

**ECONOMIC COMMISSION FOR EUROPE**

**EXECUTIVE COMMITTEE**

125th meeting  
Geneva, 30 November 2022



Item 9

Informal Document 2022/41

**Extrabudgetary project**

**Increasing Awareness for Road Safety**  
(for approval)

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

| <b>Project title:</b> Increasing Awareness for Road Safety   |  |                          |       |               |        |         |
|--|--|--------------------------|-------|---------------|--------|---------|
| <b>Expected timing/ duration:</b> December 2022 - December 2023  |  |                          |       |               |        |         |
| <p><b>Objective and brief summary of the project:</b><br/> Road fatalities and injuries are a challenge to development and health worldwide. With 1.3 million people killed on the road every year, it ranks as the eighth leading cause of death globally. Most importantly, road crashes are the leading cause of death for young people aged 5 to 29. Almost 90% of road fatalities occur in low- and middle-income countries (LMICs), affecting the most vulnerable communities. Solutions exist to address this major public health challenge. Road deaths and injuries are predictable and preventable. However, so anchored in our daily lives, road crashes suffer from a lack of consideration, and we need augmented action and awareness to tackle the invisible pandemic on our roads. The United Nations has invested significantly in tackling the problem of road safety globally. Following the “Decade of Action for Road Safety 2011-2020”, the UN General Assembly in August 2020 adopted a resolution on “Improving Road Safety”, that reconfirmed its commitment to halving the number of global traffic deaths and injuries and to providing access to safe, affordable, accessible, and sustainable transport systems for all by 2030. To galvanize intersectoral actions and to raise the visibility of road safety, the UN Secretary-General, appointed the first-ever Special Envoy for Road Safety, Mr. Jean Todt in 2015. Among other objectives, the Special Envoy works to build innovative partnerships with all stakeholders, including the private sector. The long-term objective of this project is to have transformative impact on the protection of road users, including the most vulnerable ones, helping them access safe and sustainable mobility. Sanofi is a health care company present in 100 countries. The immediate objective of the project is to raise awareness and educate local communities on road safety by collaborating on road safety prevention campaigns and activities in six countries (countries to be determined) including by leveraging Sanofi’s networks, platforms, and expertise. The objective of the project will be achieved by implementing the following activities:<br/> A1.1. Providing administrative, logistical and substantive support for the partnership;<br/> A2.1. Organizing events aimed at raising awareness and mobilizing political commitment to road safety;<br/> A2.2. Providing educational or capacity-building activities to 6 low- and middle-income member States.</p> |  |                          |       |               |        |         |
| <p><b>Expected results of the project:</b><br/> EA1. The Partnership is adequately supported and cultivated;<br/> EA2. Increased national capacities to prioritize road safety in national plans/strategies, including increased awareness about United Nations road safety legal instruments and road safety best practices, also in the context of health and environment through awareness campaigns and capacity building activities.</p>  |  |                          |       |               |        |         |
| <p><b>Target group and beneficiaries of the project:</b><br/> All UN Member States</p>   |  |                          |       |               |        |         |
| <p><b>Justification of project and its relationship to the programme of work:</b><br/> 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.</p>  |  |                          |       |               |        |         |
| <p><b>Estimated UN regular budget resources (work months of RB staff/level of Staff):</b><br/> 1 week of D2</p>  |  |                          |       |               |        |         |
| <p><b>Estimated extra budgetary resources:</b></p> <table border="1"> <thead> <tr> <th>Donor</th> <th>Amount (US\$)</th> </tr> </thead> <tbody> <tr> <td>Sanofi</td> <td>250,000</td> </tr> </tbody> </table>  |  |                          | Donor | Amount (US\$) | Sanofi | 250,000 |
| Donor  | Amount (US\$)  |                          |       |               |        |         |
| Sanofi   | 250,000  |                          |       |               |        |         |
| <p><b>Project Manager:</b><br/> Priti Gautam<br/> <br/> 16.01.2023</p>  | <p><b>Section/Division:</b><br/> Office of the Executive Secretary</p> |                          |       |               |        |         |
| <p><b>Cleared by Programme Management Unit:</b><br/> Nicolas Dath-Baron<br/> <br/> 16.01.2023</p>  | <p><b>Approved by EXCOM<sup>1</sup></b></p>                            | <p><b>13.01.2023</b></p> |       |               |        |         |

<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 (US\$)</b>         |
|---|--|---------------------------------------|
| EA1. The Partnership is adequately supported and cultivated   | A1.1. Providing administrative, logistical and substantive support for the partnership<br>International consultants to support communications and development of partnership and event materials x 3 months<br>Contractual services (external printing, interpretation, translation, etc.)   | 30,000<br>15,000<br>15,000            |
| EA2. Increased national capacities to prioritize road safety in national plans/strategies, including increased awareness about United Nations road safety legal instruments and road safety best practices, also in the context of health and environment | A2.1. Organizing events aimed at raising awareness and mobilizing political commitment to road safety<br>Special Envoy travel to missions (\$6,000 x 6 missions)<br>Travel of staff to support Special Envoy (\$3,000 x 6 missions x 2 persons)<br>Contractual services to support organisation of high-visibility events (\$6,000x 6 events/workshop) | 108,000<br>36,000<br>36,000<br>36,000 |
|   | A2.2. Providing educational or capacity-building activities to 6 low- and middle-income member States and Sanofi employees<br>Expert travel to workshops (\$3,000 x 6 missions x 3 persons)<br>Contractual services to support organisation of capacity building or education workshop and follow-up coalition meetings (\$5,000 x 5 workshops)        | 79,000<br>54,000<br>25,000            |
| Budget summary  |  | 217,000                               |
| Evaluation  |  | 4,226                                 |
| 13% Programme Support Cost  |  | 28,774                                |
| <b>Total</b>  |  | <b>250,000</b>                        |