



From global commitments to local action

Global Alliance of NGOs for Road safety strategic plan 2019 - 2023

About the Global Alliance of NGOs for Road safety

The Alliance is a unique and growing network of 225+ member NGOs from 90 countries dedicated to improving road safety and victim support worldwide.

In 2012, the World Health Organization (WHO), which had taken the lead in organizing the world's road safety NGOs and global road safety meetings, issued a challenge to NGO members of the United Nations Road Safety Collaboration: organize and govern yourselves. NGOs themselves recognized the need for a forum where they could join forces, share knowledge, take more effective action, and collectively advocate for road safety and the rights of victims of road crashes. In response to this challenge, and with support from WHO, the Global Road Safety Facility-World Bank, and the FIA Foundation, the Global Alliance of NGOs for Road Safety (the Alliance) was established. The Alliance is making sure that NGOs—as the ears, eyes, and voices of communities around the world—are prepared to lead the way toward the Sustainable Development Goals.

The Alliance is composed of a secretariat—responsible for overall leadership—and member NGOs that operate at country, regional, or international level, depending on their mandate, technical expertise and available resources. The Alliance provides a platform for NGOs to network and share experiences and best practices, collective action and build NGOs capacity.

Our strengths

- We are a respected and credible global civil society movement, spanning different road safety risk factors across the world to work for a common cause.
- We have a proven track record in focused, evidence-based advocacy, drawing upon the capacity, expertise and reach of our global network.
- We represent the voice and interest of our members and are a trusted Member organization
- We ground our global advocacy in the reality of local experience, and ensure local ownership and support for our projects and programmes.
- We convene and connect the road safety movement at national, regional and global levels.
- We have a solid track record and broad experience of working in strategic partnerships across all sectors, including UN agencies, governments, business, civil society and academia.
- Our independence and integrity and a transparently run organization

- Our volunteer network of leading scientific and public health experts who inform our policy, advocacy and programmatic work.

Our track record

The Global Alliance of NGOs for Road Safety is uniquely placed to drive the road safety agenda forward.

We are a recognized convener and mobilizer of the civil society movement, a partner to governments and UN agencies, and an advocate for victims.

Some of the Alliance achievements to date:

- Unite road safety NGOs and lead the first global civil society movement road safety and safer mobility: the Alliance brings together 220 NGOs from different areas to work for a common agenda and convened a legitimate and respected civil society movement that could not be ignored.
- Influenced political commitments on road safety and safer mobility: Together with governments and WHO, supported campaigns for the inclusion of road safety in the Sustainable Development Goals
- Promoted accountability for road safety: Supported the adoption of a comprehensive set of 12 global voluntary road safety targets and indicators. These are the first set of time bound targets on road safety s and will encourage governments to honor their commitments and improve data collection on road safety.
- Built capacity among road safety NGOs
- Increased visibility of NGOs role as the conscience, voice, ears and eyes of communities
- Mobilized NGOs and aligned our member organizations towards WHO best practices and recommendations and coordinate global road safety dates such as the UN Global Road Safety Week and the World Day of Remembrance.

Introduction

Over 1.3 million people die on the world's roads every year. Poor and young populations, in particular, are the victims of dysfunctional mobility systems, poorly formulated urban planning decisions, and political indifference that prevent them from benefitting from and contributing to society and functioning at an optimal level.

Road safety is a social justice issue where the underprivileged are particularly disadvantaged, primarily because they are more likely to be injured or die from road crashes and their families are more likely to suffer severe and long-term consequences. Nine out of 10 road traffic deaths happen in low- or middle-income countries and with that follows a disproportionate burden of economic loss and social inequality.

Road traffic injuries are the main cause of death in the 15–29 age group. Moreover, a student who lives in Africa is more likely to be killed on his or her way to school than a student who lives in Europe. This means that in addition to many other disadvantages for development countries, simple access to education is greatly impacted by the geographical location of the student.

In addition, more than 50 million people incur injuries annually from road crashes. These injuries contribute to chronic poor health and material deprivation, and often strip families of their breadwinner. Healthcare or funeral costs regularly lead families into financial crisis and poverty.

Road crashes result in a tremendous financial loss at a country level, as well as at a personal level, through lost income opportunity, health and social care for injured and disabled victims, , and damage caused to property. A recent World Bank report estimated that countries could increase their GDP between 3% and 22% if road traffic deaths and injuries were halved, in line with the SDG target. As a result, public resources

are used to solve a problem which could have been prevented through safety measures and awareness programs.

The Alliance Strategic Plan 2019 – 2023 comes at a critical moment in the history and future of the road safety response, when the imperative for action has never been stronger. We have the knowledge, evidence-based solutions, and partnerships necessary to drive a historic transformation that will improve the lives of generations to come.

A number of commitments and advocacy campaigns has helped to advance the road safety agenda since 2011. With the adoption of the Decade of Action for road safety 2011-2020 and the UN resolution 70/260 and the first set of voluntary global road safety targets, and agreement by the UN Member States on an ambitious Agenda for Sustainable Development that includes road safety, it is time to build on the momentum and ensure that the technical foundations are in place.

Reduction of road fatalities and injuries have not been seen despite achieving these important milestones in recent years. Impact have been lacking and we have not seen the progress that we wanted and our scale, approaches and practices have so far have be insufficient.

Rates of progress in road safety at the national and regional level are uneven and largely off-track in LMICs. The imperative for action is hampered by gaps and shortcomings in the response, ranging from inadequate resources, a lack of focus and ill-equipped emergency care systems to respond to the growing burden, and the absence of the voice of victims in the local responses.

The next five years provides a window of opportunity to scale up action on road safety prevention. If we seize the moment now, we can save lives, empower people to save lives, and at the same time reduce poverty, stimulate economic growth and environmental sustainability.

The Global Alliance of NGOs for Road safety, as a civil society network uniting more than 225 organizations in more than 90 countries, remains dedicated to improving road safety worldwide.

Mission and Vision

Our vision: A world where everyone has the opportunity for a just life, and safe from preventable road traffic deaths and injuries.

Our mission: To unite, empower and strengthen NGOs to stimulate collaborative advocacy, action and accountability for road safety.

Goals

In the long-term, we aim to support the delivery of the UN road safety goals and targets and the Sustainable Development Goals

- By 2030, halve the number of road deaths and injuries
- By 2030, reach the UN's 12 road safety performance targets

To meet these goals, the Alliance will aspire to

- shape **road safety policy and public health outcomes**—demonstrated by a reduction of fatalities and injuries,
- be **effective in how we use our position as voice of the global NGO community,**
- stay **legitimate as a global representative organization that adds value to our members.**
- Alliance Strategic Pillars

The Alliance will work around 3 pillars: 1) Networking and Sharing, 2) Advocacy and accountability and 3) Capacity building

1) Networking and Sharing

We will continue to use every opportunity to mobilize more NGOs and strengthen the NGOs voice as well as promoting the benefits and value of civil society's perspectives.

The Alliance will

- Have a sharp positioning and framing of key issues from our unique perspective as the conscience, eyes, ears and voice of communities,
- Strengthen our communication platforms to influence political commitments, international resolutions, funding, and national policy adoption and scale up of interventions: In partnership with UNRSC and other strategic partners, campaign for extension of the 3.6 target in the Sustainable Development Goals to 2030,
- Create multisector partnerships and stronger coalitions: convene and mobilize diverse groups of actors and networking and liaising with external partners
- Influence solutions that can lead to change: Stronger ability to research and present findings on best practices and interventions
- Grow and strengthen the NGO movement and identification of further ways to add value and support members – through national and regional partnerships, capacity building, program implementation and further visibility and sharing of best practices
- Convene and unite NGOs, coordinate and mobilize responses, empower NGOs and strengthen NGOs as the voice of the communities

2) Advocacy and accountability

The Alliance will supporting Members in advocating for change and hold governments to account ensuring that promises made by UN agencies and governments are kept at global and national levels.

The Alliance will:

- Act as the leading civil society voice for road safety in relevant WHO and UN processes, as well as ensuring strong civil society engagement in UNGRSW, World Day of Remembrance and Global Action Weeks
- Support the implementation of road safety within the 2030 Agenda at global, regional and national levels, and promote the crosscutting relevance of road safety to other sustainable development priorities;
- Support the delivery of global commitments as related to the SDGs and WHO 12 voluntary targets,
- Advocate to mobilize sustained multilateral, bilateral and domestic resources for road safety and victim support,
- Promote accountability for road safety: in collaboration with members develop accountability frameworks for the voluntary targets

3) Capacity building

We will continue our capacity building efforts to strengthen NGOs performance and ability to operate effectively and efficiently in service delivery, program management, data collection, reporting and monitoring and advocacy.

The Alliance will

- Strengthen NGOs voice and our regional focus by creating regional chapters of the Global Alliance
Regional strengthening – Stronger role in responding to regional and local progress: Collecting, disseminating, and analyzing information; Assessing regional and local conditions, provide and offer NGO perspectives and monitoring compliance with agreements
- Create multi sector partnerships and stronger coalitions: convene and mobilize diverse groups of actors and networking and liaising with external partners
- Influence solutions that can lead to change: Stronger ability to research and present findings on best practices and interventions
- Grow the NGO movement and identification of further ways to add value and support members – through e.g. national and regional partnerships, capacity building, program implementation and further visibility and sharing of best practices

Delivering results

To be able to deliver on our commitment and ambition, the following areas will be prioritized

Strategic partnerships

The advocacy, commitment and expertise of our Members are playing a central role in shaping and delivering the Alliance activities. As an Alliance, we unite and combine the efforts of our members on issues on which together we can achieve more than any individual organization can alone.

Effective partnerships remain fundamental to the response and underpin the work of the Alliance. The Alliance member base and partnerships span the road safety community across risk factors, constituencies and demographic groups. A multisector approach is necessary to drive change in road safety and the SDGs more broadly; our partnerships and coalitions will develop and span different sectors within and beyond health, including the UN, governments, civil society, academia and private sector.

In this next phase, the Alliance will continue to promote partnerships as a cornerstone of the response, while strategically expanding its engagement with the road safety community as well as beyond the traditional road safety and health sectors to broader sustainable social justice and human development.

Effective communication

Delivering results will require effective and tailored information and communication. Communications channels and technology must be relevant and our communications will continue to take a people-centred approach, amplifying the voice of the NGOs.

The Alliance will leverage the diverse expertise and communication platforms of its Members to raise awareness about road safety, including key dates, international and regional events and Meetings. In this next phase, building up a more diverse and engaged audience will be a crucial component of our communications work, as will expanding our reach by communicating in three languages (English, Spanish and French).

Strengthening the Alliance's profile and brand will be another crucial component of our work. We will improve our online and offline communication channels, and create the necessary synergies between them to maximize our content and speak to an increasingly diverse audience with one voice.

Organizational development

In order to deliver impact in this next phase, the structure and governance of the Alliance will be evaluated to ensure we are fit for purpose and relevant in the sustainable development era. The Alliance is rooted in our Members and the NGOs reality. We will maintain our Swiss registration and the existing governance structure with a member elected board, who will be responsible for ensuring that the Alliance stays true to

our mission and is embedded in the NGO member's reality. In addition, we will establish a American Friends of Organisation which will open up for raising funds in the United States, but also allow us to bring in a broader group of dedicated individuals to support organizational strengthening, financial and management transparency, fundraising and strengthening the Alliance team. In line with this organizational development, our operations, decision making process, accounting, and governance structure will develop.

The Strategic Plan will be accompanied by five-year business plan, along with annual operational work plans, targets and budgets.

Financial sustainability

The Alliance Strategic Plan will be only be realized by securing adequate and appropriate resources for the Alliance. With the American Friends of the Alliance Organisation we will get access to new funding opportunities. But also existing partnerships as well as the newly established UN Road Safety Trust Fund presents considerable opportunities for the Alliance and the broader road safety response. The Strategic Plan will be accompanied by a financial plan for growth and a fundraising strategy that will ensure the maintenance and development of existing funding relationships and revenue streams. A priority for this next phase will be diversifying funding sources and leveraging more resources for priorities identified in this Strategic Plan, both for our own operations and for the broader response.

Monitoring and evaluation

Improved delivery going forward means increasing our capacity to measure performance. A robust process for monitoring and evaluation of the Alliance's activities and operations will be introduced, including Key Performance Indicators (KPIs) tied to annual work plans to measure progress against all mid-term goals and strategic pillars.