EU-UNRSF SOCIAL MEDIA CAMPAIGN

6TH UN GLOBAL ROAD SAFETY WEEK
17 – 23 May 2021

#SlowDownChallenge CYCLING, WALKING, SWIMMING

SLOW DOWN

#SlowDownChallenge

RSF THE ROAD SAFETY FUND

Streets for Life #Love30
I. BACKGROUND INFORMATION
In the context of the 6th UN Global Road Safety week (17–23 May 2021), coordinated by the UN Road Safety Collaboration and chaired by World Health Organization.

Speed management will be at the heart of the UN Global Road Safety Week 2021 (@UNGRSW)

#SlowDownChallenge:
- Cycling, Walking and Swimming competition
- A social media campaign on FB, Twitter, Instagram
- A collaboration between the UN Road Safety Fund (UNRSF) and the European Union (EU)
II. OBJECTIVES AND AUDIENCE
Objectives and audience

- **Objectives:**
  - Support the initiative of the 2021 #RoadSafetyWeek
  - Raise awareness and advocate for road safety with a focus on speed management
  - Create a momentum to raise the visibility of the UNRSF, EU and its partners and promote collaboration for road safety
  - Promote the fact that walking, cycling and sports like swimming contribute to fun, safe and sustainable mobility.

- **Audience:**
  - Road safety stakeholders, partners and donors
  - Cities, local authorities
  - General public
  - Media.
III. MESSAGES & #
#SlowDownChallenge

Messages

- From the Road Safety Week campaign:
  - Low speed streets save lives
  - Low speed streets are the heart of community
  - Low speed streets enable children and youth to thrive
  - Safe livable streets, made possible by low speeds, are at the center of the Sustainable Development Goal agenda.

- For the UNRSF campaign:
  - Replacing motorized mobility by walking, cycling or swimming contributes to safe and sustainable mobility
  - UNRSF and partners can make the difference on safe and sustainable mobility
  - Low speed = safety, health, well being, environment protection.
IV. WHO CAN PARTICIPATE?
#SLOWDOWNCHALLENGE
#SlowDownChallenge
Participants

• INDIVIDUALS

• GROUPS
  - (ex. diplomatic mission, organisation, private company, school, association, representation, sport club, cities, local authorities, etc.)
  - For groups only, please register by sending an email, mentioning the name of the group participating to the challenge to unrsf_secretariat@un.org
V. #SlownDownChallenge
1. Choose your preferred non-motorized mode of transportation

walk, swim or cycle!

And don't use your car or motorized transport during the UN Road Safety Week (17–23 May)
2. Calculate the number of kilometers you have traveled by day as an individual or as a team during the UNRGSW (by using a map application, or alternatively by mentioning the number of the KM you have travelled)
#SlowDownChallenge

3. Prepare your publication on social media

A. Choose a social network:
FB, Twitter or Instagram (if duplication, itinerary will be calculated only once!)

B. Share a picture or a video of:
- your itinerary or alternatively mention the number of the Kilometers you have travelled
- You or your group, or of a landscape on your way

C. Tag the name of the participant or of the group
(or alternatively use @ or #)
#SlowDownChallenge

D. Identify your starting point and your arrival point

E. Mention/illustrate if you #walk #cycle or #swim

F. Don’t forget!

- To mention the #SlowDownChallenge #StreetsforLife

- To tag @UN_RSF @EU @UNGRSW
#SlowDownChallenge

1. Be ambitious.
   Set ambitious goals to achieve
   - 2 km for swimming
   - 5 km for walking
   - 10 km for cycling

2. Be creative and adapt the challenge to your company (team building, artistic opportunity, etc.)

3. Have fun, take nice pics!

4. Take the opportunity to inform about speed risks

5. Spread the word and share the campaign, tag friends to join!
5. The Award ceremony

An Award ceremony will be organized online to award the honorary prize to the winner of the challenge.

A prize is waiting for the road safety champion!
Thank you!

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