

ANNUAL REPORT 2023

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2021



TABLE OF CONTENTS

FOREWORD SUPERVISORY BOARD	3
FOREWORD	4
ROAD SAFETY FATALITIES: THE BIGGEST THREAT TO YOUTH LIVES	5
MEANINGFUL YOUTH PARTICIPATION: AN EFFECTIVE SOLUTION TO THE ROAD SAFETY CRISIS	7
WE WALK THE TALK	8
ANNUAL MILESTONES	9
1. ADVOCACY: STOP BLAMING US, START ENGAGING US	10
2. CAPACITY DEVELOPMENT: LEVELLING UP ROAD SAFETY KNOWLEDGE	13
3. YOUTH MOVEMENT: WE ARE CLAIMING OUR SPACE	16
THE YOUTH STORYTELLING PROJECT: THE INTANGIBLE IMPACT OF YOURS IN YOUTH LIVES	23
YOUTH LEADERSHIP RETREAT: GLOBAL CHANGEMAKERS FOR ROAD SAFETY.....	24
COMMUNICATIONS: FOR YOUTH, BY YOUTH	26
FINANCE	27
YOURS SUPPORT STRUCTURE	28
A. TEAM MEMBERS	28
B. SUPERVISORY BOARD - YOURS GOVERNING BODY	28
THE POWER OF YOURS: IMPACT OVERVIEW	29
PARTNERS	30
FUTURE OUTLOOK: A PROMISING YEAR	31
UPCOMING 2024 MILESTONES.....	32



FOREWORD SUPERVISORY BOARD



It is a great privilege to write this foreword on behalf of the YOURS Supervisory Board as we reflect on another impactful year. We extend our heartfelt gratitude to the entire team and network for their relentless efforts throughout the year and dedication to making our roads safer. A special thank you goes to Raquel Barrios for her dynamic leadership as Executive Director, bringing new energy and insights to the team and the Supervisory Board, thus accelerating the impact towards zero deaths on the world's roads.

The YOURS journey in 2023 is marked by significant milestones across the strategic priorities YOURS is working on:

- **Advocacy:** Youth presence at several high-level global events, the publication of two policy briefs on the SDGs and road safety, and acquiring seats in influential bodies such as the WHO and the EU.
- **Capacity Development:** The launch of new modules in the YOURS Academy, the successful conclusion of the Belize project, and the infrastructure change project around safe school zones.
- **Youth Movement:** The growth of the **Global Youth Coalition for Road Safety**, the development of the membership journey to maximise youth impact, and the support of **14** local actions underscore our focus on empowering youth.

A special mention goes to the first-ever Youth Leadership Retreat, where **23** leaders from **18** countries enhanced their knowledge to increase their impact in their local communities and at the global level.

As we reflect on the past year, YOURS commitment to positioning road safety as a societal value within youth communities is steadfast. By fostering

meaningful youth participation, YOURS ensures that young people are not only heard but also active contributors in designing and implementing road safety policies.

In 2023, YOURS has embraced an exploratory approach by incorporating themes such as sustainable mobility into its core mission. This strategic expansion acknowledges that road safety cannot be isolated from other crucial issues like climate action and social equity. The tangible contributions of youth in these efforts cannot be overstated. Their work advocating for safer streets, influencing policy changes, and raising awareness to shape a mobility system where road safety is a given, not an aspiration.

As we look ahead, the need for sustained investment in youth leadership and engagement is clear. YOURS remains committed to supporting and amplifying youth efforts, ensuring their voices are integral to the ongoing dialogue and action on road safety and sustainable mobility.

I look forward to continuing to work with Adnan and Shanthi on the Supervisory Board and helping YOURS in making an impact on road safety while broadening the focus in a balanced and impactful way. Additionally, I look forward to welcoming new board members in the coming year to increase the board's diversity in age and origin.

In closing, I sincerely thank our partners, donors, and, most importantly, the youth leaders who inspire us daily. Together, we are building a safer, more sustainable future for all.

Ruud de Groot
Supervisory Board YOURS



FOREWORD

Road Safety work is hard, complex, and ever-evolving. Still, there are common threads that underpin lasting progress, and that is what YOURS experienced during 2023.



Last year marked significant changes for the organisation. We experienced a leadership transition, saying goodbye to Floor Lieshout, the founder of YOURS. This brought a moment of self-reflection and an opportunity to revisit our identity. We fine-tuned our work to ensure a bigger impact in reducing road traffic crashes and injuries.

On the other hand, 2023 was the year when we truly started seeing more onsite traction after the COVID-19 pandemic through the support, development, and leadership of tangible and effective in-country youth advocacy for meaningful youth participation and upskilling youth across all aspects of our programming.

The pinnacle was hosting the first-ever Youth Leadership Retreat in Madrid, where nearly 30 young leaders from different countries met to continue strengthening their skills to influence policy change. This group supported expanding the youth and road safety movement globally. In 2023, we also concluded an in-country programme that is close to our hearts, the Belize Youth Empowerment Programme on Road Safety, where government officials and youth leaders acquired the necessary skills to improve road safety across the country, not only by creating awareness but also by assessing and designing better infrastructure around schools.

While YOURS continues to grow and deepen its impact on the ground, 2023 was a crucial year to hear youth demands on meaningful youth participation in road safety decision-making through the #ClaimingOurSpace campaign. We also witnessed the results from the 2023 Global Status Report. Those

Raquel Barrios
Executive Director, YOURS



While YOURS continues to grow and deepen its impact on the ground, 2023 was crucial to hear youth demands on meaningful youth participation in road safety decision-making.

two inputs will guide our advocacy priorities in 2024 towards increasing investment, fostering multi-sectoral collaboration and demanding government accountability in the lead-up to the 3rd World Youth Assembly for Road Safety, happening in 2025 as an official side event of the 4th Ministerial Conference on Road Safety.

I have been incredibly impressed by the hard work put in by the people who make YOURS—our team members, Supervisory Board, financial and local partners and most importantly, the young leaders. Thank you for standing by our side. We are humbled to do this work alongside you. With your support, we will lay the groundwork for the YOURS we want and need to be; an organisation supporting youth worldwide to play a leading role in designing the transportation systems they will inherit. We are driven by a belief that youth have the practical skills, the lived experiences and the innovative ideas to bring effective long-lasting results to address this global public health crisis.

ROAD SAFETY FATALITIES THE BIGGEST THREAT TO YOUTH LIVES

Road traffic crashes are the biggest killer of youth aged 15-29 years old, with an estimated 1,000 dying every day on the world's roads. If we include children aged 5 to 14, the number increases significantly, contributing to the over 3,200 fatalities occurring daily. Additionally, road traffic crashes result in 20 to 50 million injuries per year¹.

Road traffic crashes impact youth during their most productive years, with approximately 66% of fatalities occurring among youth and adolescents. Globally, 32.7% of deaths in young people aged 10-24 years in 2019 were a result of transport injuries, unintentional injuries, or interpersonal violence and conflict.

do not consult youth in the preparation of national development plans and, while youth aged between 20 and 39 years old represent 34% of the voting age population, only 23% of all parliament members are under 40 years old.

Youth have inherited unsafe and unsustainable mobility systems worldwide. Globally, young people struggle with these transportation systems, which traditionally exclude their voices in design.

"The issues for Uganda are non-helmet wearing for most motorists and poor response to the traffic law on speed limits. Then, deliberate exclusion of young people from road safety decision-making in every aspect of road safety. Not forgetting street harassment and violence against girls and women." - Youth Leader, Uganda.

While the situation is overwhelming, the youth are not helpless. They know which cost-effective solutions work to reduce road crash risks and how road safety solutions are more effective while connecting it with the broader development agenda. These measures are included in the series of policy briefs on SDGs and Road Safety (YOURS, 2021-2023), such as:

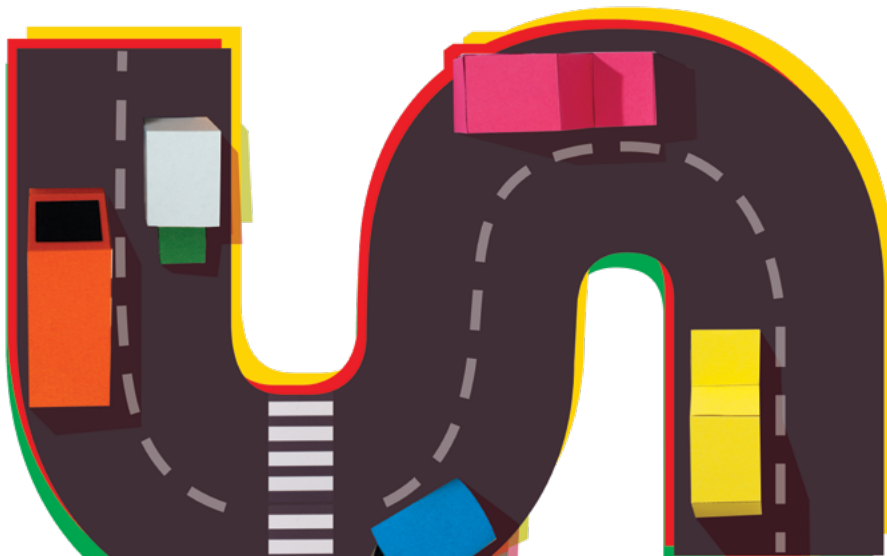
"One of the biggest challenges I face is working with the government. Many government officials do not want to work with me because they feel I may be trying to take their job. Some also feel that our time hasn't reached [this level]. The second problem I face about road safety in Nigeria is capacity development. Before now, we didn't have access to capacity development; all we had was the research we'd been able to do. The third challenge is global exposure; we don't have access to the global platform to learn from best practices and gain resource materials." - Youth leader, Nigeria.

Despite being one of the most affected demographics in the community and the largest population under 25 in human history, 1.8 billion young people, youth are often underrepresented in decision-making processes. Based on the crowd-sourcing platform of the Global Partnership on Youth in the Post-2015 Development Agenda, two out of three countries

1. World Health Organization. 2023. Global Status Report 2023. <https://www.who.int/publications/i/item/9789240086517>
2. <https://www.who.int/news-room/fact-sheets/detail/road-traffic-injuries>
3. World Health Organization. 2023. Global Status Report 2023. <https://www.who.int/publications/i/item/9789240086517>
4. The Lancet, Global, regional, and national mortality among young

- people aged 10–24 years, 1950–2019: a systematic analysis for the Global Burden of Disease Study 2019
5. https://www.un.org/youthenvoy/wp-content/uploads/2014/09/The-Global-Call-on-Youth_3-June-2014.pdf
 6. <https://www.oecd-ilibrary.org/sites/1cf7cf71-en/index.html?itemId=/content/component/1cf7cf71-en>

1,000
YOUTH AGED 15-29
DIE EVERY DAY ON THE
WORLD'S ROADS.





SDG11: Promotion of walkable urban areas with essential amenities within a 15-minute walk encourages active mobility, particularly among youth.



SDG4: Implementation of “School Streets” during pick-up and drop-off times to close school zones to cars enhances safety for walking and cycling while improving air quality for children and adolescents.



SDG5: Addressing the lack of consideration for women and girls’ needs in transport policy is crucial to reducing their costs, stress, fear, and time poverty associated with inaccessible mobility systems.



SDG10: Adoption of 30 km/hr and 20 km/hr speed limits significantly reduces road traffic crashes, injuries, and deaths, especially for vulnerable road users.



SDG10: Multimodal transport systems catering to diverse needs and preferences contribute to reducing transport inequalities and social exclusion, particularly among younger generations.



SDG13: Incentivising active transit options, discouraging high-emission travel, and prioritising climate-resilient/sustainable transit designs drives a paradigm shift in transportation.

ROAD SAFETY ACCELERATES REACHING THE GLOBAL TARGETS IN THE SUSTAINABLE DEVELOPMENT AGENDA

There is evidence that road safety accelerates reaching the targets in the sustainable Development Agenda and YOURS upholds the global agenda as a cross-cutting theme across all programs and initiatives. We are proud to work with and for young people to develop global advocacy tools with effective measures and recommendations to influence decision-making processes across Health, Climate, Youth and Active Mobility agendas and support policy changes at local levels. However, it is crucial that youth voices, ideas and experiences are meaningfully incorporated into decision-making processes.

- 7. <https://claimingourspace.org/policy-brief-sdg-11>
- 8. <https://claimingourspace.org/sdg4>
- 9. <https://claimingourspace.org/sdg5>

- 10. <https://claimingourspace.org/policy-brief-sdg-10>
- 11. <https://claimingourspace.org/policy-brief-sdg-10>
- 12. <https://claimingourspace.org/policy-brief-sdg-13>

MEANINGFUL YOUTH PARTICIPATION:

AN EFFECTIVE SOLUTION TO THE ROAD SAFETY CRISIS

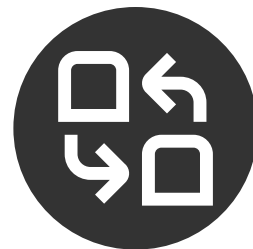
Meaningful youth participation across policy design and implementation is rarely standard practice and often ineffective when available. It is clear that despite efforts to mainstream meaningful youth participation, it is often ad-hoc at best and lacks investment and political will. At its worst, governments do not view meaningful youth participation as a relevant or necessary part of policymaking.

Meaningful youth participation is key to solving this disconnect between young people and policymakers; it is crucial to develop effective policies that reflect the specific needs of youth and address major challenges such as road traffic injury. It is also important to repair the trust between governments and the youth and to build a more cohesive and fairer society. Meaningful youth participation requires using the appropriate tools and mechanisms to guarantee that young people's specific needs, views, and skills are recognised, valued, and woven into the very fabric of society and how it functions.

Meaningful youth participation requires a shift in mindset that challenges current perceptions of youth and bias that undermines their contributions to the policymaking process. It requires changing ways of working so that multiple mechanisms and approaches ensure all youth can influence policy, not just those with the time and resources to participate. Acting upon young people's perspectives, ideas, and contributions requires commitment and funding.

Meaningful youth participation in road safety is a matter of vision. There is an urgent need to invest in youth leadership to prepare today's adolescents to become engaged citizens of tomorrow. They have the crucial role of adopting road safety as a fundamental pillar of societal core values, embedding safety into their countries set of principles and ensuring long-lasting effectiveness in their transportation systems.

Their experiences, voices, and needs are vital in shaping the world they will inherit. If their lived experiences, creative skills, and innovation abilities are honed through education and structural support, the benefits of safe and sustainable transport systems are limitless.



Meaningful youth participation requires a shift in mindset that challenges current perceptions of youth and bias that undermines their contributions to the policymaking process.



WE WALK THE TALK

Youth for Road Safety (YOURS) plays a vital role in preventing road traffic injuries by working with and for young people to demand and deliver road safety and sustainable mobility.

YOURS organises a growing worldwide network of dynamic youth leaders passionate about road safety and sustainable mobility. It has an increasing list of partners, donors, and supporters that elevate the youth agenda and foster meaningful youth participation as a powerful facilitator for development and sustainability.

Recognised as a leader in supporting investment in youth, YOURS contributes to implementing the Global Plan for the Decade of Action for Road Safety 2021-2030,

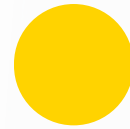
in which youth are recognised as key stakeholders and achieving the Sustainable Development Goals (SDGs).

The organisation is guided by strategic priorities that intersect to break out of the “transportation silo” of traditional road safety programmes and solidify connections to the sustainable development agenda. YOURS’ strategic priorities implement best practices in transport planning and policy, encompassing:



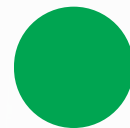
ADVOCACY

YOURS promotes meaningful youth participation and leadership at all levels, from the highest global decision-making bodies to city/ community policy discussions. It leads global calls to put road safety higher on the political agenda by catalysing investment, awareness, and action to create safe and sustainable mobility systems that protect youth.



CAPACITY DEVELOPMENT

YOURS equips the leaders of today and tomorrow to unlock their full potential as advocates for road safety and educates decision-makers about meaningful youth participation. YOURS has been an industry leader in youth-friendly, highly interactive training methodologies since its founding. This strategy has resulted in the creation of the **YOURS Academy** - the definitive online e-learning road safety school where youth and other stakeholders can learn about the global road safety crisis. Additionally, YOURS offers in-person training sessions that are engaging, dynamic, and fun, providing a friendly and interactive environment to ensure effective learning and empowerment for young people.



YOUTH MOVEMENT

YOURS energises the global youth movement for road safety to create a synergetic, youth-led force that demands and delivers road safety and sustainable mobility worldwide and in local communities. YOURS created the **Global Youth Coalition for Road Safety**, a member-based support structure of passionate young leaders taking action on safer mobility and meaningful youth participation to support this. We catalyse opportunities for young people to innovate new ideas, lead in-country initiatives, and learn from the global community’s best practices.



ADVOCACY

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MILESTONNES



ADVOCACY

STOP BLAMING US, START ENGAGING US

In 2023, YOURS facilitated meaningful youth engagement across **high-level global events**, providing a platform for young voices to self-advocate directly to policymakers and global partners on the importance of including their voices and perspectives in the design of transportation systems they are using and will inherit.

These events encouraged decision-makers to incorporate youth perspectives into national policies addressing health, climate, gender, inequalities and other SDGs that clearly correlate with road safety. Through their participation, members of the Global Youth Coalition presented their grassroots initiatives, delivered impactful speeches, and fostered connections with peers and influential leaders.

YOURS delegates participated in and attended events like the SDG Summit, the 1.8 Billion Campaign, and the Conference of Parties (COP28), where they engaged in different bilateral meetings. The overarching objective was to underscore the critical importance of prioritising road safety within the sustainable development agenda, particularly as a significant concern for the global youth demographic under 29.

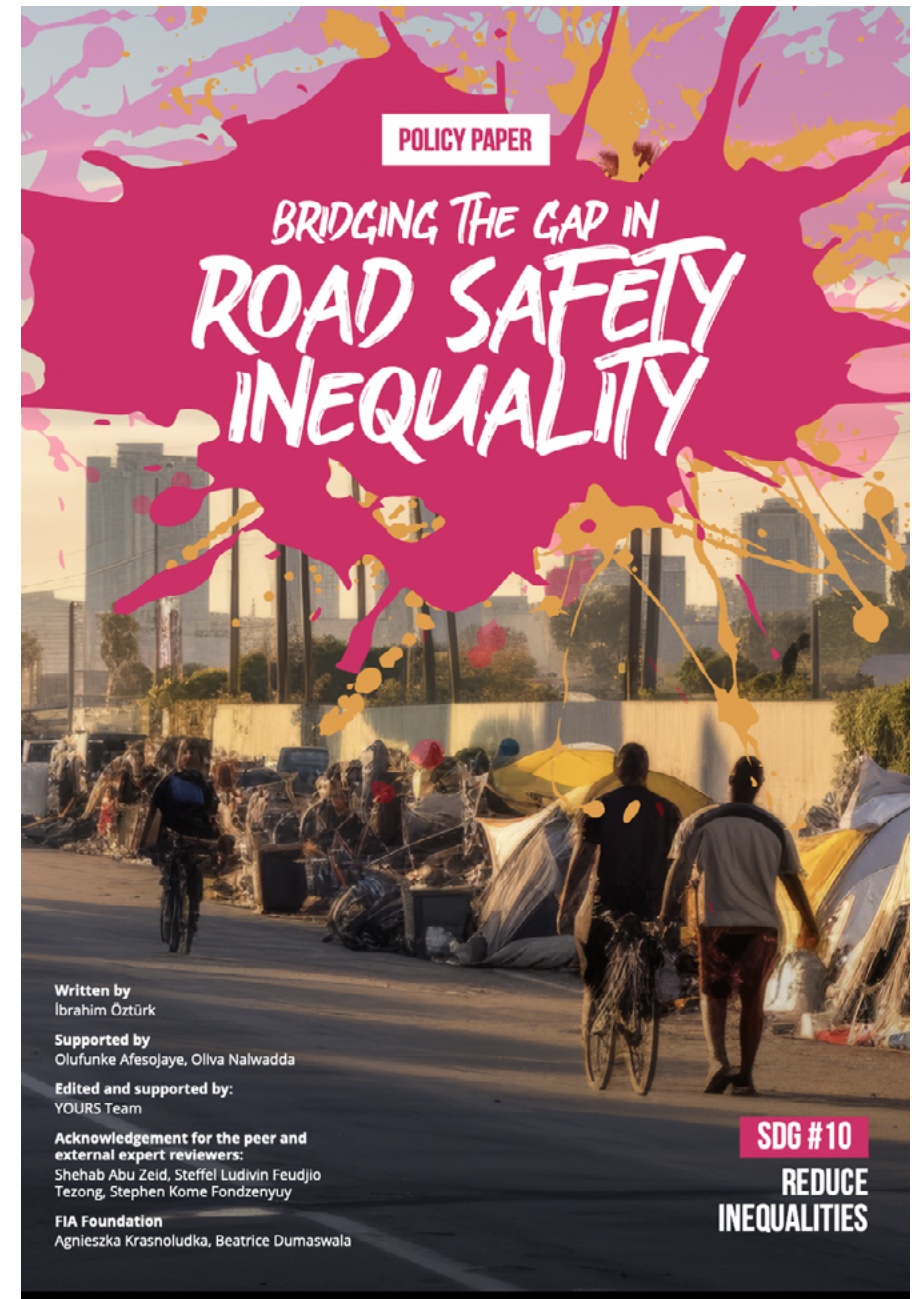
Besides high-level events, YOURS developed **advocacy tools** to better respond to local needs, demands, and nuances regarding road safety. The 2 Policy Briefs on Road Safety and the SDGs produced in 2023 highlighted the importance of addressing road safety issues to achieve the Sustainable Development Goals 10 and 11 in the 2030 Agenda while presenting a road map on how youth can influence policy by engaging with decision-makers.

Another milestone for young leaders is that YOURS delegates were given seats in decision-making and influential bodies such as the **WHO Youth Council, the EU Youth Sounding Board, and the EU Youth Dialogue Platform**. Each body amplifies the voices and experiences of young people and leverages their expertise, energy, and ideas to promote public health globally.

With an average monthly reach of over 15,000 users across different social media channels, YOURS members participated and organised various virtual public engagement actions to commemorate international days related to gender, climate action, and meaningful youth participation. Virtual events became strategic ways to foster discussions between youth leaders and other stakeholders from other sectors on the correlation between road safety and other sustainable development goals and how safety is a cross-cutting solution to achieve common goals and targets.



YOURS facilitated meaningful youth engagement across high-level global events, providing a platform for young voices to self-advocate directly to policymakers





Initiated by:





ADVOCACY IN NUMBERS


HIGH LEVEL EVENTS

 **7** side events were organised

 **22** high-level events were attended


 **82** youth speakers at high-level events, local and regional events

 **5** policymakers endorsing the Meaningful Youth Participation approach


 **5** youth representatives at decision-making bodies

ADVOCACY TOOLS

 **2** policy briefs were published


 **316** downloads across different sectors and stakeholders


PUBLIC ENGAGEMENT

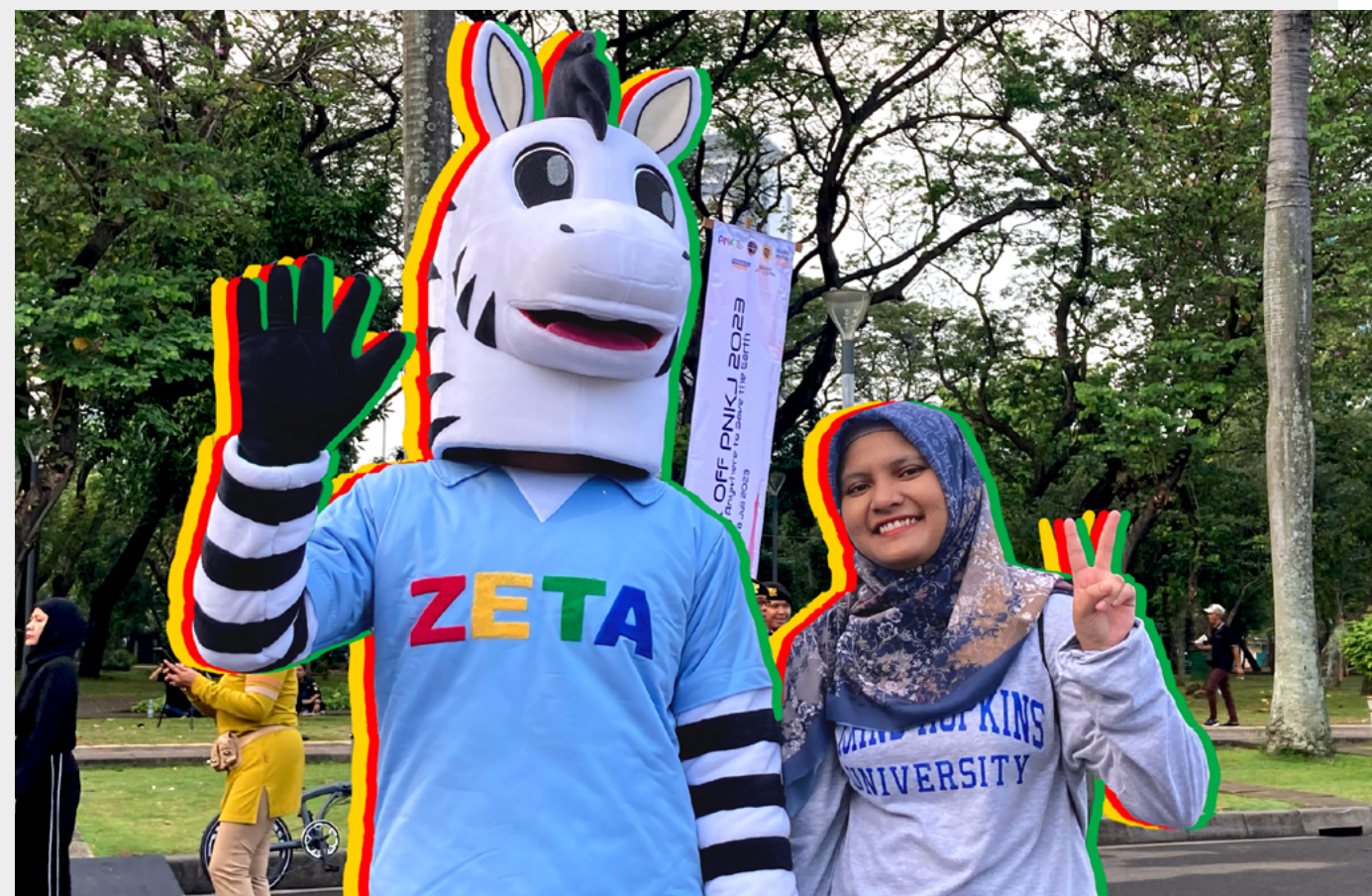
 **5** virtual campaigns were launched to commemorate international days

 **170,000** people approximately reached

YOUTH ACTIVISM

 **72** advocates trained in public speaking, speech writing, campaigning and presentation skills

 **36** young members actively engaged in local and global advocacy actions



CAPACITY DEVELOPMENT

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CAPACITY DEVELOPMENT IN NUMBERS:

LEVELLING UP ROAD SAFETY KNOWLEDGE

In 2023, YOURS led activities that included online interactive capacity development sessions, the launch of new self-paced YOURS Academy platform modules, the training of trainers programme for young mobility activists in Belize, and uniting youth leadership team members for onsite training and interactive strategy sessions.



YOURS led several **online capacity development sessions** with over 224 global participants across all 4 sessions. Each session addressed different knowledge demands of young people, which were identified through needs assessment initiatives. The 2023 sessions focused on project management, advocacy and meaningful youth participation.

In the spirit of levelling up the road safety knowledge of youth worldwide, the YOURS Academy has launched new modules for meaningful youth participation and advocacy. Each module was crafted to be informative, creative, and dynamic, featuring the voices of young leaders and global experts.

In 2023, the **YOURS Academy** counted on theme experts and young leaders to review the modules, and we would like to thank them for supporting YOURS in designing high-quality and evidence-based knowledge:

- Beatrice Dumaswala - Communications Coordinator - FIA Foundation
- Umayangga Yogalingam - Manager, Knowledge Translation And Program - Parachute
- Agnieszka Krasnolucka - Programmes Director - FIA Foundation
- Inés Yábar - Lead Next Generation Fellow - United Nations Foundation

- Joanne Adrienne Vincenten - Global Lead For Child Injury Prevention - UNICEF
- Blaise Murphet - Road Safety Consultant & Director - Blaise Murphet Limited
- Jacob Smith - Executive Director - National Organisations For Youth Safety

2023 also saw the continuation and conclusion of the **Belize Youth Empowerment Programme**, funded by the Caribbean Development Bank (CDB) and the Government of Belize. The project's goal was to educate and mobilise a group of young people in the country across 24 months to create engagement and awareness amongst their peers.

A new initiative in the Road Safety Project for 2023 included mapping and improving infrastructure around an unsafe school zone. In partnership with AMEND, YOURS organised a training to educate local authorities and stakeholders on the School Area Road Safety Assessment and Improvements (SARSAI) Methodology.

Following the Infrastructure training, the facilitators and local partners identified a pilot site in the Buttonwood Bay Nazarene Primary School to implement the SARSAI Methodology.

CAPACITY DEVELOPMENT IN NUMBERS

ONLINE TRAINING



2 new modules



14 Master trainers and new facilitators



1,757 Master trainers and new facilitators



24 people trained on safe school zones with Amend



1,288 Certificates of Completion



1 school infrastructure improved, impacting +160 students and 2,000 people indirectly



4 live sessions with over 224 participants



25 young leaders trained in person at Leadership Retreat



4.8 OUT OF 5 average score for overall quality



YOUTH MOVEMENT

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YOUTH MOVEMENT: WE ARE CLAIMING OUR SPACE

YOURS proudly states, “Nothing about youth without youth.” That is why young people are at the core of everything YOURS do. These youth leaders have become a united youth voice globally and an empowered and action-oriented community at the local level.

In 2023, a growing number of young people joined the global youth movement for road safety through the Global Youth Coalition for Road Safety, reaching more than 2,000 youth from +70 countries who are actively engaged to take road safety higher in the sustainable development agenda.

This is achieved through a robust, long-term, vibrant support structure that provides youth opportunities, guidance, and tools to fulfil their commitments to the cause. The Youth Coalition inspires, mobilises and unites individual youth and organisations in an informal member-based structure guided by fundamental principles of meaningful youth participation and sustainable mobility. The Youth Coalition is YOURS contribution to meaningful youth participation in action.

In 2023, through the Youth Coalition, YOURS developed the **membership journey**, a process that tracks young people’s entire experience within the Global Youth Coalition for Road Safety, to ensure we can maximise their experience and bring the right opportunities so they can contribute tangibly to road safety. It includes every interaction from initial touchpoints to the eventual exit from the movement.

The Youth Coalition also has different **leadership structures** intricately linked to the Membership Journey, representing an essential part of the member’s pathway. In 2023, these structures played a crucial role in mobilising the global road safety community while focusing on regional realities and other interconnected issues, by taking influential roles and responsibilities at the back-office and high-level spaces.

The SDG Champions are in charge of upholding the road safety agenda in connection with the other Sustainable Development Goals: Good Health and Well-Being (SDG 3), Quality Education (SDG 4), Gender Equality (SDG 5), Reduced Inequalities (SDG 10), Sustainable Cities and Communities (SDG 11), and Climate Action (SDG 13).












SDG CHAMPIONS 2023:

1.  **Steffel Ludivin**, Cameroon
2.  **Mohammed Eissa**, Egypt
3.  **Rim El Sherbiny**, Egypt
4.  **Alain Ghossein**, Lebanon
5.  **Stephen Fondzenyuy**, Cameroon
6.  **Oliva Nalwadda**, Uganda
7.  **İbrahim Öztürk**, Turkey
8.  **Valeria Castillo**, Colombia
9.  **Olufunke Afesojaye**, Nigeria
10.  **Guncha Gupta**, India

The Regional Leaders are committed to leading and meaningfully engaging young leaders on a regional scale, mobilising and engaging them to impact road safety in their local communities positively.










REGIONAL LEADERS 2023:

1.  **Regatu Solomon**, Ethiopia - Africa
2.  **Tendekayi Marapara**, Zimbabwe - Africa
3.  **Olufunke Afesojoye**, Nigeria - Africa
4.  **Mariam Kukava**, Georgia - Asia
5.  **Musab Aljallad**, Jordan - Asia

6.  **Ezequiel Naidich**, Argentina - Latin America
7.  **Aldo Gonzales**, Mexico - Latin America
8.  **Sofia Aguirre Moreno**, Argentina - Latin America
9.  **Jacob Smith**, USA - North America
10.  **Kendra Nayanka**, Canada - North America

The Youth Leadership Board (YLB) is the focal point and engine behind the Youth Coalition and represents the youth interests in the movement's decision-making process.

YLB 2023:

1.  **Alex Ayub**, Kenya
2.  **Alison Collard**, United States
3.  **Deepanshu Gupta**, India
4.  **Estiara Ellizar**, Indonesia
5.  **Mohamed Eissa**, Egypt
6.  **Oliva Nalwadda**, Uganda
7.  **Simon Patrick Obi**, Nigeria
8.  **Linda Masibo**, Kenya
9.  **Haidarsho Makuelshoev**, Tajikistan



LOCAL ACTIONS

From the Global Youth Coalition springs another milestone: **The Local Actions**. 2023 is the initiative's third year, which grants young leaders resources and funding to implement a short-term or mid-term project to address the most pressing road safety issues in their communities.

In 2023, the Youth Coalition supported 14 Local Actions and invested 70,000 € in youth-led grassroots action projects oriented to address their community's most pressing road safety issues. The winners created original, impactful, and innovative projects that focused on one or more of the following main priorities:



**Community mobilisation
& awareness**



Advocacy



Peer-to-peer engagement



Infrastructure change



STRATEGIC WALKABILITY INTERVENTION 
BY ANA RODRÍGUEZ **Mexico** - Ensenada



Partner Organisation: Liga Peatonal

The project aimed to accomplish a complete tactical urbanism exercise at the Universidad Autónoma de Baja California (AUBC-Autonomous University of California) through the annual Pedestrian Congress.



ENTORNOS AMABLES 
BY PAOLA BECERRA GARCÍA **Mexico** - Mérida



Partner Organisation: Reflexión y Acción Feminista A.C

The project aimed to address the needs of urban cyclists, regardless of gender, as a mode of active mobility in the city of Mérida, Yucatán.



ROAD SAFETY PROMOTER 
BY FERNANDA REYES **Mexico** - San Nicolás de los Garza & Monterrey



Partner Organisation: Movimiento de Activación Ciudadana, A.C.

The project aimed to encourage mobility behaviour change among the youth and upgrade the infrastructure conditions to guarantee safe mobility and improve inhabitants' quality of life through collaborative efforts with municipalities and neighbourhood communities.



AWARENESS FOR COMMERCIAL MOTORCYCLISTS PROJECT 
BY EMARWA MAGOTI **Tanzania** - Dodoma



Partner Organisation: Human Dignity and Environmental Care Foundation

The project aimed to reduce serious road injuries and deaths caused by commercial motorcycles on the road through broad public awareness campaigns and safety training for commercial motorcycle drivers aged between 18 -35.



RECLAIMING SPACE FOR WALKING AND CYCLING PHASE 2

BY DILSHOD KHOLMATOV Tajikistan - Dushanbe



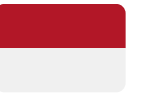
Partner Organisation: Public Organisation Young generation of Tajikistan

The project aimed to call on city authorities to promote walking and cycling as a policy priority. It created and led advocacy efforts to promote active mobility, address environmental issues, highlight sustainable urban development, and improve public health.



SAFE RIDE JAKARTA

BY AGITA PASARIBU Indonesia - Jakarta



Partner Organisation: Yayasan Nindya - Miesye Agita

The project aimed to address sexual harassment in Jakarta's public transportation spaces and develop safety protocols to protect road users, especially commuters.



"BIPOC YOUTH ADVOCATING FOR AN EQUITABLE TRANSPORTATION SYSTEM THROUGH ADVOCACY AND STORYTELLING"

BY JACOB SMITH USA



Partner Organisation: National Organisations for Youth Safety

The project aimed to recruit BIPOC (Black, Indigenous, and People of Color) and educate them on transportation inequities facing their communities.



PEDESTRIANS FIRST!

BY MARYFELY RINCÓN Colombia - Bogota



Partner Organisation: Fundación Despacio

The project aimed to raise awareness around pedestrian vulnerability and the need to involve them in co-creating safer spaces while advocating for safer roads.



WAKA FINE TO SCHOOL

BY TEVOH NDIINGWAN **Cameroon** - Yaounde



Partner Organisation: Open Dreams

The project aimed to integrate the Safe System Approach to provide safer routes to school for students, thus resulting in a reduction of injuries and fatalities in the area which is predominantly used by students.



“BEN SKIN” SAFETY & “YOUTHS FOR POST-CRASH CARE”

BY STEPHEN KOME **Cameroon** - Yaounde & Tiko



Partner Organisation: National Advanced School of Public Works

The project aimed to use an integrated approach that influences pre-crash, crash, and post-crash events to improve urban road safety for the most disadvantaged youths.



PROMOTION OF NMT INFRASTRUCTURE USAGE IN KAMPALA

BY EDMOND ATWINE **Uganda** - Kampala



Partner Organisation: Uganda Road Accident Reduction Network Organization

The project aimed to sensitise people to the realities road users face on Ugandan roads and influence NMT policy reviews in the city. It engaged youth in the Kampala metropolitan area, the Mwamba Development Agency, policymakers, school children, and the media.



WALK WITH ME: HEALTHIER AND GREENER JOURNEYS TO SCHOOL

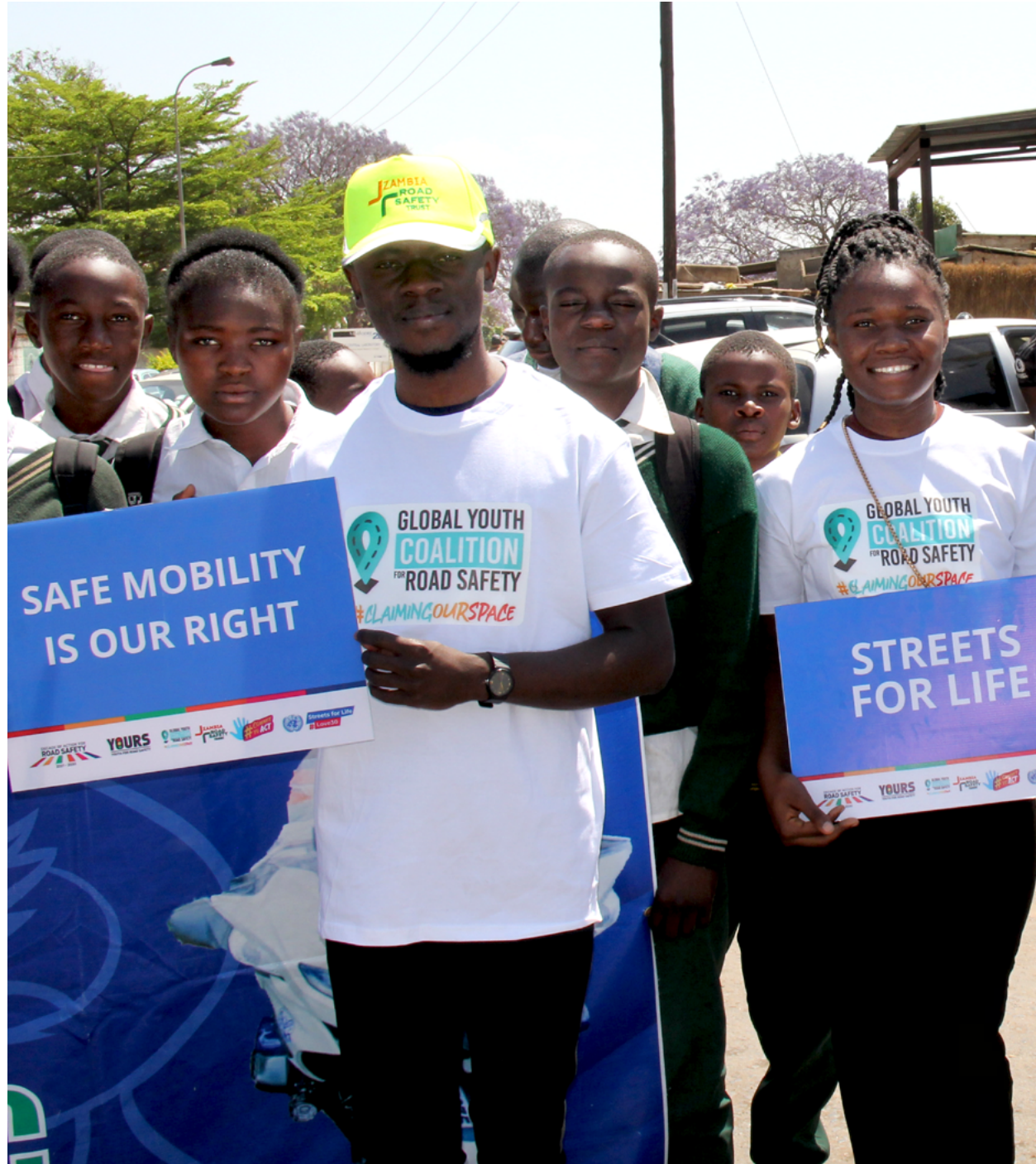
BY OLIVA NALWADDA **Uganda** - Mbale



Partner Organisation: Uzima Ari Uganda

The project aimed to promote active mobility among children in Mbale City, Uganda. It empowered children to become safe road users, national advocates for safer roads, and active mobility champions with a keen focus on walkability.





ADVANCING LOWER SPEEDS IN LUSAKA

BY CHILEKWA O'BRIEN **Zambia** - Lusaka



Partner Organisation: Zambia Road Safety Trust (ZRST)

The project aimed to bring together key city stakeholders to contribute to consultative meetings that would identify specific high-risk pedestrian areas in the city and collect information on the pedestrian traffic volume in designated areas.



DATA FOR RESILIENT ROADS

BY VALERIA CERPA **Peru** - Arequipa



Partner Organisation: Data for Resilient Roads

The project aimed to develop a web tool for visualising interactive maps, dashboards, and statistical information to ensure resilient roads in Arequipa.

To best guide the winners, the Youth Coalition also organised a mentorship programme that pairs the winners with road safety experts who can support the implementation of their projects.

The following experts served as the 2023 mentors;

- **Judy Williams** - International Road Assessment Programme (iRAP)
- **José Segundo López** - World Resource Institute (WRI)
- **Rod King** - 20s Plenty for Us
- **Jessica Truong** - Towards Zero Foundation
- **Rajni Gandhi** - TRAX
- **Bruce Hamilton** - Roadway Safety Foundation
- **Tanya Fosdick** - Agilysis
- **Gema Granados** - Global Health Advocacy Incubator (GHAi)
- **Ana Villareal** - Institute for Transportation and Development Policy (ITDP)
- **Ali Zayerzadeh** - Road Safety Pioneers - Iran
- **Rafaela Machado** - iRAP Star Rating for Schools
- **María Fernanda Ramirez** - Despacio - Colombia

#CLAIMINGOURSPACE

Through the Youth Coalition, YOURS launched the **#ClaimingOurSpace Campaign** —a virtual campaign that captured the voices of young people in road safety to continue demanding meaningful youth participation in decision-making. It highlighted why youth must be meaningfully engaged in road safety and sustainable mobility to address their #1 killer.

The 2023 online campaign, with the theme “The Way We...”, was organised with the support of UNICEF. We developed and launched a Global Youth Consultation, inviting young people to express how they currently navigate the world’s roads and cities, including their aspirations for change.


All gathered inputs will be incorporated into the **2025 Youth Declaration**, a crucial document that will bring youth voices to the **4th Ministerial Conference on Road Safety in Morocco in February 2025**.



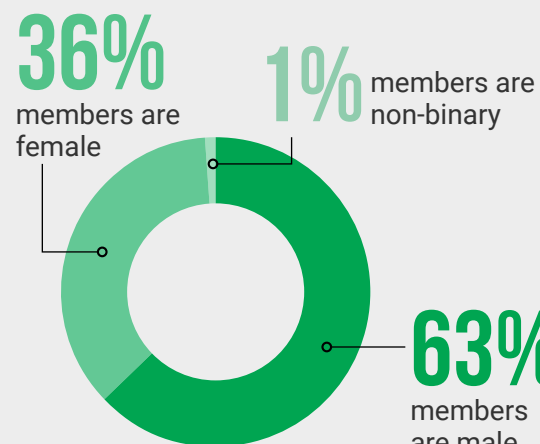
The #ClaimingOurSpace Campaign captured the voices of young people in road safety to continue demanding meaningful youth participation in decision-making.



YOUTH MOVEMENT IN NUMBERS


578 
recruited members

30 
members in Leadership Structures



96,243


people reached through the
#ClaimingOurSpace campaign

470 
Youth Consultations submitted


6,147 
people engaged

12 
leaders in the mentorship programme

4,156 
people were impacted directly through Local Actions

11 
government officials endorsing local projects

6,044 
people were indirectly impacted through Local Actions

14 
Local Actions funded

THE YOUTH STORYTELLING PROJECT:

THE INTANGIBLE IMPACT OF YOURS IN YOUTH LIVES

When measuring change, capturing and communicating what an activity or project has meant to the target audience is not always easy. While project key performance indicators give us a sense of what works, evaluating how YOURS' programs support a young person's long-term leadership development requires qualitative, unconventional methods.

Launched in 2022, the Youth Storytelling Project asks young people to speak first-hand about their efforts as young road safety advocates and expand on the Youth Coalition's role in supporting these efforts. The unique monitoring and evaluation project combines focus groups and video testimonials collected regularly over a two-year period to observe individual-level personal development.

Ten Youth Coalition members -- newly joined and longstanding alike -- were asked to capture the unintended and non-visible learnings and outcomes from their experience as Youth Coalition members.

The two-year research project will conclude in August 2024, but so far, it has helped YOURS understand the intangible impact of its programmes and activities on young people's lives. The outcomes of the Youth Storytelling Project show that young leaders felt a "strong sense of community" within the Youth Coalition and see a "dynamic representation of youth" that gives them the experience and exposure to voice their opinions and ideas and also improves their sense of responsibility and confidence to be the solution.



"We have a voice. I know our voice is really important [and we need to keep] reminding young people that we have power. We are a big group, and we're not going to be shy when we meet with a public authority." - Female, Youth Coalition member.

YOUTH LEADERSHIP RETREAT:

GLOBAL CHANGEMAKERS FOR ROAD SAFETY

In 2023, for the first time ever, YOURS brought together 23 exceptional young leaders from 18 countries, representing all sectors of society, to participate in a retreat to build on their outstanding leadership qualities and local community influence. The 4-day intensive training maximised participants' leadership and practical advocacy skills to demand and deliver road safety and sustainable mobility both globally and locally.

The retreat, supported by **Fundación MAPFRE**, hosted the training in Madrid and counted on the financial support of YOURS' long-term partners, TotalEnergies Foundation and MICHELIN Corporate Foundation.

This retreat was transformative for the participants and significantly contributed to their understanding, dedication, and passion for creating safer roads and sustainable communities globally. The legacy of this retreat will be seen through the initiatives, projects, and innovations YOURS has incorporated in the 2024 planning, as these young leaders have supported reprioritising the organisational focus.

"The leadership training ignited my passion and desire to do more, do better and inspire others." Oliva Nalwadda, YLB Member from Uganda.





The Retreat had nine training topics, which included an overview of leadership, team building, and the creation of cohesive groups, an in-depth take on leadership, a masterclass from a youth and road safety expert, advocacy skills, public speaking and presentations, meaningful youth participation, engaging and mobilising the community, and creating an action plan for the Youth Coalition.



"The training was comprehensive; the knowledge reinforced my commitment to road safety advocacy. I am excited to apply all these insights in my work and create a safer future." Tendekayi Marapara, Regional Leader from Zimbabwe.



The following youth leaders attended the Retreat;

1.  **Sofia Aguirre Moreno**, Argentina
2.  **Ezzi Naidich**, Argentina
3.  **Stephen Kome Fondzenyuy**, Cameroon
4.  **Valeria Bernal Castillo**, Colombia
5.  **Shehan Zeid**, Egypt
6.  **Deepanshu Gupta**, India
7.  **Estiara Ellizar**, Indonesia
8.  **Musab Al Jallad**, Jordan
9.  **Linda Nekesa Masibo**, Kenya
10.  **Alain El Ghossein**, Lebanon
11.  **Yasmine Al Moghrabi**, Lebanon
12.  **Aldo González**, Mexico
13.  **Simon Patrick Obi**, Nigeria
14.  **Olufunke Afesojaye**, Nigeria
15.  **Judit Gutiérrez**, Spain
16.  **Carmen Galdón**, Spain
17.  **Aydarsho Maqulshoev**, Tajikistan
18.  **Oliva Nalwadda**, Uganda
19.  **Jacob Smith**, USA
20.  **Alison Collard de Beaufort**, USA
21.  **Tendekayi Marapara**, Zimbabwe



"After the Retreat, I feel energised, encouraged and inspired. This experience gave me new and fresh energy to work on improving road safety, not only in my country but also worldwide." Estiara Ellizar, YLB Member from Indonesia.

COMMUNICATIONS: FOR YOUTH, BY YOUTH



36,840 social media followers
(between YOURS and the Youth
Coalition)



+17,000 impressions on LinkedIn



25,252 organic impressions on
Twitter



62 published articles in 2023



27,000 visits in 2023 (+ 11%
from 2022)



19,000 unique visitors



52,000 page views



YOURS - Youth For Road Safety



claimingour.space



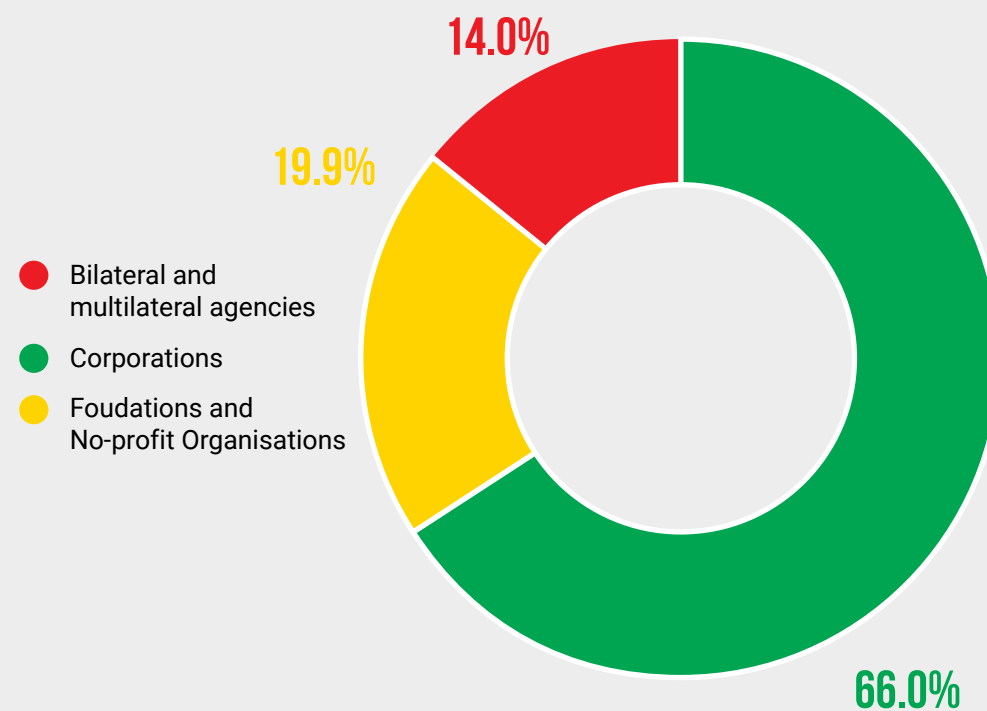
@claimingourspace

FINANCE

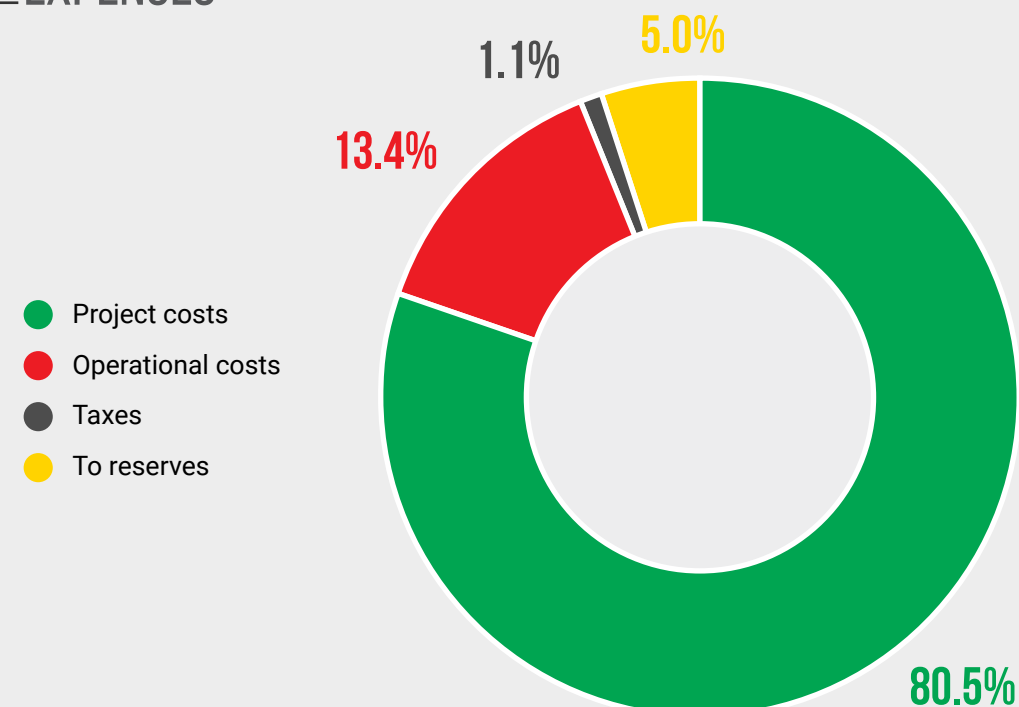
YOURS is committed to continuing to grow the Continuity and General reserves to protect the organisation from any unforeseen scenario that would affect programmatic operations. In 2023, **YOURS increased the overall reserves 7%, reaching 533,309€ in total.**



INCOME



EXPENSES



YOURS SUPPORT STRUCTURE

TEAM MEMBERS



Raquel Barrios
Executive Director



Manpreet Darroch
Capacity Development
Director



Stefania Minniti
Advocacy Director



Molly Stoneman
Projects &
Partnerships Director



Iván Viquez Solórzano
Senior Project Manager



Kenneth Mulinde
Senior Communications
Manager



John Mwikwabe
ClaimingOurSpace
Project Manager



Sana'a Khasawneh
Advocacy and
Campaigns Manager



Laura Daniela Gomez
Capacity Development
Manager



Maolin Macatangay
Junior Communications
Manager

SUPERVISION BOARD

YOURS governing body.



Adnan A. Hyder
Chair of SB



Shanthi Ameratunga
Member of SB



Ruud de Groot
Member of SB



THE POWER OF YOURS:

IMPACT OVERVIEW



1,066 YOUTH
ENGAGED

recruited, trained and
meaningfully involved in
decision-making spaces



16 GOVERNMENTS

committing to meaningful youth
participation in road safety and
sustainable mobility



280,750 PEOPLE
INDIRECTLY

impacted through in-country
projects and global awareness
actions



6,567 PEOPLE
DIRECTLY

impacted through in-country
projects and training
development



25,902

DIGITAL COMMUNITY
across all social media
platforms



15 CITIES WHERE
YOURS

has strengthened efforts
and resources to contribute to
the reduction of road fatalities



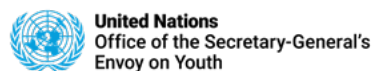
PARTNERS

In 2023, we walked together with a wide range of stakeholders who supported YOURS and young leaders in making progress towards halving road traffic deaths and injuries. Special thanks to the following;

FINANCIAL SUPPORTERS



COLLABORATING PARTNERS



LOCAL PARTNERS



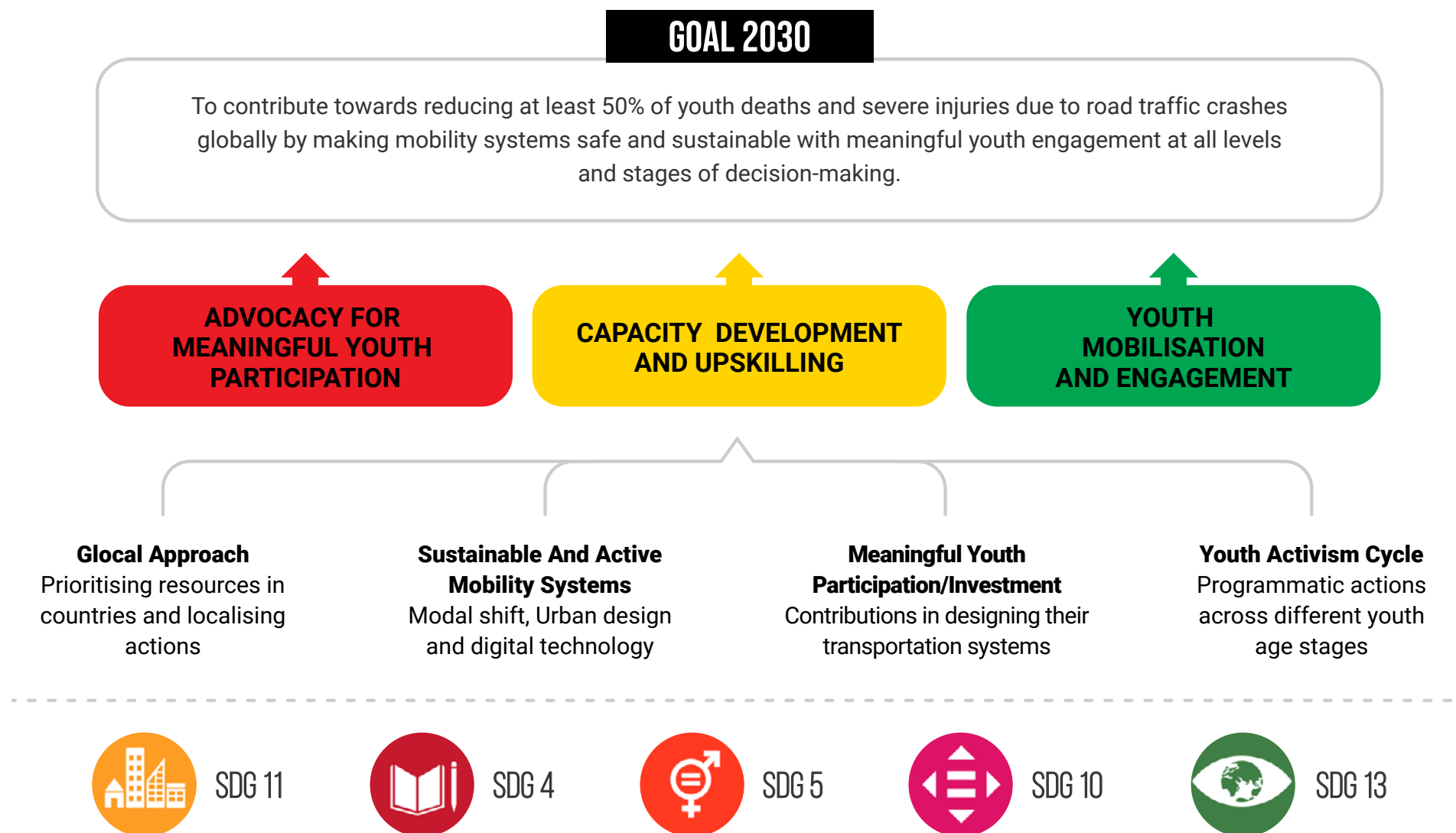
TECHNICAL PARTNER

World Health Organization

FUTURE OUTLOOK

A PROMISING YEAR

YOURS continues to work toward making mobility systems safe and sustainable through meaningful youth engagement at all decision-making levels and stages. 2024 will be a crucial year for YOURS as we will dive deeper into refreshing the organisational strategy to better support young people in demanding and delivering road safety and sustainable mobility. Based on youth demands and the evolution of the road safety field, YOURS is incorporating cross-cutting elements across all programmatic actions while continuing to increase the correlation between road safety and other topics, especially climate action and gender.



FUTURE OUTLOOK

A PROMISING YEAR



Upcoming 2024 Milestones

- **3rd World Youth Assembly for Road Safety** (February 2025, Morocco)
YOURS has been entrusted to organise the **2025 World Youth Assembly for Road Safety** in Marrakech, Morocco, under the framework of the **4th Ministerial Conference on Road Safety**.

Expecting to unite 200+ youth leaders worldwide, the Youth Assembly seeks to galvanise young leaders and continue fostering their leadership so that they can move from passive statistics into dynamic agents of change in designing the transportation systems they will inherit.

The Assembly takes a 'Glocal Approach' to ignite momentum across all strategic pillars in service of tomorrow's leaders. Delegates will engage in advocacy bilateral meetings and declarations, demonstrate capacity training through practical application, compete for innovation project seed funding, and participate in tech/AI, artistic, and global campaign activations.

- **YOURS Advocacy and Campaigns Toolkit**
In 2024, YOURS will release the **Advocacy and Campaigns Toolkit** - a practical hands-on guide to enhance the advocacy skills of young

leaders, demonstrate new knowledge, and support them in understanding how to gain public support and mobilise communities. This tool will support building momentum for young leaders and encourage them to demand tangible commitments on investment and meaningful youth participation to their local governments in the lead-up to the 3rd World Youth Assembly for Road Safety and the 4th Ministerial Conference on Road Safety.

- **YOURS Policy Brief on Road Safety and Health**

In 2024, YOURS will conclude its series of policy briefs on Road Safety and the relevant SDGs by releasing the final publication on Road Safety and SDG 3, titled "Safe Streets, Healthy Lives: Advocating for Road Safety and Well-Being". This policy brief will highlight how designing a safer road environment can effectively tackle various health issues linked to road traffic injuries, air pollution, noise pollution, carbon emissions, and physical inactivity. The full policy brief series promotes a holistic approach to Road Safety within the sustainable development agenda. Check out the previous policy briefs released [here](#).



YOURS
YOUTH FOR ROAD SAFETY