



INITIATED BY:

YOURS
YOUTH FOR ROAD SAFETY

SUPPORTED BY:

 **FOUNDATION**

LOCAL PARTNER:

Agissons ensemble
ASR
Les Ambassadeurs de la Sécurité Routière

www.youthforroadsafety.org

THE BOTTOM LINE

Tunisia's 'Zone 30' school zone policy has mixed implementation so far; meanwhile Tunis Road Safety Committee has two dedicated seats for civil society organisations, but no structured mechanism for youth input. Teaming up with YOURS and ASR, the 'Tunis Youth Advocates' programme prepared youth to fulfill these dedicated seats to meaningfully influence road safety decisions — and especially Zone 30 management — to enhance enforcement, awareness, community trust, and sustained attention.

intentionally integrating youth voices into real decision-making processes. When young people are given structured opportunities, tailored training, and a clear policy focus, they can contribute meaningfully to road safety implementation.

The Tunis cohort's journey is a reminder that youth participation should not sit on the sidelines of policy. It should be built into the systems that shape safer streets.

THE CHALLENGE

In Tunis, the city's Road Safety Committee has two dedicated seats for civil society organisations, an important opening for non-governmental participation. However, this space was not specifically designed for youth engagement, and there was limited knowledge, experience, or strategic vision on how to involve young people in road safety policy and implementation. Young people have lived experience, energy, and strong motivation to contribute, but need a structured pathway, capacity-building, and institutional support to move from being observers of road safety challenges to active contributors in formal spaces.



Meanwhile, Tunis faces inconsistent implementation of its Zone 30 measures for safe school zones — an important issue for young leaders. The challenge was therefore twofold: first, to support the implementation of safer speed management around schools; and second, to demonstrate that young people can add real value to road safety governance when they are prepared, trusted, and connected to decision-making spaces.

YOURS - YOUTH FOR ROAD SAFETY WORKS WITH AND FOR YOUNG PEOPLE TO UNLOCK SAFE, SUSTAINABLE CITIES THROUGH BETTER MOBILITY SYSTEMS. YOURS 'YOUTH ADVOCATES PROGRAMME' IS SPECIALLY DESIGNED TO PREPARE MOTIVATED YOUNG PEOPLE TO WORK ALONGSIDE GOVERNMENT DECISION-MAKERS, TURNING THEIR PASSION TO IMPROVE THEIR COMMUNITY INTO CONCRETE POLICY PROPOSALS. THE PROGRAMME PARTNERS WITH LOCAL NGOS TO RECRUIT AND TRAIN YOUNG CHANGE-MAKERS TO COLLECT EVIDENCE ON THEIR CITY'S EVERYDAY ISSUES, COACH THROUGH POLICY ANALYSIS AND PROPOSAL DEVELOPMENT, PRESENT SPECIFIC REFORMS TO GOVERNMENT, AND ULTIMATELY EMBED YOUTH AS PERMANENT ROLES IN DECISION-MAKING COUNCILS.

Through a partnership between YOURS and les Ambassadeurs de la Sécurité Routière (ASR), the Road Safety Committee's existing civil society opening was strengthened into a more intentional space for youth participation. YOURS supported with international road safety knowledge, youth engagement methodology, and advocacy tools, while ASR coached young people toward national and local road safety discussions.

The cohort work focused on one of the most urgent road safety priorities for children and young people: safer school zones. In particular, the advocates worked around the implementation and enforcement of Zone 30 measures around schools in Tunis. Their advocacy was grounded in a clear belief that lower speeds near schools are not only a technical intervention but a protection measure for children, families, teachers, and communities.



THE JOURNEY

In partnership with ASR and harnessing YOURS' advocacy coaching methodology, 4 young leaders strengthened their understanding of road safety policy, youth participatory methods, and advocacy. They explored how laws and measures designed to protect road users can move from paper to practice, and how young people can support that process by raising awareness, engaging stakeholders, and keeping attention on implementation.



Why does Zone 30 matter? Advocates learned that lower speeds around schools can reduce risk, improve the safety of children and pedestrians, and help create calmer, more protective environments in places where children play and move every day. Leaders connect road safety policy to a clear lived reality: the daily journey to and from school.

A defining part of the Tunisia journey was the group's engagement with public authorities. Through the dedicated youth seats, young advocates had the opportunity to engage with public authorities and witness institutional decision-making processes firsthand. This positions youth not as external observers, but as contributors to the road safety agenda. This is the value of structured youth participation: when young people are connected to formal spaces, their advocacy can become more focused, more strategic, and more likely to influence action.

The young advocates attended several meetings with the Road Safety Committee, giving them direct exposure to how road safety priorities are discussed, how implementation challenges are raised, and how different actors contribute to decision-making.

"Advocacy is not only about making demands from outside the room. It is also about learning how institutions work, preparing clear messages, and contributing constructively when the opportunity opens." - Participant 1



The group benefited from specialised public speaking training, helping the advocates strengthen their confidence, organise their messages, and communicate road safety priorities clearly and persuasively. For young people engaging with decision-makers, this skill was essential. It allowed them to speak not only from passion, but with clarity, evidence, and purpose.

Their journey also highlighted an important lesson: meaningful youth participation requires both access and preparation. Access alone is not enough if young people are not supported to use their voice effectively. Training alone is not enough if young people are not connected to the spaces where decisions are made. In Tunis, the combination of dedicated seats, institutional engagement, and capacity-building created a stronger model for youth advocacy.



agement, and capacity-building created a stronger model for youth advocacy. The focus on Zone 30 around school zones gave the group a practical and concrete advocacy objective, connecting their learning to a specific policy implementation challenge. This made their work more targeted and more relevant to local needs. It also showed how youth advocacy can support enforcement, community awareness, and accountability around existing road safety measures.

Both government and civil society partners noted the practical value of involving youth. Young advocates brought a different perspective to the discussion: they could speak about school journeys, community awareness, peer influence, and the importance of making road safety measures visible and understood by the public. They remind practitioners that implementation is not only a technical or enforcement question, but also a communication, trust, and community ownership challenge.



THE CHANGE



Tunis is a stand-out example of youth owning an issue, harnessing their technical and soft skills, and putting learning into practical participation with public institutions. They were not only identifying risks. They were helping advance the implementation of a measure designed to reduce those risks. They were not only asking to be heard. They were occupying a space created for youth voices and using it to support safer mobility.

The most important change was the transformation of an existing civil society seat into a more meaningful youth participation opportunity. Before the project, there was a space for civil organisations on the Road Safety Committee (RSC), without a clear approach for how young people could be engaged, prepared, or positioned as contributors. Through YOURS' support and ASR's local leadership, young people will sustainably enter the RSC's process with stronger skills, clearer messages, and a better understanding of how to contribute.

For local government, this kind of youth participation adds value by bringing community-level insight into implementation planning. Young people can help decision-makers understand how school zone measures are perceived, where awareness is needed, how messages can reach families and students, and why enforcement must be connected to public understanding and trust.

The Tunis experience also shows that youth engagement can strengthen accountability. By participating in road safety committee discussions and following the implementation of Zone 30 around schools, young people will help keep attention on whether commitments are moving from policy to practice.

Looking ahead, the young advocates are excited to continue engaging with the road safety committee and to grow into stronger advocates within formal decision-making spaces. Their ambition is not only to be invited into the room, but to eventually become decision-makers in the room.



KEY IMPACT



1 youth advocacy process developed around the implementation and enforcement of Zone 30 measures around school zones in Tunis.



Dedicated youth participation pathway supported through ASR, building on the existing two civil society seats allocated by the government.



Several Road Safety Committee meetings were attended by young advocates, providing them with direct exposure to institutional discussions and implementation processes.



Specialised public speaking training delivered to strengthen youth advocates' confidence, message development, and ability to communicate with stakeholders.



Decision-makers engaged: Ministry of Transport, Ministry of Health, Road Safety Committee at the Ministry of Interior.

VALUE OF YOUTH PARTICIPATION:

The Tunis Youth Advocates programme demonstrated how young people can add value to local government decision-making and implementation plans by bringing lived experience, community insight, and communication capacity into formal road safety spaces. Their engagement helped show that youth participation is not symbolic; it can support implementation, strengthen public understanding, and help ensure that school zone safety measures move from policy commitments into visible action on the street.



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