



Goals and Objectives

Share the Road Programme
Annual Report 2017

There can be no doubt about the scale of the global challenge of tackling man-made climate change, air quality issues and poor road safety; and in particular the role played by transport. With a global car fleet predicted to triple by 2050 (over 80% of that in the developing world) we have to find a way to reconcile the need for increased mobility with an ambitious reduction in CO₂ along with improved air quality and road safety.

The good news is that solutions are available which can contribute to reversing those negative trends and make rapid progress towards making transport more sustainable. Part of the solution is transitioning to zero emission and human powered transport; in particular walking and cycling.

The Share the Road Programme goal is to provide global leadership and support to encourage and advocate for systematic investment in Non-Motorized Transport as one of key sustainable solutions to global transport challenges (environment, road safety and accessibility).



Our underpinning programme objectives to achieve this goal are:

Objective one : Supporting development of non-motorized transport (NMT) policies and initiatives at national and city level.

As part of the transition to lower and zero carbon societies mobility needs will have to be met through more sustainable methods including an increase in investment in infrastructure for pedestrians and cyclists; in order to keep people walking and cycling and to encourage more people to do so. Efforts to bring about this change (increased investment) must involve multiple actors and address multiple barriers in a coordinated manner.

Government policies have a strong role in influencing investment decisions made within Government itself and by development partners and the private sector. Furthermore, Government policies are often the first step in moving towards becoming a cycle and walking friendly city or country.

The complex interplay between policy, financing and citizen demand will largely determine the direction and pace of the transition.

This programme will work with government and other stakeholders to develop policies which act as a catalyst to increased investment in cycling and walking infrastructure.

Activities will include:

- Provision of policy support in the area of NMT policy development, inclusion of NMT prioritization within wider transport policies at national and city level and development of NMT action plans.
- Analytical support including assessment of national and city level institutional arrangements and decision making processes relating to NMT, conducting environmental and social impact assessments on identified pilot NMT corridors, legislative reviews, etc.
- Provision of NMT capacity building within government institutions and other stakeholder organizations including training, development of policy briefs, etc.
- The integration of NMT into broader transport policy and infrastructure development activities to support stronger recognition of active modes of transport and their role in a sustainable transport system.
- Promoting South-to-South cooperation through exchanging information within and across countries and regions have the opportunity to exchange on a regular basis.
- NMT policies are important building blocks for improving walking and cycling infrastructure, but policies need a strong link to other frameworks such as infrastructure spending policies, Hence, a solid follow-up program and/or partnerships is essential.



Objective Two : Building a knowledge base of NMT guidance and tools and provide access to this knowledge.

Countries need better information on why investment in NMT is so important backed up by research and data. There is an urgent need for a global assessment of NMT investment (cost versus benefits).

The Share the Road Programme will draw on UN Environments strengths as a science-based organization in promoting the advancement of understanding about the benefits of and costs of investing in NMT, along with the impacts.

Activities will include:

- Undertaking evidence based research to increase awareness of NMT investment (costs, benefits, impacts).
- Working with educational institutions to bridge the gap between practice and research. Provide capacity building and technical assistance to countries and cities.
- Provide advisory and support services to countries and other stakeholders.
- Development of tools and guidance materials to inform governments, members of the public and other stakeholders about the benefits of and impact of NMT investment and choosing NMT as a mode of transport.



Objective Three :Global Advocacy, communication & engagement

The Share the Road Programme has a key role to play in helping governments, industry and the public to make informed decisions relating to NMT and communicating the work of our programme.

Activities will include:

- Contributing to global sustainable development processes.
- Analyzing emerging issues and trends.
- Communicate our work globally, regionally and at country and city level.
- Advocate for NMT globally, regionally and at country and city level.
- Showcasing the work of Share the road at a variety of events.
- Use media, outreach activities, communication materials and website to help deliver key messages.
- Communicate successful NMT stories and 'case studies' to key stakeholders to promote replication of best practices.
- Conduct awareness raising, outreach, education and training including targeted campaigns and special events.

Programme activities will also be undertaken in collaboration with internal partners and external partners including donors, private sector, and technical partners, civil society and beyond; in order to widen the impact of the programme and to capitalize on mutually supportive mandates and programmes at all levels.

Activities will include:

- Working with a variety of partners to collaborate on delivery of share the road activities.
- Harnessing of partnerships to access funding and joint opportunities.



Objective Four : Prioritizing the needs of children and other vulnerable groups

Transition to low and zero carbon transport is critical as a means to improving the environment, air quality, road safety and accessibility. But it is even more critical for vulnerable groups (such as children, the elderly and disabled) as for who mobility issues are magnified.

The Share the Road Programme will undertake activities within the programme which prioritize the needs of vulnerable groups including:



- Targeted advocacy and communication relating to vulnerable groups.
- Undertaking research in relation to NMT and vulnerable groups.
- Supporting the FIA Foundation by becoming a partner of the Global Initiative for Child Health & Mobility.
- Produce specific policy recommendations that actively address the needs of vulnerable groups.