OBSERVATÓRIO DE SEGURANÇA RODOVIÁRIA

OSR SOCIAL **PROGRAMS** AND **PROJECTS**

2026–2027

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OBSERVATÓRIO DE SEGURANÇA RODOVIÁRIA

PROGRAM
Road Safety Awareness and Education (SER)

SER promotes road safety education, awareness, and safe road-user behaviour through activities in schools, communities, public spaces, media platforms, and volunteer brigades.

PROJECT	Problem Addressed	Objective	Key Activities	Beneficiaries
ROAD SAFETY EDUCATION IN SCHOOLS, UNIVERSITIES & INSTITUTIONS	Insufficient road safety education and awareness in schools, universities and institutions, contributing to risky behaviours and increased exposure to road traffic crashes.	Promote road safety knowledge, attitudes and behaviours among students and institutional communities, contributing to crash prevention.	Road safety awareness sessions; safe school crossing activities; practical road safety demonstrations and simulations; awareness campaigns; training of teachers and peer educators; distribution of educational materials.	School pupils, university students, teachers, lecturers, staff and members of participating institutions.
PEDESTRIAN CROSSING SAFETY AT SCHOOLS & PUBLIC LOCATIONS	Unsafe pedestrian crossings and limited support at schools and high-traffic public locations, increasing the risk of pedestrian crashes and injuries.	Promote safe and organised pedestrian crossings, reducing exposure to road traffic risks, particularly in school zones and busy public areas.	Safe crossing assistance; organisation of pedestrian crossing points; awareness activities for pedestrians and drivers; deployment of trained volunteers; use of temporary safety signage and equipment; identification and monitoring of high-risk locations.	School children, pedestrians, persons with disabilities, older people and other vulnerable road users.
FREE MOBILITY PROJECT	Illegal stopping and parking, obstruction of roads and sidewalks, contributing to congestion and increasing risks for pedestrians and drivers.	Promote safer and more organised mobility by reducing illegal stopping and parking and improving the movement of pedestrians and vehicles.	Driver and pedestrian awareness; identification of critical locations; guidance on safe stopping and parking; volunteer deployment; distribution of educational materials; monitoring and reporting of risky behaviours.	Drivers, pedestrians, passengers, public transport operators, traders and other road users.
COMMUNICATION (NEWSPAPER | BULLETINS | RADIO | TV | PODCAST | SOCIAL MEDIA | WEBSITE)	Limited and fragmented access to road safety information, reducing public awareness and the continuous dissemination of prevention messages.	Expand access to road safety information and awareness through multiple communication channels, promoting safer and more responsible road-user behaviour.	Production and publication of newspapers and bulletins; radio and TV programmes; podcasts; social media campaigns; website management; production of educational and digital road safety content.	Drivers, pedestrians, passengers, students, communities, road safety professionals and the general public.
VOLUNTEER TRAFFIC SUPPORT BRIGADES	Limited support for traffic organisation and road safety at critical locations, high-traffic areas and public events, increasing risks for pedestrians and other road users.	Strengthen traffic support and road safety through trained volunteer brigades, promoting safer and more organised movement.	Volunteer recruitment and training; traffic support; pedestrian crossing assistance; driver and pedestrian awareness; deployment at critical locations and events; identification and reporting of road safety risks.	Pedestrians, drivers, passengers, local communities, vulnerable road users and the general public.

OBSERVATÓRIO DE SEGURANÇA RODOVIÁRIA

PROGRAM
Road Safety Awareness and Education (SER)

(CONT.)

PROJECT	Implementation Area	Duration	Targets / Expected Results	Partnership Opportunity
ROAD SAFETY EDUCATION IN SCHOOLS, UNIVERSITIES & INSTITUTIONS	Schools, universities, and public and private institutions, with progressive expansion nationwide.	Ongoing, with activities implemented throughout the year.	Increase the number of institutions and participants reached while strengthening road safety knowledge and promoting safer behaviours.	Funding or sponsorship of activities, educational materials, logistics and expansion of the project to additional schools, universities and institutions.
PEDESTRIAN CROSSING SAFETY AT SCHOOLS & PUBLIC LOCATIONS	School zones, pedestrian crossings, intersections and other public locations with high pedestrian activity.	Ongoing, with regular interventions throughout the year.	Increase safe pedestrian crossings, reduce exposure to road risks and promote safer behaviour among pedestrians and drivers.	Funding or sponsorship for operations, safety equipment, signage, educational materials and pedestrian crossing teams.
FREE MOBILITY PROJECT	Urban roads, high-traffic areas, critical locations, public transport stops, sidewalks and areas affected by illegal parking.	Ongoing, with periodic interventions throughout the year.	Reduce illegal stopping and parking, improve traffic flow and promote greater compliance with safe mobility and road-use practices.	Funding or sponsorship for operations, equipment, awareness materials, logistics and expansion to additional locations and cities.
COMMUNICATION (NEWSPAPER | BULLETINS | RADIO | TV | PODCAST | SOCIAL MEDIA | WEBSITE)	Nationwide coverage through traditional media, digital platforms, social media, the OSR website and institutional communication channels.	Ongoing, with regular production and dissemination of content throughout the year.	Expand the reach of road safety messages, increase the number of people informed and sensitised, and strengthen continuous public engagement on road safety.	Funding or sponsorship for content production, programmes, campaigns and communication platforms, with institutional visibility opportunities for partners.
VOLUNTEER TRAFFIC SUPPORT BRIGADES	Public roads, intersections, school zones, critical locations, events and areas with high pedestrian and vehicle traffic.	Ongoing, with regular brigade deployment throughout the year.	Strengthen brigade presence at critical locations, support safer traffic movement and improve protection for pedestrians and other road users.	Funding or sponsorship for volunteer training, equipment, identification materials, logistics and operational support, including expansion to additional areas.

OBSERVATÓRIO DE SEGURANÇA RODOVIÁRIA

PROGRAM
Safe Infrastructure and Mobility (IMS)

A programme focused on identifying and addressing risks related to road infrastructure and mobility, promoting safer, more accessible, and inclusive roads and public spaces for all road users.

PROJECT	Problem Addressed	Objectives	Key Activities	Beneficiaries
SAFE SCHOOL ROAD INFRASTRUCTURE	Insufficient or inadequate road signs, pedestrian crossings and other safety infrastructure around schools, increasing students' exposure to road traffic risks.	Improve road safety conditions around schools by creating safer and more accessible environments for students and other road users.	Installation and improvement of pedestrian crossings; vertical and horizontal road signage; identification of risk points; marking of school zones; minor safety infrastructure improvements; school community awareness.	Students, teachers, school staff, parents, pedestrians and surrounding communities.
ROAD SAFETY INSPECTIONS	Road infrastructure deficiencies, inadequate signage and hazardous road conditions that may contribute to crashes and increase risks for road users.	Identify, assess and report road safety risks, providing recommendations for corrective and preventive measures.	Road and infrastructure inspections; identification and mapping of critical locations; assessment of signage and road conditions; collection of field evidence; preparation of technical reports and safety recommendations.	Pedestrians, drivers, passengers, cyclists, local communities and other road users.
ROAD SAFETY LIGHTING	Insufficient or inadequate lighting on roads and at critical locations, reducing visibility and increasing road traffic risks, particularly at night.	Improve visibility and road user safety by strengthening lighting at high-risk and priority locations.	Identification of critical locations; assessment of lighting needs; installation or improvement of road lighting; monitoring of interventions; awareness on night-time road safety.	Pedestrians, drivers, cyclists, passengers and local communities.
INCLUSIVE ROAD INFRASTRUCTURE	Road infrastructure that does not adequately meet the accessibility and safety needs of persons with disabilities, older people, children and other vulnerable road users.	Promote safer, more accessible and inclusive road infrastructure for all road users.	Identification of accessibility barriers; assessment of critical locations; improvement of sidewalks, ramps and pedestrian crossings; installation of accessible signage; development of recommendations for inclusive infrastructure.	Persons with disabilities, older people, children, pedestrians and other vulnerable road users.
SAFE ROAD SIGNAGE	Insufficient, damaged or missing road signage at critical locations, increasing road safety risks and conflicts among road users.	Improve road user guidance, visibility and safety through the installation and improvement of appropriate road signage.	Identification of signage needs; installation and rehabilitation of road signs; road markings; signage at critical locations, school zones and pedestrian crossings; monitoring and maintenance of signage.	Drivers, pedestrians, cyclists, passengers and local communities.

OBSERVATÓRIO DE SEGURANÇA RODOVIÁRIA

PROGRAM
Safe Infrastructure and Mobility (IMS)

(CONT.)

PROJECT	Implementation Area	Duration	Targets / Expected Results	Partnership Opportunity
SAFE SCHOOL ROAD INFRASTRUCTURE	Schools and surrounding areas, including access roads, pedestrian crossings and other critical points.	Variable, depending on the scope and infrastructure needs of each school.	Improve safety conditions around schools, reduce identified risk points and provide safer access and crossings for students.	Funding or sponsorship for road signage, pedestrian crossings, safety equipment and minor infrastructure improvements around schools.
ROAD SAFETY INSPECTIONS	Roads, avenues, intersections, urban and rural areas, critical locations and other road infrastructure.	Ongoing, with periodic inspections or interventions based on identified needs.	Identify and reduce infrastructure-related risks, map critical locations and promote corrective measures for safer roads.	Funding or technical support for inspections, risk mapping, equipment, technical reports and implementation of recommended corrective measures.
ROAD SAFETY LIGHTING	Roads, intersections, pedestrian crossings, public transport stops, school zones and other poorly lit critical locations.	Variable, depending on the scope and needs of each intervention.	Improve night-time visibility, reduce identified risk points and provide safer conditions for road users.	Funding or technical support for the acquisition, installation and maintenance of road lighting systems at priority locations.
INCLUSIVE ROAD INFRASTRUCTURE	Sidewalks, pedestrian crossings, intersections, public transport stops, school zones, roads and other public spaces.	Variable, depending on the scope and needs of each intervention.	Reduce mobility barriers and improve accessibility, independence and safety for vulnerable road users.	Funding, technical assistance, equipment or materials to implement safe and inclusive mobility solutions.
SAFE ROAD SIGNAGE	Roads, avenues, intersections, school zones, pedestrian crossings and other critical locations.	Variable, depending on the scope and needs of each intervention.	Increase signage coverage and visibility, reduce identified risk points and improve traffic organisation and road safety.	Funding, technical assistance or provision of materials and equipment for the installation, rehabilitation and maintenance of road signage.

OBSERVATÓRIO DE SEGURANÇA RODOVIÁRIA

PROGRAM
Technology and Innovation for Road Safety (TSR)

A programme dedicated to developing and implementing innovative technological solutions to support accident prevention, improve data collection and management, facilitate citizen participation, and promote safer and smarter mobility.

PROJECT	Problem Addressed	Objectives	Key Activities	Beneficiaries
ROAD SAFETY APP – ESTRADA SEGURA	Limited access to road safety information, risk-reporting channels and digital tools that support safer mobility and crash prevention.	Provide an integrated digital platform for road safety information, education, risk reporting and safer mobility.	App development and maintenance; road safety alerts and educational content; reporting and geolocation of road hazards; access to useful road information; collection and analysis of user-generated data. Beneficiaries:	Drivers, pedestrians, passengers, motorcyclists, cyclists and the general public.
NATIONAL INTEGRATED ROAD SAFETY INFORMATION SYSTEM	Fragmented and insufficiently integrated road safety data, limiting risk analysis, indicator monitoring and evidence-based decision-making.	Develop an integrated platform for the collection, management, analysis and dissemination of road safety data and information.	Platform development; establishment and management of an integrated database; data collection and integration; mapping of crashes and critical locations; development of indicators, dashboards, statistics and reports.	Public institutions, municipalities, researchers, road authorities, partners, road safety organisations and the wider public.
OSR DIGITAL RADIO PROJECT	Limited access to continuous and specialised road safety information, education and awareness content.	Establish a dedicated digital radio platform to continuously inform, educate and raise public awareness on road safety and safe mobility.	Road safety programmes and campaigns; interviews and debates; road safety news and alerts; educational content; public participation; podcasts and coverage of road safety activities.	Drivers, pedestrians, passengers, students, transport operators, communities and the general public.
ROAD SAFETY AUDIT APPLICATION	Limited digitalisation and standardisation of road safety audit processes, affecting the efficient collection, recording and analysis of road infrastructure risks.	Digitalise and standardise road safety audits to improve the identification, assessment, reporting and monitoring of road risks.	Application development; digital audit forms; geolocation of risks; photographic documentation; classification of critical locations; generation of reports, maps and recommendations.	Road safety auditors, technical professionals, municipalities, road authorities, public institutions, partners and communities.
INTELLIGENT ROAD SAFETY ALERT SYSTEM	Limited access to timely information on road crashes, hazards, road conditions and other risks affecting safe mobility.	Provide timely and intelligent road safety alerts to support crash prevention and safer travel decisions.	Collection and processing of road information; real-time or near-real-time alerts; crash and hazard geolocation; user notifications; monitoring and updating of road safety alerts.	Drivers, motorcyclists, cyclists, pedestrians, passengers, transport operators and the general public.

OBSERVATÓRIO DE SEGURANÇA RODOVIÁRIA

PROGRAM
Technology and Innovation for Road Safety (TSR)

(CONT.)

PROJECT	Implementation Area	Duration	Targets / Expected Results	Partnership Opportunity
ROAD SAFETY APP – ESTRADA SEGURA	Digital platform with nationwide coverage.	Ongoing, including development, updates, maintenance and expansion.	Expand access to road safety information, facilitate hazard reporting and generate data to support road safety interventions.	Funding, technology support or sponsorship for the development, maintenance, promotion and expansion of the application.
NATIONAL INTEGRATED ROAD SAFETY INFORMATION SYSTEM	Nationwide, through an integrated digital platform.	Ongoing, including development, implementation, maintenance and continuous updating.	Improve the availability and quality of road safety data, strengthen indicator monitoring and support evidence-based planning and decision-making.	Funding, technical assistance, technology, equipment and support for system development, data integration, maintenance and nationwide expansion.
OSR DIGITAL RADIO PROJECT	Digital platform with nationwide online coverage.	Ongoing, with regular programming throughout the year.	Expand access to road safety information, increase the reach of awareness campaigns and establish a permanent road safety education channel.	Funding, sponsorship, technology, equipment and content-production support, with institutional visibility opportunities for partners.
ROAD SAFETY AUDIT APPLICATION	Urban and rural roads and other road infrastructure, with nationwide application.	Ongoing, including development, implementation, updates and maintenance.	Increase the number and quality of road safety audits, improve risk mapping and accelerate reporting and follow-up of corrective recommendations.	Funding, technical assistance, technology, equipment and support for the development, implementation and expansion of the application.
INTELLIGENT ROAD SAFETY ALERT SYSTEM	Digital platform with progressive nationwide coverage.	Ongoing, with continuous monitoring, updates and alert dissemination.	Increase access to timely road safety alerts, improve risk awareness and support safer travel decisions.	Funding, technology, data integration, equipment and sponsorship for the development, implementation and expansion of the system.

OBSERVATÓRIO DE SEGURANÇA RODOVIÁRIA

PROGRAM
Consulting, Research and Advocacy (CRA)

A programme dedicated to generating knowledge, conducting research and studies, providing technical assistance, and advancing advocacy to support evidence-based road safety policies, decision-making, and interventions.

PROJECT	Problem Addressed	Objectives	Key Activities	Beneficiaries
ROAD TRAFFIC ACCIDENT CAUSES INVESTIGATION CENTRE	Limited systematic and in-depth investigation of the causes and contributing factors of road traffic crashes, restricting evidence-based prevention.	Investigate the causes and contributing factors of road traffic crashes and generate evidence and recommendations to support prevention.	Crash investigation and analysis; data collection and assessment; risk-factor studies; analysis of critical locations; technical reports; development and dissemination of preventive recommendations.	Public institutions, road authorities, municipalities, researchers, partners, road safety organisations and the general public.
RESEARCH AND STUDIES CENTRE (CEP)	Limited availability of updated research, data and evidence to understand road safety challenges and guide effective interventions.	Generate research, data and evidence to support road safety planning, policies and evidence-based interventions.	Road safety studies and research; data collection and analysis; surveys and behavioural studies; development of indicators and reports; technical publications; dissemination of research findings.	Public and private institutions, universities, researchers, municipalities, partners, road safety organisations and the general public.
OSR TRAINING CENTRE	Limited access to specialised training and capacity-building opportunities in road safety, safe mobility and crash prevention.	Strengthen the knowledge and technical skills of professionals, volunteers and institutions through specialised road safety training.	Training courses; workshops and seminars; volunteer training; training of trainers; specialised programmes; development of training manuals and materials; participant certification.	Professionals, technical staff, volunteers, students, companies, public and private institutions and road safety organisations.
MUNICIPAL/ PROVINCIAL ROAD SAFETY FORUM	Limited regular dialogue and coordination among institutions, communities and other local stakeholders on road safety challenges and solutions.	Establish regular platforms for dialogue, coordination and joint action to address priority road safety challenges at local and provincial levels.	Quarterly road safety forums; thematic debates; presentation of local data and challenges; stakeholder consultations; identification of priorities; development and follow-up of recommendations.	Municipalities, districts, provincial authorities, public and private institutions, communities, transport operators, civil society organisations and road users.
ROAD SAFETY STATUS REPORT	Fragmented and limited information on road safety trends, risks, indicators and performance, restricting a comprehensive understanding of the sector.	Produce periodic, evidence-based assessments of the road safety situation to support planning, policy and decision-making.	Data collection and analysis; monitoring of road safety indicators; analysis of trends and risk factors; stakeholder consultations; preparation, publication and dissemination of the report.	Public institutions, municipalities, partners, researchers, private sector, civil society organisations and the general public.

OBSERVATÓRIO DE SEGURANÇA RODOVIÁRIA

PROGRAM
Consulting, Research and Advocacy (CRA)

(CONT.)

PROJECT	Implementation Area	Duration	Targets / Expected Results	Partnership Opportunity
ROAD TRAFFIC ACCIDENT CAUSES INVESTIGATION CENTRE	Nationwide, focusing on crash locations and high-risk areas.	Ongoing, with continuous investigations, studies and periodic reporting.	Improve understanding of crash causes, identify recurring risk factors and generate evidence-based recommendations for preventive action.	Funding, technical assistance, specialised equipment, technology, capacity building and support for road crash investigations and research.
RESEARCH AND STUDIES CENTRE (CEP)	Nationwide, covering different road safety themes and contexts.	Ongoing, with studies and research conducted according to identified priorities and needs.	Increase the production of road safety knowledge and evidence and strengthen evidence-based planning and decision-making.	Funding for studies and research, technical assistance, research grants, technology, equipment and support for publication and dissemination of findings.
OSR TRAINING CENTRE	Nationwide, through in-person, hybrid and online training.	Ongoing, with training programmes delivered throughout the year.	Increase the number of trained professionals and volunteers and strengthen technical capacity for road safety management and crash prevention.	Funding or sponsorship for training programmes, scholarships, equipment, training materials, digital learning platforms and specialised technical assistance.
MUNICIPAL/ PROVINCIAL ROAD SAFETY FORUM	Municipalities, districts and provinces covered by the project.	Ongoing, with quarterly forums.	Strengthen local coordination, promote regular stakeholder dialogue and generate practical recommendations and actions to improve road safety.	Funding or sponsorship for forums, logistics, communication, technical participation, materials and implementation of priority recommendations.
ROAD SAFETY STATUS REPORT	Nationwide, with potential for provincial and municipal editions.	Ongoing, with periodic publication.	Provide updated road safety information, identify key trends and priorities, and strengthen evidence-based planning and interventions.	Funding, technical assistance, data access and integration, research support, publication and dissemination of the report.

OBSERVATÓRIO DE SEGURANÇA RODOVIÁRIA

PROGRAM
Support and Protection for Road Traffic Accident Victims (APVAV)

A programme dedicated to supporting and assisting road traffic accident victims and their families by facilitating access to medical, psychological, social, and legal support, while promoting the protection of their rights and post-accident recovery and reintegration.

PROJECT	Problem Addressed	Objectives	Key Activities	Beneficiaries
PSYCHOSOCIAL SUPPORT FOR ROAD TRAFFIC ACCIDENT VICTIMS	Limited psychological and social support for road traffic accident victims and their families during recovery and reintegration.	Provide psychosocial support to road traffic accident victims and their families, contributing to recovery, well-being and social reintegration.	Psychological counselling and follow-up; social support and guidance; referral to specialised services; family support; peer support groups; monitoring of recovery and reintegration.	Road traffic accident victims, survivors with injuries or long-term consequences, and their families.
LEGAL ASSISTANCE FOR ROAD TRAFFIC ACCIDENT VICTIMS	Limited access to legal information, guidance and assistance for road traffic accident victims and their families following a crash.	Facilitate access to legal guidance and assistance to protect the rights and interests of road traffic accident victims.	Legal counselling and guidance; case referral; assistance with legal and administrative procedures; legal follow-up; information on victims' rights, compensation and insurance-related procedures.	Road traffic accident victims and their families, particularly those requiring legal guidance and representation.
MEDICAL AND MEDICATION SUPPORT FOR ROAD TRAFFIC ACCIDENT VICTIMS	Limited access to medical care, medicines, diagnostic services and rehabilitation for road traffic accident victims, particularly those in vulnerable situations.	Facilitate access to essential medical care, medicines and rehabilitation services through a network of healthcare partners.	Referral to partner hospitals and clinics; access to medicines through partner pharmacies; medical consultations and diagnostic examinations; treatment and rehabilitation support; follow-up and referral of priority cases.	Road traffic accident victims, with priority given to vulnerable individuals and those with limited access to healthcare services.
SOS VICTIM APP	Limited access to timely information, assistance and appropriate referral services for road traffic accident victims following a crash.	Provide a digital platform that enables victims and road users to quickly request assistance and access appropriate post-crash support services.	Emergency assistance requests; crash geolocation; access to emergency contacts; referral to medical, psychosocial and legal services; case registration and follow-up; integration with partner service providers.	Road traffic accident victims, their families and other road users requiring emergency or post-crash assistance.
ROAD SAFETY SUPPORT FUND	Limited financial resources to support road safety prevention, education, victim assistance and other priority interventions.	Mobilise and manage resources to finance road safety projects, prevention initiatives and support for road traffic accident victims.	Resource mobilisation; establishment of funding partnerships; management of contributions and donations; financing of priority road safety initiatives; support to vulnerable victims; monitoring, accountability and reporting on the use of funds.	Road traffic accident victims, vulnerable road users, communities and beneficiaries of road safety prevention and education initiatives.

OBSERVATÓRIO DE SEGURANÇA RODOVIÁRIA

PROGRAM
Support and Protection for Road Traffic Accident Victims (APVAV)

(CONT.)

PROJECT	Implementation Area	Duration	Targets / Expected Results	Partnership Opportunity
PSYCHOSOCIAL SUPPORT FOR ROAD TRAFFIC ACCIDENT VICTIMS	Hospitals, health facilities, communities, support centres and other locations providing assistance to road traffic accident victims.	Ongoing, according to the needs of each individual case.	Expand access to psychosocial support, improve victim follow-up and strengthen recovery, well-being and social reintegration.	Funding, technical assistance, specialised professionals, logistical support and partnerships for referral and psychosocial care services.
LEGAL ASSISTANCE FOR ROAD TRAFFIC ACCIDENT VICTIMS	Nationwide, through in-person, community-based and remote support channels.	Ongoing, according to the legal assistance needs of each case.	Expand access to legal assistance, improve case referral and follow-up, and strengthen the protection of victims' rights.	Funding, specialised legal assistance, institutional support, pro bono legal services and partnerships to strengthen legal referral and case-support mechanisms.
MEDICAL AND MEDICATION SUPPORT FOR ROAD TRAFFIC ACCIDENT VICTIMS	Hospitals, clinics, pharmacies, laboratories, rehabilitation centres and other partner healthcare facilities.	Ongoing, according to victims' needs and the availability of partner services.	Expand access to medical care, medicines and rehabilitation services, improve post-crash support and strengthen the healthcare referral network for victims.	Partnerships with hospitals, clinics, pharmacies, laboratories, insurers and other healthcare providers to support consultations, medicines, examinations, treatment, rehabilitation and financial assistance.
SOS VICTIM APP	Digital platform with progressive nationwide coverage and integration with partner service networks.	Ongoing, including development, implementation, maintenance and continuous improvement.	Improve access to timely assistance, strengthen victim referral and follow-up, and enhance coordination of post-crash support services.	Funding, technology development, data and service integration, and partnerships with hospitals, clinics, pharmacies, insurers, emergency services and other support providers.
ROAD SAFETY SUPPORT FUND	Nationwide, supporting priority projects, interventions and beneficiaries according to established criteria.	Ongoing.	Increase resources available for road safety, finance priority interventions and expand support for accident victims and prevention initiatives.	Financial contributions, corporate funds, grants, donations, sponsorships and institutional partnerships to support road safety projects and assistance to road traffic accident victims.

OBSERVATÓRIO DE SEGURANÇA RODOVIÁRIA

PROGRAM
Institutional Development and Sustainability (DIS)

A programme dedicated to strengthening OSR's institutional, organisational, and operational capacity by promoting effective management, good governance, human resource development, resource mobilisation, territorial expansion, and long-term financial and institutional sustainability.

PROJECT	Problem Addressed	Objectives	Key Activities	Beneficiaries
VOLUNTEERING AND COMMUNITY DEVELOPMENT (VDC)	The VDC Programme promotes community participation and volunteer engagement in road safety, strengthening local capacity to prevent road traffic crashes and build a culture of safer and more responsible mobility.	Strengthen community participation and develop a skilled volunteer network to support the implementation and expansion of road safety initiatives.	Volunteer recruitment and training; community road safety brigades; skills and capacity development; community awareness campaigns; support to OSR field activities; youth-led road safety initiatives; expansion of the volunteer network; volunteer recognition and certification.	Young people, volunteers, students, local communities and other road users.
OSR ACADEMY ONLINE	Limited access to specialised and continuous road safety training, particularly for volunteers, young people, professionals and communities outside major urban centres.	Provide accessible and continuous online training in road safety, safe mobility and road traffic crash prevention.	Development and management of the online learning platform; creation of courses and training modules; webinars and virtual classes; assessments and certification; production of digital training materials; continuous professional and volunteer development.	Volunteers, students, professionals, companies, public and private institutions, road safety practitioners and interested members of the public.
ROAD SAFETY AMBASSADORS	Limited engagement of influential public figures, community leaders and role models in continuously promoting road safety messages and safer road-user behaviour.	Mobilise influential personalities, community leaders and role models to promote road safety awareness and strengthen a culture of safe and responsible mobility.	Selection and appointment of Road Safety Ambassadors; participation in campaigns and events; production of awareness messages; school and community outreach; media and social media engagement; support for national road safety initiatives.	Young people, students, communities, drivers, pedestrians, passengers and the general public.
HUMAN RESOURCES DEVELOPMENT AND CAPACITY BUILDING	Limited technical, operational and management capacity among volunteers, staff and teams involved in road safety programmes and interventions.	Strengthen the technical, operational, leadership and management capacities of OSR staff, volunteers and territorial teams.	Technical and professional training; leadership and management development; road safety training; workshops and mentoring; training of trainers; digital skills development; specialised certifications and professional development programmes.	OSR staff, volunteers, technical officers, managers, provincial and district teams, and other personnel involved in programme implementation.
INSTITUTIONAL INFRASTRUCTURE AND EQUIPMENT	Limited infrastructure, equipment and operational resources required to support OSR's effective operations, institutional growth and programme implementation.	Strengthen OSR's institutional and operational capacity through improved infrastructure, equipment, technology and essential operational resources.	Equipping offices and operational centres; acquisition of ICT and audiovisual equipment; provision of vehicles and mobility resources; field and safety equipment; improvement of training and working spaces; equipment maintenance and upgrading.	OSR staff, volunteers, national, provincial and district teams and, indirectly, communities benefiting from OSR programmes.

OBSERVATÓRIO DE SEGURANÇA RODOVIÁRIA

PROGRAM
Institutional Development and Sustainability (DIS)

(CONT.)

PROJECT	Implementation Area	Duration	Targets / Expected Results	Partnership Opportunity
VOLUNTEERING AND COMMUNITY DEVELOPMENT (VDC)	Communities, schools, municipalities, districts and provinces, with progressive nationwide expansion.	Ongoing.	Expand and strengthen the volunteer network, increase community participation and enhance local capacity to implement road safety interventions.	Funding or support for volunteer training, equipment, materials, operational allowances, logistics, capacity development and expansion of community-based road safety initiatives.
OSR ACADEMY ONLINE	Digital platform with nationwide coverage and potential international access.	Ongoing, with continuous development and delivery of training programmes.	Expand access to road safety education, increase the number of trained participants and strengthen technical and practical road safety competencies.	Funding, sponsorship, technology, content development, training scholarships and technical support for the development, maintenance and expansion of the platform.
ROAD SAFETY AMBASSADORS	Nationwide, through community activities, public events, traditional media and digital platforms.	Ongoing.	Expand the reach of road safety campaigns, increase public engagement and strengthen the visibility and influence of road safety messages.	Sponsorship of ambassador-led campaigns, events and outreach activities, including support for content production, communication, logistics and nationwide expansion.
HUMAN RESOURCES DEVELOPMENT AND CAPACITY BUILDING	Nationwide, through in-person, hybrid and online capacity-building activities.	Ongoing, with continuous professional development throughout the year.	Increase the number of trained personnel, improve team performance and strengthen OSR's institutional, technical and operational capacity.	Funding for training, scholarships, professional certifications, exchange programmes, technical assistance, equipment and staff development initiatives.
INSTITUTIONAL INFRASTRUCTURE AND EQUIPMENT	OSR national, provincial and district structures.	Ongoing, according to institutional development and expansion needs.	Improve working conditions, strengthen operational capacity, enhance programme delivery and support OSR's institutional and territorial expansion.	Funding, grants, in-kind donations or provision of vehicles, technology, office and field equipment, furniture and support for the establishment or improvement of institutional infrastructure.

OBSERVATÓRIO DE SEGURANÇA RODOVIÁRIA