



UNLEASHING THE POWER OF YOUTH

Annual Report 2016



Foreword

Dear friends and supporters,

2016 marked the starting point to reach one of the most ambitious and challenging targets within the entire Global Goals: by 2020, halve the number of global deaths and injuries from road traffic accidents. Governments signed up for this, and it is our duty as civil society to ensure they keep their promise. We continue to ask youth champions around the world to urge their government to make their action plans to reach the target public, and to take real action for road safety.



This also reflects within the very successful **#SaveKidsLives** campaign. Together with the other members of the campaign team, we developed the 2020 Action Agenda. And with the support of more than one million people, we now put forward five simple interventions that can save children's lives.

On 15 April 2016, YOURS witnessed the United Nations General Assembly debate on global road safety culminating in the passing of a new UN Resolution: Improving Global Road Safety. Together with the Global Goals target and the appointment of the UN SG's Special Envoy for Road Safety; it seems that road safety now has the attention of world leaders. That is a big step forward for our field. The question today is how to translate this global recognition into real local implementation? When will we see the difference on our roads?

I am convinced we can't wait for these global initiatives to land from the sky. More than 1000 young people under the age of 25 years are dying every day. Action must be taken now and let's start with ourselves, before we point to somebody else. Therefore I am happy to see that youth and the wider NGO community are bolstering up. Empowerment is key and YOURS celebrated two

big achievements in 2016 in this area: we returned to our ground-breaking youth empowerment work in Belize and assisted the Global Alliance of NGOs for Road Safety in developing and implementing their Alliance Academy.

Furthermore, we are preparing a youth empowerment programme in South Africa that will start in 2017. This is really exciting and we are looking forward to work on this project with the South African Government and our close partners the Michelin Foundation and GRSP South Africa.

Finally, I am very happy to welcome Dr Adnan Hyder to our Supervisory Board. His credentials in the global road safety field are unmatched and I am delighted to see such a renowned practitioner supporting our cause. Finally I need to thank all of our sponsors, youth champions, supporters and friends around the world for another fruitful year of collaboration.

A stylized, handwritten signature in white ink that reads "Lieshout". The signature is enclosed within a white, hand-drawn rectangular frame that has a diagonal line crossing it.

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

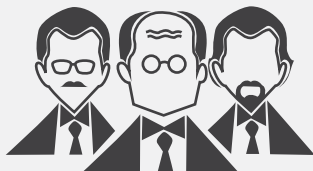
For Sustainable Development

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

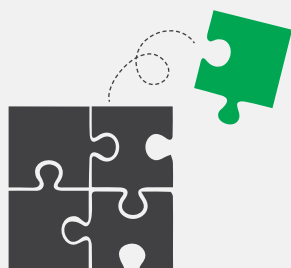
The main challenges in this area we see, are:



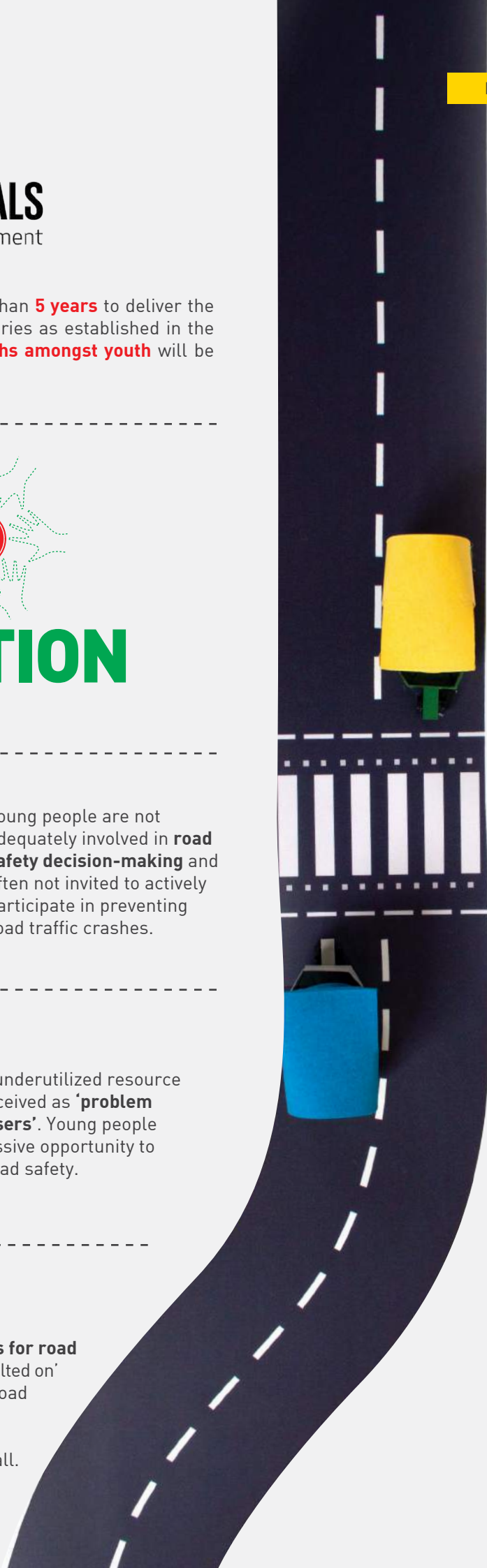
Young people are not adequately involved in **road safety decision-making** and often not invited to actively participate in preventing road traffic crashes.



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.



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.



Supporting policy-makers

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

Global Advocacy

NEW INTERACTIVE WEBSITE LAUNCHED



Keeping up with the latest technology and rebranding our online presence, we spent a considerable time in early 2016 to create a brand new website. Our website is accessed by thousands of young people interested in taking road safety action all around the world. It is also accessed by stakeholders in road safety keen to engage with young people but may not know where to start.

The new **YOURS** website underwent a fresh new theme. With young people and stakeholders in mind, we created easy to access resources, information on youth and road safety issues and a platform for young people to become youth road safety champions globally. We took our presentation to a fresh approach doing away with our old website (which was cutting edge in 2008). Our new website is interactive, engaging and packed full of information on youth and road safety action.



The **YOURS** website 2.0 continues to be a platform for young people to showcase their actions through columns, news stories and features. We have created a highly responsive experience, taking our road safety communication to a new level but don't just take our word for it, check it out for yourselves at www.youthforroadsafety.org.

UNITED NATIONS ROAD SAFETY COLLABORATION (UNRSC)

We continued our active membership of the UNRSC bringing the youth voice to the highest level of road safety decision-making. In 2016 we participated in gatherings and worked directly with UNRSC partners on global efforts.

UN GENERAL ASSEMBLY

In 2016, we were in attendance at the UN General Assembly to witness the calling for the Fourth United Nations Global Road Safety and acknowledgement of the Global Goal of halving road traffic deaths by 2020.

As road safety is placed higher in political agendas around the world, it remains crucial to speed up actions, interventions and efforts to improve road safety for young people, and for all.

FOURTH UNITED NATIONS GLOBAL ROAD SAFETY WEEK (UNGRSW)



In 2016, we formed a UNRSC Working Group to begin the groundwork for the Fourth UNGRSW. Building on the concept of the Fourth Week, in November, we presented the idea of a UN Week online platform to the UNRSC. This platform will showcase and capture attention towards concerted global road safety action around forthcoming UN Weeks. This concept built on from the unprecedented success of the [#SaveKidsLives](https://www.youthforroadsafety.org/campaigns/save-kids-lives) campaign, placing all weeks together in a stand-alone legacy and action driven website.

As chair of the Working Group, we continue to work with the World Health Organization to assist efforts for the Fourth Week, which focuses on speed management. Our role includes the building of the online platform to host previous and future Weeks, create branding around the weeks, plan for activities for the next Week and assist in its coordination. The 4th UN Week is scheduled for the 8-14th May 2017 with the tagline; Save Lives: [#SlowDown](https://www.youthforroadsafety.org/campaigns/save-lives).

GRSP AFRICA ROAD SAFETY SEMINAR

Also in 2016, we joined the Africa Road Safety 2016 seminar marking the 5th GRSP road safety event in Africa since 2012. The event this year was held in Durban, South Africa.

Under the banner, **'The Challenges for Communities, Cities, Companies and Countries'**, GRSP and partners brought together 120 stakeholders from more than 20 countries representing government, civil society, research bodies and the private sector for a comprehensive event comprising a range of stimulating capability building workshops, keynote addresses, high level panel discussions and plenary sessions over two full days.

We were involved in the youth workshop focusing on how we can activate young leaders to take responsibility for road safety as advocates, youth ambassadors and key actors. Also in South Africa, we met with local and national stakeholders to explore a potential capacity development programme in the country.



THE #SaveKidsLives CAMPAIGN

At the forefront of this campaign is the Child Declaration for Road Safety. The Child Declaration, demands action to make the world's roads safer for everyone - starting with children.

By 2016, the **#SaveKidsLives** campaign had amassed over 1 million signatures in support of the Child Declaration. A huge global movement was born. The 1 million signatures were delivered to global leaders at the 2nd High Level Conference for Road Safety in Brasilia, Brazil.

In collaboration with other members of the campaign team, we continued to help coordinate the global **#SaveKidsLives** movement. In 2016, the campaign orientated towards a new focus; the 2020 Action Agenda. The campaign aligned with the new Global Goals for Sustainable Development in calling for key actions steps to help reach the 2020 target of halving all road traffic deaths.

It continued to equip campaigners with the skills, knowledge and steps needed to call on decision makers to enact 5 key steps to keep children safe. The 2020 Action Agenda continues to take an approach that focuses on road safety for all, starting with children.

We worked with our partners to develop the new 2020 Action Agenda alongside new actionable steps, an entire website update with promotion via social media and on the ground.

Five steps to **#SaveKidsLives** in the 2020 Action Agenda:



1

A safe journey to school for every child including safe roads and speed management around every school.



2

Safe school transport including seatbelts on all school buses.



3

Motorcycle helmets for all children where two-wheelers are the main family transport.



4

Vehicles safe for children and action to promote child restraints.



5

Enforcement and action against drink-driving.

TOWARDS 2017

With preparations in place for the 4th United Nations Global Road Safety Week in place, we will continue in 2017 with the development of the platform and translating the strategy into action. We will continue to support the **#SaveKidsLives** campaign and follow-up on the South Africa project.

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 coordinators 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 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.



NATIONAL YOUTH CHAMPIONS FOR ROAD SAFETY

YOURS continues to work with national youth champions in Anglophone Africa and The Caribbean regions.

Over on our website, young people have been signing up to Join the Movement from all across the world. Over 200 youth website visitors pledged to become road safety champions simply by educating themselves on information on the website and signing up. Next is a great example of youth action in Brazil:

BRAZIL

Our long standing youth champions from Brazil, Vida Urgente released a new video to mark their 20th year of operation as one of the foremost youth organizations working in the field of road safety in the region. Their new video entitled, **'Dad's Ride'** is both realistic, touching and memorable, highlighting the reason why the organization was set-up in the first place. The video is focusing on the reality of drink driving. It is an emotional reminder of the impact drink driving has on parents. We ask you to watch it and share it with your friends and family. You can find the video on Youtube by searching for **"Vida Urgente - DAD'S RIDE"**.



2017

In 2017 we will be reviewing the Global Youth Champions structure to offer our champions better opportunities and information.

Youth Empowerment Programme

In the past years our youth 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 for example 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.

The YOURS Capacity Development Programme has been awarded the **'Best Road Safety Initiative Award'** as part of Fundacion MAPFRE Social Awards.

ACTION KIT TRANSLATED INTO 3 LANGUAGES

Young people have picked up our English Action Kit on every continent of the world to learn about the road safety crisis facing young people and start to take real action in their local communities.

A need for translation was realized in 2016 with a request for more Action Kits to be made available to young people in the Latin Americas. In partnership with Fundacion MAPFRE, the Action Kit was translated into Spanish and Portuguese.

During the same time, the Action Kit was also translated into Farsi (Persian) in Iran by TAC Iran to support their work with young people in road safety.

These translations make the action ever more accessible to young people particularly in non-English speaking regions of the world. The Action Kit reached big audiences in Iran in 2016 with over 1500 prints and distribution to young people in the country.

The translated Action Kits are available to download free at the **YOURS** website: www.youthforroadsafety.org.



Spanish Version



Portuguese Version



Farsi Version

ALLIANCE ACADEMY – THE ALLIANCE ADVOCATES TRAINING



A big partnership in 2016 was with the Alliance Academy. The Alliance Academy was founded by the Global Alliance of NGOs for Road Safety and FedEx, who invested in developing capacities of road safety non-governmental organizations (NGOs). The Global Alliance of NGOs for Road Safety represents hundreds of NGOs around the world that advocate for road safety action and victims globally.

We partnered with the Alliance to play a role in developing the training for the Academy. Our partnership to the programme was based on our years of expertise in workshop facilitation and informal road safety education. Our role within this programme was to develop a programme aimed at road safety NGOs and train a group of diverse road safety advocates from all across the world.



In collaboration with the Alliance and FedEx, we put together course content including theoretical content, training materials, resources, handouts, training maps and their actual delivery. We also assisted with the recruitment of global advocates to the Alliance Academy Training, whereby 15 advocates were chosen from around the world.



The programme covered a comprehensive approach to road safety advocacy campaigning in five key risk areas. The Academy covered a range of topics to equip "Alliance Advocates" with a toolset of skills including; strategic planning, communications, coalition building, talking with decision makers to personal and professional skills such as presentation skills, communicating a message and branding.

YOURS delivered the Alliance Academy training in at the FedEx headquarters in Memphis, Tennessee, USA from 23rd August to 1st September 2016.



QUOTES

*"Conducted at FedEx World Headquarters in Memphis, TN, the training was part of the Alliance Empowerment Program, sponsored by FedEx. The Program is designed to increase the capacity of road safety NGOs around the world to more effectively advocate for road safety and to successfully carry out road safety programs around the world. **YOURS** delivered a powerful program that resulted in action plans being developed by the participants to carry out in their home countries upon their return."*

Shane O'Connor

Communications Advisor, FedEx Global Citizenship

*"We asked **YOURS** to take lead on developing an advocacy training course. They developed the training objectives, content and learning outcomes in consultations with the Alliance and fellow Alliance members. The result is a powerful advocacy training that Floor and fellow Alliance members delivered very efficiently."*

Lotte Brondum

Global Alliance of NGOs for Road Safety, Admin Director



"The training was absolutely great". My organisation has now been fully equipped to take on advocacy issues a notch higher, which we were not able to do so before because we did not have the know-how. A huge thank you to FedEx and the Alliance for such a wonderful opportunity."

Chiedza-Adelaide Mavengere

Childsafe South Africa - Alliance Advocate



BELIZE FINAL REVIEW REPORT

From 8-15th November 2016, we conducted our final review in Belize to evaluate the progress made by YOURS trained facilitators and the overall impact of the two year programme. This **'Youth and Road Safety Project'** was delivered in collaboration with the Road Safety Project Management Unit at the Government of Belize and the Caribbean Development Bank.

The youth trained in Belize formed BYRS – Belizean Youth for Road Safety in early 2016 and consist of 32 youth members. To date the group have reached over 2000 youth in Belize through more than 80 workshops across the country. This surpasses the initial target set and these road safety youth leaders continue to be passionate and actively involved in road safety campaigning.

In addition to workshops, BYRS continues to build impact and a credible road safety brand through regular appearances in the news media. They continue to attract young people to a road safety message through PSAs, social media and interaction at expos, conferences and concerts. In 2016, the group engaged further with stakeholders in road safety and secured a contract with a Belizean energy company to train 1000 more youth in the country.



Looking at the data collected from the trained peers we can see an overall improvement of knowledge on road safety topics as defined by the Evaluation Officer. Young people who have undergone the workshops run by BYRS illustrate a positive change in attitudes towards road safety.

For example, of the 2000 youth trained by BYRS in road safety workshops, pre and post workshop questionnaires were conducted, we saw shifts in knowledge and intentional behaviour, such as:

KNOWLEDGE

- **BEFORE** the workshop just over 50% of youth understood that road traffic crashes are the biggest killer of young people globally. **AFTER** the workshop, nearly 90% of youth understood this fact.
- **BEFORE** the workshop, around 40% of youth understood that after alcohol enters your blood it only takes 10 minutes to reach your brain. **AFTER** the training 80% of youth understood this fact.
- There was a similar shift in knowledge on questions related to speed and distracted driving.

BEHAVIOUR

- **BEFORE** the workshop around 50% of youth expressed that they 'respect the traffic laws of the country' compared to 85% expressing that they would respect traffic laws **AFTER** the training.
- **BEFORE** the training, over 50% of participants didn't think that 'driving under the influence of alcohol, even in small amounts is dangerous'. **AFTER** the training nearly 70% of youth agreed that it is dangerous.
- Positive shifts towards **'slowing down'** and reducing distracted driving were also recorded.

QUOTES

"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



"The project has been very comprehensive and took into account the Safe System Approach. It has enabled young people to share knowledge of road safety in their modus operandi; fun, engaging and informative."

Ms. Pamela Scott

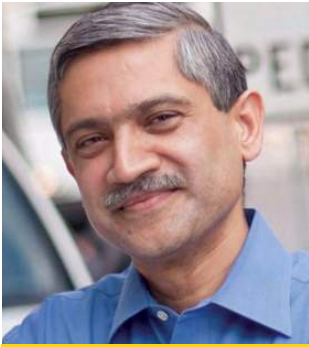
Project Manager of the Belize Road Safety Project (PMU)



About YOURS

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NEW ADDITION TO SUPERVISORY BOARD



Dr. Adnan Hyder



Dr. Wim Rogmans

We are delighted to welcome Dr. Adnan Hyder of Johns Hopkins University to our Supervisory Board. He strongly supports the global youth movement for road safety in order to reduce the number of lives lost in their communities due to road traffic injuries. As the director of an innovative injury research unit in a globally acclaimed research university, he leads a team of experts to conduct breakthrough research on injury prevention in developing countries. Dr. Hyder will join long-standing board member and support of YOURS, Dr. Wim Rogmans (Chair). In 2017, we plan to fill our final position on the board to compliment the governance of the organisation.

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 Nation 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.

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 2016

PRIVATE SECTOR

- **Michelin** – our Founding Member provided a contribution, which was part of the core funding for **YOURS** in 2016.
- **TomTom** – continued with their financial support of **YOURS** through IT Donations.
- **Johnson & Johnson** – supported **YOURS** on the development of our new website that is an important tool for our advocacy and sharing information.
- **FedEx** – hosted the Alliance Academy at their HQ in Tennessee, USA and supported our partnership with the Global Alliance of NGOs for Road Safety.

(INTER) GOVERNMENTAL ORGANIZATIONS

- **The World Health Organization** – partnered with **YOURS** on the continued implementation of the **#SaveKidsLives** campaign as well as preparation for the Fourth United Nations Global Road Safety Week scheduled for May 2017.
- **The Caribbean Development Bank** – partnered with **YOURS** to implement the the final in-country capacity development programme for youth in Belize.
- **The Government of Belize** – partnered with **YOURS** and CDB to implement the capacity development programme for youth in Belize and give ground support to the newly formed NGO - BYRS - Belizean Youth for Roads Safety.

NON GOVERNMENTAL ORGANIZATIONS

- **Global Alliance of NGOs for Road Safety** – worked with **YOURS** on the development of their signature empowerment programme, the Alliance Academy to train global advocates in road safety. This took place in partnership with FedEx.

FOUNDATIONS

- **FIA Foundation** – partnered with **YOURS** on the continuation of the **#SaveKidsLives** campaign and its evolution into the 2020 Action Agenda.
- **MAPFRE Foundation** – partnered with **YOURS** on translating the Youth and Road Safety Action Kit into Spanish and Portuguese.

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 2016:

80 News stories published	10 Newsletters sent out to subscribers	An increase of 45% of new unique visitors to our website in 2016 than previous year
Over 100,000 page views on the website in 2016		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 2015.

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

REGISTRATION

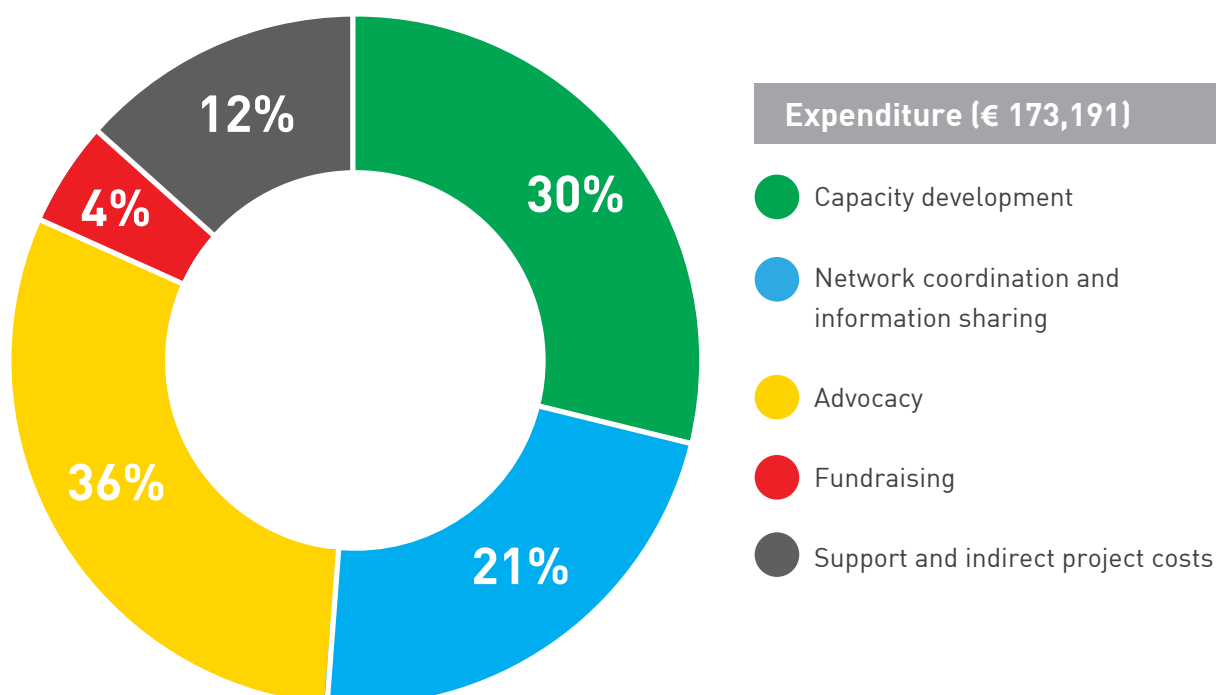
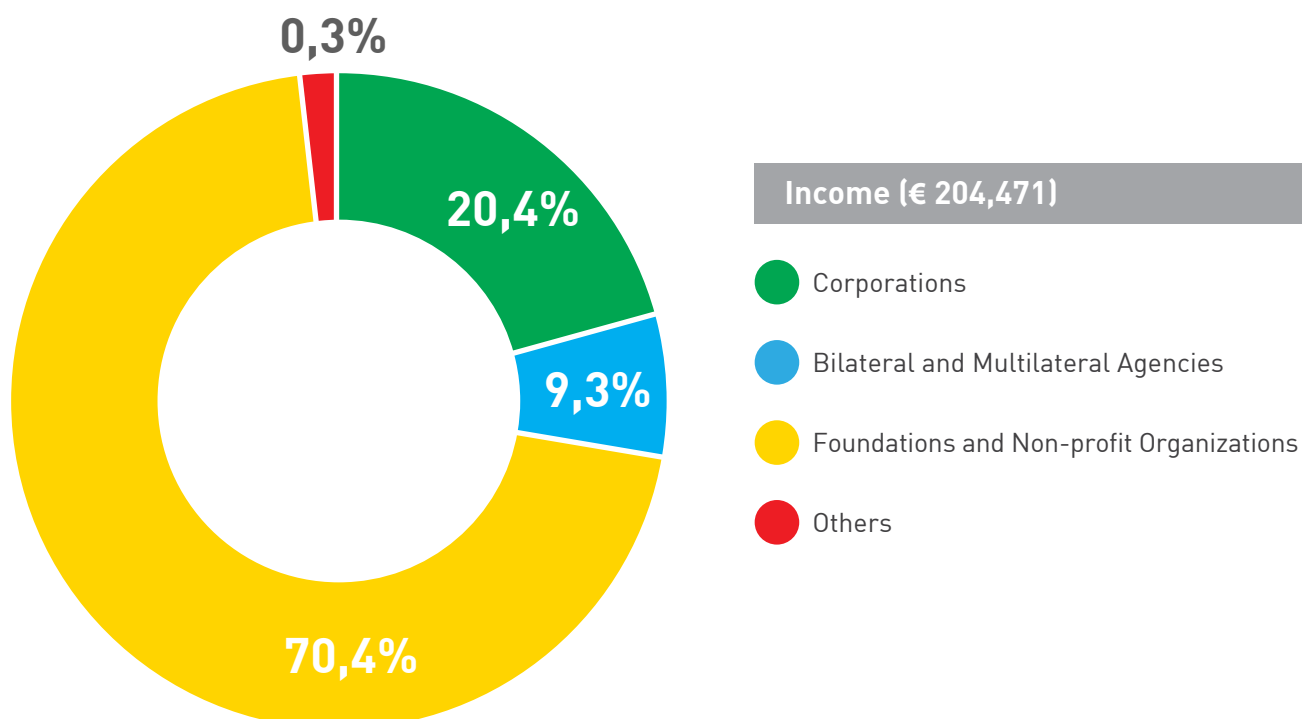
Stichting **YOURS** – Youth for Road Safety is officially registered in Amsterdam, The Netherlands as a global not-for-profit and non-governmental organization for youth and road safety under the Chamber of Commerce number 34368904. For further information, the by-laws (Dutch) are available and can be 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 2016



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:

