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Welcome to the Alliance

The Global Alliance of NGOs for Road Safety (the Alliance) is a network of more than 300 civil society organizations working for road safety, rights of road traffic victims, and safe mobility in over 100 countries.

The Alliance is the primary global civil society advocacy voice for road safety. It leads a respected, united, and credible global network of NGOs focused on road safety, road victims, and safe mobility. Through globally coordinated advocacy, information sharing, and capacity building, it has successfully strengthened the voice of civil society and built member NGOs' capacity to contribute meaningfully to the Sustainable Development Goals (SDGs) through the reduction of deaths and suffering caused by road crashes.

During the first Decade of Action for Road Safety (Decade of Action) 2011–2020, the Alliance established a track record and reputation as a mobilizer and convener of the global road safety civil society movement, a partner to international agencies, and a leading advocate for the meaningful involvement of NGOs in decision making. Much of this success and impact stems from the Alliance's position and its ability to ground global advocacy in the reality of the local experience that Alliance members face every day. The Alliance has a wide global reach via extensive relationships with governments, the World Health Organization (WHO), the United Nations (UN), philanthropies, the private sector, and academia. When you work with us, you work with 300 NGOs in 100 countries, aligned under one secretariat.

The Alliance was founded by road safety NGOs and WHO in 2011 and has since grown in strength and influence. Today, the Alliance is an independent member-based organization registered in Zurich, Switzerland, with supporting organizations in the United States and Denmark.

OUR STRENGTHS



Leading voice

We **mobilize, represent, convene, and amplify** the road safety movement at national, regional, and global levels. Our **growing** number of members benefit from our **credibility** and have **pride** in being part of the Alliance.



Global and local

We respond to **local needs** and **contexts**. We build **strategic partnerships** to bring **local NGO perspectives** to the **global arena** and put people at the heart of road safety decision-making.



Advocacy-driven

Everything we do is designed to push for greater road safety **accountability** and **delivery** and to contribute to the SDGs and Decade of Action 2021–2030. We base our work on the **evidence** of what works and encourage our members to do likewise.



Delivery-focused

We develop **award-winning capacity-building programs** and **practical tools** and coordinate **campaigns** that equip NGOs to advocate more effectively, accelerating action at national and regional levels.



Role model

Driven by our commitment to road safety, we have cultivated an exceptional organization that thrives on limited resources. With a democratic and transparent governance structure, we aim to deliver outstanding results, showcasing our ability to adapt and excel in any situation.

OUR ACHIEVEMENTS



Leading voice



Civil society's representative

- UN Road Safety Collaboration
- UN Road Safety Fund Steering Committee
- 2nd and 3rd Global Ministerial Conferences Steering Committee
- UN Economic and Social Council (ECOSOC) status

Events and activations

- People's Exhibition and People's Meeting at the 3rd Global Ministerial Conference on Road Safety
- Live from Leipzig at the International Transport Forum 2022 and 2023
- Handing over #RethinkMobility painting to UN Secretary-General António Guterres, calling for action on road safety in 2023.



Global and local



Grassroots network

More than **350 members** in **100 countries**

Regional representation

Two regional: Africa and Latin America Chapters

Partnerships

- Global Network for Road Safety Legislators
- SuM4All



Advocacy-driven



Publications

- *The Day Our World Crumbled: The Human Impact of Inaction on Road Safety*
- *Walking the Talk*
- *New Deal in Road Safety: Why we need NGOs*

Tools

- Accountability Toolkit
- *Good Practice Guide: Meaningful NGO Participation in the Field of Road Safety*
- *LEARN guide*

Research

- 30 km/h urban speed zones in Cameroon, Kenya, and Rwanda
- Enabling environments for road safety civil society organizations in three Sub-Saharan African countries
- Response to COVID-19 impacts on transport and mobility in seven African countries



Delivery-focused



Capacity building

(we train an average of 103 people annually, representing approximately 86 NGOs from 64 countries)

- Alliance Advocate Training
- Alliance Incubator

Campaign mobilization

(our annual campaigns directly reach an average of 225,000 people and 70 million people see campaign message)

- UN Global Road Safety Week
- Commit to Act



Role model



Governance

- Transparent governance and financial management backed with policies and audits
- Biennial general assemblies with voting rights for full members

Awards

- Two Prince Michael International Road Safety Awards for the Alliance Empowerment Program and Commit to Act

How we developed this strategy

The strategy is an update of the Alliance’s strategy for 2019–2023.



Two external consultants were commissioned to conduct a desk review of Alliance documentation, key informant interviews, and a workshop to reflect on the past decade and inform the future direction of the Alliance.

Key informant interviews were conducted with member NGOs, Board members, employees, international organizations, and companies that collaborate with the Alliance. The interviews followed a guide developed for the purpose.

A workshop was held with Alliance employees and Board members to explore the challenges the Alliance faces, the landscape in which it exists, the underlying causes of these challenges, expected goals, how these goals will be approached, and short- and long-term aims, incorporating the findings of the interviews and desk research. The workshop also included target groups and stakeholder analysis. The outputs from the workshop were compiled in the theoretical map of change, using the theory of change methodology.

The first draft of the strategy was developed by the consultants and shared with the Board and employees for comments. This draft was further developed by the secretariat and finalized with comments from the Board, in consultation with members.

This strategy will be followed up and implemented through an annual action plan with key performance indicators (KPIs) and a budget.

The global picture

Every year, 1.35 million people die as a result of road crashes, and between 20 and 50 million are injured¹.

Road deaths and serious injuries cost USD 2.2 trillion globally². At individual levels, in our study *The Day Our World Crumbled: The Human Impact of Inaction on Road Safety* 87% of people said they had known someone who was killed in a crash, and 95% knew someone who had been injured in a crash³.

Although the burden is universal, low- and middle-income countries (LMICs) are hardest hit. Over 90% of global deaths occur in these countries, despite having less than 60% of the world's motor vehicles⁴.

Deaths and injuries from road crashes are preventable. Halving them could increase gross domestic product (GDP) by as much as 22% in LMICs⁵. Crash victims and their families face spiraling issues that can draw them into poverty. *The Day Our World Crumbled* also found that 15.5% of crash survivors or their children had abandoned school as a result of a crash, and 11% had lost their jobs or sources of income.

Prioritizing road safety isn't just about reducing road deaths and injuries. It also addresses a multitude of society's other ills and challenges. Implementing lower speed limits, for example, can reduce greenhouse emissions and air pollution, enhance fuel efficiency, and improve traffic flow and accessibility for all road users, including pedestrians, cyclists, children, youth, and the elderly.

¹ World Health Organization. (2018). *Global status report on road safety 2018*.

² iRAP. (n.d). *iRAP Safety Insights Explorer*. <https://irap.org/safety-insights-explorer/>

³ Global Alliance of NGOs for Road Safety. (2020). *The Day Our World Crumbled: the Human Impact of Inaction on Road Safety*.

⁴ World Health Organization. (2021, June 21). *Road traffic injuries*. <https://www.who.int/news-room/fact-sheets/detail/road-traffic-injuries>

⁵ World Bank. (2017). *The High Toll of Traffic Injuries: Unacceptable and Preventable*.

CHALLENGES

We know what works but are not implementing it

Decision-makers evade responsibility for road safety

Road safety is not financed to the scale required

Road safety is not viewed as a sustainability issue

Road safety civil society movement is still young

We know what works but are not implementing it

Much is known about which interventions work to reduce deaths and injuries from road crashes. We know that evidence-based interventions, including, but not limited to, 30km/h, pedestrian facilities, lower speed limits, traffic calming, and motorcycle helmet laws backed with enforcement and promotion, save lives and make our communities livable, accessible, and healthy. However, in many countries, especially across LMICs, implementation of these interventions is not being prioritized to effectively address the number of road crash deaths and injuries occurring every day.

Road safety is not financed to the scale required

Direct and indirect costs of road crashes are eating up countries' economies. Yet, it is well established that road safety offers a significant return on investment. Despite our knowing which interventions have been proven to save lives, they are underfunded. Little centralized information is available to show how much is being invested in road safety at a global level, nor how much is being spent in-country. This contrasts with other movements, where tracking tools are available to monitor sources of investment, expenditure, and impact, through which accountability can be promoted and investment measured.

Decision-makers evade responsibility for road safety

In a 2022 Alliance member survey, the “lack of political will,” “lack of accountable focal point in government,” “lack of prioritization of road safety in government,” and “lack of political commitment” were commonly cited by NGOs as hampering road safety delivery. The Global Plan for the Decade of Action for Road Safety 2021–2030 (Global Plan) identifies governments (national, state, and local) as bearing primary responsibility for people’s safety and for funding road safety interventions. One of the ways that governments often evade their responsibility for road safety is by presenting road users’ behavior as the core of the road safety problem instead of investing in a Safe System approach (see below).



Road safety civil society movement is still young

In recent years, road safety NGOs have gained strength as a global network with regional representation. However, the global road safety civil society movement is still young. NGOs in many places do not have an established environment that enables participation in road safety decision-making, and, in others, meaningful involvement of civil society and youth is limited and often characterized by tokenism.

Road safety is not viewed as a sustainability issue

We know that safe mobility, such as public transport, walking, and cycling, can contribute to the delivery of the SDGs as well as the reduction of fatalities. However, the wins that safe mobility can bring related to issues such as lower emissions, health benefits, accessibility, poverty reduction, and livability are widely overlooked. Road safety advocates, including the Alliance and its members, must recognize safe mobility as an enabler for healthy and thriving lives, livable cities, and equitable, prosperous societies. They must help their governments and other stakeholders to rethink the way they view road safety and safe mobility, to maximize the societal benefits, reduce poverty, and stimulate economic growth and environmental sustainability.



GLOBAL RESPONSE

Proven solutions to reduce road deaths and injuries are well documented. At the heart of evidence-based road safety implementation is the Safe System, a holistic, people-centered approach in which road transport systems are designed and built to protect road users who inherently make mistakes and are physically vulnerable in a crash.

A number of global frameworks have been established to support governments in implementing solutions that have been proven to reduce road deaths and injuries, all with a **common target to reduce road deaths and injuries globally by 50% by 2030**.

Global Plan for the Decade of Action for Road Safety 2021–2030

The Global Plan was established in 2021 to guide governments to implement proven actions that will reduce road traffic deaths and injuries and achieve the 50% target. The Global Plan calls on governmental agencies as the primary responsibility holder in delivering a safe road transport system and implementing the required road safety actions. The Global Plan also calls on other actors—NGOs, academia, young people, funders, the private sector, and UN agencies—as important contributors. It recognizes the need for capacity building among road safety professionals in order to realize the road safety global targets.

NGOs' role in the Global Plan

The Global Plan sets out several roles that enable civil society to play its part in achieving the 2030 target. The Alliance is equipping NGOs to fulfill these roles.

- “Help amplify the voice of academia by being an advocate and acting as an independent voice to influence social change”
- “Support the development of policies by augmenting the evidence base as well as bringing the perspectives of communities impacted by those policies to the table”
- “Keep road safety on the government agenda and unite stakeholders with a common goal”
- “Be an important source of road safety information for the community and governments”
- “Help ensure government accountability by empowering communities on road safety issues and ensuring good governance”
- “Help push for the achievement of the road safety-related SDGs”

Sustainable Development Goals (SDGs)

Safe roads and safe mobility are specifically recognized in two targets within the SDGs.

- **SDG 3: Ensure healthy lives and promote well-being for all at all ages**
Target 3.6: By 2030, halve the number of global deaths and injuries from road traffic crashes
- **SDG 11: Make cities and human settlements inclusive, safe, resilient, and sustainable**
Target 11.2: By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons

Safe transportation enables people to reach work and education, shop for groceries, and access services, making it a facilitator of a multitude of other SDGs, including SDG 1: end poverty; SDG 4: quality education; SDG 5: gender equality; SDG 8: decent work and economic growth; SDG 10: reduced inequalities; and SDG 13: climate action.



Our vision

A world where every person has access to safe, affordable, accessible, and sustainable mobility, using the road system, where no one dies or is seriously injured as a result of a road crash.

Our mission

To advocate for effective actions and strengthen accountability for safe mobility, using the road system, and support NGOs for the same, thus accelerating implementation that results in the reduction of road crash victims.

Our values



People-centered

People's daily lives and journeys are why our road systems exist. Safe mobility, using these road systems, is the right of every person. We believe that every part of the road system needs to protect people, so that everyone can have the highest level of health and prosperity. Our advocacy, programs, and organizational practices promote the meaningful participation of people through NGOs that represent them.

Evidence-based

Road safety interventions that do not reduce road deaths and injuries are a waste of time and resources. We promote practices that are grounded in evidence and actions in areas where NGOs can leverage the biggest impact, given their position on the ground and ability to tap into real-life experiences.

Transparent

Transparency engenders trust and accountability. We share knowledge and information, listen to our members and partners, and involve them in what we do for our shared goals. We are transparent with our members and donors as well as fiscally responsible and effectively governed.

Collaborative

Together, our joint voice is louder, and our advocacy is more effective. We work with our members, partners, and the global development community across sectors for our shared goals and celebrate our successes together. We are a platform for NGOs with diverse backgrounds, but with the same objective, collaborating and respecting one another's values and work.

Overview of the Alliance strategic plan

Alliance vision, mission & values

Our vision

A world where every person has access to safe, affordable, accessible, and sustainable safe mobility using the road systems, where no one dies or is seriously injured as a result of a road crash.

Our mission

To advocate for effective actions and strengthen accountability for safe mobility, using the road systems, and to support NGOs for the same, thus accelerating implementation that results in the reduction of road crash victims.

Our values

- People-centered
- Evidence-based
- Transparent
- Collaborative

Guiding global goals

By 2030, halve the number of global deaths and injuries from road traffic crashes (SDG 3.6).

By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons (SDG 11.2).

Alliance impact goals

To achieve the guiding global goals, the Alliance strives for:

- Evidence-based actions
- Transparent and accountable investment
- NGO involvement in decision-making processes

Strategic areas: how we deliver the impact goals

To achieve the three impact goals, we focus on:

- Building a strong network
- Advocacy and accountability
- Capacity building

Delivering results: supporting mechanisms to enable impact

For the Alliance to be able to deliver on its commitment and ambition, we prioritize:

- Organizational development
- Financial sustainability
- Monitoring, evaluation, and learning

Our goals

GUIDING GLOBAL GOALS

In the long-term, we set out to contribute to the delivery of the Global Plan and the SDGs.



By 2030, halve the number of global deaths and injuries from road traffic crashes (SDG 3.6).



By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, including women, children, persons with living disabilities, and older persons (SDG 11.2).



ALLIANCE IMPACT GOALS

For the duration of this strategy, we focus on three impact goals to which the Alliance can directly contribute and track our progress.



Evidence-based actions

Our goal is for governments to adopt and implement road safety actions that are grounded in evidence.

Our advocacy drives implementation of evidence-based interventions. We promote priority interventions that have been proven to work and where NGOs have leverage to influence decision-making and push for implementation. We empower NGOs to advocate effectively for life-saving interventions aligned with the Safe System approach.



Transparent and accountable investment

Our goal is for accountable financing for road safety to be generated, grown, and sustained.

Return on investment in road safety is significant, but currently there is very little information about the actual money allocated or spent on it. Without specific, public reporting of road safety funding, it is hard to show how it can be improved. With greater transparency comes better prioritization of investment that benefits people. We advocate for transparent, specific, demarcated allocation of funding for road safety and equip NGOs to hold their governments accountable for road safety spending at national and local levels.



NGO involvement in decision-making processes

Our goal is a strong and empowered civil society that has access to environments that enable participation in every country and is meaningfully involved in road safety decision-making.

We drive action by building the capacity of road safety NGOs and supporting them to reach their potential in demanding a road system that ensures safe mobility. Through partnerships and fundraising, the Alliance establishes, develops, and maintains spaces as well as funding and partnership opportunities for NGOs. In order for NGOs to have influence, governments must allow NGOs to participate in decision-making. We represent NGOs to advance the frameworks and mechanisms that enable civil society to be meaningfully involved in decision-making.

HOW WE DELIVER THE IMPACT GOALS

In order to achieve the Alliance impact goals, Alliance activities focus on three strategic areas.



A strong network

Stronger and more urgent community demand is needed for safe roads around the world. A large network of established NGOs with a track record in advocacy and the ability to present and represent local realities and people’s experiences is key to creating this demand.

Purpose

To create a significant demand around the world for safe mobility, using the road transport system.

How we achieve it

- Build the credibility and reputation of the Alliance and road safety NGOs and amplify the voice of road safety
- Expand member numbers and worldwide reach (number of countries)
- Build a sense of unity among road safety NGOs, both as a global community and at regional levels
- Know and engage our member NGOs and effectively represent their perspectives
- Build partnerships that open opportunities for member NGOs to influence their governments locally
- Create partnerships across the SDGs to advance our road safety goals
- Convene global and regional events that strengthen and amplify the voice of NGOs



Advocacy and accountability

Genuine road safety action requires that governments meet their responsibility to reduce fatalities and serious injuries by 50% by 2030. NGOs can help by fulfilling their roles set out in the Global Plan, including their role in ensuring government accountability and promoting evidence-based actions. It is important that NGOs fully embrace their role in holding governments to account.

Purpose

To help NGOs embrace their roles in promoting evidence-based actions and holding governments to account.

How we achieve it

- Lead globally coordinated advocacy to stimulate and support in-country advocacy efforts, including through campaigns
- Mobilize and guide NGOs to advocate for evidence-based interventions
- Undertake research that strengthens the evidence base for local NGO advocacy
- Examine and promote space and opportunities for NGOs to engage governments
- Partner with organizations who can provide expertise and support and strengthen NGO advocacy



Capacity building

Credible, knowledgeable, connected, and sustainably run NGOs with track records in advocacy for road systems that ensure safe mobility are key to creating the needed demand for road safety. Credibility is key to many NGOs, especially in places where an enabling environment for NGO participation is lacking. It is important that we accelerate the development and growth of a sustainable road safety NGO community in order to influence policy, legislation, enforcement, financing, implementation, and accountability. Being part of a global network like the Alliance helps NGOs to build credibility and recognition in their own countries.

Purpose

To equip NGOs with expertise and experience to fulfill their roles in contributing to reductions in deaths and injuries from road crashes and to build their professional credibility.

How we achieve it

- Develop and deliver capacity-building programs that help NGOs achieve effective advocacy and accountability and meaningful involvement in decision-making
- Forge peer-to-peer learning and support networks, including through the regional chapters
- Convene member organizations and stakeholders for learning
- Partner with organizations and professionals who can provide capacity-building program support

DELIVERING RESULTS

To be able to deliver on our impact goals and ambition, a functioning and sustainable Alliance secretariat is vital.



Organizational development

In order to deliver impact in this next phase, the structure and governance of the Alliance will be evaluated to ensure we are fit for purpose and relevant in the sustainable-development era. The Alliance is rooted in our members and the NGO reality.

Purpose

To ensure the organization stays relevant and useful in the current global climate while staying true to our mission

How we achieve the purpose

- Maintain a governance structure that ensures transparency, good governance, and responsible oversight
- Strengthen our governance processes and practices, including reviews and updates of the bylaws and policies
- Ensure an accessible and transparent general assembly process every two years
- Have a governance framework that guides and ensures transparent decision-making across the Alliance
- Develop operational action plans, targets, and budgets that will accompany the Strategic Plan
- Strengthen and standardize our HR processes, systems, and tools across our global team



Financial sustainability

The Alliance Strategic Plan can be realized only by securing adequate and appropriate resources for the Alliance and ensuring effective and transparent financial management, controls, and reporting.

Purpose

To secure and maintain adequate resources for the Alliance.

How we achieve the purpose

- Nurture existing partnerships and explore new fundraising opportunities across the other SDG movements, e.g., mobility, climate, and gender
- Focus on strengthening our financial sustainability with multiyear funding and mobilization of unrestricted funding
- Diversify funding sources and leverage more resources for priorities identified in the Strategic Plan
- Develop a partnership and fundraising strategy to focus on sustainable funding streams and multiyear agreements and to strengthen existing individual and corporate partnerships, unlock new sectors, and maintain a diverse funding base
- Have effective and transparent financial management and controls as well as annual audits and financial reporting



Monitoring, evaluation and learning

The Alliance strives for continual improvement in what we do. To ensure we are delivering what we commit to in our Strategic Plan, we will monitor our activities, evaluate our impact against performance measures, and continuously improve our work from the learning. We are accountable to our members and donors, and we listen to their feedback.

Purpose

To demonstrate our achievements and articulate how our work is making a difference in people’s lives via improved road safety outcomes.

How we achieve the purpose

- Develop annual action plans with targets and key performance indicators (KPIs) tied to the Strategic Plan and budget, to measure progress and ensure delivery
- Hold regular staff meetings to ensure we are on track as a team and determine ways to improve our work
- By commissioning an independent strategy review in 2027 to evaluate performance and impact and inform the next strategic period



FROM **GLOBAL COMMITMENTS** TO **LOCAL DELIVERY**

STRATEGIC PLAN 2024–2030

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