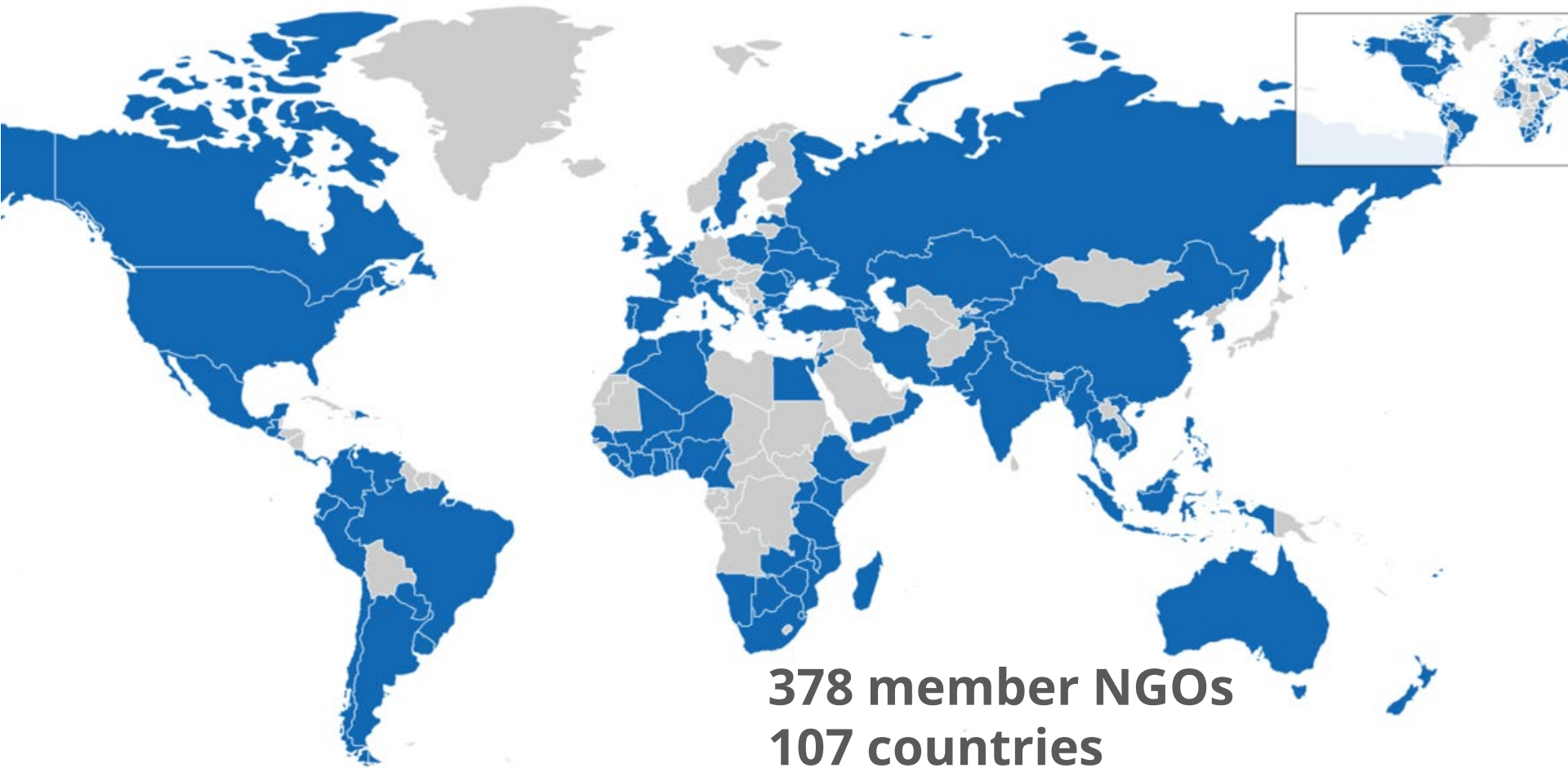


Implementing the Global Plan in the Americas

Regional NGO advocacy and collaboration







Alliance in the Americas
90 member NGOs
19 countries

Our vision

A world where every person has access to safe, affordable, accessible, and sustainable mobility, using the road system, where no one dies or is seriously injured as a result of a road crash.

Our mission

To advocate for effective actions and strengthen accountability for safe mobility, using the road system, and support NGOs for the same, thus accelerating implementation that results in the reduction of road crash victims.



Collaboration

- *Global and local bridge:* Respond to **local needs** and **contexts**.
- Build **strategic partnerships** to bring **local NGO perspectives** to the **global arena** and put people at the heart of road safety decision-making.
- **Strong track record and reputation:** first Decade of Action: mobilizer & convener of road safety CSO movement
- **Extensive relationships** with govt. WHO, partner to UN and other international agencies, philanthropies, the private sector and academia
- Sustainable partnerships: enable long-terms solutions
- Opportunity leverage resources & networks to **achieve road safety and SDGs targets**



How the Alliance enables NGOs' role



A STRONG NETWORK

Purpose: To create a significant demand around the world for safe mobility, using the road transport system.

ADVOCACY AND ACCOUNTABILITY

Purpose: To help NGOs embrace their roles in promoting evidence-based actions and holding governments to account.

CAPACITY BUILDING

Purpose: To equip NGOs with expertise and experience to fulfill their roles in contributing to reductions in deaths and injuries from road crashes and to build their professional credibility.

Achievements

Strong Network

Events and activations

- People's Exhibition and People's Meeting at the 3rd Global Ministerial Conference on Road Safety
- Live from Leipzig at the International Transport Forum 2022 and 2023
- Handing over #RethinkMobility painting to UN Secretary-General António Guterres, calling for action on road safety in 2023.

Civil society's representative

- UN Road Safety Collaboration
- UN Road Safety Fund Steering Committee
- 2nd and 3rd Global Ministerial Conferences Steering Committee
- UN Economic and Social Council (ECOSOC) status

Advocacy and Accountability

Campaign mobilization

(our annual campaigns directly reach an average of 225,000 people and 70 million people see campaign message)

- UN Global Road Safety Week
- Commit to Act

Research

- 30 km/h urban speed zones in Cameroon, Kenya, and Rwanda
- Enabling environments for road safety civil society organizations in three Sub-Saharan African countries
- Response to COVID-19 impacts on transport and mobility in seven African countries

Publications

- *The Day Our World Crumbled: The Human Impact of Inaction on Road Safety*
- *Walking the Talk*
- *New Deal in Road Safety: Why we need NGOs*

Capacity Building

Tools

- Accountability Toolkit
- *Good Practice Guide: Meaningful NGO Participation in the Field of Road Safety*
- *LEARN guide*

Capacity Building

Train on average 103 people annually, representing approximately 86 NGOs from 64 countries

- Alliance Advocate Training
- Alliance Incubator

Awards

- Two Prince Michael International Road Safety Awards for the Alliance Empowerment Program and Commit to Act

NGOs and the Global Plan

“amplify the voice of academia” “be an advocate” “act as an independent voice to influence social change” “support the development of policies” “augment the evidence base” “bring the perspectives of communities” “keep road safety on the government agenda” “unite stakeholders with a common goal”, “be an important source of road safety information”

“help ensure government accountability” “empower communities” on road safety issues and “ensure good governance” “help push for the achievement of the road safety-related SDGs”

Alliance accountability

Priority Interventions. Set of interventions that have been proven to be among the most effective in reducing road deaths and injuries.



30 KM/H ZONES



**LOWER SPEED
LIMITS**



**TRAFFIC
CALMING**



**PEDESTRIAN
FACILITIES**



**MOTORCYCLE
HELMET LAW +
ENFORCEMENT
+ PROMOTION**

Advocacy and Accountability



LOCATION

GUAYAQUIL, ECUADOR

568 people walk here
in peak hour



30 km/h



Footpaths
Crossings



Traffic calming



Stronger Network



As the leading voice for civil society on road safety we will convene our members and road safety community for a **First Latin American Regional Meeting of the Global Alliance of NGOs for Road Safety on 5-7 November 2024 in Mexico City, Mexico**, addressing the most urgent and critical issues that the road safety community in Latin America faces.

Capacity building

