

# EMPOWERED YOUTH, SAFER ROADS

Annual Report 2015



# Foreword

Today's generation of young people is the largest ever in our history. Over 3 billion people – nearly half of the world's population – are under the age of 25. Of these young people, more than 1000 die every day on the world's roads. Tens of thousands more are injured. Road traffic injuries have been the leading killer of young people worldwide for over a decade, so why are youth so often not included in preventing these tragedies?

Young people have a right to be adequately informed, consulted and empowered on road safety. **YOURS** believes that youth themselves have a vital role to help save lives on the world's roads. After all, this is the biggest threat to their lives. Young people can do so much to contribute. Is there any group better placed to act as role models, lead peer education, raise awareness, mobilize communities and advocate for change?

**YOURS** has seen this first hand; we trained a second cohort of fifteen youth advocates and peer-educators on road safety in Belize. Together with the first cohort they have already reached over 2000 young people face-to-face with interactive youth workshops, and hundreds of thousands via their campaigns. We are very excited to continue our work with the Caribbean Development Bank and the Government of Belize over the coming years.

In addition, with the help of our regional champions, we selected the first national youth champions in Africa and the Caribbean. I welcome them to the **YOURS** family and I hope for a fruitful collaboration over the coming years.

**2015** was also the year that **YOURS** received the Social Award for Best Road Safety Initiative out of the hands of Her Majesty Queen Sofia of Spain. We won this award for our unique youth capacity development programme. We thank the Mapfre Foundation for organizing these illustrious Awards. This prestigious award serves as an enormous inspiration and it is an important recognition for the involvement of youth in road safety.

We have a massive challenge ahead of us, which also presents exciting opportunities. For over two years, we have been leading a youth push for a road safety target within the Global Goals. And now the world has five years to deliver the most ambitious safety target ever set: to halve road deaths and injuries globally. We need a revolution for action on road safety. Surely we must look to young people to lead and energize this revolution.

In conclusion I would like to thank all partners for their support. Let's continue to unleash the power of youth together.

A stylized, handwritten signature in white ink on a blue background. The signature is written in a cursive, flowing style and appears to read 'Lieshout'.

**Floor Lieshout**  
Executive Director

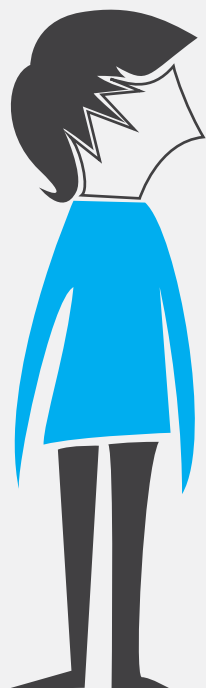


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# Challenges



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.

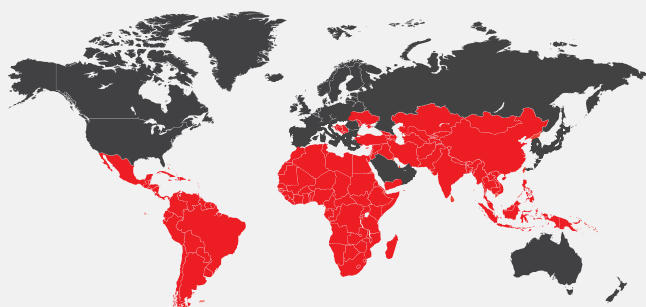


Globally,

## 1.25 MILLION

people are killed every year in road traffic crashes.

Most young people killed by road traffic injuries live in



## LOW AND MIDDLE-INCOME COUNTRIES

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



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

## LESS THAN 25 YEARS OLD.



More than  
**1000**  
children and young people

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





## THE GLOBAL GOALS

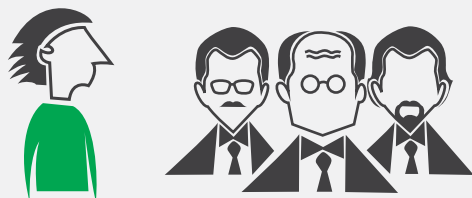
For Sustainable Development

The global road safety community has less than **5 years** to deliver the target of halving road traffic deaths and injuries as established in the Global Goals. **Reducing the number of deaths amongst youth** will be fundamental to achieving this target.

Globally there is a lack of meaningful

# YOUTH PARTICIPATION

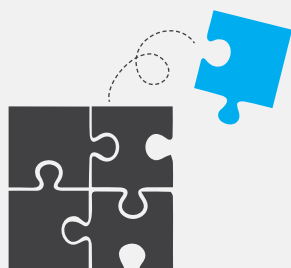
The main challenges in this area we see, are:



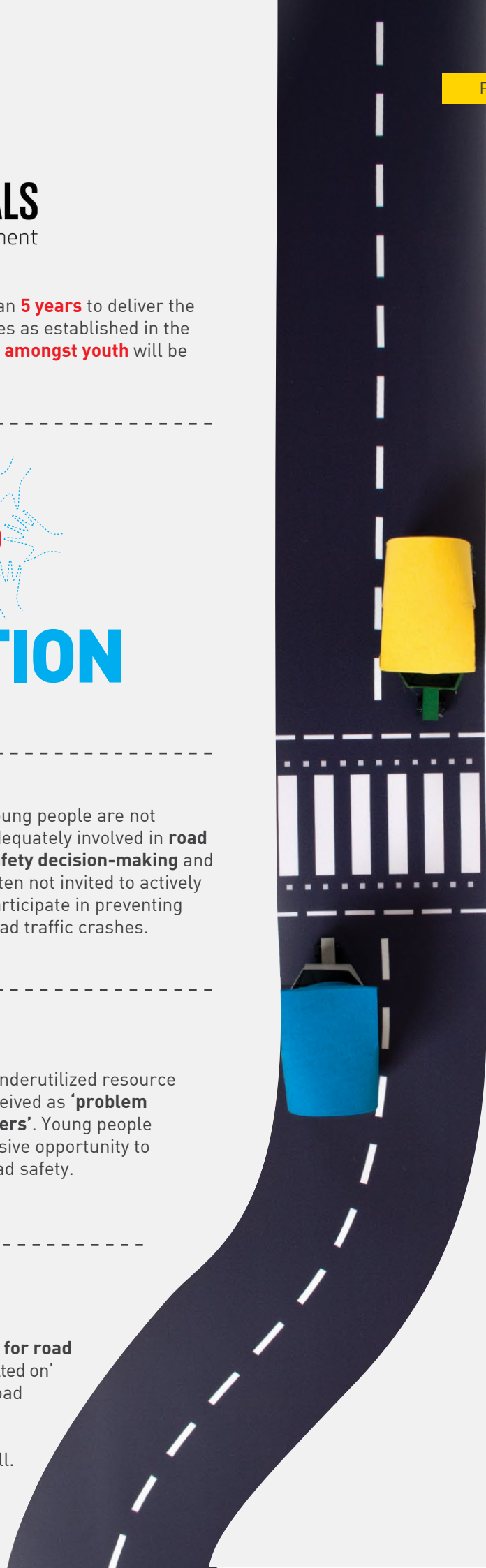
Young people are not adequately involved in **road safety decision-making** and often not invited to actively participate in preventing road traffic crashes.



Youth are an underutilized resource and often perceived as '**problem young road users**'. Young people present a massive opportunity to be active in road safety.



**Youth programmes for road safety** are often 'bolted on' and not built in to road safety strategies in countries, if these strategies exist at all.



# 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 participation of youth must be better facilitated, not blocked by obstacles, real or perceived. The voices of youth have to be heard. 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 in reaching the 2020 targets. Is there any group better placed to act as role models, lead peer education, raise awareness, mobilize communities and advocate for change?

## WHAT WE DO

**YOURS** is an expert in the field of advocacy, youth participation, youth trainings and issues related to road safety for young people. We have Youth Champions for road safety all over the world, acting as change agents within their communities, coordinated by regional champions.

In general we have three pillars of work:



### Global Advocacy

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



### Supporting policy-makers

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



### Empowering youth and coordinating a youth movement of Youth Champions:

by giving youth information, the skills and resources to take action, delivered in a youth friendly and highly engaging manner so that they can take the conscious effort to be safe on the road.





Youth in Kenya participate in a YOURS workshop

# Global Advocacy

## YOURS leading the youth push for road safety within the Global Goals

**YOURS actively participated in a range of youth consultation efforts by the United Nations. We led the charge in ensuring road safety was recognized as a public health threat for youth in setting the Global Goals. Our youth advocates aligned with the global road safety community and demanded the target of halving road traffic deaths and injuries. They mobilized and called for road safety action in every consultation undertaken with youth:**

**YOURS** began participating in activities pertaining to youth consultations for the Global Goals. The first activity began with an online chat with Mr. John Podesta on youth issues in the agenda. Road safety for youth was a prominent topic.

**YOURS** joined the global push in writing to decision makers in road safety to include road safety targets as part of their manifestos for the sustainable development agenda. The global youth network wrote to heads of governments, ministers and UN representatives to highlight the burden of road crashes amongst youth.

Tasked with the role of mainstreaming the wider youth voice in the Global Goals, The UN Secretary General's Envoy on Youth opened a crowdsourcing platform online to aggregate global youth issues. **YOURS** presents the case to the platform.

July 2013

December 2013

February 2014

Safe and Sustainable Transport become the number 1 issue trending on the Crowdsourcing platform for youth issues. **YOURS** joins the Global Partnership on Youth 2015.

**YOURS** attends and represents the global youth voice for road safety at the World Urban Forum 7 (WUF) in Medellin, Colombia. Road safety was included as a major focus for youth in both the Urban Youth Assembly and the WUF7 declaration.

**YOURS** writes a letter to the UN Secretary General's Envoy on Youth Mr. Ahmad Alhendawi on the plight of youth on the world's roads and proposed road safety targets.

April 2014

March 2014

**YOURS** joins the UN Special Envoy on Youth and participates in the World Conference on Youth: "Mainstreaming Youth in the Global Goals". In Colombo, Sri Lanka, **YOURS** presented the road safety crisis facing young people. Road safety was included in the discussion drafting the Colombo Declaration on Youth.

"**Road Injuries**" specifically included in the Global Call on Youth 2015: "Prioritizing Youth in the Post-2015 Development Agenda", outcome document focusing on issues facing youth. The term was included as a result of lobbying during the World Conference on Youth and the Crowdsourcing platform.

May 2014

June 2014



January - April 2015

**YOURS** youth champions write to their local and national decision makers calling for road safety targets to remain in the Global Goals.

Appointment of **YOURS** Youth Ambassador for the Post-2015 Development Agenda, Mr Aakash Shah of Pune, India joins the **YOURS** team.

November 2014

Launch of the **#SaveKidsLives** campaign for the Third UN Global Road Safety Week, bringing global attention to road safety issues for children and youth.

The Global UN Road Safety Week takes place and **YOURS** co-manages the **#SaveKidsLives** campaign. The campaign generates hundreds of thousands of campaigners asking for road safety in the Global Goals.

October 2014

**YOURS** pitches the **#SaveKidsLives** campaign concept to the United Nations Road Safety Collaboration. The campaign will call on decision makers to place road safety for children on their agenda for the Global Goals.

**YOURS** Youth Ambassador writes to every UN Permanent Mission to inform them on road safety for youth and the inclusion of road safety targets in the Global Goals.

August 2014

**YOURS** participates in the General Assembly of the International Federation of Medical Students Association. Road safety for youth was featured in a dedicated Standing Committee on Public Health, building into IFMSA's recommendations to the Global Goals.

**A culmination of efforts from the global road safety community sees the adoption of two road safety targets in the Health and Cities Goals:**

**Goal 3** of the Global Goals aims to ensure healthy lives and promote wellbeing for all at all ages. This includes making roads much safer places around the world. The specific road safety target is: By 2020, halve the number of global deaths and injuries from road traffic accidents.

July 2014

**YOURS** and its network continues to write to decision makers from around the world on keeping in the road safety targets in the draft of the Global Goals.

**Goal 11** aspires to make cities and human settlements inclusive, safe, resilient and sustainable, including both private and public transport's role within urban areas. The specific road safety target is: By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older person.

June 2014

**YOURS** participated in the third ECOSOC youth forum in New York, USA that focused on the Global Youth Call. Road traffic crashes were a big focus in the health working stream and featured in the outcome document of the forum which was presented to the United Nations Secretary-General. **YOURS** meets with the UN Special Envoy on Youth to discuss road safety.

# The #SaveKidsLives Campaign

## WHAT IS THE CAMPAIGN ABOUT?

At the forefront of this campaign was the Child Declaration for Road Safety. It combined the views and hopes of children with the recommendations of the world's experts. The Child Declaration, demands action to make the world's roads safer for everyone – starting with children. The Declaration calls for specific and measurable action to be undertaken to safeguard children; from helmets on heads to safe school zones; adequate child restraints to action on speeding. One clear aim of the campaign was to influence the Global Goals and include specific road safety targets.



## WHAT ARE THE MAIN RESULTS?

The **#SaveKidsLives** campaign continues to be an unprecedented success. It has encouraged those not familiar with road safety to join the cause. Over the lifespan of a year, the campaign gathered one million signatures in support of the Child Declaration for Road Safety with thousands of people campaigning all around the world to **#SaveKidsLives**. From office workers to youth campaigners, from NGOs to the private sector, participation in the campaign stretched across all sectors of society and illustrated a global movement for road safety.

The Child Declaration was delivered to a multitude of decision makers, bringing attention to the plight of children on the world's roads. Children themselves were at the forefront of tackling their leaders to demand action. Notable

'deliveries' were made to leaders such as US Transportation Secretary Anthony Foxx, Executive Director of UNICEF, Anthony Lake, UN Secretary General's Special Envoy on Road Safety, Jean Todt and a countless number of national ministers responsible for road safety.

The movement influenced leaders globally and contributed towards securing the specific road safety targets in the Global Goals. The one million voices were delivered to the 2nd Global High Level Conference on Road Safety. Here **#SaveKidsLives** took centre stage and governments from around the world endorsed the principles of the Child Declaration for Road Safety. The High Level Conference was not an ending point for the **#SaveKidsLives** campaign, it continues to track progress on the road safety targets in the Global Goals.

## WHAT WAS YOURS ROLE IN #SaveKidsLives?

From design to implementation.

**#SaveKidsLives** was designed, implemented and managed by **YOURS** and the Fia Foundation, with guidance and support from the World Health Organization.



## CONCEPTUALIZATION

In October 2014, the **YOURS** team started with initiating a child consultation among 150 children around the world. The results of the consultation, combined with the views of expert were turned into the **#SaveKidsLives** campaign strategy. Here, strategic elements were mapped and conceptualized into a multi-faceted, highly participatory campaign targeting decision makers.

**YOURS** pitched the concept of **#SaveKidsLives** to the United Nations Road Safety Collaboration. The UNRSC endorsed and adopted the proposal as the official campaign of the Third UN Global Road Safety Week.

## DESIGNING

**YOURS** was responsible for turning the campaign's message into a functional, interactive and highly visible brand. We were responsible for designing the campaign's trademark logo, all other visuals, as well as the website that hosted the campaign. This took life at [www.savekidslives2015.org](http://www.savekidslives2015.org) and presented the **#SaveKidsLives** message in a coherent and user-friendly structure.

## PROMOTING

Building on from design, **YOURS** presented the campaign at a number of key events to build it's brand visibility and invite the wider public to support. Presentations were made in front of stakeholders at the UNRSC, Safe Kids Global Summit in Washington DC, Child Road Safety in the Americas in Costa Rica, as well as various webinars introducing private sector stakeholders to the campaign.

Promotion of the **#SaveKidsLives** campaign included regular communication with supporters via monthly newsletters, highlighting milestones and events. **YOURS** was also responsible for setting up the campaign's social media outreach on Facebook and other social media channels.

## MANAGING

General management of the campaign was also one of **YOURS'** responsibilities. We managed the website's updates such as regular news stories, translations, campaign features and milestones.



# 2<sup>nd</sup> High Level Conference on Road Safety in Brasilia, Brazil

On 18-19 November 2015, for only the second time in history, ministers of transport, health and interior and their representatives convened in Brasilia, Brazil to address the global road safety crisis. The 2nd Global High-Level Conference on Road Safety gathered 2200 delegates from more than 110 countries. The Conference adopted the “Brasilia Declaration on Road Safety”, which will guide action through the end of the UN’s Decade of Action for Road Safety 2011-2020 and beyond. YOURS was involved in the following activities:

## RATIFICATION OF THE BRASILIA DECLARATION FOR ROAD SAFETY

The Global Youth Network for Road Safety was involved in ratifying the Brasilia Declaration. More than 20 young people from 6 regions offered their input on the declaration, which was later, adopted in Brasilia on the 19<sup>th</sup> November.

## SIDE-EVENT ON ROAD SAFETY FOR CHILD AND YOUTH

**YOURS** took the lead in organizing a side-event which focused on the global and regional perspectives on road safety for children and youth. It built the case for active youth involvement in road safety and highlighted effective, evidence based road safety solutions for children and youth around the world. Afterwards, participants were inspired and enabled to kick-start their own children and youth road safety initiatives. Above all, the event offered a networking opportunity, and it was a resounding success being one of the most attended side-events in Brasilia.



The coalition of delivery partners were brought together by **YOURS** and included: The Child Injury Prevention Alliance, AAAM - The Association for the Advancement of Automotive Medicine, AIP Foundation, Amend, FIA Foundation, Fundacion MAPFRE, Michelin, RTIRN - Road Transport Injury Research Network, Vida Urgente and Safe Kids Worldwide. Key-speakers were: the Senegal Minister of Infrastructures and Ground Transportation, Mr. Mansour Elimane Kane and the Hon. T. Bella Dinh-Zarr, the Vice Chairman of the National Transportation Safety Board of the USA.

## CLOSING CEREMONY FEATURED SPEECH

Building on the advocacy in the Side-Event, Director of **YOURS**, Floor Lieshout was invited to deliver a speech in the closing ceremony of the Global Conference in front of the world’s road safety decision makers. The speech was described as a powerful ode to the plight of children and youth on the world’s roads. We urged governments for a revolution for action on road safety. Surely we must look to young people to lead and energize this revolution. The statement stressed the importance of meaningful youth participation from the start.

# Consultations on Adolescent Health by WHO

YOURS took part in two consultations by the World Health Organization's Adolescent Health Department in Geneva, Switzerland and Johannesburg, South Africa. As part of a consultation on determinants for adolescent health, we joined a range of youth leaders from sexual and reproductive health to substance abuse and brought global road safety issues to the table. The WHO consultation contributed to the forthcoming report on Global Strategy for Women's, Children's, and Adolescents' Health as well as a youth scorecard on health determinants. The report also served as recommendations to the United Nations health stream for the Global Goals.

# Global Youth Champions for Road Safety

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. Regional champions are shaping the various regions and act as first focal points for youth interested in road safety action.

## 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. Therefore we have youth champions to help spread the message and lead by example. We ask our Youth Champions to talk to their peers and run programmes where other youth can receive youth friendly information about the potential risks and the alternatives. We believe that a peer-to-peer communication is highly effective in terms of getting the message across.

## THE REGIONAL CHAMPIONS

The Regional Champions represent 10 regions of the world. The group works to be closer to young people on the ground, to offer regional support, resources, opportunities and are integral in **YOURS'** work to develop youth capacities in road safety.

In 2015, the Regional Champions have worked diligently to represent global youth and road safety issues on a regional level and represented **YOURS** at a range of events across the world.

## NATIONAL YOUTH CHAMPIONS FOR ROAD SAFETY

In 2015, **YOURS** has recruited national youth champions in Anglophone Africa and The Caribbean regions.

### BRIAN'S COLUMN

A regular column written by global youth champion Brian Mwebaze has become a popular feature on the **YOURS** website. His regular articles offer a thought-provoking take on youth and road safety issues in low and middle-income countries and explore opportunities that youth can take around the world.



# Our Award Winning Capacity Development Programme Empowering Youth

In the past years, the **YOURS Capacity Development 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, Kenya, Oman and Saint Lucia, **YOURS** is able to provide youth-friendly, highly interactive and dynamic short-term workshops for young people, as well as sustainable long-term programs. **YOURS** developed 20 training modules that are building blocks, which makes the training highly flexible and easy to tweak to the local needs. The programme builds on the **Youth and Road Safety Action** published in 2012, which is recognized globally as a 'great introduction to global road safety' by the **World Health Organization** and the **Centers for Disease Control and Prevention**.

## AN AWARD WINNING PROGRAMME

In June 2015, the **YOURS** Capacity Development Programme was awarded the 'Best Road Safety Initiative Award' as part of the 2014 Fundacion MAPFRE Social Awards. These international prizes recognize people and institutions that have made outstanding contributions for the benefit of society. This year there were over 450 nominations. The Award came with a grant of 30,000 euros. Her Majesty Queen Sofía of Spain chaired the Award Ceremony on the 18th of June at the prestigious Casino of Madrid and officially handed over the award to **YOURS**.

## BELIZE: A CASE EXAMPLE OF SUSTAINABLE CAPACITY DEVELOPMENT

One of **YOURS'** big successes in capacity development was the two year programme established in partnership with the Caribbean Development Bank (CDB) and Government of Belize (GOBZ). The training fits into the Bank's wider all-encompassing road safety project, which focuses on improving Belize's infrastructure, emergency response, enforcement and education.

Back in 2014, CDB approached **YOURS** to run our signature programme to educate and inspire young people to take road safety action. This two year collaboration built a strong partnership from the ground up in Belize and was undertaken in the following phases:

### 2014 PHASE 1: BUILDING MOMENTUM AND EXPLORING LOCAL PARTNERSHIPS

In initiating the programme, **YOURS** undertook a country specific analysis, exploring key road safety issues facing the youth of Belize. We began with an inception mission to build a partnership of national and local partners including ministries in the country, local youth groups, university leaders and key statistical institutes. This mission created a promising objective; to recruit and train a group of skilled youth leaders aged 16-29 on road safety issues facing youth, with a view to reaching more than 2,000 youth face-to-face workshops across the country.

### 2014 PHASE 2: TRAINING OF FACILITATORS

In the first cohort, 15 exceptional youth leaders representing the length, breadth and diversity of Belizean youth were brought together in Belmopan, Belize. These youth underwent the **YOURS** training experience; interactive, engaging, creative and evidence based, over an intensive two week period. The training coupled road safety theory in a global and Belizean context as well as practical skills on delivering peer-led workshops. The training covered topics such as youth and road traffic injuries, the scope of the road safety problem globally and locally, distracted driving, speeding, alcohol and drug, how humans learn and peer education.

On completing the training, the 18 youth created ripples of road safety action. The youth establish their own NGO, the Belizean Youth for Road Safety (BYRS). In 6 months, they reached over 1,000 youth through their own road safety workshops and hundreds and thousands of youth with their creative campaigning.

### 2015 PHASE 3: REVIEW, EXTRA TRAINING AND COACHING.

In early 2015, **YOURS** went back to Belize to review progress and offered additional 'refreshment' training on the road safety topics covered.





Award ceremony for “**Best Road Safety Initiative**”.  
Fundación MAPFRE Social Innovation Awards - Casino de Madrid, Spain.

Here, additional training such as Leadership and Teamwork also took place. The review visit saw the facilitators in action, offered coaching and planned for future workshops.

#### **2015 PHASE 4: TRAINING OF FACILITATORS**

Following on, a second training of facilitators was undertaken with a cohort of 20 youth leaders. Here, cohort one played a significant role in orientating the group, delivered parts of the training as well as inviting them to join BYRS. On completion, cohorts one and two have continued to implement road safety workshops and have created a youth movement for road safety in Belize. In addition they also trained the new recruits of the police academy and have reached over 2,000 young people already.

#### **2016 PHASE 5: REVIEW, EXTRA TRAINING AND COACHING.**

In 2016, **YOURS** will return to Belize to review the both cohort’s progress and offer coaching to maximize the youths’ outreach efforts.

#### **TRAINING IN MARRAKECH**

Alongside the flagship programme in Belize, we used our expertise in the field of capacity development to offer training to NGOs at the 4th Meeting of the Global Alliance of NGOs for Road Safety. **YOURS** partnered with FedEx and Safe Kids Worldwide to build the capacity of organizations interested in gaining new knowledge on Fundraising. “How to “sell” your project and get funded”. Workshop in proposal writing and idea pitching. The workshop offered leads of NGOs the opportunity to learn about the NGO and Corporate Sector approach to partnership and funding explorations.



# About YOURS

**YOURS is an expert in the field of advocacy, youth participation, youth trainings and issues related to road safety for young people. We have Youth Champions for road safety all over the world, acting as change agents within their communities, coordinated by regional champions.**

## 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.

At the beginning, **YOURS** received a generous start-up grant from Michelin, who is a Founding Member of **YOURS** and have been a supporter of our work since the inception in 2009. Michelin and **YOURS** have a long-term partnership and are working together to improve the road safety for young people worldwide.

## 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.

**In order to reach the road safety target by 2020, 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.

**"The Belize programme implemented by YOURS is an excellent example of investment translating into positive outcomes. It has exceeded expectations in terms of the numbers of youth trained and the degree to which their knowledge of risks has improved."**

**Glen McCarvell**  
Operations Officer - Caribbean Development Bank



## 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 2015

### PRIVATE SECTOR

- **Michelin** – our Founding Member provided a contribution, which was part of the core funding for **YOURS** in 2015.
- **TomTom** – continued with their financial support of **YOURS** through IT Donations
- **Johnson & Johnson** – supported **YOURS** on the coordination of the **#SaveKidsLives** campaign.
- **FedEx** – supported **YOURS** on the coordination of the **#SaveKidsLives** campaign, the implementation of the Side Event on Road Safety for Children and Youth in Brasilia and assisted in distributing Action Kits to Africa.

### (INTER) GOVERNMENTAL ORGANIZATIONS

- **The World Health Organization** – partnered with **YOURS** on the implementation of the Third UN Global Road Safety Week and the youth involvement in the 2nd High Level Conference on Road Safety in Brasilia.
- **The Caribbean Development Bank** – partnered with **YOURS** to implement the capacity development programme for youth in Belize.
- **The Government of Belize** – several Ministries partnered with **YOURS** and CDB including the Ministry of Transportation, Youth, Justice and Project Management to implement the capacity development programme for youth in Belize and give ground support to the trained youth.

### NON GOVERNMENTAL ORGANIZATIONS

- **Global Alliance of NGOs for Road Safety** – worked with **YOURS** on the development of a workshop for the Alliance members during the Global Meeting in Marrakech, Morocco and the **#SaveKidsLives** campaign.
- **AIP Foundation, Amend, Road Transport Injury Research Network, Safe Kids Worldwide, The Child Injury Prevention Alliance, Vida Urgente, Safe Kids Worldwide** partnered with **YOURS** to deliver the Side Event on Road Safety for Children and Youth in Brasilia, Brazil.

## FOUNDATIONS

- **FIA Foundation** – partnered with **YOURS** on the design and implementation of the **#SaveKidsLives** campaign and its evolution from the Third UN Global Road Safety Week to the Global Goals, Post 2015 Agenda and 2nd High Level Conference on Road Safety Brasilia.
- **MAPFRE Foundation** – partnered with **YOURS** on translating the Youth and Road Safety Action Kit into Spanish and Portuguese and in organizing a road safety workshop in Madrid during the Mulafest Festival.

## COMMUNICATIONS

At **YOURS**, delivering a strong youth lead 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 2015:

<b>85</b> News stories published	<b>11</b> Newsletters sent out to subscribers	An increase of <b>40%</b> of new unique visitors to our website in 2015 than previous year
Nearly <b>100,000</b> page views on the website in 2015		<b>18-34</b> demographic visit our website the most
Exponential growth of followers and supporters on social media  <b>50%</b> increase		<b>Increase of influence</b> on Facebook and Twitter with wider reach, interaction and virality of posts compared to 2014.





# Accountability

## REGISTRATION

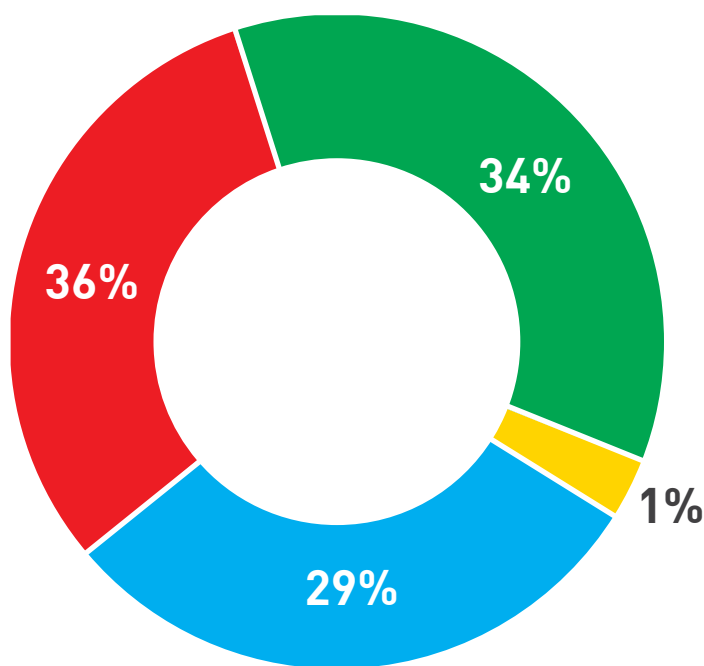
Stichting **YOURS** – Youth for Road Safety is officially registered in Amsterdam, The Netherlands as a global not-for-profit and non-governmental organization for youth and road safety under the Chamber of Commerce number 34368904. YOURS management is governed by a Supervisory Board (chair Dr. Wim Rogmans). 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

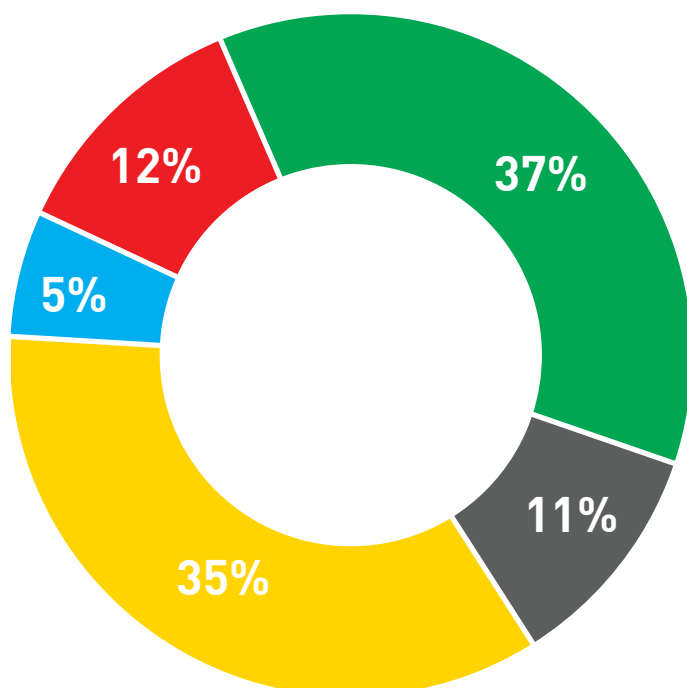
We take a zero tolerance approach to bribery and fraud and this is set out in our Anti-bribery and Corruption Policy adopted by the Supervisory Board in December 2015.

# Finance 2015



## Income (€ 184,389)

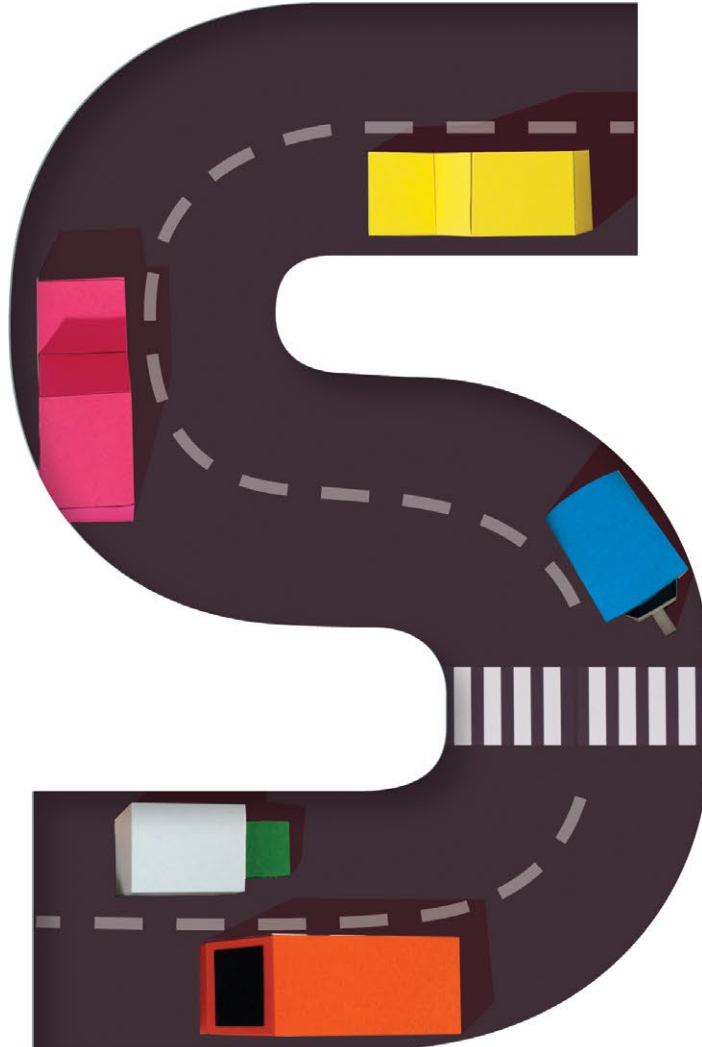
- Corporations
- Bilateral and Multilateral Agencies
- Others
- Foundations and Non-profit Organizations



## Expenditure (€ 157,504)

- Capacity development
- Fundraising
- Network coordination and information sharing
- Advocacy
- Support and indirect project costs

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:

