Assembly adopted resolution 70/1 regarding the 2030 Agenda for Sustainable Development, which set out 17 Sustainable Development Goals (SDGs), including SDG Goal #3 relating to “Good Health & Well Being,” which incorporates Target 3.6, aiming to halve the number of global deaths and injuries resulting from road traffic accidents by the year 2030. The project contributes to the objective of the Subprogramme 2 “Transport” “to advance a regionally and globally sustainable inland transport (road, rail, inland waterway and intermodality) system by making it safer, cleaner, more efficient and more affordable, both for freight transport and people’s mobility” of the UNECE Proposed programme budget for 2023.		
Estimated UN regular budget resources (work months of RB staff/level of Staff): Not applicable		
Estimated extra budgetary resources:		
Donor Animaccord (in kind contribution)	Amount (US\$) Equivalent of 23,200 (US\$)	
Project Manager: Nneka Henry 04.11.2022	Section/Division: UN Economic Commission for Europe/Office of the Executive Secretary/Secretariat of the UN Road Safety Fund	
Cleared by Programme Management Unit: Nicolas Dath-Baron 04.11.2022	Approved by EXCOM¹	30.11.2022

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 and widespread visibility, reach and fundraising success of the campaign on global road safety, especially as it affects children.	<ul style="list-style-type: none"> (i) Producing a pro bono public service announcement videoclip using characters from its Masha and Friends brand which will focus on children and road safety rules; (ii) Granting the United Nations a licence to use characters from the brand in furtherance of the campaign in the ways and within the limits specified in the Agreement; and (iii) Conducting other children and road safety advocacy activities in support of the Campaign as may be agreed with the UNRSF secretariat. 	23,200
Total		23,200