



## Request for Photos - Fourth United Nations Global Road Safety Week

The fourth week focusing on speed management takes place on 8-14 May 2017 globally. The week is being prepared and aims to quickly mobilize the global road safety community into action. To facilitate the design and production process of the online materials, we are looking for a selection of images representing a range of scenarios from around the world.

These images will be used for campaign materials, social media output, design and uses related to the week. Therefore, if you own images related to the following brief, it would be a valuable contribution to the global effort to make this Week a success! For your inspiration we are looking for a wide spread of images, like:

### Why #SlowDown

- Vulnerable road users travelling to their destination (pedestrians, cyclists, children, elderly, motorcyclists etc.)
- Pedestrians standing in front of a 30km/hr signage
- Safe school zones, business zones (reduced speed areas - like the Dutch 'woonerf').
- Cycle lanes and cycle zones with cyclists
- Traffic light photos and other traffic calming measures
- Pictures of air pollution such as heavy traffic (smog city etc.)

### How to #SlowDown (solutions - interventions)

<b>Safe roads</b>
- Photos of speedbumps, e.g. traffic stops / slowdown
- Photos of a (un)safe bus stop
- Crowded streets with a focus on the speed limit signs
- Pictures of various speed limit signs (20 - 30 - 50 - 80 - 100 - 130)
- Pictures showing safe and unsafe roads (relating to speed)
- Picture of roundabouts
- Close up of a rumble strip



<b>Safe people</b>
- People crossing the street, while traffic stops (or not) - for example in a local setting
- People sharing the road with speeding vehicles
- Children crossing the street to school
- Pictures of speeding campaigns (adverts, campaign moments etc.)
- Pictures of police enforcing (speed cameras / speed gun)
- People getting educated about dangers of speeding
- A matatu / boda-boda / public service vehicle that is speeding

<b>Safe Vehicles</b>
- Pictures of cars being crash tested
- Pictures of Intelligent Speed Adaptation devices within vehicle
- Pictures of drivers in cars / trucks looking at the road + clearly respecting the speed limit
- Other pictures of safe vehicles
- Pictures of completely unsafe vehicles

**Get involved**

<b>Using our materials such as signboards for the following:</b>
- Pictures with signboards, promoting Save Lives: Slow Down in a range of settings and a range of people. Individual photos, small groups and large groups. For example:
- Children holding signboards in front of their school
- Business people holding signboards
- (Professional) Drivers standing next to their vehicles
- Decision makers committing to SlowDown



## Criteria for Photos

1. Images provided should be owned by the organization or have permission from the photographer for redistribution. Where necessary and possible, we will aim to credit the photographer - organization.
2. Please ensure that pictures are high quality (above 1mb) and resolution is above 200dpi (if known and possible).
3. Acceptable file formats include .png .jpeg .tiff .psd
4. Pictures will be selected based on their relevance and suitability in context to the campaign.
5. Digital images should be sent to [info@unroadsafetyweek.org](mailto:info@unroadsafetyweek.org)

If files (for example a selection of images/zip) exceed the file size of email allowances you can send the files via a transfer website such as [www.wetransfer.com](http://www.wetransfer.com), [www.transferbigfiles.com](http://www.transferbigfiles.com) or other transfer services.

Please note that we unfortunately cannot offer remuneration/retribution costs for images provided.