



## Global Alliance of NGO for Road Safety side event Guadalajara, Mexico

### *NGOs driving change: Key elements of effective advocacy*

#### When

Monday, 17<sup>th</sup> October 4-5:30pm

#### Where

[Asociación de Fabricantes de Muebles de Jalisco A.C. \(AFAMJAL\)](#)  
Av. Mariano Otero 1313, Verde Valle, 44530 Guadalajara, Jalisco, México

#### Purpose

To share what works in advocacy through successes examples

#### Outline

The global road safety community is working toward achieving at least a 50% reduction in deaths and injuries by 2030. As part of the global road safety community, NGOs have a vital role to advocate for decision maker commitments to and funding & implementation of evidence-based interventions: interventions that are known to deliver death & injury reductions.

NGO advocacy is a journey: from advocating for evidence-based interventions, obtaining commitments from decision makers to implement the evidence-based interventions, following up to ensure they deliver on those commitments, and promoting the actions and death & injury reduction results when the implementation of the evidence-based interventions does occur.

30km/h zone, lower speed limits, traffic calming, and pedestrian facilities are key interventions we found to be of particular focus to our member NGOs in a recent member survey. These interventions have a common thread of speed management and are vital to improve and guarantee sustainable and safe mobility in cities where 70% of the population are estimated to live by 2050.

We will hear from experienced NGOs who have successfully influenced implementation of such interventions, highlighting elements that led to such success. Participants can learn how these interventions can be replicated and how NGOs and government may work together to put more evidence-based interventions in action.

## Agenda

Time	Item	Speaker
4-4:05 pm	Welcome	Chika Sakashita
4:05-4:15 pm	Setting the stage: overview presentation from Alliance	Chika Sakashita
4:15-4:27 pm	Lessons from NGOs: Speaker 1: iRAP	Edgar Zamora
4:27-4:39 pm	Lessons from NGOs: Speaker 2: Despacio	John Fredy Bustos López
4:39-4:51 pm	Lessons from NGOs: Speaker 3: Centrico	Alejandra Leal
4:51-5:03 pm	Lessons from NGOs: Speaker 4: Viviac	Débora Semadeni
5:03-5:15 pm	Lessons from government: Speaker 5: Secretaría de Transporte del Estado de Jalisco	Saúl Alveano
5:15-5:25 pm	Q and A moderated by the Alliance	All
5:25-5:30pm	Closing remarks	Chika Sakashita