



Road Safety Grants

Working for a world free of road crash death and injury



Together we can
save millions
of lives.

The Global Road Safety Partnership is hosted by:



International Federation
of Red Cross and Red Crescent Societies



GLOBAL
ROAD SAFETY
PARTNERSHIP

Road Safety Grants Programme

Donor: Bloomberg Philanthropies

Purpose: To strengthen the capacity of NGOs to advocate for improvements in road safety policy and actions in order to reduce deaths and serious injuries as a result of road crashes.

Bloomberg Philanthropies funded Road Safety Grants Programme

Criteria for eligibility

- Non Governmental Organization (NGO) with relevant experience in the field of road safety, injury prevention or advocacy.
 - ✓ Local registration and presence
 - ✓ Must be a legal entity and able to receive funds
- Project focus on selected road safety risk factors
 - ✓ Drink Driving, Seat Belts & Child Restraints, Speed, Helmet

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Proposals must focus on **achieving policy change** and actions **to reduce deaths and serious injuries** as a result of road crashes.

Priority will be given to projects that lead to **sustainable improvements in road safety laws**, regulations, policies, and programmes including but not restricted to:

- Input and technical assistance around legislative change
- Informing policy makers
- Identifying and working with policy champions
- Generating earned media
- Journalism training
- Campaign development – targeted advocacy objective (not mass media)
- Media Advocacy
- Other evidence-based regulatory/legislative initiatives

Road Safety Grants Programme

What will be considered for funding?

- Input and technical assistance around legislative change
- Educating policy makers
- Journalism training
- Generation of earned media
- Campaign development/ Media advocacy

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The following is **Not** Eligible for Funding:

- School education programmes
- Research projects – (a component of primary or secondary research may be considered as a component of a broader advocacy proposal)
- Purchase of equipment
- Funding of road Infrastructure
- Purchase of trinkets/campaign merchandise

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What the reviewers look for and scoring weights:

- Potential to have a large population impact on reducing road crash death & injury (25%)
- Project design (25%)
- Organizational capacity (20%)
- Budget and cost reasonableness (10%)
- Collaboration (10%)
- Monitoring & Evaluation (10%)

TOTAL 100%

Road Safety Grants Programme

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Road Fatalities in countries

Road Safety Grants Programme

Process for Competitive Round

- Call for Proposals
- Screening of proposals
- Review – 1 internal and 1 external reviewer
- Advisory Board Meeting
 - ASIRT, Bloomberg Philanthropies, GRSP, JHU and WHO
- Selected Projects advance to negotiation
- Contracts in place.

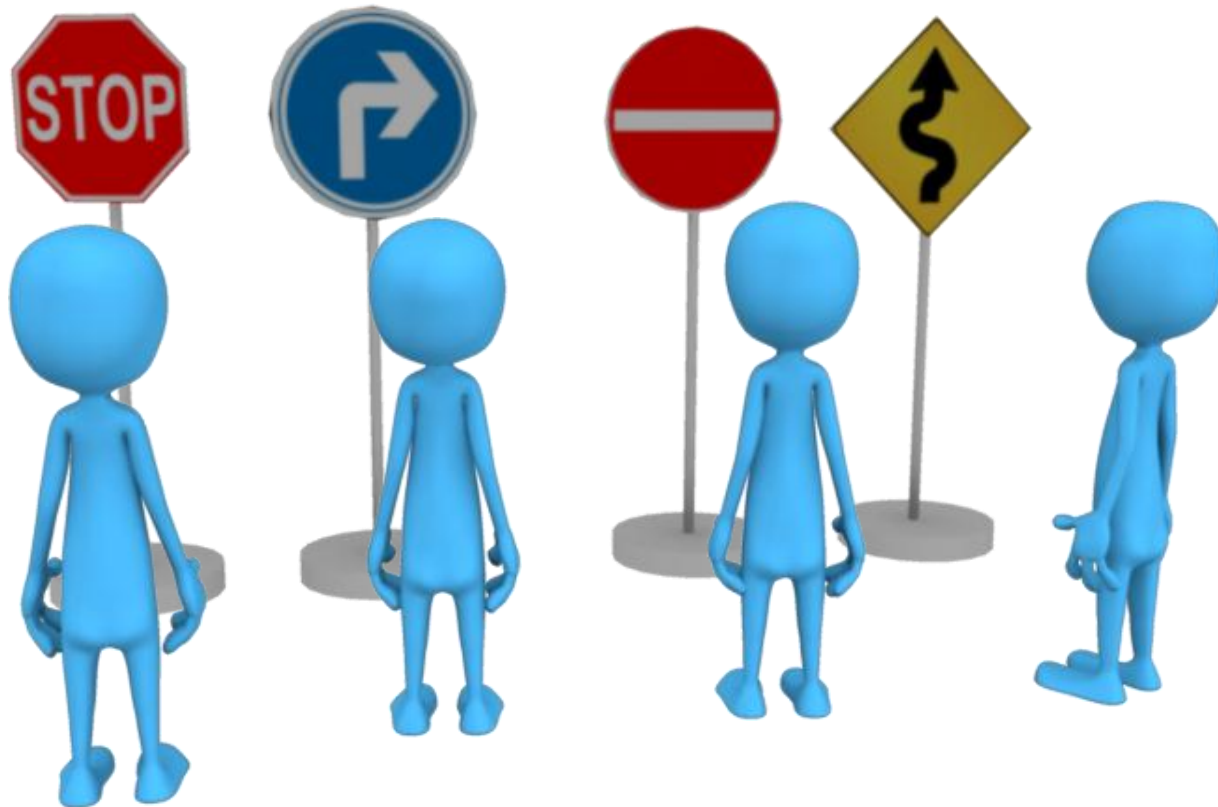
Writing a good proposal:

- **Focus** on a known major risk factor and priorities which requires advocacy and where advocacy can make a real difference;
- Clearly **define the aim and scope** of the advocacy programme, its measurable objectives, the target group(s) and the likely approaches to be used;
- **Be data led** by using existing information and if necessary, by generating new information about the situation at the start of the project. This information should be used to justify the project, determine its priority activities, and for developing the advocacy approaches;
- Adopt **effective advocacy approaches** which follow recommended good practice (eg WHO guide for nongovernmental organizations) and build on previous successful approaches in the local area if possible;

Writing a good proposal (cont):

- Include an **evaluation** component to measure the effectiveness of the advocacy approaches and determine whether the project objectives (process and outcome) have been achieved;
- Investigate other related road safety initiatives and **build links** with them where this will help strengthen the project;
- Consider the factors which could **challenge** the project and **take precautions** as necessary;
- Include actions which will strengthen the long term **sustainability** of the project goals beyond the life of the project;
- **Involve** organizations and individuals with experience to implement and capability to influence the desired outcomes; and
- Be **budgeted** in a reasonable manner with appropriate allocation of resources.

A good project, badly written, may still be funded. A bad project, even with a well-written proposal, probably won't be funded.



Road Safety Grants Programme Example

India - Save Life Foundation

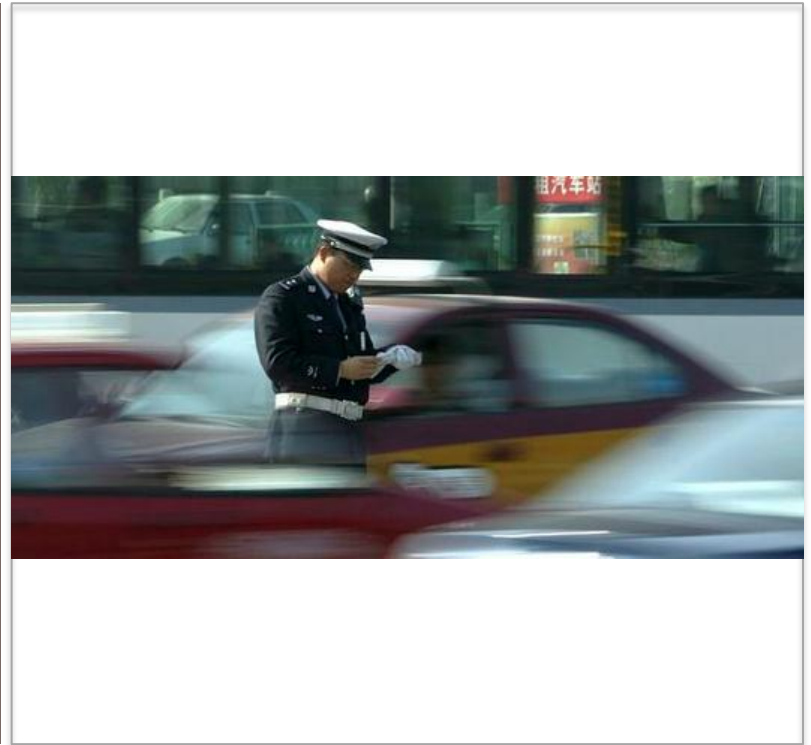
- Promoting the passage and implementation of a national Good Samaritan Law
- Advocating for the passage of amendments to the National Motor Vehicles Act

The screenshot shows a news article on the NDTV website. The article title is "Caught on camera: he begged for help, not one car stopped in Jaipur". The article is reported by Harsha Kumari Singh and edited by Mala Das. It was updated on April 15, 2013, at 19:20 IST. The article includes a video player showing security camera footage of a man on a motorcycle stopping to help a family involved in an accident. The text describes the accident and the man's actions. There are social media sharing options (Twitter, Facebook, etc.) and advertisements for the NDTV News App for Android and Air France. The browser's address bar shows the URL: www.ndtv.com/article/cities/caught-on-camera-he-begged-for-help-not-one-car-stopped-in-jaipur-3544157?from=home-lateststories.

Road Safety Grants Programme Example

China – Law School of Tsinghua University

- Draft a Judicial Interpretation of Drink Driving Laws and Speeding Laws
- The goal of this project is to achieve sustainable improvements in road safety through preparation of a draft of judicial interpretation of the new drink driving and speeding law.



Road Safety Grants Programme Example

Mexico – Safe Kids Worldwide/Mexico

- Advocating for Legislative Change: Child Passenger Safety in Guadalajara, Jalisco
- The goal is to advocate for passage of comprehensive child occupant safety legislation in Guadalajara



Thank you.

Global Road Safety Partnership

c/o International Federation of
Red Cross and Red Crescent Societies

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