



Annual Report

Global Alliance of
NGOs for Road Safety

2020



LETTER FROM OUR EXECUTIVE DIRECTOR

The road safety NGO community, represented by the Global Alliance of NGOs for Road Safety (the Alliance), is a powerful voice for civil society in 93 countries around the world. Increasingly, NGOs are becoming recognized among serious stakeholders driving the global road safety agenda and as valuable strategic partners to their governments. The Alliance mobilizes and equips these NGOs, giving them tools and opportunities to push for commitment and accountability for safer roads in their countries. These efforts were publicly rewarded in December 2020, when the Alliance and its NGOs received the prestigious Prince Michael International Road Safety Award for the #CommitToAct campaign.

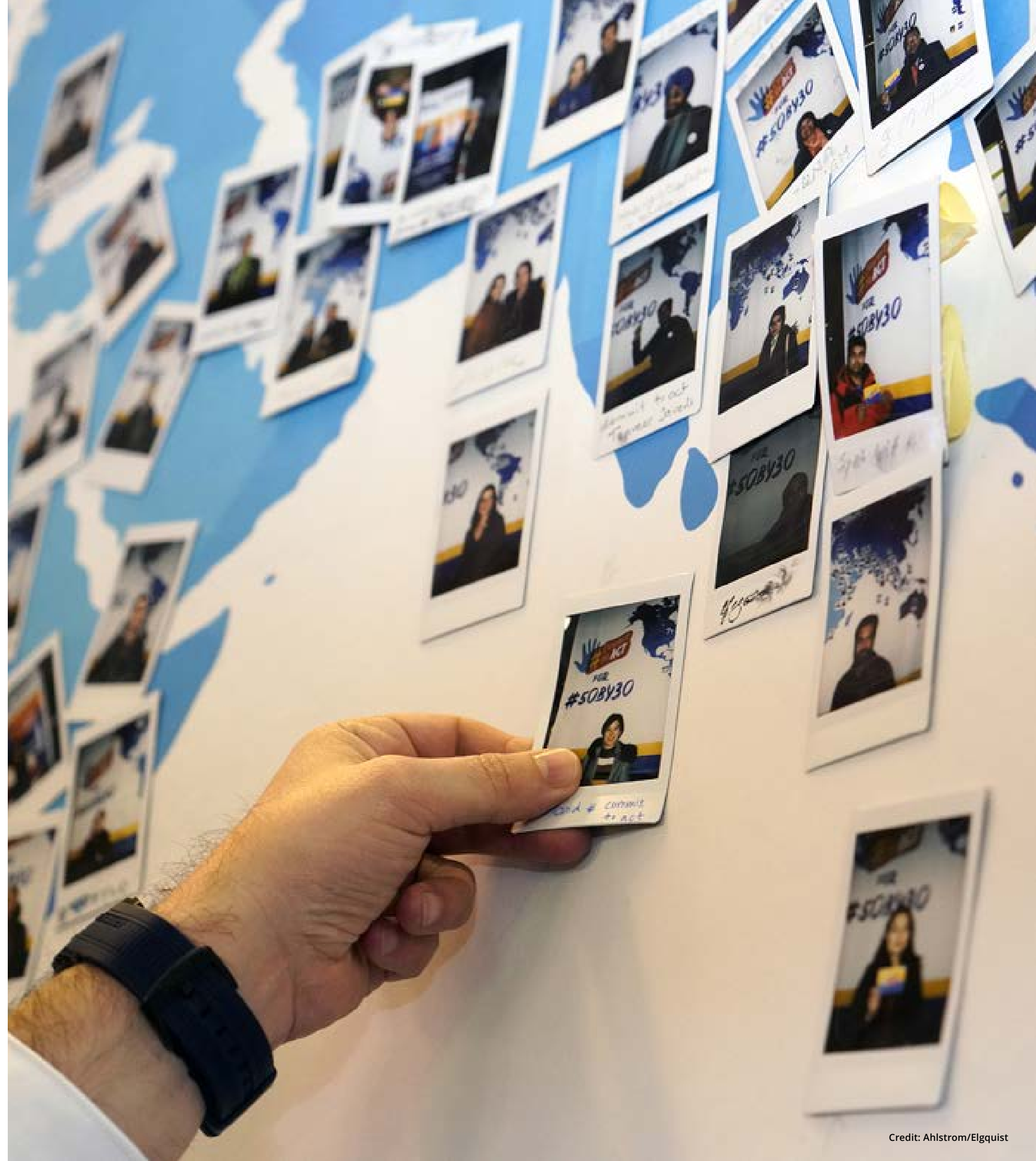
#CommitToAct coordinated an NGO call for action: government leaders around the world must “commit to putting people first and acting to save lives on roads worldwide.” In the first wave of #CommitToAct, a series of campaign activities culminated in the People’s Meeting at the 3rd Global Ministerial Conference on Road Safety in Stockholm, Sweden. The campaign relaunched in October 2020 to refocus attention toward safer roads, following the adoption of the UN Resolution on Improving Global Road Safety in August.

At the heart of #CommitToAct is the belief that safe roads and journeys should be every citizen’s right and that this right enables a multitude of other rights: the right to access education and to earn a decent wage, gender equality, access to healthcare and clean air, and more. The Stockholm Declaration, UN Resolution A/74/L.86, and the extension of Sustainable Development Goal (SDG) 3.6, adopted during 2020, encourage us to rethink road safety in the context of these rights and the full SDG agenda. Road safety is being refreshed with a new way of thinking, new partnerships, and a new, stronger mandate.

Throughout the undeniable difficulties of 2020, we are proud to see how our NGOs have stepped up to the challenges, rethinking their messages, seeking out opportunities and innovation, and sharing their knowledge and experience. Despite the initial shock and fears, the Alliance and its NGOs have become stronger this year, and we are ready for our role as civil society’s voice for accountability and action in the second Decade of Action for Road Safety 2021–2030.



Lotte Brondum
Executive Director



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WORLD

THE GLOBAL CONTEXT FOR WHAT WE DO

1.3 million people killed on the world's roads every year

Decade of Action for Road Safety 2011–2020

The goal of the first Decade of Action was “to stabilize and then reduce the forecast level of road traffic fatalities around the world”

2030 Agenda for Sustainable Development

In 2015, road safety and sustainable mobility were included among the Sustainable Development Goals, as part of the shared blueprint for peace and prosperity for people and the planet, now and into the future.

- 3.6: By 2020, halve the number of global deaths and injuries from road traffic accidents.
- 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.

Decade of Action for Road Safety 2021–2030

Proclaimed by UN General Assembly Resolution A/74/L.86 in August 2020, the goal of the second Decade of Action is to achieve a 50% reduction in road deaths and injuries by 2030.

KEY POINTS OF UN RESOLUTION A/74/L.86 IMPROVING GLOBAL ROAD SAFETY (ADOPTED AUGUST 2020)

- Proclamation of a second Decade of Action for Road Safety 2021–2030
- A new target to reduce road deaths and injuries by 50% by 2030
- Encouragement to Member States to take a holistic view of road safety in the context of the full SDG agenda
- A focus on vulnerable road users and nonmotorized transport users
- A Safe System and Vision Zero approach
- A Head of State meeting of the UN General Assembly on improving global road safety.



ALLIANCE NGOS

A UNITED NETWORK OF NGOS REPRESENTING CIVIL SOCIETY

Our Mission

To unite, empower, and strengthen NGOs to stimulate collaborative advocacy, action, and accountability for road safety and road victims.

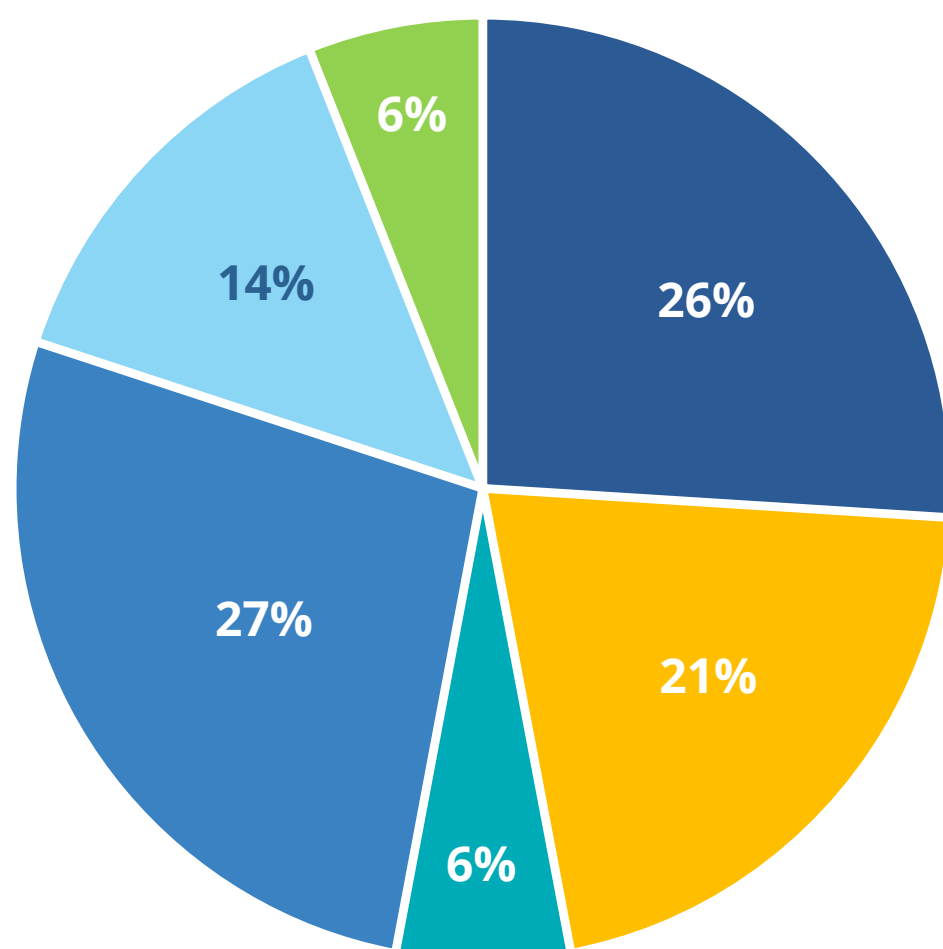


CHART OF MEMBERS BY REGION



The Alliance represents 254 NGOs in 93 countries around the world. These NGOs are civil society's voice for road safety in their local communities and with their national governments. They advocate on behalf of their fellow citizens for the safety of road users—especially those most at risk, such as pedestrians, cyclists, and children—and to hold local and national authorities accountable for their responsibilities for road safety policy, legislation, infrastructure, and enforcement. They mobilize their communities to act for safer roads: through their own actions, by equipping and supporting others, and by calling for action to protect citizens' rights to go about their daily journeys in safety.

Our members operate at many levels; some are national, others are local to one city or community, some are large organizations with multiple staff, while others are small and volunteer-led. Over the past five years since the Alliance Empowerment Program was launched, 70 NGOs have been trained as Alliance Advocates. These NGOs, in particular, have demonstrated significant growth through the implementation of evidence-based advocacy projects.

The varying effects of the COVID-19 pandemic on different NGO profiles was explored in a blog article by the Alliance for the Injury Prevention journal in July 2020 (<https://blogs.bmj.com/injury-prevention/2020/07/03/road-safety-ngos-and-the-covid-19-pandemic/>)

TYPICAL ALLIANCE MEMBER PROFILES

Established	Emerging	Volunteer-driven
<ul style="list-style-type: none"> Multiple paid staff Multiple-year funding Usually have well-established connections within government. 	<ul style="list-style-type: none"> One to five paid staff Mainly reliant on short/medium-term project funding. Growing and establishing themselves with their governments. 	<ul style="list-style-type: none"> No paid staff Self-fund most of their activities and/or have other full-time jobs Undertake NGO activities when they have time

Member focus: AVA Togo

AVA Togo has been an Alliance Member since 2014 and has nine full-time and 15–30 part-time volunteers. It works primarily in post-crash response and prevention and its greatest advocacy success in 2020 was when the government made motorcycle licences compulsory across Togo. "Being a member of the Alliance has helped us to build capacity to develop plans to implement effective advocacy, taking into account relevant evidence, legislation, regulations, and policies; monitoring and evaluation; and identification and collaboration with partners and stakeholders."



Credit: AVA Togo

ACHIEVEMENT AND RECOGNITION

PRINCE MICHAEL INTERNATIONAL ROAD SAFETY AWARD

The achievements of Alliance member NGOs have been recognized in 2020 by a Prince Michael International Road Safety Award for the #CommitToAct campaign.



*Recognising achievement and innovations
which will improve road safety*

Each year, the most outstanding examples of international road safety initiatives are given public recognition through these prestigious awards. This is the second Prince Michael Award that the Alliance has won, demonstrating the increasing influence and quality of Alliance member NGOs' work.

NGOs' #CommitToAct campaigns benefit from the international credibility that this award brings. It also strengthens their resolve for advocacy, encouraging and enabling them to push further for commitments and accountability through #CommitToAct.

"I have been impressed with the reach and effectiveness of the #CommitToAct campaign developed by your team and many partner NGOs. I am therefore delighted to make an award to the Alliance in recognition of this outstanding achievement."

• HRH Prince Michael of Kent •

"Although the efforts and effective actions of NGOs have played a significant role in [achieving this award], there is no doubt that isolated actions will never have such a huge and significant impact."

• Ali Zayerzadeh, Road Safety Pioneers, Alliance Member •



ALLIANCE: 2020 ACHIEVEMENTS

NETWORKING AND SHARING

News and stories



12 newsletters
reaching **1,620** road safety
stakeholders



1,198,623 social media **impressions**
and **13,505 followers** on Facebook,
Twitter, and Instagram



28 member stories
to amplify messages and inspire and
replicate best practices



New website to better
serve NGOs' needs

Connecting NGOs



Online events to enable
NGOs to share experiences and
input to campaigns



Africa Chapter connecting
NGOs in the continent to
stronger joint advocacy

ADVOCACY

#CommitToAct



54 commitments on the
commitment tracker
18 commitments completed



63,751 signatures to the
People's Declaration



Global accountability
event to hold leaders to
their commitments



6,211 responses from
132 countries to the
People's Survey



At least **71** NGOs engaged with the social media campaign, with a reach
of **1,140,000**

Global Ministerial Conference

- 45 Alliance members attended the conference
- People's Meeting called for action
- People's Exhibition demonstrated the human impact of crashes

Research and reports

- The Day Our World Crumbled: The Human Cost of Inaction on Road Safety
- Good Samaritan Law Study Report on First Response and Emergency Trauma Care in India

CAPACITY BUILDING

Training



54 NGOs trained
in campaign
management



20 participants
training through the
Alliance Accelerator



7 panel discussions
connecting road safety NGOs
to the wider SDG agenda



19
Seed grants

Grants

#COMMITTOACT

BUILDING A GLOBAL MOVEMENT

Phase one of #CommitToAct culminated at the 3rd Global Ministerial Conference on Road Safety, hosted by the Government of Sweden and the World Health Organization (WHO). The conference brought together decision makers from countries around the world to discuss the global road death crisis and to seek agreement to address it.

A pile of shoes, organized by the Alliance on behalf of NGOs as part of the People's Exhibition, became one of the memorable images of the conference, used by global media and talked about by leaders in their speeches at the Ministerial Conference. It was the central installation at the exhibition, demonstrating the personal human impact of road crashes on lives around the world.



Credit: Ahlstrom/Elgquist

PEOPLE'S EXHIBITION

The People's Exhibition was a focal point outside the conference center, attracting passersby and conference attendees.

NGOs used the exhibition as an advocacy opportunity with their ministers, using the exhibits to explain why they must act. At least four ministers from Ecuador, Nepal, Uganda, and UK toured the exhibition, as well as decision makers from Argentina, Australia, Senegal, Sweden, Togo, Tunisia, and more.



Credit: Ahlstrom/Elgquist

The People's Exhibition featured four installations:

Every Day Counts

This iconic installation featured a pile of shoes representing the 3,700 lives lost on the world's roads every year. VIPs, NGOs, and passersby added shoes to the pile, some of them bringing the shoes of their loved ones.

Double Standard

Presented by Global NCAP, the Double Standard demonstrated the shocking difference between the safety standards applied to a European model versus an African model of the same vehicle due to the lack of implementation of UN-recommended vehicle standards in most African countries.



Credit: Ahlstrom/Elgquist



Credit: Ahlstrom/Elgquist



Credit: Ahlstrom/Elgquist

Everyday Realities

Using quotes from the People's Survey and Instagram-style stories, Everyday Realities showed road users' experiences from around the world.

Wall of Commitments

At the Wall of Commitments, exhibition visitors could take a photograph and add it to a large map with their demand or commitment for road safety.



PEOPLE'S MEETING

On the eve of the Ministerial Conference, the People's Meeting was the exhibition's focal moment. Members of civil society made their calls to action to Ministers and leaders attending the conference. Special guests, including government officials, global road safety representatives, and NGOs laid shoes onto the pile in a symbolic gesture.

"Even though it's a 10-year target, there's not a moment to lose. People are dying. Who could have been saved? We have had enough of talking. Now it's time to act."

— Bright Oywaya, ASIRT Kenya —

THE DAY OUR WORLD CRUMBLLED THE HUMAN COST OF INACTION ON ROAD SAFETY



The Day Our World Crumbled: The Human Cost of Inaction on Road Safety, a report based on 5,606 responses to the People's Survey undertaken through the #CommitToAct campaign, was launched in Stockholm, the day before the conference.

The report focused on the devastating impact that road crashes have on the lives of road victims, their families, and the wider community. It showed that road crashes affect a lot of people, multiple times through their lives, and the consequences are far-reaching. The People's Survey and research were undertaken in partnership with Accountability International, a human rights organization to strengthen the narrative of road safety as a right.

Credit: Ahlstrom/Elgquist



Credit: Ahlstrom/Elgquist

KEY FINDINGS

Road crashes impact a lot of people

57% of respondents had been involved in a crash themselves

87% knew someone who had been killed in a crash, and 95% knew someone who had been injured

17% of respondents had lost a close family member due to a crash

The financial burden can be large

24% of respondents stayed out of work to care for a crash victim

15.5% reported that they or their children had to abandon school

11% of crash survivors lost their job or source of income

Those with lower educational levels, often corresponding to lower income, are the worst affected

71% of crash survivors who had not completed formal schooling lost their job / source of income versus 10% of university-educated respondents

73% of crash survivors reported living with a disability caused by a crash versus 6% of university-educated respondents

The emotional impacts affect people's daily lives

66% live in fear that they or their loved ones might be in a crash again

47% had avoided places, things, or people associated with a crash

43% reported experiencing depression, hopelessness, anger, nightmares, flashbacks, panic attacks, sleep disturbance, and/or poor concentration

Being a road user can feel unsafe

78% said that speeding made them feel unsafe

70% said that poor road infrastructure made them feel unsafe

"Car crashes are brutal. After the loss of relatives through car crash, I was stranded: I could not get quality education. I struggled to have a decent life because my relative was a breadwinner. It affected my mental health. It took the lives of the people that I loved most."

• Testimony from the report •

OUR ROADS, OUR RIGHT

The second phase of #CommitToAct built on new momentum from the adoption of the UN Resolution on Improving Global Road Safety and the emphasis on more sustainable transport modes post-pandemic. The campaign centered on the tagline “Our roads, our right” and equipped NGOs to push for and follow up on tangible commitments for safer roads. It involved activities at different levels.



Credit: Alinagnon



Credit: ArriveSAFE

MOBILIZATION

The social media launch of the campaign, where NGOs took handprint photos and videos and posted them on social media, had an estimated reach of 1,140,000 on Twitter, Facebook, and Instagram.

COMMITMENT

Behind the photos and social media banners was a serious advocacy message, calling on government authorities to commit to specific, measurable, evidence-based actions for safer roads and road users and to act to implement their commitments.

Campaign tools and materials backed up NGOs' demands for commitment and action.

ACCOUNTABILITY

Accountability was a strong theme of the campaign, taking commitments logged on the Alliance's commitment tracker and encouraging NGOs to follow up and see that the commitments are completed.

To demonstrate the need for accountability, the Alliance hosted an online Global Roundtable for Accountability Toward Safer Roads. At the roundtable, decision makers from Colombia, Vietnam, and the European Union described progress on their governments' commitments held on the Commitment Tracker. NGOs in Kyrgyzstan and Namibia described how they had pushed for commitments in their countries.



Credit: Automobile Club of Moldova

Member Focus: Thiago Gonzaga Foundation, Brazil

In 2019, Thiago Gonzaga Foundation held a #CommitToAct roundtable with the mayor of Porto Alegre and iRAP, leading to a commitment (on the commitment tracker) to assess school zones in the city and implement the changes necessary to achieve an internationally recognized safety standard. The NGO used its 2020 #CommitToAct campaign to maintain accountability for this commitment and ensure its continuity following the upcoming mayoral elections. Thiago Gonzaga Foundation held online consultations involving young citizens, where each mayoral candidates was asked to commit to act for safer roads and to continue the school zone project.



Credit: Thiago Gonzaga Foundation

Member Focus: TRAX, India



Credit: TRAX

An audit report by TRAX noted a number of places in Delhi, India, where overgrown vegetation, advertising, and other obstructions were reducing visibility for drivers on roads in Delhi and preventing pedestrians from using footpaths, leading to an increased risk of crashes. TRAX used the #CommitToAct campaign to advocate for specific measures to improve driver visibility and pedestrian safety by removing obstructions, including removal of advertising hoardings; better maintenance of footpaths; and regular cutting back of vegetation intruding on the road. It approached relevant stakeholders—including the Department of Transport, municipality, and traffic police—with its demands and used #CommitToAct signboards for officials to demonstrate their support. Its advocacy is continuing.

VOICE FOR CIVIL SOCIETY

3RD GLOBAL MINISTERIAL CONFERENCE ON ROAD SAFETY

2020 saw significant global milestones for road safety: the 3rd Global Ministerial Conference and resulting Stockholm Declaration, and the adoption of the UN resolution on Improving Global Road Safety, which declared a second Decade of Action for Road Safety and an extension to SDG 3.6 to reduce road deaths and injuries by 50%.

Alliance NGOs are stepping up as messengers for the global road safety community, advocates for their citizens, and partners to their governments, helping to translate global targets into tangible action on the ground.

NGOs played a strong role at the conference, showing the increasing recognition that they have earned since the 2nd Global Ministerial Conference in Brasilia. NGOs advocated in the run-up, during and after the conference, to make sure that their governments participated and took the recommendations from the Stockholm Declaration back to their countries.

The Alliance represented civil society on the steering and advisory committees during the planning of the conference. These committees were responsible for drafting content and sourcing speakers for the conference sessions.

At the conference, several Alliance members were on the high-level panels, and Lotte Brondum represented the NGO community at the closing session with a call to action. The Alliance held two side events, one on data, with the International Road Federation (Geneva), and the other on its new report, *The Day Our World Crumbled: The Human Cost of Inaction on Road Safety*; 45 Alliance member NGOs attended the conference, supported by funding from WHO.



Credit: Mikael Ullén

"We need you, the ministers, the UN, and the private sector, to act now and stand by the promises you make and show real leadership. Nothing will change unless you make it happen. Safety is not an option, it's a right."

• Lotte Brondum •



Credit: Mikael Ullén

UN RESOLUTION ON IMPROVING GLOBAL ROAD SAFETY

In August 2020, the UN General Assembly adopted the new UN Resolution on Improving Global Road Safety. The resolution sets out the road map for the next 10 years of road safety advocacy and gives a new, clear mandate for Alliance member NGOs' work. It is voluntary, meaning that it is not compulsory for UN Member States to implement it. Strong NGO advocacy is therefore needed to ensure that the recommendations are integrated into government strategies and resources allocated to achieve the targets. Road safety advocates are starting from a stronger base than in the previous decade. They have more capacity and knowledge, along with greater standing and stronger partnerships with their governments.

The Alliance bolstered NGOs' understanding of the resolution, to mobilize them to action through a series of articles published in its September newsletter and on social media.

The Alliance also organized an online question and answer session with Etienne Krug, Director, Social Determinants of Health, WHO, where NGOs asked their questions about the resolution.

"This time we will be developing the new global plan from a much better place, in terms of understanding of issues and what works and what doesn't. We must build on these strengths, particularly using the capacity that has been established over the past 10 years, and with NGOs in the forefront: in so many successful road safety projects, you find NGOs making the big difference, drawing people together, focusing on what matters, and speaking from the heart."

David Ward, Towards Zero Foundation

Member Focus: Swatantrata Abhiyan Nepal (SAN)

Swatantrata Abhiyan Nepal (SAN) was among the Alliance NGOs attending the 3rd Global Ministerial Conference on Road Safety. In the run up to the conference, it undertook a review of Nepal's progress toward reducing road crashes and briefed the Minister and Joint Secretary of Physical Infrastructure and Transport. In Stockholm, SAN showed the Minister and Joint Secretary around the People's Exhibition to illustrate areas where Nepal needed to act on road safety. Following the conference, a national road safety action plan was drafted and the government is discussing formation of a road council. The Minister and his team's work to develop infrastructure for pedestrians has been highly appreciated during the pandemic.



CHALLENGE

THE IMPACT AND OPPORTUNITIES OF COVID-19

Less than a month after the 3rd Global Ministerial Conference on Road Safety, WHO declared COVID-19 a global pandemic. All attention was suddenly focused on the virus, and advocacy for safer roads became seemingly impossible. Funding sources dried up, community activities were canceled, government officials were not available, and media was focused on the pandemic. Many NGOs feared for their organizations' survival and that the advocacy gains of recent years could be lost.

The Alliance brought its NGOs together to voice their worries, share their ideas, and support one another. It quickly organized a series of activities that would enable NGOs to network with one another, present a united response, and prepare for the future.

Throughout the pandemic, NGOs have proved themselves resilient and resourceful. They have adapted to new ways of working, realigned their work to absorb society's needs, and fought to show how road safety remains strongly relevant.

Messaging

At the start of the pandemic, NGOs grappled with how to keep road safety relevant while attention was focused elsewhere. On calls organized by the Alliance, member NGOs discussed how to frame road safety messages in the context of COVID-19 in ways that would be accepted by their audiences.

Solidarity

Alliance NGOs published a joint statement, in solidarity with governments and citizens, fighting the COVID-19 pandemic.

Championing road safety NGOs

The Alliance's Lotte Brondum analyzed the experiences of road safety NGOs during the pandemic, in a blog post with assistance from Margie Peden, George Institute, which was published in Injury Prevention.

Preparing for the future

COVID-19 changed the way that citizens saw and used their streets. Traffic and, as a result, pollution were reduced; people began walking and cycling. In response to the focus on the "new normal" and "building back better," the Alliance ran a series of panel discussions, each hosted by an Alliance member and featuring panelists from different sectors outside of road safety.



Credit: weARproduction



Credit: CaveDweller99



Credit: Volha Werasen

Member Focus: Road Safety Institute (RSI) Panos Mylonas, Greece

At the beginning of the pandemic, like many NGOs, RSI found most of its scheduled programs postponed. After a short period, RSI adapted its schools' program to a digital platform, ran a student contest in collaboration with the Ministry of Education, and focused on TV, radio, and online campaigns.

Early in the lockdown in Greece, the NGO observed an increase in speeding and other risky driving behaviour as a result of empty streets. It issued an open letter on road safety and coronavirus and used press, as well as social media, to highlight the need to reduce pressure on emergency services.



Credit: RSI Panos Mylonas

Alliance NGO COVID-19 Statement

We stand in unity with our citizens and our governments against the devastating effects of the COVID-19 pandemic. We grieve with those who have lost loved ones, we uphold the value of every life, and we support the World Health Organization (WHO) and our governments' efforts to contain the virus and to protect our citizens.

Now is not the time for competing agendas. While safe roads and road users remain a critical issue and road safety is as relevant now as before the pandemic, we respect that COVID-19 is the priority right now. We cannot pretend that these are easy times for NGOs: loss of funding and cancelled and delayed projects will have a long-term effect.

COVID-19 is changing the way that we see our societies and our streets. It demonstrates that decisive, preventative action saves lives and that strong public health systems and approaches are essential. Lockdowns around the world shows why streets must be designed for people — not just vehicles — and that lower pollution and healthier, more active modes of transport are achievable goals. These lessons align closely to the mission of road safety and road victim NGOs. Society — government and civil society together — has an opportunity to reshape the way we use our streets. NGOs are ready to play their part and we call on climate change activists, urban planners, sustainable mobility experts, and public health campaigners to work with us, the road safety and mobility community, for the common goal: safe, sustainable communities that put people first and save lives.

We call on governments and citizens to act responsibly, putting citizens' safety and security first. Follow WHO guidelines and your government's advice, and if you cannot stay at home, act responsibly and safely in traffic: our emergency systems do not have capacity at the current time for preventable road crashes.



Credit: Peter Fleming

AFRICA

IMPLEMENTATION OF THE AFRICA CHAPTER

The Alliance's Africa Chapter was launched in 2018 as a means of uniting road safety NGOs in Africa more closely, harnessing their joint experience, building their capacity, and amplifying their advocacy voices with their governments.

The Africa Chapter's goal is to "By 2030, halve road related crashes, deaths, and injuries, and reduce the suffering and economic losses associated with it in Africa by empowering, strengthening, and supporting local African NGOs working on road safety." It calls on governments to:

- Take the lead in road safety, through political ownership, long-term vision, and strategic leadership
- Involve NGOs; they are often the eyes, ears, and voice of their communities
- Scale up financing for road safety
- Base actions on evidence and act accountably.

The Africa Chapter is a pilot for other regional chapters of the Alliance.

During 2020, the Africa Chapter has taken strong steps to implement the findings of the learning needs assessment and the strategic plan formulated in 2019.



Credit: Ndani Africa Films

CAMPAIGN MANAGEMENT TRAINING

Campaign management training, in collaboration with UN Environment's Share the Road Programme, equipped 70 Alliance members from 28 countries in Africa to advocate for safer nonmotorized road users. The training was run semi-virtually, to avoid travel, and was held in both English and French. Each participant completed an action plan, which they are now putting into action in their communities.



Credit: Open Institute/Nancy Wambui

ALLIANCE ACCELERATOR

At the start of the pilot session of the Alliance Accelerator, in Kampala, Uganda, only one participant had heard of the design thinking and business canvas models. By the end of the day, the 20 participants, who included NGOs, government officials, academics, and media, had learned new ways to approach problems and build relevant collaborations.



Credit: Ndani Africa Films

LEARN

In 2019, the Alliance launched LEARN with the International Road Federation (IRF) Geneva. This program builds coalitions between NGOs, government, academics, and other road safety stakeholders to improve data collection in countries in Africa. The pilot scheme in Kenya and Senegal will move to the second phase in early 2021, and the program will be rolled out to four new countries.

JOINT ADVOCACY WITH LEGISLATORS IN AFRICA

Africa Chapter NGOs took part in an online dialogue with members of parliament representing the African Regional Network of Road Safety Legislators, organized by the Alliance and WHO. The dialogue was a starting point to find ways for NGOs and legislators to build connections and advocate together for safer roads.

"I have seen civil society push for the financing of the health sector and the financing of the teachers in my country, and some of these pressures yield results. That concerted effort would be very useful for us to follow those commitments that are being made at international level."

— Honorable Alex Ruhunda, Member of Parliament, Uganda —

Member Focus: HOVITA and URRENO, Uganda

In Uganda, Alliance members Hope for Victims of Traffic Accidents (HOVITA) and Uganda Road Accident Reduction Network Organization (URRENO) have joined forces to advocate for speed reduction measures around schools in Kampala. This NGO coalition will assess risks around selected schools and advocate with the city's decision makers using a cost-benefit-analysis to encourage them to invest in safe infrastructure. HOVITA and URRENO formed their coalition following the Africa Chapter's campaign management training as they realised that it would be easier for a government to relate to a coalition of NGOs as a single partner than to work out whom to interact with from among a host of organizations.



Credit: Ndani Africa Films

EUROPE

SAFER CYCLING ADVOCACY PROGRAMME

The Safer Cycling Advocacy Programme, with FedEx Express Europe and the European Cyclists' Federation, is empowering NGOs in three countries in Eastern Europe to promote measures to improve cycling safety through infrastructure, policy, and awareness, and to increase the number of cyclists on the road, while also reducing road fatalities.

In 2020, the advocacy guide was launched, and pilot training sessions were held online for cycling activist groups in Bosnia, Croatia, and Slovenia, with 34 participants from 22 organizations.

The program takes best practices from Denmark and the Netherlands, two countries with a strong cycling culture, and equips advocates to push for evidence-based measures that would improve the safety of cyclists and develop a safe cycling culture.

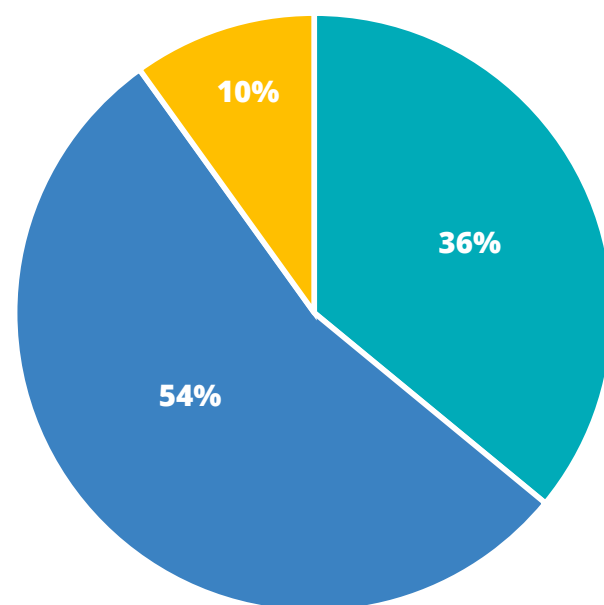


Credit: joyfull

GOVERNANCE

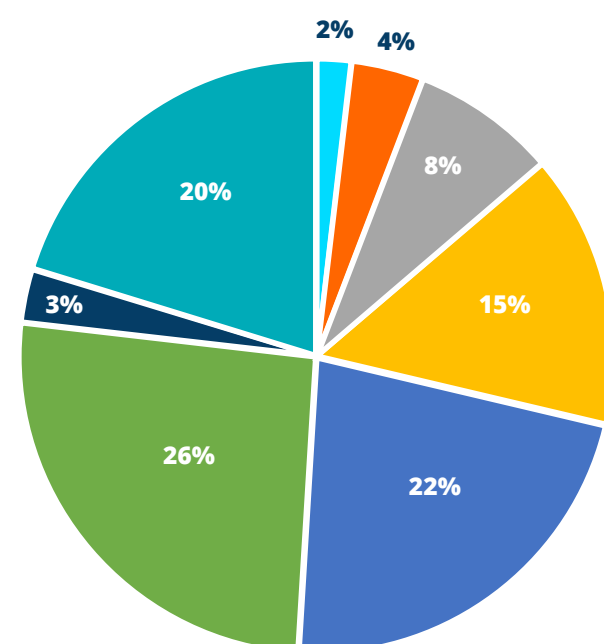
As the size and strength of the Alliance increases, so does its commitment to strong governance and financial sustainability. The Alliance has been registered under Swiss law since 2011. In 2020, it also became registered as an NGO in Denmark and completed its first full audit. In 2021, it is expected to receive its 501C3 registration in the US.

FINANCIALS



EXPENDITURE

- Corporate grants
- Foundation grants
- Multilateral grants



INCOME

- Board
- Costs of fundraising
- Secretariat
- Advocacy
- Capacity Building - creating programs
- Capacity Building - implementing programs
- Global Meeting
- Networking and sharing

TEAM

BOARD OF DIRECTORS

ROCHELLE SOBEL (CHAIR)
Association for Safe
International Travel (ASIRT)

PRERANA ARORA SINGH
People's Trust Jaipur

GELA KVASHILAVA
Partnership for Road Safety
(PfRS)

KULANTHAYAN MANI
Safe Kids Malaysia
AutoMobilizados (ACA-M)

MANUEL RAMOS
Associação de Cidadãos

SECRETARIAT

LOTTE BRONDUM
Executive Director

VALERIA MOTTA
Partnerships Manager

PATRICK KINYANJUI
Program Manager

NGUYEN THI NHU NGUYET
Finance Manager

LIZ MAN
Communications Manager

BARBARA MWANJE
Africa Chapter Co-ordinator



Credit: Ahlstrom/Elgquist

SPONSORS



INTERNATIONAL ROAD FEDERATION
FEDERATION ROUTIERE INTERNATIONALE

MEMBER LIST

AFRICA

- ▶ **Algeria**
 - Consumer Protection Association
 - Les Amis de la Route
 - Association Tariq Essalama Bejaia
- ▶ **Benin**
 - ONG Alinagnon
- ▶ **Botswana**
 - Society of Road Safety Ambassadors (SORSA)
- ▶ **Burkina Faso**
 - ReJSER-BF
- ▶ **Cameroon**
 - Association des Familles de Victimes des Accidents de la Circulation du Cameroun (AFVAC – CAMEROUN)
 - Association Des Personnes Préférées (amputées)
 - Cameroon Association for the Defense of Victims of Accident (CADVA)
 - Cameroon Road Safety Foundation (CAROSAF)
 - Securoute
- ▶ **Côte d'Ivoire**
 - Organisation des Jeunes Ivoiriens pour la Sécurité Routière (OJISER)
- ▶ **Ethiopia**
 - Save the Nation Association (SNA)
- ▶ **Eswatini**
 - Road Accident Action Group
- ▶ **Gambia**
 - National Youth Parliament – the Gambia
- ▶ **Ghana**
 - Amend Road Safety – Ghana
 - Centre for Road Safety and Accountability Africa (CROSA)
- ▶ **Guinea**
 - OBSERMU
- ▶ **Kenya**
 - Association for Safe International Road Travel (ASIRT) – Kenya
 - Chariots of Destiny Organization (COD)
 - Injuries Prevention & Information Centre – Kenya (IPIC – K)
 - Pamoja Road Safety Initiative
 - RoadWise Network
 - SafeDrive Africa Foundation (SDAF)
 - Safe Way Right Way
 - Save the Children
 - Smart Drivers Organization
 - Usalama Watch Initiative
- ▶ **Liberia**
 - Save Life Liberia Inc.
- ▶ **Mali**
 - Action et Jeunesse pour le Développement – Sécurité Routière (AJD – Sécurité Routière)
 - Association *Les Amis de la Route* du Mali
 - Siraba Lakana
- ▶ **Mozambique**
 - Amend – Mozambique
 - Mozambican Association for the Victims of Road Insecurity (AMVIRO)
- ▶ **Namibia**
 - Private Sector Road Safety Forum (PRSF) – Namibia
- ▶ **Niger**
 - ONG Fondei Ma Bori
- ▶ **Nigeria**
 - Arrive Alive Road Safety Initiative (AARSI)
 - Highway Safety Initiative
 - Kwapda'as Road Safety Demand (KRSD) Trust Fund
 - Lifestyle Health Education and Safety Foundation
 - Prompt Assistance to Victims of Road Accidents (PATVORA) Initiative
 - Road Accident Information & Rescue Organization
 - Road Accident Prevention Network Center (RAPNEC)
 - Safety Beyond Borders
 - Temidayo Ogan Child Safety and Support (TOCSS) Foundation
- ▶ **Rwanda**
 - Healthy People Rwanda (HPR)
- ▶ **Senegal**
 - LASER International
- ▶ **Sierra Leone**
 - Road Safe Salone
- ▶ **South Africa**
 - Childsafe South Africa
 - Global Road Safety Partnership (GSRP) – South Africa
 - South Africans Against Drunk Driving (SADD)
- ▶ **Togo**
 - Association des Victimes d'Accidents du Togo (AVA – Togo)
 - Association nationale des Victimes de la Route (AVR)
- ▶ **Uganda**
 - Hope for Victims of Traffic Accidents (HOVITA)
 - Road Safety Initiative (RSI) – Uganda
 - Road Safety Trust (RST) – Uganda
 - Safe Way Right Way – Uganda
 - Uganda Red Cross Society (URCS) – Mbarara
 - Uganda Road Accident Reduction Network Organization (URRENO)
 - Yes We Can Alliance
- ▶ **United Republic of Tanzania**
 - Amend – Tanzania
 - Helmet Vaccine Initiative Tanzania Foundation
 - Road Safety Ambassadors of Tanzania (RSA Tanzania)
 - Tanzania Women Lawyers Association (TAWLA)
 - Umma wa Wapanda Baisikeli (UWABA) Dar es Salaam Cycling Community
- ▶ **Zambia**
 - Lakeshore Hope and Relief Zambia
 - Zambian Road Safety Trust (ZRST)

AMERICAS

- ▶ **Argentina**
 - A.C.T.I.V.V.A.S. Asociación Civil Trabajar contra la Inseguridad Vial y la Violencia con Acciones Sustentables
 - Asociación para la disminución de siniestros viales ADISIV
 - Asociación Civil Madres del Dolor
 - Bien Argentino
 - Conduciendo a Conciencia
 - Creando Conciencia
 - Luchemos por la Vida – Asociación Civil
 - MiNU Asociación Civil
 - Tecpremer Asociación Civil
- ▶ **Brazil**
 - Criança Segura Safe Kids Brasil
 - Fundação Thiago de Moraes Gonzaga
 - Instituto de Ética e Comportamento no Trânsito (IECT)
 - Observatório Nacional de Segurança Viária (ONSV)

- **Canada**
 - Canadian Association of Road Safety Professionals (CARSP)
 - Mothers Against Drunk Driving (MADD) Canada
 - Parachute
- **Chile**
 - Fundación Conciencia Vial
- **Colombia**
 - Fundación IRM (Inclusion, Resiliency, and Mobility)
 - MEDITECH Foundation
 - Por la Via Por la Vida – Liga Contra la Violencia Vial
- **Costa Rica**
 - Asociación de deportistas Contra la Violencia Vial y el Irrespeto (ACONVIVIR)
 - Fundación S.O.S. Paz en las Carreteras
- **Dominican Republic**
 - ACODOM, INC.
 - Fundación Red de la Dignidad
- **Ecuador**
 - Fundación CAVAT – Nicole Paredes
- **Mexico**
 - Alianza Nacional por la Seguridad Vial (ANASEVI)
 - Fundación Tiempo para Vivir, AC
 - Instituto Profesional de Capacitación para el Transporte Público, AC
 - Jóvenes Salvaguarda, AC
 - México Previene
 - Movilidad y Desarrollo México, AC
 - Movimiento de Activación Ciudadana, AC
 - NACE No A Conducir Ebrio AC
 - Refleacciona con Responsabilidad AC
 - Víctimas de Violencia Vial, AC
- **Paraguay**
 - Asociación de Familiares, amigos y Víctimas de la Inseguridad Vial (AFAVIV)
- **Peru**
 - Lima Cómo Vamos
- **Trinidad and Tobago**
 - Arrive Alive
- **United States of America**
 - Association for the Advancement of Automotive Medicine (AAAM)
 - Amend
 - Association for Safe International Road Travel (ASIRT)
 - Institute for Transportation and Development Policy (ITDP)
 - International Road Federation (IRF)
 - Mothers Against Drunk Driving (MADD)
 - National Organizations for Youth Safety (NOYS)
 - Safe Kids Worldwide
 - Trek Medics International
 - Youth Service America (YSA)
- **Uruguay**
 - ANCOSEV
 - Fundación Gonzalo Rodriguez
 - Fundación Unitran
- **Venezuela (Bolivarian Republic of)**
 - Asociación Civil Paz Activa
 - Asotrásito

EASTERN MEDITERRANEAN

- **Egypt**
 - Egyptian Society for Road Safety (ESRS)
 - The Nada Foundation for Safer Egyptian Roads
- **Iran (Islamic Republic of)**
 - Road Safety Pioneers (RSP)
 - Road Safety Supporters Society (RSSS)
- **Jordan**
 - The Royal Health Awareness Society (RHAS)

- **Lebanon**
 - Adel Metni Foundation (AMF)
 - Association Zeina Hauch
 - Kunhadi
 - Roads for Life
- **Morocco**
 - Association M'zab Prévention Routière et Développement (AMPROUD)
 - L'Association Annahda Al-Baamraniya pour le développement et l'éducation à la sécurité routière
- **Oman**
 - Sustainability LLC
- **Pakistan**
 - Centre for Development Innovation (CDI)
 - Road Safety Council of Pakistan
- **Tunisia**
 - Les Ambassadeurs de la Sécurité Routière

EUROPE

- **Armenia**
 - National Road Safety Council (NRSC)
- **Azerbaijan**
 - Hayat International Humanitarian Organization
 - National Automobile Club of Azerbaijan – Azerbaijan Milli Avtomobil Klubu (AMAK)
- **Belarus**
 - Belarusian Auto Moto Touring Club (BKA)
- **Belgium**
 - CITA – International Motor Vehicle Inspection Committee
 - Eurocare (European Alcohol Policy Alliance)
 - European Cyclists' Federation (ECF)
 - European Federation of Road Traffic Victims (FEVR)
 - Handicap International Federation
 - Responsible Young Drivers
- **Bulgaria**
 - Open Youth Institute for Research, Education and Development (iRED)
- **Cyprus**
 - Reaction – Youth for the Prevention
- **Denmark**
 - Dansk Fodgænger Forbund
- **France**
 - Fédération Internationale de l'Automobile (FIA)
- **Georgia**
 - Georgia Alliance for Safe Roads
 - Partnership for Road Safety
- **Greece**
 - Make Roads Safer Hellas
 - The Hellenic Organisation for Victims of Road Accidents of Rhodes (EFTHITA Rhodes)
 - Road Safety Institute (R.S.I.) “Panos Mylonas”
 - You Are What U Do / Kostas Kouvidis
- **Ireland**
 - Irish Road Victims' Association (IRVA)
- **Italy**
 - Associazione Italiana Familiari e Vittime della Strada onlus (AIFVS onlus)
 - Italian Association of Road Safety Professionals (AIPSS)
- **Kazakhstan**
 - Road Safety Association of Kazakhstan
- **Kosovo**
 - Kosovo Association of Motorization (AMRKS)
- **Kyrgyzstan**
 - Kyrgyz Road Safety NGO
- **Latvia**
 - Latvian Auto Moto Society (LAMB)
- **Luxembourg**
 - Association Nationale des Victimes de la Route (AVR)

- **Netherlands**
 - La Prévention Routière Internationale (PRI)
 - Safe Crossings
 - Youth for Road Safety (YOURS)
- **Poland**
 - Centrum Inicjatyw na rzecz poprawy Bezpieczeństwa Ruchu Drogowego
 - Fundacja ZenDriving
 - The Association for Improving Safety of Road Traffic
- **Portugal**
 - Associação de Cidadãos Auto-Mobilizados (ACA-M)
- **Republic of Moldova**
 - Automobile Club of Moldova (ACM)
 - ProtectMD Foundation
 - Road Safety Moldova
- **Romania**
 - Asociația Siguranța Auto
 - CCVR Romania
- **Russian Federation**
 - Road Safety Russia
- **Slovenia**
 - Vozim, Zavod za inovativno izobraževanje o varni vožnji (Zavod VOZIM)
 - Zavod Varna pot
- **Spain**
 - Asociación Internacional de Profesionales para la Seguridad Vial (AIPSEV)
 - Asociación para el Estudio de la Lesión Medular Espinal (AESLEME)
 - Asociación para la Prevención de Accidentes de Tráfico (P(A)T)
 - Federación Iberoamericana Asociaciones de Víctimas Contra la Violencia Vial (FICVI)
 - Instituto Internacional de Ciencias Políticas (IICP)
 - Plataforma Motera para la Seguridad Vial
 - Observatorio Criminológico de la Seguridad Vial
 - Stop Accidentes
- **Sweden**
 - Kids Non-Profit Organization (KNPO)
- **Switzerland**
 - Fussverkehr Schweiz
 - International Federation of Pedestrians
- **Tajikistan**
 - Young Generation of Tajikistan (YGT)
- **Turkey**
 - International Police Association (IPA) – Turkey
 - Turkish Traffic Safety Association
- **Ukraine**
 - Safe City – Lviv
 - Road Safety Support Foundation
 - Ukrainian Road Safety Association (URSA)
- **United Kingdom**
 - Brake
 - Eastern Alliance for Safe & Sustainable Transport (EASST)
 - FIA Foundation
 - Global New Car Assessment Programme (Global NCAP)
 - International Road Assessment Programme (iRAP)
 - RoadPeace
 - RoadSafe
 - Royal Society for the Prevention of Accidents (RoSPA)

SOUTHEAST ASIA

- **Bangladesh**
 - BRAC
 - Centre for Injury Prevention and Research, Bangladesh (CIPRB)
 - Eakok Attomanobik Unnayan Sangstha
 - Nirapad Sarak Chai (We Demand Safe Road)

- **India**
 - ArriveSAFE
 - Avoid Accident
 - Forum for Prevention of Road Accidents (FPRA)
 - Indian Federation of Road Safety (IFROS)
 - Indian Head Injury Foundation (IHIF)
 - Institute of Public Health (IPH), Bengaluru
 - Muskaan Foundation for Road Safety
 - National Safety Council – Maharashtra Chapter
 - Patiala Foundation
 - People's Trust Jaipur
 - Rajasthan Road Safety Society
 - Roger RAPO Charitable Trust
 - Safe Drive Save Life
 - Safe Kids Foundation (SKF)
 - SAFE India
 - Safe Road Foundation (SRF)
 - SaveLIFE Foundation
 - Shubham Soti Foundation
 - Sudheekshan Foundation
 - The Ability People (TAP)
 - TRAX S. Society
 - United Way Mumbai
 - Women & Child Welfare Society
 - Youth Task Force
- **Indonesia**
 - Road Safety Association (RSA)
- **Myanmar**
 - Myanmar Organization for Road Safety
- **Nepal**
 - Nepal Automobiles' Association (NASA)
 - Public Health Perspective
 - RMR Foundation
 - Swatantrata Abhiyan
- **Thailand**
 - Asia Injury Prevention (AIP) Foundation
 - Child Safety Promotion and Injury Prevention Research Center (CSIP)

WESTERN PACIFIC

- **Australia**
 - Australian Road Safety Foundation (ARSF)
 - Little Blue Dinosaur Foundation
 - Safer Australian Roads and Highways (SARAH)
- **Cambodia**
 - Advocacy and Policy Institute (API)
 - Asia Injury Prevention Foundation (AIP Foundation)
 - Cambodia Movement for Health (CMH)
- **China**
 - Safe Kids China
- **Korea, Republic of**
 - Safe Kids Korea
- **Malaysia**
 - Safe Kids Malaysia
- **New Zealand**
 - New Zealand Sleep Safety Ltd
 - Safekids Aotearoa / New Zealand
- **Philippines**
 - PROJECT C.A.R.E.S. (Community Activities Reaching to Everyone through Services) INC.
 - Safe Kids Philippines
- **Vietnam**
 - AIP Foundation

GLOBAL ALLIANCE OF NGOS FOR ROAD SAFETY

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