

**UNITED NATIONS ECONOMIC COMMISSION FOR EUROPE  
TECHNICAL COOPERATION PROJECT FORM**

**Project title:** Raising awareness on good vision for road safety

**Expected timing/ duration:** May 2023 – May 2024

**Objective and brief summary of the project:**

Global road safety is a critical development issue that affects people of all ages, genders, and income levels. According to the World Health Organization (WHO), over 1.3 million people die each year due to road traffic crashes, and an additional 20-50 million people are injured or disabled as a result. Road crashes are estimated to cost the most vulnerable countries up to 5 percent of their GDP each year. Following the "Decade of Action for Road Safety 2011-2020" in September 2020, the UN General Assembly adopted a resolution titled "Improving Global Road Safety". This resolution proclaimed the second Decade of Action for Road Safety 2021-2030, with an ambitious goal of preventing at least 50% of road traffic deaths and injuries by 2030, and providing access to safe, affordable, accessible, and sustainable transportation systems for all. The WHO and UN regional commissions, along with other partners, have created a Global Plan for the Decade of Action, which was released in October 2021. In 2015, the UN Secretary-General appointed the first-ever Special Envoy for Road Safety with the aim of mobilizing intersectoral actions and increasing the prominence of road safety. The Special Envoy's mandate includes forging creative collaborations with all stakeholders, including the private sector, among other goals. UN Member States came together in July 2022 to tackle the pressing issue of global road safety at the United Nations General Assembly with a historic event marked the first-ever High-Level Meeting on Improving Global Road Safety which adopted "Political declaration of the high-level meeting on improving global road safety". One of the key factors for road safety is good vision. Today, uncorrected poor vision is one of the world's most widespread disabilities, affecting 2.7 billion people, around one-third of the world's population, and costing the global economy \$272 billion in lost productivity each year. With up to 90% of the information needed on the road coming through our eyes, good vision is critical for drivers, bikers, cyclists, and pedestrians to make safe decisions and react in time. In April 2020, the importance to ensure good vision for all road users was included in the United Nations' call to countries for the enhancement of National Road Safety Systems. In July 2021, the United Nations General Assembly has adopted the Vision for Everyone, accelerating action to achieve the Sustainable Goals Resolution committing the international community to eye health for the 1.1 billion people living with preventable sight loss by 2030. A recent publication by the Lancet Global Health in low- and middle-income countries showed a higher occurrence (46%) of road traffic crashes among those with central acuity visual impairment. Improving vision for road users is critical to reducing the number of road crashes and improving global road safety. This can be achieved through various measures, including regular eye check-ups and corrective measures such as prescription glasses. The objective of this project is to raise awareness among the general public, mobility players and eye care professionals to recognize the vital role of good vision in road safety. The project will launch focused campaigns, organizing events, and advocacy. To kickstart this partnership, EssilorLuxottica will initiate a global campaign, "Action for Good Vision on the Road," which urges all eye care professionals to participate in spreading awareness about the urgent need for good vision in all lighting conditions. Through various social media platforms and awareness campaigns, the project will also focus on responsible driving, particularly during critical moments of the year such as the UN Road Safety Week. By emphasizing the importance of good vision for all road users, this partnership will contribute to creating a safety-oriented culture. The objective of the project will be achieved by implementing the following activities:

A1.1. Organizing focused awareness campaigns, media activities and events to promote good vision for road safety.

**Link to the SDG targets:**

SDG 3, target 3.6; SDG 11, target 11.2.

**Expected results of the project:**

EA1. Increased awareness about the importance of good vision for road safety.

**Target group and beneficiaries of the project:**

All UN Member States, with a particular focus on developing countries

**Justification of project and its relationship to the programme of work:**

The project contributes to the objective of the Subprogramme 2 "Transport" "to advance a regionally and globally sustainable inland transport (road, rail, inland waterway and intermodality) system by making it safer, cleaner, more efficient and more affordable, both for freight transport and people's mobility" of the UNECE proposed programme budget for 2023.

**Estimated UN regular budget resources (work months of RB staff/level of Staff):**

2 days of D2

**Estimated extra budgetary resources:**

**Donor**

EssilorLuxottica

**Amount (USD)**

109,170

**Project Manager:**

Priti Gautam



15.05.2023

**Section/Division:**

Office of the Executive Secretary

**Cleared by Programme Management Unit:**

Nicolas Dath-Baron



15.05.2023

**Approved by EXCOM<sup>1</sup>**

15.05.2023

<sup>1</sup> See paragraph 31 (a) of Commission decision A(65).

**Annex**  
**Results-based budget for the extrabudgetary project**

<b>Expected accomplishments</b>	<b>Planned activities</b>	<b>Estimated costs (USD)</b>
EA1. Increased awareness about the importance of good vision for road safety	A1.1. Organizing focused awareness campaigns, media activities and events to promote good vision for road safety.  International consultant (research on topic, development of key messages and communication strategy) x 3 months x \$6,000 month Designer for communication materials x 3 months x \$5,000 Contractual services x 3 events x \$6,000 (including venue rental and catering) Social media promotion through ads Travel of Special Envoy and 2 staff x 3 events x 3 persons x \$4,000	   18,000 15,000 18,000 9,600 36,000
Budget summary		96,600
13% Programme Support Cost		12,570
<b>Total</b>		<b>109,170</b>