

FUNDACIÓN
MAPFRE
AWARD



2014

PRINCE
MICHAEL
AWARD



2017

PRINCE
MICHAEL
AWARD



2021

YOURS
YOUTH FOR ROAD SAFETY



YOUTH DRIVING CHANGE

Annual Report 2021



Foreword

Reflecting on 2021, I have seen a year full of learning, growth, and impact. Learning to navigate the Covid19 crisis and dealing with its uncertainties, but also jump on new exciting opportunities. Growth, because I have seen the organization make a giant leap forward in terms of budget, maturity, team members, and sustainability. And what I am most proud of: we continued to deliver outstanding projects and have an impact. In this Report, you can read all about them.

Together with the entire YOURS team, the Youth Leadership Board, and the Supervisory Board, we have also written and finalized two plans: a Strategic Plan 2025 and an Organizational Plan 2025. The first aims to provide a road map of our priorities for the coming years and how we intend to achieve our vision and mission in an ever-changing global environment; the second is more focused on what we need to have in place as an organization to facilitate that.

Rolling out our plans will happen in a fast-moving world. Safe and sustainable mobility is uniquely placed within this agenda as cities and countries reimagine urban spaces to prioritize health and wellbeing. With the launch of a new UN Decade of Action for Road Safety 2021-2030, this is the moment that youth must become an important stakeholder in reducing road deaths and injuries and meaningfully contribute to designing the future they want and need. Are you with us?

FLOOR LIESHOUT

Founder | Executive Director

Message from the Youth Leadership Board of the Youth Coalition

The Global Youth Coalition for Road Safety is a young affiliation but has attracted over a thousand youth leaders across more than 100 countries. This proves that our global youth movement is gaining momentum and is a strong platform for youths to gather and take action to address the biggest killer threatening our lives. Our commitment to inspiring, energizing, and empowering more youth's actions for safer and sustainable mobility has continued to be reinforced.

As a community of young people promoting safe and sustainable mobility, our hopes and aspirations were brightened as we witnessed for the very first time the inclusion of Youths as key stakeholders in road safety in the Global plan for the Decade of Action for Road Safety 2021-2030 in October 2021 – a clear indication that our global advocacy is gradually paying off.

Our call “Stop Blaming Us & Start Engaging Us” has been heard and this is reflected in the very work that we have continued to do. The inclusion of Youth in the Global Plan of Action reflected our consistent advocacy and promotion of safer roads for youths globally. We remain ever ready to continue to collaborate with other stakeholders towards ensuring that every young person is safe while traveling on the road. Indeed a safe road for any young person is a safe road for all.

This message wouldn't be complete without recognizing the invaluable work and commitment of our youth leaders across the globe. We are indeed thrilled at the same time proud of the great work that our youth leaders have continued to champion for safe and sustainable mobility across different regions and countries of the world.

Message from the Supervisory Board

Young people still continue to die and get injured on the world's roads. This is against the backdrop of increasing uncertainty and political change in the face of inadequate action by leaders worldwide.

This means that our **youth are disproportionately affected by a failing mobility system**. It is in the face of this urgency that YOURS follows three key strategic priorities to ensure that its mission is met: global advocacy, capacity development, and mobilization of youth.

I am honored to take over as Chair of the YOURS Supervisory board and continue the supportive role we play to the wonderful work of YOURS. I want to express deep thanks to Wim Rogmans for being the first chair of the board, and leading it so well since its establishment – we hope to emulate the role he played so well. **I am so proud of the work YOURS has done for global road safety since the last report.**

The Youth Coalition board and membership participated at many high-level events. And I am happy to share that two members of the Youth Coalition were also appointed as youth representatives for the European Union Youth Sounding Board for international Partnerships.

YOURS has a growing and active group of road safety leaders spanning more than a hundred countries worldwide. YOURS Academy, an online, e-learning, road safety school where youth can learn about the global road safety crisis facing young people has been launched.

The Youth Coalition has been uniting young people worldwide and connecting them with their peers and different networks as a way to support their passion and commitments for road safety.

I am delighted that under the able leadership of the Executive Director (Floor) the YOURS team has brought on talented individuals from all over the world to fulfill new roles to strengthen and professionalize the organization.

He led this talented team and ensured that YOURS has survived and prospered through the COVID-19 pandemic, while serving its mission. I hope you will not only read and applaud these efforts but also join YOURS in this important mission – we welcome you!

Adnan A. Hyder, MD MPH PhD
Chair, Supervisory Board, YOURS



CONTENTS

04 Our Challenge

In numbers: the realities young people face
Linkages between road safety and the Global Goals
Stop blaming, start protecting
Lack of meaningful youth engagement

08 YOURS at a glance

Advocacy
Capacity Development
Inspiring, mobilising, and uniting youth

10 What we have achieved

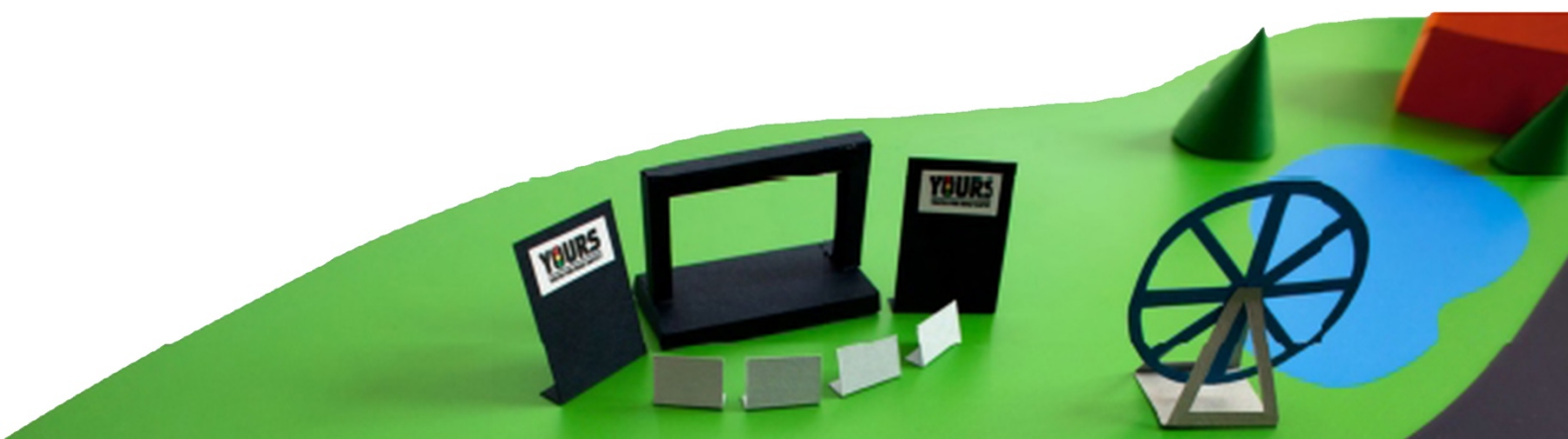
Enabling young people at a global level
Capacity Development
Energizing the Global Youth Movement
Youth Leadership Board
Local Actions

24 YOURS organization

Communications
Team updates
Financial Snapshot
Thank you partners

29 Future outlook

What to expect from the Youth Coalition
In other news



I. Our Challenge

Road traffic crashes are the number one killer of those aged 5 to 29¹ with more than 1000 young people under 30 years old dying daily on the world's roads.² This is against the backdrop of increased uncertainty and urgency as the climate emergency takes hold in the face of inadequate action by leaders worldwide. Youth are disproportionately affected by a failing mobility system.

Currently, 1.8 billion young people are aged 10 to 24, the largest youth population in history. 42% of the global population are under 25 years of age. Nearly 90% of the worldwide population aged 10 to 24 are growing up in developing countries, where solving many of these challenges is urgent and inextricably linked to achieving the sustainable development agenda.



At YOURS, we aim to work with and for young people to reduce global road fatalities. We believe it is only possible to end the leading killer of young people with young people. Meaningful youth engagement mainstreamed into road safety planning and policies is vital to achieving the Decade of Action for Road Safety 2021 – 2030 of a 50% reduction of road traffic fatalities and injuries by 2030. We believe it is impossible to meet this target or interconnected Sustainable Development Goals without mainstreaming youth participation in designing, financing, implementing, and evaluating safe and sustainable mobility policymaking.



¹ World Health Organization. Road traffic injuries [Internet]. World Health Organization. 2020

² Global Burden of Disease Study 2019 (GBD 2019) Data Resources



In numbers: The realities young people face

The numbers indicate how disproportionately affected young people are when it comes to road safety.



Road traffic crashes have been recognized as the **biggest killer of young people aged 15-29** for almost 20 years.

More than **1000 children and young people under the age of 30** die every day on the world's roads.



1.9 million deaths of children and youth aged 10 to 24 could be prevented by 2050

if road safety solutions are implemented at scale across 77 low and middle-income countries.¹



Most young people killed by road traffic injuries live in

low and middle-income countries and are vulnerable road users

such as pedestrians, cyclists, and motorcyclists.

10.5 million children and youth under 20

are injured in road traffic crashes every year.²



Road traffic injuries can reinforce inequalities

that exist across education, poverty, and current and future access to social and economic opportunities.³



¹ <https://www.fiafoundation.org/media/iyjfnfaj/final-report.pdf>

² <https://www.fiafoundation.org/resources/these-are-our-streets-manifesto-2030>

³ Rights of Way, Child Poverty, Road Traffic and The SDGs, 2016, FIA Foundation

Linkages between road safety and the SDGs

Road safety is explicitly mentioned in SDG 3.6 and SDG 11.2, yet it is also related to delivering targets across the sustainable development agenda. We believe road safety is a facilitator to reaching other sustainable development goals. Delivering safe and sustainable mobility unlocks benefits across multiple SDGs:

SDG 3 - Good Health and Wellbeing: First and foremost, transport systems that are safe and sustainable save lives and prevent injury, but also deliver wider health benefits. Creating safe spaces for active transport can increase physical activity and healthier lifestyles, and less reliance on private vehicles can reduce toxic air pollution that is also damaging to our health.

SDG 4 - Quality Education: It is not possible to deliver inclusive and equitable quality education for all without also considering how children and youth access learning settings. The journey to and from school must also be safe, inclusive and equitable, to support lifelong learning for all.

SDG 5 - Gender Equality: As with youth, many systems do not reflect the specific needs of women in developing safe and sustainable transport systems, and women are often excluded from planning and delivery processes further removing their ability to be heard. Social and economic equality can not be achieved without safe access to opportunities and services within transport systems that reflect women's needs.

SDG 10 - Reduced Inequalities: Countries that are not able, or decide not to invest in road safety could miss out on anywhere between 7 and 22% in potential per capita GDP growth over a 24-year period of GDP,¹ deepening cycles of poverty and inequalities between countries. Safe and sustainable transport systems are part of the solution to ensure equal access to opportunity and to support social and economic participation age, sex, disability, race, ethnicity, origin, religion or economic or status.

SDG 11 - Sustainable Cities: Addressing road safety to create environments that reflect the needs of all road users unlocks space for sustainable transport options such as walking or cycling. Streets and city spaces that prioritize people over cars, build communities.

SDG 13 - Climate Action: Transport emissions are one of the major contributors to climate change. To meet the Paris Agreement and prevent catastrophic climate change, there must be a paradigm shift in mobility systems. Road safety is at the heart of this shift, to create safe environments for zero-carbon transport.

¹ World Bank. 2017. The High Toll of Traffic Injuries : Unacceptable and Preventable. World Bank, Washington, DC. © World Bank.



Stop blaming us, start engaging us

Road traffic injuries and crashes are often viewed as accidents, moments of bad luck or bad judgment, rather than the avoidable tragedies that they are. For young people, this victim-blaming mindset is incredibly damaging. This leads to a 'quick fix' approach to improving road safety that targets young people as a problem rather than working with youth as active collaborators who can participate meaningfully in developing and implementing effective road safety interventions.

Human error is inevitable, especially for children and adolescents still developing physically and cognitively. Road crashes will happen, but death and severe injury are avoidable outcomes with the right safe systems. The Safe System approach to road safety accepts this reality, meaning children, youth, and all road users do not have to pay an unacceptably high price for their mobility. Through a system of safe infrastructure, safe speeds, safe vehicles, safe road users and post-crash care, it is possible to mitigate human error and save young lives. Young people can not only benefit from the safe system approach, but they can also significantly contribute to its success if given the opportunity.

However, too often, young people are targeted with ineffective educational programmes that do not consider the systemic issues within the transport system. Road traffic deaths and injuries are the responsibility of governments, not the individuals navigating transport systems that do not protect them.

Lack of meaningful youth engagement

The fundamental right of children and youth to meaningfully participate in policymaking processes is not a new idea. Participation is a human right recognized in the United Nations Convention on the Rights of the Child; in the Universal Declaration of Human Rights; and is central to equal, inclusive and sustainable development in the SDGs and New Urban Agenda.

The Global Plan for the Decade of Action for Road Safety 2021 - 2030 recognises youth as a critical stakeholder.

Globally, many young people are ready to act on road safety, yet their energy and ideas are often lost in this policy agenda. The mission of YOURS is centred on working with and for young people globally to tackle the leading killer of youth - road traffic injury.

The Global Youth Coalition for Road Safety, initiated by YOURS, is here to bridge the gap between policymakers and young people, to ensure young people are empowered to collaborate and contribute to road safety policies through meaningful participation.

II. YOURS at a glance

We at YOURS envision a world where not a single person dies or gets seriously injured due to road traffic crashes. This would be transformative for youth globally.



OUR MISSION

YOURS is a global organization that works with and for young people to demand and deliver road safety and sustainable mobility.

We imagine safe and sustainable mobility systems that are accessible and affordable for everyone in all parts of the world, regardless of age, gender, education level, disability or socioeconomic status. These mobility systems have been **co-created with and by young people in a meaningful way at all levels and stages of decision-making.**

The idea of YOURS was established in 2007 following the first World Youth Assembly for Road Safety. It has since continued to engage and support young people to fight their biggest killer; road traffic crashes.



World Youth Assembly for Road Safety, 2007

The organization plays a vital role in preventing road traffic injuries among young people. It is a unique organization that unites and supports youth leaders worldwide to demand and deliver road safety. YOURS is recognized as a global leader for assisting government investment in youth leadership in the road safety field. We add value to the broader development agenda by contributing to a healthier planet, liveable cities, gender equality, safe school zones and equal access to safe and sustainable mobility.



The potential and abilities of young people continue to grow and capture the attention of decision-makers and other stakeholders on a major scale. The need to engage with them becomes more and more apparent. We at YOURS want to bring these two worlds together by better-preparing youth through our three strategic priorities.

Our strategic priorities are all interconnected. We break out of 'silo thinking' and work together as an organization. We have identified three strategic priorities:



GLOBAL ADVOCACY

Our first strategic priority is all about convincing decision-makers of the need for road safety with youth leadership. Our advocacy agenda is developed in collaboration with, and spearheaded by, youth themselves. It is woven into our core YOURS activities at the local and global levels. We are promoting and facilitating youth participation and leadership at the highest global decision-making bodies, to community level and city project implementation.



CAPACITY DEVELOPMENT

With this strategic priority of work, we aim for young leaders to have the skills, knowledge and experiences coupled with their creativity and energy to effectively demand and deliver road safety and safe mobility. It is crucial to bridge the gap between generations and therefore we will present to decision-makers the case of meaningful youth participation to support their active engagement with young people.



INSPIRING, MOBILIZING, AND UNITING YOUTH

This strategic priority is focused on energizing a global youth movement for road safety. To actively and meaningfully engage with youth, we initiated the Global Youth Coalition for Road Safety (Youth Coalition). Through the Youth Coalition, we have united 800+ youth individuals and youth-led organizations in over 100 countries and mobilized them to act for road safety and sustainable mobility.

III. What we have achieved

Through our advocacy at YOURS we are focused on systematically mainstreaming meaningful youth engagement and youth leadership at all phases and levels of the policy journey in creating safe and sustainable mobility systems.

Young people have been given the platform to share their experiences, raise their concerns, and listen to their solutions in different spaces not just as beneficiaries but also as partners and leaders.



We are working toward establishing the links between road safety and the rest of the Sustainable Development Goals (SDGs) by creating a team of SDG champions from our youth leaders. This group is tasked with creating policy papers that makes clear the connection between road safety and other Global Goals. Advocacy efforts are being led by our youth leaders and are being supported by the organization in all aspects.





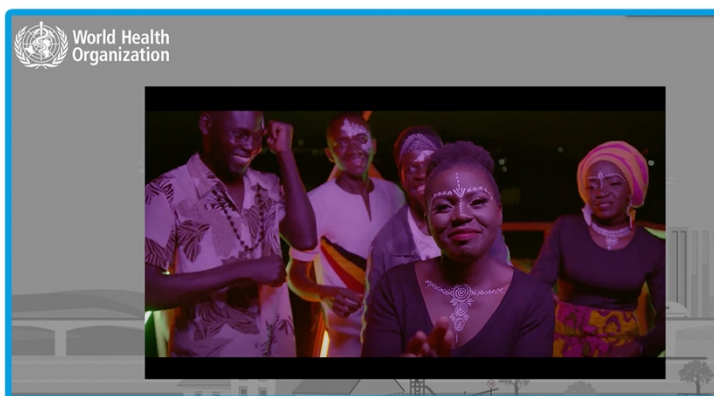
Enabling young people on a global level

Members of the Youth Coalition have been invited to represent young people in global road safety events throughout the year. We and our partners support our youth leaders and prepare them to represent youth voices in international events. Our youth representatives are given the opportunity to come face-to-face with high-level policymakers, decision-makers, world leaders, and other stakeholders to discuss the road safety realities young people face around the world.

Launch of the Global Plan for the Decade of Action for Road Safety 2021-2030

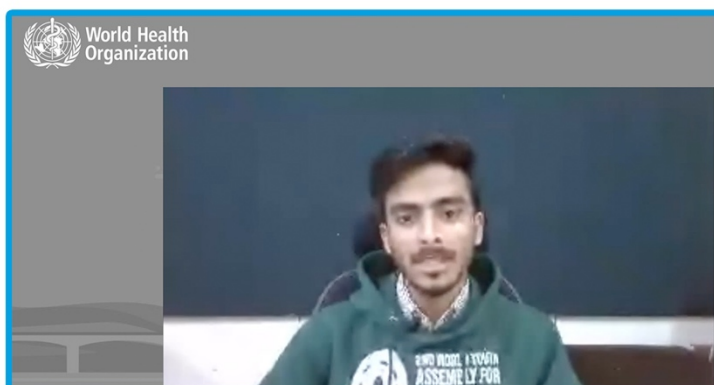
The Decade of Action for Road Safety 2021-2030 emphasizes the role of different organizations in international road safety cooperation and urges stakeholders to begin or continue working to achieve the new Decade's targets. It names young people as stakeholders who can help achieve the targets of reducing road safety fatalities and invites them to serve as ambassadors for road safety.

Following the launch of the new Decade of Action, WHO released the Global Plan for Road Safety - a document that describes and lists down the things that need to be done in order to achieve the road safety targets for the new decade. It calls on governments and all stakeholders to implement an integrated Safe Systems approach in local and global plans and projects.



During the launch, Youth Leadership Board Member Deepanshu Gupta (India) spoke on behalf of young people.

He called on decision-makers, leaders, and policymakers to start meaningfully engaging with youth to meet the road safety targets enumerated in the Global Plan for the Decade of Action for Road Safety.



He shared his expectations for potential intergenerational collaborations where local and global decision-makers will work hand-in-hand with young people in all stages of planning and decision making.



High-Level Political Forum on Road Safety



During the hearing for the High-Level Meeting on Road Safety happening in June 2022, Youth Leadership Board Member Laura Daniela Gomez (Colombia) joined the multi-sectoral panel made up of representatives from different sectors. Daniela represented the youth sector.

During her intervention, she talked about the need to look for more

alternative solutions to address issues around safe and sustainable mobility and road safety. She also noted the importance of meaningfully engaging with young people.

Conference of Youth (COY16) and Conference of Parties (COP26)

YOURS, through the Global Youth Coalition, participated in the Conference of Youth (COY16) and the Conference of Parties (COP26) to highlight the linkages between road safety, sustainable mobility, and climate.

For COY16, we organized official virtual side-events that explained and established the link between road safety, mobility, climate, and carbonization. During these events, young leaders from the Youth Coalition had conversations and dialogues with climate leaders and high-level policymakers talking to them about the importance of alternative modes of transport.

The youth representatives talked about why decision-makers should focus on creating sustainable cities and creating more opportunities for active modes of transport.





They also emphasized how young leaders, through the Youth Coalition, are already implementing different strategies to address mobility issues in their communities and that decision-makers should start including and meaningfully involving young people.

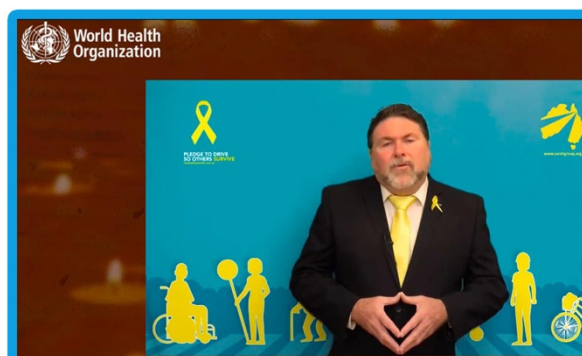
Present during the face-to-face event was Youth Coalition SDG Champion Omnia el Omrani (Egypt). Omnia presented the Youth Coalition's Climate Policy Brief titled "There is No Planet B: Safe and sustainable transport to tackle the climate emergency and save lives" to the different policymakers and COP26 delegates. The policy brief highlights one of the demands written in the Global Youth Statement for Road Safety where young people demand safe and sustainable transport systems to combat the climate crisis.

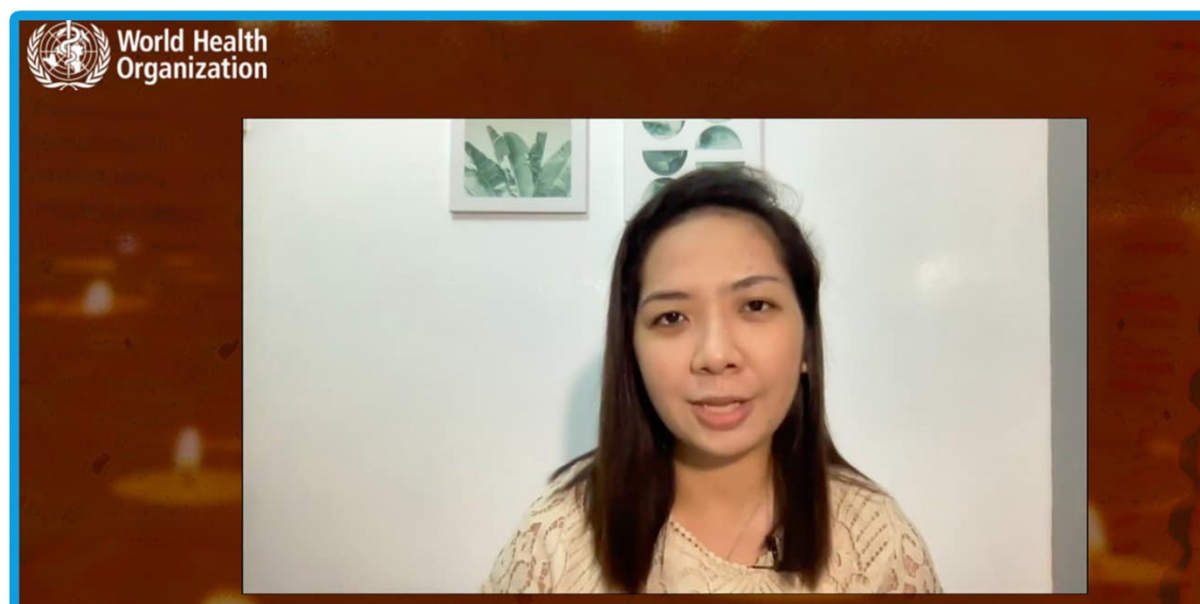


During the event, Omnia also joined an intergenerational dialogue led by cities for children themed "Our climate, Our future". The session brought together representatives from different sectors which include children, youth, government, climate practitioners, and other organizations to discuss child and youth well-being in cities around the world.

World Day of Remembrance for Road Traffic Victims

This year's observation of World Day of Remembrance for Road Traffic Victims, the World Health Organization (WHO) connected the Global Plan to the theme **"Remember. Support. Act."**





YOURS Communications Manager Maolin Macatangay (Philippines) spoke on behalf of young leaders and talked about how youth through the Global Youth Coalition is acting to help save the lives of their peers around the world. She talked about the Global Plan and how it includes young people as key stakeholders and invited decision-makers and policymakers to start meaningfully engaging with young people.

Global leaders like Zoleka Mandela from Child Health Initiative, Peter Frazer from the SARAH Group, Abdulla Shahid from the UN General Assembly, and Dr. Etienne Krug from WHO talked about the importance of prioritizing safer roads and more sustainable modes of transport to avoid the senseless loss of lives caused by road traffic crashes.

Youth at the EU Sounding Board

Two members of the Youth Coalition were appointed as youth representatives for the EU (European Union) Youth Sounding Board for international Partnerships. As members of the Sounding Board, Omnia el Omrani (Egypt) and Deepanshu Gupta (India) will join other youth leaders advising EU Commissioner for International Partnerships, Jutta Urpilainen. The Youth Sounding Board will have a say on the relevance and effectiveness of EU external actions when it comes to young people and meaningful youth involvement. With this structure in place, youth empowerment and meaningful youth participation will be at the top of the agenda for the EU. This will be crucial in establishing and maintaining international partnerships.

The Sounding Board will also be a space where young people can meaningfully be involved in external actions and internal cooperation. The board is composed of youth representatives from Africa, Asia, the Middle East, Latin America, the Caribbean, and the European Union.



Capacity Development

Apart from connecting and supporting our road safety leaders, we also further developed their capacities. We want to improve and build on the skills and knowledge of our members on different topics that would help them increase their abilities to mobilise other young leaders and enhance the impact of the planned actions within their leadership roles in road safety.

With the Youth Coalition as our main engine, we've been able to provide youth-friendly, highly interactive, and dynamic short-term capacity development series for our members. The series delivered free sessions for young leaders on areas around road safety, project management, advocacy, and more.

The topics are determined by youth leaders who share the areas they prefer to learn and discuss. This was achieved through a needs assessment conducted by the Youth Coalition.



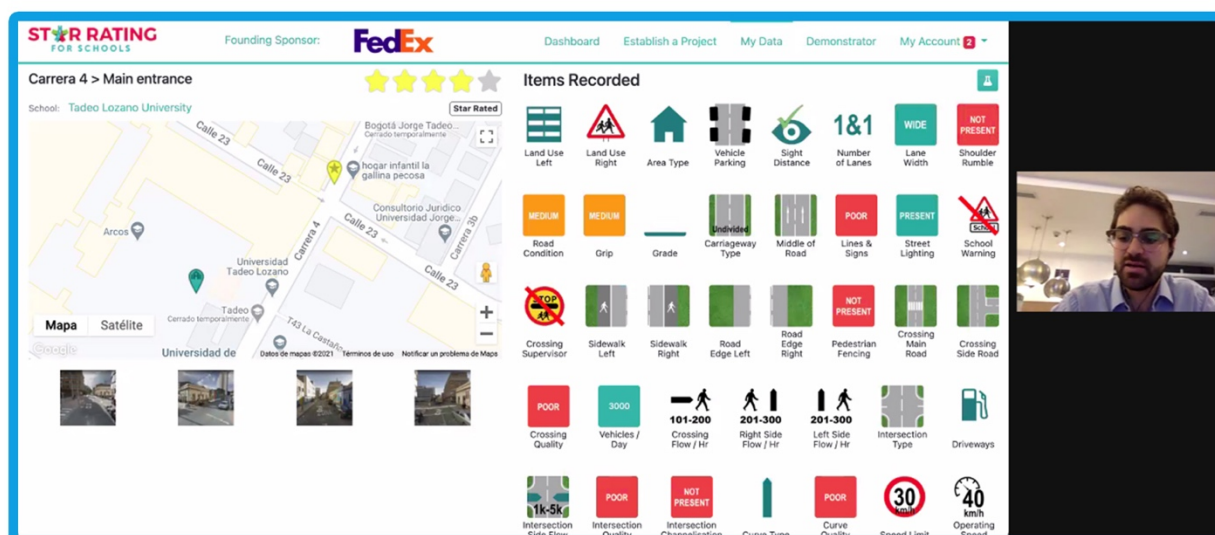
“The proximity we had to the speakers and the innovative topic of the session (I had never heard about the relation between arts and advocacy before)”

Henrique Oliveira (Brazil) during our CapDev session on ARTVOCACY, connecting art to your work as road safety advocates



The Youth Coalition led a total of six capacity development sessions in 2021. Each session had an average of 40 to 50 participants and at least one superstar lecturer.

With the help of its partners, we were also able to provide youth members with exclusive opportunities such as the Star Rating for Schools Programme initiated by the International Road Assessment Programme (iRAP).



In the same year, iRAP partnered with YOURS and the Youth Coalition to educate and train members on the Star Rating for Schools (SR4S) Methodology. After four sessions, YOURS was able to certify 30+ youth leaders on SR4S. The SR4S programme received financial support from FedEx.

Through the sessions, we've begun working on sustainable and long-term capacity building programs to reach more young leaders and give them better resources around road safety, advocacy, youth engagement, and more.





Capacity Development: YOURS Academy

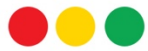
Capacity Development has always been a fundamental part of our work at YOURS. We want to further build on our previous experiences and combine all of our capacity development knowledge under the flag of a YOURS Academy.

With the launch of the Academy, we aim to develop the capacities of an entirely new generation of young leaders with skills and knowledge to demand and deliver road safety. This will enable our advocacy work to be spearheaded by youth themselves; by creating cohorts of knowledgeable and powerful youth leaders, this will inspire and energize the broader global youth movement for road safety.



While much has been achieved in developing the capacities of young people through interactive in-person training, much more can and must be achieved. In-person training currently lacks the scalability factor that would enable us to reach more youth in more countries. The prospect of adding online training to our portfolio has become an exciting opportunity to cross-fertilize our audiences in countries around the world simultaneously reaching thousands of youth in ways that were previously not possible without more skilled manpower.

A new target audience for our capacity development work will be decision-makers. Through the YOURS Academy, this specific group can learn more about meaningful youth participation and how to actively engage with young people. By doing so, we want to bridge the gap between generations and foster the possibility of an intergenerational collaboration on building sustainable mobility systems together.



Energizing a global youth movement

Following the 2nd World Youth Assembly for Road Safety launched during February 2020, we initiated the Global Youth Coalition for Road Safety as a direct response to the needs and demands of the 160+ youth delegates representing over 70 countries around the world.

Initially, we had the Youth Champions - a group of global champions who act as an umbrella for active organizations, individuals, and other stakeholders working for youth and road safety across the world. Now, we engage more youth leaders in an informal member-based structure through the Youth Coalition.

The Youth Coalition has been uniting young people worldwide and connecting them with their peers and different networks as a way to support their passion and commitments for road safety. It is co-led by young people and inspires other young people to get involved in road safety in fun, creative, meaningful, dynamic, and impactful ways.



The Youth Coalition is open for young people aged 15-35 years old. It continuously accepts members through an informal member-based structure. As of December 2021, the Youth Coalition has amassed over 800 members from 105 countries, engaging more than 2000 young leaders worldwide.

With a stable leadership structure and dynamic communication strategy, our activities, events, and updates have reached more than **23 million people** in social media engagement.



The Art for Road Safety campaign

In June, we launched the Art for Road Safety campaign - our first artistic challenge for safer mobility in the African continent. The challenge was held in Egypt, Uganda, and Senegal with the purpose of raising awareness of road traffic crashes as the leading cause of death for young people, changing road user behavior, and empowering young people to take action to address these issues. Another purpose of the campaign was for youth to take ownership of this important cause and become local road safety ambassadors in the most creative and original way possible.

The campaign had three artists who inspired content on two main road safety issues in the African region; observing speed limits and wearing helmets. The artists include Egyptian graffiti artists Elna2Ash, Senegalese graffiti artist Zeinixx, and Ugandan dancer Robert Ssempijja.



Every week during the campaign, each artist posted an art challenge where young people around the world would reinterpret their art forms. Participants were encouraged to carry out innovative awareness actions on road safety using creativity, art, and social media.

The winners included Rital Khasawneh for winning the challenge on Egypt Week, the team of Musa Ssempebwa, Patrick Musoke Hillington, Ronald Kushemererwa, and Steven Kyalire Fred for Uganda Week, and Pierre Sada Sarr for Senegal Week. The winners were awarded with art supplies, motorcycle helmets, and a bike kit respectively. The Art for Road Safety campaign was financially supported by TotalEnergies Foundation.



The Prince Michael Award

This year, the Global Youth Coalition for Road Safety has been awarded the prestigious Prince Michael International Road Safety Award. It was recognized through the achievement and impact of the 2nd World Youth Assembly for Road Safety and the visibility of young people at the 3rd Global Ministerial Conference for Road Safety in Stockholm, Sweden in 2020.

The Prince Michael International Road Safety Award is an annual award presented to organizations and individuals who have outstanding achievements in improving global road safety.

In a letter of congratulations, the Prince wrote, “It was a pleasure to be able to meet some of you in Stockholm early last year and to learn of the success of the Youth Assembly at the Ministerial Meeting. I was therefore delighted to learn of this success and the subsequent of the Global Youth Coalition for Road Safety. This achievement is notable and its rapid development impressive with enormous potential to make a real impact during the new decade of action”.



In the same announcement from His Royal Highness Prince Michael of Kent, the #StreetsforLife #Love30 campaign for the 6th UN Global Road Safety Week, which something YOURS has been involved with in an internal capacity, has also been presented with the Prince Michael International Road Safety Award.

The low-speed interventions were framed as life-saving, low-cost and achievable measures to reduce road traffic deaths and injuries and facilitate multiple benefits for health, environment and equity. Through the campaign, UNRSC members, NGOs, youth activists and others in at least 53 countries around the world were mobilized to advocate for endorsements of and commitments for 30 km/h speed limits.



The #StreetsforLife #Love30 campaign was organized under the auspices of the UN Road Safety Collaboration (UNRSC) for the 6th UN Global Road Safety Week by the World Health Organization, FIA Foundation, YOURS - Youth for Road Safety, and the Global Alliance of NGOs for Road Safety.

Youth Leadership Board

The Youth Coalition is represented by the Youth Leadership Board (YLB). The YLB is the focal point and the engine behind the Youth Coalition. This diverse group of leaders use their respective expertise to lead and advise on the actions and initiatives of the Youth Coalition. They will help ensure that the work within the Youth Coalition is consistent with and reflects the realities of youth.



The YLB supports the members in the implementation of actions on the ground. They also represent the voices of the members, giving young people the opportunity to weigh in on how local actions and global advocacy strategies are run.

They will proactively share their views on the strategy design and help implement specific milestones of the Youth Coalition during their 24 month term.

Regional Leaders

The YLB is not the only leadership body behind the Youth Coalition. To make sure regional voices are represented, the Youth Coalition also has a set of regional leaders representing the regions of Africa, Asia, Europe, Latin America, and North America. This body localizes the Youth Coalition's messages and elevates the voices of the members to the YLB to make sure that every member is listened to.

AFRICA



RICHARD YOUNG OWERE,
UGANDA



OLUFUNKE AFESOJAYE,
NIGERIA

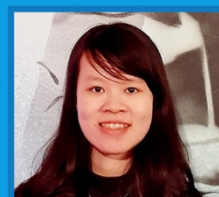


TENDEKAYI MARAPARA,
ZIMBABWE

ASIA



HEMANT TIWARI,
NEPAL



MNH VO,
VIETNAM

NORTH AMERICA



JACOB SMITH,
USA



ISABELLE BOULLIER,
USA

EUROPE



JAMES BROWN,
UNITED KINGDOM



LINDA NEKESA MASIBO,
BELGIUM



YAHYA SHAKER,
ITALY

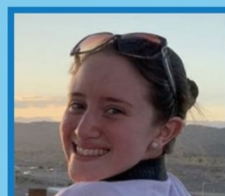
LATIN AMERICA



BRUNA MESQUITA,
BRAZIL



MATIAS IVAN SCHULZ,
ARGENTINA



SOFIA AGUIRRE MORENO,
ARGENTINA



The role of the regional leaders is to support the dissemination and implementation of all the Coalition's activities throughout the regions by connecting with other members and encouraging them to participate. It also ensures that our work is responsive to regional differences and represented in our work.



Local Actions

Part of the opportunities we are giving Youth Coalition members is to submit a proposal for their own local actions. The initiative looks to fund and support tangible and impactful youth-led projects that would contribute to real change within their communities.

In 2021 we received 39 proposals from our members. After a rigorous selection process, we were able to fund 12 projects in Belgium, Brazil, Colombia, Ghana, India, Indonesia, Jordan, Mexico, Rwanda, and Uganda.

The Local Actions winners were awarded with €5000 to fund their projects. Apart from this, they were also provided with support such as mentoring and coaching, access to partners, a platform to share updates of their projects, and workshops and capacity development sessions to improve their project management skills.

Here are some examples of the projects;



Be Road Smart UG by Kenneth Mulinde (Uganda)

Be Road Smart UG is a participatory project that uses “Activism” to mobilize and organize vulnerable road users and motorists in Uganda through campaigns and workshops. It will help realize the need to observe road safety measures in safe school zones and public spaces for women and young girls.



Up to Zer0 by Sana’a Khasawneh (Jordan)

Up to ZERO is a campaign that aims to make Jordanian youth more aware about road safety and Vision Zero and encourage them to be more involved in making our roads safer for everyone. The project will target young male drivers because 36% road deaths are among males aged 15-29.



Retorno Seguro a Clases by Aldo Gonzalez Barrera (Mexico)

Retorno Seguro a Clases or Safe back to School Challenge will address the challenges for youth activists in Mexico. The implementation of Retorno Seguro a Clases will lead to road safety projects that addresses the issue of dangerous school zones.

To learn about our other Local Actions projects, go to bit.ly/LocalActions2021

IV. YOURS Organization

YOURS is growing! As a dynamic organization that keeps up with the needs and demands of young people, we make sure that our resources are up to date and that our team is trained to handle and address different citations that could arise from our day-to-day operations.

YOURS Policies

As an organization, we adopted a number of policies that help make sure that our principles and conduct are aligned. You can find all of our operational details and policies on our website (www.youthforroadsafety.org)

Supervisory Board

YOURS has a clear governance structure in place. The Supervisory Board (SB) is responsible for the oversight of the organization. It oversees the long-term objectives of the organization and ensures that the by-laws and rules governing the organization's activities are observed.

Together with the Executive Director, they are responsible for policy settings and oversight of the direction and performance of the organization. The Supervisory Board meets twice a year (spring and fall).

Currently, the following experts sit on the YOURS Supervisory Board;

- Dr. Wim Rogmans (The Netherlands)
- Prof. Adnan Hyder (United States)
- Prof. Shanthi Ameratunga (New Zealand)

Communications

Delivering a strong, youth-led, creative, and accessible message is the key element of our communications strategy. We do our best to maintain a strong social media presence, focusing on making the message conversational and interactive so that we engage both young audiences and donors in road safety.

Through the YOURS website, we update our followers on the latest road safety events with our news features. Through this, we share information, opportunities, events, and actions that help further the road safety agenda. We use our social media channels to reach and engage with our audience, donors, partners, and more. We advocate for youth voices from the bottom-up, elevating youth voices to reach high-level decision-makers and policymakers and bringing the demands and commitments of youth to the global arena.



We support top-down translations of road safety reports and turn it into bite-sized and more manageable chunks of information for the global youth network. The efforts of YOURS help ensure that youth are up-to-date on current trends, reports, and statistics.

These strategies support our communication efforts which act as a bridge between the high-level global road safety decision-makers and the youth of the world. Communication, information, and knowledge exchange are crucial to keep the network functioning.

Team updates

To make sure that the organization is able to cover different areas in the development of road safety and youth engagement, the YOURS team brought on talented individuals from all over the world to fulfill new roles and responsibilities under the organization.

Team members:



Floor Lieshout
Executive Director



Manpreet Darroch
Capacity Development
Director



Raquel Barrios
Projects Director



Maolin Macatangay
Communications Manager

Leaving the organization:

- **Luiza Amorim (Brazil)**, Advocacy Director

Joining the organization:

- **Rebecca Ashton (United Kingdom)**, Interim Advocacy Director
- **Iván Viquez Solórzano (Costa Rica)**, Senior Project Manager
- **Ennada Lagouit (Morocco)**, Monitoring and Evaluation Specialist

Financial snapshot

YOURS' annual budget in 2021 was record-breaking in the history of the organization. It reflects the ambition of YOURS and the momentum it currently has. In comparison with 2019, we have doubled our budget.

Income: 506,920 (EUR)

- Bilateral and multilateral Agencies (8.4%)
- Private sector (Foundations) (81.9%)
- Non-Governmental Organisations (9.7%)



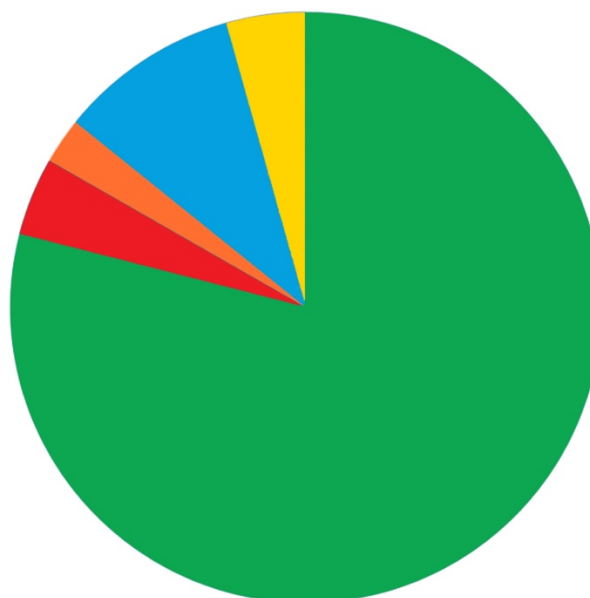
YOURS aims to have a continuity reserve that covers at least 50% and a maximum of 100% of our annual budget. The continuity reserves are there to guide the organization through economic crisis and protect us from unexpected financial setbacks while safeguarding our independence.

In 2021, YOURS added an amount of 50,000 euros to its continuity reserves which will be on December 31, 2021 - €300,000 in total to support the stability and the growth of the organization.



Expenditures: 506,920 (EUR)

- Direct project costs (79%)
- Support and indirect project costs (4.3%)
- Taxes (2.5%)
- To continuity reserves (9.9%)
- To general reserves (4.4%)



2017

2018

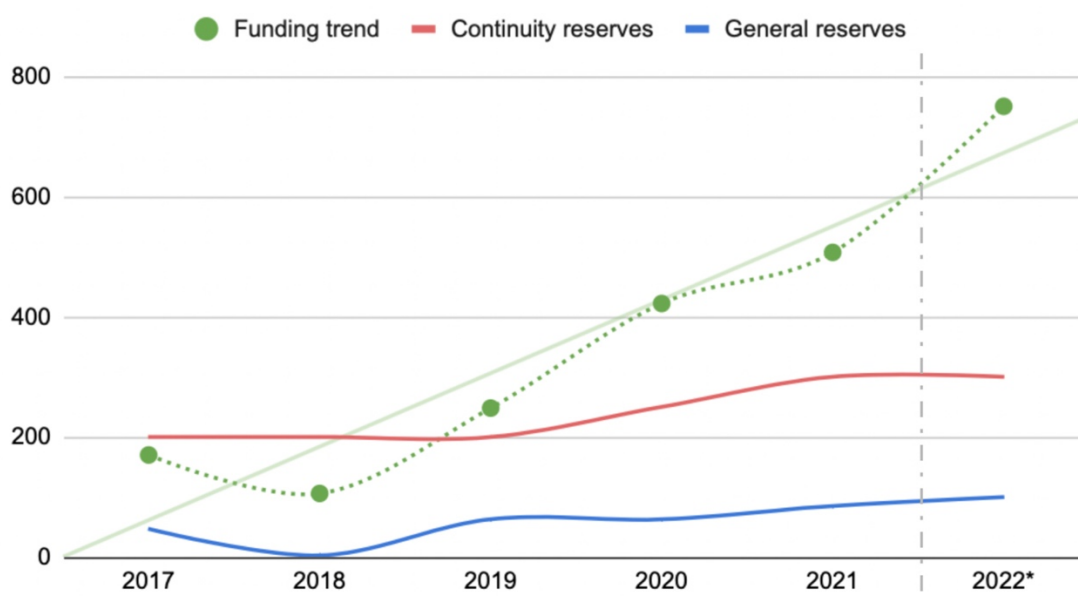
2019

2020

2021

YOURS also wants to allocate funding to cover projects with great potential, but has not yet found external funding from a donor. These investments are covered by our General Reserves. In 2021, YOURS added €22,102 to these reserves, making it a total of €85,240 by December 31, 2021.

Funding trend and Reserves ('000 EUR)





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 from (inter) governmental organizations, private sectors, civil societies (NGOs), and academia.

We are particularly proud of the support we received from our founding members: the World Health Organization and the Michelin Corporate Foundation.

We are proud to have a number of long-term partners working with us and investing in the Global Youth Coalition for Road Safety. In special, we would like to thank the two Programme Partners: TotalEnergies Foundation and Michelin Corporate Foundation. In 2021, we were also happy to welcome the **FIA Foundation as an advocacy partner of the Youth Coalition.**

Our partnerships

Private Sector

- **TomTom** continues their financial support of YOURS through IT donations
- **FedEx** partnered with YOURS through the Youth Stars Programme that trains young leaders on the Star Rating for School methodology pioneered by the International Road Assessment Programme (iRAP)

(Inter) Governmental Organizations

- **The World Health Organization (WHO)** worked with us in planning the 6th UN Global Road Safety Week and serves as a technical partner to the Global Youth Coalition for Road Safety
- **The Government of Belize** worked with us to plan the next Belize Youth and Road Safety training as part of their Road Safety Project 2.0.

Non-Governmental Organizations

- **The International Road Assessment Programme (iRAP)** worked with us to implement the Youth Stars Programme and trained members of the Youth Coalition to be certified in using the Star Rating for Schools methodology

FOUNDATIONS

- **Michelin Corporate Foundation** is a founding member of YOURS and is also a Programme Partner of the Global Youth Coalition for Road Safety.
- **TotalEnergies Foundation** is a Programme Partner of the Global Youth Coalition for Road Safety and funded the Art for Road Safety project.
- **FIA Foundation** is a partner of the Global Youth Coalition for Road Safety and supports advocacy, programs, and research in road traffic injury and sustainable mobility.



V. Future Outlook

To see its vision of living in a world where no young person dies on the world's roads, YOURS plans to continuously improve its work. Therefore we developed a new Strategy Plan 2025 and an Organizational Performance plan.

The latter is being developed to guide our work in building a highly impactful, ambitious and sustainable organization that can adapt quickly to a changing environment underpinned by a shared set of principles.

We want to become an even more robust and sustainable organization. Over the next four years, we will further transition into a more mature, professional organization that facilitates a steady growth of projects and more impact.

In the near future, you will also see a bigger investment of our time and resources in supporting decision-makers to meaningfully engage with young people on the road safety and sustainable mobility agenda. It is our aim to create an ever-growing space where young people and decision-makers collaborate in designing, implementing and advocating for safe and sustainable mobility systems. We imagine that one day, meaningful youth participation is fully institutionalized at all levels and phases of decision-making and young people are embraced as important stakeholders.

We have identified multiple strategic advocacy and campaigning opportunities under our tagline #ClaimingOurSpace:

1. **Europe - Africa Week:** Road Safety and Youth in Africa
2. **FIA Foundation Forum:** Design for Life. For People & Planet
3. **International Transportation Forum:** Implementing the Global Plan
4. **United Nations High-Level Meeting on Road Safety**
5. **Galician Congress of Road Safety and Education:** International Cooperation
6. **AIP Head's Up Campaign:** How YOURS is empowering young people
7. **International Transportation Forum:** Women and Road Safety

In addition, in 2022, we will launch the YOURS Academy - the definitive online e-learning school for young people to learn about global road safety and how to take action on the #1 killer of youth in the world. It will offer new opportunities to young people from around the world to learn more about road safety and how they can take action.

The Academy is our newest platform that takes our award-winning in-person trainings and turns them into an interactive self-paced learning experience

What to expect from the Youth Coalition

The Global Youth Coalition for Road Safety has grown rapidly in only two years. It is time to start increasing our visibility and participation regionally and locally and strengthen the bottom-up approach.

In 2022, the Youth Coalition will be focused on strengthening the various youth leadership structures we have in place; the Youth Leadership Board, the Regional Leaders and the SDG Champions. These structures will ensure that youth voices are always at the center of the decision-making process and also that our work is connected with regional realities and with the broader Sustainable Development Agenda.

Additionally, we will increase the number of grassroots projects supported, as we would like to see more young leaders taking concrete actions in their countries and cities.



In other news

The team will be welcoming Stefania Minniti as our new Advocacy Director and Sana'a Khasawneh as Junior Project Manager, starting in January 2022.





WE BELIEVE IN EMPOWERING YOUTH TO TAKE ACTION FOR ROAD SAFETY

YOURS is a global organization that works with and for young people to demand and deliver road safety and sustainable mobility.



OUR PARTNERS

