



MAKING 30 KM/H A REALITY

A CASE STUDY OF ADVOCACY IN KENYA AND UGANDA
USING THE ACCOUNTABILITY TOOLKIT

GLOBAL ALLIANCE OF NGOs FOR ROAD SAFETY

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WHAT THIS CASE STUDY IS ABOUT

NGOs around the world are driving advocacy to make streets safer through the adoption of 30 km/h zones. They are showing that NGOs can influence policy to deliver tangibly safe streets that protect people where they walk, live, and play.

Momentum for 30 km/h streets is building. NGO advocacy has been emboldened by milestones, such as the 2021 UN Global Road Safety Week #Love30, and a growing body of evidence from around the world that slower streets save lives. Governments are increasingly recognizing the value of 30 km/h zones in achieving the Decade of Action for Road Safety 2021–2030 (Decade of Action) target to halve road deaths and injuries by 2030 and to promote walking and cycling. Rapid urbanization, particularly in low- and middle-income countries, is increasing pressure on cities to create safer, more people-centered streets, making 30 km/h limits and safe active mobility essential.



The Global Plan for the Decade of Action (Global Plan) sets out a role for NGOs to be advocates and act as an independent voice to influence social change, augment the evidence base, bring the perspectives of communities to the table, keep road safety on the government agenda, and help ensure government accountability. The Global Alliance of NGOs for Road Safety (the Alliance) equips them to achieve this role through our pillars of strong network, advocacy and accountability, and capacity building.

The **Alliance Incubator** (Incubator) is one of the vehicles through which we deliver these pillars. It is a tailored capacity building program supporting a small number of ambitious NGOs to grow their advocacy through mentoring, peer learning, and small grants aiming to accelerate their ongoing advocacy into implementation. In 2023–2025, the program focused on the application of the **Alliance Accountability Toolkit** (Toolkit) specifically for the implementation of new 30 km/h zones. The Toolkit is a web-based resource designed to guide NGOs through five stages of advocacy. It focuses around five [Priority Interventions](#), proven to reduce road deaths and injuries, and which includes 30 km/h zones.

This case study follows two NGOs, ASIRT Kenya (ASIRT) and Uganda Road Accident Reduction Network Organization (URRENO), that participated in the Incubator through their advocacy for 30 km/h limits. It explores their advocacy using the Alliance Accountability Toolkit, and highlights effective strategies, challenges, and lessons learned.

The cases in this publication show what NGOs can achieve when equipped with the right tools and support. They demonstrate how we, as NGOs, are influencing policy, building partnerships, and driving implementation of 30 km/h zones and other evidence-based interventions—critical contributions to accelerating progress toward the targets of the Global Plan.

We hope that ASIRT and URRENO's experiences will inspire your work, give you tips to address challenges in engaging your government, and give you confidence to step out in your advocacy for 30 km/h limits, underpinned with the Accountability Toolkit. Their case also reminds us that while we are still a long way from a universal agreement that 30 km/h where people walk, live, and play is beneficial, practical, and necessary, the dial is shifting. More governments are listening to the evidence that 30 km/h zones deliver safer, more walkable, more livable streets, and more NGOs are recognizing the power of 30 km/h to transform their communities.

30 KM/H ZONES¹

What we mean by it



Road environments designed to reduce vehicle speeds to 30 km/h (20 mph) or lower. This is achieved through 30 km/h (20 mph) posted speed limits, supported by speed enforcement, traffic calming measures, and pedestrian facilities to ensure the safety of pedestrians, cyclists, and motorcyclists.

Why we need it

30 km/h zones where people walk, bike, live, and play, are a proven intervention that make roads safer, more livable, more equitable, and more sustainable, for all road users. Global evidence shows that 30 km/h zones should be implemented:

To reduce deaths and injuries

- 30 km/h zones address the large proportion of global deaths: over 50% of road traffic deaths globally occur among pedestrians, cyclists, and motorcyclists.²
- 30 km/h zones protect road users who do not have any or substantial protection against the raw forces of crashes: there is a 40% chance of a pedestrian dying if hit by a car traveling at 50 km/h as opposed to a 13% chance at 30 km/h.³
- 30 km/h zones allow road users to make less errors: larger field of vision and shorter stopping distances can lead to a reduction in crashes between pedestrians and motor vehicles by as much as 28% and in injuries and fatalities by as much as 67%.⁴

For economic benefits

- 30 km/h zones reduce costs for government, individuals, and make local businesses thrive.
- 30 km/h zones can contribute to increasing GDP.

[Read more >>](#)

To implement a Safe System approach

- Implementation of 30 km/h zones demonstrates the adoption of the Safe System approach, a human-centric approach which dictates the design, use, and operation of our road transport system⁵: countries that have adopted the Safe System approach tend to have the lowest rate of fatality per population and the fastest rate of reduction in fatality numbers.^{6,7}

For co-benefits

- 30 km/h zones promote walking, cycling, public transport, and related health benefits.
- 30 km/h zones can reduce emissions and traffic congestion.
- 30 km/h zones help countries to create a sustainable and equitable transportation system.

¹ Accountability Toolkit. Why 30 km/h zones. <https://www.roadsafetyngos.org/toolkit/priority-interventions/30-km-h-zones/>

² World Health Organization. (2023). Global status report on road safety 2023. Geneva.

³ Sharpin, A.B., Adiazola-Steil, C., Job, S., et al. (2021). Low-Speed Zone Guide. World Resources Institute and The Global Road Safety Facility.

⁴ Fridman, L., Ling, R., Rothman, L., et al. (2020). Effect of reducing the posted speed limit to 30 km per hour on pedestrian motor vehicle collisions in Toronto, Canada – a quasi experimental, pre-post study. BMC Public Health 20, 56.

⁵ World Road Association. (2019). The Safe System Approach – Road Safety Manual: A Manual for Practitioners and Decision Makers on Implementing Safe System Infrastructure.

⁶ Welle, B., Sharpin, A.B., Adiazola-Steil, C., Job, S., Shotten, M., Bose, D., Bhatt, A., Alveano, S., Obelheiro, M., & Imamoglu, C.T. (2018). Sustainable & Safe: A Vision and Guidance for Zero Road Deaths. World Resources Institute.

⁷ Global status report on road safety 2023. Geneva: World Health Organization; 2023. <https://www.who.int/publications/i/item/9789240086517>



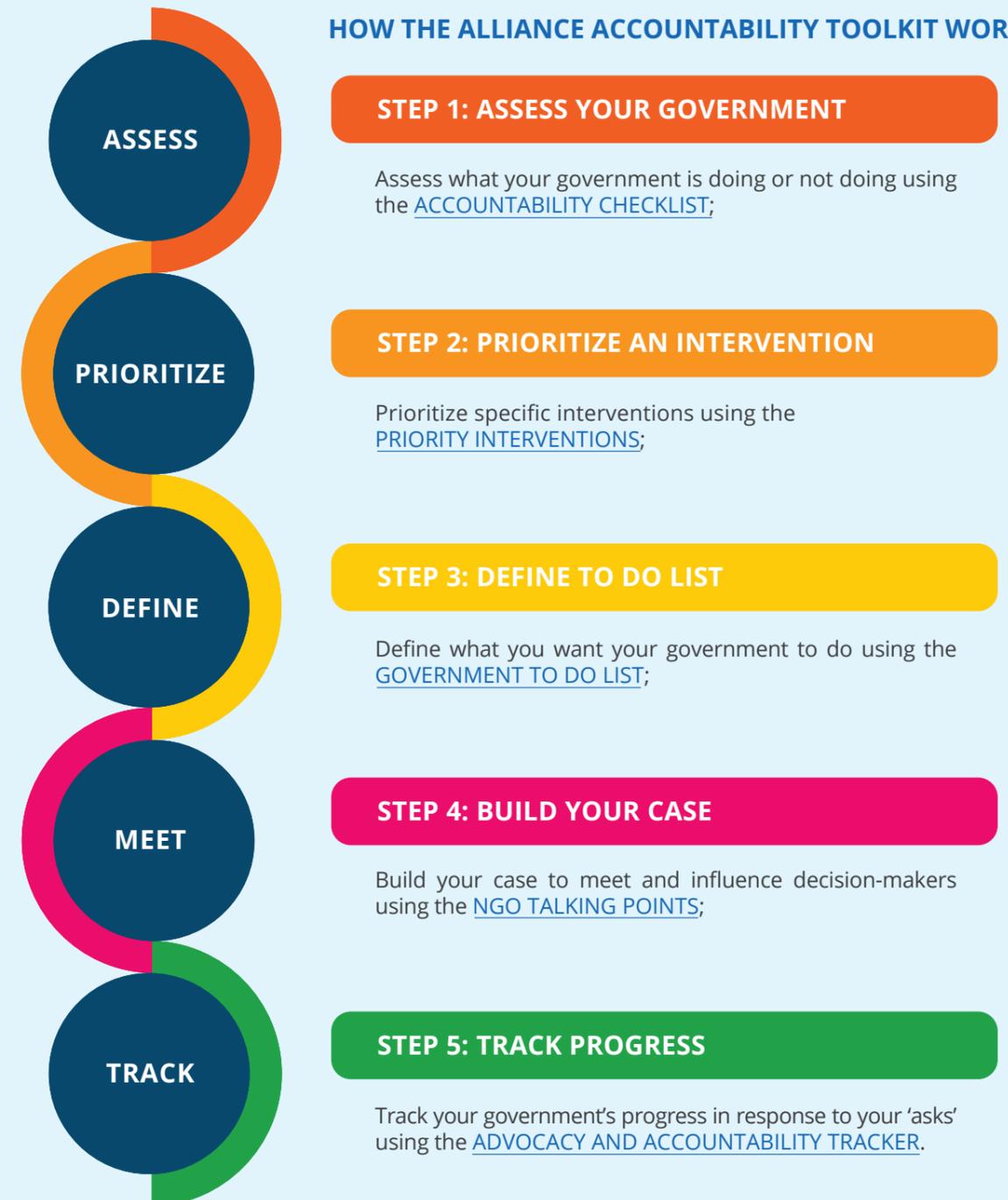
ALLIANCE INCUBATOR

For more than five years, the Alliance has designed and implemented the Incubator to guide advocacy, build NGO capacity, and strengthen accountability for road safety. Since 2017, 81 NGOs have participated, receiving tailored support such as small grants, mentoring, and peer learning. Over a 12 to 18-month cycle, the Incubator equips NGOs to drive advocacy for the implementation of proven interventions that reduce road-related deaths and injuries. The 2023–2025 Incubator has the [Alliance Accountability Toolkit](#) at its core, providing a structured framework for gathering data, defining key asks to government, and tracking government commitments and implementation of 30 km/h zones.

THE ACCOUNTABILITY TOOLKIT

ASIRT and URRENO used the [Alliance Accountability Toolkit](#) (the Toolkit) under the Incubator. The Toolkit provides a practical roadmap that NGOs can adapt to their local realities. It enables them to assess local gaps and define country-specific advocacy strategies toward the implementation of 30 km/h zones following five concrete steps, each accompanied by a practical tool:

HOW THE ALLIANCE ACCOUNTABILITY TOOLKIT WORKS



COUNTRY CONTEXT: WHY 30 KM/H MATTERS IN KENYA AND UGANDA

In both Kenya and Uganda, walking is a dominant mode of transport, with the large majority of people relying on walking for their daily commutes. Yet, urban speed limit is high at 50 km/h and pedestrians account for one-third of all road traffic deaths in both countries. This reality demonstrates an urgent need to strengthen advocacy for 30 km/h speed limits to make roads safe for people who use them.



COUNTRY PROFILES	UGANDA ⁸	KENYA ¹¹
POPULATION	48.85 million	53.01 million
INCOME GROUP	Low	Lower middle
NUMBER OF VEHICLES	1.39 million	4.22 million
MAXIMUM URBAN SPEED LIMIT	50 km/h	50 km/h
PEDESTRIAN DEATHS FROM ROAD CRASHES	33%	34%
LEVEL OF WALKING	In Uganda over 80% of people rely on walking or cycling as their main transport mode. ⁸ In Kampala, at least 50% of workers walk to and from the city center daily. ¹⁰	72.7% of Kenyans walk to work, with 82.5% in rural areas and 53.4% in urban areas. ¹² Walking plus matatu use account for 89% of adults commuting in urban Kenya. ¹³

⁸ Global status report on road safety 2023. Geneva: World Health Organization; 2023. <https://www.who.int/publications/i/item/9789240086517>

⁹ MEIR Engineering & Research. Data Collection for Climate Change Mitigation Potential Analysis and Scenario Development in Uganda's Transport Sector. <https://changing-transport.org/wp-content/uploads/Final-Data-Collection-Report.pdf>

¹⁰ Monitor. 50% of workers walk to and from Kampala, study says.

<https://www.monitor.co.ug/uganda/news/national/50-of-workers-walk-to-and-from-kampala-study-says-3598394>

¹¹ Global status report on road safety 2023. Geneva: World Health Organization; 2023. <https://www.who.int/publications/i/item/9789240086517>

¹² The Star. Over 70 per cent of Kenyans walk to work- report.

<https://www.the-star.co.ke/news/2025-01-28-over-70-per-cent-of-kenyans-walk-to-work-report>

¹³ Salon, D., & Gulyani, S. Commuting in Urban Kenya: Unpacking Travel Demand in Large and Small Kenyan Cities. *Sustainability* 2019, 11, 3823. <https://doi.org/10.3390/su11143823>

NGO PROFILES

Strengthening advocacy for 30 km/h zones requires action by NGOs on the ground. Local NGOs are critical in driving local actions for evidence-based interventions. Both ASIRT and URRENO have a strong track record in road safety advocacy, working through research, policy, and community engagement.

ASSOCIATION FOR SAFE INTERNATIONAL ROAD TRAVEL (ASIRT), KENYA¹⁴

ASIRT is an Alliance member that works to reduce traffic fatalities and injuries through education, public awareness, and policy advocacy, partnering with government entities, embassies, the media, and health professionals to deliver grassroots interventions in Kenya. ASIRT is led by Bright Oywaya, supported by a small in-country team and council. ASIRT conducts advocacy for school-zone safety, legislation, and lower speed limits, notably reduction of urban speed limits to 30 km/h. ASIRT has been an Alliance member since 2013, participating in various Alliance activities including #CommitToAct; Mobility Snapshots; Regional and Global Meetings; research on assessment of 30km/h urban speed zones and factors contributing to local modification for lower speed in Cameroon, Kenya, and Rwanda; and the Incubator.

UGANDA ROAD ACCIDENT REDUCTION NETWORK ORGANISATION (URRENO), UGANDA¹⁵

URRENO is an Alliance member that works to improve road safety in Uganda through research, training, public sensitization, consultancy, and policy advocacy grounded in the Safe System approach. It focuses particularly on school-zone safety, pedestrian protection, and non-motorized transport. URRENO, led by Tumwine Fred Nkuruho, operates from Kampala with a technical team and project staff who deliver field interventions and lead stakeholder engagement across sectors including education, law enforcement, and transport authorities. URRENO has been an Alliance member since 2013, actively participating in Alliance activities including #CommitToAct; Mobility Snapshots; Regional and Global Meetings; and the Incubator.

¹⁴ <https://asirtk.org/1/index.php>

¹⁵ <https://www.urreno.org/>



ASSESSING THE CURRENT STATUS OF 30 KM/H POLICY & IMPLEMENTATION IN KENYA AND UGANDA



ASSESS

ASSESS

At the outset, ASIRT and URRENO assessed the current policy and implementation status of 30 km/h zones in their countries using the [Accountability Checklist](#) in the Toolkit. They carried out desk research and consulted directly with relevant authorities to review national laws, road safety action plans, and regulations, mapped key decision-makers and allies, and listened to community concerns. This process helped them identify gaps, opportunities, and champions that could strengthen their advocacy.

WHAT THEY FOUND

KENYA

- **Pedestrians were at risk:** Desk research showed that pedestrians account for 34% of road deaths in Kenya, yet the national urban speed limit remained at 50 km/h—an unsafe threshold for densely populated areas.
- **Existing policy documents offered leverage:** ASIRT found that the Traffic Act Cap. 403, Section 42 explicitly allows for 30 km/h limits in high-risk pedestrian zones. The launch of a new National Road Safety Action Plan 2024–2028 in April 2024 prioritized the introduction of 30 km/h zones in schools and busy commercial areas. These two documents showed that the framework was already in place to approve 30 km/h zones.
- **Champions existed in government, civil society, and communities:** Through stakeholder mapping, ASIRT identified the Director General and the Director of Road Safety at the National Transport and Safety Authority (NTSA) as key officials who could drive policy change. Several other NGOs, in particular, Kenya Red Cross, Smart Drivers Organization, and AMEND, were also advocating for 30 km/h zones and were identified as allies who could support ASIRT's advocacy. The Kenya Red Cross was already reviewing the Traffic Act and pushing for an urban speed reduction to 30 km/h. AMEND, with FIA Foundation funding, was working on piloting a 30 km/h zone at Kayole One Primary School. The Smart Drivers Organization was identified for its strong community presence on social media, which it used to amplify ASIRT's message and generate greater awareness and demand. ASIRT also engaged community leaders who were already posting unofficial 30 km/h signs in their neighborhoods, demonstrating grassroots support for lower speed limits. ASIRT partnered with these allies to push its advocacy while supporting the work these allies were already doing.

"You cannot achieve real impact by working in isolation. Collaborating with other NGOs and leveraging their resources, whether funding, media presence, or networks, helps to amplify your voice. Building strong alliances is essential for both impact and credibility, and engaging a multiplicity of stakeholders only strengthens the outcome."

— Bright Oywaya | ASIRT

UGANDA

- **Pedestrian deaths were too high:** URRENO noted that pedestrians account for 33% of road deaths in Uganda.
- **Existing legislation had not been enforced:** Uganda's National Road Safety Action Plan 2022–2026 sets out plans for 30 km/h limits in high pedestrian zones, such as schools and markets. This was operationalized in the Traffic and Road Safety (Prescription of Speed Limits) Regulations 2024 (2024 Regulations), introduced by the Ministry of Works and Transport. Importantly, URRENO recognized that while these were major steps forward, the lack of enforcement mechanisms and absence of a monitoring and evaluation framework risked stalling implementation. With this, URRENO positioned itself to push for stronger enforcement and monitoring of the 30 km/h provisions.
- **The right government officials were already known:** Through a mix of desk research and existing knowledge, URRENO identified the Commissioner for Transport Regulation and Safety at the Ministry of Works and Transport as the primary target of its advocacy. It also identified the Uganda National Roads Authority (UNRA), and the Kampala Capital City Authority (KCCA). URRENO was already well-positioned, with existing working relationships with these key government offices, which made it easier to advance the 30 km/h advocacy.
- **Previous consultations and associations identified interested parties and allies:** URRENO noted that the 2024 Regulations were shaped by consultations with drivers' associations, local leaders, and civil society groups, whom it could work with. It also identified community groups, especially parents and teachers, who strongly supported safer school journeys and described 30 km/h zones as a lifeline for schoolchildren. URRENO is a founding member of the Road Safety Advocacy Coalition Uganda (ROSACU) and identified other NGOs and partners, including Safe Transport and Survivors Support Uganda (STASSU), Global Health Advocacy Incubator (GHA), and Centre for Policy Analysis (CEPA), as key allies with corresponding interests. Safe Transport and Survivors Support Uganda (STASSU), which is active on child safety and school zones, shared materials and guidance that strengthened URRENO's advocacy. The Global Health Advocacy Incubator (GHA) provided technical resources and shared cross-country lessons on speed management advocacy. The Centre for Policy Analysis (CEPA) offered policy expertise, helping URRENO navigate gaps in legislation and sharpen its policy advocacy strategies. Together, these partners provided the technical, policy, and advocacy support that complemented URRENO's advocacy.

"The evidence was already there, in the data, in the policies, and in the community. What we did with our findings was to bring it all together and make sure the government could no longer look away from implementation."

— Fred Tumwine | URRENO

TOOL USED FOR THE ASSESS STAGE: ACCOUNTABILITY CHECKLIST

The [Accountability Checklist](#) guided the NGOs through a structured series of questions that enabled them to systematically assess available information on road safety policy and strategy, decision-makers, and institutional frameworks. NGOs were able to pinpoint both the progress already made and the gaps that governments must still address in line with their advocacy for 30 km/h zones.

"The Checklist is very resourceful. When it was introduced to us, we found it very useful. It adds value. It went into detail and went down to the deep areas to help us assess the situation, identify existing policies, and come up with concrete information to support our advocacy."

— Bright Oywaya | ASIRT

PRIORITIZING AND DEFINING KEY ASKS FOR 30 KM/H IMPLEMENTATION



PRIORITIZE AND DEFINE

DEFINE

Using what they had found in the assess stage, the NGOs formulated specific actions that they would advocate for governments to implement in relation to 30 km/h zones.

The Accountability Toolkit offers two tools—the [Priority Interventions](#) and the [Government To Do List](#)—as structured resources to guide the prioritize and define stages of advocacy. As the NGOs had already defined 30 km/h as their target intervention through previous advocacy cycles, they moved straight into the define stage, using the [Government To Do List](#) to inform their key asks.

ASIRT and URRENO crafted their key asks, taking into account the political context, most urgent needs, and existing status.



KEY ASKS

KENYA

- Define a timeline to implement 30 km/h zones in high traffic areas like schools, markets, hospitals, and locations with high interaction between humans and vehicles across the country;
- Publish its implementation matrix with budget allocations;
- Review the Traffic Act to make 30 km/h the default in urban areas.

These key asks were presented at the national level, specifically to the Director General and Director of Road Safety at the National Transport and Safety Authority (NTSA).

UGANDA

- Gazette regulation for 30 km/h zones nationally;
- Set a budget and timeline to implement 30 km/h zones in the country, starting with school zones;
- Put in place a monitoring framework to ensure the implementation stays on track.

These key asks were presented to the Ministry of Works and Transport and Uganda National Roads Authority. The ask to set a budget and timeline was also presented at the local council level, specifically to the Kampala Capital City Authority.



“When an issue is too broad, it becomes difficult to measure progress or even know when it has been implemented. A key ask, on the other hand, narrows the focus, sets a clear timeline, and makes results measurable and trackable. It prevents governments from feeling overwhelmed, helps articulate priorities more clearly, and shows what is possible while allowing for proper evaluation of whether it is working or not.”

— Bright Oywaya | ASIRT

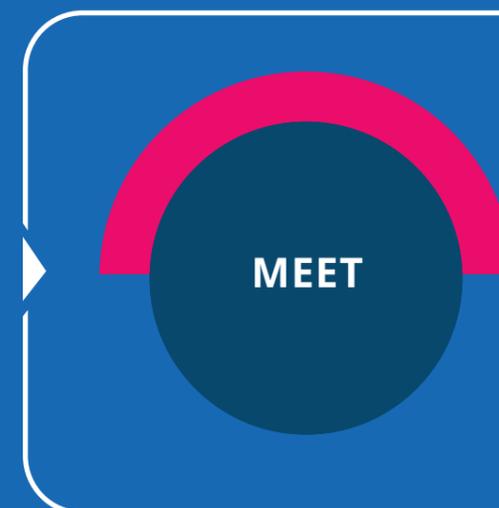
TOOL USED FOR THE PRIORITIZE AND DEFINE STAGES: PRIORITY INTERVENTIONS AND GOVERNMENT TO DO LIST

The [Priority Interventions](#) and [Government To Do List](#) guided NGOs to outline specific actions needed in their context to achieve 30 km/h zone implementation (e.g., set a target date for 30 km/h implementation, establish a coordination mechanism with clear accountability, allocate a dedicated budget, and put in place a monitoring framework). NGOs were able to prioritize and define the key asks to present to their governments to achieve 30 km/h zone implementation.

MEETING GOVERNMENT OFFICIALS TO PERSUADE THEM TO IMPLEMENT 30 KM/H ZONES



MEET



Next ASIRT and URRENO built the case for their key asks and prepared to engage their governments. They used the [NGO Talking Points](#) to develop their arguments. Credibility was key at this stage. Both ASIRT and URRENO have established relationships with key agencies and officials over a number of years, and have proved themselves to be reliable, knowledgeable partners. This enabled their access to the relevant government officials and made those officials more receptive, leading to a series of formal and informal meetings where the NGOs were able to present their key asks.

KENYA

ASIRT's long-standing collaboration with the National Transport and Safety Authority (NTSA) established its credibility as a reliable partner, making officials more receptive and attentive to its advocacy. ASIRT engaged government officials through a mix of schedules and opportunistic meetings, seizing every opportunity to make 30 km/h a recurring topic. It scheduled about four meetings in a year through direct phone calls and official appointments at National Transport and Safety Authority and Kenya Urban Roads Authority offices. The government officials engaged, and their roles and responsibilities are presented in Table 2. ASIRT also reminded them of the National Road Safety Action Plan 2024-2029 to strengthen the case for ASIRT's key asks for a timeline to implement 30 km/h zones, publish its implementation matrix with budget allocations, and review the Traffic Act to make 30 km/h the default in urban areas. The NGO used [Talking Points](#) on 30 km/h zones to present arguments on why these actions were needed—particularly to protect people who walk and to reduce Kenya's high pedestrian deaths from road crashes. Even when not directly related to speed management, ASIRT took the opportunity to meet with the NTSA and discuss the 30 km/h zones at national road safety events.



“By taking every available chance to highlight the need for 30 km/h zones, we ensured the message reached decision-makers repeatedly and from multiple angles. We were able to do this by leveraging our existing relationships and credibility with government officials.”

— **Bright Oywaya** | ASIRT

UGANDA

Because of its existing relationship and credibility with government agencies, URRENO found it straightforward to arrange appointments with the right people. It held three one-on-one meetings with each of the government agencies it was advocating with—Ministry of Works and Transport, UNRA, and KCCA. URRENO also held a roundtable and a workshop that brought together the Ministry of Works and Transport, UNRA, KCCA, and the Ministry of Health, among others. In these meetings, URRENO presented its key asks for the government to gazette regulation for 30 km/h zones nationally, set a budget and timeline to implement 30 km/h zones in the country, and put in place a monitoring framework to ensure the implementation stays on track. It shared printed copies of the [Government To Do List](#) it had generated. The specific government officials engaged, and their roles and responsibilities are presented in Table 2. URRENO used the 2024 Regulations and the National Road Safety Action Plan, which set out plans for 30 km/h limits in high pedestrian zones as an entry point to justify their key asks. It drew on the [NGO Talking Points](#) on 30 km/h zones to make the case, emphasizing the need to protect pedestrians and reduce the high number of pedestrian fatalities in Uganda.



“Engaging and scheduling meetings with the government was straightforward because we already had a good relationship with them and had built credibility over time by choosing to partner with them rather than criticize them. This built trust and made it easier for the government to hear us, respond, and act when resources are available.”

— **Fred Tumwine** | URRENO

TABLE 2. GOVERNMENT OFFICIALS ENGAGED WITH

COUNTRY	ORGANIZATION	POSITION	ROLE & RESPONSIBILITIES
KENYA	National Transport and Safety Authority (NTSA)	Director, Road Safety	The official responsible for road safety strategies and enforcement; providing strategic leadership and direction in formulation, implementation and enforcement of road safety prevention and mitigation programs in line with the Authority's Strategic Plan; and development, reviewing and implementing regulations, internal policies and procedures.
	National Transport and Safety Authority (NTSA)	Deputy Director, Road Safety	The official that serves as a technical officer responsible for all programs in the Road Safety department.
	Kenya Urban Roads Authority	Deputy Director	The official responsible for road safety activities, Road Safety Awareness Campaigns including collection and analysis of traffic data.
UGANDA	Ministry of Works and Transport	Commissioner Transport Regulations and Safety	The official that ensures the safety of the public by regulating the transport industry and licensing drivers and operators.
	Uganda National Roads Authority (UNRA)	Road Safety Specialist	The official responsible for management of road safety in the national road network.
	Kampala Capital City Authority (KCCA)	Road Safety Engineer and Transport Planner	The official responsible for road safety management in Kampala.

TOOL USED FOR THE MEET STAGE: [NGO TALKING POINTS](#)

The [NGO Talking Points](#) on 30 km/h zones provided the NGOs with a wide range of evidence-based arguments to support their key asks and make a case for why the government needs to implement 30 km/h zones. Both NGOs were able to choose the points needed to persuade the government to implement the intervention such as its importance in reducing deaths and injuries, its economic benefits, and how to implement it.



“Advocacy must be rooted in facts and evidence. You need solid data before you start. That is why we used the NGO Talking Points to build arguments on the need for 30 km/h and generated a Government To Do List, printed it, and took it to meetings. Presenting this list to the government helped us frame our arguments more effectively and show exactly what actions were needed.”

— **Fred Tumwine** | URRENO

TRACKING ADVOCACY TO ENSURE IMPLEMENTATION

TRACK

TRACK

After meeting with their government officials, both NGOs have received responses from their governments which they are tracking using the [Accountability Tracker](#). ASIRT-Kenya has been tracking the review of the Traffic Act and pushing for inclusion of 30 km/h zones in urban areas with a deadline of July 2025. URRENO has been tracking the gazetting of the regulation for 30 km/h zones and the establishment of a monitoring framework to ensure the implementation stays on track. The results of their tracking activities in relation to their key asks are presented in Table 2.

KENYA

- Key ask:** Define a timeline to implement 30 km/h zones in high traffic areas like schools, markets, hospitals, and locations with high interaction between humans and vehicles across the country;

Status: In progress. The government has committed to 30 km/h zones as a policy priority and embedded 30 km/h zones in the National Action Plan.
- Key ask:** Publish its implementation matrix with budget allocations;

Status: In progress. The implementation matrix has been included in the draft legislation for 30 km/h zones, which is expected to be presented to Parliament.
- Key ask:** Review the Traffic Act to make 30 km/h the default in urban areas.

Status: In progress. The government officials initiated a review of the Traffic Act and established a rollout plan to include 30 km/h zones, with a consultant onboarded to carry out the review.

UGANDA

- Key ask:** Gazette regulation for 30 km/h zones nationally;

Status: Completed. The government has gazetted 30km/h zones in January 2025 and launched the Guide for Establishment of Safe School Zones in Uganda in May 2025. Active involvement of the Commissioner for Transport Regulation and Safety led to government review of regulations to lower urban speed limits from 50 km/h to 30 km/h.
- Key ask:** Set a budget and timeline to implement 30 km/h zones in the country, starting with school zones;

Status: In progress.
- Key ask:** Put in place a monitoring framework to ensure the implementation stays on track.

Status: In progress. The government is now partnering with URRENO and other civil society organizations for more collaborative efforts to develop a monitoring and evaluation framework to improve 30 km/h implementation.

Additional impact: URRENO amplified the need for 30 km/h zones via the Alliance Mobility Snapshots. URRENO's ongoing advocacy for 30 km/h zones using the Toolkit, combined with Mobility Snapshots advocating for pedestrian facilities and traffic calming, had compounding effects. As part of the implementation of the new law lowering urban limits from 50 km/h to 30 km/h, the government also installed pedestrian and traffic calming facilities at the City Square junction in April 2025.

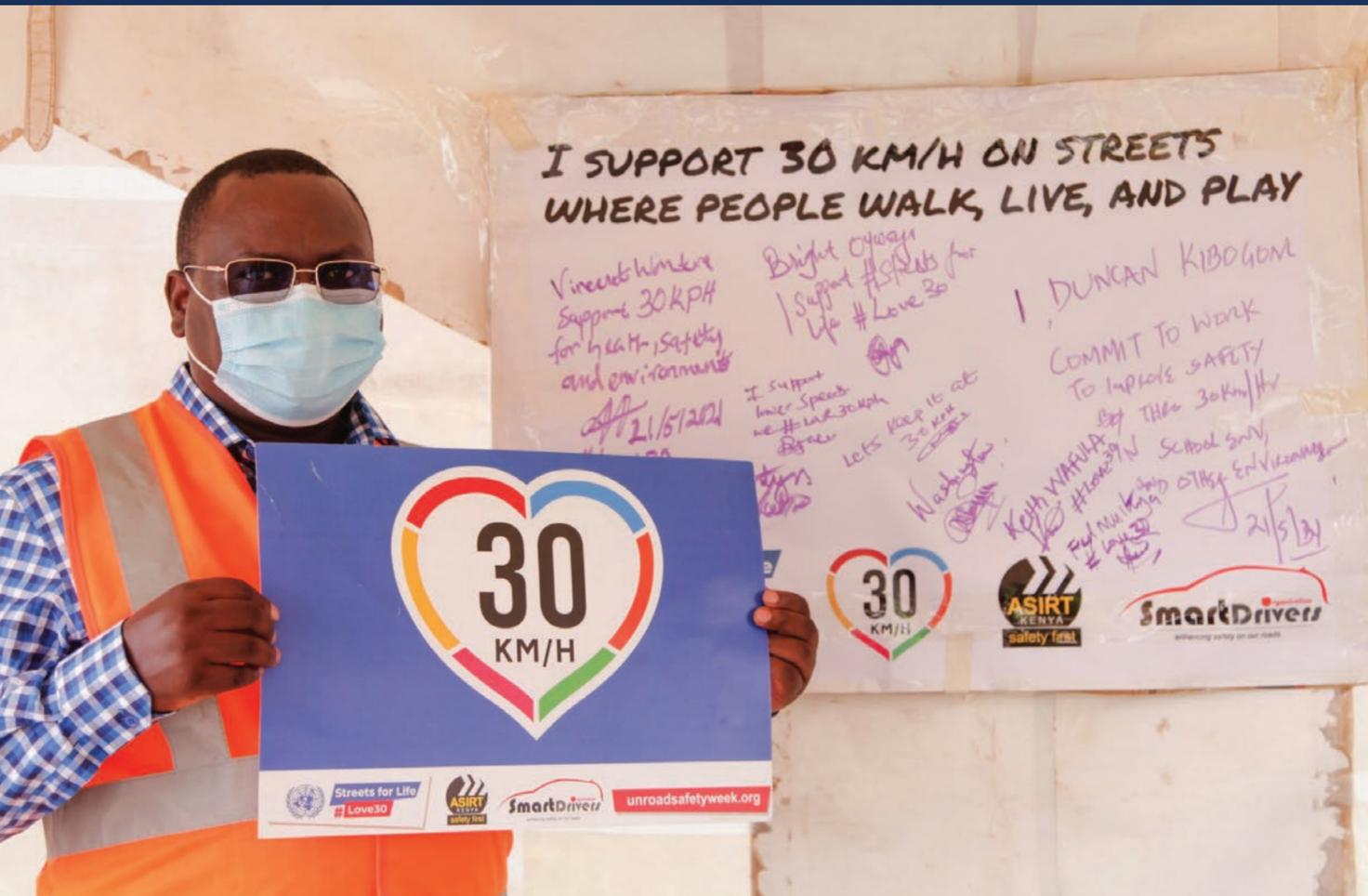
TOOL USED FOR THE TRACK STAGE: [ACCOUNTABILITY TRACKER](#)

The [Accountability Tracker](#) helped NGOs keep clear records of their advocacy and follow up effectively with their governments. NGOs used it to document key milestones in their advocacy—from assessing country realities and defining key asks, to meeting with their governments, tracking commitments, and reporting on actions taken.

“Tracking progress is critical for us NGOs because it helps us stay focused, measure the impact of our work, and hold governments accountable in a structured way. It provides evidence of progress, highlights remaining gaps, and enhances the credibility of our demands.”

— Bright Oywaya | ASIRT

ADVOCACY TIPS BASED ON NGO LEARNINGS



1 BE CLEAR AND DIRECT ABOUT THE EVIDENCE-BASED INTERVENTION YOU ARE ADVOCATING FOR

Both NGOs were direct and clear about the target intervention for implementation: 30 km/h zones. ASIRT advocated for the inclusion of 30 km/h zones in the review of the Traffic Act with a set deadline of July 2025. URRENO narrowed its advocacy to ensuring that regulation for 30 km/h zones was gazetted nationally. This clarity made it easier for government officials to understand what was required and to act accordingly.

2 ENGAGE CONSISTENTLY WITH THE GOVERNMENT

Both NGOs were persistent in their engagements with government officials to keep their key asks on the agenda. In addition to one-on-one meetings, ASIRT seized opportunistic meetings by attending events where officials would be present. URRENO held roundtables and workshops with government officials and other stakeholders.

3 FIND YOUR ALLIES AND BE STRATEGIC ABOUT WORKING WITH THEM TO STRENGTHEN POLICY INFLUENCE AND INTER-AGENCY SUPPORT

ASIRT collaborated with Kenya Red Cross, Smart Drivers Organization, and AMEND while URRENO partnered with ROSACU, STASSU, GHAI, and CEPI. These allies were also advocating for 30 km/h zones and provided technical expertise, built collaboration to support implementation, and helped amplify their message.

4 LINK YOUR ADVOCACY TO EXISTING GOVERNMENT INITIATIVES TO MAKE YOUR CASE STRONGER

In Kenya, ASIRT leveraged on the Traffic Act Cap. 403, Section 42, and the National Road Safety Action Plan 2024–2028, both of which prioritize 30 km/h zones in schools and commercial centers. In Uganda, URRENO anchored its advocacy on the Traffic and Road Safety Regulations 2024 and the National Road Safety Action Plan (2022–2026) which also supported 30 km/h zones.

5 USE THE ACCOUNTABILITY TOOLKIT TO HELP YOU PLAN AND FOLLOW THROUGH FOR RESULTS-ORIENTED ADVOCACY

The Toolkit helped both NGOs to implement the above tips following the Toolkit stages of ASSESS, PRIORITIZE, DEFINE, MEET, and TRACK with a clear view of progress from advocacy to commitment, implementation, and promotion. This provided a systematic framework to keep track and follow through with their advocacy toward tangible results. Even as experienced advocates, both NGOs found that the Toolkit guided them to findings that they might otherwise have missed.

HOW THE TOOLKIT SUPPORTED 30 KM/H ADVOCACY

1 THE TOOLKIT PROVIDES A CLEAR STRUCTURE AND SYSTEMATIC APPROACH TO REAL WORLD ADVOCACY

a. In both cases, the Toolkit provided a clear structure and systematic approach to advocacy for 30 km/h zones. ASIRT and URRENO were able to gather evidence to make their advocacy credible, define and present precise key asks, engage government agencies consistently, and track progress over time. By following this process, advocacy becomes more comprehensive, efficient, and results oriented.

b. The [Accountability Tracker](#) gave the NGOs a systematic way to track and follow through with government officials. ASIRT used it to monitor legislative reforms including the review of the Traffic Act while URRENO applied it to track the gazetting of 30 km/h regulations and the development of a monitoring framework.

2 THE TOOLKIT SERVES AS A LOCAL DIAGNOSTIC TOOL TO IDENTIFY GAPS/OPPORTUNITIES/HOOKS, TRANSLATING BROAD INTENTIONS INTO SPECIFIC, ACHIEVABLE GOALS

a. The [Accountability Checklist](#) helped URRENO identify the lack of a monitoring and evaluation framework for implementing 30 km/h zones and have a focused dialogue with government officials who are now developing a Monitoring and Evaluation framework.

b. The [Accountability Checklist](#) helped ASIRT gather evidence on pedestrian deaths and high urban speed limits and the [Government To Do List](#) helped to narrow down recommendations to achievable goals in Kenya. Pushing for specificity helped the government to convert broad promises into clear, time-bound, and measurable commitments.

3 THE TOOLKIT HELPS NGOS TO BUILD THE CASE FOR EVIDENCE-BASED INTERVENTIONS AND CONNECT THEIR KEY ASKS TO EXISTING GOVERNMENT INITIATIVES, MAKING IT EASIER TO GAIN GOVERNMENT SUPPORT

a. The NGO Talking Points helped URRENO to position 30 km/h zones as both evidence-based and essential for public safety. It was also helpful in articulating why the 30 km/h zones were important in Kenya. Having prepared speaking points and key asks using the NGO Talking Points and the Government To Do List, both NGOs were able to meaningfully engage government officials at both formal and informal meetings.

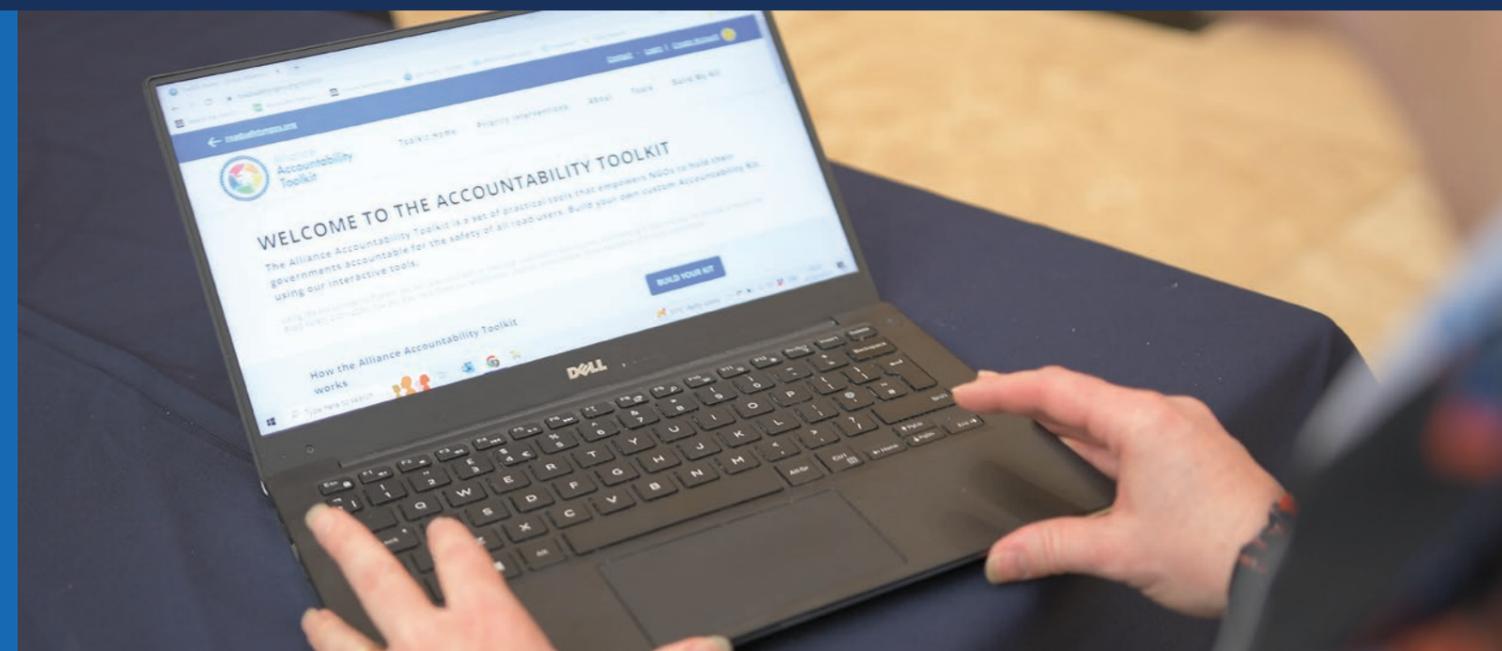
b. In Uganda, the [Accountability Checklist](#) led URRENO to seek out the Traffic and Road Safety (Prescription of Speed Limits) Regulations that support 30 km/h implementation. This was a key policy document which it used to engage the Ministry of Works and Transport. This was instrumental in the gazetting of the policy.

c. In Kenya, the [Accountability Checklist](#) led ASIRT to identify government documents such as the draft National Road Safety Action Plan containing intentions to implement demonstration projects with lower speeds.



"I recommend that those who have not had the chance to use the Accountability Toolkit should use it. It is very resourceful. It brings out the evidence-based facts, and it tells you what to ask the government. I was impressed. It points out all the issues you need to consider such as the presence of a coordinating body for road safety, monitoring and evaluation, and so on. Every organization should be exposed to this tool."

— Fred Tumwine | URRENO



Sustaining momentum

The cases of ASIRT, URRENO, and other Alliance members show what is possible when committed NGOs are equipped with the right tools and support—but this is only the beginning. Looking ahead, both ASIRT and URRENO are building on the momentum of their advocacy to sustain progress and widen the impact.

ASIRT will continue working closely with the National Transport and Safety Authority (NTSA) to publish an implementation matrix with budget allocations for 30 km/h zones. Through its collaboration with AMEND for the school-based pilot, ASIRT showed the government and communities what 30 km/h zones look like and that evidence-based interventions can save lives. The pilot has prompted the Kenya Urban Roads Authority (KURA) to consider integrating these measures into their projects. ASIRT will be having additional engagements with KURA to follow up on more implementation in different school zones.

URRENO is focusing on strengthening enforcement by engaging directly with the police to raise their awareness of the newly gazetted 30 km/h regulations and encouraging stronger monitoring of speed compliance, particularly in school zones. It is also leading public awareness campaigns to inform communities about the new 30 km/h regulation and highlight the benefits of 30 km/h limits. They will also continue to engage government officials to ensure that 30 km/h implementation remains a priority in policy and practice.

What now?



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About this publication

© Global Alliance of NGOs for Road Safety. This publication has been prepared by **Otuto Amarauche Chukwu, Patrick Kinyanjui, Chika Sakashita, Liz Man, and Lotte Brondum**, with support from **Federico Tucci** of the Global Alliance of NGOs for Road Safety.

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This case study represents a shared commitment to strengthening NGO-led road safety advocacy for the implementation of 30 km/h zones across Africa. It would not have been possible without the collaboration, support, and dedication of many individuals and organizations who have championed this initiative from its inception.

We extend our gratitude to the TotalEnergies Foundation for its generous sponsorship of the Alliance Incubator in Africa and for supporting the development of this case study. Your investment in grassroots advocacy has enabled local NGOs to transform data into action and to push for evidence-based interventions that protect the most vulnerable on our roads.

We also thank the FIA Foundation for supporting the NGOs to test the Accountability Toolkit in real world advocacy to promote the implementation of 30 km/h zones.

Finally, we recognize the strong dedication of the participating NGOs, whose tireless efforts, local knowledge, and community engagement form the backbone of this work. Your pursuit of safe streets through structured, persistent advocacy is driving real change and inspiring a global movement for accountability and safe mobility for all.

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