

Second United Nations Global Sustainable Transport Conference

UN Road Safety Fund High-Level Side Event:

"Safe And Sustainable Mobility In Developing Countries: A world where roads are safe for every road user, everywhere"

Beijing, 15 October 2021 (remote participation)

The UN Road Safety Fund (UNRSF) organized the high-level side event **"Safe and Sustainable Mobility in Developing Countries"** this Friday 15 October in the context of the Second United Nations Global Sustainable Transport Conference.

This event was the occasion to launch the **10 new UNRSF projects in 14 low-and middle -income countries**. To mark the launch of these new projects, the UNRSF has invited well-known personalities from diverse backgrounds to discuss the main road safety challenges their countries are currently facing and to highlight the role advocacy can play to improve road safety. The event was introduced by **Jean Todt**, the UN Secretary General's Special Envoy for Road Safety and UNECE Executive Secretary **Olga Algayerova**. This event was a unique occasion to listen to speakers from some of the countries where the new projects will be implemented, including Paraguayan journalist and UNICEF Ambassador, **Mercedes Barriocanal**; **Hormoz Zakeri**, a Transportation Safety Expert from Iran; and **Sergey Ghahramanyan**, Armenian Activist, founder of "Driver's friend".

Safe mobility is one of our biggest global challenges with 1.3 million people of road traffic deaths per year. And it is the world's poorest people that pay the biggest price, with 93% of road crash fatalities occurring in low- and middle-income countries. The Second Decade of Action for Road Safety and its Global Plan is an opportunity to put road safety at the heart of the SDG agenda. The high level speakers provided the following key recommendations and messages for more investments in safe and sustainable mobility:

- Advocating for a change of gear in political commitment; valuing safety at the heart of sustainable mobility for the 2030 agenda, harnessing all tools, including the UN Conventions for Road Safety.
- Embedding safe and sustainable mobility firmly in our transport systems.
- Designing human-centered road traffic management systems to minimize the impact of the mistakes of all road users for safe and sustainable mobility.
- Improving the design of a sustainable mobility, so that we can focus on cyclists and pedestrians and minimize the rate of road traffic crashes.
- Building safer and more inclusive road polices for all road users, including the most vulnerable.
- Advocating for road safety and involving the journalists, media, citizen, and policy makers; using social media, written articles, radio channels to make visible this important issue that include children and adolescents since they are the most affected and vulnerable age group for road traffic injuries.

For more information about the session and about the UNRSF <https://roadsafetyfund.un.org>
UNRSF on [Twitter](#).