

**ECONOMIC COMMISSION FOR EUROPE**

EXECUTIVE COMMITTEE

129th meeting

Geneva, 6 July 2023


Item 4 of the provisional agenda

Informal Document no. 2023/31

**Extrabudgetary project**

**Building a road safety culture among private sector**

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

<b>Project title:</b> Building a road safety culture among private sector		
<b>Expected timing/ duration:</b> July – December 2023		
<b>Objective and brief summary of the project:</b> The issue of global road safety is a crucial aspect of development that impacts 1.3 million people who die on the roads annually and an additional 20-50 million people who suffer injuries or disabilities. Beyond altering the lives of individuals and families, these tragedies have a significant economic cost on the most vulnerable countries, amounting up to 5 percent of their GDP every year. In 2020, the UN General Assembly adopted a resolution titled "Improving Global Road Safety" following the completion of the "Decade of Action for Road Safety 2011-2020." The resolution established the second Decade of Action for Road Safety 2021-2030, which aims to prevent at least 50% of road traffic deaths and injuries by 2030 and provide safe, accessible, affordable, and sustainable transportation systems for all. To achieve these goals, the WHO, UN regional commissions, and other partners have developed a Global Plan for the Decade of Action, released in October 2021. The United Nations appointed a Special Envoy for Road Safety in 2015, whose role is to advocate for road safety at the highest political levels, engage with governments, civil society, and the private sector, and promote innovative solutions to improve road safety outcomes worldwide. One of the key strategies of the Special Envoy is to engage the private sector in addressing road safety challenges. The private sector can play an essential role in improving road safety outcomes by developing and implementing innovative technologies and solutions that address the root causes of road accidents. The objective if this project is to increase engagement of private sector on the issue of road safety. The S&P Global Inc. will support initiatives currently being implemented by the Special Envoy for Road Safety and add the voices of private sector. The partnership will amplify road safety messages across their company's platforms. The objective of the project will be achieved by implementing the following activities: A1.1. Organizing 3 focused activities and events to promote the safety culture in corporate responsibility, by showcasing the value of investing in road safety.		
<b>Link to the SDG targets:</b> Road safety is included in the 2030 Agenda for Sustainable Development, in targets 3.6 - aiming for the reduction of global road traffic deaths and injuries by 50 per cent by 2020; and 11.2 – aiming to provide access to safe, affordable, accessible and sustainable transport systems for all by 2030.		
<b>Expected results of the project:</b> EA1. Increased awareness on the importance of road safety through engagement of the private sector		
<b>Target group and beneficiaries of the project:</b> All UN Member States		
<b>Justification of project and its relationship to the programme of work:</b> 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 programme budget for 2023.		
<b>Estimated UN regular budget resources (work months of RB staff/level of Staff):</b> 1 day of D2		
<b>Estimated extra budgetary resources:</b>		
<b>Donor</b> S&P Global Inc	<b>Amount (USD)</b> 56,500	
<b>Project Manager:</b> Priti Gautam  05.06.2023	<b>Section/Division:</b> Office of the Executive Secretary	
<b>Cleared by Programme Management Unit:</b> Nicolas Dath-Baron 05.06.2023	<b>Approved by EXCOM<sup>1</sup></b>	<b>06.07.2023</b>

<sup>1</sup> See paragraph 31 (a) of Commission decision A(65).

**Annex**  
**Results-based budget for the extrabudgetary project**

<b>Expected accomplishments</b>	<b>Planned activities</b>	<b>Estimated costs (USD)</b>
EA1. Increased awareness about the importance of road safety through engagement of the private sector	A1.1. Organizing 3 focused activities and events to promote the safety culture in corporate responsibility, by showcasing the value of investing in road safety.	49,200
	Communications consultant (development of key messages and communication strategy) x 2 months x \$6,600 per month	13,200
	Contractual services (venue rental & catering) x 3x \$4,000	12,000
	Travel of Special Envoy and 2 staff x 3 events x \$4,000	24,000
Budget summary		49,200
13% Programme Support Cost		6,400
<b>Total</b>		<b>55,600</b>