



NGO 4TH GLOBAL MINISTERIAL CONFERENCE ON ROAD SAFETY ALLIANCE

17-20 FEBRUARY 2025 | MARRAKECH, MOROCCO



65+

*Alliance members represented
at the Ministerial Conference*

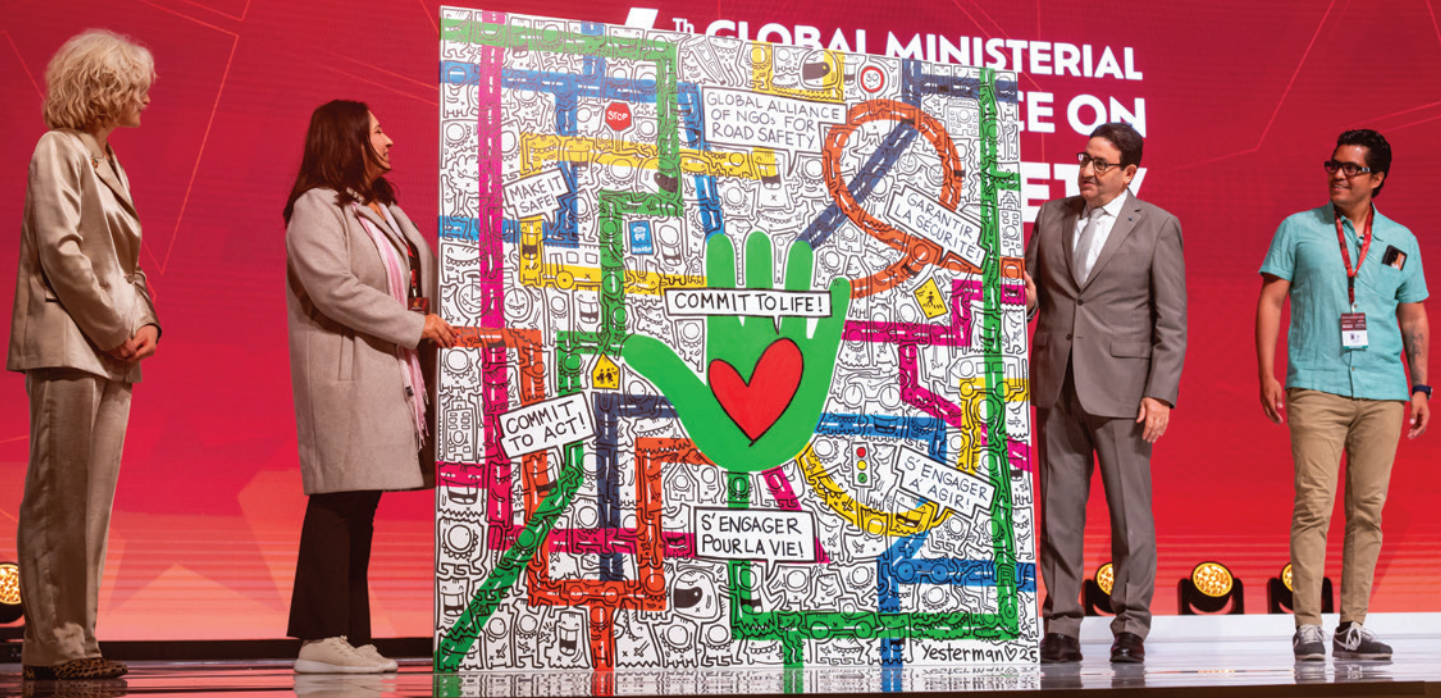
25

*NGOs received sponsor
support to attend*

9

*Alliance events
with 350 attendees*

IMPACTS



Alliance member NGOs presenting the safe mobility painting to the Moroccan Minister for Transport and Logistics

Representation of NGOs

NGOs were a visible presence at the Ministerial Conference, with the Alliance as their global representative.

Participation of NGOs at the Ministerial Conference was important in the context of civil society's role in the 2030 road safety targets. It enabled NGOs to present local realities and solutions and represent communities who use the roads every day.

NGOs' visibility was shown at the Alliance booth, where participants could learn about the different realities faced by road users around the world, including touch-and-feel nonstandard helmets and the Mobility Snapshot interactive map, listen to short 'realities' sessions (head-to-heads), and meet with NGOs.

The NGO Symposium and a side event *Helmet Realities and Solutions* increased visibility of what NGOs are doing to advocate for evidence-based solutions.

By invitation of the organizers, the Alliance ran a parallel session on *Commitments and Accountability*. This demonstrated recognition for the NGO community's growing leadership in promoting accountability.

Alliance members were represented on panels, interviewed by media, engaged with government delegates, and used signboards to promote key messages.

Lotte Brondum, the Alliance's Executive Director, was invited to speak at the closing ceremony of the Ministerial Conference. She put the NGO Call to Action for government commitment and accountability at the center of her speech and symbolized it through the presentation of an artwork to the Government of Morocco. The artwork was painted by Mexican artist Yesterman at the Alliance booth during the conference and was brought to the stage by Alliance member NGOs.

Summary impacts

Artwork presented to the Moroccan Minister of Transport and Logistics at the closing ceremony

3 Alliance-run events featuring testimonies, keynote speakers, and panel discussions, attracting 350 attendees

65+ Alliance members in attendance

100% of NGOs surveyed afterwards said that attending the Ministerial Conference added value

94% of those NGOs said that attending made their advocacy more effective

30 media mentions of the Alliance in Greece, Morocco, India, Nigeria, South Africa, and the US

200+ media mentions of Alliance member NGOs in their countries

75,000 social media reach from Alliance posts

331 new social media followers during the Ministerial Conference and during the week after



Panel discussion at the parallel session on Commitments and Accountability



NGOs and participants comparing standard and non-standard helmets at the Alliance booth



NGOs at the Civil Society Call to Action

Engagement with delegations

The Ministerial Conference strengthened advocacy and engagement for NGOs with their governments.

The Ministerial Conference was an opportunity for NGOs to engage with their Ministers, strengthen existing relationships and build new ones, and continue their advocacy for evidence-based interventions. Speaking roles at Alliance events further helped to increase their credibility.



Welcoming the Brazilian delegation to the Alliance booth



Minister and delegation from Malawi exploring the Mobility Snapshot map

Summary impacts

10+ Ministers and their delegations visiting the Alliance booth, often with NGOs from their countries

650 estimated visitors to the Alliance booth

Call to Action for commitment and accountability

The Alliance advocated for specific evidence-based commitment, action, and accountability.

The Alliance’s core advocacy messaging is presented in our Call to Action, which urges governments to guarantee people’s right to safe mobility and act for a 50% reduction in road deaths and injuries by 2030 through evidence-based actions, transparent and accountable investment to make mobility safe, and NGO involvement in decision making processes. It was presented at a Civil Society Call to Action event during a community fair organized by the Agence Nationale de la Sécurité Routière (NARSA) and at the NGO Symposium. Its messaging permeated all our activities during the Ministerial Conference.

Panel discussions at our NGO Symposium and parallel session explored the key themes of commitment and accountability promoted in the call to action.

The Alliance launched two publications, a white paper: *Making safe helmets a reality for all* and *Using local data to turn dangerous realities into safe people-centered streets*, which presented the results of the Mobility Snapshot. These publications back up the Priority Interventions recommended in our *Accountability Toolkit*¹. The publication launches were backed up through the side event and head-to-heads at the booth and through the booth exhibits.

NGOs from 22 countries brought helmets for the booth, most of them nonstandard. 11 of these helmets have now been sent to a testing facility enabling us to extend our advocacy message to get nonstandard helmets out of the market.

The most crucial element of the Ministerial Conference is what happens afterwards. The Alliance monitored the 25 commitments made by heads of delegation during the plenary sessions and will publish its analysis to support NGOs with their advocacy and accountability work. Our work will continue as we equip NGOs to keep their governments accountable through capacity building events, the Accountability Toolkit, Incubator program, and UN Global Road Safety Week.



An NGO testimony at the Civil Society Call to Action



NGOs writing their messages on the safe mobility painting



A helmet head-to-head

Summary impacts

Call to Action declared at a community event and during the NGO Symposium

3 sessions with panel discussions and keynote speakers and testimonies (NGO Symposium, side event, and parallel session)

23 helmets brought by NGOs from 22 countries

11 helmets sent to a testing facility

Alliance members highly rated the Alliance’s activities (7.4–9.1 out of 10 across eight activities)

2 publications launched

25 commitments monitored and analyzed

¹The Accountability Toolkit empowers NGOs to hold their governments accountable for the safety of all road users, by taking them step-by-step through the accountability cycle using practical, customizable tools. It focuses on five Priority Interventions proven to reduce road deaths and injuries.

HIGHLIGHTS

Civil Society Call to Action

The Alliance and the Global Youth Coalition called for urgent action to make mobility safe at a community event organized by NARSA. A youth advocate and NGO gave their testimonies and the Alliance Call to Action was read out.



NGO reading the Call to Action at the community event



"It incorporated the voices across the world and sought a meaningful and time-bound commitment from the governments."

—
Alliance member NGO Asia

#CommittoLife Walk and Ride

In support of the upcoming UN Global Road Safety Week on safe walking and cycling, the Alliance and YOURS-Youth for Road Safety organized the #CommittoLife Walk and Ride. It was kicked off by Etienne Krug, WHO, announcing the theme of the week and linking the testimonies from the Call to Action to the right to walk and cycle safely. This colorful event demonstrated the need to make these active, climate-friendly forms of transport safe.



NGOs at the #CommittoLife Walk and Ride



"Congratulations on pulling off a great day for advocacy!!"

—
Alliance member NGO Europe

NGO Symposium

The NGO Symposium, hosted by NARSA and WHO and supported by FIA Foundation, enabled the Alliance to set out its message of commitment and accountability ahead of the Ministerial Conference. High-level keynote speakers commended the role of NGOs and two panels explored how to make commitments actionable through the role of different stakeholders and sustainable road safety financing.



Panel discussion on sustainable financing at the NGO Symposium



"It was my pleasure to be part of the NGO Symposium and to witness the commitment and engagement of civil society in advancing global road safety."

—
UN Secretary-General's Special Envoy for Road Safety

Alliance booth

The Alliance's booth in the Ministerial Conference was a hub for Alliance members to meet their delegations, explain the realities on their streets and solutions to make them safe. At least ten heads of delegation visited the booth, often with member NGOs from their country. The booth featured a display of helmets brought by NGOs from 22 countries, most of them nonstandard. 11 of the helmets have now been sent to a testing facility. Visitors to the booth could also explore the interactive Mobility Snapshot map and watch Yesterman create the safe mobility painting which was presented to the Government of Morocco at the closing ceremony.



NGOs at the Alliance booth



"[The booth] was the beginning of our engagement with our minister."

—
Alliance member NGO Africa

Helmet side event

Experts who contributed to the white paper *Making safe helmets a reality for all*, joined a side event to back up the publication discussed the key messages and challenges presented in it, including helmet standards, enforcement, manufacture, and importation, and solutions that different stakeholders can put into action. Two NGOs shared the local perspective from their countries, based on community consultations included in the white paper.



Panel discussion at the side event



"Thank you for inviting me to join you at your events – they were fantastic, well executed and very impactful. Such a pleasure to be a part of them."

—
Expert panelist
Europe

Commitments and Accountability parallel session

The parallel session featured powerful testimonies and stage-setting to show that people and their journeys must be the highest consideration in accountability. A panel discussion explored accountability for implementing commitments and the essential elements and tools needed to achieve this.



Participants at the parallel session



"Accountability for me is the most crucial part of a given job and that's why it matters the most."

—
Alliance member NGO
Latin America

Regional meetings and NGO debrief

Informal sessions for NGOs encouraged discussions about how to apply learnings and experiences from the Ministerial Conference back in their home countries. These sessions served to empower and mobilize NGOs' advocacy in their local contexts.



Discussions at the Africa Chapter regional meeting



"[The NGO debrief] helped in putting the conference takeaways into perspective, and [the regional meeting] gave opportunity to meet and identify other CSOs in the region and share our challenges and possible solutions."

—
Alliance member NGO
Africa

Presentation of the painting at the closing ceremony

The Alliance's activities and Call to Action during the conference culminated in NGOs, presenting the painting created at the booth to the Minister, on behalf of the Government of Morocco. Before the presentation, NGOs wrote their messages on the back of the painting.



Yesterman working on the safe mobility painting

"I loved being there when you told the myth of Cassandra. I think it was a brilliant decision to use it and linking it afterward to my work made me cry. Tears of emotion streamed down my face as you called out leaders who just talk and talk but don't practice what they preach."

—
Artist
Latin America

TESTIMONIALS

"The Alliance has once again affirmed the major role it plays through its NGOs in reducing traffic crashes."

ALLIANCE MEMBER NGO | AFRICA



"The Alliance is truly the heart of the conference and I found myself returning to your booth and the advocates to be reminded of why we do this work."

PRIVATE SECTOR ATTENDEE | NORTH AMERICA



"I think the Alliance stood out to be an exceptional institution undertaking multiple activities—from research, policy influencing and advocacy. I would like to thank you and the Alliance leadership."

ALLIANCE MEMBER NGO | ASIA



"The Alliance team did so well. We are proud to be members!"

ALLIANCE MEMBER NGO | AFRICA



"It was wonderful to see the engagement and the energy of the NGOs and all participants, their enthusiasm and commitment are truly inspiring."

PRIVATE SECTOR ATTENDEE | LATIN AMERICA



"NGOs brought issues that are invisible in society, evidence, and work as catalysts to achieve goals by the government."

ALLIANCE MEMBER NGO | ASIA



"I would like to express my deep gratitude for your distinguished contribution in the 4th Ministerial Conference on Road Safety held in Marrakech. Your work contributed to the success of this major road safety event and made it a historic milestone in our shared commitment to enhanced global road safety."

MINISTERIAL CONFERENCE ORGANIZER | AFRICA





An Alliance NGO discusses safe helmets with the Minister of State and other delegation members from India

SPONSORS

Our thanks to our sponsors for enabling us to represent road safety NGOs worldwide at the conference



More information: www.roadsafetyngos.org | admin@roadsafetyngos.org