

2ND WORLD YOUTH  
ASSEMBLY FOR

# ROAD SAFETY



STOCKHOLM, SWEDEN

18 FEBRUARY, 2020



#CLAIMINGOURSPACE





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# EXECUTIVE SUMMARY

The 2nd World Youth Assembly for Road Safety took place on February 18, 2020 in Stockholm, Sweden, under the framework of the 3rd Global Ministerial Conference on Road Safety.

The main **goal** of the Assembly was to save young lives on the world's roads and help reach the Global Goals targets 3.6 and 11.2, by: mobilizing and inspiring global youth to advocate for road safety; empowering young people and pushing for meaningful youth engagement on designing, implementing and evaluating a safe mobility system.

The Youth Assembly was initiated by YOURS - Youth for Road Safety and co-sponsored by the World Health Organization (WHO). The main **partners** were Michelin Corporate Foundation and Total Foundation. Partners of the Assembly were Fundación MAPFRE and VOLVO Group.

The Youth Assembly was organized for youth, by youth. **The Global Youth Taskforce**, a selected group of 11 young leaders from around the World, led the organization and creation of the event.

Before the Assembly, the **Youth Consultations** took place in more than 50 countries from all parts of the globe. Through the Youth Consultations, the young leaders discussed the reality of road safety and safe mobility in their areas and shared their main challenges, demands and commitments. 1500+ youth participated in 200 Youth Consultations and with those results, the Youth Taskforce drafted a document that summarized the current situation of road safety for youth: **The Global Youth Statement for Road Safety**.

The Youth Assembly was attended by **160+ young leaders from 74 countries**. The mix was gender balanced and represented

the six regions of the world. In addition, they came from different sectors such as academia, civil society, governments, corporations and multilateral institutions.

The Assembly's **programme** combined different activities. In the morning, plenary sessions took place with speakers from different sectors and regions. Furthermore, the results of the Youth Consultations were presented and the Global Youth Statement for Road Safety was officially adopted. During the coffee breaks and lunch there was an opportunity to network, visit the art exhibition, listen to live performances and share thoughts at the expression wall.

Throughout the afternoon, 6 parallel sessions took place where youth leaders exchanged ideas with international experts about topics directly related to road safety such as: climate, health, equality, participation, sustainable cities and advocacy. After discussing the future of road safety with the Transport Ministers from Iceland and South Africa, the programme moved towards the Impact Generator Challenge Finals, where 3 winners got financial and technical support for their youth-led projects in Colombia, Botswana and Tajikistan.

Based on the evaluation of the Assembly, the desire of the youth delegates and the Global Youth Taskforce is to ramp up youth efforts and its impact. It is their wish to launch a **Global Youth Coalition for Road Safety** that is claiming their space on a much larger scale: globally advocating for road safety and increasing local youth-led activities on the ground. Both efforts will energize a road safety revolution and lead to saving young lives on our roads.

# WHY A 2ND WORLD YOUTH ASSEMBLY FOR ROAD SAFETY

## BUILDS ON THE FIRST WORLD YOUTH ASSEMBLY FOR ROAD SAFETY

The 1st World Youth Assembly for Road Safety took place over a decade ago in 2007. It was a global gathering of young people for road safety, hosted by the World Health Organization (WHO). It was held at the United Nations in Geneva, Switzerland as part of the first ever UN Global Road Safety Week. The Assembly brought together 200 young leaders from around the world to tackle road safety as the biggest killer of young people globally.

This Assembly led to the launch of the global NGO YOURS - Youth for Road Safety in early 2010.



## PROBLEM STATEMENT

Today's generation of young people is the largest ever in our history. Over 3 billion people, nearly half of the world's population, are under the age of 25. Of these young people, more than 1000 die every day on the world's roads. Tens of thousands more are injured.

Road traffic injuries have been the leading killer of young people worldwide for over a decade, so why are youth so often not included in preventing these tragedies? Our mobility system is failing them. Our policy makers are failing them. And yet, they have little say. They are often ignored. Just telling youth what to do, and how and when to do it, is never going to be an effective approach. We need a paradigm shift.

Young people have a right to be adequately informed, consulted and empowered to contribute to preventing road traffic injuries. After all, this is the biggest threat to their lives in the modern day. Youth themselves have a vital role to help saving lives on the world's roads; they have the potential to accelerate and energize a road safety revolution as agents of change in their immediate communities and beyond.

Since 2007, the global youth movement for road safety has grown under the patronage of YOURS - Youth for Road Safety and the growing number of young people being activated for the cause. However, much more needs to be done.



# GOAL

To save young lives on the world's roads and help reach the **Global Goals targets 3.6 and 11.2**, by: mobilizing and inspiring global youth to take action for road safety; empowering young people and pushing for meaningful youth engagement on designing, implementing and evaluating a safe mobility system.

# OBJECTIVES

## ENERGIZE THE GLOBAL YOUTH MOVEMENT

by boosting youth networks and movements for road safety;

## EMPOWER YOUNG PEOPLE

through the development of youth capacities for meaningful participation in decision-making;

## PROVIDE A PLATFORM

to facilitate the exchange of knowledge, experience and solutions among young people and subject matter experts;

## CONNECT AND BUILD PARTNERSHIPS

to bring youth and relevant stakeholders from a broader health, mobility and youth leadership context together;

## RAISE AWARENESS

to promote road safety through creative expressions like art, music and cultural activities.





# ORGANIZERS AND PARTNERS

## INITIATOR



**YOURS** is a global non-governmental organization (NGO) that acts to make the world's roads safer for young people. YOURS is the direct follow up to the 1st World Youth Assembly for Road Safety in 2007.

## CO-SPONSOR



The **World Health Organization** is a longtime supporter of youth involvement in road safety. WHO convenes the global efforts for road safety through the United Nations Road Safety Collaboration.

## MAIN PARTNERS



The **Michelin Corporate Foundation** is a founding member of YOURS and were one of the earliest supporters of the global youth movement for road safety. Michelin supports meaningful road safety action around the world.



At **Total Foundation**, safety is a cardinal value that is embedded in all of their processes, because it ensures long-term sustainability as a business. Total Foundation believes in the power of young people taking action around the world to improve mobility.

## PARTNERS



Fundación **MAPFRE** have been supporting youth led initiatives through their social innovation awards. MAPFRE is one of the biggest insurance companies in Spain and Latin America.



The **Volvo Group** partner with leading public and private sector stakeholders and collaborate with globally respected organizations to push themselves, their sector, and society in a more sustainable direction.

## NETWORK PARTNERS

Meet the organizations, networks and foundations that supported the 2nd World Youth Assembly for Road Safety and its associated activities. All of these organizations believe in the power of young people to make change for safer mobility.

### UN AGENCIES



### NETWORK PARTNERS



# PRE-ASSEMBLY MEANINGFUL..... YOUTH PARTICIPATION FROM THE START

At YOURS, we strongly believe in enabling young people to engage with road safety through key global issues such as democracy, development and peace building. There are multiple reasons to justify youth involvement, but the key ones are:

- **Enables the exercise of citizenship:** holding governments and donor agencies to account. Exercise of citizenship rights and duties in youth are durable and often determine political participation later in adulthood. Participation promotes learning, empowerment and greater control over lives, which enables a wide range of voices to be heard.
- **Makes policies and services relevant for youth:** building young people’s commitment and ownership to the solutions to issues they face.
- **Makes the SDGs a reality:** contributing to solve the world’s greatest challenges, whether that means leading a grassroots movement with tangible and concrete local actions or advocating and campaigning globally on the most pressing issues, such as road traffic injuries, climate, conflict, poverty and human rights.

Young people, with unique skills and perspectives in today’s ever-evolving world are at the forefront of communication, technology, innovation, and change but not necessarily subject to the reality they face in terms of road safety. Their leadership remains underutilized. It is crucial to invite young people to meaningfully participate in road safety to not only empower them on the situation but to involve the formulation of a solution that is relevant to their lives and their realities.



## GLOBAL YOUTH TASKFORCE

### - NOTHING ABOUT US, WITHOUT US

Organizing the Assembly took a bottom-up approach where young people were in charge of their own agenda. YOURS recruited a powerful group of young people from around the globe, from diverse backgrounds and sectors and formed the Global Youth Taskforce.

They were in charge of organizing the Assembly, with the help of YOURS and its partners. The Global Youth Taskforce worked on (among other things):

- Promoting the Assembly and reach out to governments, youth delegates and other stakeholders;
- Consulting youth from around the world and draft a powerful youth statement that will be the basis of the Global Youth Statement for Road Safety;
- Designing the programme and its sessions;
- Creative inputs into the event; new approaches, stunts, rallies, alternative expressions such as art, music, workshops, among others;
- A road map as to what youth delegates are tasked to do after the Assembly and beyond for concrete action.

## MEET THE TASKFORCE



**ALEX  
AYUB  
KENYA**

Alex is a passionate young leader who has been working road safety for some years. He currently works for the Kenya Red Cross as the National Youth Officer.



**HANIA  
TAREK  
EGYPT**

A perfectionist that cares a lot about the environment, her country and the people around her. A graduating Sociologist who hopes to make a change where she can.



**JACOB  
SMITH  
USA**

A survivor of a horrific road crash. Since then, he has been a vocal global advocate for road safety. He currently works for the National Safety Council.



**DR JOANNIE  
BEWA  
BENIN**

A multi-award winning physician from the Benin Republic, a globally known advocate for the SDG's, focusing on health, education and gender equality.





**MAOLIN  
MACATANGAY  
PHILIPPINES**

A road safety advocate who believes in using communication and new media technology to further efforts geared toward road safety. She uses her training as a writer, layout artist, and social media manager in promoting road safety and road safety education.



**THIAGO  
GRUNER  
BRAZIL**

10 years of experience working and volunteering in the life-saving Vida Urgente program, and now serves the Thiago de Moraes Gonzaga Foundation as its International Relations and Youth representative. He is also a filmmaker with a degree in this field.



**SOUMITA  
CHAKRABORTY  
INDIA**

A dynamic development professional with a diverse background and experience on crosscutting issues like climate change, urban planning, disaster management, water and sanitation, livelihoods and gender. She is currently working with Restless Development India hub.



**OLIVA  
NALWADDA  
UGANDA**

A public health practitioner with over 6 years' experience in design and implementation of youth centered programs in areas of reproductive and mental health, climate change, economic empowerment and advocacy.



**HELENA  
SJÖBERG  
SWEDEN**

A student of urban planning who focused on traffic safety by chance, and was immediately enamored by the philosophy of Vision Zero in Sweden. She currently works at the Swedish Transport Administration, focusing on vulnerable road users.



**ESTEBAN  
PAREDES  
ECUADOR**

A passionate advocate for life and road safety. The Global Network Coordinator of Fundación Cavat, developing programs aimed to improve and save lives of children and youth in his country. He believes that art and culture are driving forces to a positive change.



**OMNIA EL OMRANI  
GLOBAL**

A striving medical student from the IFMSA with an irrevocable passion for global health and youth empowerment, representing the stance of 1.3 million medical students with an aspiration to fight for the lives and health of our future generation affected most by road traffic injuries.

# YOUTH CONSULTATIONS

SEPTEMBER

YOUTH  
CONSULTATIONS

Our Youth Consultations were an opportunity for young people to come together, reflect and discuss their futures in relation to safe mobility. We wanted to hear their proposed solutions to transform their area into safer and sustainable spaces, considering topics such as health, environment, human rights, equality, poverty and other issues related to road safety and mobility.

We collected young voices incorporating all of the diverse backgrounds, interests and experiences of youth life around the world. We also heard from the different fields and sectors of development.

Those youth voices were directly built into the Global Youth Statement for Road Safety. This statement gathered all of the key points from the Consultations into one Statement and was created by youth as an advocacy tool to be shared with global decision-makers in road safety, starting with the 3rd Ministerial Conference in Road Safety in Stockholm, Sweden and in their countries.



THAILAND

## METHODOLOGY

The Global Youth Taskforce, together with YOURS and supported by a group of academic experts, created the Youth Consultations' step-by-step guide.

The key principles behind the Consultations were to serve as a trigger to stimulate local conversations between young people. To offer the tools, questions and activities to facilitate a real conversation about the reality young people face using their mobility systems in the communities and what should change.

It also gave the young leaders selected to attend the Assembly a chance to understand their communities and the situation in the country more deeply in terms of road safety. As these Consultations took place months before the Assembly, the actual Assembly became an active space for participation, and not just another conference where young people are passive listeners but rather understand their local situations and can represent the youth voice from an informed perspective.

In addition, the step-by-step guide had a purpose to provide the Youth Taskforce with standardized qualitative data on the main challenges, demands and action points from a diverse range of cities and regions, in spite of their differences. With that standardized information, we were able to analyse all the Consultations based on the Safe System approach principles, the SDGs related to road safety and then draft the Global Youth Statement for Road Safety. The young leaders conducted their Consultations in their own communities and captured the key elements of the discussions, this was then uploaded online and collated for analysis.



TANZANIA



PARAGUAY

	STEP 1	STEP 2	STEP 3	STEP 4
TOPIC	Introductions	Main challenges from different perspectives	Our asks	Our main action point
CONTENT	Participants' intro and context about the Assembly and the consultation process	Identify the problems and challenges that affect road safety in your area and how it relates to other issues	Share your asks for a more safe and sustainable area through a creative expression	Concrete and tangible action for meaningful youth participation

KPI'S

- 200 YOUTH CONSULTATIONS
- 54 COUNTRIES PARTICIPATED
- +1500 YOUNG VOICES REPRESENTED

## ARTISTIC COMPONENT IN THE YOUTH CONSULTATIONS

Artistic expressions are a tangible and concrete way to express feelings, emotions and situations of human experience and have the power to transform perceptions. People learn and engage through a multitude of ways, not just through watching but through listening, engaging and creating. Where words fail, art often speaks.

Through the Youth Consultations, we encouraged young leaders to create artworks as an alternative way to express their ideas.. They pictured demands, challenges and solutions using different creative expressions such as poems, digital designs, songs, artworks, paintings and graffiti. Their artwork was later curated by the Resident Artist at the Assembly and was shared online.



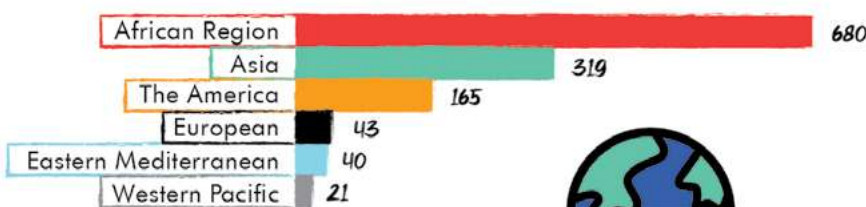
## MAIN OUTCOMES

### Analysis of Youth Consultations

The Global Youth Taskforce spent time analysing each Youth Consultation individually to get a sense of key road safety challenges emerging from each country/region. It became clear that regions, while seeing nuances in mobility issues, had similar challenges and demands.

By clustering and identifying key themes such as a lack of safe infrastructure, affordable and sustainable transport, pollution and air quality, poverty, regulation and enforcement we were able to get a strong picture of the reality young people face, their demands and commitments to take action. This data provided the a strong foundation for the Global Youth Statement on Road Safety and directly fed into its content.

## REGIONAL PARTICIPATION





# THE GLOBAL YOUTH STATEMENT FOR ROAD SAFETY

The Global Youth Statement for Road Safety is the key advocacy document that will guide young people on policy demands to decision-makers in road safety.

The statement was derived from the Youth Consultations to ensure its content was rooted in the reality of young people’s lives as well as accounted for regional trends, differences and cultural nuances. The Youth Consultations offered a clear picture of young people’s realities, demands to decision-makers and what they themselves as young leaders commit to, The Youth Statement was divided into the corresponding sections and commitments were directly linked to key Sustainable Development Goals that safe and sustainable mobility has a positive impact on.

It was written by the Global Youth Taskforce and all youth that took part in the consultations had the opportunity to ratify a zero draft of the statement.

As a key advocacy document written by youth, the Global Youth Statement will act as a tool to start conversations about safe mobility and its challenges. It calls on all stakeholders to act and offers a strategic direction for road safety in countries and communities all across the world.

# 2ND WORLD YOUTH ASSEMBLY FOR ROAD SAFETY

Young leaders from across the world gathered to take action on the biggest public health threat of their time; road traffic crashes. Together, we began the movement to start #ClaimingOurSpace for safer mobility and at the decision-making table!

The Assembly featured a full-day of programming that brought together young advocates, campaigners, innovators and change-makers who are committed to combating road traffic injuries. The Assembly explored road safety and crosscutting solutions to challenge the number one cause of death for youth (aged 15-29). It was action-oriented, intergenerational, and inclusive, with representation of young leaders from all over the world. Over 160 young people from 74 countries attended!

The 2nd World Youth Assembly for Road Safety took place in Stockholm on the 18th of February 2020, as an official pre-event of the 3rd Global Ministerial Conference on Road Safety.



CO-CHAIRS



FULL HOUSE

## CONCEPTUALIZATION

The Youth Assembly concept was developed based on two main reasons:

1. We wanted youth to be empowered and advocate for their 'rights' on safe mobility, to be part of the solution.
2. We want decision-makers to include youth in designing, implementing and evaluating policies through meaningful youth participation.

Considering these two target audiences; youth and decision makers, their current beliefs, challenges and the influence we wanted to have on their behavior, we came up with an umbrella concept that could gather momentum and also ensure longevity of the movement beyond the Assembly.

The chosen concept was **#ClaimingOurSpace** and it stated a strong and demanding message from young leaders to policy-makers to:

- Claim our space at the decision-making table. To be heard and to be part of the solution
- Claim our space on the streets, and within communities. Claiming our right to be safe when we walk to school, to breath clean air, to be safe in public transport.



The **#ClaimingOurSpace** concept allowed us to 'break the silos' and make the conversation broader than road safety by including other pressing issues such as climate change, the health of cities, safe mobility, citizen health, participation, poverty and it stated a clear linkage between road safety and the other SDGs. In addition, the word 'space' had double meaning: space at the decision-making table and also the space we live in such as our streets and neighbourhoods.

## PROGRAMME

The Global Youth Taskforce designed a well-balanced programme for the one-day event. It included a range of experiences such as high-profile speakers, live arts, performances, interactive discussions, workshops and inspirational youth taking charge on road safety.

### Plenary sessions

All together in the Assembly space, in this format, the young leaders had the opportunity to be inspired by keynote speakers from the road safety field and beyond and also had the opportunity to ask key questions or express their ideas in front of the whole audience.

The speakers included key leaders from non-governmental organizations, multilaterals, corporations, governments, road safety victims and young leaders from specific countries that are leading outstanding projects locally.

### Youth Statement adoption

As part of the programme, Youth Taskforce members officially adopted the Youth Statement with the young leaders present in the room. First, the Youth Consultation results and key outcomes were presented followed by the Statement.

Subsequently, all young delegates adopted the Youth Statement as the key advocacy tool that united and collated all of their challenges, demands and commitments.

### Parallel sessions

In order to promote discussions and contextualize road safety within a range of sustainability topics, the young leaders divided into six groups and participated in a 90-minute session related to a specific SDG.

- Each session was co-facilitated by a youth leader and an experienced leader/expert, in order to promote intergenerational talks, shared responsibilities and solution finding between decision-makers and the youth generation. YOURS developed a guide to ensure that co-facilitators were able to create a participative experience for all delegates.





The themes of the six sessions were:

### SDG 3 #Claimingourspace to better health



Ms. Omnia el Omrani  
Liaison Officer for Public Health Issues, IFMSA

Professor Shanthi Ameratunga  
University of Auckland

This session aimed to equip participants with the necessary knowledge and skills to address the health impacts and co-benefits of road safety. They explored the diverse perspectives of the relevant stakeholders to break down silos and call for multidisciplinary action to push for a 2030 road safety agenda.

### SDG 4 #Claimingourspace to safe school zones



Mr. Alex Ayub  
National Youth Officer, Kenya Red Cross

Ms. Rafaella Machado  
Star Ratings for Schools Global Coordinator, iRAP

This session introduced the participants to the concept of safe school zones, how to measure road safety risks and advocate for school zone improvements. At the end of the session, participants were able to identify dangerous school zones, using the Star Rating for Schools concept, and determine the interventions that could improve school zone safety.

### SDG 5 #Claimingourspace and advocate for youth rights



Dr. Joannie M. Bewa  
United Nations Young Leader for the SDGs

Ms. Texel Cossa  
Country Manager, Amend

This session's goal was to equip and strengthen participants' advocacy skills, enabling them to solve road safety issues. They addressed the key elements for successful advocacy, strategies to frame clear and impactful messages, reach out to stakeholders and measure the success of their actions.

### SDG 10 #Claimingourspace at the Decision-making table



Ms. Oliva Nalwadda  
Programme Manager, American Refugee Committee

Ms. Hayley Gleeson  
Youth Collective Senior Manager, Restless Development

The session aimed at empowering young people to identify opportunities and meaningfully participate in decision-making procedures. The right to participate and the barriers (social, political and economic) were reflected upon for targeted advocacy.

### SDG 11.2 #Claimingourspace to healthy cities



Ms. Helena Sjöberg  
Researcher, Swedish Transport Administration

Ms. Paula Santos  
Active Mobility Manager, World Resources Institute, Brazil

Ms. Claudia Adriaola-Steil  
Deputy Director Urban Mobility and Director of Health and Road Safety, World Resources Institute

Mr. Tolga Imamoglu  
Transport & Road Safety Manager, World Resources Institute, Turkey

This session discussed what a healthy city means and connected it to access to safe walking and bicycle facilities. Every youth leader was aware of the main strategies to build a healthy city for all groups in society- from design to policies. The participants had the chance to learn some actions taken by leaders in cities and discussed the cost and benefits of them.



## SDG 13: #Claimingourspace to combat climate change through sustainable mobility

Ms. Soumita Chakraborty  
Risk and Resilience Consultant

Mr. Nicolas Beaumont  
Senior VP Sustainability, Michelin Group

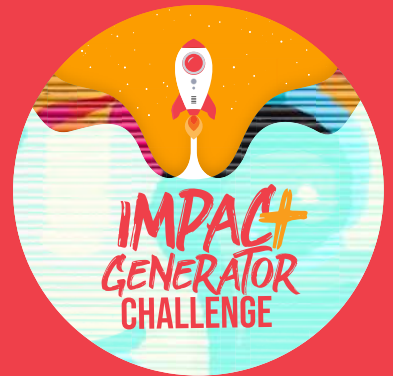


Discussions were held around the understanding of sustainable mobility among youth leaders, the impact of the transport sector on our environment and the identification of existing green alternatives or low carbon initiatives adopted globally. Youth delegates explored the role that global youth can play in their respective regions, to reduce the transport sector's contribution to the changing climate.

## IMPACT GENERATOR CHALLENGE

The 'Impact Generator' challenge invited participating delegates to develop original, impactful, and innovative projects to address the most urgent and pressing needs outlined in the Sustainable Development Goals (SDGs). These projects had a connection with topics such as environment, human rights, health, sustainable cities, equality and any other SDG that has a direct link with road safety.

The winning participants were chosen by a jury panel of international experts of different fields and were awarded with seed funding and mentorship provided by Youth for Road Safety (YOURS), in order to help launch their vision into action.



## ARTISTIC INTERVENTION

At YOURS, we believe that art has the power to involve young people in alternative expressions, to connect with road safety creatively and have a memorable experience that has a long-lasting impact. At the Assembly, we wanted to create a deeper connection with the audience and to promote their skills in arts.

For this reason, world-renowned graffiti street artist Mohammed Ali joined us in Sweden to create an unforgettable artistic experience embedded within the Assembly.

This section of the programme was not only focused on his creative and alternative interventions linked to road safety, but also on the engagement of the young delegates that attended the event. We facilitated a participative artistic environment that encouraged creativity, imagination, expression and representation.

Some of the key elements of the artistic intervention were:

1. Backdrop creation: A specially designed printed background that included 'live' elements that were spray painted, sprayed tires and oil barrels that related to road safety.





LIVE  
SPRAYPAINTING

2. Live intervention: Focusing on the theme of road safety and safe mobility through a range of artistic formats that inspired and entertained such as rap and live paint.



ART CAN CHANGE  
THE WORLD

3. Expression wall: Participants wrote their 'vision/dream/hope for enacting the Global Youth Statement'.



EXPRESS  
YOURSELF!

4. Youth Consultation art exhibition: This section hosted specially selected artwork created during the Youth Consultation process in a stylistic and curated format.

5. Guerilla-style graffiti decoration: The venue was transformed into a 'creative, inspiring and edgy space' with slogans and stencils, creating the effect that it was 'taken over' by youth.



A VISUAL  
TAKEOVER

## YOUNG DELEGATES PROFILE AND REPRESENTATION

We opened the applications to attend the Assembly in September 2019. At the end, we received more than 360 applications from all over the world.

The Global Youth Taskforce, together with YOURS designed a selection process based on specific criteria such as motivation, current contribution to the SDGs and future actions planned after the Assembly. In addition, all delegates were encouraged to carry out at least one Youth Consultation, in order to promote local discussions and generate a deeper understanding of the road safety situation in their local areas.



In the end, **167 participants from 74 countries and 6 regions were accepted to attend the Assembly.** The Youth Taskforce and the selection committee put in place a process to ensure a balanced audience in terms of countries, regions, gender, expertise and sector. In terms of gender, there was a perfect balance between women and men, as we managed to ensure the 50-50 representation.

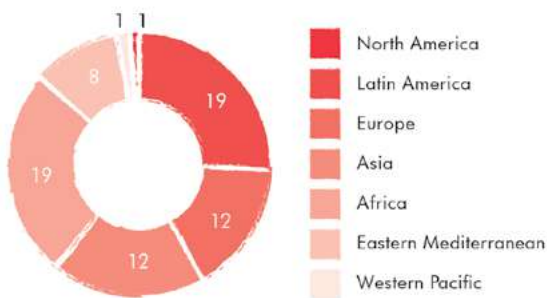
From the 167 young leaders accepted, YOURS, supported by its partners, provided a travel subsidy to 65 young delegates. The travel subsidy included flights, accommodation and, for some, a per diem for expenses.

In the graphic, we can see the balance of the participants in terms of regions or continents. Africa, Asia and Latin America were the regions with more representation in general, and also where most road traffic injuries are currently happening. Around 30 participants (13%) were from Europe and we managed to have a great representation from the Eastern Mediterranean region. Finally, North America also had some delegates representing their peers and a few delegates from Oceania.

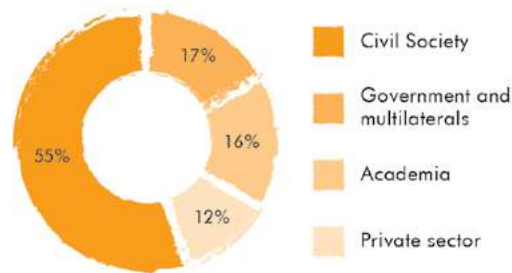


DIVERSITY OF YOUTH

### COUNTRIES REPRESENTED

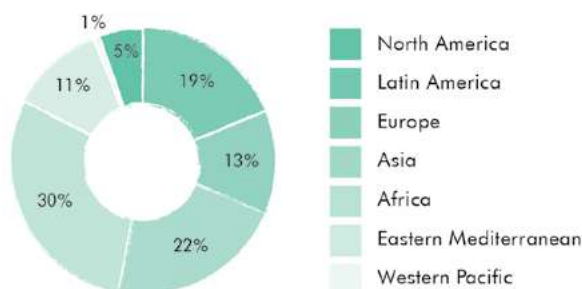


### PARTICIPANT'S SECTOR



The selection committee also made a lot of emphasis in selecting young participants from different affiliations, such as corporations, nonprofit organizations, universities, multilateral institutions and others. In this way, we could ensure that different perspectives were represented to tackle road safety issues and its decision-makers. The majority attendees were from civil society, as YOURS made a lot of efforts in recruiting young delegates from various network partners.

### PARTICIPANTS REGIONAL BALANCE



MULTIPLE SECTORS JOIN

# WORLD YOUTH ASSEMBLY OUTCOMES

The 2nd World Youth Assembly for Road Safety brought together two powerful outcomes to follow up on: the Global Youth Statement for Road Safety and the Impact Generator Challenge winners.

## ADOPTION OF THE GLOBAL YOUTH STATEMENT FOR ROAD SAFETY

On the 18th February 2020 more than 160 young leaders from 74 countries adopted the Global Youth Statement for Road Safety. The statement was based on the voices of 1500+ young people from around the world that took part in the Youth Consultations.

The statement was delivered during the World Youth Assembly by Global Youth Taskforce Member Alex Ayub from Africa.

The youth statement resonated with the youth exclaiming “enough is enough”. The statement highlights the reality of today’s generation being born in a global road safety crisis with the added challenge of global decision-makers facing the issue with silence, inaction, and exclusion of the youth.

The Youth Statement will be used by youth participants as the key instrument to keep advocating in local, regional and international high level events. In this way, they will be able to ensure that their authorities heard their voices, support their projects and ensure the meaningful youth participation in the decision-making process of road safety policy design.

On the other hand, the Youth Statement will also serve as a tool to support the design of local grassroots projects, where young leaders can make a tangible impact on their communities through evidence-based activities to contribute to the achievement of the SDGs related to road safety.







As mentioned before, YOURS invited all accepted delegates to submit local projects that could contribute to the achievement of a specific challenge identified in their communities. We received 44 projects from different countries and with different objectives.

The Youth Taskforce, together with YOURS, designed a selection methodology based on 5 categories: project proposal, implementation plan, measurement & outcomes, presentation and sustainability. Based on those items, the selection committee shortlisted 6 finalists and requested more information about their projects' budget and finally, the jury selected the three winners that will receive funding, mentorship and technical support from YOURS. These 3 projects will be part of a broader Youth Coalition for Road Safety that YOURS is working on, as part of the follow up after the Assembly.



NAME	COUNTRY	ORGANIZATION	PRIZE
Daniela Gómez	Colombia	Fundación Despacio	US\$7,000
Tumiso Seleledi	Botswana	Society of Road Safety Ambassadors (SORSA)	US\$5,000
Haidarsho Makulshoev	Tajikistan	Young Generation of Tajikistan	US\$3,000





# MINISTERIAL CONFERENCE PARTICIPATION.....

GLOBAL  
MINISTERIAL  
CONFERENCE  
ON ROAD SAFETY

The 2nd World Youth Assembly for Road Safety was selected as an official pre-event of the 3rd Ministerial Conference on Road Safety. The Ministerial Conference gathered **1,700 delegates from 140 countries**, including Ministers, CEO's and Head of Delegations.

This was an important event, where all young delegates had the opportunity to discuss the future of road safety in their countries with key decision-makers. Beside the participation of 150+ young leaders in the actual event, we were invited to participate in various high level sessions that were part of the programme.

## Opening Ceremony

Omnia El Omrani (Egypt), co-chair of the 2nd World Youth Assembly for Road Safety and member of the Global Youth Taskforce, was invited to address a key message to all decision-makers, presenting the highlights of the Global Youth Statement for Road Safety. Omnia shared a powerful speech by saying: "We are tired of false commitments from the decision makers" and stress the fact that youth are saying "enough is enough".



## Special Envoy's Ministerial Lunch

Four young leaders were invited to participate at the Special Envoy's Ministerial Lunch.

Thiago Gruner (Brasil), Co-Chair of the 2nd World Youth Assembly for Road Safety and part of the Global Youth Taskforce shared a strong message to Ministers, focused on requesting the support to youth to achieve the Youth Statements' commitments and share the document with decision-makers, so they can include it into their agendas.



## Commonwealth Road Safety Initiative Lunch

Six young leaders from different Commonwealth countries were invited to participate in this lunch session, in the presence of His Royal Highness Prince Michael of Kent, where they shared the Global Youth Statement with ministers. In addition, Manpreet Darroch, Head of Communications at YOURS, delivered a speech focusing on the importance of road safety, considering that Commonwealth countries have on average a population that is 60% under the age of 30. There was a call-to-action to enact more robust measures targeting youth and partner with them to combat the road safety crisis.



### Parallel Session

Olivia Nalwadda (Uganda), member of the Youth Taskforce, was invited to be part of the panelists for the parallel session on "Children and Adolescent Health". She expressed the importance of engagement of young people as key drivers for change in the realm of road safety. In addition, she encouraged that all key actors on adolescent health come together and map out ways on how road safety can be prioritized in the agenda.

### Closing Ceremony

Raquel Barrios (Nicaragua), Project Manager of the 2nd World Youth Assembly, shared the main outcomes of the Assembly and invited all the leaders from different sectors to commit to act and to support youth by picking the right lane in the decision making process.



## COMMUNICATIONS

Through a concrete and wide-ranging communications plan, we connected and encouraged young people to contribute to the success of the youth movement for road safety before, during and after the Assembly.

Key objectives of the Assembly communications was to amplify the message of youth in road safety across all social medias, attract high quality applications from exceptional youth leaders from all sectors of society and regions of the world and offer clear and concise communications to all stakeholders on the Assembly. It was crucial for communications to reflect the youthful look and feel of the Assembly's branding.

Key communications were split into external and internal streams:

## EXTERNAL COMMUNICATIONS Launched in September 2019

### WEBSITE

The Assembly website (*hosted at [www.wyeroadsafety.org](http://www.wyeroadsafety.org)*) acted as a platform to showcase all information about the Assembly as well as encourage people to get involved with Youth Consultations, sign up to attend, follow progress and get information about how to take action after the event. A standalone platform was created to ensure the movement was open to multiple partners and a network of policy issues, not owned by any one particular organization.

### WEBSITE ANALYTICS



## SOCIAL MEDIA

To attract quality applicants as well as engage youth with key road safety messages, several profiles were set up on the most popular social media channels:



@WYARoadSafety



@WYARoadSafety\_



/WYARoadSafety



/WYARoadSafety

Each channel was used to compliment the key messages online during key communications messages. For example:



**LOGISTICS ON ATTENDING THE ASSEMBLY**  
December 2019

**FOLLOW THE ASSEMBLY LIVE**  
January 2019

The platform was used to amplify key messages through press-releases, social media graphics pack to be shared across the platforms by users and key explainer videos on how to take part in the different steps to get involved in the Assembly.



## SOCIAL MEDIA ANALYTICS SEPT. → MARCH 2019 2020

**607** FOLLOWERS  
**421** TWEETS  
**354K** IMPRESSIONS  
**1072** MENTIONS  
**5,1K** PROFILE VISITS

**1K** FANS  
**175** POSTS  
**841** SHARES  
**779** COMMENTS  
**11K** ENGAGEMENTS

**242** FOLLOWERS  
**148** POSTS  
**2,7K** ENGAGEMENTS



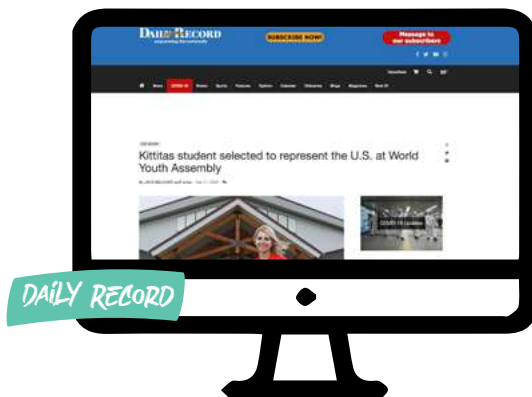
## MEDIA ATTENTION

A number of media articles referenced the Assembly including CNN News, The Lancet Journal as well as UN websites such as UNECE and WHO. A number of network partners also communicated about the Assembly to help promote and support its dissemination. After the Assembly many of the young people used their own platforms such as social media, blogs and videos to talk about the Assembly from their own perspective.

“ 25  
ARTICLES

14  
BLOGS

12  
VIDEOS



## INTERNAL COMMUNICATIONS

A number of internal communication methods were utilized to inform delegates and key partners of opportunities within the Assembly such as the Impact Generator, reminders of how to attend, publishing of a welcome kit and news flashes.

Additionally, a closed Facebook delegate group was set up for selected delegates to interact with one another before the Assembly, answer questions related to their expectations and road safety challenges as well as support one another in logistics matters.

Partners were offered a Communications Brief to facilitate their own communications which included pre-written tweets, social media cards, images, GIFs and background information through an opt-in emailing service.

# PARTICIPANT EVALUATION AND FEEDBACK

We conducted an evaluation survey to gather young delegates' impressions and feedback on the Assembly.

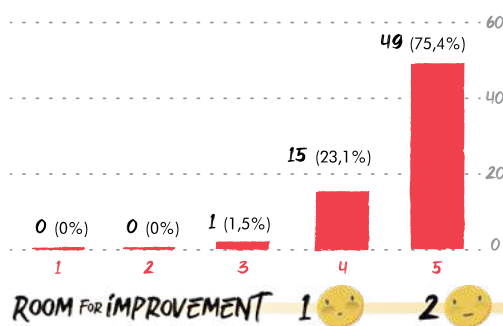
The **overall experience** for most participants was very positive, 75% said that it was excellent and 23% said that it was very good. In general, the audience was engaged throughout the whole day; some people interacted with the panelists and expressed their ideas or questions, they also generated networking spaces and participated in the expression wall and other interactive opportunities we set in the agenda.

Regarding the **information provided** before the event (*how to apply, travel information, Welcome Kit*), most of the participants said it was useful and clear. One feedback received about the information is that the travel subsidy allocation process should be communicated so that it is more transparent and participants can work on their questions considering a specific criteria.

The **Youth Consultations** had outstanding comments from the delegates. All thought that the information provided and the methodology was excellent and very good. They felt that the exercise prepared them to come to the Assembly with more information about the road safety reality in their areas and also empowered them to lead and facilitate the session with their peers.

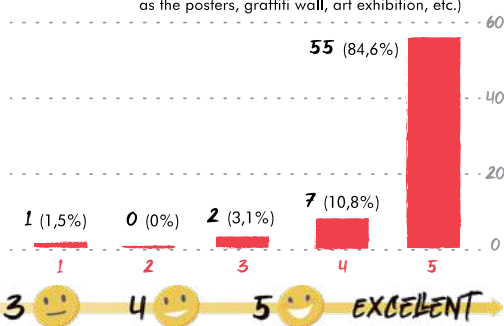


What was your overall impression/experience of the 2nd World Youth Assembly for Road Safety ?



What did you think of the artistic intervention at the Assembly ?

(look and feel of the venue, artistic elements such as the posters, graffiti wall, art exhibition, etc.)

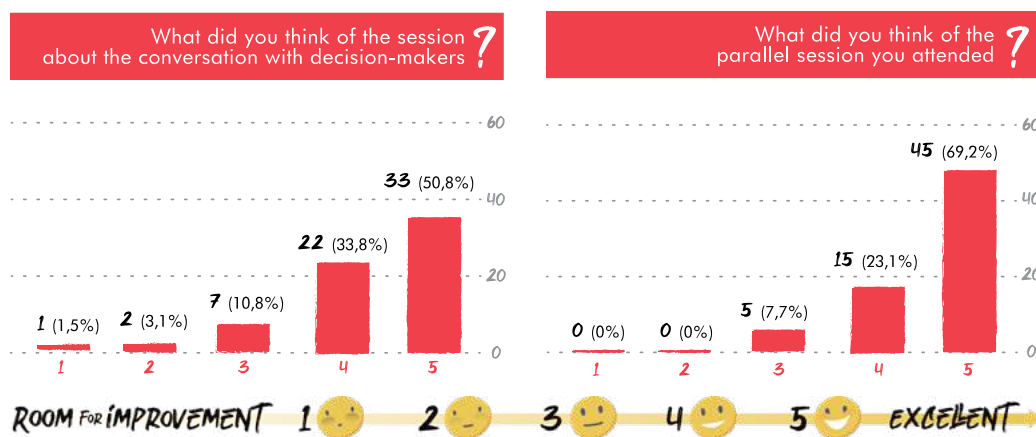


In relation to the **artistic intervention**, one delegate said: "This is rarely seen (if ever) at forums and it really shows the power that art possesses in sending out a strong message. I found it powerful and inspiring. The graffiti show on stage was powerful to watch as well as the real-time illustration". 86% of the delegates expressed that the artistic intervention was excellent, so the objective was achieved.

In general, young delegates felt that the agenda was well designed and balanced. The **opening ceremony** inspired them for the rest of the day. Scott's intervention, the music and to listen to keynote speakers were some of the highlights that they liked.

The **Youth Statement delivery** was another highlight for the participants. They got energized from the activity led by Alex Ayub, one of the Youth Taskforce members. One observation they made about this section was that it would have been good to present more data and analytics on the Youth Consultations' results per region and countries, so they were more aware of what is the current situation in other areas.

In the **regional panel discussion**, they did like the young leaders that were selected to share the reality in their regions. They expected more interaction with the audience with more questions and also they would have liked to have more regions represented on stage with more of a focus on actual trends.



The delegates enjoyed the **live intervention at lunch**, especially Sylvian Neal - aka the Traffic Man - rap performance and the interviews that were made to some of their colleagues. They expected more time to have lunch, since there were just 15 minutes to grab the food and go to the main area.

One of the highlights of the day was the **parallel sessions**. Overall, 93% of the delegates were satisfied with the results of the working groups. The feedback we received was that it would have been good to focus the sessions on sharing implementable advice, rather than just inspirational conversations and case studies.

The **conversation with decision-makers** was an opportunity for youth to interact with Ministers from two different countries and ask questions. In general, the youth liked the session and the opportunity to listen to experienced people in the field. Nevertheless, they mentioned that they expected more time to ask questions and also that Ministers didn't answer the questions they asked. In addition, they expected to have younger decision-makers or leaders with experience in sharing their know-how in public, so it doesn't feel boring.



THE TRAFFIC MAN



MINISTERS SPEAK WITH YOUTH



## KEY TAKEAWAYS

After analyzing the evaluation survey from participants and held a follow up meeting with the Global Youth Taskforce, there are two clear recommendations and conclusions that will be considered for the next steps:

### 1. Appetite for a bigger and longer gathering

Without hesitation, the Assembly created an atmosphere of commitment among young people. They expressed their wish that it would have lasted longer, that more participants attended and that they would have more opportunities to exchange experiences and knowledge.

In concrete, they claimed for more funding for travel subsidies, more participants from other countries and fields, a bigger venue to move around easily but the most important claim was that it was extended to, at least, one more day. In that way, a 2-day event would allow them to interact and exchange ideas, create joint projects that would lead to potential partnerships and have more space to participate actively in the agenda.

### 2. Formal structure to follow up the Youth Statement commitments

There is a clear recommendation coming from the Youth Taskforce and the participants to create a structure that could support them with knowledge, funding and network, in order to ensure that they Youth Statement is adopted in their countries and that they can create and implement local projects with tangible and concrete results, as a way to contribute to the Youth Statement's commitments.

They requested a platform to disseminate information, a library with global resources that includes events, reports and ways on how to connect with other young leaders around the world. In addition, there was a clear ask on increasing the number of local projects that could be funded and supported by YOURS.

## KEY PERFORMANCE INDICATORS

KPI	GOAL	RESULTS
<b>YOUNG DELEGATES</b>	125-200	167
<b>REPRESENTATION</b>	<b>COUNTRY:</b>	25-50
	<b>GENDER:</b>	50-50
	<b>SECTOR:</b>	Governments 30% Civil society 40% Private sector 15% Academia 15%
<b>TASKFORCE MEMBERS</b>	10-12	11
<b>YOUTH CONSULTATIONS</b>	25-50	200
<b>ADVOCACY TOOL FOR YOUTH</b>	1	Youth Statement for Road Safety
<b>ONLINE PLATFORM</b>	1	Facebook group, Instagram, Twitter, Youtube
<b>WEBSITE</b>	1	<a href="http://www.wyaroadsafety.org">www.wyaroadsafety.org</a>



ROAD SAFETY  
CAN BE FUN



ROAD SAFETY  
CAN BE YOUTHFUL

# WHAT IS NEXT.....

2020-2022

GLOBAL YOUTH  
COALITION FOR  
ROAD SAFETY

YOURS, with the support of the Youth Taskforce members and the feedback for the delegates, is working in putting together one of the key outcomes of the 2nd World Youth Assembly for Road Safety: **The Global Youth Coalition for Road Safety.**

The Coalition will be an informal member-based structure led by YOURS, that will promote meaningful youth participation through two specific strategies:

## GLOBAL ADVOCACY

Young people have powerful voices and we will make sure that their voices are heard. We pursue a paradigm shift away from seeing young people as problem road users but rather as assets in road safety promotion. Young people deserve a spot at the decision-making table, so that they can contribute to the achievement of targets and goals that have relevance to their lives. We want to raise awareness about the road safety and safe mobility issues at the most important national and international spaces and continue to break the silos.

We will provide youth with all the tools needed to advocate for their rights, from the high-level global forums to the local & grassroots advocacy events. Some of these tools could be empowerment and advocacy training courses in person and online, development of an advocacy guide, funding to attend international events where they can advocate, youth assemblies, and organize (regional) youth assemblies.

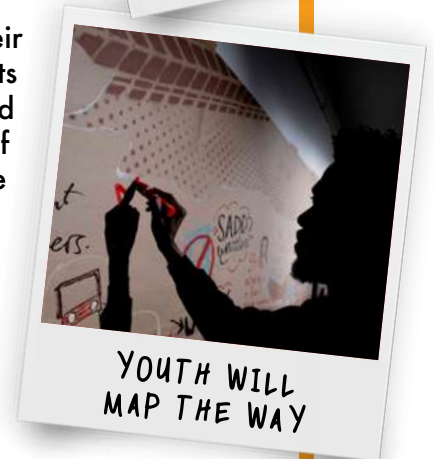
## LOCAL ACTIONS

Youth are committed to act now to transform their areas. We are shaping an incubator of local projects that will provide support to the youth so they can bring their ideas into reality.

We will be scanning and supporting local impact projects that are oriented to address the most pressing issues in the city or area where the young leaders belong. These projects must have an evidence-based contribution to the achievement of any SDG target that has crosscutting relevance to solve a road safety issue. The key elements for these projects to be supported are: community mobilization, advocacy and evidence-based activities.

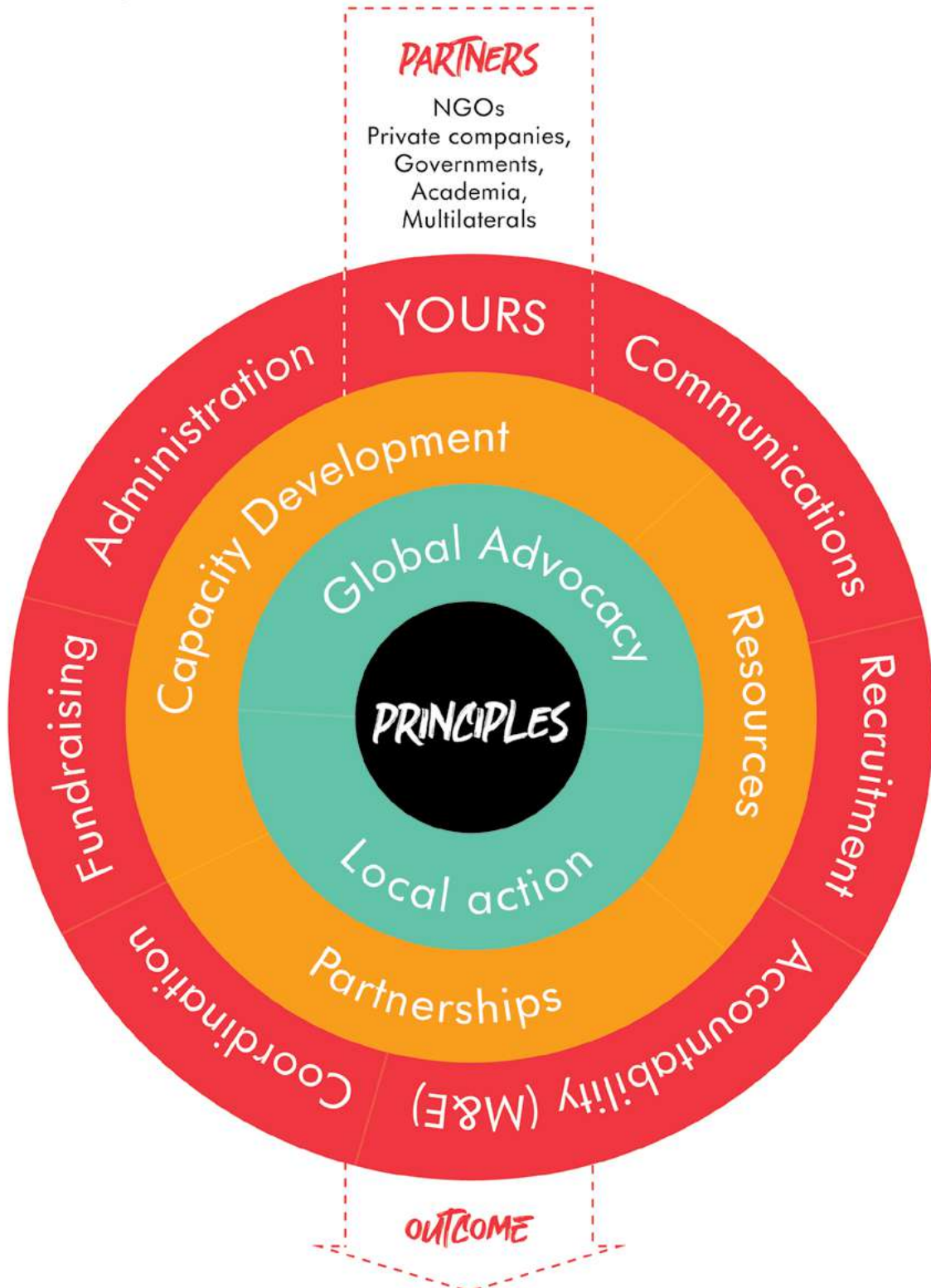
YOURS, in collaboration with her partners, will support the Coalition in three ways:

1. **Resources:** Seed funding, in-kind resources and technical support
2. **Capacity development:** Knowledge & Skills. Building youth capacities to engage within their political system and within their community.
3. **Partnerships:** Building local, national and/or regional alliances. Build partnerships with 'main partners', NGOs, Governments, and the private sector.



# GLOBAL YOUTH COALITION FOR ROAD SAFETY

#CLAIMINGOURSPACE



## ENERGIZING THE GLOBAL YOUTH MOVEMENT FOR ROAD SAFETY

that contributes to the achievement of the Sustainable Development Goals (SDGs) on key targets around safe mobility and related issues such as climate change, good health, sustainable cities and meaningful youth participation.





2ND WORLD YOUTH  
ASSEMBLY FOR

**ROAD  
SAFETY**

#CLAIMINGOURSPACE



IN SUPPORT OF

**THE GLOBAL GOALS**  
For Sustainable Development

**“THANK YOU YOUTH LEADERS AND  
PARTNERS FOR MAKING THIS  
ASSEMBLY POSSIBLE!”**

INITIATOR



CO-SPONSOR



**World Health  
Organization**

MAIN PARTNERS



PARTNER

Fundación  
**MAPFRE**

