



YOUTH FOR ROAD SAFETY

Annual Report 2018



Foreword

Dear supporters,

I am proud to report that in 2018 we ramped up our advocacy efforts. We have been part of multiple high-level panels promoting our key-messages on youth and road safety issues. For example, together with the European Office of the World Health Organization, **YOURS** organized and chaired a session on meaningful youth participation in road safety in Malta; we were part of the Safety Conference in Thailand and joined multiple strategic initiatives around the world such as the Commonwealth Road Safety Initiative.

In 2018 the World Health Organization launched the latest Global Status Report on Road Safety. It stated that road traffic injuries are now the leading killer of people aged 5-29 years. In the past decade there has been success in providing safe mobility for young people in some parts of the world but it is clear that much more needs to be done.

When my children make a mess, I ask them to clean it up. However, this #1 global health threat to children and young people is not their mess, nor their fault. Let us please stop blaming young people for dying on our roads. **YOURS** asks for a paradigm shift in thinking. Youth pay a heavy toll for a broken mobility system and they have a right to be at a very minimum, informed about it. Besides being informed, they need to be consulted and included in developing a safer system. With the upcoming UN Global Road Safety Week mind,

I ask our road safety youth champions to **#SpeakUp** for **#RoadSafety** and start being loud. Let your voices be heard and demand a safe journey. And while you urge decision makers to do so, claim a seat at the decision-making table. You deserve to be part of the solution and ensure that your needs are being heard.

The other side of the coin is for young people to act as role models. And although I understand that especially in LMCI's you often have no safe choice to travel, there are many things that are in the control of your own hands. You can speak up when your public service vehicle is speeding, or the driver is distracted. You can make your friends aware of the risk of not wearing a seatbelt and ensure you always wear one yourself, you can promote being visible while walking at night and never drink or drug driving.

In conclusion I thank all of our partners, collaborators and donors for your support; further details are highlighted in this report. I look forward to further expand our impact in the years to come.



Floor Lieshout

Message from the Supervisory Board

The Supervisory Board is proud of the achievements of **YOURS** in the past year, as demonstrated by the steadily expansion of the network of local road safety advocates and capacity development projects that are being implemented.

Twelve years after the launch of the Youth for Road safety initiative, the toll of road traffic fatalities and severe injuries remain unacceptable. In some places, road traffic crashes are on the increase. 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 our efforts to include youth in road safety policy and actions. **YOURS** will continue to push hard 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.

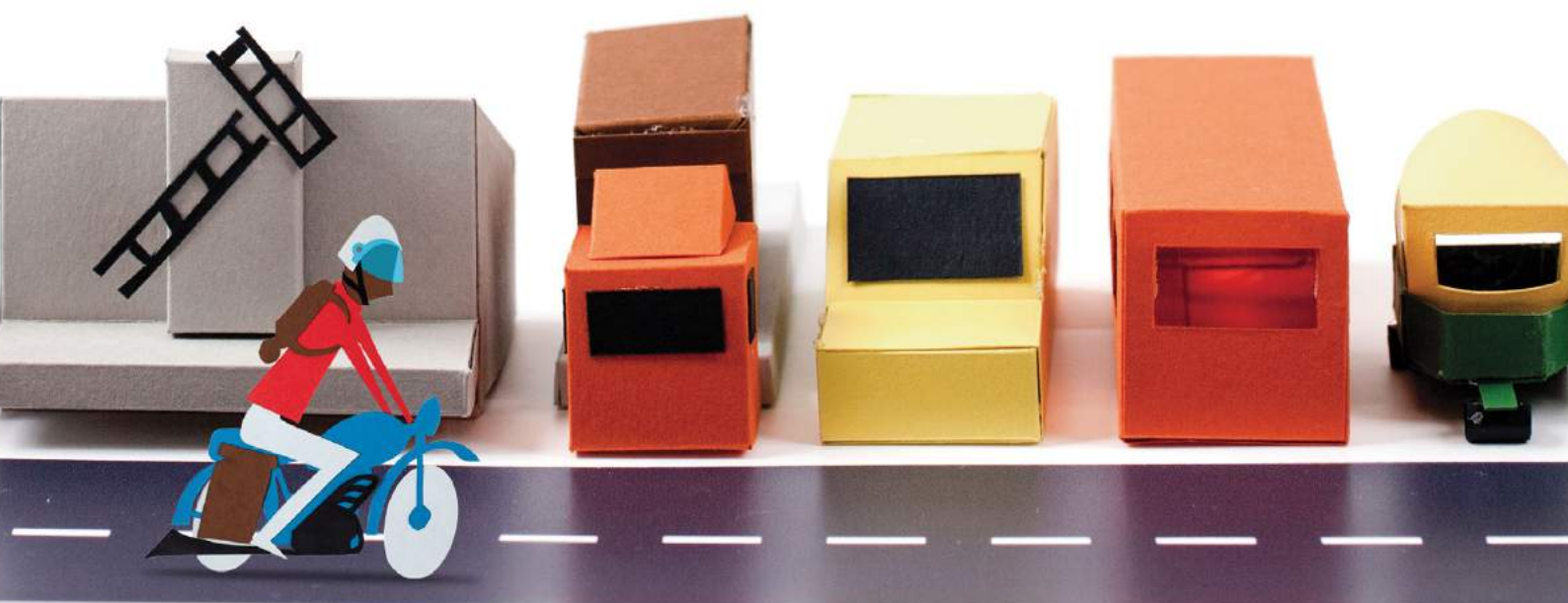
We are fortunate that we can rely our road safety advocates and our international sponsors to further develop and strengthen the global youth movement for road safety. The work done by **YOURS** staff under the leadership of director Floor Lieshout is a great catalytic factor in this process and of indispensable value for successful road safety campaigning.



Dr. Wim Rogmans
Chair

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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.



For the first time road traffic crashes have become the

THE BIGGEST KILLER

of children aged 5-14.



20-50 MILLION

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



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

LESS THAN 25 YEARS OLD.



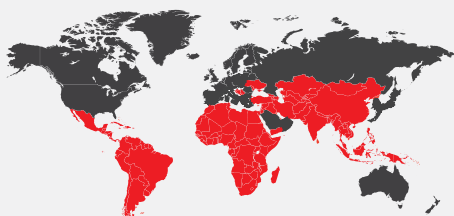
More than 1000 CHILDREN AND YOUNG PEOPLE

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



The number of annual road traffic deaths has reached

1.35 MILLION.



Most young people killed by road traffic injuries live in

LOW AND MIDDLE-INCOME COUNTRIES

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



The global road safety community has less than **2 years** to deliver the target of halving road traffic deaths and injuries as established in the Global Goals. We join the global road safety community to call for a new target of reducing road deaths by 50% by 2030. **Reducing the number of deaths amongst youth** remains fundamental to achieving this target.



Globally there must be an increase in meaningful

YOUTH PARTICIPATION

The main challenges and opportunities in this area we see are:

A PARADIGM SHIFT



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

MEANINGFUL PARTICIPATION



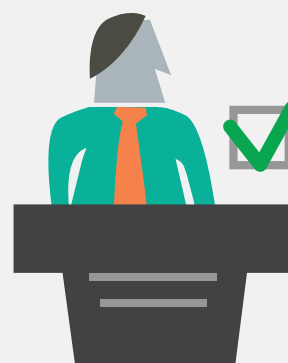
We call on **road safety decision-makers** to inform, consult and partner with young people in meaningful ways. We champion the next generation of leaders in road safety.

POTENTIAL



If invested in, young people can take real meaningful action in all areas of road safety as beneficiaries, partners and leaders and play their part in helping to reduce road crashes.

POLICY-MAKING



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

Our Approach

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

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

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

OUR MISSION

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

WHAT WE DO

1



GLOBAL ADVOCACY

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

2



SUPPORTING POLICY-MAKERS

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

3



YOUTH EMPOWERMENT

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

Global Advocacy

MALTA - YOUTH AND ROAD SAFETY PANEL

YOURS co-organized a high-level international road safety conference in Malta. The Government of Malta and the European Regional Office of the World Health Organization asked Floor Lieshout of **YOURS** to Chair the panel and bring together people that would discuss meaningful youth engagement in designing a safe mobility system. In other words, discuss the importance of youth involvement built into policymaking, implementation, and evaluation.

Our Regional Champion North America was part of the panel and said:

"Attending the high-level international road safety conference in Malta was invaluable experience as a youth activist to amplify my voice for road safety, highlighting my experience in the United States."

My opening remarks called for a 2nd World Youth Assembly for Road Safety; gathering survivors and young people from many countries to identify ways to strengthen and mobilize youth for road safety.

This conference illustrated the true meaning of giving young people a platform to voice their stories and road safety recommendations to key decision-makers and global road safety leaders".



Panel members included,
Rebecca Ashton - Campaign and Media Manager at the FIA Foundation,
Alex Esposito - Public Health Officer at Malta Medical Students Association,
Priscilla Le Lièvre - Project officer at ETSC,
Chiara Vassallo - Finance Officer at Malta's National Youth Council.

THAILAND - SAFETY 2018 CONFERENCE

In its 13th edition of the conference, Safety 2018 brought together nearly 3000 safety experts from around the world to place a global focus on injuries caused by violence, road traffic crashes, falls, drowning, burns and poisoning, among others. These safety related injuries kill nearly 5 million people every year.

We were invited to a number of pre-events including the World Health Organization (WHO) focal point meeting where our Head of Communications, Manpreet Darroch presented the idea of a 2nd World Youth Assembly to take place before the Third Ministerial Conference in Sweden 2020. We also participated in the Safe Kids Worldwide event in collaboration with the Child Injury Prevention Alliance (CIPA) on Child Injury Prevention and the Sustainable Development Goals.



"We need a paradigm shift on road safety, we need to engage young people as key players in road safety instead of seeing them as the problem. Young people all over the world have, time and time again shown the massive impact they can make in promoting road safety amongst their peers"

Manpreet Darroch, Bangkok 2018.

During the event, Manpreet presented in a special "State of the Art Session on Road Safety" where he spoke on meaningful youth participation in road safety and success stories. In particular, we drew attention to perceptions of young people in road safety with a need to shift the paradigm on seeing young people as assets to road safety instead of problem road users.

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 2018 we participated in gatherings and worked directly with UNRSC partners on global efforts including planning the for 5th UN Week.

FIFTH UN GLOBAL ROAD SAFETY WEEK (UNGRSW)

Planning for the 5th UN Road Safety began early in 2018. The campaign which launches in May 2019 focuses on the theme of leadership with the strapline **#SpeakUp**. The theme was chosen by the members of the UNRSC.



The week encourages people to undertake three steps:



The campaign is launched under the structure of the website and offers campaigners a set of tools to participate including new speech-bubble signboards.



YOURS INVOLVEMENT IN FIFTH UN GLOBAL ROAD SAFETY WEEK

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

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

BELGIUM - KEYNOTE SPEECH AT THE YEARS PROGRAMME

Four pairs of engineering students from Italy, Lithuania and Poland were recognised for projects to redesign and upgrade high-risk road infrastructure in the cities of Milan, Naples, Vilnius and Kraków.

The students' projects were delivered as part of YEARS (Young Europeans Acting for Road Safety), a Europe-wide project on the road safety of young people managed by the European Transport Safety Council (ETSC) and the UK's Parliamentary Advisory Council for Transport Safety (PACTS) with the support of the European Commission, the German Road Safety Council (DVR) and VIAS Institute in Belgium. The awards ceremony took place in Brussels, Belgium and YOURS were invited to deliver a presentation on meaningful youth participation at the event.



Key reflections made included:

"Road traffic crashes remain the number health threat to life for young people globally. It is great to see these young engineers use their skills to push for a real change. Our goal at YOURS is to put young people in the centre of each element of the safe system to make them responsive youth issues. We want youth to be protected by a safe system. We want them to be involved, informed, engaged at all stages of policymaking. It is great to see the work young people can do here in Europe to make infrastructure safer".

COMMONWEALTH ROAD SAFETY INITIATIVE

The Commonwealth brings together 53 countries facing a wide diversity of road safety performance. Road fatality rates range from 3 per 100,000 population to above 30 per 100,000. In all Commonwealth countries the level of road deaths remains unacceptably high and there is a shared challenge to substantially reduce this predictable and preventable tragedy.

In 2018, the Commonwealth Road Safety Initiative was launched to by the Towards Zero Foundation with road safety experts from across the world. Our Head of Communications, Manpreet Darroch joins the panel to represent the cause of youth participation in road safety. The CRSI will prepare a report to be submitted to the Commonwealth Heads of Government Meeting (CHOGM) due to be held in Rwanda in 2020. The final report will be launched in December 2019 focusing on how Commonwealth countries can set a target for to halve road deaths and serious injuries by 2030.



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 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 was reshuffled to create a more responsive and closely connected structure.



In 2018, Jacob Smith joined **YOURS** as a regional champion for North America. He said,

“My goal is to create a generation of youth road safety advocates, helping to ensure that future generations will not have to suffer with the burden of preventable road traffic deaths and injuries”

NATIONAL YOUTH CHAMPIONS FOR ROAD SAFETY

YOURS continues to work with national youth champions in Anglophone Africa and Central America.

Over on our website, young people have been signing up to Join the Movement from all across the world. Every day, new youth website visitors pledge to become road safety champions simply by educating themselves on information on the website and signing up.

2019

In 2019, we will be working hard to make a 2nd World Youth Assembly for Road Safety (WYA) a reality. The 1st WYA took place in 2007 and was the catalyst for **YOURS** to come into existence a few years later as a sustainable, independent NGO for road safety. We are proposing a 2nd World Youth Assembly to take place before the 3rd Ministerial Conference for Road Safety taking place in Stockholm, Sweden in February 2020.



The Assembly will bring together young people from across the world; to be empowered with knowledge, skills and resources and to have direct access to their leaders in order to work together as equals on building a safe mobility system. This Assembly will bring fresh perspectives in the youth and road safety movement and renewed youth energy to the cause.

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.

THE ALLIANCE ADVOCATES GO REGIONAL

The Alliance Advocates is an initiative that results from the Alliance Academy a programme of the Global Alliance of NGOs for Road Safety. The overall aim is to increase the quality of work that Alliance member NGOs implement. In 2018, the Alliance took their trainings to a regional level, enabling NGOs to work on practical ideas.

The first regional training took place in Nairobi, Kenya representing the African region. The training focused on the use of the new iRAP Star Ratings for Schools App and advocating for change; improving data, talking with decision-makers, road safety messaging, strategies and evaluation.



AFRICA

The Africa Region training brought together 20 NGO leaders from across 13 African countries and took place in Nairobi, Kenya.



ASIA

The Asia Region training brought together 21 NGO leaders from Across 7 Asian countries and took place in New Delhi, India.

These regional trainings gave participants the practical skills needed to undertake Star Ratings for Schools assessments in their communities as well as advocate for change through political will, social support and empowerment.



“Using a highly participatory approach, the course was delivered using lectures, a field visit, discussions, conversations, participants giving presentations to panels, and several individual and group learning activities. There was very limited use of PowerPoint presentations.”

Melekidzedek Khayesi

Technical Officer - World Health Organization

SOUTH AFRICA - FOLLOW UP TRAINING

In July 2017, we trained 20 young leaders from across the Limpopo Province in South Africa. These leaders were selected for their influence and leadership in their communities; their linkages and access to hard-to-reach communities such as those in townships and their passion for social justice and change.

The project was undertaken in partnership with the Global Road Safety Partnership in South Africa (GRSP ZA) and generously funded by the Michelin Corporate Foundation. After being rigorously trained through an intensive information packed workshop, these leaders became the first cohort of South African Youth Ambassadors for Road Safety.

A year on, these Ambassadors reconvened in Polokwane, South Africa to reflect on their achievements, address the challenges they faced and gain new skills to improve their work as Ambassadors to take their road safety activities to the next level.

In collaboration with the management at GRSP as well the Ambassadors themselves, we devised a training programme to address key achievements during their first 12 months as Ambassadors as well as identifying the new skills they would need moving forward.



A YEAR ON SINCE BEING TRAINED AS AMBASSADORS: ACHIEVEMENTS

Looking back at their achievements, the Ambassadors have been very busy. From working on roads leading to townships, to school visits across whole districts, the Ambassadors have been spreading the word of road safety across Limpopo.

The Ambassadors, who represent the 5 municipal districts in Limpopo have been working in teams to conduct localized and tailored messaging according to the need of the community.

For example, in the Capricorn District, Ambassadors run a drunk driving campaign over the Easter Weekend; in Sekhukhune, Ambassadors successfully lobbied the local municipality to install speed humps around schools and conducted scholar patrols to enable young people to get to school safely, navigating through traffic; in Vhembe, Ambassadors ran social media awareness campaigns using their local leadership status to run "live streams" talking about the importance of road safety and sharing skills such as avoiding distracted driving to be safer road users.

An action taken by many of the Ambassadors across the region was talking at "After-Tears" events. After-Tears is a uniquely South African phenomena where after a funeral, guests will drink heavily, play loud music and celebrate the life of their loved one. Unfortunately, during many of these events, young people tend to drink heavily and drive home; our Ambassadors used the After-Tears events to formally address road safety and the importance of not driving home drunk. These talks had particularly prevalence in Mopani.

In Vhembe, Ambassadors run road safety sessions in 11 out of 14 schools in the municipality reaching approximately 600 young people with an aim to reach all schools by the end of the year. The Ambassadors used their newly acquired facilitator skills to run workshops with the students away from the traditional classroom style and in a more engaging, interactive manner.

"I've been championing road safety"

"Since the training in Bela-Bela I have been using my profile as a public figure and young leader to really champion road safety everywhere. I have been using social media to reach out to literally thousands of young people in my community".

Nimrod Marandela

Youth Ambassador for Road Safety Participant

"The training was amazing!"

"Seeing the level of engagement and interactions from the youth...and with the knowledge, experience and leadership skills they have acquired from this training, the youth ambassadors will change so many lives in their communities. In one of South African indigenous language (Sotho), I will say "YOURS tswela pele go dira ditiro tse ntle, ke a leboga (keep up the great work)".

Lucky Molaudzi

General Manager
GRSP South Africa



GHANA - SARSAI TRAINING WITH AMEND

"Workshops can be dull, death-by-PowerPoint exercises in tedium. The team at YOURS takes workshops to a whole new level, designing engaging, exciting workshops that help groups achieve their goals in fun ways. The difference between a normal workshop and a YOURS workshop is like the difference between a grey, drizzly winter day, and an afternoon in the early-summer sun."

Jeffrey Witte - Executive Director, Amend

Akwaaba to Accra, Ghana! On 3-4 July, Amend organized a strategy workshop for their safe school area work in 10 African countries. NGO leaders from Benin, Botswana, Côte d'Ivoire, Ghana, Mozambique, Namibia, Senegal, Tanzania, and Zambia attended the workshop.

YOURS was asked to lead the development and structure of the program, as well to facilitate the workshop.

Amends' Safe School Area Program provides simple, targeted infrastructure measures – including footpaths, speed humps, bollards, and zebra crossings – that decrease vehicle speed separate

child pedestrians from traffic. They recently completed a multiyear impact evaluation: the program reduced injury rates by more than 26% and lessened the severity of the injuries that did occur.

To make the program sustainable Amend built in a very crucial advocacy part. NGO's implementing safe infrastructure around schools to protect children is a fantastic effort. However, the governments of the countries must be involved to scale up the initiative and maintain realized safe school areas. It is clear that each country has its own political dynamics and momentum. The two-day workshop was designed to support NGO leaders to further develop their advocacy plans.



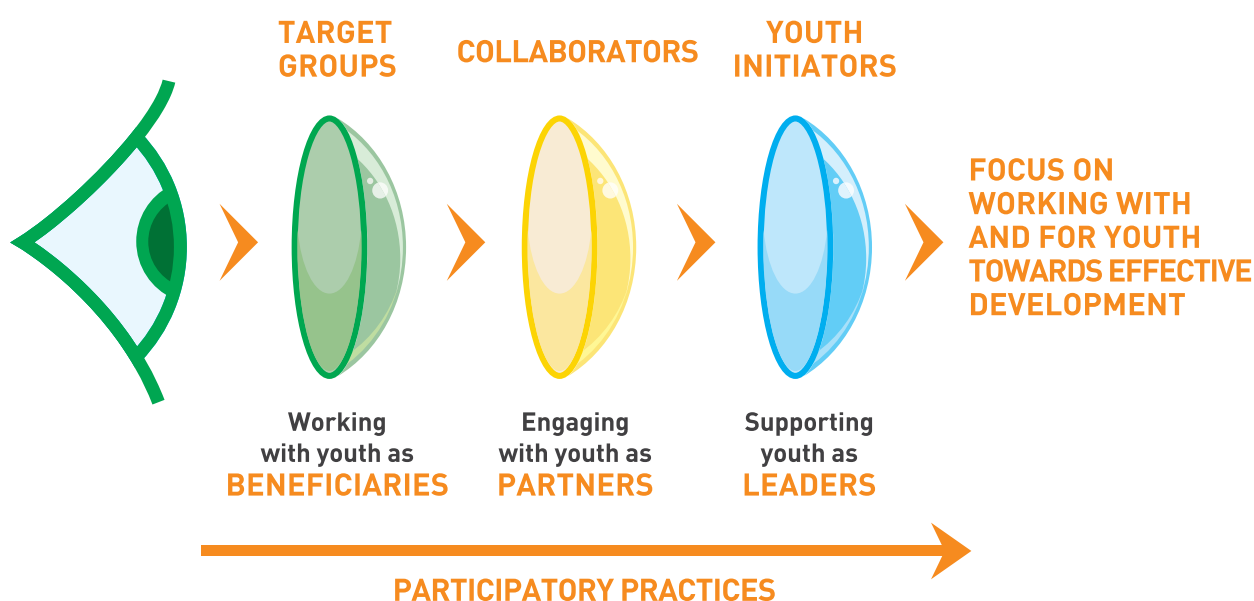
Supporting Policy Makers

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** has been 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. 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 global sustainable development targets, 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 2018 INCLUDED 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 in Kenya and India, supported our partnership with the Global Alliance of NGOs for Road Safety.

(INTER) GOVERNMENTAL ORGANIZATIONS

- **The World Health Organization** – partnered with **YOURS** on the implementation of the new **#SpeakUp** campaign for the Fifth UN Global Road Safety Week. WHO also helped facilitate our involvement in Safety 2018 in Thailand.
- **The Government of South Africa** – partnered with **YOURS** to implement the South Africa Youth Ambassadors Programme and sponsored the workshop in Polokwane, South Africa.
- **The Government of Belize** – worked with us to plan for the next Belize youth and road safety training as part of their Road Safety Project 2.0.

NON GOVERNMENTAL ORGANIZATIONS

- **Global Alliance of NGOs for Road Safety** – worked with **YOURS** on the development and delivery of their regional training programmes in Kenya and India. 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.
- **Child Injury Prevention Alliance** – worked with **YOURS** in Thailand to give children and young people's issues a visible presence in the Safety 2018 conference.
- **Amend** – partnered with **YOURS** for the SARSAI workshop in Ghana and continue to work with **YOURS** in delivering new training programmes in the coming year.

FOUNDATIONS

FIA Foundation – partnered with **YOURS** on conceptualization of the new **#SpeakUp** campaign focusing on leadership for the Fifth UN Global Road Safety Week (May 2019).

ACADEMIA

John's Hopkins University - offered **YOURS** participation in the Global Road Safety Leadership course in Baltimore, USA.

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 2018:

64

News stories published

10

Newsletters sent out to subscribers

Over

65,000

page views on the website in 2018

18-34

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 2017.

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. In 2018, **YOURS** helped breakdown the 2018 Global Status Report for Road Safety into easily understandable chunks.





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.

Professor Shanthi Ameratunga of the University of Auckland, New Zealand has accepted a position on the Supervisory Board and will join us in 2019.

REGISTRATION

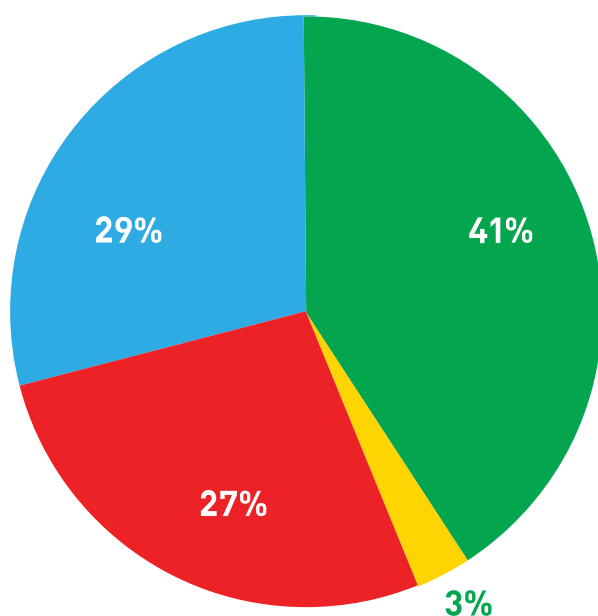
Stichting **YOURS** – Youth for Road Safety is officially registered in Amsterdam, The Netherlands as a global not-for-profit and non-governmental organization for youth and road safety under the Chamber of Commerce number 34368904. For further information, the by-laws (Dutch) are available and can be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

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

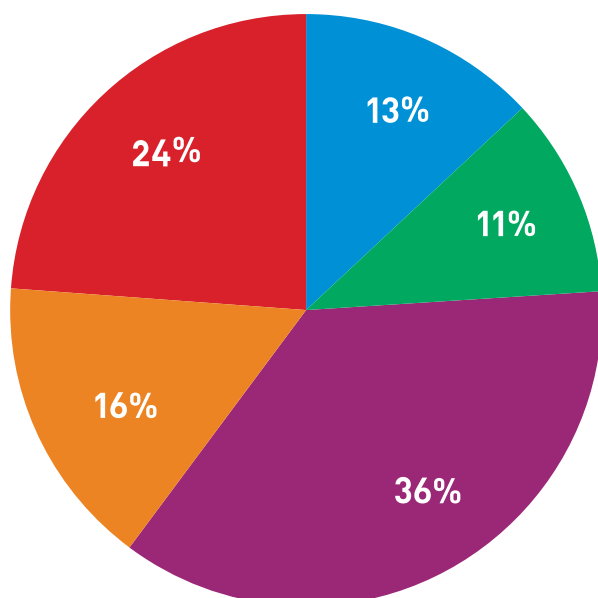
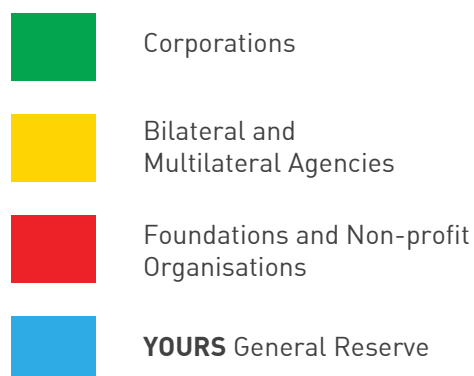
ANTI-BRIBE AND CORRUPTION POLICY

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 2018



Income €149,455



Expenditure €149,455



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:

