



# INVESTING IN YOUTH AS THE FUTURE

Annual Report 2017



# Foreword

Dear friends and supporters,

It has been a decade since the UN World Youth Assembly for Road Safety, which marked the first UN Global Road Safety Week in May 2007. Back then, road traffic crashes were proclaimed to be the number one health concern to young people globally, with over 1000 young lives lost on our road daily.

Ten years later, the reality remains and in some places, road traffic crashes have increased. The youth of the world continue to pay the highest price for mobility and it is clear that there are gaps in the road safety system. That is why we are ramping up new efforts to include youth. We will push harder for young people to be structurally part of the system; to work with young people in the earliest phases of policy making all the way through to the planning, implementation and evaluation. We are pleased to announce that we will be producing a set of papers to this aim to guide decision makers globally.

Reflecting on 2017, major milestones have been achieved. We successfully facilitated the design and delivery of the Fourth UN Global Road Safety Week in May under the leadership of the World Health Organization and in partnership with the United Nations Road Safety Collaboration. The theme of **#SlowDown** culminated in one of the most successful UN Road Safety Week so far.

In South Africa, we worked with our Founding Member Michelin and the Global Road Safety Partnership to deliver the first South African Youth Ambassadors Training. We trained 20 passionate youth leaders who will disseminate strategic road safety messages in their communities.

In August, we continued our partnership with the Global Alliance of NGOs for Road Safety to deliver the second Alliance Advocates training at the FedEx Global Headquarters in Memphis, USA. 15 NGO leaders from across the world underwent our intensive but interactive advocacy training and have already embarked on enacting change in their home countries.

In 2018 we will continue our work in South Africa as well as deliver a regional Alliance Advocates programme in Africa. In 2018, you can expect to see new thinking in terms of youth participation in road safety through our papers as well as our continued work to empower youth in road safety.

Finally I want 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, irregular frame that resembles a speech bubble or a stylized 'L'.

**Floor Lieshout**  
Executive Director

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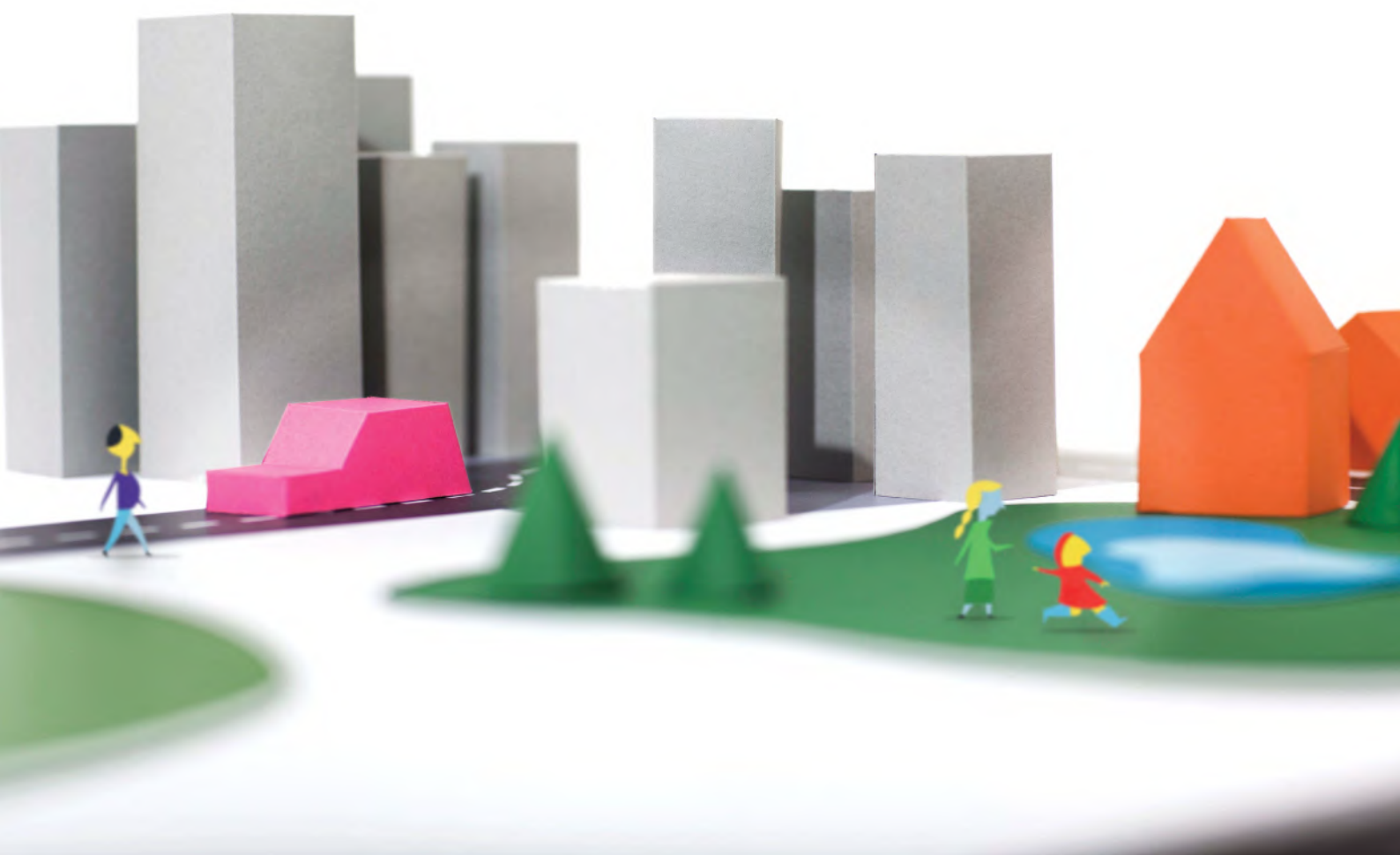
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# Challenges



Globally there is a lack of meaningful

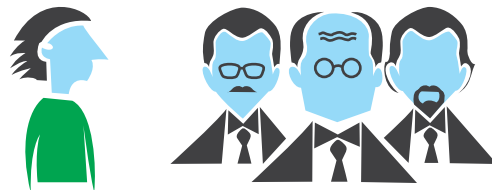
## YOUTH PARTICIPATION

The main challenges we see in this area are:



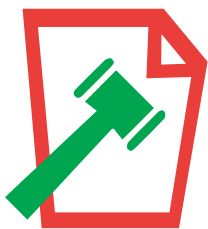
## PERCEPTION

Youth are often perceived as '**problem young road users**'. There is a lack of awareness that young people present a massive opportunity **to be active** in road safety.



## PARTICIPATION

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



## POLICY-MAKING

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.



## POTENTIAL

Youth are an underutilized resource. If given the opportunity and taken seriously, young people can make real meaningful action in all areas of road safety as beneficiaries, partners and leaders.

# 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 the 2020 targets. Is there a 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 coordinators.

### IN GENERAL WE HAVE THREE PILLARS OF WORK:



# 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 involve young people meaningfully in road safety decision-making, initiatives and efforts.



# 3

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

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



# Global Advocacy

## 5TH MEETING OF THE GLOBAL ALLIANCE OF NGOS FOR ROAD SAFETY



At the Global Meeting, **YOURS** took part in a number of pre-meeting workshops to share information about the global youth and road safety movement as well as share insights into how organizations can work more sustainably.

We were involved on the panel how NGOs can work with Multi-Lateral Banks. The panel included: Marc Shotten, Global Road Safety Facility, World Bank, Holly Kranbec, World Bank, Asia division, Lee Lambert, Asia Development Bank, Betty Omoro, Safe Drivers, Kenya, Bright Oywaya, Asirt-Kenya and Manpreet Darroch, **YOURS**.

As part of the example showcase of successful NGO partnership with multi-lateral banks, our Communications Officer, Manpreet Darroch presented on our successful partnership with the Caribbean Development Bank. The presentation focused on how **YOURS**, as an NGO specialized in workshop education with youth formed part of the 'educational element' of a wider program in Belize.

Additionally, we joined with the leaders of the workshop, the Asian Development Bank, to build capacity on youth participation in road safety. The workshop, entitled "Youth and Road Safety", heard a multitude of ideas of how youth can drive change for road safety across Asia and the world and encouraged 'meaningful participation' in road safety.

Also at the global meeting, our Communications Officer Manpreet Darroch compared the conference meeting and Floor Lieshout ran a plenary session on the United Nations Global Road Safety Week.





## FOURTH UN GLOBAL ROAD SAFETY WEEK (UNGRSW)



On 8th-14th May 2017, the global road safety community celebrated the 4th United Nations Global Road Safety, which focused on speed management. The Week operated under the tagline “Save Lives **#SlowDown**”, to enact real action on speeding on a global and local level.

The campaign focused on three key solutions to reduce speeding: safe people, safe roads and safe vehicles. The new online platform encouraged people to pledge to **#SlowDown** as well as register **#SlowDown** Days in their local communities. Over 1000 events were registered globally. The **#SlowDown** Days encouraged people to experience a safe and quiet street, making use of the campaign’s messages, visuals and materials, to create a symbolic “slow down” of streets in cities and towns all around the world. By working with local authorities, a more sustainable push to permanently slow down roads across the world was set in motion. Hundreds of thousands more interacted on social media with the **#SlowDown** signboards.



## YOURS INVOLVEMENT IN FOURTH UN GLOBAL ROAD SAFETY WEEK



Our role in the Fourth UNGRSW was assisting the World Health Organization on the development of the strategy behind the **#SlowDown** campaign, its activities and look & feel. We created the fully functioning online platform to host the Fourth UN Global Road Safety Week as well as all previous and future weeks. We worked closely with WHO and the UNGRSW Working Group to conceptualize the functionality of the new website.

It was necessary to create a website that followed an easily navigable campaign structure as well as offering a legacy on previous weeks. We created new branding for the week including logos, look and feel of the new website, cross device responsiveness, site map functionality and interlinking to social media. We worked with a range of global organizations such as Global NCAP, iRAP and the World Health Organization to write specific content on evidence based solutions on safe vehicle, safe roads and safe road users for the Fourth Week.

We worked closely with the World Health Organization’s communications team to activate a cohort of journalists around the world to write about local success stories on speed reduction efforts.

Find out more about the UN Global Road Safety Week at [www.unroadsafetyweek.org](http://www.unroadsafetyweek.org)

## 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 2017 we participated in gatherings and worked directly with UNRSC partners on global efforts including the UNRSC meeting in Thailand.





## THE #SAVEKIDSLIVES CAMPAIGN EVOLVES INTO THE CHILD HEALTH INITIATIVE

The Child Health Initiative (CHI), convened by the FIA Foundation, issued the Declaration of Every Child's Right to Safe and Healthy Streets which comprises six articles focused on protecting children from traffic-related toxic air pollution and road traffic injury.

We attended the launch event in London in October 2017, with the tagline #EveryLife to sign the declaration and support the campaign. The Declaration calls for global leaders to sign up and commit to the protection of children who are currently using the world's most dangerous streets, to ensure they are not breathing the polluted air that is especially damaging to growing lungs, and to provide a safe and healthy journey to school for every child worldwide.

In November, the #EveryLife campaign took over from where the #SaveKidsLives campaign left off, calling for real improvements to road safety for children with an added focus on air quality and sustainable cities.



## EUROPEAN ROAD SAFETY TUNES



Part of a European Commission Project, European Road Safety Tunes (ERST) was a road safety project initiated across Europe to engage school students in road safety. The programme, which was inherently creative offered youth a chance to create music, posters, tools and videos around their own chosen road safety themes and produce outcomes illustrating a positive shift towards road safety.

We attended the European Road Safety Tunes final conference that took place in Warsaw, Poland in June 2017. The conference brought together youth from all participating countries to showcase the positive outcomes of the project. The result was an array of colourful outputs with youth using their creativity to convey road safety messages from video and art to practical road safety solutions. During the event, our Communications Officer, Manpreet Darroch took part in a panel discussion for international experts working in road safety and youth.

He said, "European Road Safety Tunes is a way of engaging young people in communicating road safety messages in Europe. **YOURS** is a big fan of creativity in road safety as young people are inherent creators. They are at the forefront of technology innovation and finding new ways to do things better, easier, more efficiently but also finding the element of fun. I think European Road Safety Tunes is a great example of how young people can create unique road safety messages that speak to other young people".



# 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.

## 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. In the past, they have been a part of the organization representing the youth voice in road safety at a regional level. In 2018, the Regional Champions structure is being reshuffled to create a more responsive and closely connected structure.



## 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.



## 2018

In 2018 we will be reviewing the Global Youth Champions structure to offer our champions better opportunities and information. If you are interested to become a Regional Champion and want to represent your region on a global level, feel free to contact us and send us your CV and motivation letter. More information about recruitment will be featured on our website.

# Empowering Youth

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 from Belize, Cambodia, Kenya, 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.

We have 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 and has been awarded the Prince Michael International Road Safety Award.

## MALAYSIA – ALLIANCE ADVOCATES REFRESHER



In March 2017, prior to the Fifth Global Alliance NGOs for Road Safety Global Meeting, we delivered a two-day training with 14 Alliance Advocates. These advocates were trained in 2016 as part of the Alliance Advocates Programme.

The training reflected on achievements since their training the previous year, reflections on challenges, fundraising, planning for the future and actively evaluating their work.



## SOUTH AFRICA – YOUTH AMBASSADORS TRAINING



From 17-21 July 2017 we delivered our first Youth Ambassador for Road Safety Training in this country.

The previous South African Minister for Transport Dipuo Peters, envisaged a National Youth Structure to involve young people in road safety, initiated the programme in 2015. This was formed around the principles of **YOURS**, to empower young people to be part of the road safety solution by building their capacities (skills, knowledge, attitudes and intentional behaviour) to improve the situation of youth on the road.

Since then, the Global Road Safety Partnership South Africa (GRSP ZA) and our long standing founding member Michelin (through the Michelin Corporate Foundation) formed a strategy to educate and activate the elected youth in the National Youth Structure for Road Safety. This was realized in the First Youth Ambassadors Training initially focused on the Province of Limpopo.

20 young leaders selected from Limpopo underwent a 5 day intensive training on road safety theory using **YOURS'** unique training methodology that couples active, youth friendly learning with key road safety knowledge.

The Youth Ambassadors, having learned a whole range of road safety topics and methods to engage their peers in their communities, will go back and filter our road safety messages using their own creativity and language contexts. Every youth participant pledged to take robust action to play their part in reducing road traffic crashes in Limpopo, a province with a particularly high rate of road crashes amongst young people.

"I've never attended a training of this calibre. I learned a lot, for the first time I sat through a whole training and never felt bored, we will take what we have learned as ambassadors for road safety back to our communities".

**Lesidi, Youth Ambassador for road safety**





The next phase of the training will see the Youth Ambassadors implement road safety communications in their community and connect their learning to road safety interventions. The Ambassadors will, among other things, be training young people in Grade 11-12 in Limpopo on the risks of the road through creative methods as well as campaign for road safety on a national level.



“The YOURS Youth Ambassadors Training really exceeded my expectations, it was wonderful to see how the youth participated. The knowledge they have gained and the enthusiasm they will leave with, we look forward to the implementation phase”.

**Dr. Pieter Venter, GRSP South Africa**





## USA – SECOND ALLIANCE ADVOCATES TRAINING

The Global Alliance of NGOs for Road Safety (the Alliance) launched its second Alliance Advocate Training Program at FedEx Express World Headquarters in Memphis in August 2017.

A group of 14 road safety professionals from 14 countries on five continents gathered for an intensive two-week program that aimed to strengthen their professional skills in advocacy, communications, project management, strategic planning, and more.

Prior to the training, each advocate identified a key road safety issue in their home country, which, if addressed effectively, could have a measurable effect on the number of road crashes that currently take 1.25 million lives around the world each year. Issues selected included drunk driving, speeding, safe school zones, and the quality of road infrastructure.

We built on the success of the previous year and further tailored the programme to meet the needs of the class of 2017. As **YOURS** was predominantly responsible for developing the entire training curriculum alongside its delivery, we worked with the Alliance to ensure the training built on the recommendations of the previous year of advocates. We tweaked, updated and created some new sessions to offer key information and skills to provide a consistently cutting edge training.

The training covered a range of topics to cover the spectrum of advocacy in road safety. It was highly interactive and educational with delegates describing it as 'life changing' and 'unforgettable'.

"YOURS trained the participants to become more effective advocates. This past August we hosted the second annual Alliance Empowerment Program training session at FedEx headquarters in Memphis. Professional staff from several departments at FedEx also provided their expertise in areas from marketing to road safety to fundraising to help increase the capacity of the participating NGOs to be more effective in their work. We are excited to follow their progress in their home countries in the months to come."

**Shane O'Connor – Communications Advisor,  
FedEx Global Citizenship**

"A focal point of the Empowerment Program has been the training of a core team of NGO advocates, the Alliance Advocates. Floor and Manpreet from YOURS have been our main facilitators for the Alliance Advocate training for two years now. We collaborate intensively throughout the preparation of the training to ensure there are clear learning objectives. They translate the learning objectives into a tailored training that uses the expertise and skills in the group. Their engaging, interactive and easy going facilitation style convey topics that otherwise can be difficult to grasp"

**Lotte Brondum – Executive Director, Global  
Alliance of NGOs for Road Safety**



## YOURS RECEIVES PRINCE MICHAEL INTERNATIONAL ROAD SAFETY AWARD

In December 2017, we were awarded the prestigious Prince Michael International Road Safety Award for our work in creating a generation of youth road safety ambassadors. The **YOURS** Capacity Development Programme has inspired and empowered young people on nearly every continent of the world to take meaningful action for road safety in their communities and beyond.

Held annually, the most outstanding examples of international road safety initiatives are given public recognition through the Prince Michael International Road Safety Awards and the winners are invited to a Gala Presentation held in London. In 2017 the **YOURS** Capacity Development Programme was recognized for its exceptional impact with young people all across the world.

The programme has developed the capacities of young people in all aspects of youth and road safety

issues. It has provided young people with the skills and knowledge needed for them to go out into their communities and deliver strong road safety messages as champions. It focuses on key evidence-based road safety theory; peer-education and campaigning. For each country we develop a 'tailor made' curriculum, focused on the needs of that specific situation. It is delivered in a unique youth friendly, brain friendly, highly interactive and energetic way. This is achieved through art, role-plays, debates, discussions, music, creative expressions such as rap and poetry, as well as in the field demonstrations.

Picking up the award in London, **YOURS** Director Floor Lieshout said, "We are delighted to have our work recognized by this prestigious award. Road traffic crashes remain, and has been the single biggest public health concern facing youth for over a decade. However, the young people we inspire and work with are doing something about it", he added.



"Our programme in Belize for example, has contributed to a real change in the country with young people setting the example for the rest of society as road safety champions. It's the young people themselves who are taking real action. We need to continue to invest in youth as catalysts of change for road safety and take them seriously in our policy-making. We thank our Founding Members Michelin and the World Health Organization for their unwavering support from the start and all other partners that make our work possible".





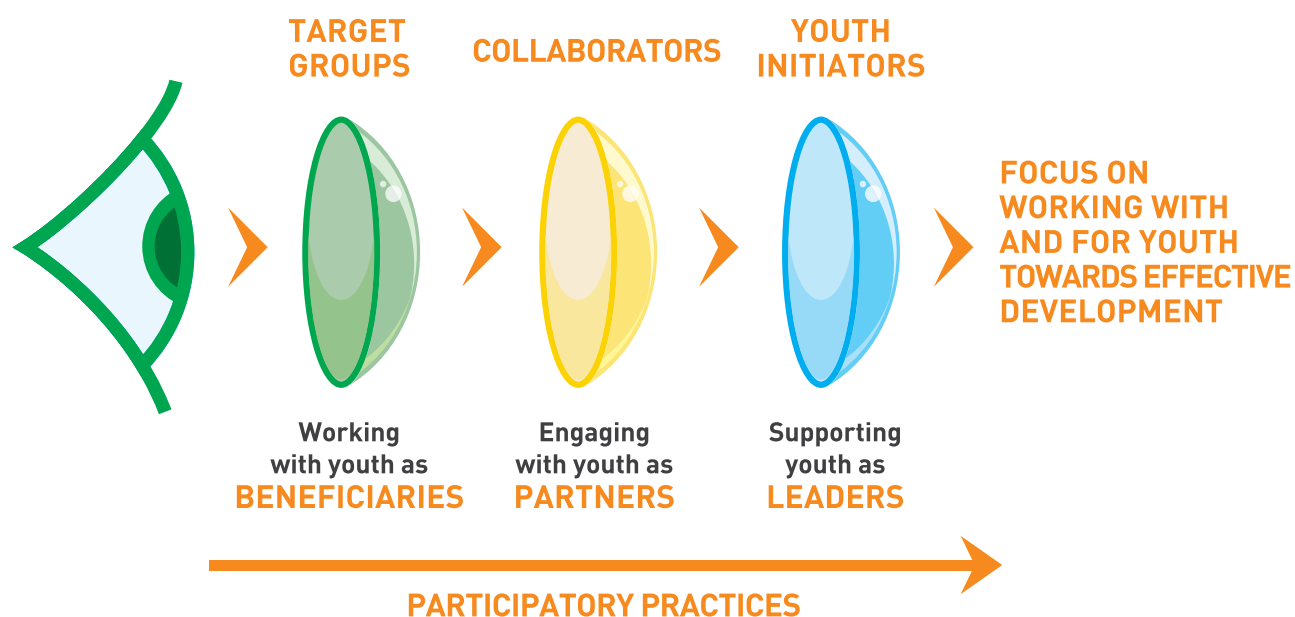
# SUPPORTING POLICY MAKERS

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 2018, **YOURS** is working on a set of papers 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 (see Table 1 for definitions). 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."

# 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 coordinators.

## 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.

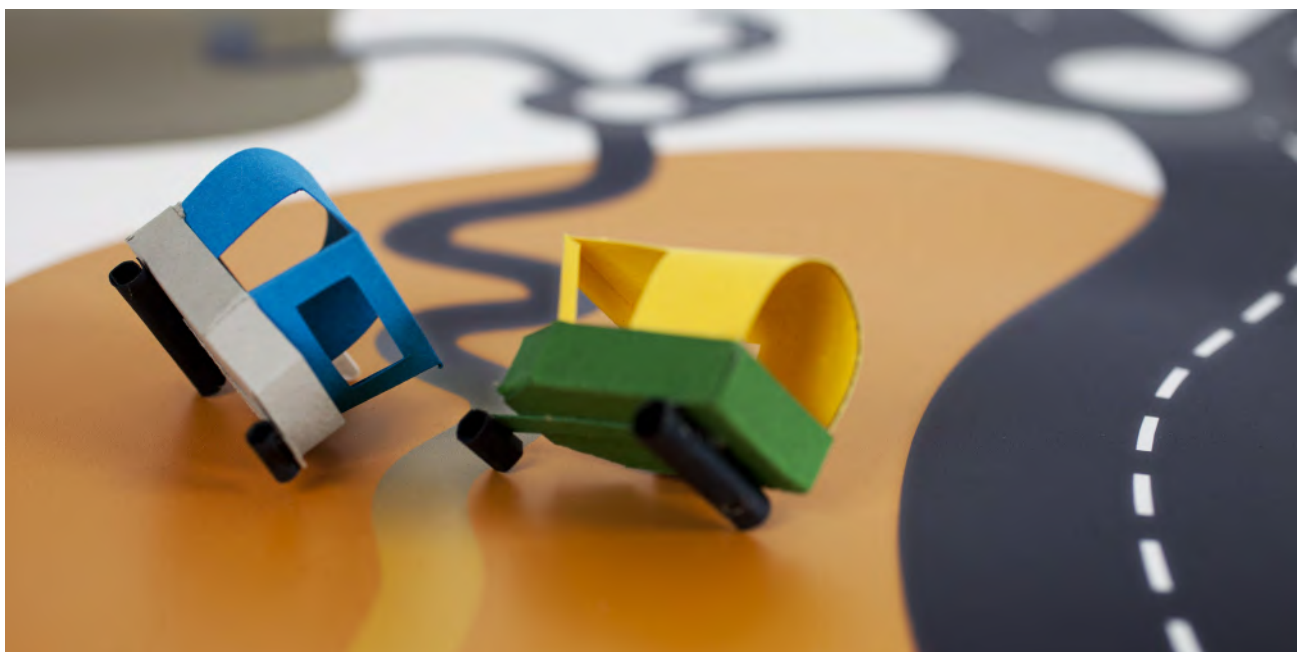
## VALUES

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



## 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 2017

### PRIVATE SECTOR

- **Michelin** – is our Founding Member and gave specific financial and organizational support for our South Africa Youth Ambassadors Training.
- **TomTom** – continued with their financial support of **YOURS** through IT Donations.
- **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 implementation and dissemination of the Fourth United Nations Global Road Safety Week.
- **The Government of Belize** – partnered with **YOURS** and CDB to implement the capacity development and in 2017, worked with us to provide continued support to the Belizean Youth for Road Safety NGO.
- **The Government of South Africa** – partnered with **YOURS** to implement the South Africa Youth Ambassadors Programme and sponsored the workshop in Limpopo, South Africa.
- **Asian Development Bank** – partnered with **YOURS** to implement the pre-meeting workshop on Youth and Road Safety at the 5th Global Meeting of the Global Alliance of NGOs for Road 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.
- **Global Road Safety Partnership** – partnered with **YOURS** to conceptualize, design and implement the Youth Ambassadors Programme in Limpopo South Africa.

### FOUNDATIONS

- **FIA Foundation** – partnered with **YOURS** on the continuation of the **#SaveKidsLives** campaign and its evolution into the Child Health Initiative **#EveryLife** campaign.

## 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 2017:

**65**

News stories published

**13**

Newsletters sent out to subscribers

An increase of **45%**

of new unique visitors to our website in 2017 than previous year

Over

**60,000**

page views on the website in 2017

**13-34**

demographic visit our website the most

Exponential growth of followers and supporters on social media

**>50%**

increase

**Increase of influence**

on Facebook and Twitter

with wider reach, interaction and virality of posts compared to 2016.

## 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) 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.

In 2018, we aim to fill the final vacancy on the Supervisory Board.

## REGISTRATION

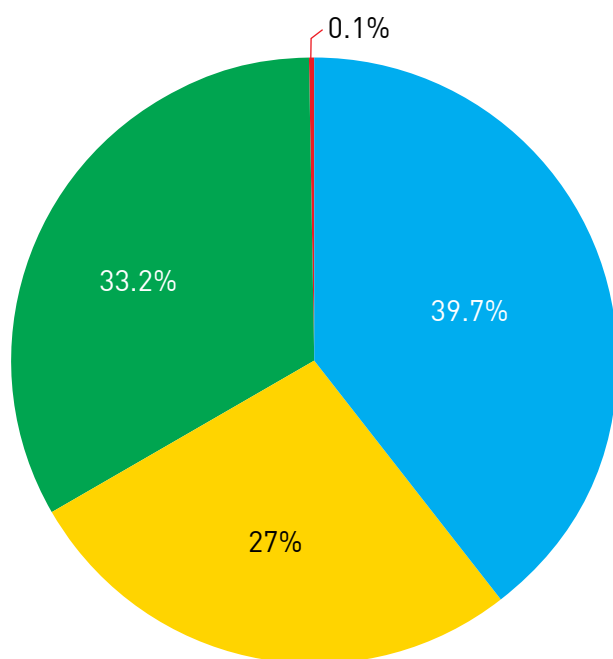
Stichting **YOURS** – Youth for Road Safety is officially registered in Amsterdam, The Netherlands as a global not-for-profit and non-governmental organization for youth and road safety under the Chamber of Commerce number 34368904. For further information, the by-laws (Dutch) are available and can be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

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

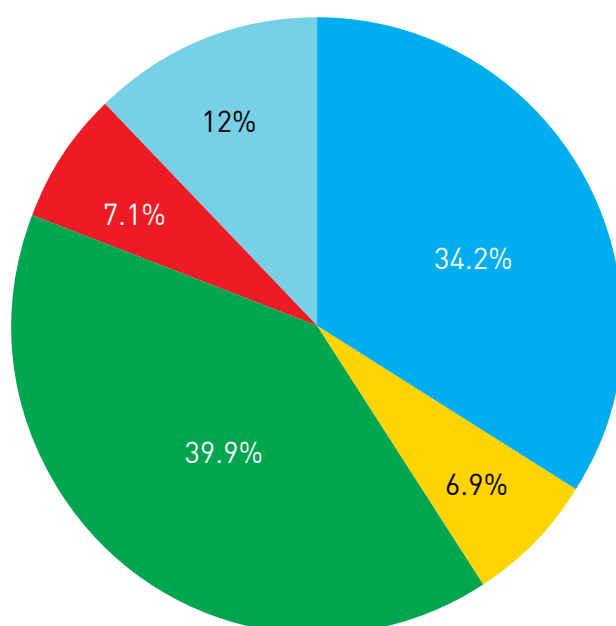
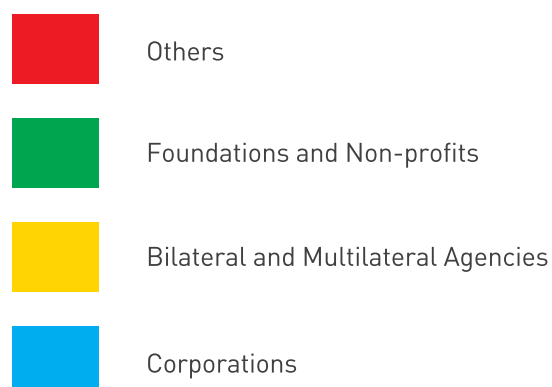
## ANTI-BRIBE AND CORRUPTION POLICY

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 2017



## Income (€169,855)



## Expenditure (€164,606)



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:



FOUNDATION



GLOBAL  
ROAD SAFETY  
PARTNERSHIP

