

UN Global Road Safety Week Walkthrough

April 2025



Streets for Life

MakeWalkingSafe



Streets for Life

MakeCyclingSafe

12-18 May 2025

Safe walking & cycling

#SafeWalking&Cycling
#MakeWalkingSafe / #MakeCyclingSafe

#RethinkMobility #StreetsforLife #RoadSafety #SustainableMobility #ActiveTravel

<https://www.who.int/campaigns/un-global-road-safety-week/8th-un-global-road-safety-week>

Objective

Provide an opportunity for stakeholders to come together around a common theme: safe walking & cycling;

- Raise visibility about walking & cycling & how they, **when safe**, are integral to achievement of the Decade of Action & many SDGs (poverty, health & well-being, education, economic growth, infrastructure, reduced inequalities, sustainable cities & climate action)
- Highlight concrete & achievable measures which can ensure safe walking & cycling;
- Align with the calls to action issued from the Fourth Global Ministerial Conference on Road Safety (18-20 February 2025, Marrakesh, Morocco)



Key messages and stakeholders

Key messages

- When walking and cycling are safe, these modes of transport can contribute to making people healthy, cities sustainable, and societies equitable.
- Pedestrians and cyclists make up more than one quarter of all road traffic deaths.
- Proven evidence-based measures must be taken to make walking and cycling safe: safe road design, safe vehicles, safe speeds, safe behaviors, emergency care
- Walking and cycling are an integral part of the multimodal transport systems advocated in the Global Plan for the Decade of Action for Road Safety 2020-2030
- Promoting and supporting policies on walking and cycling is cost-effective.
- The 8th UN Global Road Safety Week offers an opportunity to spur action at national and local levels to make walking and cycling safe.

Stakeholders

WHO (lead), Alliance and NGOs, youth, walking & cycling groups, UNEP, private sector

UNGRSW and the Alliance



Our objectives

- Help NGOs to leverage UNGRSW in their ongoing advocacy for evidence-based interventions by engaging with decision makers & mobilizing community demand
- Build on the first year of Mobility Snapshots

Mobility Snapshots



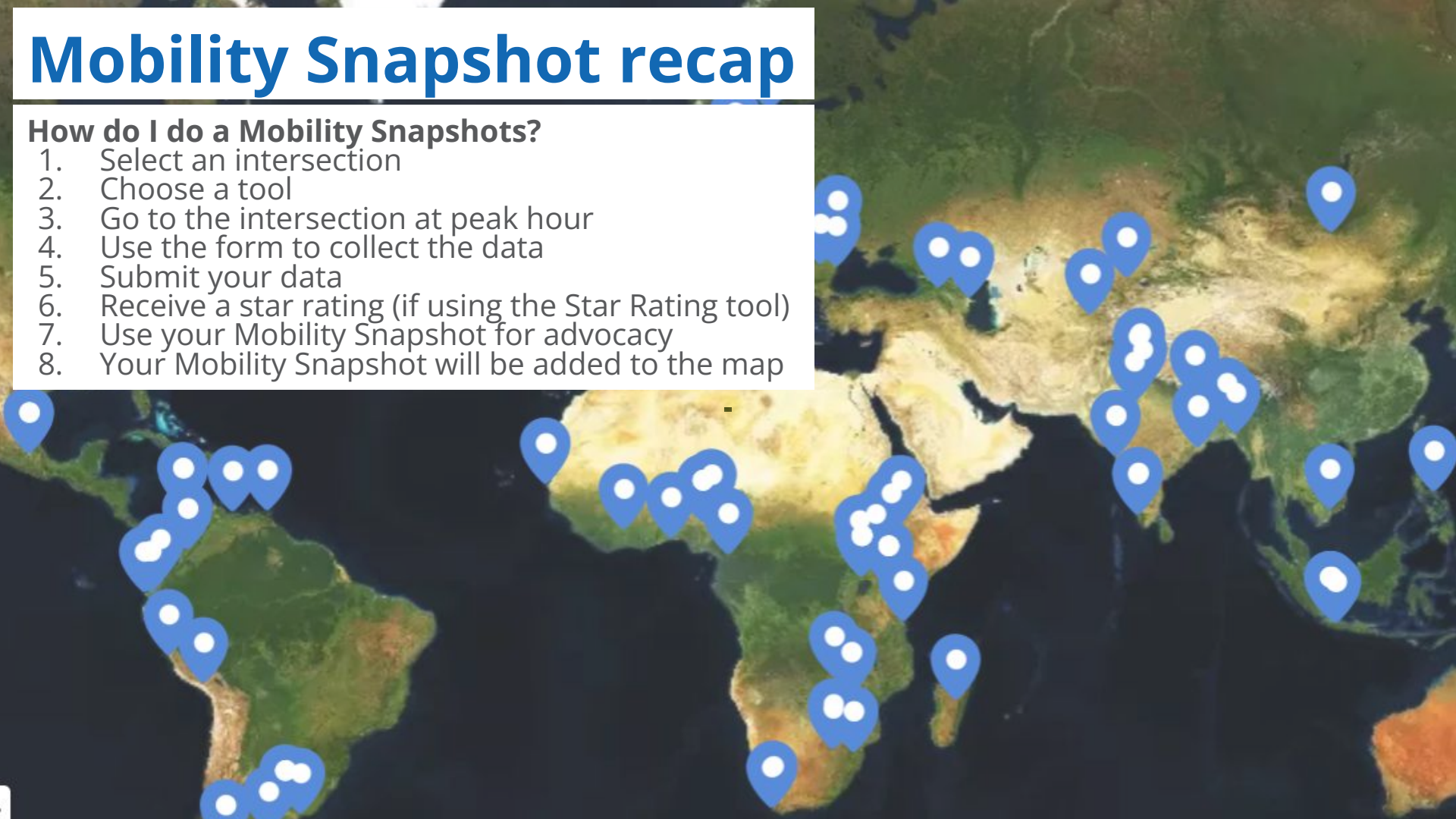
Primary tool for the Alliance's campaign

- Data collected at intersections showing how many pedestrians and cyclists are using it and whether evidence-based interventions, including 30 km/h, pedestrian crossings and footpaths, and traffic calming, are present or absent.
- A tool for data-driven advocacy
- Focus on evidence-based solutions that make walking and cycling safe

Mobility Snapshot recap

How do I do a Mobility Snapshot?

1. Select an intersection
2. Choose a tool
3. Go to the intersection at peak hour
4. Use the form to collect the data
5. Submit your data
6. Receive a star rating (if using the Star Rating tool)
7. Use your Mobility Snapshot for advocacy
8. Your Mobility Snapshot will be added to the map



Identify an intersection

1. A place that is widely known & recognizable near a popular train/bus station or public transport hub or shopping/market area AND
2. A place that has plenty of pedestrian or cycling traffic mixing with motorized vehicles AND
3. A place that LACKS at least one of the following:
 - formal pedestrian crossing
 - segregated footpath
 - designated cycle path
 - Traffic calming, such as speed hump(s)
 - traffic lights for motorized vehicles
 - Speed limit of 30 km/h or less



Choose a tool

Star Rating Mobility Snapshot tool

Customized data collection tool from iRAP:

- simplified version of iRAP's Star Rating for Schools (SR4S)
- usable without iRAP training or technical background
- receive a star-rating, customized recommendations, & indicative costs

Ideal for data-driven advocacy

Mini Mobility Snapshot tool

The Mini Mobility Snapshot tool captures the key elements of the Mobility Snapshot

- Short form covering only the key elements of the Mobility Snapshots
- No star rating

Ideal for those that want to take part but do not need in-depth data or a star rating

If you are already an SR4S user, you can use the SR4S app instead of the Mobility Snapshot tool, even if your intersection is not in a school zone.

Choose a tool

Star Rating Mobility Snapshot tool

1. Detailed questionnaire
2. Covers aspects of the road design and infrastructure as well as the priority interventions and counts for pedestrians and other road users
3. Upload photographs
4. Should take 1-4 hours to complete

SR4S

As per your normal SR4S process

Mini Mobility Snapshot tool

1. Basic questionnaire
2. Covers the priority interventions and number of pedestrians and cyclists
3. Upload photographs
4. Should take approximately 30 minutes to 1 hour to complete

About Star Ratings and iRAP

- The iRAP Star Rating System is an internationally-recognized methodology for assessing the safety of a road.
- Star Ratings are an objective measure of the level of safety which is 'built-in' to the road design.
- Star Ratings reflect risk for an individual road user. 1-Star roads have the highest risk and 5-Star roads the lowest risk.
- The Global Plan for the Decade of Action for Road Safety 2021-2030 and the UN Global Performance Targets have a target that: *By 2030, more than 75% of travel on existing roads is on roads that meet technical standards for all road users that take into account road safety.*

Mobility Snapshots updates 2025

Updates for cycling:

- Addition of count of cyclists
- Questions related to cycling paths
- Star rating for cycling

UN Global Road Safety Week-themed infographic for campaign week



Streets for Life

#MakeWalkingSafe

Using Mobility Snapshots

Going back to a previous Mobility Snapshot intersection

- Post-implementation Snapshot
- Continue advocacy
- Announce a commitment or do an implementation

Targeting a new Mobility Snapshot intersection

- Add a new intersection for improvement
- Expand your Mobility Snapshot program



Using Mobility Snapshots

- Invite your key decision maker experience the intersection as a pedestrian (or cyclist)
- Repeat your Mobility Snapshot with community members to build demand
- Organize a flash mob or media event at/near your Mobility Snapshot intersection (if safe)
- Car-free days around the Mobility Snapshot intersection
- Pop-up infrastructure during campaign week to show the case for permanent change
- Walking/cycling processions or tours passing through the Mobility Snapshot intersection
- Roundtables with authorities to present the Mobility Snapshot data
- Social media campaigns with infographics or video clips at the intersection



Resources

- Logos
- Banners
- Infographics: coming soon
- Mobility Snapshot tools: updating soon



**MAKE
WALKING SAFE**

Social media plans

Monday, May 12 - Launching

Objective: Present the campaign, theme and calls to action

Tuesday, May 13 - Reality on the streets

Objective: Show evidence from the streets: what pedestrians and cyclists experience - Mobility Snapshots
Story chain Instagram

Wednesday, May 14 - Data and evidence

Objective: To make the problem visible with clear data

Thursday, May 15 - Practical Solutions

Objective: To show evidence-based interventions that work
Priority Interventions / Mobility Snapshots

Friday, May 16 - Commitments (#CommitToAct)

Objective: Mobilize stakeholders to commit to concrete actions



Instagram Story Chain

A collaborative dynamic in which different accounts publish a story with the same format or template, one after the other, generating a kind of “chain” that gives visibility to a common message

1. Post on Tuesday, 13 May from 09:00 (your local time).
2. Use the graphic template
3. In the post invite other NGOs/people to participate and follow the chain

Other tools

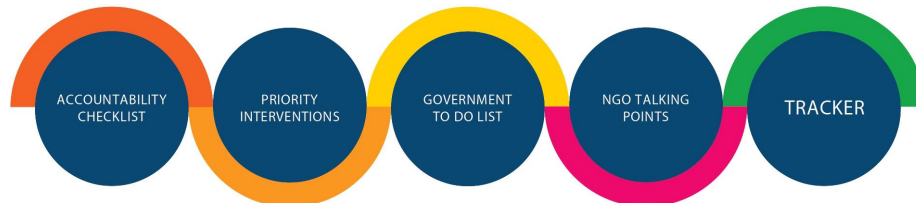
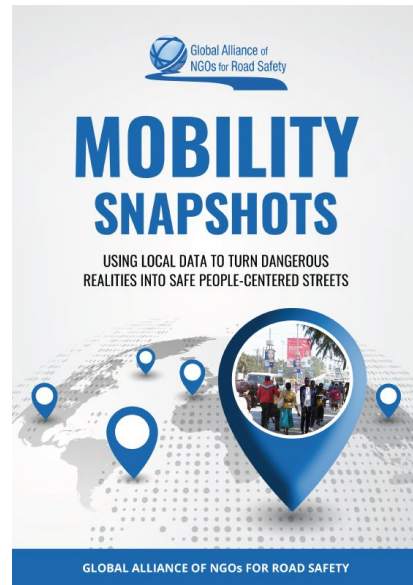
Commitment analysis and session

Accountability Toolkit

Mobility Snapshot publication

Safer Cycling Advocate Program

Best Practice Guide & animations



Small grants

- For campaign week activities in May using Mobility Snapshots for advocacy
- Limited number of grants available: only Africa grants secured so far
- Applications open until 14 April
- Africa grantees notified 1 May, waitlist for other regions
- Must do a new Mobility Snapshot even if advocating for a previous Snapshot intersection



Timeline

Campaign walkthroughs	3-4 April
Mobility Snapshot tools available	Week of 7 April
Mobility Snapshot refresher walkthrough	16 April
Campaign grants open	Until 14 April
Deadline to input Mobility Snapshot data to receive a star rating for campaign week (star rating round 1)	1 May
Notify and disburse grants	By 7 May
Star rating round 1 sent	By 9 May
Campaign week	12-18 May
Deadline to input Mobility Snapshot data to receive a star rating in June (star rating round 2)	31 May
Star rating round 2 sent	By 12 July