



#COMMITTOACT for STREETS FOR LIFE Week of Action

Campaign Manual



THE WHY AND WHEN



WEEK OF ACTION: 16-22 May 2022

The 2022 #CommitToAct Streets for Life campaign will be the third #CommitToAct campaign under the theme of commitment and accountability for road safety

#CommitToAct Streets for Life will build on the 6th UN Global Road Safety Week (UNGRSW), which advocated for default 30km/h speed and the launch of the Global Plan for the Decade of Action for Road Safety 2021–2030 (Global Plan), and will be a tool for NGO mobilization in the run up to the High-level Meeting in 2022.

CONTEXT



#CommitToAct in the context of the global road safety calendar

DEC 2021:
Supporting event
for the High-level
Meeting



OCT 2022:
Anniversary of
the Global Plan



OCT 2021:
Launch of
Global Plan



MARCH 2022:
7th Global
Meeting



JUN 2022:
High-level Meeting
on Global Road
Safety



MAY 2021:
UN Global Road
Safety Week



MAY 2022: Week of Action



PRIMARY ACTIVITIES



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GOAL:

- Commitments for 30 km/h
- Heads of State or national Ministers to attend High-level Meeting
- Heads of State/Ministers/country missions to make statements of commitment at the High-level Meeting

PRIMARY ACTIVITY:

- Roundtables
- Preparatory meetings
- Online campaigning



PRIMARY ACTIVITIES



ROUNDTABLES

- Ideally a public event
- Participation of national Minister or national high-level authority
- Aim: to get a commitment for 30 km/h speed limits
- Photo opportunity to use the signboards

PREPARATORY MEETINGS

- Series of meetings with your road safety authorities (April-June)
- Aim: to get the Head of State or Minister to attend the High-Level Meeting (HLM) in 2022
- Aim: Head of State or Minister to make a meaningful statement at the HLM
- Supporting document for this:
 - General Assembly Resolution
 - Letter of the UN Special Envoy for the HLM
 - Global Call to Action (Budapest NGO Declaration) & Regional Calls to Action



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SOCIAL MEDIA CAMPAIGN

Campaigners will upload and share:

Photos:

- Signboard and #CommitToAct hand photos

Banners:

- Social media banners

Video clips:

- Framed 10 second clips
 - Monday: What makes a street for life?
 - Tuesday: Your/road user demands for streets for life (call to action)
 - Wednesday: Decision maker commitments for streets for life (government action)
 - Thursday: What you will do for streets for life (civil society role)

Twitter storm:

- Wednesday 18 May 2022 15:00 CEST



SOCIAL MEDIA CAMPAIGN



#CommitToAct

#StreetsforLife

SOCIAL MEDIA CAMPAIGN

Examples



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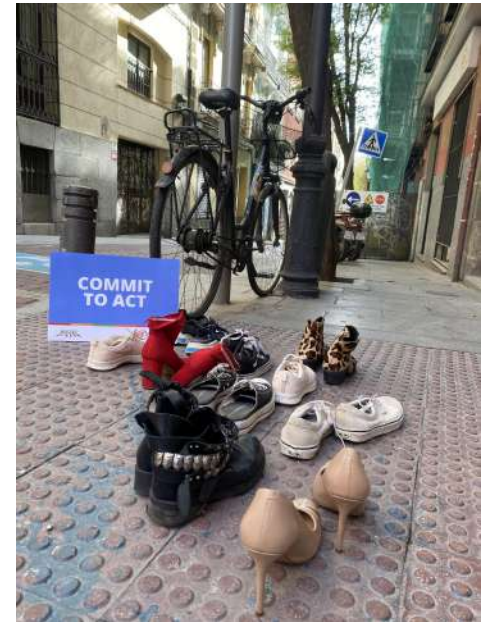
SUPPORTING ACTIVITIES



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COMMUNITY ACTIVATION: PILE OF SHOES

- You can set up your own pile of shoes for a photo opportunity to show the lives that can be saved on the roads.

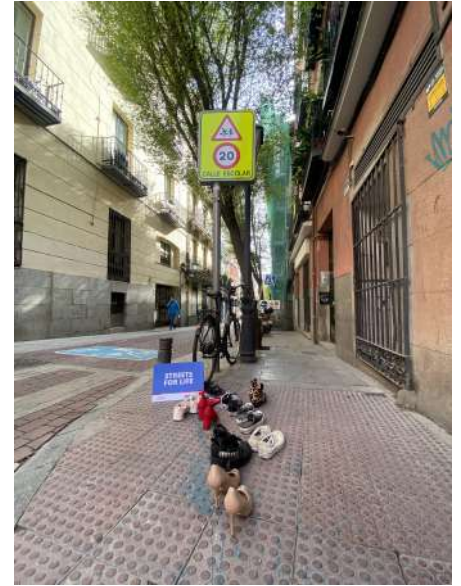


SUPPORTING ACTIVITIES



SHOES FOR 30 KM/H

- You can set up a “ladder” made of shoes next to a 30 km/h sign to create awareness of the importance of 30 km/h speed limits.



THE HOW



TIMETABLE

- 1 - 18 April: Small grant program open for applications
Proposals can have a community mobilization element but must have a policymaker engagement element
- 11 - 15 April: Walkthroughs
- 16 - 22 May: Campaign

TOOLKIT

- Supporting letter: UN Special Envoy + Alliance
- Signboards (in English, French, and Spanish + updateable to other languages)
- Social media kit: including banners and video frame
- Call to Action: Budapest NGO Declaration will become our Global Call to Action supported by the specific regional calls to action

TOWARD THE HIGH-LEVEL MEETING



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A SHARED PUSH FOR COMMITMENT AND ACTION

- iRAP letters to Heads of State
- Youth Coalition campaign
- FIA Clubs

A SHARED GOAL: SUPPORT ONE ANOTHER



UN HIGH-LEVEL MEETING ON
GLOBAL ROAD SAFETY

30 JUNE & 1 JULY 2022

#StreetsforLife