

7th UN Global Road Safety Week



StreetsforLife

RethinkMobility

What's it about?

Streets for Life #RethinkMobility

Calling for a SAFE shift to walking, cycling, and public transport (modal shift)

15 - 21 May 2023



Key messages

- There is a desperate need for governments and their partners to rethink mobility
- Safety must be at the core of efforts to reimagine how we move in the world
- To ensure safety, road networks must be designed with the most at risk in mind
- When safe, walking and cycling can contribute to making people healthy, cities sustainable, and societies equitable
- Safe, affordable, accessible and sustainable public transport is a solution for many of societies' ills



Why safe modal shift?

It is a key recommendation in the Global Plan

"Multimodal transport and land-use planning is an important starting point for implementing a Safe System. It establishes the optimal mix of motorized and non-motorized transport modes to ensure safety and equitable access to mobility"

It is an enabler for many other SDGs



In many places, walking in particular is already the dominant mobility mode but it is not safe

A few numbers

- By 2030, 70% of people will live in urban settings (Global Plan)
- In Africa, 1 billion people walk or cycle everyday every day
- 26% of road traffic deaths globally are pedestrians and cyclists (44% in Africa)

Sources:

Global Plan for the Decade of Action for Road Safety 2021-2030

Walking and Cycling in Africa: Evidence and Good Practice in Action

Global Status Report 2018

Advocate for a solution

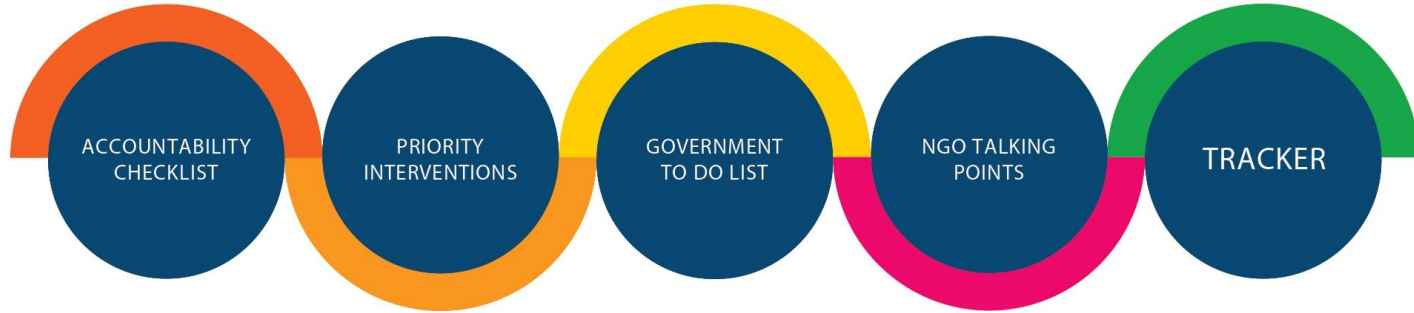
Specific, evidence-based interventions that enable people to **walk, cycle, and take public transport safely**

e.g.:

- 30 km/h zones
- Pedestrian facilities
- Traffic calming
- Lower speed limits
- Others.....



Using the Accountability Toolkit



- **Accountability Checklist + Priority Interventions**
 - Assess government's current status
 - Identify a most impactful intervention
- **Government To Do List + NGO Talking Points**
 - Develop a concrete to do item: Key ask for the intervention
 - Build the case for that key ask



Priority Interventions

30 km/h zones ^

- [Key asks](#)
- [What we mean by it](#)
- [Where we need it](#)
- [Why we need it](#)
- [Successful implementations](#)
- [How to implement it](#)
- [Linkages](#)

Lower speed limits v

Pedestrian facilities v

Traffic calming v

Helmet law + enforce + promote v

30 KM/H ZONES

Key asks



- Set speed limits of 30 km/h or lower in areas where people walk, bike, live, and play;
- Implement policy or law to make 30 km/h the default speed limit on streets in residential, public transport, commercial, health, educational, religious, and recreational areas;
- Ensure speed zoning guidelines enable a broader introduction of 30 km/h zones;^[2]
- Install 30 km/h speed limit signs with traffic calming measures and pedestrian facilities.

DOWNLOAD NGO TALKING POINTS

Activity ideas: show leadership



Identify relevant decision makers or influencers

- **“Show and tell”**: Show them what needs to be done to make walking, cycling, or public transport safe by walking, cycling, or with them around the community.
- **“Walk the talk”**: In many countries, the idea that “important” people might take public transport, or walk and cycle, is unusual. Invite your decision maker (or other influencers) to be a role model

Both of these activity ideas can make good media opportunities.

Activity ideas: show what's possible

Give your community and decision makers a vision of what investing in walking, cycling, and public transport could look like

- **Car-free days:** remove all motorized vehicles from some key streets (such as in a shopping district) for a day to encourage walking and cycling
- **Temporary implementations:** (e.g. temporary cycle lanes)
- **Free public transport for a day**

Could be combined with community or simple data surveys



Activity ideas: show progress

UN Global Road Safety Week is an ideal opportunity to publicly announce a commitment, implementation, or other announcement.

- Unveil a commitment
- Unveil an implementation
- Unveil an announcement

This could be a moment in your ongoing advocacy (for example, for 30 km/h) where you can give your government credit for their actions.



Activity ideas: partnerships

This is an ideal opportunity to partner with corporates and involve their management and staff in promoting safe walking, cycling, and public transport.

- Walk/cycle to work day
- Cycle workshop
- Step counting

Who to work with

LOCAL GOVERNMENT / MAYOR

COMMUNITY LEADERS

HEALTH, GENDER, SUSTAINABILITY ADVOCATES AND NGOS

HEALTH PROFESSIONALS

TRANSPORT COMPANIES

OTHER..

Resources

Social media cards - Editable social media cards - Signboards - Stencils



Social media campaign

- Signboard pictures and short clips: *What does safe mobility mean for you?*
Send to us or share via social media and tag us
#RethinkMobility #StreetsforLife @roadsafetyngos



Twitter storm - Wednesday 17 May 2023 14:00 CET

Small grants

- You must be a full active member of the Alliance
- Your application must have a clear, specific, evidence-based advocacy aim that can enable safe modal shift
- The activity must involve at least one decision maker and have a clear link to your advocacy ask

Tips for successful small grant applications: key ask

Which road safety intervention will you advocate for? / What is the specific key ask that you will advocate for? / Why have you chosen this intervention and key ask?

- **Evidence-based** to make walking, cycling, and/or public transport safer
- **SMART**: specific, measurable, achievable, relevant, timebound
- **Focused on policy or intervention** targeting decision makers not road users
- **Relevant to your existing advocacy**
- **Relevant to your context (country, city, community)**
- **Referencing the Accountability Toolkit**: recommended for the application and essential for reporting

Tips for successful small grant applications: Activities

- **What activities will you organize:** looking for activities that demonstrate what should be done, involve authorities & move your advocacy forward
- **Who are you advocating with:** looking for an understanding of who has the authority to implement and/or influence
- **How you will make sure your decision maker understands your key ask and its benefits:** does your activity clearly show your ask? How will you get the evidence across? (Use the NGO Talking Points if advocating for one of the Priority Interventions)
- **Who else will be involved/how will you engage media:** good opportunity to connect to other agendas and public interest
- **What would be a successful outcome:** what can you realistically expect during the week and what follow up plan do you have? E.g. written endorsement, commitment, or implementation