



#ClaimingOurSpace FOR SAFE MOBILITY

Annual Report 2020



Foreword

Many will remember 2020 as the year when humanity faced the COVID-19 pandemic. The coronavirus had a massive impact on all of us. On how we work, learn and meet. It also had a large influence on how we travelled, we realized, as never before that liveable streets are more crucial than ever as we respond to COVID-19. The COVID-19 pandemic is demonstrating the urgency of sharing roads more equitably, encouraging walking and cycling, and keeping young people safe on their journeys.

In 2020 we were also horrified by the act of injustice and violence that led to the death of George Floyd in Minnesota, USA. We can't be silent as a youth organization that fundamentally stands for diversity and equality. Embedded in all our activities and principles, we welcome people of all colors, genders, races, religions and groups. We stand as a community that will not remain silent and will continue our own efforts to review and take action to ensure non-discriminatory practices. Our youth mobilization approaches and evidence-based actions reflect our commitment to equity of participation and protection.

This statement was followed with the adoption of our Diversity Policy.

I will also remember 2020 when close to 200 youth leaders from more than 70 countries made history at the 2nd World Youth Assembly for Road Safety in Sweden. At this event the Global Youth Statement for Road Safety was adopted, after a large youth consultation with more than 1500

young people around the world. This led to the successful launch of the Global Youth Coalition for Road Safety in July 2020.

A special thank you goes out to our sponsors, donors and all partners for their contribution to youth and road safety. I would also like to highlight and welcome the TotalEnergies Foundation and Michelin Corporate Foundation as programme partners to the Global Youth Coalition for Road Safety. Thank you for your continued trust in youth leadership and the youth agenda for safe and sustainable mobility.

Finally, I need to thank the entire YOURS family: from the passionate volunteers at the Youth Advisory Board, the amazing and professional staff to the brilliant Supervisory Board members. Under stressful and very difficult circumstances we have delivered probably the best year in terms of activities in the history of YOURS. I am once again proud and humbled to be part of this team.



Floor Lieshout
Executive Director

Message from the Supervisory Board

I am delighted to comment on the 2020 YOURS Annual Report on behalf of the Supervisory Board. During this past year, we have witnessed a pandemic that has disrupted most aspects of life and brought unimagined degrees of pain, hardship, and suffering across the globe. The achievements of YOURS at such a time are not just remarkable but command respect and awe. At the heart of this success is the evident acceleration of a global movement where youth have taken the stage to call on decision-makers to account for, and address, the unacceptably grim impacts of road crashes.

The report is packed with many notable achievements. I wish to highlight just a few here:

- The **2nd World Youth Assembly for Road Safety** held in Sweden on 18 February 2020 preceding the 3rd Global Ministerial Conference on Road Safety was the culmination of more than a year of hard work by the YOURS team and the specially convened Global Youth Taskforce. The Assembly was a highly organised and powerful coming together of youth voices – nearly 200 on site from over 70 countries. Their message was clear and impassioned. It was time to claim the space, be at the table, and hold decision-makers to account.
- The **Global Youth Statement for Road Safety** adopted at the Assembly provides guidance to the movement's advocacy agenda and followed an extensive global consultation process (over 1500 youth submissions).
- The **3rd Global Ministerial Conference on Road Safety** was attended by over 150 youth leaders supported by YOURS. With

prime presentation slots, this impressive visibility of youth at a high-level conference is unprecedented.

- And the work has continued at pace since, with the launch of the **Global Youth Coalition for Road Safety** and a wide range of virtual networking events and capacity building workshops.

These are significant milestones for YOURS and the global road safety agenda. For this, we especially recognise the tireless efforts of the YOURS staff, the critical contribution of the volunteers in the Youth Advisory Board, and the astute and insightful leadership of Floor Lieshout. We are deeply grateful for your passionate regard for your work, commitment to excellence, and resilience through COVID-challenged times. The Supervisory Board also gratefully acknowledges the invaluable support of the partners and sponsors who make it possible to undertake this important work.

Finally, I warmly invite everyone to read and reflect on the content of this report. It provides the reasons, the urgency, the call to action and the roadmap that young people are impatient for. It reminds us of the unfinished agenda to make our roads and transport systems safer, inclusive, sustainable, and fit for the 21st century.



Shanthi Ameratunga, MBChB MPH PhD
for the YOURS Supervisory Board

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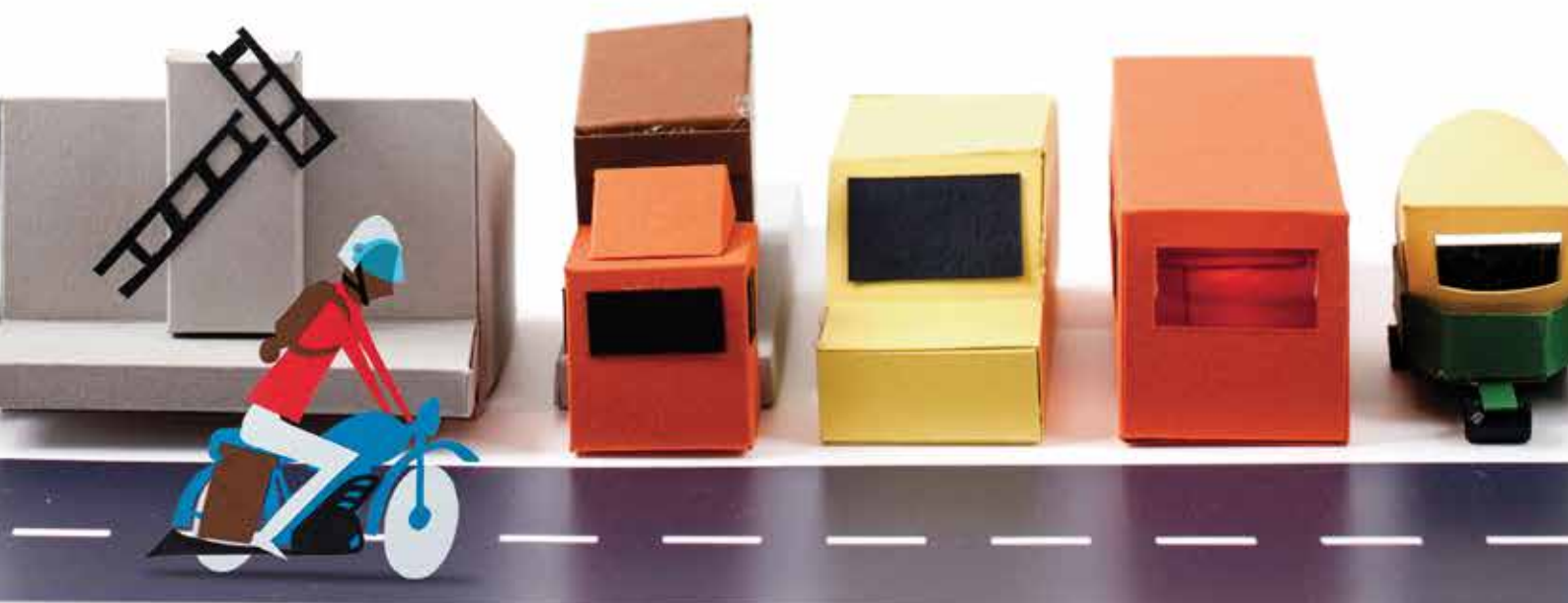
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Challenges

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



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

YOUNG PEOPLE AGED 15-29

and has remained so for more than a decade.



The number of annual road traffic deaths has reached

1.35 MILLION



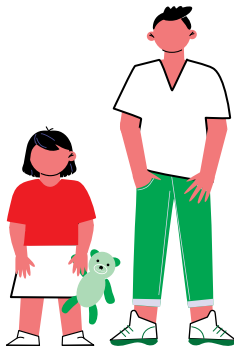
Road traffic crashes are also **the biggest killer** of

CHILDREN AGED 5-14



20-50 MILLION

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



More than

1000 CHILDREN AND YOUNG PEOPLE

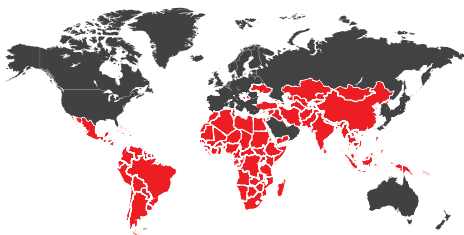
under the age of 25 die every day on the world's road.



<25

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

LESS THAN 25 YEARS OLD



Most young people killed by road traffic injuries live in

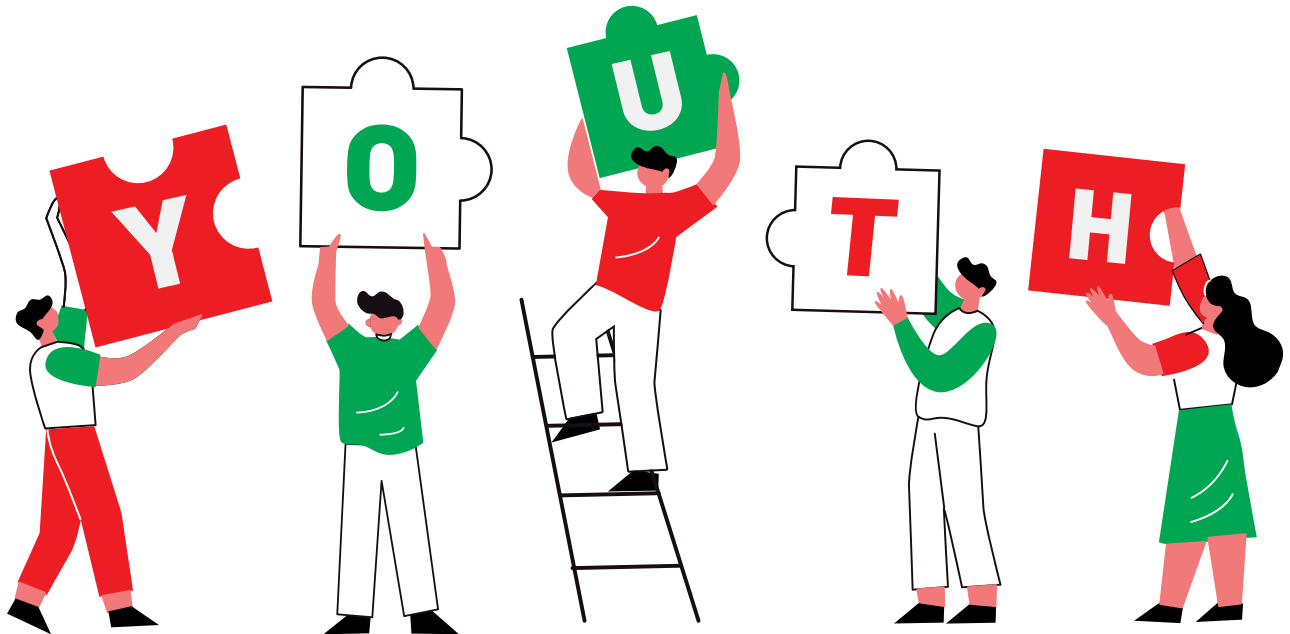
LOW AND MIDDLE-INCOME COUNTRIES

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



Reducing the number of deaths amongst youth remains fundamental to achieving the global target that calls for.

50% REDUCTION OF GLOBAL DEATHS AND INJURIES FROM ROAD CRASHES



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



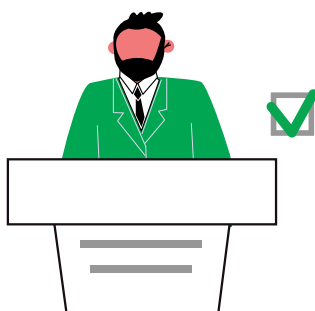
A PARADIGM SHIFT

We challenge the perception of **'problematic young road users'** and assert that youth can be a key driving force in building a safer mobility 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. We are **#ClaimingOurSpace** for safe mobility and at the decision-making table.



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 VISION:

We envision a planet where not a single young person dies on the world's roads. Where youth are meaningfully engaged at all levels and stages of road safety decision-making, ensuring that the youth voices and solutions are acted upon.

OUR MISSION

YOURS is a global youth organization that acts to make the world's roads safer for youth with youth by:

WHAT WE DO:



1

GLOBAL ADVOCACY

By advocating at the highest level of decision-making for sustainable mobility systems that protect youth and foster meaningful youth participation in decision-making on road safety issues.



2

SUPPORTING POLICY-MAKERS

Offering guidance and know-how for policymakers on how to involve youth in road safety decision-making initiatives in a meaningfully participatory approach.



3

YOUTH EMPOWERMENT

Providing youth-friendly and evidence-based programmes and tools to strengthen youth advocacy skills and efficacy in improving the realities they face on the roads, not only as beneficiaries but also as partners and leaders on road safety action.

Global Advocacy

2ND WORLD YOUTH ASSEMBLY FOR ROAD SAFETY

2020 was a momentous year for global advocacy at **YOURS**. Over a year in the making, the 2nd World Youth Assembly for Road Safety unfolded on 18 February 2020 as an official pre-event to the 3rd Ministerial Conference on Road Safety in Stockholm, Sweden.

The 2nd World Youth Assembly took place over a decade after the First World Youth Assembly in 2007 and saw nearly 200 young leaders from 74 different countries gathering to take action on the biggest public health threat for youth; road crashes.

The Assembly featured a full-day of programs that explored road safety and the cross-cutting solutions that can change the road crash statistics for the better. Thought-provoking keynotes from industry leaders, youth champions, interactive workshops and artistic interventions were embedded throughout the programme.



GOAL OF THE ASSEMBLY

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

OBJECTIVES

1. Energize the global youth movement for road safety;
2. Empower young people through the development of advocacy capacities;
3. Provide a platform to facilitate the exchange of knowledge, experience and solutions among young people and subject matter experts;
4. Connect and build partnerships to bring youth and relevant stakeholders from a broader health, mobility and youth leadership context together;
5. Raise awareness to promote road safety through creative expressions like art, music and cultural activities;
6. Inspire youth to take concrete action at a local level and encourage them to unite with other youth initiatives.



PARTNERS

The Youth Assembly was initiated by **YOURS** - Youth for Road Safety and co-sponsored by the World Health Organization (WHO). The main partners that supported the Assembly were the Michelin Corporate Foundation and TotalEnergies Foundation. Partners of the Assembly were Fundación MAPFRE and the VOLVO Group.

As part of the planning and in the spirits of practicing what we preach with meaningful youth participation, we convened a Global Youth Taskforce - a group of specially selected young leaders from around the world with the key aim of leading the organization and creation of the event.



OUTCOMES

The Assembly had three main outcomes; the Global Youth Statement for Road Safety, 3 Impact Generator Projects and the formation of the Global Youth Coalition for Road Safety.

THE GLOBAL YOUTH STATEMENT FOR ROAD SAFETY

is the key advocacy document that is guiding young people on policy demands with decision-makers in road safety. The statement was derived from 200 youth consultations ran by young leaders around the world. The consultations ensured that the Statement is rooted in the reality of young people's lives, regional trends, differences and cultural nuances. The statement lists down the demands and commitments young people have made for safer roads and sustainable mobility and is a robust call to action for sustainable transport systems globally.

The Global Youth Statement is the most ambitious and representative document of youth voices on road safety and sustainable mobility issues to date. It shouts the youth cry "enough is enough" and demands immediate action.

As part of a competitive call for proposals, applicants accepted to the Assembly were given the opportunity to send in their project ideas for the **'Impact Generator Challenge'**. We chose 3 projects from 3 countries; Colombia, Tajikistan and Botswana who received monetary support and mentorship to implement their projects.

As a direct follow up to the Assembly, **the Global Youth Coalition for Road Safety** was launched in July 2020 to capture the energy, commitment and momentum created by the youth in Sweden. The Coalition is an informal member-based organization that unites passionate young people from across the world to take action on safer mobility and champion meaningful youth participation in road safety and beyond.



3RD MINISTERIAL CONFERENCE ON ROAD SAFETY, STOCKHOLM SWEDEN

The 2nd World Youth Assembly for Road Safety was selected as an official pre-event to the 3rd Ministerial Conference on Road Safety. The Ministerial Conference gathered 1,700 delegates from 140 countries, including Ministers, CEOs and country delegations.

This was an important event, where all young delegates from the Assembly descended upon the Conference in their colourful hoodies and seized the opportunity to discuss the future of road safety in their countries with key decision-makers. Beside the participation of 150+ young leaders in the actual event, we were invited to participate in various high-level sessions that were part of the programme including:



- A speech in the **opening ceremony** of the conference by co-chair of the 2nd World Youth Assembly, Omnia El-Omrani focusing on the importance of involving youth in this global crisis;
- A speech at **Special Envoy on Road Safety's Ministerial Lunch** by co-chair of the 2nd World Youth Assembly Thiago Gruner focusing on encouraging Ministers to pay attention to youth and road safety issues in their countries;
- A speech at the **Commonwealth Road Safety Initiative Luncheon** by Manpreet Darroch of YOURS linking the youth and road safety, focus to Ministers of the Commonwealth considering the countries in this group are 60% under the age of 30.
- A parallel session during the event focusing on **Child and Adolescent Health** represented by Youth Taskforce member, Olivia Nalwadda focusing on the need to protect youth through a safe system.
- A speech in the **closing ceremony** of the event by Raquel Barrios, Project Manager of the 2nd World Youth Assembly encouraging ministers and practitioners to 'pick a lane' on safe and sustainable transport that prioritises youth issues.



UNITED NATIONS ROAD SAFETY COLLABORATION (UNRSC)

We continue our active membership in the UNRSC, bringing youth voices to the global level of road safety meetings. In 2020, we participated in supporting the planning of the 3rd Ministerial Conference on Road Safety in Stockholm, Sweden. As part of its continued collaboration, **YOURS** is advocating for the inclusion of meaningful youth participation in the Global Plan for the new Decade of Action for Road Safety 2021-2030.

SIXTH UN GLOBAL ROAD SAFETY WEEK

As part of the 'Advocacy Working Group', a subgroup from the UNRSC, we worked with partners to begin mapping and planning the 6th UN Global Road Safety Week set for May 2021. Included in the planning, **YOURS** helped facilitate focus group discussions with members of the UNRSC and key stakeholders to gather ideas for the theme, vision and messaging of the 6th Week. This included an extensive survey to gather and cluster themes for the Week as well as garner interest in its implementation.

The Week will be focused on the theme of 30km/h as a 'new normal' for roads, streets and cities around the world where traffic and people mix. In 2021, **YOURS** will work with the Advocacy Working Group to realize the Week through an interactive and accessible global campaign and platform.

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



YOURS GRANTED 'CONSULTATIVE STATUS' AT ECOSOC

In 2020, we were granted consultative status at the Economic and Social Council (ECOSOC) as a way to actively engage with ECOSOC and its subsidiary bodies at the United Nations.

As a 'consultant', we will support the work of the United Nations by promoting knowledge of its principles and activities that are aligned with its claims, purpose, nature and scope of its competencies.

With this status, **YOURS** will offer expert information and advice based on special competencies of our organization from the perspective of youth issues in road safety and sustainable development. It is our continued efforts to mainstream youth and road safety issues into the sustainable development agenda.

COMMONWEALTH ROAD SAFETY INITIATIVE – COMMONWEALTH ACTION SERIES

Every year in Commonwealth countries over 210,000 people are killed in road crashes and millions more are seriously injured. Today road traffic injuries are now the leading cause of death for children and young people aged 5-29 years. This is a major challenge for the Commonwealth as over 60% of its countries' population is under 30. Road safety in the 53 countries of the Commonwealth is very diverse. Fatality rates in road crashes range from 3 to above 30 per 100,000 population.



The Commonwealth Youth Forum and the Commonwealth Heads of Governments Meeting (CHOGM) set for June 2020 in Kigali, Rwanda was postponed because of the global pandemic to which a special youth and road safety delegation was selected to attend. As a result, the Commonwealth Action Series was launched as a way to continue raising awareness on issues that affect the nations of the Commonwealth. As part of the Commonwealth Road Safety Initiative's report which highlighted the scourge of road crashes amongst the young population of the Commonwealth, we participated in the Action Series to bring attention to this issue.

We teamed up with the Commonwealth Road Safety Initiative, the Global Youth Coalition for Road Safety, and the Commonwealth Youth Program for the session on **fighting the biggest killer of youth in the Commonwealth - road crashes**.

Speakers from **YOURS**, the University of Global Health Equity, and Toward Zero Foundation presented statistics and key information that talks about the road safety situation in the Commonwealth. The session was followed by a youth panel where members of the Global Youth Coalition spoke about the importance of safe and sustainable transportation for youth everywhere.

WORLD DAY OF REMEMBRANCE 2020: AN ARTISTIC LIVESTREAM

World Day of Remembrance for Road Traffic Victims is a resolution adopted by the United Nations (UN) to commemorate victims and families affected by road crashes all over the world. The event draws attention to the scale of emotional and economic devastation of road crashes as well as the suffering experienced by their families and loved ones.

This year, the World Health Organization (WHO) collaborated with **YOURS** and Soul City Arts for a special multi-faceted live stream event for a global online commemoration of the World Day of Remembrance for Road Traffic Victims.

During the event, **YOURS** created the artistic experience for online viewers that supported artistic expression, personal testimonies, and speeches from dignitaries. The event was hosted by WHO Director for Social Determinants of Health, Dr. Etienne Krug.

In the program, **YOURS** Communications Officer and member of the Youth Advisory Board, Maolin Macatangay, joined global dignitaries Michael Bloomberg - WHO Global Ambassador for NCDs and Injuries, Tedros Adhanom Ghebreyesus - Director General of WHO, Andrew Holness - Prime Minister of Jamaica, Zoleka Mandela - Global Ambassador of Child Health Initiative, and Jean Todt - UN Secretary General's Special Envoy for Road Safety.

Tshaka Campbell, a renowned poet delivered three poems bringing the theme of Remember, Support, Act to life through linguistic expression which were visualized through video by Mohammed Ali MBE and the Soul City Arts team.



Empowering Youth

YOURS has active young leaders 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. In 2020, we shifted from the Youth Champions approach to offering an informal membership-based structure through the Global Youth Coalition for Road Safety.

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

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



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

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

GLOBAL YOUTH COALITION FOR ROAD SAFETY

The Global Youth Coalition for Road Safety is a direct follow up to the 2nd World Youth Assembly for Road Safety that took place in February 2020 and was launched in July 2020, 5 months after the Assembly. The Coalition was created for youth by youth underpinned by the principles of the Global Youth Statement for Road Safety.

The Coalition unites individuals and organizations who want to work toward safer roads and more sustainable mobility for all. It will also provide young road safety leaders with a platform to talk about their projects, activities, initiatives and more.



The Coalition provides its members with access to resources, skills training, partnerships and opportunities to take their ideas to the next level while also maximizing its impact on their communities and their countries.

THE YOUTH ADVISORY BOARD (YAB)

A special group of young leaders from around the world, some of whom derive from the Global Youth Taskforce who were responsible for organizing the 2nd World Youth Assembly for Road Safety formed a new YAB group. This group is responsible for helping shape the agenda of the Coalition, its efforts, outreach and opportunities and ensuring that our work is youth-centred and youth-led.

THE YOUTH ADVISORY BOARD INCLUDES GLOBAL YOUTH CHAMPIONS:

- Alex Ayub, Kenya (Kenya Red Cross)
- Alison Collard De Beaufort, USA (Vision Zero Youth Council)
- Esteban Paredes, Ecuador (Fundación Cavat)
- Grace Willems - Australia (RACQ)
- Maolin Macatangay, Philippines (YOURS - Youth for Road Safety)
- Oliva Nalwadda, Uganda (UZIMA ARI)
- Omnia El Omrani, Egypt (IFMSA)
- Soumita Chakraborty, India
- Ritu Jain, India (Restless Development)
- Thiago Gruner, Brazil (Vida Urgente)

Launched online in an interactive livestream during the global coronavirus pandemic, the Coalition began its mission to invigorate and energize a global youth movement for road safety. While many programmes, events and conferences taken online during the pandemic, the Coalition used the opportunity to lead and participate in many online events in its first 6 months of operation including:

- **GLOBAL NGO ALLIANCE LIVE SESSION** with the Global Alliance of NGOs for Road Safety
- **INTERNATIONAL YOUTH DAY SUMMIT** with Unite 2030, Restless Development and the FIA Foundation
- **UN75 DIALOGUE WITH YOUTH** with Unite 2030 and the FIA Foundation
- **COMMONWEALTH ACTION SERIES** with the Towards Zero Foundation and the Commonwealth Youth Programme
- **YOUTH SDG SUMMIT** with Unite 2030
- The **IRF YOUNG PROFESSIONALS SUMMIT** with the International Roads Federation
- Capacity Development Sessions
- An introduction to Global Road Safety
- Project Management for Road Safety Projects

As well as online events, the Coalition launched the second round of the **Youth Consultations**, a follow up to the first consultations run prior to the 2nd World Youth Assembly. These consultations make the Global Youth Statement for Road Safety a reality by prioritizing and localizing the key issues from the statement.

In December 2020, the Global Youth Coalition launched its first ever **global awareness campaign** called 'Lockdown for Youth' that worked with young leaders to call for a 'mandatory lockdown for youth' against the backdrop of the COVID-19 pandemic. Youth involved in the video spoke about how youth were 'disproportionately affected by this' but they were 'not talking about COVID-19'. This led youth to find out more about what the subject matter was, being a call for immediate action on road safety. The campaign, which was primarily a recruitment drive for members attracted more than 50 new members from across the world.

PARTNERS OF THE COALITION

We are proud to have a number of long-term partners investing in the Global Youth Coalition for Road Safety. YOURS continues to be the initiator and engine behind the Coalition. The World Health Organization is a Technical Partner and helps align the Coalition's strategy to the global road safety agenda. Two programme partners support the Coalition include the TotalEnergies Foundation and the Michelin Corporate Foundation.

Manoelle Lepoutre, Senior Vice President of Civil and Social Engagement, said "TotalEnergies Foundation is stepping up alongside young people to support them in helping make real change in society. That is why, we are happy to partner with YOURS to support the Global Coalition of Youth for Road Safety, which is led by young leaders with an international dimension on a cause that is close to our hearts."

Florent Menegaux, CEO of Michelin & Michelin Corporate Foundation said "Safety is at the heart of everything we do at Michelin. We believe it is our responsibility to make mobility safer all over the world. Safe mobility is essential as it helps to make mobility better and more accessible to all. The involvement of the young generation is essential to meet the challenge of road safety. Involving young people means benefiting from their experience and their energy to imagine new solutions to make mobility safer everywhere in the world. Mobilizing young people around road safety also means raising awareness among future drivers and being by their side."

Read more at: www.claimingourspace.org



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

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

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



OVERVIEW OF THE PROGRAMME

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



Objectives: Over the three years the programme will:

- 1** Train a CORE Group of Master Trainers in using and explaining the SR4S app;
- 2** Recruit a coalition of partners who will be trained on using the app by Master Trainers;
- 3** See partners conduct assessments around schools/colleges/universities in their country/area;
- 4** Empower partners to run advocacy activities to call for infrastructure changes;
- 5** Enable partners to roll out the programme further in the country by training others to use the app.
- 6** Enhance the app to provide functionality in line with other objectives



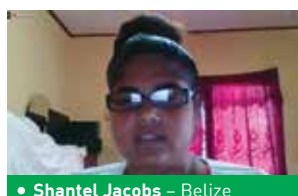
• Minh Vo - Vietnam



• Alex Ayub - Kenya



• Daniel Cano - Colombia



• Shantel Jacobs - Belize

At the end of year one, the Master Trainers have been fully trained on the Star Rating for School Methodology and have all set up projects in schools across the countries. In year two (2020), the Master Trainers refined their skills and quality assurance in data collection. They were officially certified as 'Trained Trainers' in late 2020 with a view to take their sharing of information through an online offering in 2021 to members of the Global Youth Coalition for Road Safety.

"I've learned new information of what we can solve in terms of road attributes and infrastructure, its been one of my great achievements in learning this year" – Alex Ayub

BELIZE 2.0 PROGRAMME: PHASE 1 – MASTER TRAINING

The Belize 2.0 Programme builds on our first successful mission with the Caribbean Development Bank, Belizean Government and the Belizean Youth for Road Safety. Belize 2.0 aims to build on the foundations laid with 34 young leaders who, through the YOURS Youth Empowerment Programme have been leading youth and road safety efforts in the country.

The second programme has the mission of strengthening institutional capacity by training 'Master Trainers' who can use their skills to recruit and train new young leaders to ensure road safety messaging can reach schools and communities nationally.

The leaders and members behind Belizean Youth Road Safety (BYRS) expressed a desire to grow in terms of membership, to strengthen their organizational structure, to develop further partnerships and fundraising activities and develop the resources they can offer.

The in-person training was inevitably delayed because of the global pandemic and so the Master Training with 6 highly committed youth from BYRS was moved to an online training.

The training programme took through 6 place bi-weekly meetings and focused on the following objectives that allowed members of the BYRS to:

1. Identify the key elements needed to **organize** a Training of Facilitators; logistics, venue and all associated materials;
2. Demonstrate the key skills needed to **deliver** a training such as working as a team and the 'tricks of the trade' for an effective training;
3. Identify the key elements needed to keep the **new facilitator team** engaged and develop a plan to get them into **action**;
4. Demonstrate all the skills needed to be **fully certified Master Trainers**.
5. Develop a strategy to build scope new **fundraising** opportunities for BYRS

Shantel Jacobs, President of BYRS said about the training:

"Much gratitude YOURS, I appreciate the time you've given to conduct these sessions. It was very informative and I know I will apply the knowledge in the months/years to come. I especially grateful for the fundraising session, the knowledge you equip us with will definitely aid us to become more sustainable. I am hoping that we can further establish ourselves as youth leaders".

In 2021, travel restrictions allowing, the Master Trainers will conduct an in-person Training of Facilitators with a new group of Belizean youth scoped in Belize City and Orange Walk corridor.



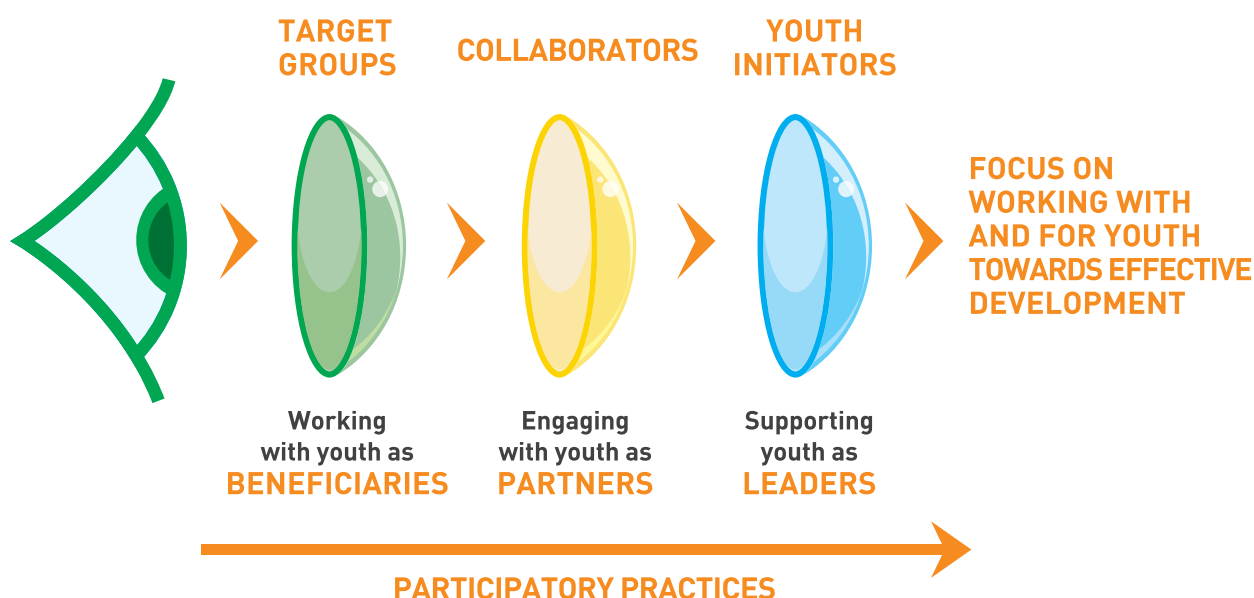
Supporting Policy Makers

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 consider 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.

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, raising awareness, meaningful youth participation, youth empowerment and issues related to road safety for young people.

HISTORY

YOURS is a direct follow-up of the United Nations World Youth Assembly for Road Safety in 2007. More than 400 young people from over 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 on 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 its inception in 2009.

VALUES

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

- Road traffic injuries are the #1 killer of young people aged 15-29;
- The Global Goals has a specific road safety target: by 2020, halve the number of global deaths and injuries from road traffic accidents, we support the second Decade of Action for Road Safety 2021-2030 and the #50by30 target (halving road crashes by 2030).

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 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

PRIVATE SECTOR

- **TomTom** – continued with their financial support of **YOURS** through IT Donations.
- **FedEx** – partnered in the new Youth Stars Programme to train young leaders on Star Rating for Schools Assessments.
- **Volvo Group** – partnered with us as a partner to the 2nd World Youth Assembly for Road Safety.
- **Soul City Arts** – partnered with us for the artistic intervention at the 2nd World Youth Assembly and joined us as artistic producers for the World Day of Remembrance livestream event.

(INTER) GOVERNMENTAL ORGANIZATIONS

- **The World Health Organization** – joined us as a co-sponsor of the 2nd World Youth Assembly for Road Safety, partnered with us for the World Day of Remembrance and worked with us for the planning of the 6th UN Global Road Safety Week.
- **The Government of Sweden** – invited us to be part of the High-Level Consultative Committee planning the 3rd Ministerial Conference on Road Safety 2020 and joined us at the 2nd World Youth Assembly for Road Safety.
- **The Government of South Africa** – partnered with us during a Ministerial session at the 2nd World Youth Assembly for Road Safety.
- **The Government of Belize** – worked with us to plan for the next Belize youth and road safety training as part of their Road Safety Project 2.0 and hosted our inception mission.
- **The Government of Iceland** – partnered with us during a Ministerial Session at the 2nd World Youth Assembly for Road Safety.

NON-GOVERNMENTAL ORGANIZATIONS

- **Kenya Red Cross, International Federation of Medical Students (IFMSA), National Safety Council, Restless Development and UN Young Leaders** – nominated young leaders from their organization to join the Global Youth Taskforce organizing the 2nd World Youth Assembly.
- **The International Road Assessments Programme (iRAP)** worked with us for the implementation of the Youth Stars Programme
- **Amend, Restless Development and the World Research Institute (WRI)** partnered with us to deliver a session at the 2nd World Youth Assembly.

FOUNDATIONS

- **Michelin Corporate Foundation** – founding member of YOURS and partnered with us to support the 2nd World Youth Assembly for Road Safety as a main partner.
- **TotalEnergies Foundation** – partnered with us to support the 2nd World Youth Assembly for Road Safety as a main partner and supported the Impact Generator Challenge.
- **Fundación MAFRE** – partnered with us to support the 2nd World Youth Assembly.
- **Fundação Thiago de Moraes Gonzaga** – nominated a young leader to work with us in the Global Youth Taskforce organizing the 2nd World Youth Assembly.

ACADEMIA

- **Milken Institute School of Public Health, George Washington University** – worked with us to review inputs into the 2nd World Youth Assembly including the Youth Consultations and Regional Panel
- **George Institute for Global Health, Oxford University** – worked with us to review inputs into the 2nd World Youth Assembly including the Youth Consultations and the Impact Generator Challenge.
- **The University of Auckland** – worked with us to review inputs into the 2nd World Youth Assembly including the Youth Consultations and conducted a parallel session at the 2nd World Youth Assembly.

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 communication 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.

57 News stories published	18-34 demographic visit our website the most	Increase of influence on Facebook and Twitter with wider reach, interaction and virality of posts compared to 2020.
15 Newsletters sent out to subscribers	Exponential growth of followers and supporters on social media >80% increase	New platforms launched to support the Global Youth Coalition including www.claimingourspace.org , Twitter, Facebook and Instagram pages.
Over 77,000 page views on the website in 2020		

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.



Yours Supervisory Board Meeting - February 2020

Accountability

POLICIES

The YOURS organization has formally adopted multiple policies, which can be found on our website: <http://www.youthforroadsafety.org>

SUPERVISORY BOARD

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

REGISTRATION

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

PARTNERSHIP ENGAGEMENT POLICY

Understand how we engage with partners, as well as the principles laying behind.

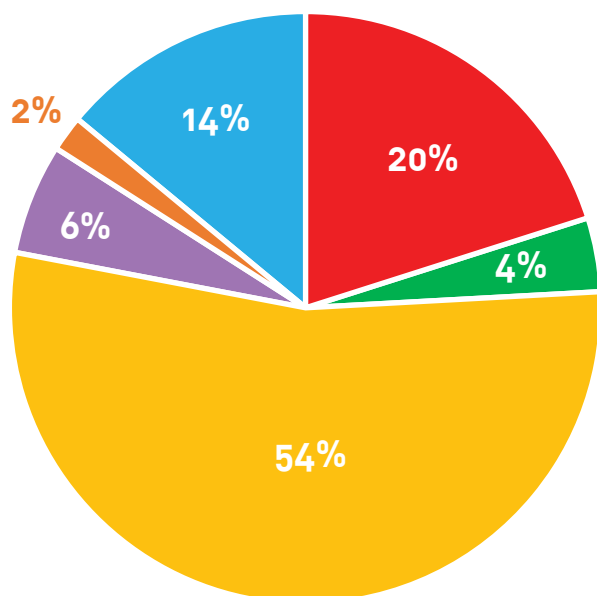
ANTI-BRIBE AND CORRUPTION POLICY

We take a zero tolerance approach to bribery and fraud and this is set out in our Anti-bribery and Corruption Policy.

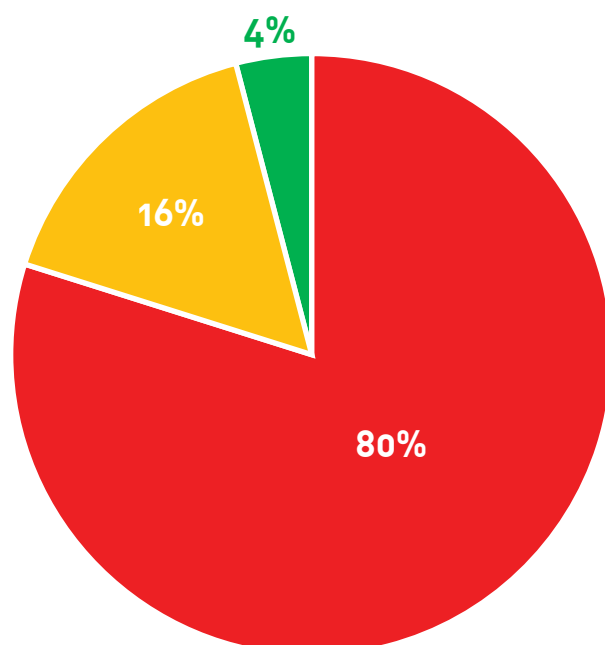
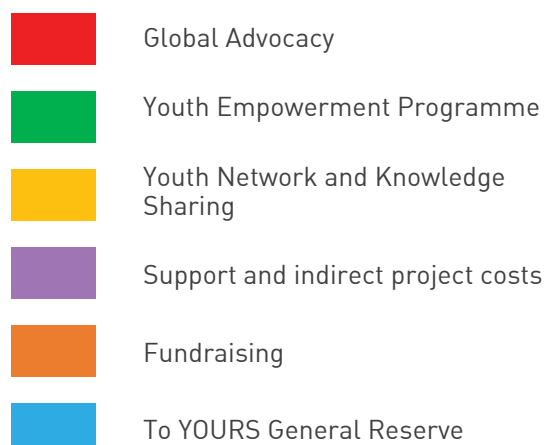
DIVERSITY POLICY

This policy reinforces our commitment to promote equality and fairness. We are committed to fostering, cultivating, and preserving a culture of diversity and inclusion.

Finance 2020



EXPENSES: €422,747



INCOME: €422,747



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:

