

# ANNUAL REPORT

## 2024

PRINCE

IICHAEI AWARD SAFETY AWARD

IRF

UNDACIÓ

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



Young people are necessary to achieve the reduction of road-related deaths and injuries by 2030.





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Dear Friends, Colleagues and Supporters,

Young people continue to give us hope and strength around the world. This is against the backdrop of increasing uncertainty for our health and environment, and political change worldwide. Our youth are disproportionately affected by a failing health, transport, and mobility system. In the face of this urgency, YOURS follows three key strategic priorities to ensure that its mission is met: global advocacy, capacity development, and mobilisation of youth.

I am honoured to chair the YOURS Supervisory board and continue the supportive role we play in the wonderful work of YOURS. I want to express deep thanks to Raquel for being an amazing Executive Director and leading YOURS so well since she took over. It has been a great pleasure to increase our board membership and have colleagues with different experiences and ages from around the world -Inés, Jagnoor, and Simon - join Ruud, Shanthi, and me to make this a truly global and representative board. This was one of our commitments, and we are already reaping the benefits of this change.

I am so proud of the work YOURS has done for global road safety, mobility and the environment in 2024. YOURS prepared for the 3rd World Youth Assembly in Morocco, a renewed Global Youth Statement for Road Safety and supporting young people in shaping the Decade of Action for Sustainable Transport, ensuring their vision drives future mobility systems that are accessible, inclusive, safe, and sustainable. YOURS will launch a refreshed Strategy 2026–2030, and this roadmap will sharpen our priorities, deepen our impact, and ensure youth leadership remains at the heart of the mission to halve road traffic deaths and injuries by 2030.

YOURS has a growing and active group of road safety leaders spanning hundreds of 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 very successful. The Youth Coalition has been uniting young people worldwide and connecting them with their peers and different networks to support their passion and commitments for road safety.

I am also delighted that the YOURS team has grown and brought on talented individuals from all over the world to strengthen and professionalise the organisation. This talented team ensured that YOURS survived and prospered while serving its mission. I hope you will read and applaud these efforts and join YOURS in our important mission - We welcome you!

Adnan A. Hyder, MD MPH PhD

OUTH FOR ROAD SAFETY

## FOREWORD EXECUTIVE DIRECTOR



This year has marked a significant chapter in YOURS journey toward safer roads and sustainable mobility worldwide, driven by young leaders' energy, creativity, and resilience.

In 2024, YOURS supported a range of actions to enable #youthpower. 365 youth through capacity-building sessions, reached over 1.4 million people through youth-led Local Actions, expanded the Global Youth Coalition to +2,700 members across 132 countries, launched a new Advocacy and Campaigns Toolkit with over 27.7K interactions, and concluded a twoyear storytelling research project with 15 actionable recommendations to support youth advocates better. Each achievement reflects YOURS' mission to enable meaningful youth participation in shaping safer, more inclusive, sustainable mobility systems worldwide.

The milestones achieved this year are a testament to the power of collective action. Beyond numbers, this year demonstrated that change takes all of us. YOURS is playing its part by investing in a young generation of leaders whose road safety vision must be at the centre of policy design and implementation. We are acting to help close a generational gap in decision-making to ensure more effective and sustainable solutions for safer mobility systems worldwide.

I am both proud of what we achieved and conscious of how much more needs to be done to achieve our global targets to reduce road deaths and injuries by 50% by 2030. We are ready to welcome 2025 stronger and more united. We will hone our focus on transforming national and local decision-making spaces specifically, advocating for equity, accessibility and inclusion of youth vision and lived experiences. We will also be more intentional with our localised, community-level work, ensuring we leave a more significant legacy on the ground. We will continue to pursue a multisectoral approach, strengthening ties with partners and allies to collaborate across industry and society so that young leaders can create a more significant and measurable impact where they live, work and play.

In light of the 4th Ministerial Conference on Road Safety in 2025, I am reminded of the power of the road safety youth movement and their role in holding leaders accountable and opening doors for collaborative action. If we continue to work together effectively and commit to our shared intergenerational goals, we can—and will—create a more accessible, inclusive, safe, and sustainable mobility system for all.

Raquel Barrios Executive Director

## YOURS' MISSION And Vision in 2024

### Nothing About Youth Without Youth; From Vision to Action

YOURS – Youth for Road Safety is a global organisation that supports young people to demand and deliver road safety and sustainable mobility. In 2024, YOURS remained committed to amplifying youth leadership and enabling their active role in shaping safer, more inclusive transport systems.

The organisation's vision is a mobility system that is safe, sustainable, inclusive, and equitable for youth and contributes to reducing road traffic deaths and injuries by 50% by 2030. This vision goes beyond infrastructure and policy. It calls for cultural change, where safety becomes a shared societal value, and where meaningful youth participation fosters intergenerational collaboration at every level.

This Annual Report captures how YOURS translated its mission into measurable action in 2024. It highlights the collective efforts of youth leaders, partners, and allies worldwide who worked together to advance youth-led road safety and sustainable mobility. It also captures how YOURS is bringing its global expertise and learning to local levels –The Glocal Approach– to create greater impact on the ground. From building leadership skills, influencing national policies to launching global platforms, each area of this report reflects how youth vision shapes the future, not just as a promise but as a reality in motion.

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The organisation's work is structured around three strategic pillars:

**Advocacy** - Influencing decisionmakers on the need for road safety with youth leadership.

**Capacity Development** - Informing and skilling leaders of today and tomorrow.

Youth power and mobilisation energising a global youth movement for road safety.



## ANNUAL MILESTONES – MAKING Things across our strategic areas

**ADVOCACY** - Positioning Youth Voices in Global Road Safety Agendas



In 2024, YOURS strengthened its role as a facilitator of youth-led advocacy by creating tools and enabling meaningful youth participation in key global policy spaces. Through strategic events, resources and research, youth voices were included in global health, sustainable mobility, and road safety conversations.

This year, YOURS launched the **Advocacy and Campaigns Toolkit**, the first time such a road safety resource has been created for young people. Developed ahead of the 4th Global Ministerial Conference on Road Safety, it is a long-term guide to strengthen youth-led advocacy. Available in English and Arabic, it provides tools, guidance, and examples to help youth influence policy and promote safer, more sustainable mobility. YOURS co-organised youth-led side events during two major global conferences: the **15th World Conference on Injury Prevention and Safety Promotion (Safety 2024)** in New Delhi, and the **International Road Federation (IRF) World Congress.** At Safety 2024, youth leaders contributed to sessions, panels, debates, and bilateral meetings, amplifying youth voices and strengthening partnerships. At the IRF World Congress, YOURS co-led the first-ever youth-focused session in collaboration with the **IRF Youth Professionals Programme,** creating new pathways for youth engagement and intergenerational collaboration in the transport sector. To complement these efforts with knowledge and evidence, YOURS published three academic articles in the **BMJ Journals** - **Injury Prevention**, highlighting youth contributions to road safety policy making and evaluation. These publications elevated the credibility of youth perspectives in academic and policy communities, supporting long-term impact.

This progress was made possible through the continued support of advocacy partners such as **FIA Foundation**, The George Institute, and the IRF, whose technical, financial, and logistical contributions enabled meaningful youth participation and reinforced the critical role of YOURS as a trusted vehicle for youth-led advocacy.

Health conferences like Safety24 are powerful spaces where young people can connect directly with researchers, community leaders, and governments. It's through these conversations that meaningful collaboration begins-and real change for safer communities becomes possible.

Pankhuri Jain, Local Actions Winner

#### Advocacy in Numbers



## 1 Advocacy and **Campaigns Toolkit**

launched with +27.7K interactions.



3 Youth-led sessions, and 4 speaking opportunities

youth leaders, at Safety 2024



### 3 academic publications in **BMJ Journals**

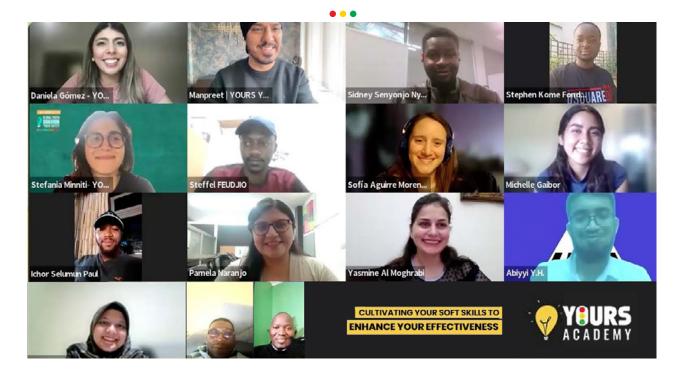
about the role of youth in promoting road safety and sustainable mobility.

## **42 young leaders** representing the Global Youth Coalition

#### at 22 Participatory events in **13 countries**. (1, 2, 3)

- 1. https://injuryprevention.bmj.com/ content/30/Suppl\_1/A158.2
- 2. https://injuryprevention.bmj.com/ content/30/Suppl\_1/A48.2
- 3. https://injuryprevention.bmj.com/ content/30/Suppl\_1/A158.2





### **CAPACITY DEVELOPMENT: Building Youth Skills to** Lead, Influence and Inspire

In 2024, through Capacity Development, YOURS promoted learning, increased skills and knowledge of young leaders, fostering powerful youth advocacy and sustained behaviour change.

One of the key highlights was the launch of Module 6 of the YOURS Academy, which focused on soft skills for youth advocates such as public speaking, personal resilience, presentation skills, and media engagement. These skills are essential for young leaders to share their work and participate in decision-making spaces. The module was developed with the support of Laura Sminkey (WHO), Bhavya Durgesh Nandini (PMNCH), and Liz Man (Global Alliance of NGOs for Road Safety), alongside two youth leaders from the Coalition, Estiara Ellizar (Indonesia) and Yasmine Al Moghrabi (Lebanon), who ensured the content reflected young people's realities and voices.

As part of the 'glocal' approach adopted by YOURS, the 2024 Training of Trainers (ToT) Programme certified 12 young leaders from Africa, the Americas, South-East Asia, Europe, and the Eastern Mediterranean. Over two months, they were equipped with YOURS methodology to lead localised sessions tailored to their communities' language, culture, and access needs.

In 2024, four Live Sessions were delivered to Global Youth Coalition members, focusing on practical skills for advocacy, project delivery, and road safety knowledge:

How to Write a Grant-Winning Proposal - Tips to help Local Actions applicants build strong proposals.

Cultivating Your Soft Skills - Launch of the latest YOURS Academy module, with insights from experts and youth reviewers.

Youth Promoting Sustainable and Active Mobility: - Youth-led discussion linking road safety to climate and mobility.

How to Become the Best Delegate You Can Be - Guidance to maximise participation in road safety events and the forthcoming 3rd World Youth Assembly.

These sessions strengthened young advocates' skills, confidence, and leadership to drive long-term community change.

The ToT programme strengthened my training skills and introduced me to the GATE model, which I now use in professional and personal settings to share knowledge. Making this content accessible in our own language is key-it helps close

information gaps and gives more young people in Latin America the tools to create real change in their cities.

Success Story - Michelle Gaibor - Regional Leader from Latin America (Ecuador)



#### **Capacity Development in Numbers**



## **12 regional** trainers

certified through the ToT Programme



## 365+ youth trained

through 4 global live sessions

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## 994 active learners

in the YOURS Academy in 2024 - 516 learners issued a completion certificate in 2024, with a growth rate of 13% from the previous year.



### YOUTH POWER AND MOBILISATION: We Are Claiming Our Space

In 2024, young people worldwide continued to claim their space in the road safety and sustainable mobility movement. Through the Global Youth Coalition for Road Safety, powered by YOURS, youth leaders transformed bold ideas into action, leading grassroots initiatives, increasing public support, and influencing decision-makers at every level. The Coalition benefits from all areas of the YOURS strategic focus across advocacy, capacity development, and communications, proving that youth leadership is at the heart of everything we do.

#### **Global Youth Coalition for Road Safety**

#### A Growing Network of Committed Young Changemakers

Now with more than 2,700 members from 132 countries, a 37.7% increase, the Coalition continues to be a dynamic

and inclusive space where youth connect, grow, and take action. This growth reflects consistent recruitment efforts, greater visibility through global events, and the work of a dedicated Community Coordinator. In 2024, members participated in every major YOURS programme; they cocreated new Academy modules, became certified regional trainers through the ToT programme, and led campaigns and conversations through advocacy platforms. These efforts result from a connected strategy that puts young people in the driver's seat and is a core component of the design, delivery and evaluation of activities across the organisation.

The Coalition is a demonstration of the YOURS meaningful youth participation model in action. It is kept accountable, responsive and validated by strong leadership structures such as the Youth Leadership Board (YLB), Regional Leaders, and SDG Champions. Coalition members help set the agenda and are meaningfully engaged at all levels. They are also equipped with the tools to co-lead our youth agenda.



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#### Local Actions

Local Actions is YOURS annual call for applications that support youth-led initiatives and ideas with seed funding, technical support, mentorship and access to partners. We invest in youth-led solutions annually, empowering young people to design and implement impactful projects worldwide. In 2024, we funded 15 Local Actions in 12 countries. These initiatives tackled local mobility and safety challenges with creativity, bold ideas and deep community involvement. Collectively, they reached more than **17,700 people directly and over 1.4 million indirectly**, demonstrating the powerful ripple effect of youth-led action.

Over 90 young changemakers formed implementation teams, and all projects received dedicated mentorship, with over 40 hours of expert support delivered in 2024. The highlight of this year's cohort is that all projects were strongly supported by local government officials, strengthening the legitimacy and visibility of youth leadership in shaping their local transportation system and providing a level of sustainability to their initiatives

This growth and impact of the Youth Coalition and Local Actions were made possible thanks to the Coalition's partners' generous technical, financial and strategic support, especially **Total Energies Foundation**. Their commitment helped sustain the platform, expand outreach, and continue investing in the leadership of a new generation of road safety advocates who put their vision at the centre of road safety decision-making.



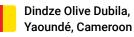


Led by Jeffrey Leandro (in memory of Cecilia Melgar, who was run over while riding her bike), this project promoted cycling as a safe and sustainable mode of transport in Lima by mapping bike lanes, collaborating with city authorities, and partnering with local businesses to create secure bike parking. The most significant outcome was to transform the urban landscape of Lima by promoting cycling as a safe, efficient, and preferred mode of transportation with the endorsement of the Ministry of Transport and Management of Urban Mobility of Lima. The project has reached more than 6,900 people directly and 32,500 people indirectly.

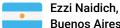


#### Local Actions: Project Focuses

#### Advocacy for Policy Change



Empowered young women and people with disabilities in Yaoundé to advocate for inclusive transport systems that prioritise safety and accessibility.



#### **Buenos Aires, Argentina**

Pushed for national approval of a Safe Maximum Speeds Law to strengthen Argentina's road safety legal framework.



#### Michelle Lorena Gaibor Tobón, Guayaquil, Ecuador

Promoted safer speeds, secure infrastructure, and responsible behaviours by integrating road safety into urban planning policies.

#### Pankhuri Jain, Mumbai, India

Enhanced citizen participation in Mumbai to fast-track solutions to road safety challenges through improved complaint and redressal systems.



#### Star Okereh, Abuja, Nigeria

Advanced gender-inclusive urban planning in Abuja by supporting women-led advocacy for safer transport infrastructure and stronger enforcement of traffic laws.

#### **Community Mobilisation & Awareness**



#### Ichor Selumun Paul, Jos, Nigeria

Mobilised local youth and communities in Jos to transform school zones, reduce speeds, and prevent road traffic injuries.



#### Jacob Smith, **Denver**. United States

Equipped Black, Indigenous and People of Colour (BIPOC) youth to engage in transportation equity efforts, reducing traffic risks in underserved communities.



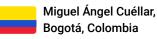
#### Lojaina Mohamed Ali Abdelmawla, Cairo, Egypt

Improved mobility for blind and visually impaired youth through inclusive road safety measures and advocacydriven workshops.



#### Mary Abungu, Nairobi, Kenya

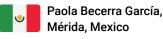
Strengthened road safety data systems to improve reporting, influence policy, and secure funding for safer streets.



Trained young motorcyclists in Bogotá to promote safe riding practices and foster respect between road users.



Integrated youth into post-crash emergency response systems to improve survival rates and support SDGs 3, 4 and 11.



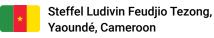
Promoted safe, inclusive mobility in Mérida for youth and LGBTQI+ communities through urban design and road safety initiatives.

#### Innovation, Data & Technology

Richard Vinc N. Santoso, Jakarta, Indonesia

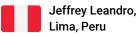
Mapped student commuting routes in Jakarta and

Yogyakarta to advocate for safer alternatives and discourage underage motorcycle use.



Enabled youth in Yaoundé to collect road safety data, report hazards, and participate in local decision-making processes.

#### Improving Infrastructure and Public Spaces in Cities



Promoted urban cycling in Lima as a safe, efficient, and sustainable mode of transport aligned with global climate and health goals.

#### Youth Power and Mobilisation in Numbers

**Global Youth Coalition for Road Safety** 

2,700 members with 798 recruited in 2024

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**26 youth** leaders in Leadership structures

Local Actions

**15 youth-led Drojects** implemented in 12 countries

**40+** hours of expert mentorship delivered





**90 90**+ youth in implementation teams

**1.4 M+** people reached indirectly

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## #MOROCCO2025 – 3RD WORLD Youth Assembly for road safety

### Preparing the Ground for a Global Milestone in Youth Advocacy

In 2024, YOURS led the full planning and coordination of the 3rd World Youth Assembly for Road Safety, which will take place in February 2025 in Marrakech, Morocco, as an official side event to the Fourth Global Ministerial Conference on Road Safety. Working closely with youth leaders, partners, and stakeholders, YOURS ensured that both spaces are set to become powerful platforms for youth-led advocacy and global visibility.

The planning process involved co-designing all key components of the Assembly, including the agenda, delegate experience, selection process, pre-event training, scholarship allocation, and travel logistics. A strategic communications plan was also developed to maximise its national and international impact. The most important milestone in light of the Ministerial Conference that happened in 2024, was that over **1000 young people shaped the 2025 Global Youth Statement** through a global survey and live consultations. The final Statement will be launched during the Assembly, alongside an agenda co-created with 15 subject-matter experts from partner institutions. YOURS also led the development of a coordinated policy engagement strategy with governments and decision-makersthorugh its role at the United Nations Road Safety Collaboration, which will be activated during the Assembly and in the lead-up to the Ministerial Conference.

To ensure the event's success in 2025, YOURS secured strong partnerships at every level in 2024



Collaborating partners will support the design and delivery of high-quality capacity-building sessions, including Walk21, PATH, The George Institute for Global Health, UN-Habitat, WRI, GDCI, iRAP, IFMSA, Re:Act for Change, GHAI, IRF, the UN Road Safety Fund (UNRSF), and AMEND.

Institutional allies, including the World Health Organization (WHO) and NARSA, are ensuring alignment with national and global road safety priorities.

Local collaborators such as Pikala Bikes and Soul City Arts will contribute to a culturally grounded and youth-driven environment.



## YOUTH STORYTELLING PROJECT

In 2024, YOURS concluded a two-year pilot research initiative using digital storytelling as a participatory evaluation tool. The Youth Storytelling Project (YSP) aimed to understand how YOURS programmes influence young road safety advocates' long-term growth and lived experiences. This initiative was not just a communications exercise but a self-reflective evaluation method grounded in meaningful youth participation (MYP) and a commitment to **"nothing about youth without youth."** 

Fifty young leaders submitted their stories to the open call. From these, ten were selected to join the longitudinal research study. Over two years, participants created personal storytelling videos and joined structured focus groups to reflect on their development, challenges, and leadership growth. Through this process, YOURS identified 12 key insights and 15 recommendations to improve how it supports youth – and how youth themselves shape the organisation's goals and values in return. A milestone in my career is the fact that I'm able to link road safety with gender issues. That's really important in Nigeria, because the transport system is male-dominated. Joining the Coalition helped me make those connections, and the fact that I co-authored a gender policy brief - and when people google my name, it's there - that's a huge milestone for me.

Olufunke, YSP participant.

This project demonstrated the value of integrating storytelling into Monitoring, Evaluation, Accountability and Learning (MEAL) processes to uncover non-visible outcomes, strengthen youth ownership, and improve programme design.

The initiative was made possible thanks to the support of the **Child Health Initiative** from the **FIA Foundation** and **The George Institute for Global Health**, which believed in new forms of accountability that centre youth voices and lived experiences. The key methods, learnings, and recommendations from the project are captured in the final report, **Youth Voices in Road Safety: Improving Engagement in Evaluation through Digital Storytelling.** 

https://claimingourspace.typeform.com/to/MpO6ITdv



#### Youth Storytelling Project in Numbers





## **1** academic journal

abstract published https://injuryprevention.bmj.com/ content/30/Suppl\_1/A158.2



**300+** report



**60+** video diary submissions by youth



## 12 key findings

on youth experience and 15 recommendations to improve youth support

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## COMMUNICATIONS

In 2024, communications became a driving force behind YOURS and the Global Youth Coalition's mission: to inform and mobilise. Through a unified strategy rooted in meaningful youth engagement, we amplified local actions, supported advocacy, and brought global attention to road safety. From campaigns to capacitybuilding, every output was crafted to elevate youth voices and spark real change.

This impact reflects the combined reach of all our channels – Instagram, Facebook, X, LinkedIn, YouTube, and our websites.



**Global Recognition** 

In 2024, YOURS received two major international awards that celebrated the impact of its youth-led work:



## Belize Youth Empowerment Programme Youth for Road Safety (YOURS)



Prince Michael INTERNATIONAL ROAD SAFETY AWAP

### IRF Road Safety Award – Inclusion & Diversity



The Belize Youth Empowerment Programme was honoured at the IRF World Congress for empowering 35 young leaders to reach over 3,000 peers with road safety initiatives. The programme led to the creation of Belizean Youth for Road Safety (BYRS) and stands as a model for inclusive, sustainable action.

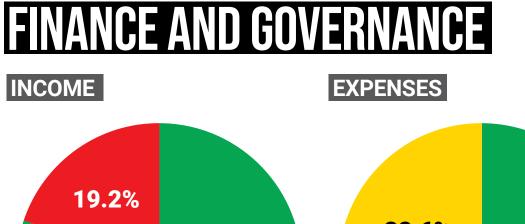
These awards reaffirm YOURS' growing global recognition and the power of youth to shape safer, more inclusive mobility systems.

### Prince Michael International Road Safety Award



The YOURS Academy was recognised for its innovative, youth-friendly approach to road safety education. With over 2,000 learners and 1,800+ certificates awarded, the platform is a key tool in building young leaders' capacity to take action on the global road safety crisis.

● ● ● YOUTH FOR ROAD SAFETY

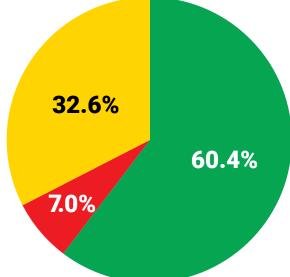


 Advocacy, Capacity Development and Youth Mobilisation

80.2%

30

• Governance, Administration & Operations



Corporations

1

- Bilateral and Multilateral Agencies
- Foundations and Non-profit Organizations

Get to know the *passionate YOURS team* behind these milestones and the Supervisory Board whose thoughtful guidance fueled our growth and success in 2024.

## **CONCLUSIONS AND** OUTLOOK FOR 2025



As we wrap up an impactful year, YOURS is gearing up for a 2025 defined by more decisive local action, bolder advocacy, and a deeper commitment to youth leadership in building inclusive, sustainable, and accessible mobility systems. None of this would be possible without the extraordinary dedication of the YOURS team. Every achievement in 2024 has been the result of their hard work, creativity, and unwavering belief in the power of youth-led change.

A defining moment will be the 3rd World Youth Assembly in Morocco, held as an official side event to the 4th Global Ministerial Conference on Road Safety. This global gathering of young leaders will mark a new chapter for youth advocacy. Youth will adopt a renewed Global Youth Statement for Road Safety and present three core advocacy messages to governments, urging them to commit to meaningful, youth-centred action.

Our work will align with global road safety priorities, focusing on motorcycle safety and speed reduction. At the same time, we will support young people in shaping the Decade of Action for Sustainable Transport, ensuring their vision drives future mobility systems that are inclusive, safe, and sustainable. Our glocal approach will prioritise countries where youth-led efforts can create lasting change. By connecting global strategies with local realities, we aim to support initiatives that respond to communities' most urgent mobility and safety needs.

To guide the way forward, YOURS will launch a refreshed Strategy 2026–2030. This roadmap will sharpen our priorities, deepen our impact, and ensure youth leadership remains at the heart of the mission to halve road traffic deaths and injuries by 2030.

At YOURS – Youth for Road Safety, we believe that safe and sustainable mobility is a human right, and 2025 will be crucial to continue building a diverse, equitable and inclusive movement where every young person, regardless of background, identity, or ability, has the opportunity to shape the future of the mobility system they are inheriting.



On behalf of YOURS and thousands of youth worldwide, we express our deepest gratitude to financial supporters and collaborating partners who have believed in the transformative role of youth in road safety and sustainable mobility.



For more information, reach out at

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