



YOUTH LEADING THE CHARGE FOR ROAD SAFETY

Annual Report 2019



Foreword

Before many young people can start realizing their dreams, they are taken from the world because of road crashes. Every day more than a thousand of them die on the roads and with them their dreams for a life and future. Most of these deaths are preventable, and it saddens me that I am not able to bring you a different message while we celebrate this year **YOURS'** 10 year anniversary.

While the Decade of Action for Road Safety is ending I am frustrated that we as a road safety community did not manage to make more impact by stabilizing and more importantly reducing global road traffic fatalities.

We can all agree that progress has been made. Some countries and cities have demonstrated remarkable results in terms of lives saved and injuries reduced. But I hope to see accelerated action on the proven evidence-based strategies for road safety globally as youth continue to pay a big cost for our failing mobility systems. There is an urgent need for multidisciplinary collaboration and effective leadership across all sectors to reduce road traffic deaths and injuries. That is why the upcoming 3rd Global Ministerial Conference on Road Safety set for February 2020 is very interesting and important. I hope it will bring much needed energy, innovation and funding to our cause. It is also my wish that governments will start listening to and engaging with youth.

Globally, we need to meaningfully involve youth as key stakeholders in this crisis. And if decision-makers are

not coming to the youth, we will bring the youth to them. The day before the Ministerial Conference, **YOURS** and its partners will organize the 2nd World Youth Assembly for Road Safety. This will be a momentous occasion for the global youth movement for road safety.

We have already consulted with youth leaders from around the globe in the lead up to the Assembly. Together they have given us a deeper insight into the reality youth face on the world's roads every day. They have described how traffic injuries affect their lives and how it relates to the Sustainable Development Goals. These diverse youth voices will be translated into a Global Youth Statement for Road Safety and adopted during the Youth Assembly. We foresee that this statement will become a major tool for youth to advocate for safe mobility and claim a seat at the decision-making table.

While humanity is facing the coronavirus pandemic, we see the world coming together. Countries are working side-by-side and ramping up efforts to tackle this outbreak. And although it is uncertain how the world will look in the coming year, this might be the time to reset and reshape our future on how we travel for the better.



Floor Lieshout

Message from the Supervisory Board

It is a pleasure to comment on the 2019 **YOURS** report from the Supervisory Board. We are proud of the achievements of **YOURS** in the past year, as demonstrated by the steady expansion of the network of local road safety advocates, implementation of capacity development projects, and the growing impact on global road safety. It has been a solid year for the organization and one that could not have been possible without the help of many stakeholders around the world.

The global toll of road traffic fatalities and severe injuries remain unacceptable - and as we end the Decade of Action on Global Road Safety, we are faced with some successes but many challenges. The world's youth continue to pay a high price for mobility especially those in low-middle income countries - and this is the source of **YOURS** inspiration. **YOURS** will continue to push hard for young people to be part of the solution, from the earliest

phases of policy making to implementation and evaluation.

YOURS is fortunate to have the support of road safety advocates, supporters, and sponsors to further develop and strengthen the global youth movement for road safety. We are grateful for this moral, technical and financial support to **YOURS** and our mission - we value each contribution and hope that together we will achieve a vision of a safer world for our youth.

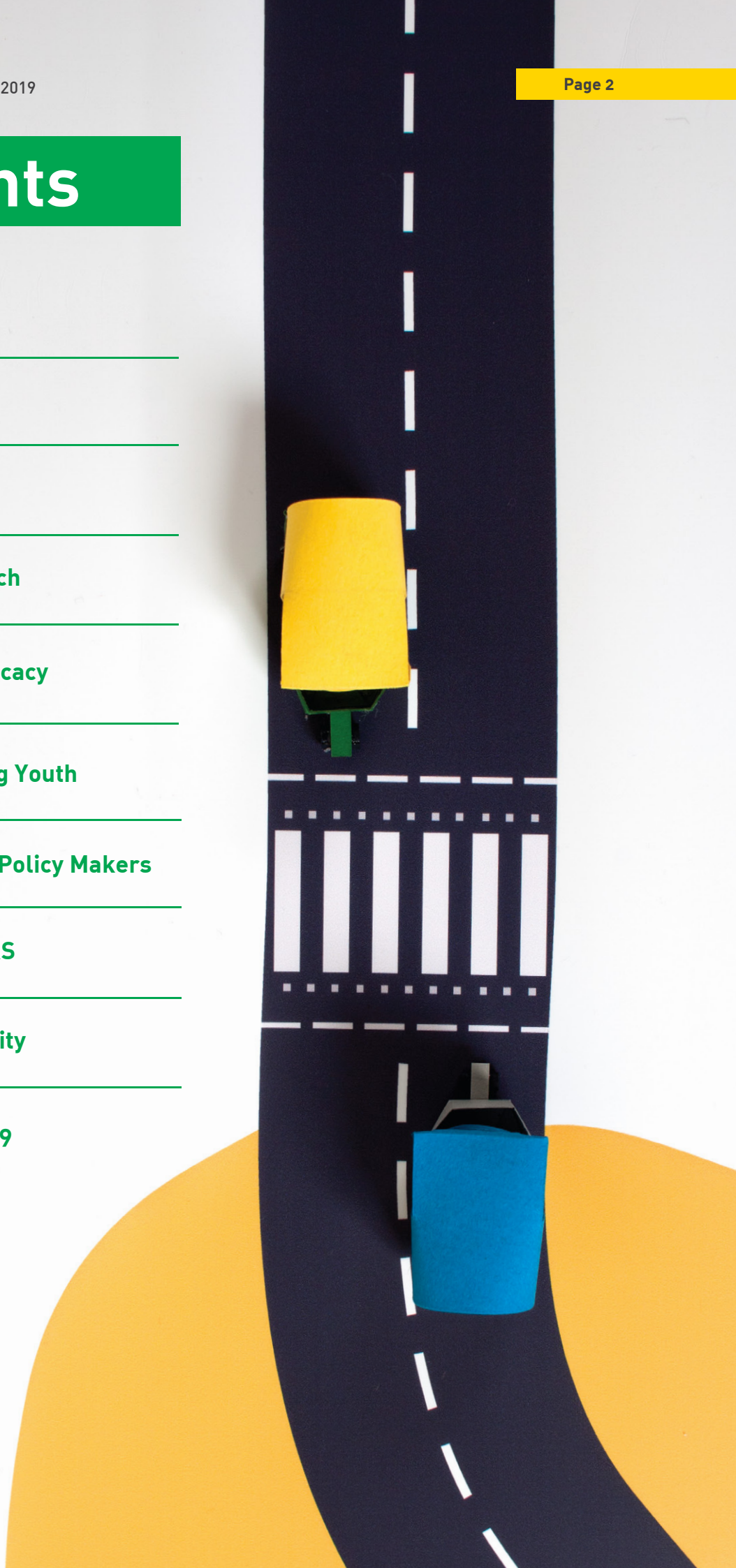
We want to especially recognize the hard work done by **YOURS** staff under the leadership of director Floor Lieshout; their superb efforts and dedication allow the organization to both prosper and grow.

We are proud to support this dynamic organization.

Adnan A. Hyder, MD MPH PHD
for the YOURS Supervisory Board

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Challenges

There are around 3 billion young people in the world today, the biggest population of youth in history under the age of 25. Young people are disproportionately affected by a failing transport system the world over:



Road traffic crashes are the single **biggest killer** of

YOUNG PEOPLE AGED 15-29

and has remained so for more than a decade.



The number of annual road traffic deaths has reached

1.35 MILLION.



Road traffic crashes have also become **the biggest killer** of

CHILDREN AGED 5-14.



20-50 MILLION

people sustain non-fatal injuries on the world's roads every year.



More than

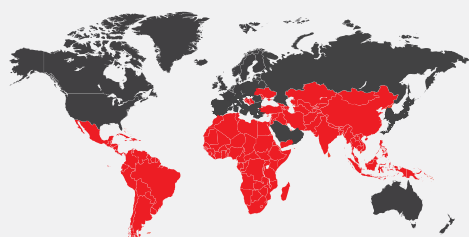
1000 CHILDREN AND YOUNG PEOPLE

under the age of 25 die every day on the world's road.



Over 30% of those killed and injured in road traffic crashes are

LESS THAN 25 YEARS OLD.



Most young people killed by road traffic injuries live in

LOW AND MIDDLE-INCOME COUNTRIES

and are vulnerable road users: pedestrians, cyclists, and motorcyclists.



The global road safety community has failed to deliver the target of halving road traffic deaths and injuries as established in the Global Goals. Reducing the number of deaths amongst youth remains fundamental to achieving this target and we join the global community to call for a

50% REDUCTION OF ROAD CRASHES BY 2030



Globally there must be an increase in meaningful youth participation. If invested in, young people can take real meaningful action in all areas of road safety as beneficiaries, partners and leaders and play their part in helping to reduce road crashes. The main challenges and opportunities in this area we see are:



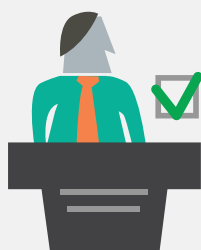
A PARADIGM SHIFT

We challenge the perception of **'problem young road users'** and assert that youth can be a key driving force in building a safer road system.



MEANINGFUL PARTICIPATION

We call on **road safety decision-makers** to inform, consult and partner with young people in meaningful ways. We champion the next generation of leaders in road safety.



POLICY-MAKING

By involving youth, we create policies that are more responsive and ensures ownership from future generations.

Our Approach

Youth are a growing and significant proportion of both target beneficiaries of road safety policies, as well as, an underutilized resource of initiators and implementers of road safety policies. YOURS wants to bring these two worlds together. Look through the eyes of youth:

Firstly, the voices of youth have to be heard. The participation of youth must be better facilitated, not blocked by obstacles, real or perceived. Therefore, we encourage, advise and educate road safety stakeholders (governments, private sector, NGOs) on how to work for, with and support young people. We insist on meaningful youth participation to be built in to (inter-) national, regional and local road safety strategies and action plans. That means involving young people from the start.

Secondly, youth must be empowered. We inspire and empower young people from around the world to take action together as change agents and act as role models to their peers. Young people can do so much to contribute reaching global targets and beyond. Is there a group better placed to act as role models, lead peer education, raise awareness, mobilize communities and advocate for change than youth?

OUR MISSION

YOURS is a global organization that acts to make the world's roads safe for youth.

WHAT WE DO:



1

GLOBAL ADVOCACY

By raising awareness on youth and road safety issues and the importance of meaningful youth participation.



2

SUPPORTING POLICY-MAKERS

By offering assistance and guidance on how to meaningfully involve young people in road safety decision-making initiatives and efforts.



3

YOUTH EMPOWERMENT

By giving youth information, the skills and resources to take action, delivered in a youth friendly and highly engaging manner; to create a safe system that takes youth issues into account.

Global Advocacy

HIGH-LEVEL PANEL CONSULTATIVE COMMITTEE - SWEDEN

The Government of Sweden held a consultative meeting focusing on the 3rd Global Ministerial Conference on Road Safety scheduled for February 2020. The conference will be co-sponsored by the World Health Organization (WHO), and minister-led delegations from more than 100 countries are expected to attend. Representatives from the world of industry and research, international institutions and other global organizations will also participate.

The Consultative Committee brought together NGO leaders, foundations and key stakeholders in road safety from around the world to discuss the content and focus of the Ministerial Conference.

YOURS was invited to be part of the committee and contribute to discussions and to bring the voice of youth in road safety to the table. Our Executive Director, Floor Lieshout briefed panelists on our plans for a 2nd World Youth Assembly for Road Safety to take place as a pre-event to the conference.



1ST MEETING OF EASTERN MEDITERRANEAN ROAD SAFETY LEGISLATORS - OMAN



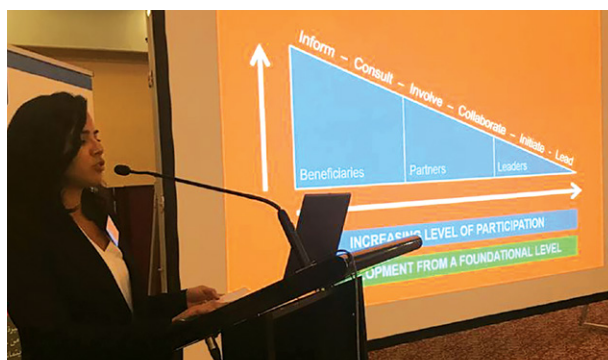
World Health Organization

Regional Office for the Eastern Mediterranean

The First Meeting of the Eastern Mediterranean Region for Road Safety Legislators took place in Muscat, Oman. The forum united around 40 regional legislators and health leaders from more than 20 countries to discuss leadership, legislation and data.

The meeting coincided with the Fifth UN Global Road Safety Week, which carries the theme: "Leadership for road safety". The meeting shared updated road safety data from the region and discussed how this data could inform the road safety legislative process considering specific issues relating to adolescents and youth.

Raquel Barrios, Project Manager of the 2nd World Youth Assembly for Road Safety, shared not only different methodologies on how to involve youth in the decision-making process but also tangible and concrete experiences where those methodologies were applied and are now having outstanding results in terms of youth empowerment.



UNITED NATIONS ROAD SAFETY COLLABORATION (UNRSC)

We continued our active membership of the UNRSC bringing the youth voice to the global level of road safety meetings. In 2019 we participated in gatherings and worked directly with UNRSC partners on global efforts including planning and implementing for 5th UN Week.

FIFTH UN GLOBAL ROAD SAFETY WEEK (UNGRSW)

The 5th global UN campaign was launched in May 2019 and focused on leadership with the strapline **#SpeakUp**. The week highlighted the importance of active and wide ranging leadership for road safety. The premise being that "anybody is a leader" in any sector as long as they take action for road safety and encourage others to do so too.

The week encouraged people to undertake three steps:



Assess your journey – identify road safety risks on your everyday journeys;



Record your demands – reflected from the key focus of the SaveLIVES – a technical package by WHO, a set of demands are made to decision makers;



urge decision makers to make a pledge to act on the demands.



The campaign launched under the structure of the UNGRSW website and offered campaigners a set of tools to participate including new speech-bubble signboards and highlighting key examples of leadership across sectors.

The week successfully engaged with across the world with 132.5k impressions with social media pages and over 2851 engagements.

42 leadership stories were highlighted on the website illustrating how everybody is a leader from leaders of NGOs, academia, governments, academia and the private sector, concerted action for road safety is needed across all sectors.

YOURS INVOLVEMENT IN THE FIFTH UN GLOBAL ROAD SAFETY WEEK

Our role in the Fifth UNGRSW was to assist the World Health Organization on the development of the strategy behind the **#SpeakUp** campaign, its activities and look and feel. We created the new branding around the Week to actualize the vision and updated the Week's website to offer functional steps to present the new information about it and encourage campaigners to get involved. We worked closely with WHO and the UNGRSW Working Group to test the functionality of the new campaign as well as create all supporting materials such as the 'Get Involved Toolkit' and facilitate the online platforms.

During the week **YOURS** teamed up with youth across the globe hosting a Global Youth Twitter Chat with our North American Champion, Jacob Smith using the hashtag - **#SpeakUpforRoadSafety**

Find out more about the UN Global Road Safety Week at www.unroadsafetyweek.org

2ND WORLD YOUTH ASSEMBLY FOR ROAD SAFETY



In 2019, **YOURS** began working on the concept behind the 2nd World Youth Assembly and planning for the global event set for 18th February 2020 as a pre-event to the 3rd Global Ministerial Conference on Road Safety.

The 1st World Youth Assembly for Road Safety took place over a decade ago in 2007. It was a global gathering of young people for road safety, hosted by the World Health Organization (WHO). It was held at the United Nations in Geneva, Switzerland as part of the first ever UN Global Road Safety Week. The Assembly brought together 200 young leaders from around the world to tackle road safety as the biggest killer of young people globally.

A movement was born, action was taken but much more needed to be done.

The Assembly aims to save young lives on the world's roads by helping reach the Global Goals targets 3.6 and 11.2, by: mobilizing and inspiring global youth to advocate for road safety; empowering young people and pushing for meaningful youth engagement on designing, implementing and evaluating a safe mobility system.

The Youth Assembly is initiated by **YOURS** - Youth for Road Safety and co-sponsored by the World Health Organization (WHO). The main partners that joined to invest in the Assembly and take it forward are Michelin Corporate Foundation and Total Foundation. Partners of the Assembly are Fundación MAPFRE and VOLVO Group.

To ensure the Assembly is organized for youth, by youth and inherently participatory in its content and delivery, **YOURS** convened a Global Youth Taskforce. This group was a specially selected group of 11 young leaders from around the world with the key aim of leading the organization and creation of the event. Selected from our own strong pool of youth and road safety leaders and young activists from other key fields related to road safety, the group began working on the Assembly in June 2019.

While recruiting young leaders to apply to attend the Assembly, we initiated the Youth Consultations. Through the Youth Consultations, the young leaders were given the tools and discussion points to hold conversations in their communities on the reality of road safety and safe mobility in their areas and shared their main challenges, demands and commitments. The feedback from the Youth Consultations will directly feed into our main policy outcome, the Global Youth Statement for Road Safety – an advocacy tool derived from the voices of young people. It will be written to illustrate the challenges facing youth, demands to decision-makers and commitments that young people will make globally to act for road safety.

The Assembly is set to take place on 18th February 2020 and will encompass a wide range of topics related to safe mobility with the strapline **#ClaimingOurSpace** where young people will claim their space to safe mobility and at the decision-making table.

CLAIMING OUR SPACE



2ND WORLD YOUTH
ASSEMBLY FOR

ROAD
SAFETY



COMMONWEALTH ROAD SAFETY INITIATIVE – EXPERT PANEL REPORT

Every year in Commonwealth countries over 210,000 people are killed in road crashes and millions more are seriously injured. Today road traffic injuries are now the leading cause of death for children and young people aged 5-29 years. This is a major challenge for the Commonwealth as over 60% of its countries' population is under 30. Road safety in the 53 countries of the Commonwealth is very diverse. Fatality rates in road crashes range from 3 to above 30 per 100,000 population. However, in nearly all Commonwealth countries fatality and injury rates are rising rather than falling. Across the Commonwealth, the level of road deaths remains unacceptably high and urgent action is required to prevent the loss of over 2 million lives in the decade to 2030. **YOURS** joined the Commonwealth Road Safety Initiative in 2018 which places a special focus on youth and road safety issues.

The expert panel report launched in December 2019 placed a key focus on youth and road safety issues including a call on Commonwealth countries to engage in meaningful youth participation in road safety decision-making to save young lives. The report will be presented to young leaders at the Commonwealth Youth Forum and the Commonwealth Heads of Governments Meeting (CHOGM) set for June 2020 in Kigali, Rwanda. The key aim is to place road safety on the Commonwealth's development agenda.

Read more at: www.commonwealthrsi.org



ONE YOUNG WORLD

The annual One Young World Summit convened the brightest young talent from every country and sector, working to accelerate social impact. Delegates from 190+ countries are counselled by influential political, business and humanitarian leaders such as Justin Trudeau and Meghan Markle, amongst many other global figures. The One Young World Summit 2019 took place in London, United Kingdom.

This year, **YOURS** were invited to join the event through the sponsorship of the Total Foundation. Our Head of Communications Manpreet Darroch attended the conference on behalf of **YOURS**. The summit, being the biggest youth summit in the world focused on a range of topics from youth empowerment, climate change, peace and reconciliation to making a change in a digital world.



Empowering Youth

YOURS has Youth Champions for Road Safety all over the world. They are role models and positive change agents among friends, within their families, and communities. We have inspired them, trained them and worked with them. Youth Champions act on a voluntarily basis. Together they form an informal global youth movement for road safety.

SHIFTING THE PERSPECTIVE: FROM PROBLEM FOCUSED APPROACH TOWARDS AN ASSETS-APPROACH

There are no problem young road users; we have a young road user problem. The challenge we face is to move from regarding youth as a problem to be contained, towards an asset to be actively engaged for road safety.

GLOBAL YOUTH TASKFORCE

In 2019, we have been working hard to make a 2nd World Youth Assembly for Road Safety (WYA) a reality. In 2019, we organized the Global Youth Taskforce welcoming 11 young leaders into a leadership position to plan for the event. They represent a multitude of sectors, youth action networks and change-makers and are the engine behind the Assembly and its associated activities.



ALEX AYUB
Kenya

Alex is a passionate young leader who has been working road safety for some years. He currently works for the Kenya Red Cross as the National Youth Officer.



**MAOLIN
MACATANGAY**
Philippines

A road safety advocate who believes in using communication and new media technology to further efforts geared toward road safety. She uses her training as a writer, layout artist, and social media manager in promoting road safety and road safety education.



HANIA TAREK
Egypt

A perfectionist that cares a lot about the environment, her country and the people around her. A graduating Sociologist who hopes to make a change where she can.



THIAGO GRUNER
Brazil

10 years of experience working and volunteering in the life-saving Vida Urgente program, and now serves the Thiago de Moraes Gonzaga Foundation as its International Relations and Youth representative. He is also a filmmaker with a degree in this field.



JACOB SMITH
USA

A survivor of a horrific road crash. Since then, he has been a vocal global advocate for road safety. He currently works for the National Safety Council.



**SOUMITA
CHAKRABORTY**
India

A dynamic development professional with a diverse background and experience on crosscutting issues like climate change, urban planning, disaster management, water and sanitation, livelihoods and gender. She is currently working with Restless Development India hub.



JOANNIE BEWA
Benin

A multi-award winning physician from the Benin Republic, a globally known advocate for the SDG's, focussing on health, education and gender equality.



OLIVA NALWADDA
Uganda

A public health practitioner with over 6 years' experience in design and implementation of youth centered programs in areas of reproductive and mental health, climate change, economic empowerment and advocacy.



ESTEBAN PAREDES
Ecuador

A passionate advocate for life and road safety. The Global Network Coordinator of Fundación Cavat, developing programs aimed to improve and save lives of children and youth in his country. He believes that art and culture are driving forces to a positive change.



HELENA SJÖBERG
Sweden

A student of urban planning who focused on traffic safety by chance, and was immediately enamoured by the philosophy of Vision Zero in Sweden. She currently works at the Swedish Transport Administration, focusing on vulnerable road users.



OMNIA EL OMRANI
Global

A striving medical student from the IFMSA with an irrevocable passion for global health and youth empowerment, representing the stance of 1.3 million medical students with an aspiration to fight for the lives and health of our future generation affected most by road traffic injuries.

In the past years our Youth Empowerment Programme has grown and developed into our signature product that has the primary aim of empowering youth. We use our years of expertise to further develop the capacities of young people in the field of road safety. With global experiences from Belize, Cambodia, Iceland, Kenya, Niger, Oman, Saint Lucia, South Africa and the USA, we are able to provide youth-friendly, highly interactive and dynamic short-term workshops for young people, as well as sustainable long-term programs.

The **YOURS** Capacity Development Programme has been awarded in 2015 the '**Best Road Safety Initiative Award**' as part of Fundacion MAPFRE Social Awards and has been awarded the Prince Michael International Road Safety Award in 2017.

WORKSHOPS WITH ROAD SAFETY NGOS

YOURS was among 270 nongovernmental organizations (NGOs) and global road safety stakeholders, from 76 countries that met in Chania, Greece for the Sixth Global Meeting of Nongovernmental Organizations Advocating for Road Safety and Road Victims in early 2019. NGOs called for their governments' commitment to act urgently to reduce the 1.35 million road deaths that occur worldwide each year.

Workshop on Meaningful Youth Participation in Road Safety

YOURS ran a dedicated workshop focusing on meaningful youth participation in road safety and the 2nd World Youth Assembly. The pre-meeting workshop brought together NGOs from around the world who were eager to hear more about road safety and youth.

Review of Global Alliance Advocates Programme

We worked alongside the Global Alliance and their classes of '**Alliance Advocates**' to wrap up and reflect on the programmes delivered in USA, Kenya and India.



TRAINING WITH YOUNG HUMANITARIANS – SOUTH AFRICA

Working into year 3 of our programme with the Global Road Safety Partnership in South Africa (GRSP ZA), Michelin and the Government of South Africa, in the summer of 2019 we returned to country to train a new cohort of young leaders in road safety.

After successfully handing over project of youth and road safety ambassadors from Bela Bela to the Limpopo Government, we teamed up with GRSP ZA and the Eastern Cape Red Cross to deliver a training with young people from the Nelson Mandela University in Port Elizabeth.

Over five days, we trained 20 young people in road safety theory. From understanding why young people are at particular risk on the road to understanding the situation facing South African youth in terms of road crashes. Focusing on a number of key engagement methods in peer education, facilitation and campaigning, the youth Ambassadors also grasped the key risk factors facing youth in their communities; drink and drug driving, non-use of seatbelts and distracted driving, relevant to the risk factors facing students at the Nelson Mandela University and beyond.

Taking the Ambassador approach, these 20 young people have set about filtering road safety messaging back in their individual communities and within the campus of the Nelson Mandela University through workshops, media outreach, word-of-mouth and active campaigning. This programme acts as a pilot for the country, where stakeholders will observe the power of activated youth in road safety with the potential to scaling the project to other regions.

"Very informative and a lot of fun. I found the sessions on road safety really interesting. I really want to make a positive change to take what I've learnt back to my community, friends and students. If I change they will change by seeing my impact".

BUNTU

Youth Ambassador for Road Safety Participant



YOUTH STARS – TRAINING YOUNG LEADERS ON THE STAR RATING FOR SCHOOLS METHODOLOGY

YOURS teamed up with International Road Assessment Programme (iRAP) to create our new 'Youth Stars' programme, sponsored by FedEx. The three-year programme, initiated in 2019 will see a group of 5 Master Trainers from around the world be trained on the principles of the new Star Rating for Schools methodology pioneered by iRAP. Youth Stars is a programme expanding across the world with the potential to save young lives around universities and schools.

The Youth Stars programme is an opportunity for our Master Trainers to be trained on a powerful road safety approach; Star Rating for Schools (SR4S).



Overview of the programme

The project focuses on attracting youth organizations that work with or represent youth and students of university/college age (16-25) around the globe to actively assess and rate zones (roads) around university/educational institutions. This includes the route to and from places of education.

Over the three years the programme will train a core group of 5 Master Trainers from across the world to become fully versed in the use of the Star Rating for Schools methodology. Each Master Trainer will work with a high-risk school(s) in their local area to fully grasp the impact of infrastructure changes on safety rating and then go on to train other organizations on the methodology in the subsequent years.

Our Master Trainers:



Alex Ayub – Kenya



Daniel Cano – Colombia



Jacob Smith – USA



Shantel Jacobs – Belize



Minh Vo – Vietnam

At the end of the year one (2019) the Master Trainers have been fully trained on the Star Rating for School Methodology and have all set up projects in schools across the 5 countries. In year two, the Master Trainers will refine their skills and begin reaching out to partners to expand the project to further network partners.

RISE TRAINING IRINGA WITH AMEND & WORLD BANK - TANZANIA

The World Bank, through the Roads to Inclusion and socioeconomic Opportunities Project (RISE) and in collaboration with Tanzania Rural and Urban Road Agency (TARURA) and Amend, organized a training to introduce and develop people-centered rural road design capacities among key RISE stakeholders.

This workshop was an opportunity to raise awareness provide a space for dialogue and facilitate collaboration among stakeholders. Road engineers were given insight on the importance of involving communities from the start and how to organize effective focus-group discussions. **YOURS** was brought into Iringa to help shape its curriculum and facilitate the training.



ROAD SAFETY AND YOUTH ENGAGEMENT - A WEBINAR FOR YOUTH IN ASIA

We joined the International Federation of the Red Cross (IFRSC), the Global Road Safety Partnership (GRSP) and the Nepal Red Cross to explore and present information on youth and road safety engagement in road safety. The webinar was lead by the IFRSC and GRSP in Malaysia and we were invited to share our perspectives on youth engagement in road safety. The webinar can be viewed online on our Facebook page: **YOURS - Youth for Road Safety**.

ROAD SAFETY PROJECT 2.0 WITH YOUNG LEADERS IN BELIZE

We trained 34 youth in Belize from 2014-2016 and they have gone beyond expectations in reaching a large number of their peers in the country. The group, who have become the registered organization BYRS (Belizean Youth for Road Safety), exceeded their initial target of reaching 2000 young people through face-to-face workshops and extended their expertise to campaigning, producing and distributing road safety PSAs and informally reached thousands of young people through expos and events.

In November **YOURS** signed a new multi-year contract with the Government of Belize to support BYRS and help increase the impact of the young leaders in the years to come.

To start the youth for road safety activities, Mr Floor Lieshout has undertaken an Inception Mission to consult with the Operational Steering Committee (OSC); Ministry of Economic Development, Road Safety Unit; Ministry of Education, Youth and Sports (MOEYS), Belizean Youth for Road Safety (BYRS) and other stakeholders. The inception mission took place in Belize from 11 to 15 November 2019.

During the Inception Mission, Mr Floor Lieshout has held a focus group discussion with BYRS, which was used as input for an institutional assessment of BYRS and determine their more precise training needs for institutional strengthening and sustainability. The inception visit also focused on practical matters, briefing and gaining commitment from Town Councils and support from the Ministry of Education, Youth and Sports (MOEYS) for the project.



THE PROJECT HAS 3 MAIN ELEMENTS TO BE DELIVERED IN 2020-2021

Master Trainers Training	Training Of Facilitators	Safe School Zones Assessment
With young the young leaders trained in the first phase of the project. These facilitators will take their work to the next level to become Master Trainers, with the ability to train other young people.	Led by the Master Trainers and with support from YOURS to identify a new target of reaching thousands of young people across the country and bolstering the work of BYRS - Belizean Youth for Road Safety.	By working with young people to identify a school to be improved using SARSAI (Amend) and SR4S (iRAP) methodology.

CAPACITY DEVELOPMENT WITH YOUTH IN ICELAND

We partnered with national search and rescue organization Landsbjörg, who often attend to road traffic crashes as part of their work. Through their 'Youth Units', young people from across the country working with Landsbjörg, joined us for a special workshop after their 2019 Safety Conference.

In conjunction with the Accident Prevention Conference 2019 (Slysavarnir 2019), a youth and road safety workshop was held for youth associations focusing on accident prevention in traffic. It focused on how the youth of Landsbjörg and other adolescents can be involved in thinking about and handling traffic safety issues.

The Slysavarnir conference focused on key issues regarding road safety, search and rescue and safety issues around tourism. Our Head of Communications, Manpreet Darroch was invited to give a keynote speech at opening of the conference following on from the Minister of Transport for Iceland and Local Government, Sigurður Ingi Jóhannsson and First Lady Eliza Reid who both spoke about the progress Iceland has made in terms of improving safety in the country across all sectors, and the continued work needed to make it safer. In 2020, we are exploring a wider project with Icelandic youth in road safety.

"YOURS has run workshops around the world, run campaigns, and has tremendous experience leading youth work in traffic safety".

Jónas Guðmundsson

Project Manager for Accident Prevention at Landsbjörg



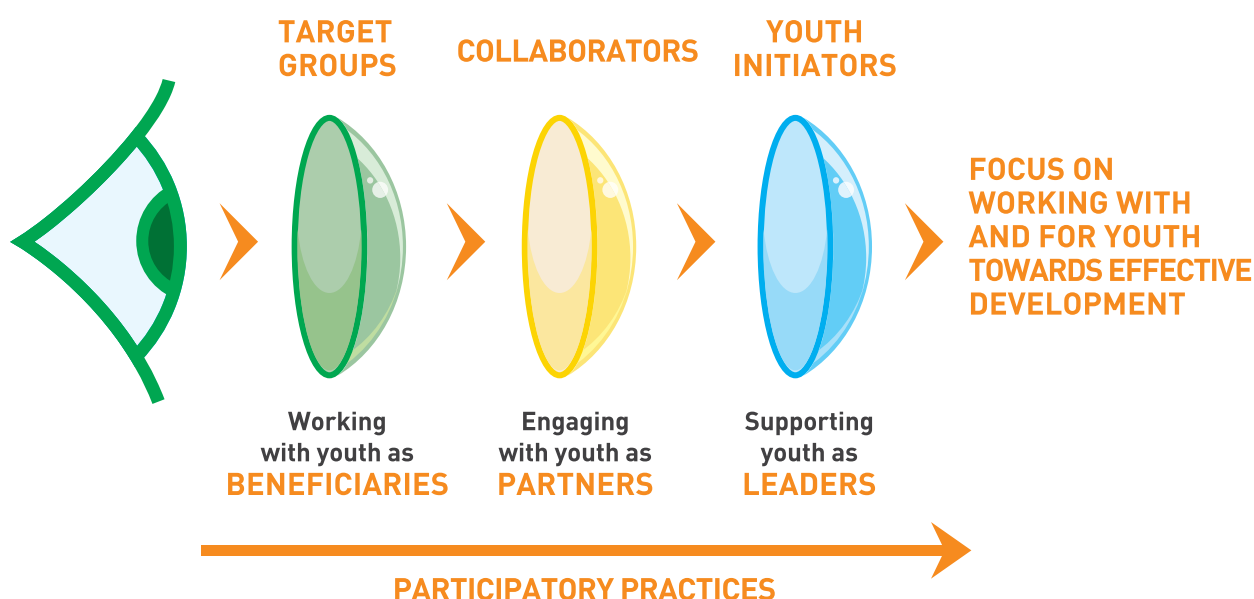
Supporting Policy Makers

Involving young people in road safety through active, meaningful participation creates a culture that is responsive and relevant to young people's lives. Numerous policy makers do not target young people as a specific target group, even though road traffic crashes are the biggest killer of young people in their country. Many want to involve young people but don't know where to start or lack the knowledge of how to do it effectively. Some are not aware of the benefits of involving young people in road safety, where the benefits are vast and wide ranging.

In 2019, **YOURS** continued working with governments and policymakers to dig deeper into the 'why' and 'how' of involving young people in meaningful participation that has a fundamental win/win outcome. This means that working with youth improves policies targeting young people, and can also improve compliance, reduce resistance and build social support for road safety laws and initiatives.

Based on the three-lens model to youth participation, involving youth develops young people's civic engagement as beneficiaries of information, to partners in delivering and supporting programmes to subsequently becoming leaders in the road safety field; initiating interventions.

The three-lens model to youth participation*



- It is important for institutions and practitioners to consider all three lenses; they are not mutually exclusive. Youth participation in development is often a combination of all three. This approach is dynamic: depending on the local context and the development intervention one particular lens may be more appropriate or have more prominence/focus.
- The different lenses may be used with different groups of young people during an intervention/ initiative, i.e., young leaders may be reaching out to new groups of young people as targets.
- It might appear that youth participation is just about young partners or leaders, and not young beneficiaries. However, participation must also develop from a foundational base. The ultimate aim is to develop youth as partners and leaders in development. This is based on youth having agency: their capacity to act, their skills and capabilities and their ability to change their own lives. Youth operating as partners and leaders are inherently beneficiaries too."

* Lenses for participatory practice. Source: DFID 2010, Adapted from Work Bank Development Report 2007

About YOURS

YOURS is an expert in the field of advocacy, raising awareness, meaningful youth participation, youth trainings and issues related to road safety for young people.

HISTORY

YOURS is a direct follow-up of the United Nations World Youth Assembly for Road Safety in 2007. More than 400 young people from over a 100 countries gathered to discuss the global road safety crisis and how young people can be part of the solution. One of the main wishes of the World Youth Ambassadors was the creation of a global youth-led organization that would lead a global youth movement for road safety. After a full year of planning and preparations under the auspices of the World Health Organization, **YOURS** was officially launched November 2009 during the opening ceremony of the First Global Ministerial Conference on Road Safety in Moscow, Russia, and started its activities early 2010.

In 2010, **YOURS** became an official member of the United Nations Road Safety Collaboration (UNRSC), the body for road safety issues through the UN system. Our work is fully supported by the World Health Organization and is a valuable long-term partner and founding member.

At the beginning, **YOURS** received a generous start-up grant from Michelin, who is another Founding Member of **YOURS** and have been a supporter of our work since the inception in 2009.

VALUES

It is unacceptable that youth continue to die and get injured on the world's roads. Knowing that:

- Road traffic injuries are the #1 killer of young people aged 15-29
- The Global Goals has a specific road safety target: by 2020, halve the number of global deaths and injuries from road traffic accidents, we call on the United Nations to adopt a **#50by30** target (halving road crashes by 2030)

In order to reach the road safety target by 2030, we strongly believe...

- in the high potential of youth to lead a road safety revolution
- it is essential to empower young people to take action
- in meaningful youth participation in all phases and levels of decision-making
- in peer-to-peer communication to inform youth and indirectly the community at large
- in taking a positive approach that focuses on the value of life

THANK YOU PARTNERS!

In its role as the growing authority on youth and road safety issues globally, **YOURS** has the support of many organizations across all sectors of society including (inter) governmental organizations, private sector, civil society (NGOS) and academia. **YOURS** has positioned itself globally as a trustworthy and innovative brand that is at the cutting edge of youth advocacy and capacity development.

OUR PARTNERSHIPS IN 2019 INCLUDED

PRIVATE SECTOR

- **Michelin** – is our Founding Member and gave specific financial and organizational support for our South Africa Youth Ambassadors Training. They also supported the organizing of the 2nd World Youth Assembly for Road Safety.
- **TomTom** – continued with their financial support of **YOURS** through IT Donations.
- **FedEx** – partnered in the new Youth Stars Programme to train young leaders on Star Rating for Schools Assessments.
- **Volvo Group** – partnered with us to support the 2nd World Youth Assembly for Road Safety.

(INTER) GOVERNMENTAL ORGANIZATIONS

- **The World Health Organization** – partnered with us on the implementation of the new **#SpeakUp** campaign for the Fifth UN Global Road Safety Week. WHO joined us as a co-sponsor of the 2nd World Youth Assembly for Road Safety.
- **The Government of Sweden** – invited us to be part of the High-Level Consultative Committee planning the 3rd Ministerial Conference on Road Safety 2020.
- **The Government of South Africa** – partnered with **YOURS** to implement the South Africa Youth Ambassadors Programme and sponsored the workshop in Port Elizabeth, Eastern Cape, South Africa.
- **The Government of Belize** – worked with us to plan for the next Belize youth and road safety training as part of their Road Safety Project 2.0 and hosted our inception mission.
- **The Government of Iceland** – worked with us to facilitate the Iceland Safety Conference and a youth and road safety workshop.

NON GOVERNMENTAL ORGANIZATIONS

- **Global Road Safety Partnership** – partnered with **YOURS** to conceptualize, design and implement the Youth Ambassadors Programme in Port Elizabeth South Africa.
- **Red Cross Eastern Cape** – partnered with us to facilitate the South Africa programme.
- **Amend** – partnered with **YOURS** for the Iringa workshop in Tanzania and continue to work with **YOURS** in delivering new training programmes in the coming year.
- **Kenya Red Cross, International Federation of Medical Students (IMFSA), National Safety Council, Restless Development and UN Young Leaders** – nominated young leaders from their organization to join the Global Youth Taskforce organizing the 2nd World Youth Assembly.

FOUNDATIONS

- **Michelin Corporate Foundation** – partnered with us to support the 2nd World Youth Assembly for Road Safety as a main partner.
- **Total Foundation** – partnered with us to support the 2nd World Youth Assembly for Road Safety as a main partner.
- **Fundación MAPFRE** – partnered with us to support the 2nd World Youth Assembly.
- **Fundacao Thiago Thiago de Mores Gonzaga** – nominated a young leader to work with us in the Global Youth Taskforce organizing the 2nd World Youth Assembly.

ACADEMIA

- **Milken Institute School of Public Health, George Washington University** – worked with us to review inputs into the WYA including the Youth Consultations and Regional Panel.
- **George Institute for Global Health, Oxford University** – worked with us to review inputs into the WYA including the Youth Consultations and the Impact Generator Challenge.
- **The University of Auckland** – worked with us to review inputs into the WYA including the Youth Consultations.

COMMUNICATIONS

At **YOURS**, delivering a strong youth led and accessible message is a key element of our communications strategy. **YOURS** has a strong social media presence and continues to use communications methods to engage both youth and donors in road safety.

Via the **YOURS** website, we engage frequently with our audience through news features, sharing of road safety information, opportunities, events and action.

Some numbers in 2019:

56 News stories published	Over 68,000 page views on the website in 2019
11 Newsletters sent out to subscribers	18-34 demographic visit our website the most
Exponential growth of followers and supporters on social media > 60%+ increase	Increase of influence on Facebook and Twitter with wider reach, interaction and virality of posts compared to 2018.



MAKING KEY GLOBAL ROAD SAFETY REPORTS ACCESSIBLE TO YOUNG PEOPLE

As well as advocating from the bottom up, from the youth voice to the global arena, **YOURS** has been involved in a top down translation of key road safety reports into accessible language to our Global Youth Network for Road Safety. This forms a key area of our communication efforts, acting as a bridge for the high-level global road safety decision makers to the youth of the world. Ensuring youth are up-to-date on recent trends, reports and statistics is crucial to keeping our network informed.

Accountability

SUPERVISORY BOARD

Dr. Wim Rogmans (The Netherlands) and **Dr. Adnan Hyder** (United States) and **Prof. Shanthi Ameratunga** (New Zealand) currently sit on the **YOURS** Supervisory Board. The Supervisory Board oversees the long-term objectives of the organization and ensures that the by-laws and rules governing the organization's activities are observed.

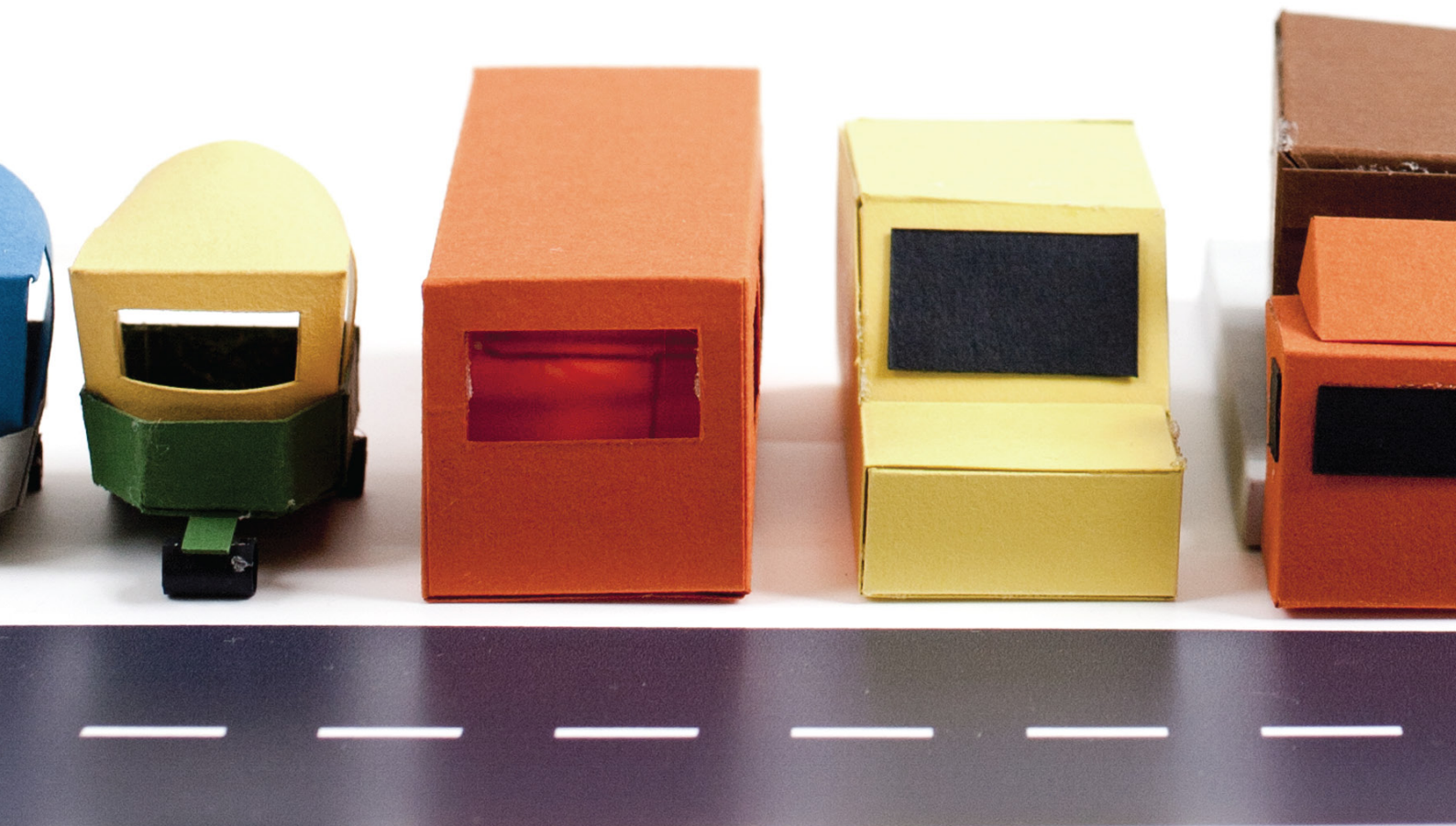
REGISTRATION

Stichting **YOURS** – Youth for Road Safety is officially registered in Amsterdam, The Netherlands as a global not-for-profit and non-governmental organization for youth and road safety under the Chamber of Commerce number 34368904. For further information, the by-laws (Dutch) are available and can be obtained, free of charge, from:

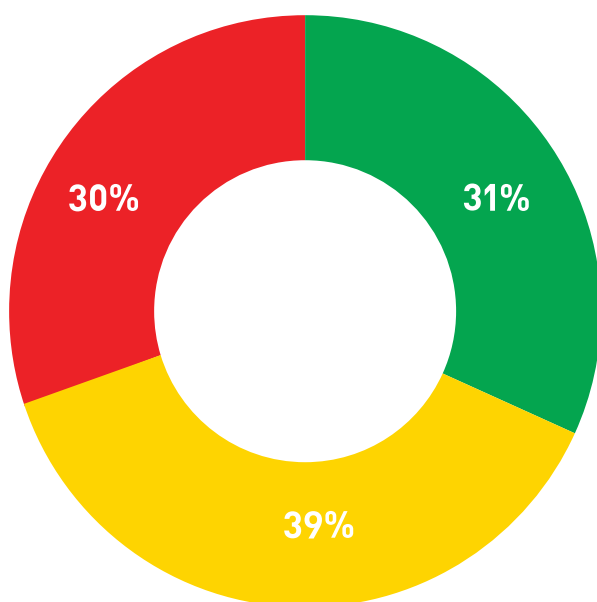
YOURS – Youth for Road Safety
Godfried Bomansstraat 8.6
4103 WR Culemborg
The Netherlands

ANTI-BRIBE AND CORRUPTION POLICY

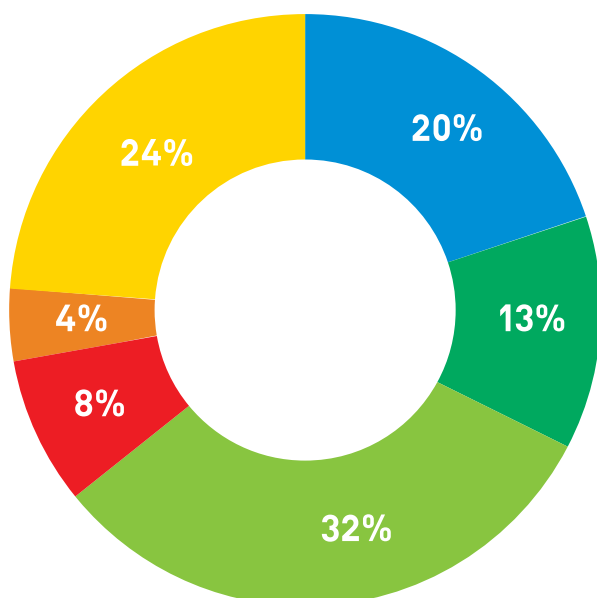
We take a zero tolerance approach to bribery and fraud and this is set out in our Anti-bribery and Corruption Policy adopted by the Supervisory Board in December 2015.



Finance 2019



INCOME 248,582 EURO



EXPENSES 248,582 EURO



This financial statement is in accordance with the in The Netherlands general accepted accounting principles and Dutch Law.



WE BELIEVE IN EMPOWERING YOUTH TO TAKE ACTION FOR ROAD SAFETY

YOURS is a global youth NGO for road safety that acts to make the world's roads safe for young people.



OUR PARTNERS:

