

# From global commitment to local action

## Latin America Chapter of the Global Alliance of NGOs for Road Safety – Strategic Plan 2021–2023 Draft June 2021

With 45 member NGOs representing 12 countries in the Latin Americas region and with the numbers growing, the Latin America Chapter provides a platform to strengthen and empower civil society in Latin America and address the region's and NGOs' distinct challenges and needs. The Alliance is launching the **Latin America Chapter of the Global Alliance of NGOs for Road Safety** (Latin America Chapter).

This strategic plan has been formulated with reference to a needs assessment, the focus group discussions, and stakeholder mapping conducted with Alliance members in Latin America in February and March 2021 and elaborated with inputs provided by the Alliance members in these consultation initiatives.

### **Mission & Vision of the Latin America Chapter**

*A region where everyone is safe from preventable road traffic deaths and injuries.*

*To unify NGOs' voices, empowering and strengthening Latin American NGOs working on road safety, and road victims.*

### **Goal**

By 2030, halve road related crashes, deaths, injuries, and reduce the suffering and economic losses associated with it in Latin America by empowering, strengthening, and supporting local Latin American NGOs working on road safety, safe mobility, and road victims.

### **Our strategies**

The Latin America Chapter will adhere to the strategies of the Global Alliance's three pillars: 1) networking and sharing, 2) advocacy and accountability and 3) capacity building:

#### **Networking and Sharing**

##### **Strategic objective:**

Enable interconnectedness and influence between local, regional, and global institutions. In a global world where interconnectedness influences dynamics and outcome, it is critical that Latin America civil society has access to a platform that fulfills this.

##### **Specific objectives**

- Ensure that the local perspective is communicated beyond the local context
- Foster collaboration among Alliance member NGOs in the region to empower their voice
- Map regional and global opportunities, learnings, and resources and share the information through the Chapter

To grow the road safety movement and empower and strengthen road safety NGOs in Latin America, by sharing information and experiences, a number of sub-strategies will be used:

- Grow member base:  
To grow the member base to amplify NGOs' voices in the region and to strengthen the support. We will continue to use every opportunity to identify and mobilize more NGOs, strengthen their voices, as well as promoting the views and values of wider civil society.
- Connect and empower NGOs:  
To connect and empower NGOs and convene member NGOs on an annual basis to strengthen relationships and networking and to set specific annual objectives, priorities, and work methodology. The Chapter will convene members and have meetings to empower, strengthen the Chapter, and to set annual strategies and objectives. These meetings will, if possible, be held back-to-back with relevant regional meetings, such as OISEVI, and other opportunities. This will help to maximize resources and reduce costs. The content of these meetings will be developed through a consultancy process to make sure that the topics are relevant. The meetings will help member NGOs to articulate road safety challenges and potential solutions within Latin America and internationally.  
In addition to this, the Chapter will encourage member NGOs to work together and unlock funding opportunities for projects, research, and other activities in the region.
- Ensure sharing of best practices and cross-learning:  
The Chapter will map activities conducted by members to share best practices and success stories and inspire others. An online resource center will provide a set of programs with toolkits such as road safety education for school children, safe school zones and Star Rating for Schools, first response manuals, etc. This will facilitate cross-learning within Latin America and with other regions.

### **Expected outcomes**

- Help local NGOs articulate needs and support collective positioning to influence political commitments, international resolutions, funding, and national policy adoption, and to scale up interventions.
- Grow and strengthen the NGO movement and identify 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.
- Create multi-sector partnerships and stronger coalitions: convene and mobilize diverse groups of actors to network and liaise with external partners

### **Advocacy and Accountability**

#### **Strategic objective:**

Support and strengthen Alliance member NGOs to advocate better for safe and sustainable policies to save lives on the roads, and support road crash victims and their families. In addition to this, hold governments to account, ensuring that promises made by regional bodies, multilateral organizations, and governments are kept at global, regional, and national levels.

#### **Specific Objectives:**

- Set up a Latin America Chapter advocacy group to unify the voice of civil society in the region in relevant processes (e.g. with OISEVI and regional bodies)
- Foster relationships with key stakeholders in Latin America to save lives
- Look for and take regional opportunities for advocacy
- Ensure coalescence and alignment among a network of committed and concerned NGOs toward road safety to enhance policy community authority and political power
- Mobilize global and regional socioeconomic and political dynamics to influence local ones

We want a strong, empowered and well-connected Latin America Chapter to advocate to save lives. A number of sub-strategies will be used:

- [Campaigning](#)

An annual communications and advocacy campaign adapted for the region will be available and pushed by the Chapter to foster concrete commitments and actions by governments and behavior change from the population.
- [Publish civil society views and data to hold governments to account](#)

Regularly and following an assessment conducted, a relevant publication will be released to hold governments accountable and showcase the best practices and successful initiatives in the region.
- [Strategic partnerships](#)

Effective partnerships are fundamental and underpin the work of the Latin America Chapter. The Chapter member base and partnerships span the road safety community across different risk factors, constituencies, and demographic groups.

The Chapter, with backing from 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.

From the stakeholders' mapping of the region, the following partnerships should be considered:

  - PAHO Legislators Network for Road Safety
  - Latin NCAP
  - The Iberoamerican Road Safety Observatory (OISEVI), which currently is the largest network in the region to convene governments, NGOs, and other stakeholders
- [Influence at government-led and other stakeholder forums/groups](#)

The stakeholders mapping of the region showed that there are regional and subregional opportunities for the Chapter to be part of or to influence, such as OISEVI, Andean Community, Mercosur, Parlasur, Alianza Pacifico, amongst others. However, Latin America does not have one regional body that represents the whole region, such as in Europe or Africa. The Chapter will explore formal and informal ways of meaningful collaboration between civil society and governments, and the potential development of a Latin America Road Safety Charter or Manifesto with priority measures that should be adopted by governments to save lives on the roads. This document will be aligned with the new Global Plan and Decade of Action for Road Safety 2021-2030, considering three main values:

  - Put people first
  - Foster real progress by holding governments accountable
  - Seek long lasting partnerships with key stakeholders
- [Support, influence, and access to private sector](#)

The Chapter will map the different stakeholders for the region to identify groups of interest and partnerships with the private sector to advocate together for relevant legal framework, dissemination of communications campaigns, and development of capacity-building tools and more. The groups of interest we are referring to here could be a chamber of commerce, group of manufacturers, retail, medical association (trauma, pediatricians, etc.), and any other association or group that has an interest in road safety.

### **Expected outcomes**

- Support the delivery of global and regional commitments related to the SDGs and voluntary performance targets for road safety (voluntary targets)

- Support the implementation of road safety within the 2030 Agenda at global, regional, and national levels, and promote the relevance of road safety across other sustainable development priorities;
- Act as the leading civil society voice for road safety among relevant regional and international institutions, actors, and meetings and events
- Influence solutions that can lead to change: research and present findings on best practices and interventions
- Advocate to mobilize sustained multilateral, bilateral, and domestic resources for road safety and victim support
- Promote accountability for road safety: develop accountability frameworks for the voluntary targets in collaboration with members

## Capacity Building

### Strategic objective:

Strengthen NGOs' capacities to empower members with knowledge, abilities, tools, and information.

### Specific objectives

- Facilitate tools to increase NGO knowledge and capacity
- Scale up and adapt projects and tools that have proven to be effective
- Spread the knowledge and capacity within the region to replicate and adapt proven effective experiences by other members
- Strengthen Latin American NGOs' performance and ability to operate effectively and efficiently in service delivery, program management, data collection, reporting and monitoring, and advocacy
- Develop a resource center with a collaborative approach that allows members and other partners to share their knowledge and experience

To ensure NGOs activities are effective and efficient at the local level, the Latin America Chapter will use the following sub-strategies:

- Training

The findings from the NGO needs assessment show that there is demand in the Latin American region to increase knowledge of partnerships and coalition building, enable access to experts and advice, fundraising, advocacy, and data analysis. The Latin America Chapter will develop a series of training and online tools, with a train-the-trainer approach, based on members' requests and relevant research. The training will aim to increase NGOs' knowledge on the topics, and each participant will have to develop an action plan per training to put into place with their organization. Existing methodologies and training materials will be used and tailored to the specific needs.

In addition to this, there is also a demand to increase knowledge and best practices around the UN Sustainable Development Goals (SDGs) as a cross-cutting agenda for road safety, and, in particular, how to link road safety with other issues such as climate change, green transport, mobility, urban development, among others. The assessment conducted found that governments' agendas in the region are including the SDGs, therefore it is relevant to explore possibilities on how to work closer to the SDG agenda.

Finally, the focus group discussion showed there are a series of members' knowledge and experiences that could be shared and replicated by others. Sustainable mobility and speed management were mentioned as two key areas of work.
- Mentorship and seed grants

Alliance member NGOs will be able to access an array of support resources and services that could include small grants, training, mentoring, coaching, and networking connections.

- [Collaborative online training](#)

As part of the resource center, a set of online training sessions by members and other stakeholders and partners will be available. Some of the topics covered will be:

- Data collection
- M&E
- Safe school zones and Star Rating for Schools
- Fundraising and accounting

- [Promote adaptable tools for use by local NGOs](#)

Scaling up best practices has proven to be a successful way to implement road safety projects to save lives. The Latin America Chapter will look for the opportunity to develop and adapt tools already proven to be successful by local NGOs. The objective is to extend and share knowledge and capacity within the region. The tools can be online or offline and will be available for all the members of the Chapter, with the aim to release at least one new tool per year.

#### Expected outcomes

- Increase capacity among NGOs in the region and thereby strengthen NGOs' role in responding to global, regional, and local progress: collecting, disseminating, and analyzing information; assessing regional and local conditions; providing and offering NGO perspectives; and monitoring compliance with agreements
- Grow the Latin American NGO movement and identify 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.

## **Delivering results**

In order for the Latin America Chapter to deliver on its commitment and ambition, the following areas will be prioritized:

### **Organizational structure**

The Alliance Secretariat will coordinate the Chapters in all the regions; the regional Chapters are not new, independent organizations, but vehicles to better organize and channel Alliance resources and tools to members. Through the Chapters, the Alliance is able to offer those resources with a regional approach, considering the specific needs, wishes, and opportunities of each region.

The Alliance will nominate a Member Committee (with officio, ex-officio members and a secretariat) that will support and advise on the strategy and action plan to help guide the organization toward the Chapter stated mission and goals..

### **Financial sustainability**

The Latin America Chapter Strategic Plan will only be realized by securing adequate and appropriate resources through the Alliance. With the new American Friends of the Alliance Organization, we will get access to new funding opportunities. Existing partnerships, as well as the UN Road Safety Fund, and other philanthropies, present considerable opportunities for the Chapter and the broader road safety response. The Strategic Plan will be accompanied by a financial plan for growth and a fundraising strategy for 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 the Latin America Chapter's operations and for the broader response within the region.

### **Monitoring and evaluation**

Improved delivery going forward means grounding our interventions on data and increasing our capacity to measure performance. A robust process for monitoring and evaluation of the Chapter'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.