


UN ROAD SAFETY FUND CALL FOR PROPOSALS 2020
APPLICATION FORM – STAGE I

Read the Application Guidelines carefully before filling in the Application Form. Do not modify the form's original format. Modified forms will not be accepted. Submission deadline is 31 Jan. 2021 (23:59 CET)

1. COVER PAGE

Project title	<i>Safe and healthy cities for children and adolescents "Promoting road safety and sustainable mobility"</i>
Participating UN Organization(s)	<i>UNICEF</i>
Implementing organization(s)	<i>One or more NGOs related to the issue will be included in the implementation phase of the project.</i>
Other UN partners	
Other partner(s)	<i>Main Partner: National Traffic and Road Safety Agency (ANTSV) Other partners: Ministry of Public Works and Communications (MOPC), Vice-Ministry of Transport, Ministry of Health and Social Welfare – (MSPYBS), Ministry of Children and Adolescents (MINNA), Ministry of Education and Science (MEC), Ministry of Labor, Ministry of Urban planning Housing and Habitat (MUVH), Municipalities and , leading NGOs in road safety and urban planning (such as ID for development, Alter Vida, The touring y Paraguayan Club Car, CDIA, the Paraguayan network for sustainable cities, among others)</i>
Beneficiary country(ies)	<i>Paraguay</i>
Country category	<input type="checkbox"/> Low-Income <input checked="" type="checkbox"/> Middle-Income <i>indicate % of total budget: 100%</i>
Total budget including co-financing (in US\$)	<i>575.000</i>
Budget to be funded by UNRSF (in US\$)	<i>500.000</i>
Estimated start date	<i>October 2021</i>
Estimated end date	<i>October 2023</i>
Duration (in months)	<i>25 months</i>
Primary contact person <i>Name, title, e-mail and telephone</i>	<i>Sonia Avalos, Health Officer, savalos@unicef.org Office: +595 21 611 007/8 Cell: +595 992 319 167 María Robledo Verna, Social Policy Officer, mrobledo@unicef.org Office: (595) 21-611007/8 Cell: (595) 981-489360</i>
Submitted by	<i>Name and title: Rory Nefdt, Senior Health Advisor, Health Section, UNICEF Signature:  Date: 6 October 2021</i>

2. PROJECT DESCRIPTION

2.1 BRIEF DESCRIPTION

In a sentence, state the objective (i.e., the overall intention) to be achieved through this proposed project.

Promote the right to safe, healthy and autonomous mobility in urban and school centers usually transited by children and adolescents.

2.2 PROJECT SUMMARY

Provide a summary of the project by including the following: background and problem statement, proposed solution and approach in the targeted country(ies), its intended impact, linkages/synergies with ongoing initiatives, national strategies, SDGs, UN General Assembly resolution A/RES/74/299, possible scale-up/replication and finally, any noteworthy innovations (max 1500 words).

In Paraguay, road traffic crashes are the leading cause of death in adolescents and young people between the ages of 15 and 29, while injuries caused by road traffic crashes have increased in the last 5 years. These trends illustrate a major public health problem for the country, particularly among adolescents. Police Department statistics for the first quarter of 2021 showed that 14% of traffic-related deaths occur in the 0-17 age group. In addition, 42% of the patients who were treated at the Trauma Hospital of Asunción for events in transit belonged to the age group of 0 to 24 years

One of the main challenges at the national level is the promotion and uptake of the of non-motorized travel, as well as the use of public transport to help reduce road traffic crashes, traffic congestion, and environmental degradation. According to recent studies, the increase in private road transport also has placed an important burden on people's health. In addition to the injuries and deaths caused by road traffic crashes, they include respiratory diseases and consequences derived from increased pollution and the reduction of physical activity.¹

From 2016 to 2019, there were 225 deaths of children and adolescents aged 0 to 14, of which 39% were male and 61% were female. In this period there is also a decreasing trend of 21% in deaths. Of every 10 children deceased, 3 were pedestrians, 3 were motorcycle companions, 3 were car companions and 1 was in another type of vehicle. The number of children and adolescents injured is 4,882 cases in those 4 years. The number of children and adolescents who are with severe sequelae and disabled by road accidents is unknown.

Since 2017 UNICEF Paraguay Country Office has promoted children and adolescent rights to safe, and sustainable mobility. This has been guided by the preventive approach of safety systems, the zero vision, of the framework of action for "Child Road Traffic Injury Prevention" (CRTIP), which is supported by UNICEF, for Latin American and the Caribbean, and by the Pillars of the Global Framework Plan of Action for Road Safety (Pillar 1: Road safety management; Pillar 2: Safe roads; Pillar 3: Safe users).

ISO 39001 and ISO 39002 will be included as elementary tools in prioritized schools, which will facilitate the effective implementation of the secure system approach.

Key actions lead by UNICEF Paraguay Country Office were implemented through the projects: "Road safety in the school environment with inclusive focus and participation of adolescents" in the period July 2017 - March 2019, funded by the FIA Foundation and "Urban planning and sustainable transport with a focus on children" in the period July 2019 - February 2020, funded by the UNRSF. The projects advocated for policy decisions and concrete actions to reduce traffic-related child morbidity and mortality in school zones and in urban spaces, to improve protection of pedestrians' movements, especially by people with disabilities and by bicycle riders, and to promote the children and adolescents' participation in evidence generation and decision making. It also strengthened the capacities of the National Road Safety Agency (ANTSV), selected municipalities, the educational community, and the architecture and civil engineering faculties of two universities. For the implementation of this proposal, the lessons learned, the good practices identified in these projects and the ongoing partnerships with the ANTSV and other government entities and civil society will be used, generating synergies that allow reaching a greater impact with possibilities of expansion at the national level.

The UNICEF Paraguay Country office proposes to continue with the activities aimed at supporting the implementation of the goals of the 2030 Agenda (SDG 3.6 and 11.3) related to road safety, urban design and sustainable transport with a focus on children, supporting coherence at the level of the entire UN system, emphasized by Resolution A / RES / 74/299 of the United

¹ Global Status Report on Road Safety: Time for Action, WHO, 2019.

Nations General Assembly for the Improvement of road safety in the world. The cooperation will focus on the same pillars mentioned above; Pillar 1, 2 and 3 of the Global Road Safety Plan.

The three components of this proposal are*:

- 1. Evidence generation for road safety action and a sustainable mobility with a focus on children and adolescents in prioritized cities which will include** a) a study of perception and behavior on knowledge and safe, inclusive and healthy practices during transportation on public roads of children and adolescents and in drivers of 5 educational institutions (1 per municipality-city), before carrying out the road safety improvement interventions mentioned in the proposal; b) A diagnosis of the journey to school and the school environment to identify road safety risks in the infrastructure, risks of COVID-19 contagion and possible measures to promote non-motorized travel with the participation of adolescents; and c) A post-intervention impact to assess changes in the perceptions and behavior children, adolescents and drivers of school routes in the 5 participating municipalities and risk reduction in black points on the road.
- 2. Influence public policies at the municipal level for the development of programs, plans and projects based on evidence and aimed at reducing deaths and injuries in traffic, mainly in children and adolescents.** The municipal proposals will focus on increasing the actions of Pillar 2 of the World Road Safety Plan "Safer road infrastructure", and in Pillar 4 "Safe users" including communication strategies for development (education for road safety) and reinforcements at traffic police checkpoints in school zones. **This component will be linked to the Child-Friendly Cities Initiative** to empower children as agents of change, from assessments, mapping, co-design and co-production of road safety plans with alternative types of mobility. Children will be trained to a) co-create and adopt healthy, safe (transit and prevention of COVID-19 infections) and sustainable behaviors; b) strengthen the capacities of leading agencies in traffic and road safety (ANTSV), in urban planning (MUVH), in transport (MOPC Vice-Ministry of Transport), Academies, municipalities and with civil society organizations, taking advantage of existing training tools for urban planning and road safety, c) based on the evidence generated, cooperate with the design and implementation of municipal road safety, urban planning and sustainable mobility programs and plans in high-risk areas*. These actions will be carried out in collaboration with the academic sector and with the networks of professionals already trained by UNICEF CO in previous projects.

* Risk zones are determined by the number of accidents, almost accidents, injuries, deaths, traffic violations at a specific road site or section and by road and transport infrastructure conditions with characteristics that could cause road accidents. Hotspots or black spots are areas of high road risk, where 3 or more traffic accidents have already occurred.
- 3. Promotion of behavioral changes in the community** towards safer practices on the streets, knowledge of traffic regulations, adoption of non-motorized movements by the children and adolescents and their families and COVID-19 contagion prevention mechanisms in the intervened areas. A communication for development strategy that will include a mix of participatory tools and behavioral insights and behavioral economics approaches will be implemented for this purpose.

The 5 (five) cities that will be part of this proposal will be selected by the UNICEF Paraguay office in coordination with the ANTSV based on their interest and commitment to the "Child-Friendly Cities" initiative, and on an assessment of the level of impact of road traffic injuries and deaths in those municipalities, and the existence or availability of a team of officials from the Directorates of Traffic, Urban Design, the Social Area and other Directorates that participate in the development of the project. The latter requirement will make possible to strengthen municipal capacities through their participation in the process of diagnosing school routes and road environments for the generation of evidence, establishing a baseline that allows measuring the post-intervention impact, making decisions about the type of actions for each problem identified, and designing a plan that increases road safety and the prevention of COVID-19 contagion at the level of improvements in road infrastructure and promotion of key behaviors of schoolchildren, the educational community and citizens of the areas where the project will be implemented in collaboration with all partners.

**This proposal uses a territorial approach focused on improving school paths and environments, although if the adopted measures taken by health and educational authorities impede the implementation of educational interventions in the community, the actions will be implemented in high-circulation sites for children and adolescents, such as squares and community plazas, among others.*

2.3 PROJECT DESIGN

List expected project results (i.e., expected outcomes, outputs and activities). These results must be measurable and logically connected. Highlight key implementation partners. Include estimated time schedule and budget.

Description	Partners	Indicators for success	Start and end dates	Budget
Outcome 1: The municipalities, the educational community and citizens of the selected territories have relevant information to improve road safety, and evaluate the results of the interventions, prioritizing children, adolescents.	ANTSV, MOPC, Vice-Ministry of Transport, MSPYBS, MEC, municipalities and implementing NGO.	5 baselines on morbidity and mortality, and traffic violations by municipality for 5 cities to be intervened. 1 study of perception and road behavior in the cities to be intervened: for 5 municipalities. 5 diagnostics of road infrastructure in each municipality. 5 plans developed, 1 in each municipality based on the evidence generated.	Octubre 2021 - setiembre 2023	62,000 USD
<i>Output 1.1: Municipalities, the educational community and citizens of the selected territories are aware of life-threatening behaviors of children and adolescents in transit, and access to information on walking, cycling and public transport to make decisions aimed primarily at reducing road accidents.</i>	<i>ANTSV, MOPC, Vice-Ministry of Transport, MSPYBS, MEC, municipalities and implementing NGO.</i>	<i>5 municipalities have reports on risky practices for children and adolescents in transit and key information to encourage non-motorized displacement.</i>	<i>October 2021 - July 2022</i>	<i>31,000 USD</i>
Activity 1.1.1: Establish the criteria for the perception and road behavior study for children, adolescents from 5 educational institutions, and drivers in the prioritized school areas.	ANTSV, MSPYBS, MOPC and the Vice-Ministry of Transport, MEC and implementing NGO.	1 study proposal designed and approved.	October–December 2021	2,000
Activity 1.1.2: Perception study on the causes and behavior of children, adolescents and drivers on defined school routes, on road safety, sustainable and healthy mobility in selected municipalities.	ANTSV, MSPYBS, MOPC and the Vice-Ministry of Transport, MEC, municipalities and Implementing NGO.	Study of perception and behavior in the 5 municipalities: baseline survey	January–June 2022.	25,000
Activity 1.1.3: Collect from the Traffic Directorates of the municipalities and the National Police, and from other sources of information such as the schools of the cities to be intervened, figures on infractions, accidents, injuries and deaths in traffic, mainly in children and adolescents.	ANTSV, MEC, municipalities and implementing NGO.	5 reports of the data collected, 1 for each city-municipality.	January-February 2022	2,000
Activity 1.1.4: Submit reports to national and municipal authorities and sign agreements to improve school routes.		5 agreements signed for the design of municipal plans that improve road safety and non-motorized travel.	July 2022	2,000

<i>Output 1.2: The municipalities have information to improve road safety, facilitate non-motorized travel, and prevent Covid-19 infections on school journeys.</i>	<i>ANTSV, MSPYBS and implementing NGO.</i>	<i>5 reports on the situation of road infrastructure on routes and school environments.</i>	<i>February - July 2022</i>	31,000 USD
Activity 1.2.1: Participatory diagnosis of routes and school environments in the selected municipalities based on national and international technical criteria of safety and accessibility in road infrastructure, identification of high-risk black spots of accidents and possible contagion sites by COVID-19.	ANTSV, MEC, MUVH, Academy and implementing NGO.	5 diagnosis of the route and school environment: 1 for each municipality.	February – June 2022	17,000
Activity 1.2.2: Data collection carried out by adolescents in prioritized school areas on road safety, accessibility and sustainable mobility with methodologies such as U-Report among others.		5 reports obtained from data released by adolescents from school journeys and environments, 1 per municipality.	February - June 2022	9,500
Activity 1.2.3: Presentation of the integrated report of the participatory diagnosis and the data collected by adolescents and signing of agreements that improve road infrastructure on school routes.		5 municipal agreements signed for the implementation of actions based on the integrated report.	July 2022	4,500
Outcome 2: Children and adolescents benefit from safer and healthier spaces in prioritized cities through the commitment of municipalities, the educational community, key stakeholders at the local level and the academic sector.	ANTSV, MOPC, Vice-Ministry of Transport, MUVH, Academies, MINNA, Ministry of Labor, municipalities, implementing NGO.	At least 5 municipalities have policies, regulations, plans and programs that include the right of children and adolescents to safer and healthier mobility.	October 2021 - August 2023	205,800 USD
<i>Output 2.1: Establish partnerships with academia for the design and implementation of a training program on road safety, urban planning and sustainable mobility.</i>	<i>ANTSV, MUVH, MOPC, Vice-Ministry of Transport, MEC, Ministry of Labor and Academies.</i>	<i>At least 1 training program designed.</i> <i>At least 1 alliance with a tertiary education study center.</i> <i>At least 100 professionals of government and independent entities have the capabilities to influence the training of other professionals and cooperate with the generation of evidence on the school journeys mentioned in Outcome 1.</i>	<i>October 2021 - August 2022</i>	<i>16,200 USD</i>
Activity 2.1.1: Students of civil engineering, architecture, health and professionals from national and sub-national governments (municipalities) and independent professionals for purposes of	ANTSV, MUVH, MOPC, Vice-Ministry of Transport, MEC, Academies.	2 cohorts of 50 people each formed and participating in the generation of evidence in the selected territories	October 2021 – August 2022	13,400

transportation, transit, urban design and road safety are trained to improve urban planning and mobility of children and teenagers. (in accordance with pillar 2 of the Global Road Safety Plan) and put into practice the knowledge acquired through field work such as participation in the diagnosis of school routes (outcome 1)		of the 5 municipalities (outcome 1); at least 100 people trained.		
Activity 2.1.2: Support to ANTSV in the development of materials for the inclusion of the approach of children and adolescent rights to road safety in training courses for drivers of public transport vehicles, school transport, and to cyclists.	ANTSV, National Professional Promotion Service (SNPP) of the Ministry of Labor.	Materials developed and provided to the ANTSV and SNPP.	January – August 2022	2,800
<i>Output 2.2: Children and adolescents are empowered as agents of change to co-create policies and regulations of urban design, transport and road safety in the participating municipalities of the project.</i>	<i>ANTSV, MUVH, MINNA, Municipalities MEC, and NGOs.</i>	<i>At least 200 children and adolescents from the selected municipalities know about urban design, transport and road safety policies and participate in the activities.</i>	<i>October 2021 - August 2022</i>	<i>20,400 USD</i>
Activity 2.2.1: Mapping of groups of children and adolescents present in the city (student centers, student movements, neighborhood groups, etc.) for their involvement in training, identifying problems in school trips and co-creating solution proposals.	MEC, Implementing Organization, CDIA.	1 mapping of each municipality.	October - November 2021	2,400
Activity 2.2.2: Provide training and co-creation spaces of solution proposals that ensure the right to safe and healthy mobility in urban and school centers.	ANTSV, MINNA, MEC, Implementing Organization, Municipality.	At least 200 children and adolescents (including people with disabilities and women) participate in safe and sustainable mobility and urban design through playful methodologies.	February – August 2022	10,500
Activity 2.2.3: Dialogue spaces between local authorities and children and adolescents (including people with disabilities and women) where agreements and commitments are established to focus municipal transit policy, road safety and urban design on the rights of the child. The agreements will be disseminated in the media to generate more community engagement and support.	Municipalities, groups of children and adolescents, Implementing NGO.	1 agreement signed in each municipality. At least 150 children and adolescents (30 per municipality) participate in the dialogue spaces.	May - August 2022	7,500
<i>Output 2.3: Children and adolescents, their families and the community can experience a safe, accessible and healthy journey and school environment that promotes walking and cycling.</i>	<i>ANTSV, MUVH, Municipalities, MEC, networks of professionals, organizations related to the issue, and implementing NGO.</i>	<i>5 plans to improve road safety and sustainable mobility in road infrastructure formulated and approved with the participation of key stakeholders in</i>	<i>October 2021 - April 2023</i>	<i>97,900 USD</i>

		<p><i>collaboration with ANTSV with a Results-Based Management (Gbr) approach.</i></p> <p><i>Reduction between 5% of road accidents affecting children and adolescents, and traffic violations in the school zones involved.</i></p> <p><i>1 to 2 municipalities adopt policies to promote the use of walking and cycling; such as lane segregation, improvements in public lighting etc.</i></p>		
Activity 2.3.1: Training cycle for human resources of the municipality of the corresponding areas on planning and monitoring of urban design projects, road safety and safe mobility, with a focus on Results-Based Management (Gbr) and the right to participation of children, and adolescents.	ANTSV, MUVH, Municipalities, Networks of professionals and non-profit organizations related to the topic, Implementing Organization.	<p><i>1 training cycle on planning and monitoring transport projects, road safety and safe mobility, in each municipality.</i></p> <p><i>At least 50 people trained from the 5 municipalities: approximately 10 per municipality.</i></p>	October - November 2021	7,900
Activity 2.3.2: Design and implementation of physical intervention plans to improve road safety, promote walking and cycling and prevent COVID-19 contagion in school journeys. Observation: Interventions will be co-financed by the municipality and other agencies.	ANTSV, implementing NGO municipalities and networks of professionals for the purposes of the subject.	5 physical interventions (1 per municipality) implemented based on the evidence generated.	September 2022 – April 2023	90,000
<i>Output 2.4: Children and adolescents and their families increase healthy and safe behaviors in transit</i>	<i>ANTSV, MEC, MSPYBS, municipalities, implementing NGO.</i>	<p><i>Decrease of at least 5% of traffic and road accident violations in school zones</i></p> <p><i>Number of people reached through the behavior change strategy.</i></p>	<i>January - August 2023</i>	<i>71,300 USD</i>
Activity 2.4.1: Design and implementation of a communication strategy for the adoption of safer road practices, the adoption of non-motorized movements and habits to prevent COVID-19 contagion.	ANTSV, MEC, MSPYBS, municipalities, implementing NGO.	Communication for development strategy designed and implemented in the 5 municipalities based on the evidence generated.	January – August 2023	66,300
Activity 2.4.2: Inspection plan for compliance with traffic regulations in the school environments of the selected municipalities: as a control of respect for the speed limit of 20 km / h according to the	ANTSV, municipalities, implementing NGO.	5 plans to control transit in school areas in municipalities with a baseline of violations	May - August 2023	5,000

National Traffic and Road Safety Law 5016, respect for vertical and horizontal traffic signs, among others.		and a subsequent assessment.		
Outcome 3: International, National, and Sub-National organizations have a systematized, evaluated and documented case to replicate the experience based on good practices and lessons learned.	ANTSV	Document of systematized experience and disseminated evaluation.	October 2021–October 2023	197,200 USD
<i>Output 3.1: The results of interventions to improve road safety, urban planning and sustainable mobility on school journeys are known.</i>	<i>ANTSV, Implementing NGO.</i>	<i>5% reduction in the number of road accidents, deaths, injuries, infractions recorded in the municipality.</i> <i>A report on changes in perception and behavior identified as a result of interventions in school zones.</i>	<i>April – September 2023</i>	<i>25,000 USD</i>
Activity 3.1.1: A study on the perceptions and behavior of children, adolescents and drivers on defined school routes, on road safety, sustainable and healthy mobility in selected municipalities.	ANTSV, MSPYBS, MOPC and the Vice-Ministry of Transport, MEC, municipalities and Implementing NGO.	1 closing study on perception and behavior in the 5 municipalities	June - September 2023	25,000
<i>Output 3.2: Project phases, lessons learned, and good practices documented and disseminated.</i>	<i>ANTSV</i>	<i>Document approved, diagrammed and disseminated.</i>	<i>December 2022 – September 2023</i>	<i>13,000 USD</i>
Activity 3.2.1: Development the systematization of the project phases, good practices, lessons learned and results.		1 systematization of the project obtained, designed and diagrammed.	February – October 2023	10,000
Activity 3.2.2: Dissemination of the systematization and organization of presentation events to municipalities by departmental capitals.		At least 1 event of dissemination of results: 5 in total.	September 2023	3,000
<i>Output 3.3: Evaluation of the project implementation.</i>	<i>Implementing NGO.</i>	<i>Evaluated Project.</i>	<i>Jan 2023 - October 2023</i>	<i>42,000 USD</i>
Activity 3.3.1: Establish the criteria for the project evaluation.	<i>Implementing NGO.</i>	Established evaluation criteria	Jan 2023 - October 2023	2,000
Activity 3.3.2: Execution of the project evaluation.	<i>Implementing NGO.</i>	1 evaluation report obtained.	Jan 2023 - October 2023	40,000
<i>3.4 Output 3.4: Project coordination and monitoring</i>				<i>117,400 USD</i>

Activity 3.4.1: Hiring of a general coordinator of the project and territorial coordinators		Staff of the project hired.	October 2021 - October 2023	80,000
Activity 3.4.2: Follow-up to the project monitoring plan according to the proposed schedule and indicators.		1 monitoring plan developed.	October 2021 - October 2023	30,200
Activity 3.4.3: Preparation of monthly and annual monitoring reports.		Monthly and annual reports squeduled.	October 2021 - October 2023	7,000

2.4 APPROACH AND EFFECTIVENESS

Explain why you consider this approach (scope/timeframe etc.) to be the most effective way to reach the project's objectives and outcomes. Outline why the country(ies) need assistance. (max 1000 words).

In Paraguay, the regulatory framework on traffic and road safety conforms to the international standards suggested in the World Road Safety Plan, which allows the development of policies, programs, plans and projects to be focused on the implementation of the measures. decrease in road deaths and injuries, which in other countries have already proven successful, since they contribute to improving road travel, prioritizing the most vulnerable users; pedestrians, bicyclists and motorcyclists.

The country's regulatory framework allowed the creation of the ANTSV through the National Traffic and Road Safety Law No. 5016 approved and promulgated in 2014. This body leads the design of public policies on traffic and road safety and focuses mainly on Pillar 1 of the Global Plan, so its role in articulating the work of national and sub-national entities responsible for promoting improvements in the other pillars (2-5) is essential to achieve an impact on the reduction of road risks.

While that was a remarkable achievement, the result of the great effort by different organizations working on road safety issues that were part of a National Council of Traffic and Road Safety since 2008, it is also recognized that since more than a decade ago the mortality rate in traffic-related incidents in highways has ranged between 1,100 and 1,200 deaths per year and that injuries continue to increase, greatly affecting children and adolescents in the country.

The National Council of Traffic and Road Safety and the ANTSV, as well as different government entities and non-profit organizations, promoted initiatives aimed at improving road safety, but very few were aimed at children and adolescents. Furthermore, the evaluation and systematization of initiatives are rarely part of the process, which does not allow the identification and scaling up of lessons learned and good practices. On the other hand, actions based on evidence is another of the weaknesses identified in road and traffic safety programs, plans and projects. Therefore, UNICEF cooperation with Paraguay through UNRSF is essential to strengthen leadership, management and articulation capacities at the national and sub-national levels, seeking to focus the attention of the authorities and the community on promoting the right to safe mobility, healthy and sustainable for children and adolescents.

The evidence generated around the situation of children and adolescents in the transit of municipal territories where this project will be implemented, including the design of urban planning and safe and sustainable mobility plans, will constitute an example for future initiatives in the country. It will create an opportunity for other cities and regions to replicate and scale up lessons learned from the prioritized five municipalities and support sustainability. The prioritization of the actions of this proposal in 5 municipalities and 1 school site or path for each one, will facilitate complementarity and completion of the project according to the schedule for a) decision-making based on data b) the participation of boys, girls, adolescents, educational community and key actors at the territorial level, c) interventions at the road infrastructure level through resources from the municipal counterpart and at the level of behavioral changes by users of public roads, d) and the evaluation and systematization of the experience.

La propuesta se ajustará para involucrar a la dirección escolar y educar a los alumnos en seguridad vial. La implementación e institucionalización de herramientas existentes como la ISO 39001 y la ISO 39002 en los entornos escolares y en las distintas áreas de educación garantizará una implementación rápida y activa, de manera efectiva. Los padres, los docentes, la dirección de las instituciones educativas y las autoridades desempeñarán un eje importante para hacer que los estudiantes tengan traslados seguros en cualquier medio de transporte.

Promoting the adoption of a municipal policy in the beneficiary territories is a goal of the project, which will contribute to the continuous improvement of road safety for children and adolescents, through the management of road safety and citizen safety during school transfers, through sustainable tools, to ensure that the proposal continues to grow and generate a sustainable impact. The proposal provides synergy of technical and human cooperation with various government authorities, municipalities, and NGOs.

The capacity to be installed through people and key areas will facilitate the institutionalization of the knowledge acquired, which will allow the proposal to be implemented as a sustainable strategy at the national level for the systematic improvement of road safety, involving students and relevant authorities.

The lessons learned and good practices that the UNICEF Paraguay CO has documented has informed the design of this proposal, taking into account the work done through previous alliances with the ANTSV, the MEC, MUVH, some municipalities, non-profit organizations and networks of professionals linked to the subject, and it is an unprecedented opportunity to install and promote significant changes in favor of better road safety and quality in the movement of children and adolescents.

2.5 CONSISTENCY WITH GLOBAL FRAMEWORK PLAN OF ACTION FOR ROAD SAFETY

Shade the relevant cell(s) of the figure below in gray to indicate which aspects the project will focus on.

Pillar \ Area	Legislation	Enforcement	Education	Technology	International Regulatory Support
Road safety management					
Safe user	Traffic rules Drivers Cyclists Pedestrians	Lawful behavior ensured by police and inspectors	Awareness raising, training and examination	Supportive technology and equipment, rules reminders	UN RS legal instruments and resolutions, WP.1, SC.1, WP.15
Safe vehicle	Rules and standards for admission of vehicles to traffic	Certification and inspections by qualified inspectors	Awareness raising for users, training for inspectors	Supportive technology and equipment, compliance reminders	UN RS legal instruments and resolutions, WP.1, WP.29
Safe road	Standards for design, construction, maintenance and signage	Audit, assessment and inspection by qualified teams	Awareness raising for road managers, users, and for inspectors	Forgiving and self-explaining road design, intelligent road systems	UN RS legal instruments and resolutions, int. standards WP.1, SC.1
Effective post-crash response	Standards for data collection post-crash response and investigation	Oversight of rescue services, investigators investigating crashes	First aid and rescue service training, investigators training	Supportive technology and equipment	Consolidated resolution, int. standards, WP.1, SC.1

2.6 BENEFICIARY GOVERNMENT(S) ENDORSEMENT

Please confirm, if the project was requested and/or discussed with beneficiary government(s). Attach the relevant request or endorsement by the beneficiary government(s) to your application. For successful projects, budget funds will only be transferred when a letter of support from the relevant national counterpart(s) is received by the secretariat by the end of the second stage of the application process.

- Received
 Under discussion
 Comments: _____

3. PRIORITIES OF THE 2020 CALL FOR PROPOSALS

3.1 EXPECTED IMPACT

Explain the likely impact of this project on road safety in the project country(ies) demonstrating the linkage of project results towards a reduction of road fatalities and serious injuries. Justify how the results of the project will be sustainable. (max 750 words).

The Project *Safe and healthy cities for children and adolescents "Promoting road safety and sustainable mobility"* will build on lessons learned from projects promoted by UNICEF Paraguay CO in the period July 2017 – February 2020, and will subsequently focus on three key components to reduce risks in routes and school environments as a critical aspect of efforts to reduce 5% of deaths and injuries due to road traffic incidents. The Project will generate reliable evidence in the selected 5 municipalities about road safety issues and existing barriers for the promotion of healthier means of mobility such as walking and cycling. Studies on perceptions and behaviors in school zones, the development of a baseline that will facilitate monitoring of improvements and relevant changes, and the diagnosis of road infrastructure will contribute to informed decision-making at municipal level. The data collection tools developed and utilized for data collection also will help measure post-road safety outcomes on school journeys and will be made available for periodic data collection efforts that can lead to a stronger evidence-based culture for child-focused road safety.

The second component, on the impact on policies and plans, includes a capacity building process for municipal and ANTSV officials that will allow continuity of actions to improve road safety and its potential scalability in other municipalities and regions of the country. The participation of ANTSV as the main ally, a body that leads public policies at the national level in transit and road safety, is key to the sustainability of the project, as it will expand the knowledge and experience of its human resources to propose improvements in legislation that guarantee children and adolescent rights to safer, accessible and sustainable mobility, as well as programs, plans and projects that seek to reduce morbidity and mortality rates on roads. The ANTSV may cooperate in the formation of other municipalities to replicate this project.

The empowerment of students, educators and the community through the generation of spaces for participation and dialogue in different phases of the project, will provide them with an opportunity to voice their perceptions and concerns in relation to traffic and road safety before the national and municipal authorities, mediated by UNICEF. We believe that this will contribute to greater accountability and commitment of the municipalities in a sustained way over time, as well as the engagement of the community itself. Also, it is highlighted that the communication for development strategies will have a positive impact in the adoption of preventive behavior of community members who, in turn, will become promoters of these practices. This will have lasting impact with regards to ongoing advocacy and promotion of safe practices, that will reduce 5% of road accidents, deaths, injuries, infractions recorded in the municipality.

Municipal controls on transit regulations in school areas are rare in Paraguay, the inclusion of a control plan to be implemented by the Municipal Traffic Police in the selected municipalities for a period of at least two months in the 5 prioritized territories will attract the attention of the educational community that will demand that this action continue and be carried out with greater frequency.

The alliance with the academic sector to train students for careers such as civil engineering, architecture, health, among others and professionals responsible for urban design, road construction and maintenance, education and others will contribute to broader efforts aimed at improving road safety, including through their participation in key project activities at local level, and will facilitate long term training opportunities for other professionals.

The systematization of the project including lessons learned and good practices, the perception and behavior study in the priority areas after the implementation of interventions and the evaluation proposed will provide a blueprint that other municipalities will be able to use for replication and sustainability.

3.2 LINK WITH MANDATE OF PARTICIPATING UN ORGANIZATION(S)

Explain how this project fits within the programme of work of your respective UN organization(s). Please also outline your organization's experience in relation to the issues targeted in this proposal and in this country(ies) (max 750 words).

The UNICEF Paraguay 2020-2024 cooperation program prioritized key areas of work and strategies that are reflected in this project, such as: protection and safety of children and adolescents from different types of violence and injury, evidence-based advocacy for the fulfillment of children's rights, greater investment in programs that benefit children and policies and inclusive and equitable public policies for the achievement of the Sustainable Development Goals (SDG). Also, strengthening the capacities of institutions and intersectoral articulation, to promote protective, healthy social practices and norms, and for the empowerment of children and adolescents at the family and community level. Through this proposal, we aim to promote evidence-based local government management, key to the successful implementation at local level of national public policies.

The cooperation program prioritizes the participation and protection of adolescents, the reason why this project seeks to prevent injuries and promote healthy and protective practices, influence the creation and maintenance of safe and recreational spaces, and generate data on the issues that affect their life and development. Similarly, the project prioritizes the participation of adolescents in the family, the community and the school to ensure that their voices are heard and to increase their capacities to demand their rights and exercise citizenship.

3.3 SYNERGIES

Explain how this project maximizes synergies (i) with other past or ongoing road safety projects in the country or beyond; (ii) with national priorities and strategies; (iii) other development challenges and issues (max 1500 words).

Explique cómo este proyecto maximiza las sinergias (i) con otros proyectos de seguridad vial pasados o en curso en el país o más allá; (ii) con las prioridades y estrategias nacionales; (iii) otros desafíos y problemas de desarrollo

The UNICEF Paraguay CO has worked with different government, national and local, and civil society organizations in the past in the area of road safety and friendly cities which have led to the establishment of strong partnerships and alliances with key players in the country and to networks, platforms and capacities that will be leveraged in the implementation of the new project. Similarly, dialogue has been held with other organizations including UN agencies that could lead to potential collaboration to strengthen implementation of this project, especially sustainability of activities.

First, through the UNICEF CO has supported training of students and professionals in relevant areas such as architecture and civil engineering as well as road safety specialists from government entities, private entities and non-profit organizations, through the project *"Urban planning and sustainable transport with a focus on children"* financed by UNRSF in the period from July 2019 to February 2020. The theoretical and practical training provided through this project led to the first network of professionals in the country that advocate for the right of children and adolescents to travel in safer, more accessible streets and clean spaces, and that have applied knowledge and produced experiences by implementing small projects with a children's rights perspective.

Second, the project *"Road safety in the school environment with an inclusive approach and adolescent participation"* financed by the FIA Foundation in the period from July 2017 to March 2019, helped the CO to strengthen alliances with the ANTSV, MUVH, MEC, "Patrulla Caminera" and 3 municipalities of the Central Department; Asunción, Limpio and Fernando de la Mora.

Third, UNDP is implementing a program called "Asunción, Green City of the Americas, Pathways to Sustainability" jointly with the Ministry of Public Works and Communications (MOPC), the Vice Ministry of Transportation (which is part of the MOPC), the Technical Planning Secretariat (STP), the National Emergency Secretariat (STP), and the Paraguayan Network of Sustainable Cities (the Network), whose objective is to improve the quality of life in the Metropolitan Area of Asunción and grant multiple benefits with equity criteria, through the integration of transportation and solid waste management and green infrastructure in a sustainable and resilient city framework. The UNICEF CO has already held conversations with the UNDP to generate synergies in the axis of said program on "Traffic Improvement", focusing resources on promoting increased road safety in school zones including the good practices of the project of "Urban planning and sustainable transport".

Fourth, the MOPC implemented a program of diagnosis, re-design and construction of works in school zones located near international and departmental routes and even in urban areas (municipal jurisdiction), seeking to improve road safety on highways in favor of the educational community among the 2019-2020. The MOPC plans to continue with the program in other parts of the country in 2021. It will seek to join efforts with activities planned for this proposal and their linkages to the improvement of road safety conditions in infrastructure.

The National Road Safety Plan identifies key strategies based on the 5 pillars of the Global Road Safety Plan, the implementation of which is the responsibility of the ANTSV, a government entity created by Law No. 5016/14 in accordance with the Annex of its Regulatory Decree No. 3427/2015. The ANTSV is the main authority for the regulation, application and enforcement of current regulations on traffic and road safety. In the ANSTV Institutional Strategic Plan 2018-2022, specific objectives related to this proposal are presented, such as the following: n ° 4 "Strengthen the Road Observatory" (through the generation of evidence), n ° 7 "To promote new training programs and road campaigns", n ° 8 "Strengthen the study area in road safety and infrastructure", n ° 13 "Increase inter-institutional and international agreements". Nevertheless, one of the great challenges to achieve the SDGs in reducing deaths and injuries by 50% on roads is the design of a new National Road Safety Plan that effectively includes objectives, strategies, and actions in each of the 5 pillars of the Global Plan that address

the rights of children and adolescents to be protected in traffic. This is critical given that in Paraguay the leading cause of death among young people is road traffic incidents, a serious public health issue with significant impact on the socioeconomic development of the country. Leveraging existing partnerships and capacities will be key to developing a child rights-centered Plan.

3.4 COVID-19

Does your project connect with the changing priorities of governments as a result of the COVID-19 pandemic with respect to building back better and safer mobility? (max 700 words).

In March 2020, the first cases of people infected by Covid-19 began to be registered in Paraguay, in view of this situation the health authorities have taken strict measures of social confinement to prevent infections in schools, shopping centers, in private and public spaces mainly in the months of March to August. Mainly in these months of social isolation, a great reduction of vehicles and people on the streets was observed, resulting in a decrease in the number of road accidents.

It should be noted that the population of urban centers where the greatest number of infections is concentrated began to consider the use of alternative means of mobility in contrast to private vehicles, to avoid risks due to crowding in groups or public transport services. The restriction of the Ministry of Health and the Vice Ministry of Transport not to exceed the number of passengers according to the capacity of the public transport vehicle was not a possible measure to comply with, considering the high demand for this service because it is economically accessible and even more important in the face of the crisis that many families went through due to the cessation of work activities and massive layoffs that left thousands of people without jobs. The need to move more safely to prevent infections by Covid-19 and the economic crisis caused an increase in trips on foot, by bike and private mobility services such as Uber, among others.

Likewise, the increase in cyclists on the streets without the accompaniment of a driver's education for safe driving, the lack of segregated lanes and the conditions that the infrastructure should meet to offer them adequate protection also causes more cases of road injuries, and problems of road coexistence between drivers of private vehicles such as individuals and public transport. The growth in the use of non-motorized means of transport is an achievement, but at the same time a challenge that demands attention from national and sub-national authorities to increase road safety actions in favor of pedestrians and cyclists mainly.

In Paraguay, the Safe Return to Classes Operation of the Ministry of Education and Sciences (MEC) is underway, which proposes a blended modality, with interspersed shifts and ensuring that the health prevention measures against infections by Covid-19 are met. The need for risk management is even more important in this pandemic, which provides a unique opportunity to draw the attention of health, educational and public authorities to the risk of road accidents with concrete actions to prevent deaths and injuries in school routes and environments. This proposal will be able to work together with the back to school operation, which the UNICEF Paraguay office is implementing in cooperation with the MEC.

Faced with possible more rigorous restriction measures to prevent infections, such as the temporary closure of schools again, it is proposed to tackle this project in places with high traffic of children and adolescents, such as squares and communities.

4. BUDGET AND PROJECT MANAGEMENT

4.1 INDICATIVE BUDGET

See Annex I of Application Guidelines for description of UNDG budget categories. If this is a joint project with two or more participating UN organizations that will jointly implement activities, then Table 1: Budget Summary (multiple agency) from the Budget Form (Stage II) should instead be used.

	Object of expenditure	Notes	Requested from UNRSF (US\$)	Co-financing (US\$)
1.	Staff and other personnel costs	A general coordinator of the project and a coordinator for each of the 5 municipalities as territorial links for 25 months.	120,000	40,000

		Technical support for communication strategies (C4D specialist or communication)		
2.	Supplies, commodities, materials	Workshops, communication strategy, audiovisual materials, prints.	52290	20,000
3.	Equipment, vehicles and furniture including depreciation	Computer equipment.	10,000	
4.	Contractual services	Contracts of consulting companies for data collection; activity logistics.	100,000	
5.	Travel	Monitoring and Evaluation of the implementation of strategies in the selected municipalities.	10,000	
6.	Transfers and grants counterparts	Transfer of funds to implementing NGOs.	160,000	15,000
7.	General operating and other direct costs		15,000	
Total project direct costs				
8.	Indirect support costs (7%)		32,710	
Grand total			500,000	75,000

4.2 VALUE FOR MONEY

Why are the costs of reaching each output and outcome of your project justifiable? Is the project maximising the impact of each dollar spent? Will the project be leveraging any co-financing? (max 750 words).

This project was designed with a comprehensive perspective of the factors that can reduce deaths, injuries and risks in school zones, from management for road safety, to attention in the improvement of road infrastructure, with co-financing of the municipalities for interventions in streets. Another factor is the increase in strategies that allow changes in the perspective and behavior of road users in favor of guaranteeing the right of children and adolescents to a safer, more accessible and healthy mobility, which will allow a more sustainable future for all.

Studies and data collection are included with quality and timely information for evidence-based decision making, and a measurement of the actions that will be carried out in 5 cities (municipalities) of the country, mentioned in detail in Outcome 2 of this proposal. The measurement of results will demonstrate levels of effectiveness of each activity and those whose implementation can be scaled to other communities. In addition, it is considered essential to provide opportunities for the participation of children and adolescents and the entire community, and integrate their opinions, perspectives and proposals for solutions to municipal plans that will be designed by government officials and specialists from both the ANTSV and the CO of UNICEF Paraguay to provide professional technical cooperation in all phases of the project. Multisectoral engagement will build a stronger community to support ongoing road safety work. This technical assistance and the experience in the implementation and evaluation of this project will leave installed capacities in the national government and municipalities to replicate the initiative in other areas of the country.

Likewise, synergies will be sought to maximize results through possible alliances with UNDP, MOPC, and other public and private organizations that are implementing projects related to the issue

4.3 IMPLEMENTATION ARRANGEMENTS

Explain roles and responsibilities of the parties involved in governing and managing the project, for example, the number of full-time and part-time staff. Identify the national agency/competent authority(ies) that will be engaged as well as civil society actors that will be partnered with. Outline any governance mechanisms that will be utilized or established. (max 750 words).

This project will be implemented with:

- National and subnational organizations: a) The National Traffic and Road Safety Agency (ANTSV) as the main partner of this project to strengthen this body that leads policies and programs to reduce road accidents on highways and has an impact

on municipalities. b) The Ministry of Urbanism, Housing and Habitat (MUVH) for its participation in the work with municipalities and urban interventions in school zones. c) the Ministry of Education and Sciences (MEC) for the approval of study plans that strengthen capacities in Pillar 2 of the Global Road Safety Plan, with the academic sector and for interventions in school zones d) the Ministry of Works Public and Communications (MOPC) as well as the Vice Ministry of Transportation that forms it, for the generation of synergies of the programs that are underway of works to increase road safety in school zones e) The Ministry of Labor for the design and development of training for public transport, school and bicycle drivers f) the Ministry of Public Health and Social Welfare (MSPYBS) as a fundamental ally for the generation of evidence and data on injuries and deaths in traffic g) the Ministry of Children and Adolescents will be a partner important for the empowerment strategies of children and adolescents in the selected municipalities c) Municipalities prioritized by UNICEF for the **Child-Friendly Cities Initiative**

- Civil society organizations and academic institutions: Universities already trained by the Representation of Paraguay, leading NGOs in road safety (such as ID for development, Alter Vida, The touring y Paraguayan Club Car, CDIA, the Paraguayan network for sustainable cities, among others) urban planning and young people will be invited to be part of the project

5. PROJECT SUBMISSION

ARE ALL THE FOLLOWING ELEMENTS INCLUDED AND COMPLETED IN YOUR APPLICATION?	
Section 1. Proposal Cover Page	<input checked="" type="checkbox"/> Yes
Section 2. Project Description	<input checked="" type="checkbox"/> Yes
Section 3. Priorities of the 2020 Call for Proposals	<input checked="" type="checkbox"/> Yes
Section 4. Budget and Project Management	<input checked="" type="checkbox"/> Yes
Letters of support from national counterparts	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Any other annexes (depending on application)	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> N/A