


UN ROAD SAFETY FUND CALL FOR PROPOSALS 2019

APPLICATION FORM

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 6 Dec. 2019 (23:59 CET)

1. COVER PAGE

Project title	<i>Speed Management project in Latin America: the case of Argentina</i>	
Implementation organization(s)	<i>Redux Council</i>	
Participating UN Organization(s)	<i>ECLAC</i>	
Other partner(s)	<i>FICVI – Mapfre Fundacion,</i>	
Beneficiary country(ies)	<i>Argentina</i>	
Country category	<input type="checkbox"/> Low-Income <i>indicate % of total cost: _____</i> <input checked="" type="checkbox"/> Middle-Income <i>indicate % of total cost: 100%</i>	
Total budget including co-financing (in USD)	395.000	
Budget to be funded by UNRSF (in USD)	300.000	
Estimated start date	<i>July 2020</i>	
Estimated end date	<i>July 2022</i>	
Duration (in months)	<i>24</i>	
Primary contact person <i>Name, title, e-mail and telephone</i>	<i>Hilda Maria Gómez Velez</i> <i>Director REDUX</i> Hilda.gomez@consejoredux.org <i>(57) 3182545856</i>	
Submitted by	Name and title: <i>Gabriel Pérez,</i> <i>Economic Affairs Officer, UNECLAC</i>  Signature: _____ Date: <i>June 30, 2020</i>	

2. EXECUTIVE SUMMARY

Provide a summary of the project by including the following: background and problem statement, proposed solution and approach, its intended impact, linkages/synergies with ongoing initiatives, implementation arrangements and finally possible scale-up/replication and noteworthy innovations (max 750 words).

During this decade, most Latin American countries have increased their commitment to road safety and have implemented policies to improve the safety of pedestrians, cyclists and motorcyclists. However, speed is still a pending issue on their agendas, and it is a difficult task due to the opposition of the citizens.

One of the major road safety problems is excessive and inappropriate travel speeds combined with a lack of adequate speed management policies in Latin America. Speed related crashes estimated in 1/3 of all crashes and the reason for more severe consequences.

The objective of this project is introducing speed managements systems in cities and countries to reduce the fatalities and seriously injured due to speed in urban and rural roads.

The high-speed limits and over speeding on rural and urban roads in Latin America is a priority (ITF, 2017), according to the study "Benchmarking of Road Safety in Latin America". The speed limits are higher than the recommendations of WHO, and over-speeding is constant in all countries and the % of vulnerable users killed on roads, remarkably high.

The approach is to make good awareness and educational strategy on the benefits of managing speed, implementing pilot projects that demonstrate the effectiveness of reducing speed on crashes, especially the severe ones, give a leading role to the private sector in reducing and controlling the speed of their transport operations and at the final stage, modify the legislation on speed and enforcement. The project has active participation from the private sector (main transport companies and organizations that have a big transport component), from victims' associations, from the partners organizations and from the UN organizations present in the country.

The results of the project are: i) a regional online conference on speed management and a report on the conclusions of best practices; ii) speed management pilot projects on roads with a reduction of fatalities and injuries; iii) awareness of public and private agencies and companies as well as the general public on the benefits of reducing speed; iv) changes on regulations identified; v) a scale-up program designed to continue and, vi) Speed management programs in private sector, vii) structured and developed private sector corporate committees for road safety with the aim of uniting companies from various sectors of the economy to join efforts with government agencies to promote synergistically a reduction in speed and generally safe mobility.

The project will be applied in Argentina and will have Spain sharing their best practices on speed management. Argentina has ongoing speed managements initiatives that will be enhanced by the project.

The project team presented in the proposal has many advantages. It is an initiative of the REDUX Council, an NGO, and is a partnership of UN organization (ECLAC), victims associations FICVI, (*Federación de Asociaciones contra la Violencia Vial*), Mapfre Foundation, led by the Iberoamerican Road Safety Council, "Redux Council". The project also has an active participation of the Argentinian Road Safety Lead Agency involved and from the Spanish experience lead by *Dirección General de Tráfico*, DGT.

The Redux Council is a group of road safety experts with wide experience in Latin America that bring best practices from the public sector, academia, and the private sector.

The impacts of the project will be reductions of victims in the areas included in the pilot projects as a direct result and, indirect reduction of further applications of road safety management in other countries and regions.

The project will be led by the Council Redux in coordination with ECLAC and will have country teams including public administrations, NGOs, and victims' associations. Mapfre Foundation will be a technical advisor of the group. FICVI will help coordinate the participation of the victims' associations.

After the competition of the projects, the country involved will have the capacity to expand the speed management projects as well as other countries in Latin America.

An important innovation is the incorporation of the private companies in speed management of their fleets as well as on road safety in general.

3. PROJECT DESCRIPTION

3.1 PROBLEM STATEMENT

Explain how this project addresses a core road safety problem in the beneficiary country(ies) through the following questions: "what is the problem", "why does this problem exist?", "what effects does this problem have in terms of road fatalities and injuries?", "who is affected by the problem (including vulnerable groups such as children and women)?", and "why do beneficiary country(ies) need help in solving this problem?" (max 500 words).

The core road safety problem that will be addressed is speed management. Speed related crashes are estimated in 1/3 of all crashes and the reason for more severe consequences. Nilson's power model (Nilson, 2004) suggests that 1 % increase in average speed corresponds to an increase of 2% in injury crashes, of 3% increase in serious injury crashes, and 4 % increase in fatal crashes. In other words: a 5% increase in average speed leads to a 20% increase of fatal crashes, and the vulnerable users are especially affected.

The high-speed limits and over speeding on rural and urban roads in Latin America is a priority (ITF, 2017), according to the study "Benchmarking of Road Safety in Latin America", that included most of the beneficiary countries. The speed limits are higher than the recommendations of WHO, over-speeding is constant in all countries and the percentage of vulnerable users killed on roads, remarkably high.

The speed limits in mayor rural roads in Argentina are 80 – 110 kmph according to the type of vehicle. In motorways: Argentina 90-130 kmph, and in urban areas from 20- 80 kmph according to the type of vehicle.

Over-speeding is a common practice, but not well measured.

Vulnerable road users are hardly "protected" in a crash, so low impact speeds result in serious injuries for pedestrians and cyclists in a crash. Research reveals that 95% of pedestrians can survive a collision with a motorized vehicle at an impact speed of 30 km/h, about 40% survive at an impact speed of 80 km/h and hardly anyone at an impact speed of 100 km/h. This situation is especially critical for children and the elderly. In urban areas where 30 kmph speed limit zones are implemented, all vulnerable users, including motorcyclists, killed and seriously injured, decrease.

The beneficiary country will benefit from this project in many ways. Speed management programs that include lowering the speed limits and enforcing them is difficult to explain to the society that thinks speed is good, reduces travel times, and is how roads must be: “fast and for vehicles”. This change of mind requires a strategy and many media coverage of the good practices that other countries and cities have applied and its consequences. The project will help on this, bringing best practices and international experts to explain the benefits of speed management as well as implementing pilot projects to confirm they reduce fatalities.

The Regional conference on speed management and the results of the pilot projects will highlight and present best practices for all countries in Latin America, to help replicate them.

3.2 PAST, ONGOING AND PLANNED PROJECTS

List the past, ongoing and planned projects that have been designed to address this or related problem(s). Justify the need for this project by explaining their gaps and shortcomings, as well as potential synergies with the proposed project (max 500 words).

Argentina has worked on speed management projects but need more comprehensive programs and evidence to gain public acceptance and better enforcement. Some cities have carried out pilot projects on speed management with good results, but they are isolated initiatives.

The road safety agencies and the mobility secretariats have problems when trying to apply speed reduction measures.

Fundación Mapfre has done operational speed evaluations in some Latin American cities.

Argentina has also been working on speed management, especially Buenos Aires, the city in the project, but needs a plan to get approval in legislation and public support.

SPAIN: On 2018, approved the reduction of speed limits on conventional roads, from 100 to 90 km/h, with the main purpose of reducing road accidents and meeting the objective established in the 2011-2020 Road Safety strategy. Spain has a very important experience reducing fatalities with a proper awareness on public followed by adequate enforcement, that can be applied in the beneficiary countries.

The best practices identified in the Regional Online Conference and the Spanish DGT will complement by sharing their experience.

3.3 PROJECT OBJECTIVE

In one sentence, state the objective (i.e., the overall intention) to be achieved at the end of the defined period through this proposed project.

The objective of this multisectoral project is to introduce speed managements programs with pilot projects to reduce the fatalities and seriously injured due to speed in urban and rural roads in Argentina that can be scaled up with the results of the project.

3.4 PROJECT STRATEGY AND RESULTS

Explain the overall project approach and strategy. List expected project results (i.e., expected outcomes and outputs). These results must be measurable and directly derive from project activities. Highlight population target groups as well as any innovative approaches. Briefly describe the implementation plan coherent with proposed activities with estimated time schedule (max 800 words).

The strategy is to generate public awareness about the importance of speed management measures such as reducing speed limits and enforcing them, traffic calming on roads and being aware of the vulnerability of pedestrians, cyclists, and motorcyclists with evidence of best practices and pilot projects.

The strength of the project is that it is multisectorial: campaigns, enforcement, technology, fleet management and infrastructure for speed management, and it is multiagent: nation, municipalities and companies by countries, and REDUX, FICVI, Mapfre and DGT at the regional level.

The approach is to identify best practices in the region on speed management and document them, make a good awareness campaign and educational strategy on the benefits of reducing speed for all stakeholders and public in general, implementing pilot projects that demonstrate the reduction of fatalities and injuries and, finally drafting the scale-up of the speed management program in each place.

The project starts with a regional online conference to present best practices on speed management in the Region and other parts of the world. A report with the conclusions and best practices presented in the conference will serve for the Latin American region. This report will be one of the inputs for the media campaign to gain awareness on the need to reduce speed.

The next step is the analysis of the existing information in Argentina regarding data of crashes related to speed, the volume, the magnitude, the sites where they occur, the type of vehicles involved, and any other related information. The legislation regarding speed limits, the fines related, the enforcement programs, the methods to enforce speed, the gaps, all analyzed as well. With this information, the recommendations from the conference and WHO, pilot projects will be defined, and the awareness campaign designed.

The pilot projects preceded by awareness campaign on the risks of speed and commitment from all stakeholders on reducing speed. The awareness campaign will have mass media, social media and practical demonstrations on roads.

The pilot projects will include urban crossing of national highways where most of the crashes related to speed occur. The number of projects will be chosen so that they can be handled and funded by the beneficiaries and will include school zones addressed with the active participation of schools. The baseline identified and measured for evaluation purposes. The project will include minor infrastructure changes (mainly tactical urbanism and traffic calming), speed limits reduction and enforcement (manual, by cameras and by GPS), with the participation of all stakeholders and the private corporations that have big fleets.

The results of the pilot project will be measured, analyzed and published as part of the information to gain support from the citizens and organizations to keep reducing and enforcing speed. The analysis of these projects will also identify changes needed in regulations for a correct speed management program, such as the modification of road design manuals, modification of speed regulations, adequate procedures for police enforcement and speed cameras operation, and others that may rise. To involve the private sector in a massive way, the project will generate corporate road safety committees to share best practices and organize their collaborative work on road safety and a recognition to those companies that have the best results.

The results of the project are: i) a regional conference on speed management and a report on the best practices and conclusions; ii) speed management pilot projects on roads with a reduction of fatalities and injuries and evaluated; iii) awareness of public and private agencies, companies, as well as the general public on the benefits of reducing speed; iv) Speed management programs in private sector and recognition or prize, v) a scale-up program designed to continue and changes on regulations identified.

The innovative approach in this project is including private companies (transport and other sectors), actively involved in speed management, the organization of corporate committees to share best practices and the participation of traffic victims to help gain interest and commitment. They will also be very important in the scaling-up of the project and its continuity in time.

The timeline for the project will be:

PROGRAM	ACTIVITY	2020		2021		2022	
Positioning speed management	Regional Conference						
Pilot projects	Data analysis						
	Define pilot projects						
	Design and implement pilot projects						
	Detection of best practices						
Final Seminar	Dissemination of results						

3.5 COMPARATIVE ADVANTAGE

Describe your comparative advantage relative to other actors. Use key results and lessons learned from other projects that you have implemented to explain how you have added value so far. What is the unique solution that is being proposed by your organization? (max 500 words).

The project team presented in the proposal has many advantages. It is a partnership of UN organization (ECLAC), victims Associations FICVI, (*Federación de Asociaciones contra la Violencia Vial*), Fundación Mapfre, and the Iberoamerican Road Safety Council, "Redux Council", a road safety NGO. The project also has an active participation of Argentinian Road Safety Agency involved and from the Spanish experience lead by *Dirección General de Tráfico*, DGT. The idea of having both levels of management help get better results, the national level has its attributions and the city levels are nearer to the crash and its consequences and has many ways to deliver fast actions.

The Redux Council is a group of road safety experts organized inspired on the European Transport Safety Council, that bring best practices from the public sector, academia, and the private sector. This expertise can help get faster results.

The unique solution that the group proposes is having a real stakeholder project, not only the public sector but civil society, victims and the private sector.

The comparative advantage of our proposal is that it brings together public, private and civil society actors with different levels of knowledge, experience and best practices related to the objective of this project.

Mapfre Foundation and the REDUX Council provide theoretical, technical and practical knowledge regarding the speed management tools that will be implemented. The human resources involved have many years of theoretical and practical work in the region of the Americas and know firsthand the situation of Argentina. Redux members have experience organizing the private sector to work on road safety.

Finally, we count on the fundamental contribution of the associations of victims, born from civil society and nucleated in FICVI (there are 20 associations from 14 Ibero-American countries).

For all these reasons, we understand that we have a solid team that contemplates all the aspects required to achieve the objectives outlined in this project.

The unique solution proposed by this project is the generation of a real alliance between the public sector, the private sector and civil society, contemplating the proposal of objective 17 of the ODS.

3.6 CONSISTENCY WITH GLOBAL FRAMEWORK PLAN OF ACTION FOR ROAD SAFETY

I. Indicate the following:

☒ Road Safety Management

☒ Safe User

☐ Safe Vehicle

☒ Safe Road

☐ Post-Crash Response

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

Area Pillar	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

III. Explain how this project integrates the safety system principles and provides sustainable solutions to the root causes of the problem (max 300 words)

The safe system approach provides a viable framework for examining risk factors for road traffic injuries and related interventions from a holistic perspective.

In this sense and accepting the possibility of human error and thus the impossibility of completely preventing traffic crashes from occurring, intervening directly on the speed factor contributes to the purpose of the safe system which is to ensure that road crashes do not cause serious human injury. Speed limits should be based on the type of road users in accordance with the principles of the safe system. The project will revise the speed limits according to the types of users of each pilot project.

The approach considers that human limitations - the kinetic energy that the human body can withstand - constitute an important basis for designing the road transport system, and that other aspects of the road system, such as the development of the road environment and the vehicle, should be harmonized according to these limitations.

Speed control systems do not seek to infract in order to raise funds, but rather to prevent and thus generate a behavioral change so as not to regret speed claims that may have fatal consequences. In countries where this technology has been implemented, reductions of up to 40% have been observed in deaths due to road accidents, the same objective that this initiative aims to achieve.

3.7 BENEFICIARY GOVERNMENT(S) ENDORSEMENT

Please confirm, if the project was requested and/or discussed with beneficiary government(s). If there is an explicit request or endorsement by the beneficiary government(s), please attach to the application

- ☒ Received
☐ Under discussion
☐ Comments:

3.8 EXPECTED IMPACT

Outline the likely quantitative impact of this project in the immediately following project conclusion and in the long-term towards reducing road fatalities and serious injuries.

IMMEDIATE IMPACT:

Targeted number of lives saved: 20% on pilot projects
 Targeted number of injuries avoided: 20% on pilot projects
 Other targeted road safety impact(s) (please describe):

The project will have an impact of fatalities and injuries reduction in the operation of the fleets of the private corporations involved. This can be of the 40% of fatalities.

POTENTIAL LONG-TERM IMPACT:

Targeted number of lives saved: 20% on the places where the speed management is continued
 Targeted number of injuries avoided: 20% on the places where the speed management is continued

Other targeted road safety impact(s) (please describe):

The most important result of the project is the introduction of speed management programs that can be scaled up in countries that will reduce fatalities and injuries. These regarding public agencies and private companies (transportation companies, and those that transport large amount of goods) that have large fleets.

3.9 REPLICATION AND SCALE-UP

Describe how the project intends to sustain any achievements beyond the completion of the project. Specify the arrangements to scale-up and replicate results, as relevant (max 500 words).

The pilot projects and the scale-up program designed to continue and changes on regulations identified and drafted, the last delivery of this project, is designed to make the project sustainable in time. Also, the involvement of different stakeholders in public and private sector, NGOs and victims' associations, help the arrangements to scale-up and replicate the pilot projects.

One of the ways in which the achievements are to be maintained, as well as the possibility of expanding them and replicating their results in other geographical areas of the city / country, will be made possible through the signing of a commitment between the competent national / local authorities, civil society, private companies and academia and the support from the promoters of this project in the search for future funds for the fulfillment of it.

On the other hand, since these are structural measures that have the vocation to extend in the whole of the urban and interurban road networks, the effects are going to have continuity in the time when generating in verifiable form:

- Decrease in maximum speed on urban roads from 60 km/h to 50 km/h
- Speed control on main urban roads
- Road designs to implement 30/km/h or quiet traffic zones in residential roads and school transit areas
- Control of speed in the sections of concentration of claims of the national routes
- Road designs for the protection of pedestrians and the reduction and control of speed in crossings.

3.10 INDICATIVE BUDGET

See Annex I of Application Guidelines for description of UNDG budget categories

Object of expenditure		Notes	Requested from UNRSF (US\$)	Co-financing (US\$)
1.	Staff and other personnel costs		48,000	10,000
2.	Supplies, commodities, materials			
3.	Equipment, vehicles and furniture including depreciation			50,000
4.	Contractual services		17,596	30,000
5.	Travel		29,778	5,000
6.	Transfers and grants counterparts		170,000	
7.	General operating and other direct costs		15,000	
Total project direct costs			280,374	95,000
8.	Indirect support costs (7%)		19,626	
Grand total			300,000	95,000

4. PROJECT MANAGEMENT

4.1 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. Outline any governance mechanisms that will be utilized or established.

The project will be led by the Council Redux and will have country teams that include administrations from the national and local governments, NGOs, victims' associations, private sector. Mapfre Foundation will be a technical advisor of the group. FICVI will help coordinate the participation of the victims' associations.

There is a firm commitment of local authorities to generate a responsible project team. These local teams will have a representative of the competent authority, a representative of civil society through FICVI.

The mechanisms will be defined based on a consensual protocol, which establishes a consensual action plan, with deadlines for the execution of each defined action and one or more management indicators in relation to its fulfillment.

ECLAC will manage the financial resources from the grant and will monitor the progress and its outcomes and outputs.

The Council will have three part time staff assigned for the project to coordinate and lead the work with partners in Argentina.

A local team will be organized under the leadership of Redux Council, but with local coordination by the national and local public administration, with participation of all stakeholders. The estimated staff required for this coordination will be assigned as mentioned in the letters of commitment.

4.2 PARTNERSHIPS

Specify the roles of implementation partners in the project and how they will be engaged. Will the project utilize the existing cooperation platform(s) to achieve and sustain results?

The project has a very comprehensive team that already have good coordination mechanisms. FICVI of the road traffic victims' associations from which the project will benefit.

REDUX Council will coordinate the project implementation in coordination with ECLAC who will also monitor and evaluate the progress and the outputs and outcomes. REDUX Council was created to lead regional projects and has a network of professionals in the countries that can help the local coordination with the local teams.

Mapfre Foundation will be a technical advisor working directly with Redux Council and ECLAC and will share all the studies and knowhow that the Foundation has.

4.3 RISK ASSESSMENT MATRIX

Please specify the key risks that can threaten the achievement of results through the chosen strategy and its assumptions. Describe how project risks will be mitigated, especially how potential adverse operational, social and environmental impacts will be avoided where possible and otherwise managed. Complete the table using the Risk Scoring Table in Annex II of Application Guidelines). Add additional rows, as needed.

Risk Assessment Matrix

Key Risk	Likelihood (2-5, see Annex II in Guidelines)	Impact (1-5 see Annex II in Guidelines)	Score (L x I)	Control/Mitigation Measure ¹	Mitigation Timeline
COVID - 19	5	3	15	The first six months of the project will be on virtual activities	Six months
Citizens opposition	5	4	20	The initial regional conference, the best practices document and the initial campaign has this purpose, to show how speed management reduces fatalities and injuries to the government, to the private sector and citizens in general. The victim's associations and the private sector involved in the project will also help to reduce this risk by their direct involvement promoting speed reduction and explaining the consequences of road crashes, especially those with high speeds.	The conference and the awareness campaign at the beginning of the project. The victims and private sector involvement during all the project as needed
Political changes	3	4	12	If changing in the government agencies are mitigated by the letters of commitment and by the action of victims' associations and private sector.	All along the project

3.3 MONITORING AND EVALUATION

In this section please outline the project's monitoring and evaluation plans. Provide information on when monitoring and evaluation will occur. Specify the type of evaluation that will take place.

5. STATEMENT OF COMPLIANCE

The undersigned certifies, following diligent inquiry, as follows:

1. Project Personnel² have not engaged in any activity which would violate Sections III (Special Provisions Regarding Financing of Terrorism) or VII (Fraud, Corruption and Unethical Behavior) of the Fund MOU, nor do there exist any circumstances which could reasonably be perceived to present a potential or actual conflict of interest³ on

¹ Where risk factors are scored "high" or "very high" (score 9 to 25), mitigation measures must be addressed through actions that are planned and costed in the project budget, with immediate actions for risks scored at "Very High" (score 20 to 25).

² "Project Personnel" shall mean any person or entity employed or engaged in any capacity with respect to the Project, including without limitation, employees, interns, volunteers, contractors, or vendors, whether engaged directly or through third parties including Implementing Partners.

³ "Conflict of interest" shall refer to circumstances where, by act or omission, a party's private interests or those of his or her family members, such as outside professional relationships or personal financial assets, interfere or

the part of the Applicant or its Implementing Partner(s), or any contractors, vendors or suppliers.

2. The Project (including related projects within a larger project or programme) shall not directly or indirectly (e.g., through Implementing Partners or third parties) engage or provide financial or personal benefit to, whether individually or by corporate ownership, participation or benefit, members of the Fund's governing bodies.
3. The Project (including related projects within a larger project or programme) is not currently engaged, nor shall it engage, in any relationship or arrangement, financial or otherwise, which may constitute a conflict of interest or a violation of Sections III or VII of the Fund MOU.
4. In managing and implementing Project activities, Project Personnel shall not seek or receive instructions from any Government or from any other authority external to the Applicant except as otherwise provided in the Project Documents and Governing Agreements.
5. It has disclosed all pertinent facts surrounding Project Personnel, and any relationship or arrangement, financial or otherwise, which may constitute a conflict of interest or a violation of the Fund MOU Sections III and VII [Attachment 1].
6. It has disclosed all complementary funding received, pledged or sought with respect to Project activities in item V. of the Project Proposal.



Gabriel Pérez, Economic Affairs Officer, UNECLAC

Attachment 1: Disclosure of Pertinent Facts

6. 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. Executive Summary	<input checked="" type="checkbox"/>	Yes
Section 3. Project Description	<input checked="" type="checkbox"/>	Yes
Section 4. Project Management	<input checked="" type="checkbox"/>	Yes
Section 5: Statement of Compliance	<input checked="" type="checkbox"/>	Yes
Letters of support from national counterparts	<input checked="" type="checkbox"/>	Yes
Any other annexes (depending on application)	<input type="checkbox"/> Yes	<input type="checkbox"/> N/A

appear to interfere with the proper performance of his or her professional functions or obligations to the contracting organization.

Annex 1: Logical Framework and Workplan

Note – please ensure alignment to sections 3.3 and 3.8 in the Application Form

A. LOGICAL FRAMEWORK

PROJECT OBJECTIVE: Reducing the fatalities and seriously injured people due to speed in urban and rural roads in Argentina through the introduction of speed managements programs

Expected outcome 1	Indicators	Means of verification
Speed management best practices and innovations were disseminated among Argentinian authorities and other national road safety's stakeholders	<p>Indicator 1: National authorities and stakeholders participate in the regional online conference implemented Baseline: none Target: At least 4 countries and 10 cities presenting their cases</p> <p>Indicator 2: Report on best practices on Speed Management with LAC region examples are consider useful for national authorities and stakeholders</p> <p>Baseline: None Target: At least three authorities at national or local level recognizes the useful of the report for its activity</p>	<i>Report of the online Conference and acknowledge letter regarding Report on Best Practices</i>

HOW DOES OUTCOME 1 CONTRIBUTE TOWARD ACHIEVING:

SDG 3.6: “By 2020, halve the number of global deaths and injuries from road traffic accidents”?

Call the attention on the importance of implementing well designed speed managements projects in the region to reduce deaths and injuries and how to design and implement them

SDG 11.2: “By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons”

The Conference we will emphasize on vulnerable users, women, children, people with disabilities, elderly people, as well as the general population in order to reduce road accidents and mitigate their consequences.

Performance targets (project outputs that show progress towards achieving outcome 1)

Expected Milestone for each reporting period (annual)

Output 1.1	Indicators	Means of verification
<i>Webinars on Speed management projects and best practices completed</i>	<i>Number of best practices detected Base line: 5 Percentage of participants that consider good or very useful the webinar recommendations Base line 75%</i>	<i>Survey at the end of Conference</i>
Project activities:		Expected Milestone for each reporting period (annual)
1.1.1 <i>Call for papers on speed management projects implemented and for participants of the Conference</i>		August /2020
1.1.2 <i>Bibliographic review of speed management manuals and case studies in order to detect international best practices, including UN instruments and normatives.</i>		August/2020
1.1.3 <i>Evaluation of papers received</i>		August/2020
1.1.4 <i>Design and dissemination of Conferences</i>		October/2020
1.1.5 <i>Webinars Conferences</i>		November-December/2020
Output 1.2	Indicators	Means of verification
<i>Speed Management Best practices report with LAC case studies</i>	<i>Report finished</i>	<i>Report</i>
Project activities:		Expected Milestone for each reporting period (annual)
1.2.1 <i>Analysis of speed management manuals suggestions and case studies identified in bibliographic review</i>		November/2020
1.2.2 <i>Publishing and dissemination of LAC Case studies identified by the project and international best practices</i>		December/2020
Expected outcome 2	Indicators	Means of verification

Increase awareness and educational campaign on the benefits of managing speed	<p>Indicator 2.1: Change of perception of the citizens regarding speeding</p> <p>Baseline: - Target: At least the 50% of the beneficiaries and stakeholders declare that their awareness was increased after the activity</p>	The data will be obtained in a survey done before and after the campaign
<p>HOW DOES OUTCOME 2 CONTRIBUTE TOWARD ACHIEVING:</p> <p>SDG 3.6: “By 2020, halve the number of global deaths and injuries from road traffic accidents”? By disseminating clear and objective concepts, in a friendly language to the general population, we are contributing to raise awareness and, above all, to explain the consequences of exceeding the established speed limits and having high speed limits that are not related to vulnerable users</p> <p>SDG 11.2: “By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons”? In the campaign we will not only use the technical information available and agreed upon at the international and regional level, but we will also consider the results of the previous survey, include testimonies from victims and their families, and the need to work together for safe, accessible and sustainable mobility that takes into account the needs of the entire population, without any discrimination</p>		
Performance targets (project outputs that show progress towards achieving outcome 2)		Expected Milestone for each reporting period (annual)
Output 2.1 ¹ <i>Design of Survey</i>		November/2020
Output 2.2 <i>Design of Awareness campaign</i>		September/2021
Output 2.1	Indicators	Means of verification
Survey	Survey completed with report	Report of the survey
Project activities:		Expected Milestone for each reporting period (annual)

¹ **Performance Targets / Milestones:** Are benchmarks (not activities) that represent attainment of a project stage or project achievement that show progress towards project outcomes and outputs. Milestone attainment should be strictly answerable with a “yes” or “No” answer.

Outcome milestone will often show progress on a particular outcome indicator target, but can also be a major significance benchmark, believed to lead to the outcome

2.1.1 Define scope of the survey		September/2020
2.1.2 Implement the survey in a selected cities and stakeholders		November/2020
2.1.3 Analyse results, detect main findings and lesson learned		November/2020
Output 2.2	Indicators	Means of verification
Awareness campaign	Campaign finished	Campaign report
Project activities:		Expected Milestone for each reporting period (annual)
2.2.1 Define the main message, people objective, and type of media		December/2020
2.2.2 Design of the campaign		February/2021
2.2.3 Develop the campaign		September/2021

Expected outcome 3	Indicators	Means of verification
Implementation of Pilot projects on roads in several local areas of Argentina	<p>Indicator 3.1: Pilot projects defined Baseline: NONE Target: Agreement on pilot projects in each road with participants engaged</p> <p>Indicator 3.2: Pilot projects implemented Baseline: NONE Target: Implementation completed</p>	Survey

HOW DOES OUTCOME 3 CONTRIBUTE TOWARD ACHIEVING:

SDG 3.6: “By 2020, halve the number of global deaths and injuries from road traffic accidents”?

This component contributes greatly to the understanding that if it is possible to identify sections with high accident rates, intervene them with adequate speed management projects and save lives by changing road users' behavior. In each pilot project it is expected to have a reduction of 20% in fatalities and injuries.

SDG 11.2: “By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons”?

We will implement actions for the benefit of the users of that route and learn from the results to replicate in other routes in the country so that transport systems are safer, more accessible, more sustainable and above all, safer for those who use them and those who interact with them

Performance targets (project outputs that show progress towards achieving outcome 3)			Expected Milestone for each reporting period (annual)
Output 3.1 ² Pilot projects defined (agreement on the roads, the activities, and participants)			December/2020
Output 3.2 Projects on routes			September/2021
Output 3.1	Indicators	Means of verification	
Definition of Pilot projects on the roads: activities and participants	Number of pilots detected Base line: 3	Survey	
Project activities:			Expected Milestone for each reporting period (annual)
3.1.1 Preliminar definition and national consultations hiring			August/2020
3.1.2 Definition on road sectors to work in the three pilots			October/2020
3.1.3 Road evaluation to define infrastructure activities (road markings and traffic calming), and road enforcement activities			December/2020
Output 3.2	Indicators	Means of verification	
Implementation of Projects on the Argentinean routes	Projects implemented	Evaluation report	
Project activities:			Expected Milestone for each reporting period (annual)

² **Performance Targets / Milestones:** Are benchmarks (not activities) that represent attainment of a project stage or project achievement that show progress towards project outcomes and outputs. Milestone attainment should be strictly answerable with a “yes” or “No” answer. Outcome milestone will often show progress on a particular outcome indicator target, but can also be a major significance benchmark, believed to lead to the outcome

3.2.1 Implementation of Infrastructure activities and speed enforcement		February/2021
3.2.2 Launch of the pilot project with stakeholders and media		February/2021
3.2.3 ECLAC Supervision of the project		September/2021
Expected outcome 4	Indicators	Means of verification
Implementation of Pilot projects on fleet management in Argentina	Indicator 4.1: Companies involved in the pilot project Baseline: NONE Target: 3 Agreement	Letters with the commitments
<p>HOW DOES OUTCOME 3 CONTRIBUTE TOWARD ACHIEVING:</p> <p>SDG 3.6: “By 2020, halve the number of global deaths and injuries from road traffic accidents”? <i>As the cargo and passenger fleets including the Agency’s fleet will commit to reduce and enforce the speeds, the results can be of 40% reduction of fatalities and injuries.</i></p> <p>SDG 11.2: “By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons”? <i>With this component we contribute to the voluntary involvement of companies that transport goods and passengers in the project in order to ensure its continuity and scalability by replicating the results obtained by these companies in other companies in the country. These will benefit the vulnerable and all urban users</i></p>		
Performance targets (project outputs that show progress towards achieving outcome 3)		Expected Milestone for each reporting period (annual)
Output 4.1 ³ Pilot projects defined (agreement on the routes to be enforced, the activities and participants)		December/2020
Output 4.2 Projects on fleet management in at least 3 Argentinian companies		September/2021
Output 4.1	Indicators	Means of verification

³ **Performance Targets / Milestones:** Are benchmarks (not activities) that represent attainment of a project stage or project achievement that show progress towards project outcomes and outputs. Milestone attainment should be strictly answerable with a “yes” or “No” answer.

Outcome milestone will often show progress on a particular outcome indicator target, but can also be a major significance benchmark, believed to lead to the outcome

<i>Definition of pilot projects on the routes</i>	Indicator 4.1: Companies involved in the pilot project Baseline: NONE Target: 3 Agreement	<i>Letters with the commitments</i>
Project activities:		Expected Milestone for each reporting period (annual)
4.1.1 Preliminar definition and national consultant hiring		October/2020
4.1.2 Definition on 3 pilot routes to be included and enforced		December/2020
4.1.3 Definition of the type of enforcement and target for each enterprise involved.		December/2020
Output 4.2	Indicators	Means of verification
<i>Implementation of projects on fleet management</i>	<i>Projects implemented</i>	<i>Evaluation report</i>
Project activities:		Expected Milestone for each reporting period (annual)
4.2.1 Speed enforcement coordination meeting (synergies with Brazil UNRSTF project)		February/2021
4.2.2 Launch of the pilot project with stakeholders and media		February/2021
4.2.3 ECLAC Supervision of the project		September/2021

Expected outcome 5	Indicators	Means of verification
	<i>Percentage of participants that consider good or very useful the project recommendations</i> <i>Base line 75%</i>	<i>Survey at the end of Conference</i>
HOW DOES OUTCOME 5 CONTRIBUTE TOWARD ACHIEVING:		
SDG 3.6: “By 2020, halve the number of global deaths and injuries from road traffic accidents”?		

As the cargo and passenger fleets including the Agency's fleet will commit to reduce and enforce the speeds, the results can be of 40% reduction of fatalities and injuries.

SDG 11.2: "By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons"?

With this component we contribute to the voluntary involvement of companies that transport goods and passengers in the project in order to ensure its continuity and scalability by replicating the results obtained by these companies in other companies in the country. These will benefit the vulnerable and all urban users

Performance targets (project outputs that show progress towards achieving outcome 5)			Expected Milestone for each reporting period (annual)
Output 5.1 ⁴ Final Workshop			July 2022
Output 5.1	Indicators	Means of verification	
Final workshop for main findings of the project	Percentage of participants that consider good or very useful the project recommendations Base line 75%	Survey at the end of Conference	
Project activities:			Expected Milestone for each reporting period (annual)
5.1.1 Internal evaluation of the results, best practices and lesson for other cities			June 2022
5.1.2 Workshop with stakeholders to present the results, main finding and lesson learned for other cities			July 2022
5.1.3 ECLAC supervision and collaboration activities			July 2022

⁴ **Performance Targets / Milestones:** Are benchmarks (not activities) that represent attainment of a project stage or project achievement that show progress towards project outcomes and outputs. Milestone attainment should be strictly answerable with a "yes" or "No" answer.

Outcome milestone will often show progress on a particular outcome indicator target, but can also be a major significance benchmark, believed to lead to the outcome

B. PROJECT WORKPLAN













Rows and columns can be added as required, please note that the number and descriptions of project activities have to be in line with the ones reflected in the application form, logical framework (above) and detailed budget

Project Activities		Lead responsibility	Timeframe (by quarter – every 3 months)											
			Year 1				Year 2				Year 3			
No.	Description		Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12
1	Outcome 1:	Speed management best practices and innovations were disseminated among Argentinian authorities and other national road safety's stakeholders												
1.1	Output 1.1:	Output 1.1 Webinars on Speed management projects and regional best practices												
1.1.1	Call for papers on speed management projects implemented and for participants of the Conference					■								
1.1.2	Bibliographic review of speed management manuals and case studies					■	■							
1.1.3	Evaluation of papers received					■								
1.1.4	Promotion of Conference					■	■							
1.1.4	Webinar Conference						■							
1.2	Output 1.2:	Output 1.2 Speed Management Best practices report with LAC case studies												
1.2.1	Analysis of speed management manuals suggestions and case studies identified in					■	■							

	<i>bibliographic review identified in bibliographic review</i>													
1.2.2	<i>Publishing and dissemination of LAC Case studies identified</i>													
2	Outcome 2:	Increase awareness and educational campaign on the benefits of managing speed												
2.1	Output 2.1:	Output 2.1⁵ Definition and implementation of Survey												
2.1.1	<i>Define scope of the survey</i>													
2.1.2	<i>Implement the survey</i>													
2.1.3	<i>Analyze results</i>													
2.2	Output 2.2:	Output 2.2 Awareness campaign												
2.2.1	<i>Define the main message, people objective, and type of media</i>													
2.2.2	<i>Design of the campaign</i>													
2.2.3	<i>Implementation of media campaign</i>													













⁵ **Performance Targets / Milestones:** Are benchmarks (not activities) that represent attainment of a project stage or project achievement that show progress towards project outcomes and outputs. Milestone attainment should be strictly answerable with a “yes” or “No” answer.

Outcome milestone will often show progress on a particular outcome indicator target, but can also be a major significance benchmark, believed to lead to the outcome

3	Outcome 3:	Implementation of Pilot projects on roads in several local areas of Argentina												
3.1	Output 3.1:	Output 3.1 ⁶ Definition of Pilot projects on the roads: activities and participants												
3.1.1	Preliminary definition and national consultations													
3.1.2	Definition on road sectors to work													
3.1.3	Road evaluation to define infrastructure activities (road markings and traffic calming), and road enforcement													
3.1.4	Agreement Signature with all participants													
3.2	Output 3.2:	Output 3.2 Implementation of Projects on the Argentinean routes												
3.2.1	Implementation of Infrastructure activities and speed enforcement													
3.2.2	Launch of the pilot project with stakeholders and media													
3.2.3	ECLAC supervision and collaboration activities													

⁶ **Performance Targets / Milestones:** Are benchmarks (not activities) that represent attainment of a project stage or project achievement that show progress towards project outcomes and outputs. Milestone attainment should be strictly answerable with a “yes” or “No” answer.

Outcome milestone will often show progress on a particular outcome indicator target, but can also be a major significance benchmark, believed to lead to the outcome


4	Outcome 4:	Implementation of Pilot projects on fleet management in Argentina											
4.1	Output 4.1:	Output 4.1 ⁷ Definition of pilot projects on the routes											
4.1.1	Preliminar definition and national consultant hiring												
4.1.2	Definition on routes to be included and enforced												
4.1.3	Definition of the type of enforcement and target for each enterprise involved.												
4.2	Output 4.2:	Output 4.2 Implementation of projects on fleet management											
4.2.1	Speed enforcement coordination meeting												
4.2.2	Launch of the pilot project with stakeholders and media												
4.2.3	ECLAC supervision and collaboration activities												
5	Output 5:	Output 5 Final seminar of the project											

⁷ **Performance Targets / Milestones:** Are benchmarks (not activities) that represent attainment of a project stage or project achievement that show progress towards project outcomes and outputs. Milestone attainment should be strictly answerable with a “yes” or “No” answer.

Outcome milestone will often show progress on a particular outcome indicator target, but can also be a major significance benchmark, believed to lead to the outcome

5.1.1	<i>Internal evaluation of the results, best practices and lesson for other cities</i>														
5.1.2	<i>Workshop with stakeholders to present the results</i>														
	<i>External Evaluation</i>														

Annex 2: Contact details

PARTICIPATING UN ORGANIZATION (S) - PUNOs		
PUNO(s)		UNECLAC
<input checked="" type="checkbox"/> Mr. <input type="checkbox"/> Ms.	Primary contact person (name)	 GABRIEL PEREZ
Functional Title		Economic Affairs Officer
Section / Department		Infrastructure Services Unit
Address		Dag Hammarskjold 3477, Vitacura, CHILE
Telephone		56-2 222102193
E-Mail		gabriel.perez@un.org
IMPLEMENTING ORGANIZATION (S) (IF DIFFERENT FROM ABOVE)		
Project Implementing Organization		Redux Council
<input type="checkbox"/> Mr. <input type="checkbox"/> Ms.	Primary contact person (name)	Hilda Maria Gomez Velez
Functional Title		Director
Section / Department		
Address		Cra 5 86 42 apto 201 Bogota Colombia
Telephone		573182545856
E-Mail		Hilda.gomez@consejoredux.org
OTHER PARTNERS (AS APPLICABLE) (ADD ROWS FOR EACH PARTNER)		

For each participating project partner, please provide the following information

Name of organization	FICVI
Contact person	Jeanne Picard
E-Mail	federacioniberoamericana@contralaviolenciavial.org
Organization's role in the project:	<i>president</i>
Name of organization	<i>Mapfre Foundation</i>
Contact person	<i>Jesus Monclus</i>
E-Mail	<i>jmonclu@fundacionmapfre.org</i>
Organization's role in the project:	<i>Director of road safety</i>
Name of organization	<i>Dirección General de Tráfico</i>
Contact person	<i>Alvaro Gómez</i>
E-Mail	<i>agomez@dgt.es</i>
Organization's role in the project:	<i>Director of the Observatory</i>

Annex 3: Past, ongoing and planned projects

Please refer to the information provided on section 3.2 in the Application Form.

PAST PROJECTS

Project Name	Speed enforcement project
Duration/Dates	2010 - 2015
Budget	Unknown
How does the project proposal build on the lessons learned and achievements from this project?	This project included for the first time a methodology for the vertical signing on roads. No evaluation of the project

ONGOING PROJECTS

Project Name	ANSV radars on routes
Duration/Dates	2020 - 2023
Budget	US\$50.000
How will the project proposal be aligned with this project?	The project will provide the theoretical framework, international good practices, seek the support of the media to overcome the resistance of the population and try to generate the necessary changes in legislation to deepen the original project of the ANSV.

PLANNED PROJECTS

Project Name	Traffic clamming
Duration/Dates	2020 - 2023
Budget	Not defined
How will the project proposal be aligned with this project?	The project will provide the theoretical framework, international good practices, seek the support of the media to overcome the resistance of the population and try to generate the necessary changes in legislation to deepen the original project of the ANSV.