



## **Concept Note – Launch of the United Nations Internal Road Safety Strategy**

Hosted by UNDSS in collaboration with DPKO-DFS, WHO, Office of the Special Envoy for Road Safety, and FIA Foundation

Thursday, 28 February 2019, 3:00-4:30pm, Conference Room 3, UNHQ, New York

### Event Objectives

The UN internal road safety strategy was endorsed by the Secretary-General in January 2018. The Secretary-General's participation in the launch of the Road Safety Strategy will be an excellent opportunity to mobilize and ensure buy-in from senior UN leadership, revitalize internal engagement and commit to efforts on road safety, solicit donor engagement, initiate concrete actions to implement the strategy and reduce the number of deaths and injuries caused by road traffic accidents in the UN-system. The Launch is scheduled for 28 February 2019 at UNHQ and UN-Geneva with the confirmed participation of the Special Envoy for Road Safety Jean Todt, USG/UNDSS, USG/DFS and Executive Director/WHO.

### Background

As noted in the 2018 SG Report on the Safety and Security of Humanitarian Personnel and Protection of UN personnel, the number of fatalities due to road traffic accidents increased from nine in 2016 to 12 in 2017, as did the number of injured (111 in 2017 vs 93 in 2016). The total number of deaths and injuries due to road crashes was higher than those resulting from violence. The SG Report also noted the impact of crashes involving UN vehicle on the local population continues to be a concern, with 47 dead and 260 injured. Further, a baseline assessment of severe and fatal crashes involving UN personnel and assets from 2015-2018 prepared by UNICEF, indicates the need for sustained and specialized actions to support implementation of the strategy, which needs to be resourced by UN executive leadership.

### Organizing Partners

- 1) **UNDSS** is continuing to work on supporting the global launch of the Strategy to demonstrate United Nations organizations' commitment to reducing road safety fatalities and accidents and has contracted Fleet Forum as a consultant to plan and execute the launch. **Fleet Forum** is a non-profit member association based in Switzerland, comprised of humanitarian and commercial organizations to develop standards practices for road safety and fleet management operations in developing countries.
- 2) The host will be supported by **DPKO-DFS, WHO, Office of the Special Envoy on Road Safety and possibly the FIA Foundation**. We are also engaging with other UN entities to ensure participation of their Executive Heads.



## Protecting the people who work for a better world

- 3) The launch will be an open event, targeted at senior representatives of the UN system, Member States, regional influencing bodies, parliamentarians and donors that work in multi-sectoral ways in support of the UN Road Safety Strategy, UN Decade of Action on Road Safety 2010-2020 and the 2030 Agenda for Sustainable Development.

### Format

The physical launch event aims to show commitment from UN senior management while engaging staff in two key locations. It will mirror the theme for the 2019 UN Global Road Safety Week: 'Leadership.'

The format of the launch will be a two-hour event in two locations, UNHQ and Geneva:

- a) Opening remarks from key leaders
- b) video presentation,
- c) presentation of the Road Safety Strategy and signing of a pledge, and
- d) an interactive element for staff engagement, followed by a reception.

The launch event will be livestreamed on UN Web TV to ensure global outreach. It will be supported by a social media campaign to highlight the strategy and a tool kit or technical package for country-level activities on road safety.

The social media campaign will provide a broader reach to UN staff, broader public audience, generate media interest and momentum. It will establish the 'public face' of the global strategy and signal a 'starting point' of the road safety strategy implementation.

- a) Key messaging will be directed for UN senior managers to "lead by example."
- b) UN drivers are not the focus of the launch.
- c) Central message is: "Road safety is everyone's responsibility."
- d) The campaign will communicate road safety messages beyond "buckle-up"

Further, UNDSS through its Chief Security Advisers and Security Advisers as the country-level Road Safety Focal Points will support the launch of the strategy in the field by encouraging country-level activities in areas where road traffic accidents are the highest.

### Technical Requirements

Audio-visual services including microphones, screen, and technician, will be needed to enable showing video messages and presentations.

[Draft Programme and Event Scenario](#) – To follow

