

Protecting children from traffic injuries and improving their urban environment

Organizations making the Commitment:

Amend; Asia Injury Prevention Foundation; Costa Rica Automobile Club; Dutch Cycling Embassy; EMBARQ, Center for Sustainable Transport at the World Resources Institute; FIA Foundation; International Road Assessment Programme; Make Roads Safe; Road Safety Fund; Safe Kids Worldwide; Share the Road: Increase investment in walking and cycling Initiative; United Nations Environment Programme; Zenani Mandela Campaign

Select Primary Sustainable Development Area:

Sustainable Transport; Sustainable Urban Development

Keywords:

Sustainable transport, sustainable urban development, road safety, child injury prevention, child survival and development, chronic diseases, air quality, environmental protection, urban sustainability

Which Major Group does your organization identify with:

NGOs

Location of where commitment is being implemented:

Global

What will be achieved by the time commitment is fully delivered: 100 words

Through the Zenani Campaign, established in memory of Zenani Mandela, we will promote policies to protect children and young people and improve their environment, particularly highlighting affordable infrastructure, enforcement and awareness raising solutions to make the school journey safe. With the 2nd UN Global Road Safety Week in May 2013 as a worldwide platform we will promote safe walking and cycling as a right for all, and highlight the co-benefits for climate change, air quality and anti-obesity policies, in addition to injury prevention, of such an approach. To demonstrate practical delivery, we will implement pilot projects to showcase sustainable urban road design, improved cycling and pedestrian provision, safe routes to school, community empowerment and measurable child injury prevention.

Our voluntary commitment also includes EMBARQ's work promoting sustainable urban transport and urban development policies. EMBARQ, as part of the RS10 initiative funded by Bloomberg Philanthropies, is working in cities around the world to support the implementation of sustainable urban transport systems, such as Bus Rapid Transit, biking, walking, and car sharing, and to assist cities in developing urban designs that enable people to drive less and thus shift to more sustainable modes of transport that are less harmful to the public health and the environment.

Briefly describe how this commitment will be achieved: 200 words

Through the Zenani Campaign, launched with the support of the Mandela Family, and through our respective initiatives, including EMBARQ's Sustainable Urban Transport programme, we will provide support to cities for building more sustainable transport systems and urban environments that protect the human being and the environment. We will also deliver advocacy communication internationally, making the case for safe, sustainable mobility – in particular mass transportation, cycling and walking – as a right for all and as an important tool for preventing injury, tackling climate change, improving air quality and enabling healthier lifestyles, engaging policymakers at international, national and city levels, planners, police and the public. This will reach a worldwide audience during the UN Global Road Safety Week 2013. The benefits will be demonstrated via a number of projects that we will finance and implement including:

- 'Share the Road' capacity development enabling increased provision for pedestrians and cyclists in East Africa led by UNEP and FIA Foundation, in partnership with the Dutch Cycling Embassy and Amend, and co-funded by UNEP and the Road Safety Fund;
- School Area Road Safety Assessment & Implementation pilot project in Tanzania, led by Amend and co-funded by the Road Safety Fund;
- Global Helmet Vaccine Initiative – distributing 'helmets for kids', in Cambodia, Thailand and Vietnam, led by AIP Foundation;
- Safe Kids Walk This Way – safe routes to school and school zone improvement initiative in ten countries, led by Safe Kids Worldwide, with technical support from the International Road Assessment Programme in selected areas;
- Cycle-way provision – implementing an urban cycleway in Cartago, Costa Rica, with financing from FIA Foundation;
- Sustainable Urban Transport and Sustainable Urban Development projects in Brazilian, Chinese, Indian, Mexican, Peruvian, and Turkish cities. Among others, EMBARQ will support the implementation of BRTs and Busway systems, car sharing, urban development projects that reduce speed, manage dangerous intersections, and create areas for safe biking and walking.
- EMBARQ, Final version of the Traffic Safety Guidelines for Bus Systems;
- Capacity building for improving traffic safety in Bus Systems;
- Methodologies for evaluating the impact of Sustainable Urban Transport and Sustainable Urban Development projects on traffic safety and public health

Date of Completion of commitment:

June 2013

Deliverables:

Deliverable	Date
<ul style="list-style-type: none"> • Capacity development workshops with government and other stakeholders on safe and sustainable transport design, promoting and enabling walking and cycling in East Africa through the UNEP-led 'Share the Road' initiative, including: • A sub-regional workshop in East Africa to promote Non Motoried Transport (NMT) policy; • the preparation of a Guide for Policy Makers on NMT principles; the production, release and promotion of an NMT film. • Burundi: Provide support in the sensitization of NMT Policy; • Kenya: Launch of UN Avenue NMT demonstration project results; • Rwanda: Promotion of the implementation of an NMT pilot; • Uganda: To support study for an NMT pilot 	Ongoing, with specific actions completed by June 2013
Amend Pilot initiative to develop safe infrastructure and community engagement to ensure safe school route in Dar es Salaam, Tanzania	Completion by June 2013
Demonstration bicycle network in City of Cartago, Costa Rica	Completion by June 2013
Campaign led by AIPF to promote helmet wearing for children riding on family motorcycles in Vietnam and Cambodia	Ongoing, with specific actions completed by June 2013
Technical support for implementing Sustainable Urban Transport and Sustainable Urban Development projects	Ongoing, with specific actions completed by June 2013
EMBARQ, Final Version of the Traffic Safety Guidelines for Bus Systems	Completion by June 2013
Capacity building for improving traffic safety in Bus Systems	Completion by June 2013
Methodologies for evaluating the impact of Sustainable Urban Transport and Sustainable Urban Development projects on traffic safety and public health	First version completed by June 2013

Resources devoted to delivery:

	Type	Details
1	Select One: - Financing (USD) – where projects are funded in € we provide US\$ value at current exchange rate	Financing provided directly by FIA Foundation: - \$800,000 for Cartago demonstration project - \$250,000 for Global Helmet Vaccine Initiative - \$125,000 for advocacy activities related to UN Global Road Safety Week 2013, led by Make Roads Safe Financing provided by Road Safety Fund (from corporate and philanthropic donors, including FIA Foundation): - \$125,000 for UNEP ‘Share the Road’ initiative - \$175,000 for Global Helmet Vaccine Initiative - \$50,000 for Safe Kids Worldwide ‘Walk this Way’ - \$30,000 for Amend ‘SARSAI’ pilot project Support provided by Bloomberg Philanthropies, Shell Foundation and other donors: - Implementation by EMBARQ of projects for Sustainable Urban Transport and Sustainable Urban Development
2	Select One: - Other, please specify	Support of the Mandela Family and celebrity supporters for promotion of the Zenani Campaign and the UN Global Road Safety Week on the theme of safe and sustainable mobility for pedestrians and cyclists
3	Select One: - Staff Technical Expertise	Staff time will be provided by UN Environment Programme, Dutch Cycling Embassy and FIA Foundation to implementation of this Voluntary Commitment

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