

Partnership to advance Child Road Safety





**WE TRANSFORM
MINDSETS BY
OFFERING
LEARNING,
ANALYTICAL AND
CAPACITY-CENTRED
SOLUTIONS FOR
A MORE
SUSTAINABLE
WORLD.**

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CHAPTER 1

Alignment with the 2030 Agenda for Sustainable Development

9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



10 REDUCED
INEQUALITIES



11 AFFORDABLE
AND CLEAN
ENERGY



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



United Nations
ECA - ECARE

16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS

17 PARTNERSHIPS
FOR GOALS



SUSTAINABLE
DEVELOPMENT
GOALS

Alignment with the 2030 Agenda for Sustainable Development



⊕ The 2030 Agenda for Sustainable Development has set a goal of reducing road traffic deaths and injuries by 50% by 2020 - a target that is unlikely to be met. In addition, Road Safety and related partnerships have a role to play in advancing three 2030 Sustainable Development Goals and targets.

SDG 3



Ensure healthy lives and promote well-being for all at all ages.

Target 3.6:

By 2020, halve the number of global deaths and injuries from road traffic accidents.

SDG 11



Make cities and human settlements inclusive, safe, resilient and sustainable.

Target 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.

SDG 17



Strengthen the means of implementation and revitalize the global partnership for sustainable development.

Target 17.16:

Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries.

Alignment with the Global Road Safety Performance Targets



A PARTNERSHIP TO ADVANCE ROAD SAFETY FOR CHILDREN



GLOBAL ROAD SAFETY PERFORMANCE TARGET

TARGET 8

By 2030, increase the proportion of motor vehicle occupants using safety belts or standard child restraint systems to close to 100%


Global Road Safety Performance Targets

TARGET 1
2020



By 2020 all countries establish a comprehensive multisectoral national road safety action plan with time-bound targets.

TARGET 2
2030



By 2030, all countries accede to one or more of the core road safety related UN legal instruments.

TARGET 3
2030



By 2030, all new roads achieve technical standards for all road users that take into account road safety, or meet a three star rating or better.

TARGET 4
2030




By 2030, more than 75% of travel on existing roads is on roads that meet technical standards for all road users that take into account road safety.

TARGET 5
2030




By 2030, 100% of new (defined as produced, sold or imported) and used vehicles meet high quality safety standards, such as the recommended priority UN Regulations, Global Technical Regulations, or equivalent recognized national performance requirements.

TARGET 6
2030



By 2030, halve the proportion of vehicles travelling over the posted speed limit and achieve a reduction in speed-related injuries and fatalities.

TARGET 7
2030



By 2030, increase the proportion of motorcycle riders correctly using standard helmets to close to 100%.

TARGET 8
2030



By 2030, increase the proportion of motor vehicle occupants using safety belts or standard child restraint systems to close to 100%.

TARGET 9
2030



By 2030, halve the number of road traffic injuries and fatalities related to drivers using alcohol, and/or achieve a reduction in those related to other psychoactive substances.

TARGET 10
2030



By 2030, all countries have national laws to restrict or prohibit the use of mobile phones while driving.

TARGET 11
2030



By 2030, all countries to enact regulation for driving time and rest periods for professional drivers, and/or accede to international/regional regulation in this area.

TARGET 12
2030



By 2030, all countries establish and achieve national targets in order to minimize the time interval between road traffic crash and the provision of firsts professional emergency care.

- PILLAR 1: Road safety management
- PILLAR 2: Safer roads and mobility
- PILLAR 3: Safe vehicles
- PILLAR 4: Safe road users
- PILLAR 5: Post-crash response



Following the request of the United Nations General Assembly, on November 22, 2017 Member States reached consensus on 12 global road safety performance targets.

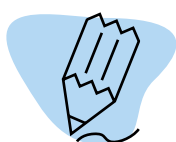
For more information:
http://www.who.int/violence_injury_prevention/road_traffic/road-safety-targets/en/



CHAPTER 2

*About the
Partnership*

Strategic Partnership to advance Child Road Safety



Signing ceremony of the agreement in Geneva, hosted by the UN Assistant Secretary and Chief of UNITAR Mr. Nikhil Seth



JOIE becomes a **Global Partner** to promote Child Road Safety worldwide

OBJECTIVES OF THE PARTNERSHIP

- Contribute to knowledge exchange and sharing of solutions that improve child road safety.
- Promote the implementation of risk prevention programs amongst the most vulnerable users (Children).
- Develop tools and educational resources that contribute to increase knowledge on measures that improve child road safety.

⊕ **Joie shares the UN SDG's ambitious target of halving the global number of deaths and injuries from road traffic crashes by 2030.**

CHAPTER 3

Key Deliverables in 2020



EDUCATIONAL MATERIALS:
CHILDREN'S BOOK



ONLINE TRAINING
COURSE



DIGITAL PRODUCTS:
VR & 360° VIDEO



BENEFICIARIES FROM
TARGETED COUNTRIES
REACHED

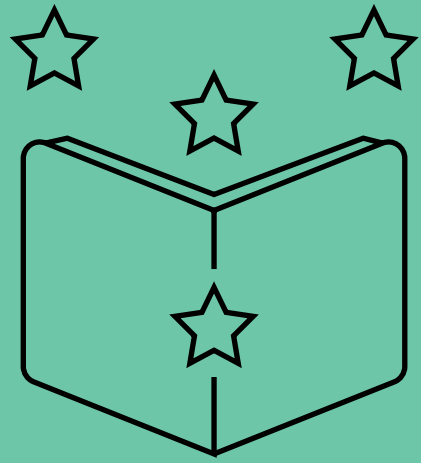


A collaborative partnership to collectively advance Child Road Safety given the significant need for accelerated, innovative action to create change and the mutual commitment of both organisations.

Educational materials

Children's Book on Road Safety "The Wheel Crew"

May 2020



About the Project

- ⊕ Through the adventures of the characters of the story, “La Pandilla de la Rueda (The Wheel Crew)” aims to teach children in a fun way about how to be safe when walking or traveling on wheels.

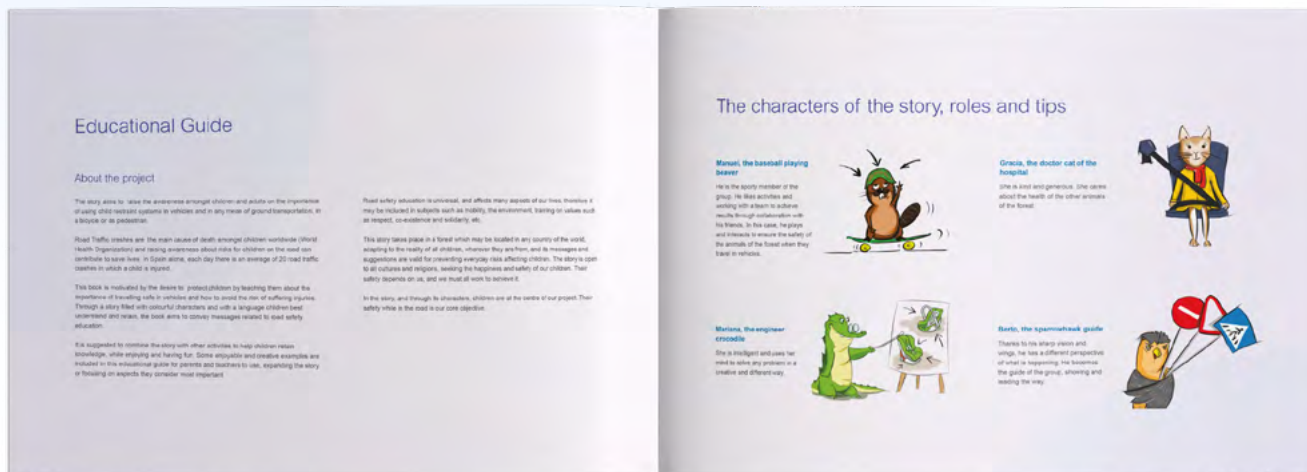
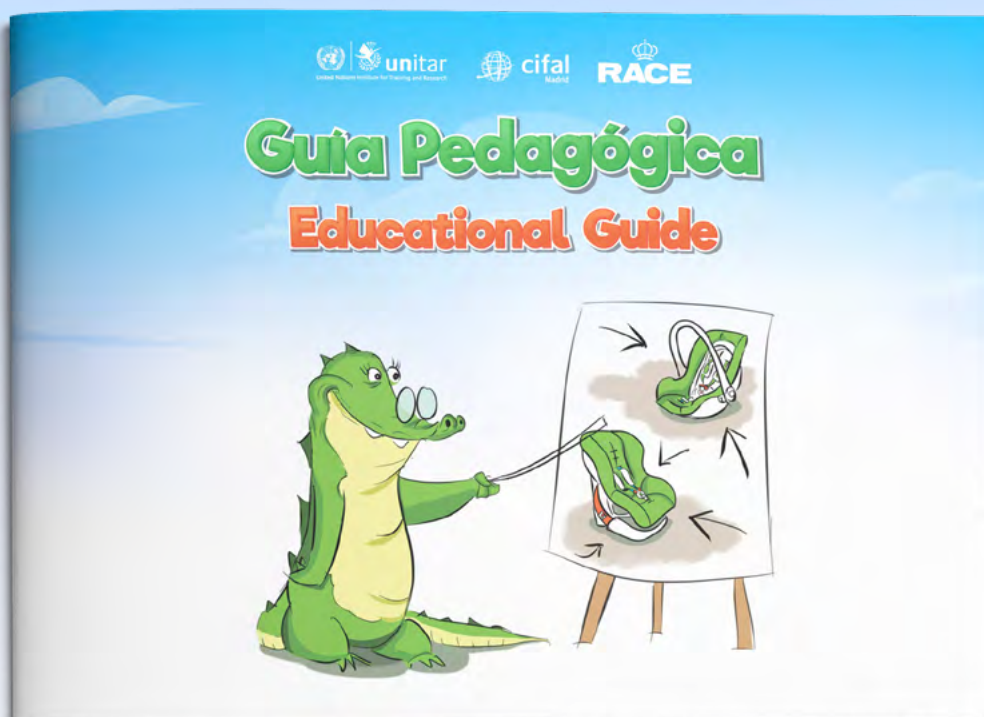


Developed in collaboration with children’s book writers, road safety experts and teachers.



First Children’s Book on Road Safety published by UNITAR
Free download available in Spanish and English

Educational Guide



⊕ **The book is accompanied by an educational guide that provides parents and teachers ideas, games and exercises that can be used to teach children about the importance of seat belts, child restraint systems, traffic rules, and safety principles.**



Free download.
Available in Spanish and English.



Developed in collaboration with road safety experts, teachers and psychologists.

Activity Book



⊕ This activity notebook, which accompanies the storybook, offers a series of fun activities for children designed to learn about road safety principles through crosswords, coloring, matching images and others.



In collaboration with **SmartBaby Foundation, JOIE / NUNA and CIFAL Madrid RACE.**

Colorea a Wali como aparece en la imagen:



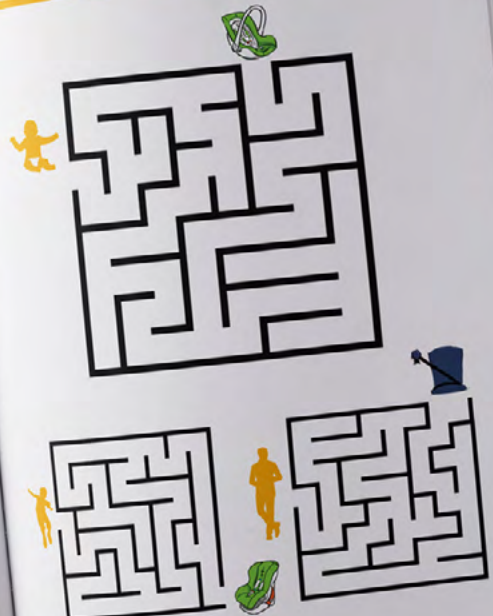
Relaciona a los personajes con sus respectivos nombres:

Gracia Mariana Berto Manuel



4

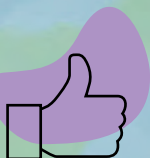
Ayuda a nuestros amigos a encontrar la protección que les corresponde:



Joie

5

Joie



Free download.
Available in Spanish and English.

Children's Book on Road Safety: Available online



UNITAR'S WEB PAGE

<https://www.unitar.org/sustainable-development-goals/people/our-portfolio/road-safety-initiative/child-road-safety>

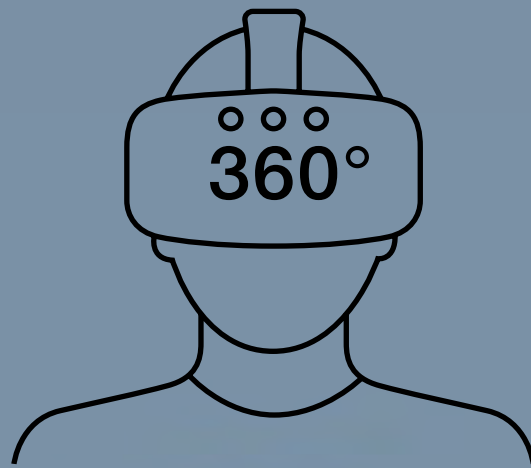


CIFAL MADRID'S WEB PAGE

<https://www.cifalmadrid.org/en/cifal-madrid-race-with-childrens-road-safety/>

Digital products

Virtual Reality & 360° Video



About the Project

A directional 360 degree video to be used with Virtual Reality (VR) glasses or a mobile device, showing the risks of not using a child restraint system inside cars. Users will live the experience of a crash, knowing the consequences in a out-of-position scheme.

The video also includes information on JOIE products, technology, groups and best practices through interactive elements, showing more information on safety. The video ends with practical tips on how to install the seat in a car safely. Aimed to targets dealers, customers and JOIE staff.



This VR project counts with an introductory video presented by the UN Assistant Secretary-General and Executive Director of UNITAR Mr. Nikhil Seth.

Link: <https://youtu.be/81RwzAgiWkQ>





The Video includes 3 components:

PART 1: CRASH TEST



A directional 360° video, to be used with VR glasses or directly via cell phone, showing the risks of not using a child restraint system inside cars. Users will live the experience of a crash, knowing the consequences in a out-of-position scheme.

The video also includes information on CRS, groups and best practices, with tips on how to install the seat in a car safely.

Feel this VR experience in your cell phone in:

https://youtu.be/H_04l7M9CGY

PART 2. SHOWROOM



Knowing the technology and the development of the CRS manufacturers is essential to offer the best recommendations to dealers and customers. For this reason, the VR Video allows to walk inside the JOIE showroom to know the latest product launches.

This directional 360° video can be used with VR glasses or directly via cell phone.

This part of the video also includes five hotspots with additional information.

Do you want to know the JOIE showroom as you were there?

Link in:
<https://youtu.be/uUYNeoxU9V0>

PART 3. HOW TO INSTALL



We will shoot 2 different scenes:

- First scene (360° video) inside the car.
- Second scene (video 2D) from the car exterior.

In the video we will have 5 hotspots that will activate 5 pop-ups with multimedia provided by JOIE.

https://youtu.be/HHbC_pKcUM



Online Training

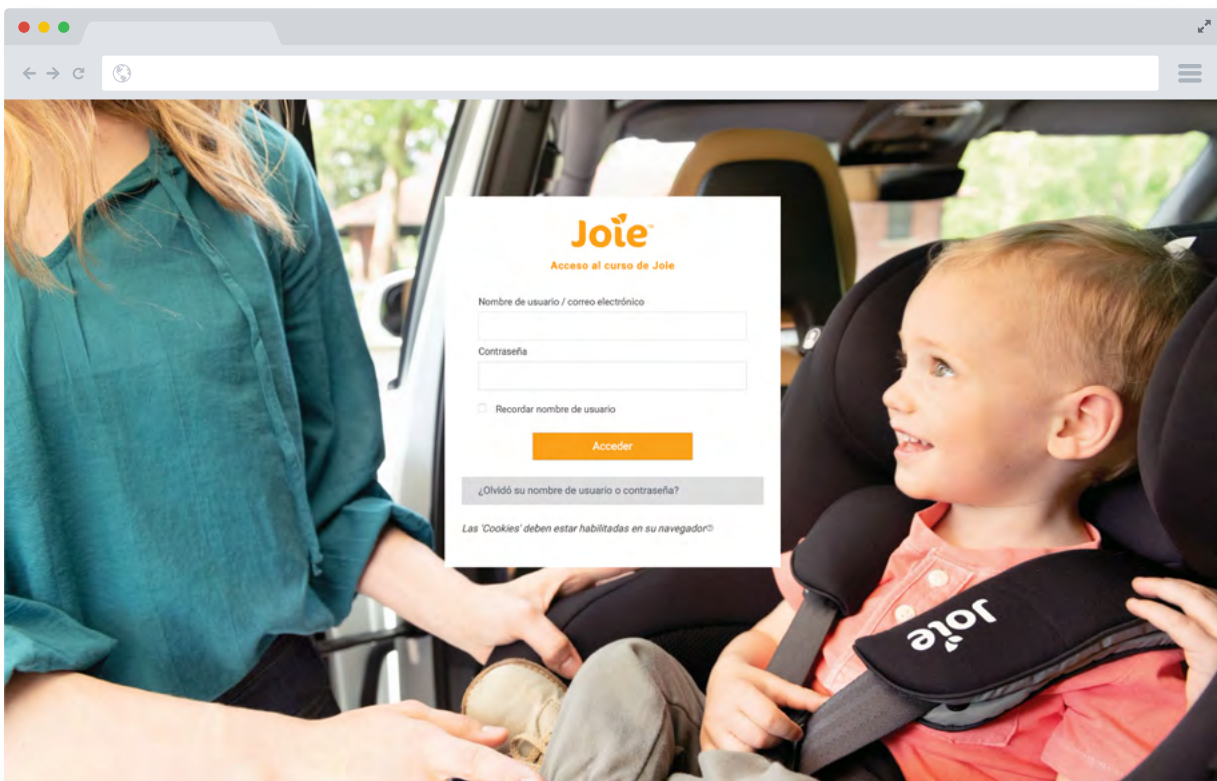
December 2020

1. e-Learning Course on Child Road Safety

This e-learning course launched in December 2020 focuses on preventing injury risks for children as a result of a road traffic crash.

The course offers a comprehensive overview on safety and goes into further detail on vehicle journeys, which is where the greatest lack of information exists.

This e-learning course aims to serve as an interactive and multimedia based tool for dealers, customers, JOIE staff... and road users worldwide.

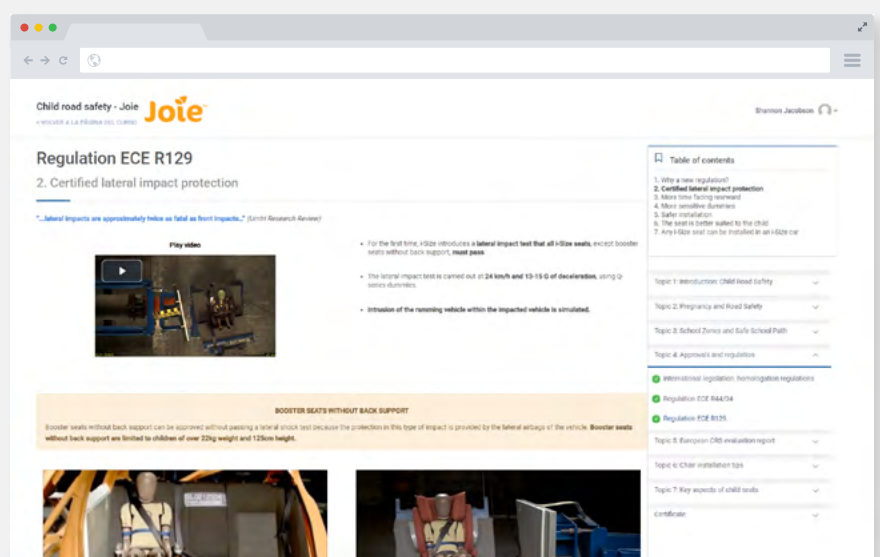
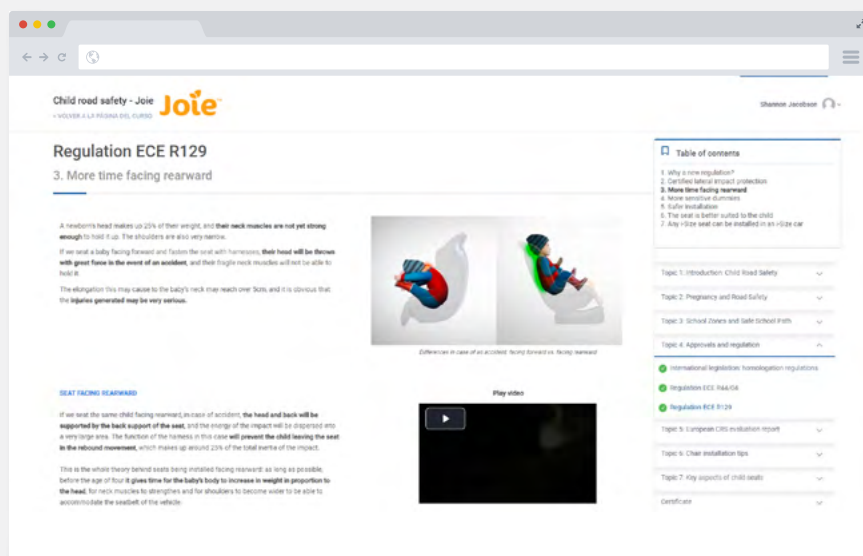


CHILD ROAD SAFETY E-LEARNING JOIE

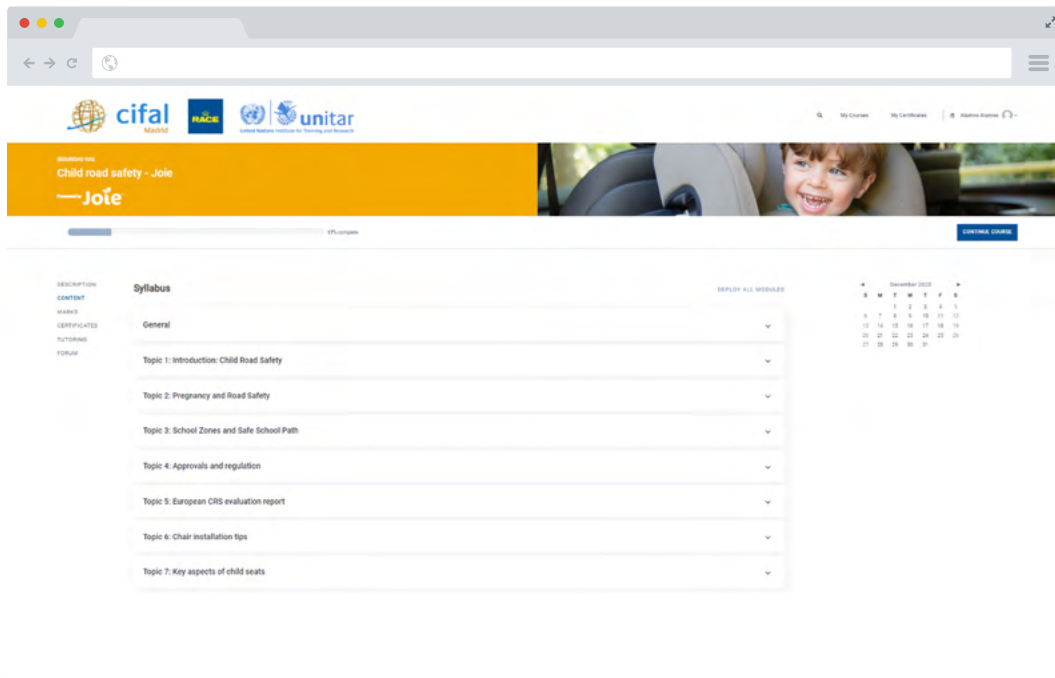
<http://cifalmadrid.enala.biz/curso/joie>

Characteristics of this e-learning course

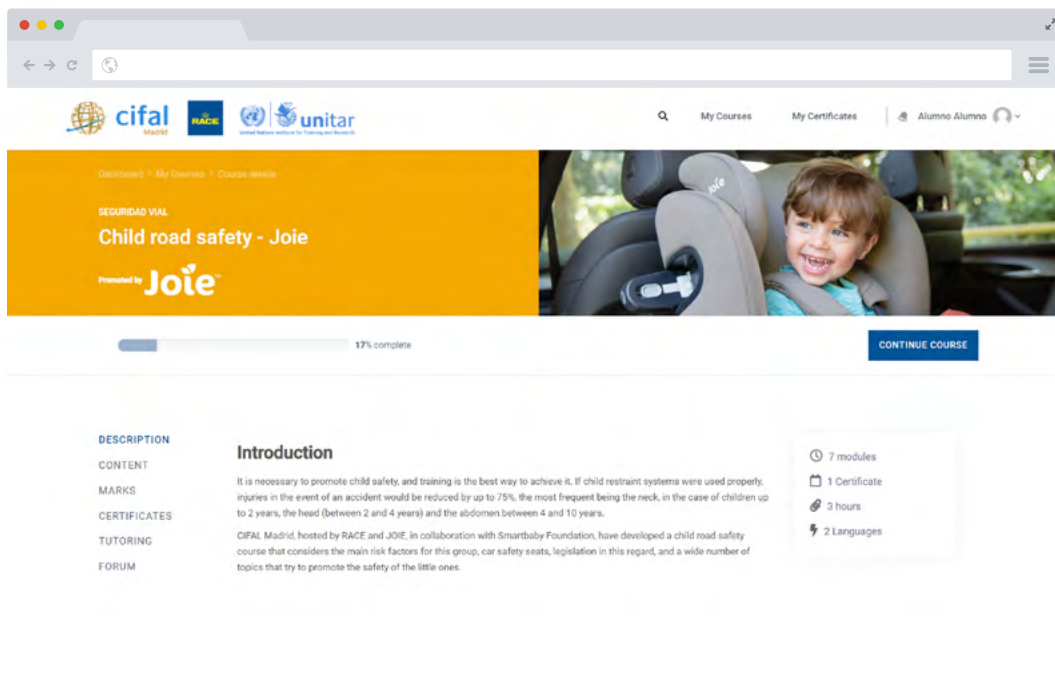
- Flexible and interactive distance learning available in web format, supported by online media (forum, chat, messages) and assistance related to the topics studied through problem-solving and FAQs.
- “Just in time” training: where and when it is needed, with the option to resume whenever necessary.
- The user/student is at the centre of the learning process and, with support from a tutor, they learn content in “knowledge pills” (short blocks that are easy to take in).
- It uses multimedia resources, such as videos, webinars, graphics, etc.



Page with content outline



Entry page after login (registered user)



Example of content (module 4, homologations)

Child road safety - Joie

International legislation: homologation regulations

APPROVED SEATS

In the majority of countries which have legislation on Child Restraint Systems (CRS), it is indicated that children must travel in an approved seat, appropriate for their height and weight.

WHAT IS AN APPROVED SEAT?

An approved seat is one which has passed a series of tests which guarantee a minimum level of protection in the event of an accident.

DO ALL SEATS OFFER THE SAME PROTECTION?

The answer is obviously 'no'. All seats pass the minimum established by regulations, but not all seats are the same. Each family must select the seat that best meets their needs.

In Europe, there are currently 2 different approval standards:

- ECE R44/04 which is being phased out.
- R129 (also known as I-Size), which is replacing it.

These are the labels that SRI should carry

ECE-R44/04
Manufacturer's name
ECE-R44/04
universal
9-18 kg
E4

I-Size
Homologation name
I-Size
67cm - 105cm
<18.5 kg
E4
129R-000001

Child's height and weight
Place where the approval has been made
E4: Europe
129R-000001: Homologation number

Table of contents

- Topic 1: Introduction: Child Road Safety
- Topic 2: Pregnancy and Road Safety
- Topic 3: School Zones and Safe School Path
- Topic 4: Approvals and regulation
- International legislation: homologation regulations
- Regulation ECE R44/04
- Regulation ECE R129
- Topic 5: European CRS evaluation report
- Topic 6: Chair installation tips
- Topic 7: Key aspects of child seats

Example of flash content (Groups)

Child road safety - Joie

Regulation ECE R44/04

7. Combined seats

7.1. Group 0+/1

GROUP 0+/1
From 6 to 18kg (newborn to approx. 4 years)

FEATURES

- Many of these incorporate the **rotation function**. This function allows the seat to be rotated toward the door of the car and facilitates the operation of seating the child or removing them.
- These seats are **left attached in the vehicle** and cannot be placed on top of a pram.

IMPORTANT!
360° rotating seats are particularly suitable for 2 or 3 door cars because they allow the child to be placed in the seat from outside the car.

In seats without rotation, to seat the child in a 2 or 3 door car, the baby must be carried into the car in the arms, sitting on the back seat and placing the baby in the seat, adjusting the harness, then getting out of the car and sitting in the driver's seat to start driving.

Table of contents

- 1. Introduction
- 2. Group 0
- 3. Group 0+
- 4. Group 1
- 5. Group 2
- 6. Group 3
- 7. Combined seats
- 7.1. Group 0+/1
- 7.2. Group 0+1/2
- 7.3. Group 0+1/2/3
- 7.4. Group 1/2/3
- 7.5. Group 1/2
- 8. Requirements for approval

Topic 1: Introduction: Child Road Safety

Topic 2: Pregnancy and Road Safety

Topic 3: School Zones and Safe School Path

Topic 4: Approvals and regulation

International legislation: homologation regulations

Regulation ECE R44/04

Regulation ECE R129

Topic 5: European CRS evaluation report

Topic 6: Chair installation tips

Topic 7: Key aspects of child seats

Certificate of Completion

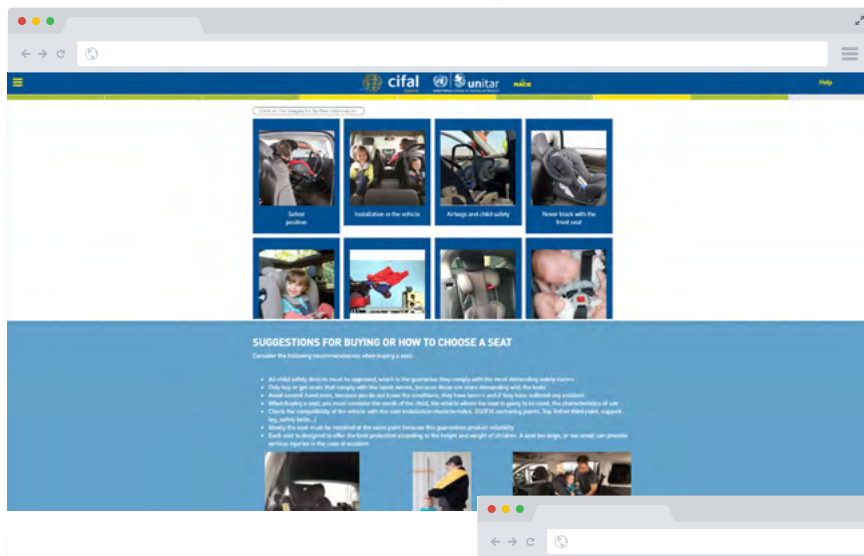
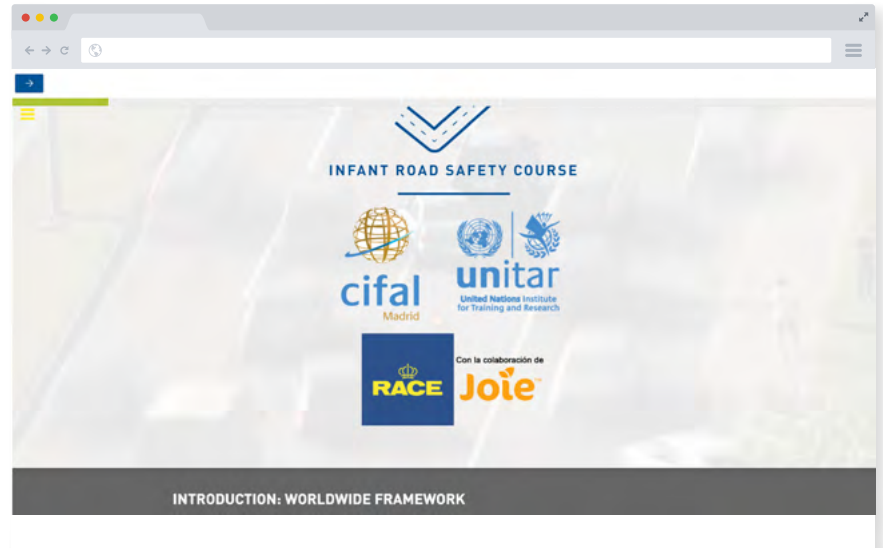


2. e-Learning Course on Road Risk Prevention - Child Road Safety Module

Through our Virtual Campus, CIFAL Madrid RACE – UNITAR offers a unique course to train users on Road Risk Prevention.

The last edition of the course features a new child road safety module developed by JOIE, with information of products, tips on how to install CRS in vehicles. The module also includes recommendations to choose a child seat.

In 2020, 329 beneficiaries have completed the e-Learning course.

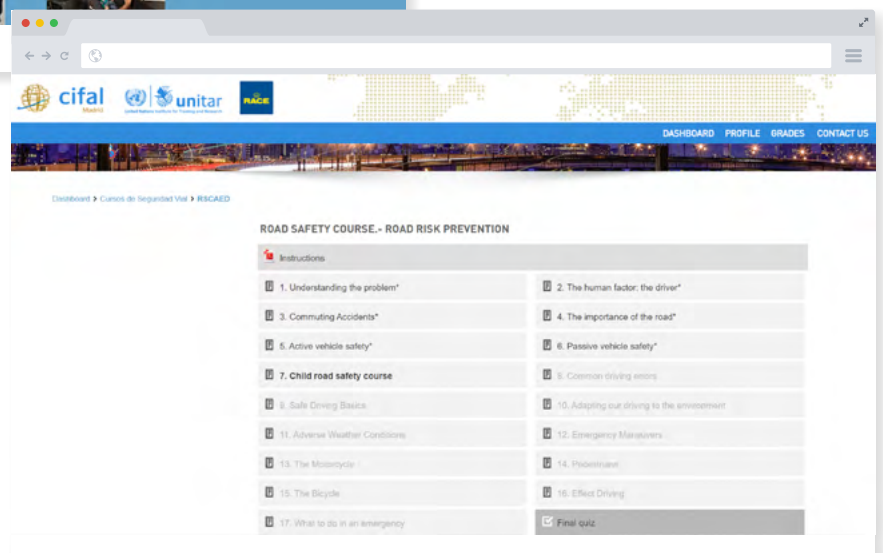


Content modules, including a Child Road Safety information by JOIE.

Available in our link
<https://campus.cifalMadrid.org/>

Do you want to enjoy the course?
Use this code:

User: **raceen3**
Pass: **RqjMxua8Uc**



3. Microlearning Course on Child Road Safety (EdAPP Platform)

November 2020

The World Bank estimates that 44% of the world's population owns a smartphone. Providing road safety education through mobile microlearning based training to reach a broad audience is a key objective of UNITAR.



UNITAR United Nations Institute for Training and Research

ROAD SAFETY GLOBAL TRAINING INITIATIVE

Seguridad Vial Infantil

Niños seguros y protegidos en su sillita!

Microlearning Disponible en: www.edapp.com/course/seguridad-vial-infantil

Joie RACE cifal Madrid

The Microlearning on "Child Road Safety" aims to raise awareness about appropriate child restraint systems and its effectiveness in reducing death and injury, as well as to provide information about safety standards, categories and regulations of car seats, and the elements that help protect children when using restraint systems.

Available in the UNITAR – Road Safety section of the EdApp Library.

4. Microlearning Course on Car Safety during Pregnancy (EdAPP Platform)

November 2020

Women are at increased risk of being seriously injured during a motor vehicle accident. This Microlearning Course aims to raise awareness about the risks for pregnant women while driving and to provide seat belt use recommendations during pregnancy.

United Nations Institute for Training and Research

unitar

ROAD SAFETY GLOBAL TRAINING INITIATIVE

Seguridad vial Embarazo

Microlearning

Disponible en: www.edapp.com/course/seguridad-vial-y-embarazo

Joie™ RACE cifal Madrid

Available in the UNITAR – Road Safety section of the EdApp Library.



*Beneficiaries
reached*



Beneficiaries reached

CHILDREN'S BOOK ON ROAD SAFETY "THE WHEEL CREW"

733

Downloads globally

May – December 2020

E-LEARNING COURSE ON ROAD RISK PREVENTION FEATURING "CHILD ROAD SAFETY MODULE"

329

Participants completing the course

June – December 2020

MICROLEARNING COURSES ON "CHILD ROAD SAFETY" AND "CAR SAFETY DURING PREGNANCY"

71

Users

November 2020

ROAD SAFETY LEARNING AND PARTNERSHIP ONLINE PLATFORM

1,091

Total number of visitors

3,126

Views

109

Total number of countries where visitors are coming from

EXECUTIVE EDUCATION: POSTGRADUATE PROGRAMME ON ROAD SAFETY MANAGEMENT AND LEADERSHIP

38

Road safety professionals

Representing 9 countries from Ibero-America

CHAPTER 4

Institutional presence and publications in 2020

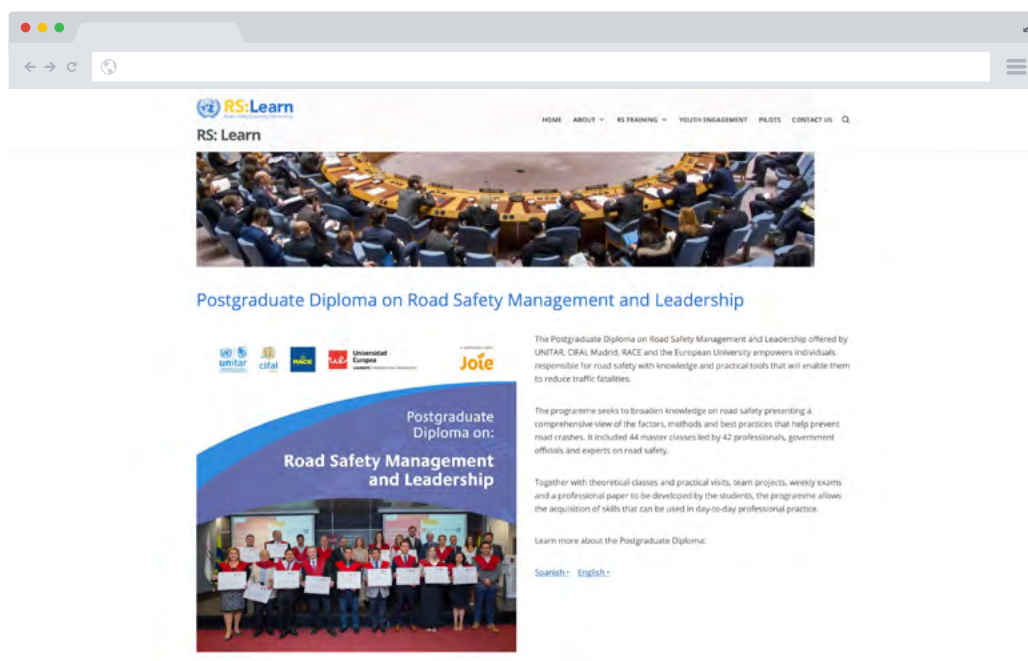


Presence of JOIE in RS: learn, UNITAR's road safety learning and partnership platform



More information in: <https://un-roadsafety-learn.org/>

Presence of JOIE in UNITAR and CIFAL Madrid post graduate programme on road safety management and leadership



More information in: <https://un-roadsafety-learn.org/>

Presence of Joie in UNITAR's Executive Education Programme

III POSTGRADUATE PROGRAMME ON ROAD SAFETY MANAGEMENT AND LEADERSHIP OFFERED BY UNITAR, CIFAL MADRID AND THE EUROPEAN UNIVERSITY, IN COLLABORATION WITH JOIE

The postgraduate Programme offers professionals from the public and private sector -who are already working or want to focus their careers on road safety management - a variety of tools that allow them to design solutions in the field of road safety and related areas.

**Post-graduate Certification:
Expert in Road Safety
Management and Administration**

Online course 2020

Universidad Europea

cifal **RACE** **unitar**

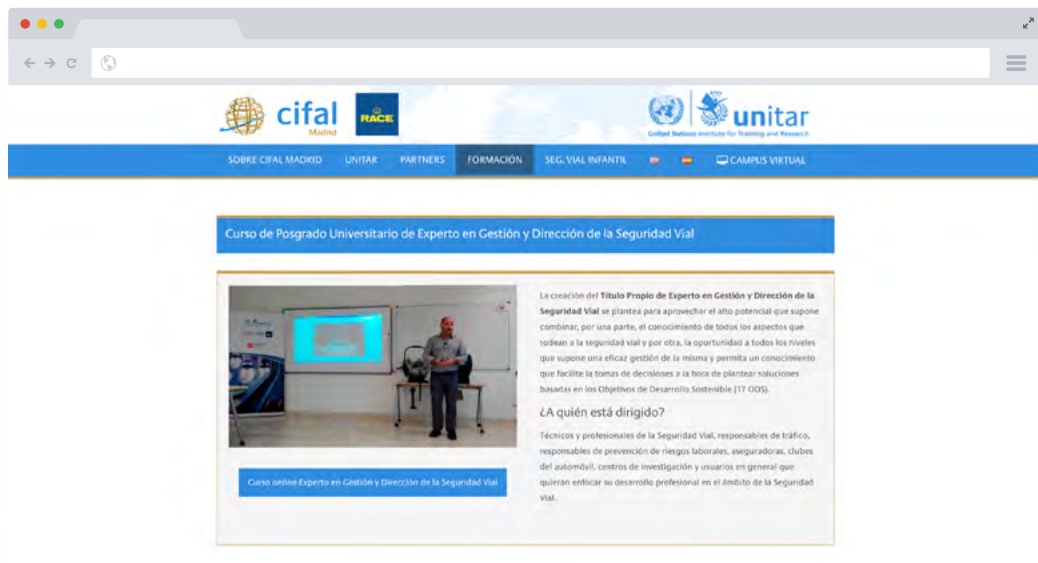
*Ayudamos a construir un mundo mejor
Helping to build a better world
Nous aidons à construire un monde meilleur*

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www.cifalmadrid.org | www.race.es | www.unitar.org

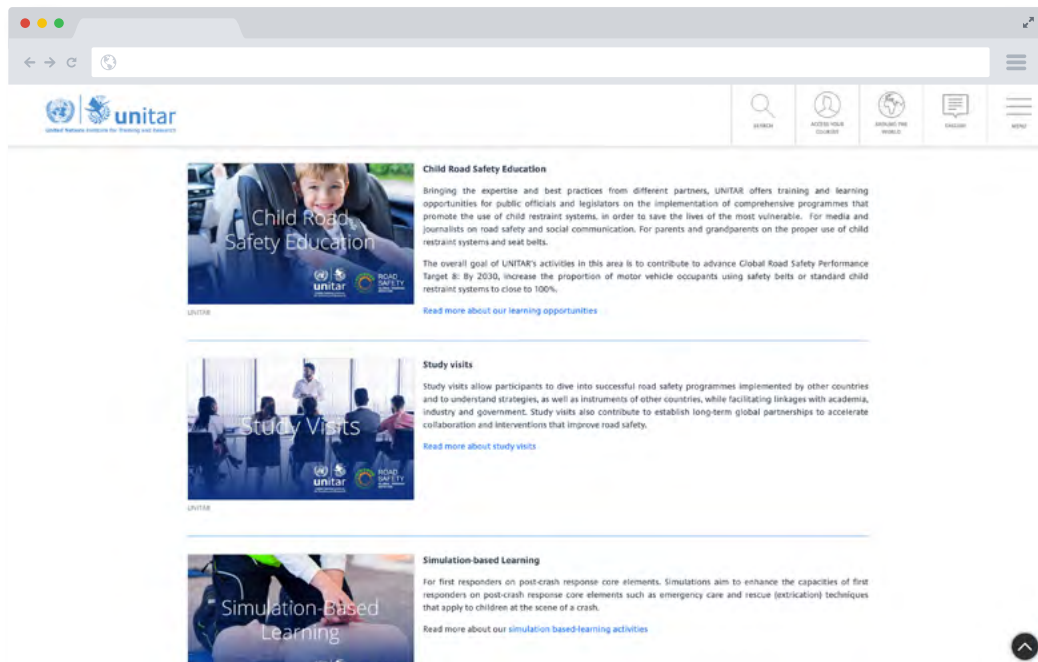
With the collaboration of **Joie**

More information in:
<https://www.cifalmadrid.org/en/training/intensive-postgraduate-online-course-on-road-safety/>

JOIE participates in the Programme as Resource Expert Partner



Child Road Safety Initiative in the UNITAR's website...

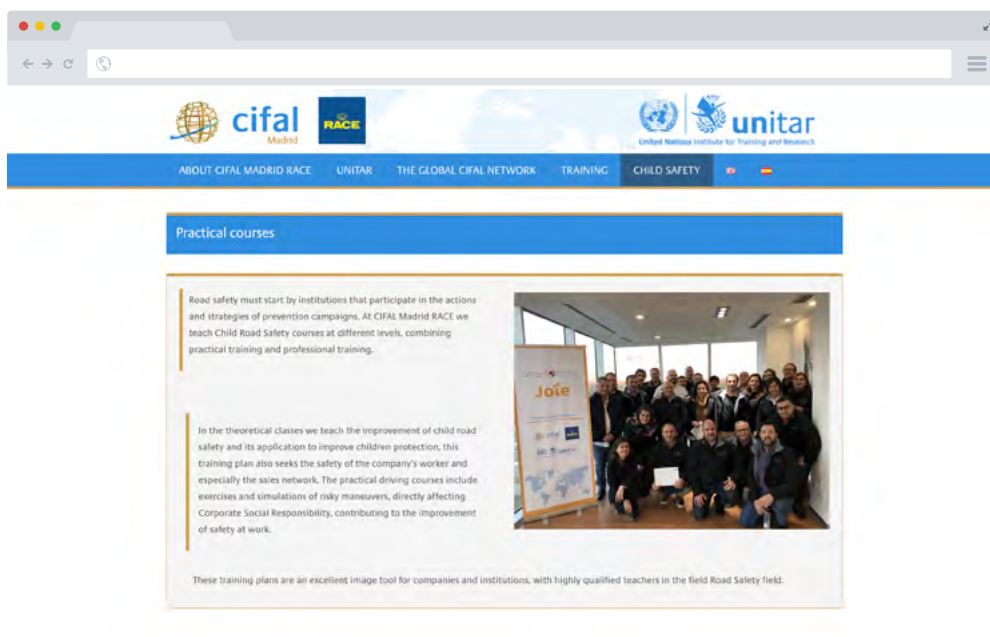


More information in:
<https://www.unitar.org/sustainable-development-goals/people/our-portfolio/road-safety-initiative>

... and also in the CIFAL Madrid RACE website...

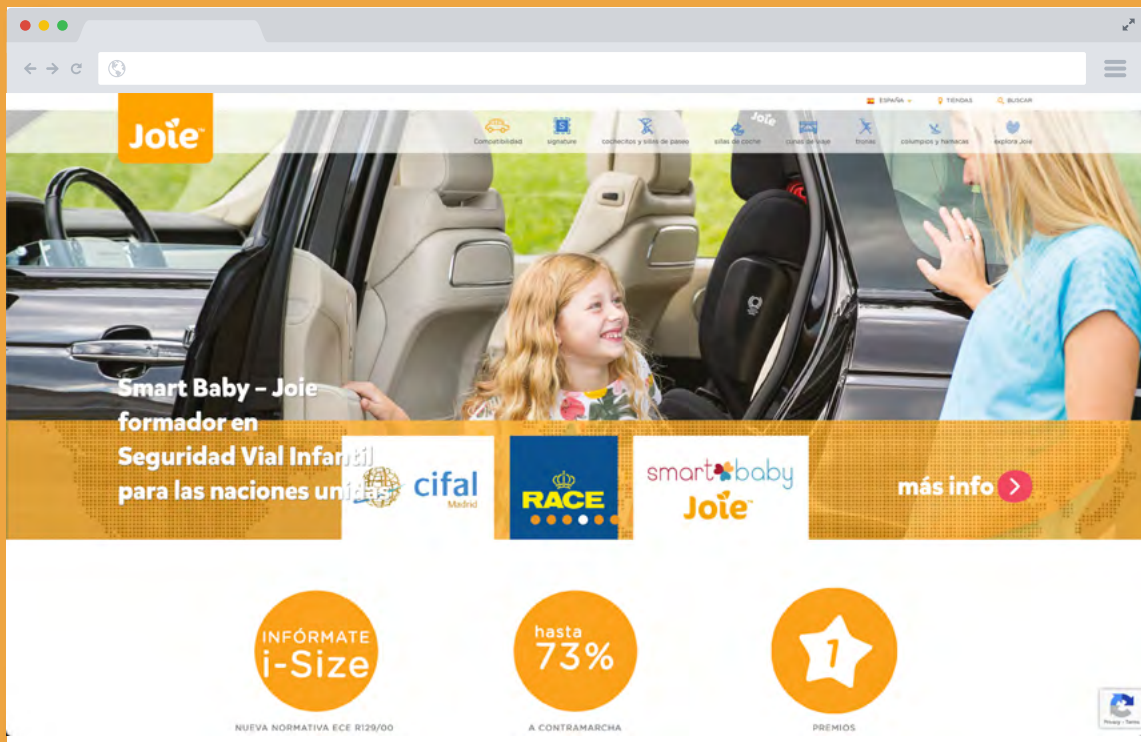
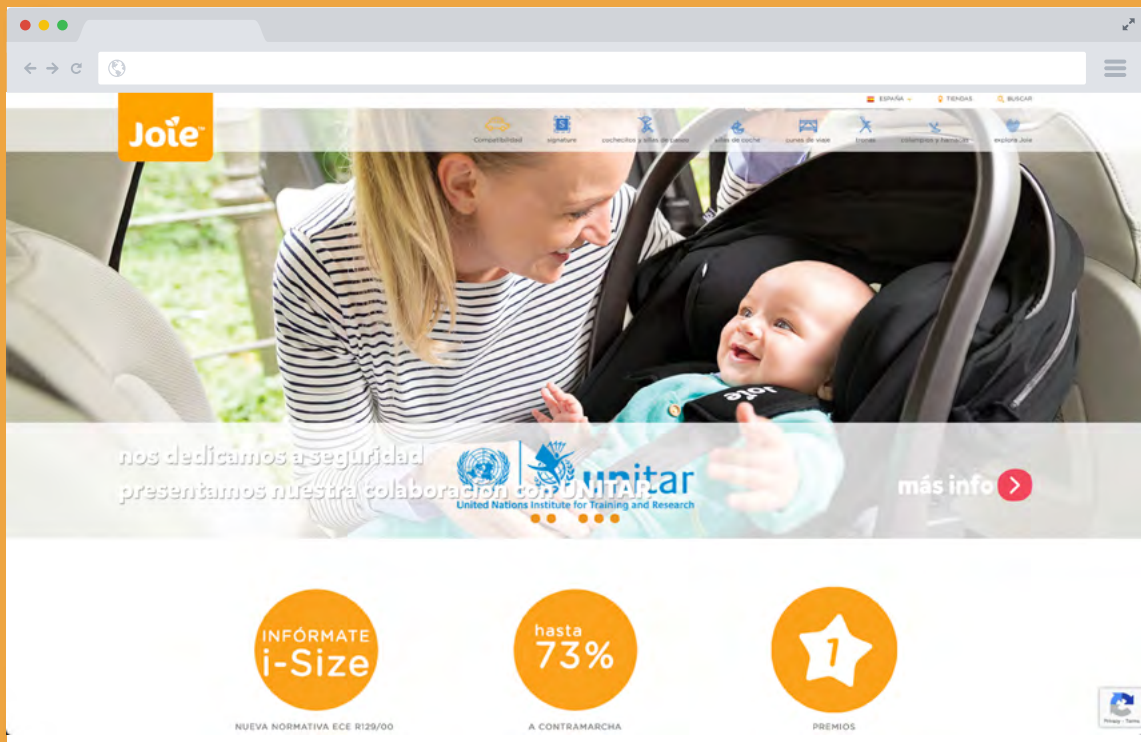


More information in:
<https://www.cifalmadrid.org/en/about-cifal-madrid-race/partners/>



More information in:
<https://www.cifalmadrid.org/en/cifal-madrid-race-with-childrens-road-safety/>

... and in the
JOIE website



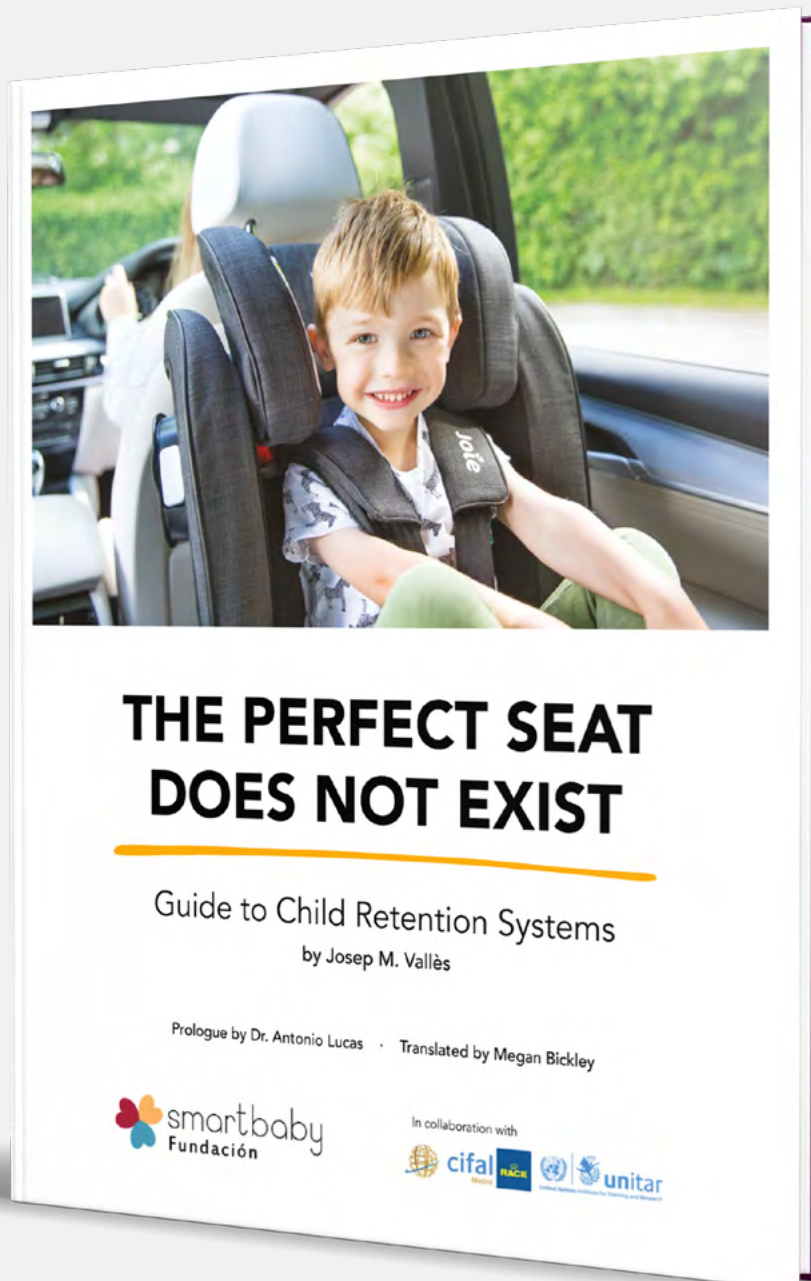
More information in: <https://es.joiebaby.com/>

Publication

THE PERFECT SEAT DOES NOT EXIST

The objective of this publication is to provide recommendations for the selection of the best car seat to fit the needs of each family and each child.

The book includes information and training on the global regulatory framework, regulations, independent testing, and other practical information such as expiration date of the seats or tips for installing Child Restraint Systems correctly.



JOIE as a global partner in Child Road Safety

Joie i-Traver™
i-Size Booster Seat



1200 mm

Share the joy at joiebaby.com

Joie **unitar**

Joie i-Venture™
i-Size child seat



1200 mm

Share the joy at joiebaby.com

Joie **unitar**

Joie i-Spin Safe™
i-Size and Plus Seated Child Seat



1200 mm

Share the joy at joiebaby.com

Joie **unitar**

Peark and pluses layout & Packaging

perks & pluses

Grow Together™ headrest
Headrest flexes simultaneously adjusting headrest and harness system ensuring it's correct fit for every kid.

Custom Harness Hideaway™
Slush harness in 'hideaway' mode so your kiddo's ready to buckle up in booster mode.

Removable cupholder
Removable cupholder attaches on either side of the seat so that drinks are always accessible.

Joie | unitar
Global Partner for Child Road Safety

Share the joy at joiebaby.com

Revision Notes:

URL gets moved to right side of layout and reduced in size. Product 3/4 photo is reduced in size and bumped up to accommodate the JOIE/UNI graphic in lower left side of layout.

grows to go the distance

2 seats in 1
A group 1/2/3 seat that accommodates little ones from 9-18 kg using the 5-point harness and converts to a belted booster from 15-35 kg.

5-point harness
Adjustable 5-point harness provides powerful protection for even big kids up to 18 kg!

Grow Together™ headrest
Crew-hatch, 10 position headrest and harness adjust together, adjusting the height of restraining.

Proactive protect
Safety on all sides with Guard Surround Safety™ panels designed to absorb and slow the force of impact.

explore elevate
Share the joy at joiebaby.com

Joie | unitar
Global Partner for Child Road Safety

Revision Notes:

Copyright is rotated 90° and placed on the right edge of layout. QR code is moved to bottom left corner. URL is reduced in size and placed under the QR code graphic. JOIE/UNI graphic placed in lower right corner of layout.

perks & pluses

Grow-with-me infant insert
Removable inserts snap together in a variety of configurations to create the perfect fit for growing little ones.

Steel safe security
Soft, cozy comfort meets roadside safety with a recessed reinforced steel inner shell.

Clear metal paths
Colour coded guides clear the path to simple rearward or forward facing installation.

Recline both ways
6 rearward and forward recline positions keep kiddos comfortable through 90° up and down.

Harness Hideaway™
Slush harness in 'hideaway' mode so your kiddo's ready to buckle up in booster mode.

Mesh pockets
Side mesh storage pockets keep travel necessities within view and arm's reach.

Joie | unitar
Global Partner for Child Road Safety

Share the joy at joiebaby.com

Revision Notes:

URL gets moved to right side of layout and reduced in size. Product 3/4 photo is reduced in size and bumped up to accommodate the JOIE/UNI graphic in lower left side of layout.

meet joie™

We combine the highest standards of design, engineering and safety together with the most durable, kid proof materials to create products that make life with small children less work and more fun.

Share the joy at joiebaby.com

Joie | unitar
Global Partner for Child Road Safety

Revision Notes:

JOIE/UNI graphic in lower right corner of layout. URL reduced in size for consistency with other layouts.

An aerial photograph of a winding asphalt road that curves through a dense, lush green forest. Several cars of various colors (red, white, blue, black) are visible on the road, driving in both directions. The road has white dashed lines for lane markings and a solid white line on the outer edge. The forest is thick with trees, and the overall scene is captured from a high-angle perspective.

ANNEXES

Online Presence

Signing Ceremony: some examples of publications online / offline

Bolsamanía
MÉXICO Web Financial Group
09.12.2020 | Actualizado a las 08:32

ÚLTIMAS HORAS CIERRE MERCADO: MÉXICO 05:51

15 mar Bolsa Mexicana de
14 mar Bolsa Mexicana de
13 mar Bolsa Mexicana de

Índice IPC 14,20 -1,80% 00:00 ALSEA 28,72 0,24% 00:00 ASUR-B 303,14 0,23% 00:00 ARCA CONTINTE

Economía/Motor.- CIFAL Madrid, RACE, UNITAR-ONU y Joie firman un acuerdo para la mejora de la seguridad vial infantil

Europa Press | 11 feb, 2020 @ 08:17



Diario de Ferrol
PAÍS: España
PÁGINAS: 26
TARIFA: 736 €
AREA: 371 CM² - 32%

17 Febrero, 2020

FRECUENCIA: Diario
O.J.D.: 12000
E.G.M.: 12000
SECCION: MOTOR

Diversas organizaciones firman un acuerdo de mejora de la seguridad vial

● REDACCIÓN ●
Cada tres minutos muere un niño en el mundo como consecuencia de un siniestro vial, lo que constituye una de las principales causas de muerte entre la población infantil en el mundo, sobre todo en países en desarrollo.

Cifal Madrid, centro de formación de la ONU gestionado por el RACE, el Instituto de las Naciones Unidas para Formación Profesional e Investigaciones (UNITAR) y la firma de puericultura JOIE firman el pasado martes en la sede de la ONU de Ginebra (Suiza) un acuerdo para poner en marcha acciones de formación y concienciación para la mejora de la seguridad vial infantil, con especial foco en Latinoamérica, donde fallecen cada año casi 20.000 niños por siniestros viales.

En el acto de firma estuvieron presentes el subsecretario general de las Naciones Unidas y director ejecutivo de UNITAR, Nikhil Seth, el presidente del RACE, Carmelo Sanz de Barros, y el presidente global de Joie, Brad Bickley, y su director, David Welsh.

El acuerdo, que tiene alcance global y una duración de tres años, prevé la puesta en marcha de acciones de concienciación e iniciativas de formación en varios países de América Latina, así como herramientas de formación para técnicos y profesionales.

Decisión prudente
El compromiso se centra en la promoción de acciones de capacitación de técnicos y profesionales, en la concienciación de usuarios y, sobre todo, en la puesta en marcha de acciones encaminadas a la mejora de la seguridad de los peatones en sus desplazamientos ya sea como ocupantes de un vehículo o como peatones.

Para el periodo comprendido durante este año 2020, ya se ha confirmado la puesta en marcha de acciones de formación en México y en Ecuador, con la celebración de jornadas especializadas que incluyen talleres dirigidos a técnicos, policías, educadores, así como ejercicios prácticos de concienciación pedagógica como parte del programa de capacitación de profesionales de emergencias.

Una de las medidas más efectivas para proteger a los pasajeros de lesiones y muerte durante un accidente de tráfico es el uso de sillas de seguridad infantil y de los cinturones de seguridad, destacó el subsecretario General de Naciones Unidas y director ejecutivo de UNITAR, Nikhil Seth, en el transcurso del acto de firma.

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Latinoamérica.- CIFAL Madrid RACE, UNITAR-ONU y Joie firman un acuerdo global para la mejora de la seguridad vial infantil



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ESTAMOS PARA PROTEGETE. LLAMA AL 017.

017 SERVICIO DE EMERGENCIAS DE SEGURIDAD

ÚLTIMAS NOTICIAS / NOTIMÉRICA

15:53 Política
Holanda investiga al consejero delegado de UBS por un caso de blanqueo de capitales en ING

15:48 Deportes
Fútbol.- Eleven Sports remove su acuerdo para emitir partidos de La Liga en Bélgica hasta la temporada 23-26

15:47 Política
Ghana.- Cinco muertos en Ghana en

DKV Salud
SOMOS ACTIVISTAS DE LA SALUD. JOIES DE LOS NIÑOS.

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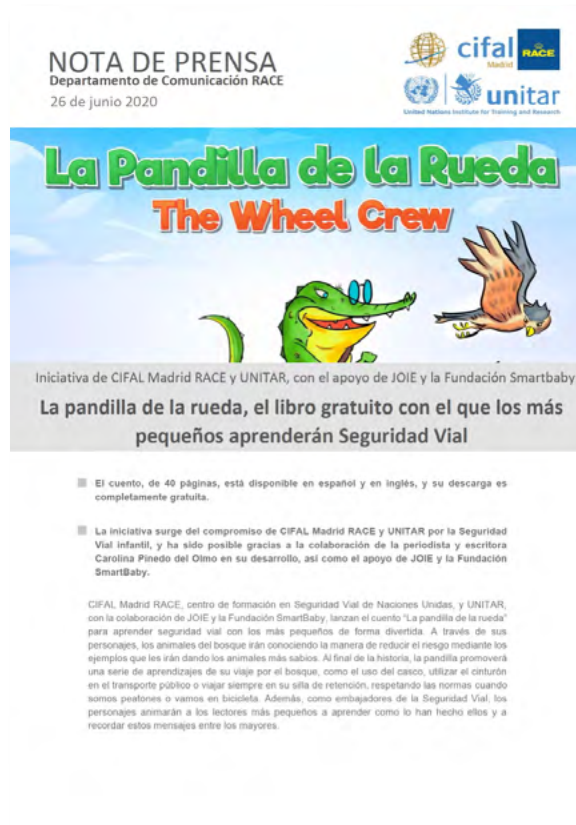
Los participantes en la firma del acuerdo, la ceremonia pasada en Ginebra.

Children's Book on Road Safety: Communication and publications



Available in:

<https://unitar.org/about/news-stories/news/unitar-presents-la-pandilla-de-la-rueda-teach-children-about-road-safety-through-storybooks>



Press Release sent by CIFAL Madrid to the mass media

Some examples of publications: Puericultura Market (July 2020)

The most important childcare magazine in Spain.

PUERICULTURA^{ByB} Market
Medio especializado en productos para bebés y 1ª infancia

Nuestros canales | Quiénes somos | Contactar

Suscripción Newsletter

INICIO NOTICIAS ANÁLISIS TENDENCIAS ENTREVISTAS VÍDEOS PRODUCTOS AGENDA RETROSPECTIVA KIOSKO

CONTENIDO PATROCINADO

La Fundación Smart Baby y JOIE presentan el cuento gratuito " LA PANDILLA DE LA RUEDA"

La Pandilla de la Rueda
The Wheel Crew

15 de Jul. 2020 | Redacción - PUERICULTURA Market

El cuento, de 40 páginas, está disponible en versión bilingüe español/inglés, y su descarga es completamente gratuita.

La Fundación Smart Baby y JOIE presentan el cuento gratuito " LA PANDILLA DE LA RUEDA". Gracias al compromiso con la Seguridad Vial Infantil se ha llevado a término este proyecto entre la Fundación Smart Baby y JOIE, basado en el cuento original de Carolina Pinedo del Olmo e ilustraciones de Daniel Vergara y con la colaboración de Cifal Madrid RACE y UNITAR.

El cuento introduce los principios de Seguridad Vial de una manera amena e ilustrativa a través de los animales del bosque y cuenta también con una guía didáctica y un cuaderno de actividades para profundizar sobre los conceptos aprendidos.

CitaBebé by Joie
Servicio de cita previa online para tu tienda de puericultura
www.citabebé.com

PUERICULTURA^{ByB} Market
Joie
Nos mueve la seguridad.
Suscripción revista

AESVi
ALIANZA ESPAÑOLA PARA LA SEGURIDAD VIAL INFANTIL
POR LA SEGURIDAD VIAL INFANTIL
Más información en www.aesvi.es

Presence of JOIE and the partnership with UNITAR in the Magazine specialized in Child Road Safety



More information in:
<https://www.puericulturamarket.com/noticias/20200603/joie-smart-baby-mantiene-apuesta-por-seguridad-vial.aspx>

SDG 3.6

By 2020, halve the number of global deaths and injuries from road traffic accidents



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



SDG 17.16

Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries

