

Newsletter



SEPTEMBER 2026



Message from the Head of the UNRSF Secretariat

In this edition, we are proud to share highlights from the UN General Assembly High-Level Meeting on Improving Global Road Safety, held on 20–21 July in New York, alongside the outcomes of our own Partnership Pledging Conference — two milestones marking a defining moment for the global road safety agenda.

On 20 July, the UNRSF convened its Partnership Pledging Conference, the only formal mechanism for governments, UN agencies and private sector partners to present pledges toward the Fund's 2026 target — raising USD 5.6 million toward our USD 10.6 million goal.

In this edition's Partnering for Impact section, we share how two UNRSF-funded projects proved catalytic. In Cambodia, technical assistance helped extend a factory-level road safety policy to over 100,000 garment workers, strengthening government-wide oversight of worker transport. In Brazil, that same catalytic approach is unlocking additional government financing for a national road crash data system — proof that every UNRSF dollar invested can unlock further financing, systemic reform, and lasting national capacity.

The months ahead are full of opportunities to engage, from our 2026 Call for Proposals in October to our fourth Annual Open Day in December. We hope you will be part of what comes next.

IN THIS EDITION

HIGHLIGHTS FROM THE HIGH-LEVEL MEETING ON ROAD SAFETY

- UNRSF Partnership Pledging Conference
- High-Level Meeting on Improving Global Road Safety

PARTNERING FOR IMPACT

- Project in Cambodia: lessons learned
- Project in Brazil: unlocking domestic financing

KEY ENGAGEMENTS OPPORTUNITIES

UNRSF calendar of upcoming activities

UNGA

HIGH LEVEL MEETING ON ROAD SAFETY

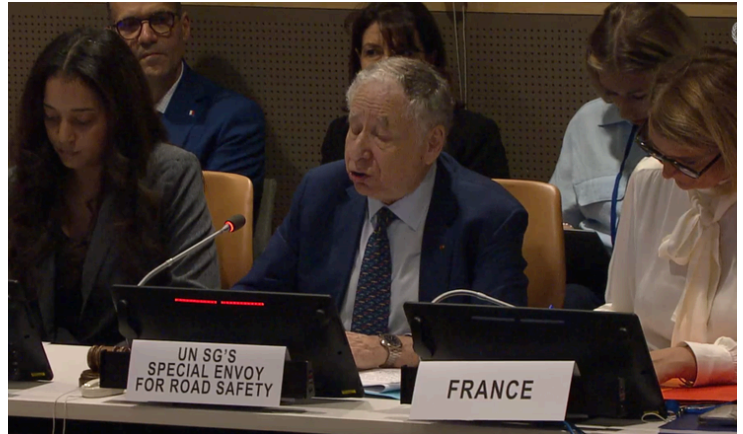
UNRSF Partnership Pledging Conference

On 20 July, on the margins of the High-Level Meeting, the UN Road Safety Fund (UNRSF) held its Partnership Pledging Conference, the only formal mechanism through which governments, UN agencies and private sector partners could present pledges toward the Fund's 2026 resource mobilization target.

By the close of the Conference, partners had pledged USD 5.6 million toward the Fund's USD 10.6 million goal for the year, with a further USD 7 million in prospective contributions still under consideration. The result reflected broad stakeholder participation: France renewed its longstanding contribution and Slovakia pledged new support, while Autoliv, Honda, Pirelli and Discovery Insure brought private-sector commitments.

The Conference also marked the launch of the following in-kind pledges:

- The Special Envoy for Road Safety pledged to champion UNRSF efforts to increase the application of the evidence-based Safe System Approach among policymakers, with particular emphasis on occupant safety, including seat belts, child restraints and helmets.
- UNECE presented the Future Roads Expert Dialogue Series, a knowledge exchange and capacity-building initiative to advance forward-looking mobility issues.
- UNECA pledged support to the Africa Road Safety Observatory and to conducting the mid-term review of the African Road Safety Action Plan. Discussions are being held for UNECA to convene a multi-stakeholder online meeting in support of the UNRSF.
- UNECLAC pledged to produce and disseminate relevant public goods in Spanish.



UN Secretary-General's Special Envoy for Road Safety, Mr. Jean Todt.



WHO, Director-General, Dr. Tedros Adhanom Ghebreyesus



UNRSF, Head, Ms. Nneka Henry

UNGA

HIGH LEVEL MEETING ON ROAD SAFETY



UNRSF Partnership Pledging Conference



UNRSF Partnership Pledging Conference



Executive Vice President and Senior Technical Advisor to the CEO of Autoliv, Mr. Jordi Lombarte.

- UNESCAP pledged to host a side event on the margins of the Fifth Session of the Ministerial Conference on Transport. The topic, agreed with UNESCAP, will be motorcycle safety. The side event will serve as the opening session of the Multi-Stakeholder Workshop on Safe and Affordable Helmets co-hosted by UNRSF and Honda.
- UNESCWA pledged to support the technical committee of the Future Roads Congress, expected to take place in Saudi Arabia in the fourth quarter of 2027.
- UNITAR presented the UN Road Safety Lab (Add a little bit of body text), a new AI-enabled knowledge platform to strengthen road safety capacity among practitioners worldwide.
- UN Women pledged to share results and lessons learned in supporting safe and sustainable transport initiatives through a gender-responsive approach at the global and country level.
- Honda pledged to co-host the Multi-Stakeholder Workshop on Safe and Affordable Helmets, to take place 19–20 November on the margins of the Fifth Session of the Ministerial Conference on Transport. The topic of the workshop, as well as of the opening session referenced in paragraph (e), has been agreed with UNESCAP.
- PVBLC Foundation announced the launch of the Brands for Safer Roads (B4SR) Alliance, a global networking and policy dialogue platform that brings together road safety-focused small businesses, policymakers, and experts to share practical approaches and help strengthen road safety policies and systems.
- Global NCAP pledged to host a vehicle safety demonstration event in 2026/2027.
- The G4 Alliance and the Global Coalition for Traumatic Brain Injury pledged to co-host an event and provide technical expertise.

[READ MORE](#)

UNGA

HIGH LEVEL MEETING ON ROAD SAFETY

From Commitments to Delivery: WHO and the Special Envoy

Also on 20 July, WHO hosted a side event, *From Commitments to Delivery: Country Progress on Halving Road Deaths and Serious Injuries by 2030*, spotlighting national results from countries including Mexico, Zambia, Thailand, Viet Nam, the United Kingdom and the United Arab Emirates



UN Secretary-General's Special Envoy for Road Safety, Mr. Jean Todt.

The Special Envoy, Mr. Jean Todt, convened a roundtable on the sidelines of the High-Level Meeting with some 30 senior leaders, including UN Deputy Secretary-General Amina Mohammed and ministers from Spain, Kyrgyzstan and France. Participants announced new commitments, including a Unipol data-sharing partnership with Italy's Road Traffic Police and a Muang Thai Insurance programme bringing safe helmets and training to motorcycle delivery drivers in Bangkok.



Participants at the UN Secretary-General's Special Envoy for Road Safety High-Level Roundtable

A Resolution Backed by a Broad Majority

At the opening of the High-Level Meeting, the General Assembly adopted the Progress Declaration on Improving Global Road Safety (A/80/L.95) by a recorded vote of 162 in favour to 1 against, with no abstentions — a broad majority reaffirming the global target of halving road traffic deaths and injuries by 2030. Presenting the Declaration, Annalena Baerbock (Germany), President of the General Assembly, said it offers practical recommendations and calls for stronger national leadership on road safety, adding that wanting safe roads for everyone should not be a contentious ask.

The Declaration commits governments to designate national lead agencies for road safety, adopt and fund national strategies, and align speed limits, infrastructure, traffic rules and vehicle standards with international best practice, while ensuring public transport is safe, affordable and inclusive.



President of the United Nations General Assembly, H.E. Ms. Annalena Baerbock

Taken together, the Pledging Conference and the High-Level Meeting reaffirm that road safety is a smart and imperative investment that delivers returns across health, climate, equity and economic resilience, one that no single stakeholder can deliver alone.

Read the resolution [HERE](#).

CASE IN CAMBODIA

Lessons Learned



PROJECT:

SAFER JOURNEYS FOR CAMBODIA'S GARMENT, FOOTWEAR AND TRAVEL GOODS WORKERS

Every day, hundreds of thousands of garment, footwear and travel goods workers in Cambodia commute to work standing, unrestrained, on cargo flatbed trucks built to carry goods, not people. Road crashes are Cambodia's sixth leading cause of death, killing an average of five people a day, and crashes involving collective worker transport rose 189% in the first half of 2024 alone — yet responsibility for this daily risk has long fallen through the cracks between transport and labour policy: nobody's clear mandate, everybody's risk.

By June 2026, the Government had enhanced the safety of over 300 vehicles used to transport workers, and piloted the transition away from unsafe transport in two provinces, Kampong Chhnang and Svay Rieng.

Launched in 2024, the project — implemented by the AIP Foundation and Better Factories Cambodia, a programme by the International Labour Organization (ILO) — addressed this gap by working through the workplace itself. Road Safety Working Groups were established across 30 factories, training over 500 members drawn from management, unions, workers' representatives and drivers.

To ground that work in evidence, the project collected 33,201 baseline observations, revealing that only 23.6% of passengers wore helmets and that 60.4% of collective vehicles were high-risk standing trucks — findings that made passenger helmet use the project's priority and unsafe collective transport a problem only national-level action could fix.



Minister of Labour and Vocational Training, Cambodia, H.E. Heng Sour

CASE IN CAMBODIA

Lessons Learned



WHAT WERE THE RESULTS

A factory-level Road Safety Policy adopted

Across seven provinces, 30 factories are implementing the road safety policy, covering 103,219 workers, 80,778 of them women, and roughly 1,100 with disabilities. The policy is available both in Khmer and English, is read out over factory sound systems, and reinforced in shift briefings. Every worker across all 30 factories signed or thumb-printed an acknowledgement form. Better Factories Cambodia is now developing a behaviour-change campaign, tested with over 200 workers and validated in May 2026 by the Ministry of Labour and Vocational Training, the National Social Security Fund, brands and factories, with rollout planned for late 2026.

An oversight structure built to protect factory workers

Road Safety Working Groups now operate in all 30 factories, with over 500 members drawn from management, unions, workers and drivers.

525 supervisors were trained to deliver safety messages during briefings, and 450 "Speak-Up Champions" now give workers a channel to report unsafe vehicles or drivers — timed around Khmer New Year, when crash risk peaks. Members confident enough to write their own action plan rose from 15.7% at baseline to 48.4% after training; all 30 groups have since produced one.

System level progress

Government action:

- By June 2026, 365 vehicles had been converted from standing trucks into ones with proper seating and roofs.
- The National Social Security Fund launched pilots in two provinces, Kampong Chhnang and Svay Rieng, to transition workers off unsafe transport, informed by the project's own data — with expansion to three more provinces anticipated.
- A country-wide version of the Policy, adapted from the 30-factory model, is now awaiting formal approval; six provincial authorities and three Special Economic Zones have pledged support to pilot it.

Additional resources:

- FIA Foundation contributes to add motorcycle safety training across 20 factories from March 2025.
- VF Corporation partnered with AIP Foundation in August 2025 to replicate the model at 12 of its own sourcing factories.
- N.C.X. Co., Honda's exclusive distributor in Cambodia, donated 600 helmets and delivered on-site safe-riding training.

CASE IN CAMBODIA

Lessons Learned



Importance of robust data

The baseline evaluation is what convinced the Ministry of Labour and Vocational Training, the National Social Security Fund and the National Road Safety Committee, that commuting safety deserved government attention, and it's specifically what secured the government's buy-in for the vehicle transition pilot.



Policy adoption is as important as implementation

Pairing factory-level action with national policy engagement is what makes the model replicable: the factory work generates the evidence, and national engagement turns that evidence into a policy other factories can be required to meet. The combination should transfer to any sector with a large, transport-dependent workforce and an existing compliance structure.



Road Safety factory champions

Equipping supervisors or team leaders within the factories with road safety knowledge, the approved Road Safety Policy, and materials, proved to be a cost-effective way to ensure workers regularly receiving information.



Long-term consistent engagement with government authorities

AIP Foundation's longstanding working relationship and continued communications with the National Social Security Fund has helped to ensure the Cambodian government's support and involvement in commuting safety initiatives. Sustained advocacy contributed to the approval processes of the factory-level Road Safety Policy to be adopted and implemented nationwide.



Awareness raising activities



Meeting with government representatives

CASE IN BRAZIL

Unlocking domestic financing

PROJECT OVERVIEW

Challenge:

Brazil manages one of the world's largest road networks — roughly 79,634 km of federal highways — where the Federal Highway Police (PRF) recorded over 73,000 crashes in 2024 alone.

Crash records existed, but no system connected them to infrastructure or environmental risk data, and the institutions holding each piece — PRF, the infrastructure authority (DNIT), and traffic safety bodies — operated with separate methodologies and no shared evidence base. What was missing was the ability to diagnose why crashes clustered where they did, and act before the next one.

UNRSF Intervention:

The UNRSF supported Brazil's federal institutions to design PRISMA, a shared methodology and conceptual model for turning crash records, infrastructure conditions, and field observations into one picture of road risk.

Brazil's federal government has already followed the design work with additional funding, USD 163,000 confirmed, with a further USD 330,000 projected.

The project helped the government:

- develop a unified national taxonomy of risk factors, aligning PRF and DNIT methodologies with standards such as iRAP and PIARC;
- produce a technical manual for identifying and recording highway risk factors, built through joint fieldwork between PRF officers and DNIT engineers;
- design the specifications for a field application, letting officers report infrastructure risks in real time with offline capability for remote areas — the blueprint DNIT is now building into working software.

 THE TURNING POINT

The shift wasn't driven by funding alone. A three-day field deployment paired DNIT engineers with PRF officers on-site, letting DNIT's own staff see firsthand how frontline risk data could shape infrastructure decisions.

DNIT is now applying the same data-driven diagnosis to its own National Road Safety and Signalling Program (BR-Legal 2), using PRF's crash analysis to help prioritize which highway segments get treated first.

That shift reached institutional leadership: the Director-General of Brazil's Federal Highway Police recorded a message for the UNRSF calling PRISMA "a milestone for our institution" and "a transformative seed" that brought PRF, DNIT, SENATRAN and UnB together in "an unprecedented cooperation" — explicitly aligned with the UN Global Plan for Road Safety.



Workshop with DNIT and PRF officers

CASE IN BRAZIL

Unlocking domestic financing



THE LEVERAGED THAT WORKED

On a UNRSF grant of USD 300,000, national partners followed with real money to build what UNRSF had designed: DNIT has committed USD 163,000 to develop PRISMA into a working application and web platform, and PRF projects a further USD 330,000 for training, personnel and implementation — a projection, not yet a confirmed commitment. SENATRAN and the University of Brasília (UnB) contributed the technical expertise behind the system's design.

Together, that's as much as USD 1.64 in national co-financing for every UNRSF dollar invested. Once built, PRISMA is set to plug directly into Brazil's federal road maintenance programme, budgeted at USD 1.5 billion — a nationally owned system, not a standalone tool that ends when the project does.

Every UNRSF dollar mobilized USD 1.64 in national co-financing (confirmed plus projected).

1 : 1.64
Leverage ratio



Workshop with DNIT and PRF officers

ENGAGEMENT OPPORTUNITIES

SEP 22

Online

Presentation of UNRSF Key Engagement Opportunities

Communications professionals working on road safety come together to learn about UNRSF's key milestones through December and how they can get involved.

OCT 12

Hybrid

Geneva

Strategic Dialogue on Financing Safe and Affordable Helmets

Major funders of road safety and sustainable finance experts discuss how UNRSF grants can de-risk and unlock larger investments in certified helmets.

Closed door event.

OCT 12

Online

Launch of the 2026 UNRSF Call for Proposals

The UNRSF Secretariat publishes the Call for Proposals and Application Guidelines and invites eligible applicants to develop proposals with UN Country Teams and specialized agencies.

OCT 26

Online

Africa: Regional Dialogue on the 2026 Call for Proposals

Partner organizations, UN Country Teams, and policymakers across Africa engage on opportunities under the Call for Proposals.

ENGAGEMENT OPPORTUNITIES

OCT 28

Online

Latin America: Regional Dialogue on the 2026 Call for Proposals

Partner organizations, UN Country Teams, and policymakers across Latin American and the Caribbean engage on opportunities under the Call for Proposals.

Session held in Spanish; no translation available

NOV 19-20

In person

Bangkok

Safe and Affordable Helmets Workshop – Asia-Pacific

Governments, donors, and technical experts convene on the margins of the UNESCAP Ministerial Transport Conference in Bangkok to advance proven policy and financing solutions for safe, affordable and accessible helmets.

DEC 4

Online

UNRSF 4th Annual Open Day

Join UNRSF's annual online event where partners, policymakers, and donors review results, exchange insights, and explore opportunities to sustain and expand successful initiatives.

JAN

In person

Delhi

Brands for Safer Roads Alliance for MSMEs (India Launch)

MSMEs, policymakers, and technical experts across India launch a policy-to-practice platform to tackle road safety challenges and shape national reforms.

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