

ECONOMIC COMMISSION FOR EUROPE

EXECUTIVE COMMITTEE

128th meeting
Geneva, 15 May 2023

Item 6 of the provisional agenda

Informal Document 2023/24


Extrabudgetary project

Global Road Safety Awareness Campaign

(in-kind contribution)

(for approval)

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

Project title: Global Road Safety Awareness Campaign		
Expected timing/ duration: May 2023 – May 2024		
<p>Objective and brief summary of the project: Road safety is a critical global issue that affects the lives of millions of people each year. According to the World Health Organization (WHO), approximately 1.35 million people die annually in road traffic accidents, and an additional 50 million are injured. Despite its impact on human life, road safety remains a significant challenge, particularly in low and middle-income countries. The challenges associated with road safety are numerous, including inadequate road infrastructure, a lack of enforcement of traffic laws, unsafe driving behaviors, and inadequate emergency response systems. Road deaths and injuries are predictable and preventable, and solutions exist. However, efforts to address road crashes have not been entirely successful due to the lack of awareness among governments and public of the risks, costs and of simple solutions. The United Nations has made growing commitment to addressing road safety globally. Following the “Decade of Action for Road Safety 2011-2020”, the UN General Assembly in September 2020 adopted a resolution “Improving Global Road Safety”, proclaiming the second Decade of Action for Road Safety 2021-2030. This new decade has an ambitious target of preventing at least 50% of road traffic deaths and injuries while providing safe, affordable, accessible, and sustainable transport systems for all by 2030. To achieve these goals, the WHO and UN regional commissions are working closely with other partners to promote the comprehensive Global Plan for the Decade of Action. To galvanize intersectoral actions and to raise the visibility of road safety, the UN Secretary-General, appointed the first-ever Special Envoy for Road Safety in 2015. The Special Envoy works to raise awareness, promote cooperation, and advocate for action at the national and international levels. At the UNGA adoption of the political declaration “The 2030 horizon for road safety: securing a decade of action and delivery” in July 2022, the United Nations Secretary-General highlighted that awareness-raising is critical to achieving Sustainable Development Goal target 3.6 aiming to halve the number of global deaths and injuries from road crashes. One of the goals of the UN Secretary-General's Special Envoy for Road Safety is to advocate and to raise awareness for road safety. To this end, the Special Envoy is planning to launch a global visibility campaign, that would be showcased on billboards and public spaces in an estimated 80 countries over the next two years. Awareness-raising campaigns have been found to be particularly effective in promoting road safety, as they educate communities about the importance of adopting safe practices, and especially critical in low and middle-income countries where resources may be limited. This partnership offers in-kind support to the Secretariat of the Special Envoy to design the creative and visual elements of the global campaign. The objective of the project is to raise awareness and educate local communities on road safety by collaborating on the creative along with production elements for the new UN global road safety awareness campaign, and will be achieved by implementing the following activities:</p> <p>A1.1. Designing the creative concept and the toolkit of the global road safety campaign; A1.2. Producing the campaign assets and toolkit for the global road safety campaign.</p>		
Link to the SDG targets: SDG 3, target 3.6; SDG 11, target 11.2.		
Expected results of the project: EA1. Increased awareness at global and national levels on road safety that leads to national plans/strategies, including better awareness about United Nations road safety legal instruments and safe behaviours.		
Target group and beneficiaries of the project: All UN Member States		
Justification of project and its relationship to the programme of work: 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): 2 days of D2		
Estimated extra budgetary resources:		
Donor	Amount (US\$)	
Saatchi & Saatchi Group Ltd	249,000 (in-kind contribution)	
Project Manager: Priti Gautam  12.04.2023	Section/Division: Office of the Executive Secretary	
Cleared by Programme Management Unit: Nicolas Dath-Baron 12.04.2023	Approved by EXCOM¹	15.05.2023

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

Annex
Results-based budget for the extrabudgetary project – (in-kind contribution)

Expected accomplishments	Planned activities	Estimated costs (US\$)
EA1. Increased awareness at global and national levels on road safety that leads to national plans/strategies, including better awareness about United Nations road safety legal instruments and safe behaviours	A1.1. Designing the creative concept and the toolkit of the global road safety campaign Agency creative fee for building global campaign (includes personnel time for development of strategy, creative concept, design of assets and toolkit, project management)	149,000
	A1.2. Producing the campaign assets and toolkit for the global road safety campaign Production (includes studio costs, preparation of materials, artwork, project management)	100,000
Total		249,000