



"We ignore road crashes at our peril... This is predominately a killer of the poor. It is the poorest communities which live alongside the fastest roads. It is the poorest children who have to negotiate the most dangerous routes to school. It is the most vulnerable road users, pedestrians, and cyclists who are at greatest risk yet are the most routinely forgotten by the planners and policy makers."

—Desmond Tutu

Source: Foreword, Make Roads Safe: A Decade of Action for Road Safety, Commission for Global Road Safety, May 2009

Potted and dashed lines on maps represent approximate border lines for which there may not yet be full agreemen

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# TABLE OF CONTENTS

OVERVIEW	1
JOIN THE UNRSF'S GLOBAL PARTNERSHIP TO END THE ROAD SAFETY CRISIS.	2
REPLENISHMENT ROADMAP	3
WHY NOW IS THE TIME TO INVEST IN THE FUND	4
WHAT MAKES THE UNRSF THE PARTNER OF CHOICE TO IMPROVE ROAD SAFETY?	5
UN ROAD SAFETY FUND IN ACTION	6
A CALL TO REPLENISH THE UNITED NATIONS ROAD	1

### **OVERVIEW**

"The UN Road Safety Fund (UNRSF) is a vitally important initiative. The FIA Foundation is supporting the Fund because we recognise that the level of resourcing for global road safety, and in particular for supporting capacity-building in lowand middle-income countries, is woefully inadequate. By catalysing policy change, and by strengthening regional collaboration, the Fund has the potential to save many lives."

— Rt. Hon. Lord Robertson of Port Ellen UNRSF Advisory Board Member Chairman, FIA Foundation





This paper explains why and how to contribute to the United Nations Road Safety Fund's first replenishment cycle which culminates at a Pledging Conference during the UN High Level Meeting on Road Safety at the UN Headquarters in New York on 30 June 2022.

This document starts by highlighting that poor road safety tears apart families, communities and economies. By illustrating a few UN Road Safety Fund projects, it demonstrates that improving national road safety systems today, makes it possible for us to halve road traffic deaths by 2030 (SDG 3.6).

# JOIN THE UN ROAD SAFETY FUND'S GLOBAL PARTNERSHIP TO END THE ROAD SAFETY CRISIS.

The UN Road Safety Fund is the UN focal point for financing road safety projects in low- and middle-income countries. Our projects support direct implementation of the Global Plan of Action for the Second Decade of Action on Road Safety (2021-2030).

With close to USD \$20 million dollars mobilized for projects in 2018-2021 (1st phase), the Fund has helped elevate critical aspects of national road safety systems in 30 countries across 5 regions. This is a good start, but it is not enough when we consider that there are 125 low- and middle-income countries in need of road safety expertise. At a minimum, mobilizing USD \$40 million dollars could ensure support to 60 new countries. Bringing the total of UNRSF supported countries to 90 by the end of 2025.

However, if we really mean to leave no one behind, at least USD \$100 million dollars would allow the Fund to scale its reach and results in line with the level of demand which has emerged from over 75 countries to date.

"Road safety needs funding activities especially in the low- and middle-income countries ... let me call on the international community, on governments to contribute to the Fund so that more and more road safety actions could be launched in countries where still today too little has been done to save lives on the roads.

Together we can do something for road safety. Never forget the goal: Saving lives!"

— Marie Gautier-Melleray, Interministerial Delegate for Road Safety, France

## What could we achieve with these resources?

The Fund's approach to elevate national road safety systems to UN and international safety standards is unique and is also what is precisely needed to guide and trigger lasting improvements and further investments at national level.

\$100 million contributed to the Fund would help:

- save 64,000 lives
- prevent 640,000 serious injuries
- leverage \$3.4 billion of country and city road safety investment

## Who can donate to the UN Road Safety Fund?

Donors may include:

- Governments making financial contributions
- <u>Companies</u> making financial contributions to the Fund
- Companies using consumer-facing (merchandise, round-up or check-out) fundraising linked to "donate on the Fund's website
- Foundations making financial contributions to the Fund
- Individuals making financial contributions through "donate" on the Fund's website

### REPLENISHMENT ROADMAP **DECEMBER 2021** UN supporting event for the high-level meeting on road safety, New York **JANUARY 2022** World Economic Forum Annual Meeting, Davos The Fifth United Nations Conference on the Least Developed Countries (LDC5), Qatar FEBRUARY 2022 Global Road Safety Film Festival, Geneva Government of Hungary Fundraiser, Budapest **MARCH 2022** WP.1 Global Forum for Road Traffic Safety, Geneva **APRIL 2022** Forum of Mayors 2022/Regional Forum on Sustainable Development, Geneva **MAY 2022** Friends of Road Safety Event, Global **JUNE 2022** UN Road Safety Fund Pledging Conference during UN High-Level Meeting on Road Safety, New York

Planned events, though not exhaustive, serve as an indication of a few key moments which will be used to mobilize support for the Fund's first replenishment. UNRSF results and impact will be showcased at these events to help influence a decision that leads to a pledge being announced at the UN Road Safety Fund's Pledging Conference during the UN High-Level Meeting on Road Safety at the UN Headquarters in New York on 30 June 2022.

# WHY NOW IS THE TIME TO INVEST IN THE FUND.

The Covid-19 vaccine roll-outs currently underway has prompted several countries and companies to shift their focus and investments back to the largely unfinished business of the Sustainable Development Goals (SDGs). The opportunity to "build back better" has provided a renewed impetus to re-prioritize "people, planet and prosperity". Integrating the crucial connection between health, environment and transport in the development agenda investments in national road safety systems of low- and middle-income countries that ensure safe and sustainable mobility for their citizens and tourists.

After more than a year of devastating loss of life due to the Covid-19 pandemic, there is an imperative to focus on the "people" dimension of the sustainable development agenda by ensuring healthy lives and promoting well-being for all.

People must be at the centre of any future agenda to build back better. It means moving from isolated road safety country interventions towards a holistic approach that elevates national road safety systems to UN and international safety standards.

Eye-opening research by the World Health Organization (WHO), has uncovered the chilling reality that road traffic incidents claim the lives of 1.3 million people every single year. Even more alarming are the statistics which confirm that over 90% of fatal road incidents occur in developing countries and that many of the lives lost are vulnerable road users such as young children, pedestrians and cyclists. It still comes as a surprise to even the most informed among us that road fatalities is actually the number 1 cause of death in those aged 5 to 29 years old.

Last August, at the height of the pandemic, countries re-prioritized the importance of safe mobility and saving lives. The UN General Assembly launched the Second Decade of Action on Road Safety (2021-2030).

Road safety is underfunded in most countries. The Global Plan for the Second Decade of Action on Road Safety calls for government, corporate and individual support and resources to align with the ambitious agenda to shape mobility in a much safer way, particularly in low- and middle-income countries where resources and expertise for road safety systems are comparatively limited.

Contributions to the Fund will directly support countries' implementation of the recently launched Global Plan of Action for the Second Decade of Action on Road Safety (2021-2030).

# WHAT MAKES THE UN ROAD SAFETY FUND THE PARTNER OF CHOICE TO IMPROVE ROAD SAFETY?

"Michelin fully supports the United Nations Road Safety Fund, as part of the Group's long-term commitment to Society. Through financing concrete actions in low- and middle-income countries, the Fund will assist public authorities in developing and addressing key gaps in their national road safety systems. Let's work together to make roads safer, save lives and protect our future. It is our shared responsibility."

— Florent Menegaux CEO, Michelin

The UN Road Safety Fund was created in 2018 to fill a gap which existed in channelling financial and technical assistance to low- and middle-income countries, where 93% of road traffic deaths occur.

The unique selling points of the UN Road Safety Fund include:

systems approach that triggers lasting improvements at national and regional levels. Our projects are entirely focused on elevating national road safety systems to compliance with UN and international safety standards





truly global partnership which enables everyone - citizens, companies and countries- to be part of the global solution. Our projects are built, financed and delivered through coalitions of partners.

specialized UN agencies have joined our global partnership to take the lead on identifying and addressing actionable national and regional road safety priorities. Our projects combine the diverse technical expertise, sustainable development agenda mandates and deep country knowledge that exists within the UN system.





embedded in the DNA of all our projects are requirements that trigger further action and investments. Our projects are selected based on demonstrated country engagement/sustainability; evidence of high impact potential and scalability; and the extent of co-financing from the beneficiary country or the coalition of project partners.

# UNITED NATIONS ROAD SAFETY FUND IN ACTION

Our first projects started at the end of 2019.

Early results demonstrate how beneficiary countries are already changing and improving national road safety systems.



### "SAFER AND CLEANER USED VEHICLES FOR AFRICA" - WEST AFRICA [2020-2022]

"Safer and Cleaner Used Vehicles for Africa" focuses on scale through the adoption of environmental standards regulating the used vehicles market in West-African countries. It works with the African sub regional bodies to ensure harmonization adoption and enforcement of these standards.

#### The Issue

Due to the lack of national standards and an Africa-wide harmonized approach, the import of used vehicles in the continent undermines road safety and a cleaner environment. A large share of the used vehicles imported cause major road safety issues and result in increased emissions. This project, currently under implementation in 15 ECOWAS countries, brings together exporting and importing countries to agree on and adopt minimum requirements for used vehicles entering the African market. The goal of the project is to put in place regulations, standards, and processes to ensure high quality used vehicle safety and environmental standards, yielding major road safety benefits for both car drivers and road users.

#### Country Leadership/Sustainability

The project has brought together 15 ECOWAS countries. It is implemented in cooperation with these countries' governments, aligning with their needs and priorities. It supported sub-regional organizations with the implementation of agreed used vehicles standards and policies. It also working with exporting countries to put in place systems that ensure that only used vehicles meeting the required standards will be exported.

#### Scalability

This project opens up room for several further actions and investment. The creation of a multistakeholder working group to create a used vehicles label system is in progress. This will not only foster further business opportunities but will also facilitate 'geographical' scalability and investments across the whole African continent. The East African Community has since embarked on a similar exercise to adopt harmonized standards and inspections for imported of used vehicles.

#### **UN** expertise

This project brings together the expertise of UNEP, UNECE, and UNECA.

#### Co-Financing

UNRSF was able to gather different funders for this project. As for co-financing, the project has received contributions as follows:

- US\$ 500,000 were allocated by UNRSF for the biennium 2020-2022.
- US\$ 231,010 from the FIA Foundation for the triennium 2021–2024.
- US\$ 175,000 from Government of Sweden for the year 2021 2022.
- US\$ 50,000 from the Climate and Clean Air Coalition (CCAC) for the year 2020–2021.

#### **High Impact**

On the importers side, results include the adoption of a regionally harmonized vehicle directive by the 15 ECOWAS countries in September 2020, setting common standards for both used vehicle and air pollution. In the main exporting countries, used vehicles regulatory frameworks has been reviewed as well as the digital exchange of vehicle information to prevent falsification of vehicle documentation. A set of minimum performance requirements of vehicles at the time of construction and at the time of export, has also been established. A periodic technical inspection system - currently in pre-implementation phase - will contribute to decreasing the number of vehicles involved in fatal crashes due to technical defects by 50%, saving thousands of lives.

- Targeted number of lives saved: 1.7 million by 2030.
- Targeted number of injuries avoided: 17 million by 2030.

### 2

## "TUWURINDE - LET'S PROTECT THE HEAD" - RWANDA [2022-2024]

"Tuwurinde", in partnership with Rwanda's Ministry of Infrastructures (MININFRA) will help build the capacity for the production of high safety standards helmets. The programme will have large impacts for the population, not only saving lives but also envisioning the possibility to scale up imports of a Made in Rwanda product.

#### The Issue

Powered two-wheeler vehicles (PTWs) make up over half of the registered fleet in Rwanda and they are involved in road deaths three times more often than any other vehicle. Although the country can boast almost 100% PTW of helmet compliance, the helmets sold are not required to be certified to any standard of protection, and no quality control is enforced in their construction. These non-standard helmets, despite universal use, are failing to prevent head injuries and road deaths in the country. The causes of this, are due to the fact that the country has a serious lack of equipment, expertise, and testing capacity needed to assure safe helmets. "Tuwurinde" aims to build that expertise and create an institutional capacity and knowledge sufficient to support manufacturing of helmets. It will also foster a 'Made in Rwanda' solution that will build entrepreneurial capacity, generate a new revenue source, promote African independence from foreign imports, while also saving lives and preventing injuries.

#### Country Leadership/Sustainability

In close collaboration with the MININFRA, the project seeks to help Rwanda reach higher standards of roads safety durability and sustainability over time. Outputs of Tuwurinde include a new revenue source, job creation, easing supply constraints, helmet price reduction and improving Rwanda's export potential. This falls in line in all aspects with governmental policies of promoting "Made in Rwanda".

#### Scalability

In-country scalability: As capacity develops, the sale of helmets in Rwanda will be limited to certified sellers. Revenue generated from certification testing will fund public road safety programs and support a Rwandan road safety fund to ensure sustainability of further road safety initiatives. Because the equipment used to evaluate motorcycle helmets is the same as for other forms of head protection, helmet testing centres could also expand capabilities to include bicycle helmets, industrial helmets, police helmets and other forms of head protection. Once Rwanda can assure consistent availability of affordable, high-quality PTW and bicycle helmets, additional safety improvements can be regulated and enforced. This includes but is not limited to required helmet fidelity checks, and replacement after impact.

External scalability: As Tuwurinde develops, helmets and capacity can be exported to other African countries with large numbers of PTWs. This will provide countries safe helmets at lower costs than more conventional ones imported from other parts of the world.

#### **UN** expertise

UNECA and UNECE

#### Co-Financing

- US\$ 551,906 allocated by UNRSF.
- US\$ 247,600 through co-financing, including FIA Foundation.

#### **High Impact**

Launched in October 2021, Tuwurinde could allow for an expanded trade capacity of UN standard helmets within Rwanda and possibly the whole continent. While saving lives and preventing serious injuries, the project represents a concrete opportunity for national trade and business development.

- Targeted number of lives saved: 668 upon 2 years of the project implementation.
- Targeted number of injuries avoided: 9825 severe head injuries.



# "IMPROVEMENT OF DRIVER LICENSING SYSTEM IN LAO PEOPLE'S DEMOCRATIC REPUBLIC" - LAO PDR [2020-2022]

"Improvement of driver licensing system in Lao People's Democratic Republic" will reduce road traffic crashes, injuries and fatalities by creating better drivers through a renovated, efficient, and scalable driver licensing system.

#### The Issue

In line with Lao's population and vehicle fleet expansion, the country recently saw a surge in deaths and serious injuries due to road crashes. National data has shown that the majority of these crashes were results of reckless and careless driving. A weak legal framework and a weaker drivers' licensing system are the cause of major road safety issues in the country. Drivers are insufficiently educated, trained and tested for road safety awareness and skills. Testing and licensing requirements are also not effective enough to ensure high safety standards. Against this background this project is aimed at reducing road traffic crashes, injuries and fatalities through improved road safety awareness and knowledge, and the introduction of an online driver licensing system.

#### Country Leadership/Sustainability

In close collaboration with the Department of Transport, Ministry of Public Works and Transport, the Asian Institute of Transport Development and the Malaysia Institute of Road Safety Research, this project seeks to have a long-lasting impact for Lao PDR. It will help the country shift from an unorganized and inefficient road safety framework to a national road safety system compliant with international standards.

#### Scalability

The success of this project and its results, as well as the lessons learnt will be further replicated on other Asia-Pacific countries, in particular those in the ASEAN region facing similar challenges.

#### **UN** expertise

UNESCAP

#### Co-Financing

- US\$ 570,000 allocated by UNRSF.
- US\$ 50,000 from UNESCAP.

#### **High Impact**

In the long run, the project will be able to reduce road traffic crashes, injuries and fatalities. This will be obtained through measures that include providing all the driving schools across the country with new standards curriculum, updated testing requirements and testing system.

- Targeted number of lives saved: 500 a year (50% reduction).
- Targeted number of injuries avoided: 4700 a year (50% reduction)[1].



#### "RE-FRAMING ROAD SAFETY IN ARMENIA: CONNECTING DATA, PEOPLE AND POLICIES ON ARMENIAN ROADS" - REPUBLIC OF ARMENIA [2021-2023]

"Re-Framing Road Safety in Armenia" will promote the effective management and use of road safety data for improved policy and decision making, with the ultimate goal of reducing the rate of road crashes and fatalities, raising awareness of the issue, and building capacity for improving road safety conditions.

#### The Issue

More than 300 people die on the roads in Armenia every year and, in line with a rapidly growing vehicle fleet, the numbers of road crashes, fatalities, and injuries are on the rise. The underlying causes are many, ranging from low quality maintenance of vehicles, to poor road infrastructure. Despite the government's serious commitment in framing, monitoring and tackling the issue, national data collection systems currently operate in siloes and fail in identifying root causes and solutions to improved road safety in the country. Coordination of road safety efforts has also been a challenge. This Project is aimed at helping craft and implement evidence-based and experiment-informed road safety policies to create a safer road environment.

#### Country Leadership/Sustainability

The project will be implemented by UNDP Armenia's SDG Innovation Lab, a joint venture between the UN and the Government of Armenia, and UNICEF Armenia. The Lab has extensive experience in the field of public policy innovation through advanced data analytics, behavioral institutionalization experiments and mainstreaming of the proposed methodologies within the Government. Within the Project, the Lab's innovative toolbox will be applied to tackle the most pressing road safety challenges in the country. For the application of behavioral insights to child safety and traffic injury prevention, the Lab will work jointly with UNICEF Armenia.

When advocating for the scale up of successful pilots and behavioral changes, the Project will focus on strengthening cross-institutional coordination on policies and directives guiding road safety in Armenia. The Project will also seek synergies and focus on cross-cutting dimensions of safe and resilient transport systems, such as good governance, gender equality, climate change mitigation, innovation and education and information.

#### Scalability

Thanks to its innovative nature, the Project will test pilot interventions and behavioral nudges, which if successful will be recommended for scale up with guaranteed and tested impact in the Armenian context. This new way or working – testing small and measuring the impact, before scaling solutions, will contribute to the financial sustainability of road safety actions in Armenia.

#### **UN** expertise

UNDP and UNICEF

#### Co-Financing

- Total \$488,321 allocated by the UNRSF for 2021-23.
- The project will have parallel financing from respective UNDP and UNICEF interventions amounting to US\$ 80,000.
- The project has also received commitment for inkind contribution from the Yerevan Municipality and Road Police in the form of expertise provision throughout the Project implementation.

#### **High Impact**

The Project will support the implementation of the new National Road Safety Strategy through the establishment of a synchronized database and experiment-informed policy-making practices, and facilitate coordination, planning and evaluation of road safety interventions. In the long-term, the overarching objective of the Project is to mainstream a new way of thinking, working and collaborating within national institutions responsible for road safety through the adoption of experiment-informed and evidence-based policy making practices and thus reducing the number of road crashes in Armenia by at least 10%.

- Targeted number of lives saved in the medium term: 85 lives.
- Targeted number of injuries avoided in the medium term: 1250 injuries.

**UNRSF PROJECTS** 

UNESCWA

UNDP. WHO

US\$ 145,188 wно

STRENGTHENING LEGAL FRAMEWORKS FOR ROAD SAFETY

US\$ 317,284

US\$ 321,000

US\$ 300.000

UNECLAC

UNECLAC

US\$ 200,000 UN-HABITAT

US\$ 265,082

US\$ 480,000

IMPROVING SAFETY FOR MOTOCYCLE USERS

STRENGTHENING ROAD TRAFFIC ENFORCEMENT

INTRODUCING A SPEED MANAGEMENT PROGRAMME

SCALING-UP SAFE STREET DESIGNS

INCREASING SEAT BELT AND OTHER RESTRAINTS USE

STRENGTHENING CAPACITIES FOR DATA COLLECTION, MONITORING AND EVALUATION

DEVELOPING A MODEL FOR AN OPERATIONAL EMERGENCY

MANAGEMENT SYSTEM

IMPLEMENTING TEN STEP PLAN FOR SAFER ROAD INFRASTRUCTURE

US\$ 450.000 UNDP, UNEP,

CREATING CITIES FOR NON-MOTORIZED TRANSPORTATION USERS

US\$ 198,546

STRENGTHENING SPEED MANAGEMENT

LAO PEOPLE'S

US\$ 570,000 LINESCAP

IMPROVING THE DRIVER LICENSING SYSTEM

PHILIPPINES
SOUTH AFRICA

US\$ 197,694 UNICEE

DEVELOPING CAPACITIES FOR CHILD RESPONSIVE URBAN PLANNING AND SUSTAINABLE URBAN TRANSPORT

CÔTE D'IVOIRE

WHO

IMPROVING ROAD SAFETY FATALITY DATA

D'IVOIRE, DEMOCRATIC REPUBLIC OF CONGO, TUNISIA, UGANDA

US\$ 500.000 UNECE, UNEP

BUILDING SAFER AND CLEANER USED VEHICLES FOR AFRICA









#### **UNRSF NEW** ROJECTS

#### **ARMENIA**

US\$ 488.321 UNDP. UNICEF

IMPLEMENTING THE NATIONAL ROAD SAFETY POLICY.

STRENGTHENING THE CAPACITIY OF THE NATIONAL ROAD SAFETY COMMISSION.

#### **AFGHANISTAN**

US\$ 495,000 UN - HABITAT

IMPROVING THE SAFETY OF URBAN ROADS IN AFGHAN CITIES.

US\$ 280.875 UNESCWA

STRENGTHENING EVIDENCE-BASED INTERVENTIONS FOR ROAD SAFETY IN THE ARAB REGION

US\$ 535.000 UNECLAC

CARRYING OUT PARTICIPATIVE URBAN INTERVENTIONS.

US\$ 205.440 UNESCAP

#### **BANGLADESH**

US\$ 160.000

STRENGTHENING THE POST-CRASH RESPONSE.

#### **COLOMBIA**

# MOZAMBIQUE, RWANDA

US\$ 696.570 UN - HABITAT

RECLAIMING STREETS FOR PEDESTRIANS AND CYCLISTS IN AFRICA.

#### **RWANDA**

UNECA, UNECE

IMPROVING USER HEAD PROTECTION IN CRASHES.

US\$ 535.364 UNICEF

**EXPANDING SAFE SCHOOL ZONE** MODELS IN SELECTED HIGHLY URBANIZED CITIES.

#### **PARAGUAY**

US\$ 500.000 UNICEF

PROMOTING THE RIGHT OF SAFE, MOBILITY IN URBAN AND SCHOOL CENTERS.



US\$ 300,000







# A CALL TO REPLENISH THE UNITED NATIONS ROAD SAFETY FUND

Our support to the UNRSF is based on our recognition of the key role that it plays in providing a global solution to the costs that societies bear as a result of road safety challenges. The Fund does so, firstly, by providing a much-needed financing mechanism for the public and private sectors to jointly contribute to the road safety crisis. Secondly, it uses those funds in a structured manner by advancing a safety system concept (through the Fund's Global Framework Plan of Action) for national efforts for road safety.

The Russian Federation has actively participated in the UNRSF's governance mechanism starting upon its establishment in order to ensure that the Fund's resources contribute saving lives in the low- and middle-income countries most plagued by road safety issues. We encourage more member States and private sector partners to join us in contributing generously to the Fund in our fight to eliminate road fatalities and injuries in pursuit of the 2030 Sustainable Development Agenda."

— Alexander Gorovoy UNRSF Advisory Board Member First Deputy Minister of Internal Affairs of the Russian Federation

Road crashes not only tear apart the social fabric of families and communities, but they also make countries' public health and infrastructure costs soar. In 2010, the total annual cost of vehicles crashes, in financial losses and societal harm, touched around \$871 billion. This figure represented a 20% increase from the estimated costs in 2000. Assuming this trend continues, our society will soon suffer a trillion dollars a year in losses due to unforgiving roads infrastructures as well as negligent drivers and wavering public policies. (MKR, 2017)

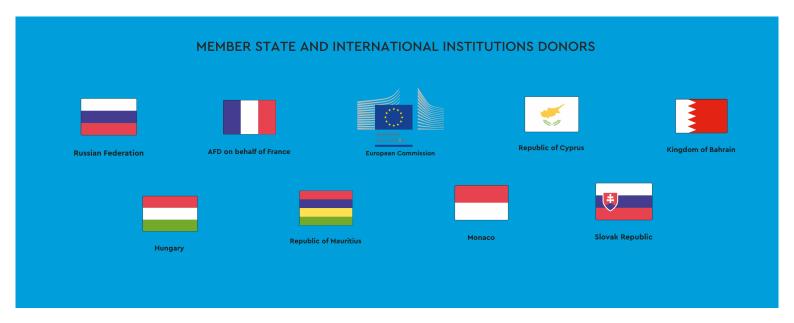
- Every 24 seconds a person dies on the road from a road traffic injury.
- Every day, road traffic crashes claim more than 3,400 lives worldwide.
- Every year road crashes claims the lives of 1.3 million people and injures another 50 million.
- Road traffic injuries are the leading cause of death for children and young people aged 5 to 29 years.
- It is estimated that complacency with tackling global road safety could lead to 13 million deaths and 500 million injuries during the next 10 years.

Source: World Health Organization

We now face a decisive moment. Do we do nothing, or do we come together to achieve SDG 3.6 and the wider development agenda?

# JOIN US!

For a world where roads are safe for every road user, everywhere.





GlobalGiving on behalf of 3M



TOTAL

TOTAL Foundation

#### INDIVIDUAL DONATIONS

Essilor



https://roadsafetyfund.un.org