



PARTICIPATING ORGANIZATION ENGAGEMENT STRATEGY FOR THE UN ROAD SAFETY FUND
2024 CALL FOR PROJECT CONCEPT NOTES
GLOBAL ALLIANCE OF NGOS FOR ROAD SAFETY

I. Overall approach to UNRSF 2024 Call for Concept Notes

[Describe how your organization's approach to road safety is connected to your programme of work and its geographical scope and substantive expertise. Link this to your approach to the UNRSF 2024 Call for Concept Notes.]

The [Global Alliance of NGOs for Road Safety \(the Alliance\)](#) 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.

Since 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 the United Nations (UN) and other 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, World Health Organization (WHO), UN, philanthropies, the private sector, and academia. When you work with us, you work with over 350 NGOs in over 100 countries, aligned under one Secretariat. The Alliance is the bridge between NGO-led community action and global road safety policymakers and is uniquely placed to drive the road safety agenda forward.

The United Nations Sustainable Development Goal 3.6 sets a target to reduce road traffic deaths and injuries by 50% by 2030. Achieving this target requires implementation of evidence-based interventions that are known to reduce road traffic deaths and injuries. Recognizing the critical role NGOs play in advocating for life-saving road safety measures, the Alliance has identified five Priority Interventions which are among the most effective in saving lives, especially among those who are most at risk on our roads. Through the [Accountability Toolkit](#), the Alliance equips NGOs to effectively advocate for the implementation of these five [Priority Interventions](#), one such evidence-based intervention being comprehensive motorcycle helmet laws, combined with enforcement and promotion.

A comprehensive motorcycle helmet law entails ensuring helmets worn by motorcycle riders meet a safety standard - that is, a helmet of quality that protects a rider's head in the event of a crash. The correct "use of quality helmets can reduce the risk of death by over six times and reduce the risk of brain injury by up to 74%."¹ Despite their proven effectiveness,

¹ *Global Status Report on Road Safety 2023*, World Health Organization (WHO)



surveys have found 20% of riders and 30% of passengers do not wear helmets² and 26–47% of motorcyclists self-reported not wearing helmets even though it is the law.³ 88% of Powered Two Wheelers (PTW) are used in low- and middle-income countries (LMICs), and 75% of PTW use are in WHO Southeast Asia Region⁴. There has also been significant ridership growth since 2011 in WHO Southeast Asia (273% increase) and Western Pacific (155% increase) regions⁵.

We therefore see significant need and opportunities in UNRSF's funding priority, "Regional programmes that implement road safety laws and standards aligned with UN legal instruments" specifically in relation to 'laws or standards on motorcycle helmets' to address key gaps identified in the 2023 Global Status Report on Road Safety (GSRRS, 2023).

We aim to identify minimum 3 target countries that are LMICs in WHO South East Asia and Western Pacific regions via our Application Strategy. Given the complexity in defining the region 'Asia', we will also consider LMICs which are classified as member countries by Asia Development Bank, UNESCAP or other major organizations whose categorization differs from WHO.

As a priority, we suggest the following 16 countries where there are opportunities for improvements in the area of 'laws or standards on motorcycle helmets' to contribute to the achievement of SDG 3.6:

1. Bangladesh
2. Cambodia
3. China
4. Cook Islands
5. India
6. Indonesia
7. Lao People's Democratic Republic
8. Malaysia
9. Maldives
10. Mongolia
11. Myanmar
12. Nepal
13. Philippines
14. Samoa
15. Thailand
16. Vietnam

² World Health Organization. (2023). Global status report on road safety 2023. WHO, Geneva. Licence: CC BY-NC-SA

³ Meesmann, U., Wardenier, N., Torfs, K., Pires, C., Delannoy, S., & Van den Berghe, W. (2022). A global look at road safety: Synthesis from the ESRA2 survey in 48 countries. ESRA project (E-Survey of Road users' Attitudes). Brussels: Vias institute.

⁴ World Health Organization. Powered two- and three-wheeler safety: a road safety manual for decision-makers and practitioners. 2017. <https://apps.who.int/iris/rest/bitstreams/1081388/retrieve>. Accessed 27 Oct 2021.

⁵ [World Health Organization. \(2023\). Global status report on road safety 2023. WHO, Geneva. Licence: CC BY-NC-SA](#)



II. Application strategy

[Please clearly state [yes/no] whether you will be accepting applications of interest from external stakeholders such as governments, intergovernmental bodies, civil society (NGOs, academia etc.) and private sector, for your submission to the UNRSF for this Call. If yes, specify what process/timeline should be followed by these stakeholders to be considered.

Yes, the Global Alliance of NGOs for Road Safety will accept applications of interests

For the submission to the UNRSF 2024 Call for Project Concept notes, the Alliance will employ a two-fold engagement strategy, as follows:

Engagement strategy A:

The Alliance will map out relevant stakeholders whose work involves the aforementioned 16 high priority countries and approach them directly to gauge interests and call for inputs. This will mostly leverage existing relationships with Alliance members, partners and friends encompassing NGOs, government agencies, academia, and UN agencies. No applications of interest are accepted under this strategy.

Engagement strategy B:

The Alliance will define a scope and call for applications of interests (AOIs) from NGOs and other stakeholders, whose work involve the aforementioned 16 high priority countries as well as other countries in Asia as defined by the WHO, UN, ADB (or other major organizations) provided that they include sound justifications for relevance to the topic, mainly identifying key gaps in the 'laws or standards on motorcycle helmets' and opportunities for improvements (e.g. government commitment demonstrated by a target setting). In both engagement strategies the scope will be communicated as:

- Regional programmes that implement road safety laws and standards aligned with UN legal instruments specifically in relation to 'laws or standards on motorcycle helmets' to address key gaps identified in the 2023 Global Status Report on Road Safety (GSRRS, 2023);
- The work must directly impact LMICs in the Asia region (please specify the classification you use e.g. WHO, ADB, UNESCAP) - we are looking for minimum 3 target countries that could benefit from the project;
- The project proposed must be directly linked to the implementation of laws or standards on motorcycle helmets aligned with UN legal instruments;
- The project proposed must include engagement of the government in the target country;
- The need for the project must be clearly specified including gaps identified in the 2023 GSRRS;
- The opportunities presented for improvements in the area of 'laws or standards on motorcycle helmets' to contribute to the achievement of SDG 3.6 (e.g. motorcycle helmet law exists but there are gaps such as lack of specification of helmet standards in the law);



- Projects that build on government action that is already taking place in the country to further strengthen the implementation of laws or standards on motorcycle helmets will be prioritised;
- The proposed project must be achievable during an 18 to 36 month period;
- The proposed project can be replicated in other countries and regions and/or scaled up within the country;
- The entire project budget covering minimum 3 target countries, all project partners, program support costs, monitoring and evaluation costs, will be between USD 100,000 and USD 500,000. Please ensure the proposed project has a reasonable and realistic budget demonstrating best value for money. Please note the final application will need to specify the budget based on the following categories: Staff and other personnel costs (capped 50% of total budget); Equipment, vehicles and furniture including depreciation (capped at 5% of total budget); Contractual services; Travel; Transfers and grants to counterparts.

AOIs can be submitted [HERE](#).

The AOIs will open on Monday 22 July 2024 and close by Friday 9 August 2024 (23:59 CET).

The Alliance will assess all the AOIs received on an ongoing basis, and identify shortlisted organizations. Those who were not shortlisted will be notified of the outcome within 6 weeks of AOIs closure.

The Alliance will work closely with shortlisted organisations (engagement strategy B) as well as other interested stakeholders identified via strategy A through August to September to further develop the proposal in line with the UNRSF 2024 Call for Proposals specifications and determine the final participating organizations.

III. Contact information

[Please provide the contact information of the focal point who will be coordinating the 2024 Call for Concept notes on behalf of your organization.]

Contact information of the focal point who will be coordinating the 2024 Call cycle on behalf of the Alliance: alexandra.ciobica@roadsafetyngos.org