

Let's get minimum three star roads by 2020

Background note – updated 18 March 2016

Background

The Global Alliance of Road Safety NGOs (Alliance) is launching a multiyear capacity-building initiative called the Alliance Empowerment Program that aims to advance the road safety agenda by strengthening the ability of Global Alliance member NGOs to design, plan, fund, deliver, and evaluate effective programs. Ultimately, the Empowerment Program will improve the quality of Alliance members' work to make road safety a priority in all settings and to save lives. A needs assessment has served as the basis for the initiative and informed the learning strategy.

A number of Alliance members are also members of the Three Star Coalition, whose main aim is to help ensure that roads in developing countries meet a minimum three-star safety standard. A series of high-potential advocacy efforts have already been initiated.

However, we know many NGOs are still unsure of how they can contribute meaningfully to reducing fatalities on our roads and, specifically, how to apply the star-rating concept.

To address this, six webinars have been created for Alliance members and interested partners.

An overview:

- **Webinar 1:** Introduction to star rating – The International Road Assessment Program (iRAP) will give an introduction to what a star rating is, how data is gathered, and how both are used.
- **Webinar 2:** Introduction to the Three Star Coalition – What is the Three Star Coalition, how do they work, and how do you get involved?
- **Webinar 3:** Work on star rating with governments – Get ideas from our members on to how to prepare for working with governments on promoting star rating. Learn typical questions you should be prepared to answer, with tips from our experienced members.
- **Webinar 4:** Strategies to gain media attention – What are steps all NGOs can take to get media attention, and why is this important? Get ideas on how to write your own story and hear examples of how our members create hooks and build a story file.
- **Webinar 5:** Building partnerships in your country – We can't improve the star ratings of roads alone. If we combine efforts, we end up with a much stronger movement than we would have without each other. In this webinar, we explore how to identify partners, build partnerships, and learn from our members how they found collaborators and built a momentum for change.
- **Webinar 6:** Working with the World Bank on star rating – Hear from our members how they approached the World Bank, how they prepared, and their lessons learned.

Objective of activity

- Acquire knowledge about three-star ratings and advocacy actions to promote three-star roads
- Decide which advocacy actions to strategically pursue
- Sign up with the Three Star Coalition

Activities

1. A recorded interview that provides an overview of star rating
2. Four to five recorded sessions of suggested advocacy activities with examples from members
3. Follow-up Skype calls to address any questions
4. Brainstorming session (face-to-face) to share lessons learned and experiences from NGOs at the Alliance Global Meeting 2017
5. Additional material – available online

Timeline

- Recordings available to those who register from 30 March to 1 May 2016
- Tool kits and resources available – date to be confirmed
- Follow-up calls throughout 2016
- Lessons-learned session at Global Meeting 2017

Partners:

- iRAP: Richard Rhydderch: Richard.Rhydderch@irap.org
- FIA Foundation: Natalie Draisin: n.draisin@fiafoundation.org
- Three Star Coalition: Keith Johnson: k.johnson@fundforglobalhealth.org
- Global Alliance of NGOs for Road Safety: Lotte Brondum: lotte@roadsafetyngos.org



Global Alliance of NGOs for Road Safety

Address: Klosbachstrasse 48, CH 8032, Zurich, Switzerland | Tel: (+45) 299 399 14
Email: admin@roadsafetyngos.org | Website: www.roadsafetyngos.org