



YOURS STRATEGY 2026–2030

Youth demanding and delivering a safe, sustainable and inclusive mobility system





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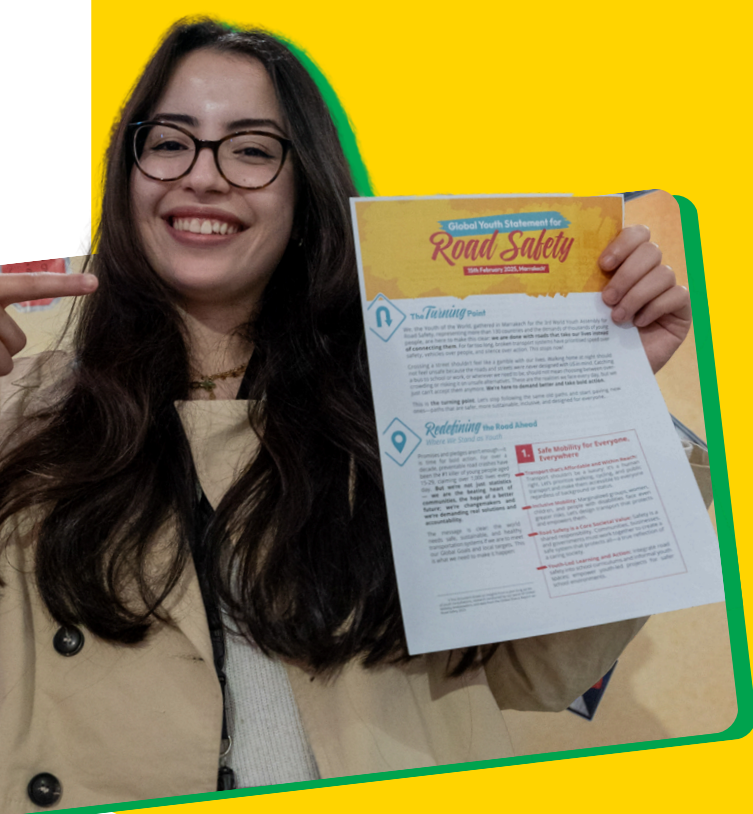
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INTRODUCTION

Young people are the most affected by unsafe mobility systems and the least represented in the decisions that shape them. As the world enters the final stretch of the UN 2030 Agenda and the first half of the UN Decade of Sustainable Transport, YOURS is stepping forward with a renewed strategy that places youth leadership at the centre of global mobility transformation.

Since 2009, YOURS has built the world's leading platform for youth-driven road safety action. We have trained 16,972 young people, coached 2,766 youth leaders, reached nearly 120,000 individuals, and influenced 17 governments to adopt concrete policy and legislative reforms. Over the past five years, YOURS has evolved into a robust, multi-award-winning organisation with strong governance, high-impact programming, and youth leadership embedded at every level.



The 2026–2030 Strategy reaffirm three strategic principles that will guide our mission over the next five years: that true sustainability cannot be achieved without embedding safety at every level of urban development, that influencing investment and financing is essential to unlocking the scale of change required for safer mobility systems, and that nothing about youth should be decided without youth themselves meaningfully engaged, empowered, and represented in every stage of decision-making.

WHY YOUTH IN ROAD SAFETY AND SUSTAINABLE MOBILITY

A global demographic turning point:



1.8 B

young people aged 10–24, the largest youth population in history.



42%

of the world is under 25.



90%

of youth live in low- and middle-income countries (LMICs).

Road traffic crashes kill **1,000 young people** every day, making them the leading cause of death for **ages 5–29**. Vulnerable road users such as pedestrians, cyclists, and motorcyclists bear the highest burden, especially in LMICs.

Powered two- and three-wheelers alone account for **30% of global road deaths**, disproportionately affecting young men. Road crashes cost countries **3% of GDP** annually, with losses concentrated among young and working-age populations.

Despite its scale, road safety remains largely absent from global youth frameworks. The **UN Youth2030 Strategy and its Phase 2 implementation** create a critical opportunity to reposition road safety as a youth rights issue and a development accelerator.



PURPOSE: A CALL FOR PARADIGM SHIFTS

YOURS advocates for four major shifts that redefine how societies approach youth, mobility, and safety:



STOP BLAMING, START PROTECTING

Young people are often portrayed as “problem road users,” yet they navigate systems that fail to protect them. A Safe System approach recognises that responsibility lies with system designers, not individual behaviour.



STOP PREACHING, START REACHING

Youth must be meaningfully engaged at all stages of policy, financing, and implementation. Their lived experience leads to better, more relevant solutions and stronger accountability.



FROM A ROAD SAFETY STRATEGY TO A SOCIETAL VALUE

Road safety must become a shared societal value. Every road death is preventable and should be treated with moral urgency. Youth can shift norms, challenge complacency, and elevate safety as a collective responsibility.



SAFE SYSTEM APPROACH — BEYOND EDUCATION

Education alone cannot solve road trauma. Structural change requires safer infrastructure, speed management, vehicle standards, enforcement, and governance, with youth advocating for systemic solutions.

VISION, MISSION, AND PRINCIPLES

YOURS advocates for four major shifts that redefine how societies approach youth, mobility, and safety:

VISION

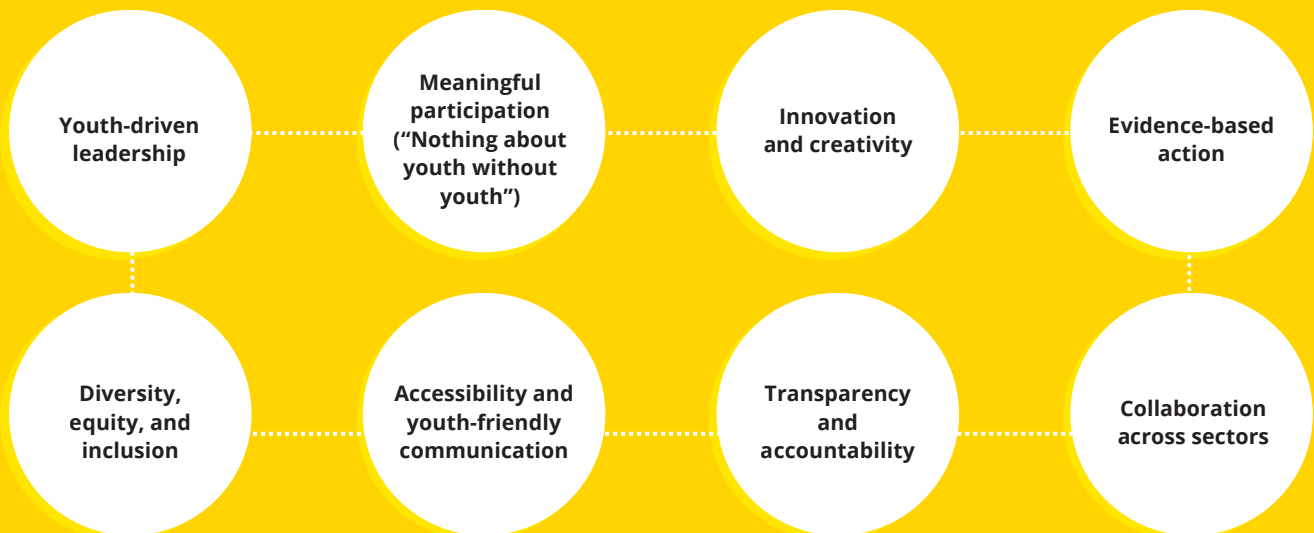
A world where no one dies or is seriously injured in road traffic crashes, and where youth actively shape safe and sustainable mobility systems.

MISSION

To work with and for young people to demand and deliver road safety and sustainable, inclusive mobility.



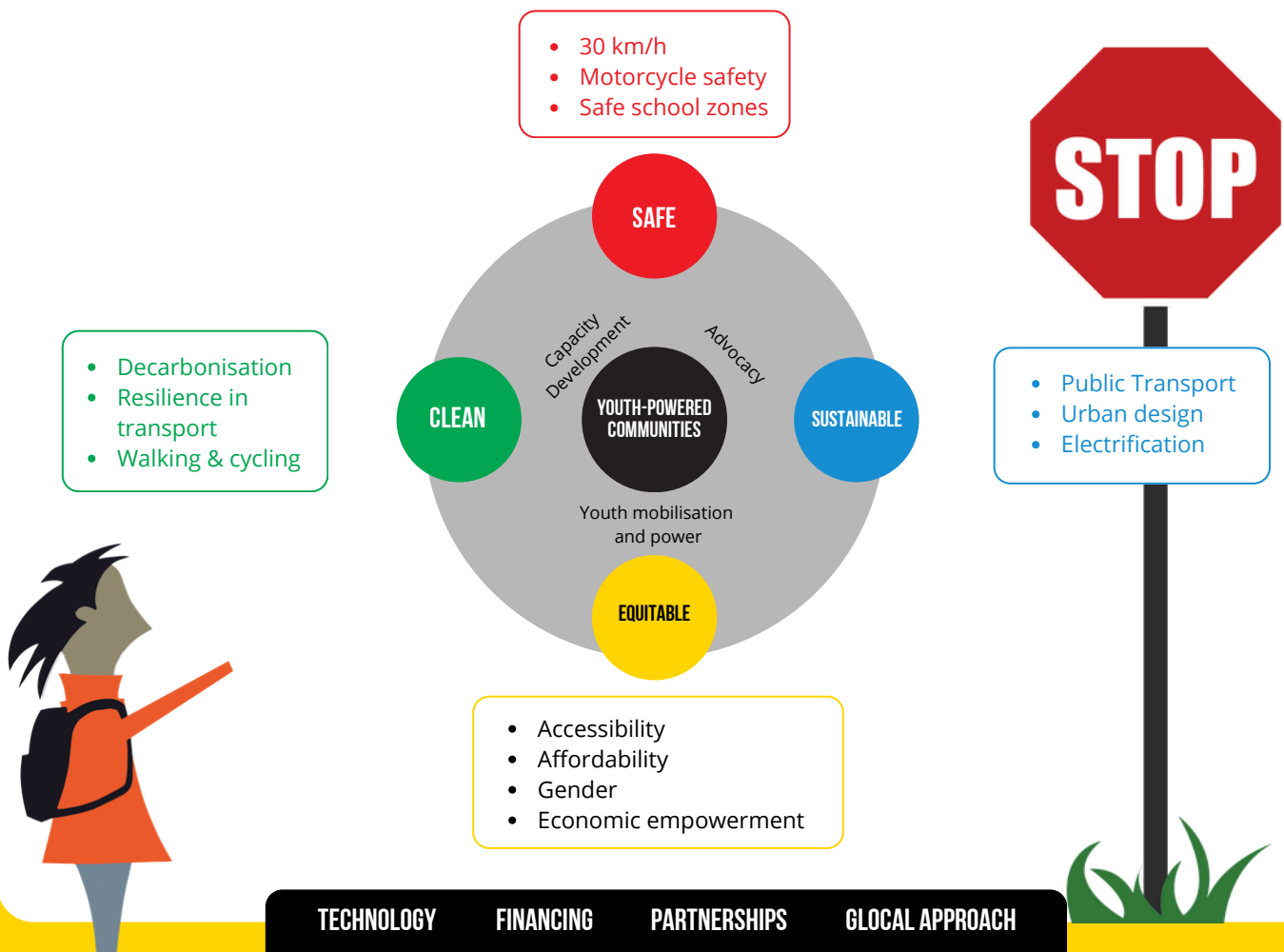
PRINCIPLES



GOAL FOR 2030

To contribute to reducing at least 50% of youth deaths and severe injuries from road traffic crashes globally by making mobility systems safe, sustainable, and inclusive, with meaningful youth engagement at all levels of decision-making.

STRATEGIC PRIORITIES — WHAT WE DO



SAFE — A FOUNDATION, NOT A CEILING

Through its programme portfolio, YOURS will prioritise proven interventions that protect young lives and embed safety into all mobility conversations.

Key focus areas:

- **30 km/h zones:** Low-speed streets, traffic calming, and enforcement.
- **Motorcycle safety:** Helmet standards, protective gear, safer infrastructure, licensing.
- **Safe school zones:** Youth-led assessments and improvements using evidence-based tools.



SUSTAINABLE — DESIGNING CITIES THAT MOVE EVERYONE

Youth demand mobility systems that are people-centred, climate-responsible, and accessible.

Key focus areas:

- **Public transport:** Multimodal systems, street rebalancing, reduced car dependence.
- **Urban design:** Youth-led solutions for safer, inclusive, resilient, liveable urban environments.
- **Electrification:** Prioritising low-emission public and shared transport over car-centric pathways.



EQUITABLE — MOBILITY WITHOUT BORDERS OR BARRIERS

Access to safe, affordable, and reliable transportation is essential for education, health, employment, and civic participation. YOURS will champion mobility as a tool of liberation, demanding policies and designs that serve every person equally.

Key focus areas:

- **Accessibility:** Universal design, dignified first/last-mile access, and systems that enable independent travel for people of all abilities
- **Affordability:** Fair pricing and supportive policies so transport costs never block access to education, work, or healthcare
- **Gender equality:** Planning that addresses safety, caregiving travel, time poverty, and exposure to harassment



CLEAN — MOBILITY AS A CLIMATE JUSTICE ISSUE

Transport is one of the largest contributors to global emissions. By promoting decarbonised, resilient transport, walking and cycling infrastructure, and youth-led green innovation, YOURS can drive the shift toward low-carbon futures and amplify climate justice.

Key focus areas:

- **Decarbonisation:** Embedding transport in national climate agendas, NDCs, and climate finance frameworks
- **Resilience:** Designing transport systems that withstand heat, flooding, conflict, and disruption while maintaining safe access
- **Walking and cycling:** Advocating for safe, affordable active mobility as essential first- and last-mile connections



STRATEGIC PRIORITIES — HOW WE DO IT

Advocacy: Youth Influencing Systemic Change In Policy With Youth Vision



- **Elevate Road Safety as a Development Priority:** Advance road safety as a foundational enabler of sustainable mobility, health equity, and climate action.
- **Fostering Multisectoral Collaboration for Systemic Policy Change:** Enable intergenerational
- **Increase Investment in Youth-Centred Solutions:** Advocate for dedicated funding and long-term support for youth-led projects, particularly in communities with the highest risks and fewest resources.
- **Strengthen Governance and Accountability:** Push for transparent national and local systems to track progress, with youth actively involved in monitoring, evaluation, and accountability mechanisms.

Capacity Development: Informing and skilling leaders of today and tomorrow



- Develop youth capacities to reach their full potential as effective agents of change to demand and deliver road safety and sustainable mobility.
- Inspire young leaders through powerful learning experiences that spark safer behaviours and bold ideas for safe, sustainable and inclusive mobility
- Skilling decision-makers on the importance of youth engagement in decision-making, its benefits and how it creates increased efficiency and effectiveness of safe and sustainable mobility investments.

Youth Mobilisation and Power: Supporting, inspiring, and uniting youth to transform the mobility system they will inherit



- Lead a united community and a collaborative young network based on mutual support.
- Power young people through inclusive, flexible pathways of engagement that foster leadership, growth, and long-term impact within the YOURS movement.
- Support the consolidation of the present and future generations of decision-makers in road safety and sustainable mobility.

PROGRAMMATIC ENABLERS



Glocal approach: Scale globally, act locally.

By prioritising regional and community-level knowledge, partners, and assets, YOURS responds quickly and appropriately to diverse contexts while staying rooted in the lived experiences of young people.

Technology: Digital tools for training, mobilisation, and data.

YOURS is embedding technology as a core enabler to strengthen evidence, improve training, and expand access to advocacy across programmes and policy work.



Financing: Influencing investment flows toward safe and sustainable mobility.

Beyond securing international funding, YOURS equips young leaders with the skills and credibility to mobilise partners and attract co-financing that sustains proven interventions.

Partnerships: Cross-sector collaboration for systemic change.

YOURS pairs its ability to mobilise and empower young people with the technical knowledge of governments, NGOs, academia, and private-sector specialists to design evidence-based solutions.



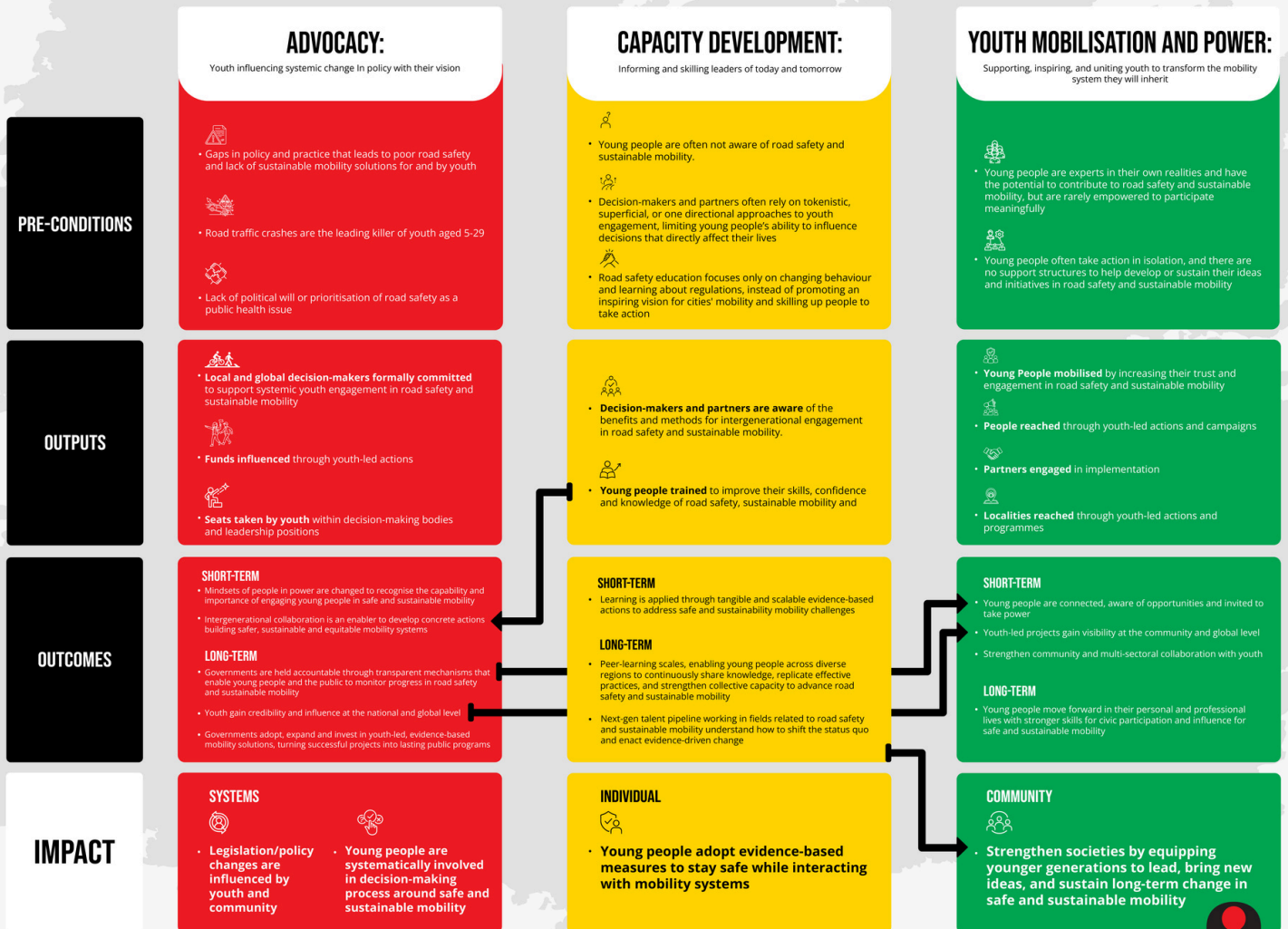
Meaningful youth participation: Institutionalising youth leadership across all processes.

YOURS systematically integrates young people's experiences, ideas, and expertise into programmes and policy, inviting them to engage as equal stakeholders — informing, consulting, collaborating, or leading.

THEORY OF CHANGE

YOUTH POWERING THE ROAD TO SAFER & SUSTAINABLE MOBILITY

From empowered youth to safer roads and stronger systems



THE TRANSPORT SYSTEM IS SAFER FOR AND BY YOUNGER GENERATIONS
YOURS REACH = YOUTH MOBILISED + YOUTH TRAINED + ACTIONS IMPLEMENTED