



Addis Ababa, Ethiopia, and Bogotá, Colombia, Receive 2021 Vision Zero for Youth Leadership Awards

CHAPEL HILL, N.C., US (May 18, 2021) – Strong leadership is key to creating safer streets for children, and this is the case across the globe. The Vision Zero for Youth initiative is pleased to name Addis Ababa, Ethiopia, and Bogotá, Colombia, as the recipients of the 2021 International Vision Zero for Youth Leadership Awards. Led by the National Center for Safe Routes to School with support from the FIA Foundation, the International Vision Zero for Youth Leadership Award recognizes noteworthy road safety practices that can inspire other cities to take bold steps to reach zero traffic deaths among children and youth in their communities.

“We are honored to recognize Addis Ababa, Ethiopia, and Bogotá, Colombia for their commitment to prioritizing, advancing and promoting road safety and mobility, especially for children and youth, in their cities,” said Nancy Pullen-Seufert, Director, National Center for Safe Routes to School, UNC Highway Safety Research Center. “We hope recognizing the outstanding achievements of these cities and their partners will inspire other cities take bold steps to reach zero traffic deaths among children and youth in their communities too.”

Addis Ababa is receiving the International Award thanks to a sustained commitment to prioritizing children and youth in efforts to advance road safety and mobility for all road users, including:

- prioritizing youth pedestrians in road safety policy;
- implementing traffic calming measures to decrease speed in school zones;
- providing and improving pedestrian infrastructure in school zones; and
- supporting car-free “streets for people” days once per month to help change mindsets away from motor vehicles and to create play space for youth.

Bogotá is receiving the International Award thanks to a sustained commitment to fostering a culture of safe, active transportation for children and youth, including:

- committing to a specific target of zero road fatalities among youth;
- implementing traffic calming measures to decrease speed in school zones;
- encouraging safe biking and walking by promoting “Ciempiés” (or a walking school bus) and “Al Colegio en Bici” (or “Bike to School”) initiatives, ultimately helping more than 6,000 children from 100 schools to make safe trips to and from school through walking and cycling caravans;
- changing streets to reduce speeds around schools; and
- creating public spaces to encourage all ages to walk.

"We are honored to have been granted this award by the Vision Zero for Youth committee. Bogotá is devoted to achieving a zero youth road fatalities target and this is recognition of that effort," said Claudia López, Mayor of Bogotá, Colombia. "We are building a caring city, where citizens' wellbeing is at the heart of every decision, and children are of course a big part of it. If children feel safe on the streets and the city, so will adults. We look forward to sharing this experience with other cities to collectively strengthen our policies towards safe mobility."



Notably, both Addis Ababa and Bogotá continued—and even expanded—their efforts to advance road safety and mobility during the COVID-19 pandemic.

- In Addis Ababa, the COVID-19 pandemic has made walking and cycling the preferred mode of transportation. The Ministry of Transport is integrating public transport systems with walking and cycling infrastructure in order to improve resilience in future.
- In an effort to help essential workers get around during the public health crisis and reduce the use of public transportation to minimize passenger exposure to COVID-19, Bogotá created an additional 80 km of provisional bike lanes to expand the existing 550 km biking network. The mayor is considering making these lanes permanent because of this success.

The 2021 Awards will be virtually presented to Addis Ababa and Bogotá in the coming weeks, and the winners will be celebrated during [UN Global Road Safety Week, May 17-23, 2021](#).

The International Vision Zero for Youth Leadership Award recognizes and highlights noteworthy road safety practices with the goal of inspiring other cities to take bold steps to reach zero traffic deaths among children and youth. The International Award is an expansion of an award program that began in the U.S. in 2017. It is guided by the International Vision Zero for Youth Committee, which is comprised of international road safety organizations. The city of Fortaleza, Brazil, was the first recipient of the International Award in 2020.

To learn more about the Vision Zero for Youth and the International Award, visit: www.visionzeroforyouth.org.

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About Vision Zero for Youth

Launched by the National Center for Safe Routes to School in 2016, the Vision Zero for Youth initiative encourages communities and elected officials to focus safety improvements and efforts to slow traffic speeds where children and youth travel. Starting with youth can be the spark that creates community support for a broader Vision Zero program to eliminate all traffic fatalities. The initiative includes resources, ideas for taking action, opportunities for city leaders to commit, and national and international recognition programs. Support for the initiative is provided by the FIA Foundation, UNC Highway Safety Research Center, and the Pedestrian and Bicycle Information Center. Learn more at www.visionzeroforyouth.org.

About National Center for Safe Routes to School

Established in 2006, the National Center for Safe Routes to School helps communities change their culture around safe and active travel. Its role includes national coordination and technical



assistance for US Walk to School Day and Bike to School Day, and providing tools, training, research and evaluation for safe walking and bicycling for children and youth. The National Center for Safe Routes to School served as US Federal Highway Administration's clearinghouse for the federal SRTS program for eleven years. Learn more at www.saferoutesinfo.org.