Building Road Safety Coalitions with NGOs and the Private Sector Training Course

Professional Development Training Course Outline

Category	Traffic Management & Road Safety	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Building sustainable road safety coalitions is essential for achieving long-term reductions in traffic fatalities, enhancing mobility systems, and driving community-centered safety improvements. As governments adopt Vision Zero strategies, the role of NGOs and private-sector partners has become increasingly significant in influencing policy advocacy, generating data-driven insights, and promoting innovative transport safety solutions. Building Road Safety Coalitions with NGOs and the Private Sector Training Course provides a comprehensive roadmap for developing collaborative, high-impact coalitions that strengthen national and local road safety ecosystems.

In a rapidly evolving mobility landscape influenced by smart transportation, public–private partnerships, and evidence-based interventions, the ability to build strong alliances is crucial. This course equips participants with advanced skills in stakeholder engagement, strategic communication, donor alignment, social impact measurement, and coalition leadership. Through practical case studies, multidisciplinary strategies, and actionable frameworks, participants will learn how to elevate road safety outcomes and drive measurable, sustainable change.

Programme Curriculum

Building Road Safety Coalitions with NGOs and the Private Sector Training Course

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Course Duration

5 days

Course Objectives

1. Strengthen capacity to design multi-sector road safety coalitions.
2. Apply data-driven decision-making to prioritize safety interventions.
3. Utilize evidence-based advocacy to influence policy and legislation.
4. Enhance cross-sector stakeholder engagement and partnership building.
5. Improve risk assessment using modern road safety analytical tools.
6. Develop effective public–private partnership (PPP) models.
7. Build communication strategies for high-visibility safety campaigns.
8. Align NGO initiatives with corporate social responsibility (CSR) frameworks.
9. Implement community-centered safety programs with measurable impact.
10. Strengthen coalition sustainability through resource mobilization.
11. Apply monitoring and evaluation (M&E) for safety program outcomes.
12. Leverage emerging mobility technologies for safety enhancement.
13. Foster leadership for long-term systemic road safety transformation.

Target Audience

1. Road safety NGO leaders
2. Corporate CSR managers
3. Government transportation and police agencies
4. Urban planners and mobility specialists
5. International development organizations
6. Academic researchers in traffic safety
7. Donor and foundation program officers
8. Private-sector transport and logistics companies

Course Modules

Module 1: Foundations of Road Safety Coalitions

- Key components of an effective coalition
- Understanding multi-sector roles
- Principles of collaborative governance
- Mapping ecosystem stakeholders

- Identifying shared goals and common agendas
  Case Study: Sweden's Vision Zero Coalition Model

Module 2: Engaging NGOs and Civil Society

- NGO strengths and advocacy capacities
- Aligning community needs with coalition goals
- Building trust and legitimacy
- Grassroots mobilization strategies
- Techniques for community-driven data collection
  Case Study: Kenya Red Cross community speed management initiative

Module 3: Mobilizing Private-Sector Partnerships

- CSR and ESG alignment with road safety
- Corporate risk reduction and fleet safety
- Sponsorship and resource mobilization
- Developing mutual benefit frameworks
- Incentives for long-term corporate involvement
  Case Study: Global Fleet Safety Program by UPS Foundation

Module 4: Data-Driven Road Safety Planning

- Collecting and analyzing crash data
- Using digital tools and GIS for risk mapping
- Identifying high-risk road segments
- Prioritizing interventions based on evidence
- Outcome measurement and trend analysis
  Case Study: Bloomberg Philanthropies' Global Road Safety Initiative (BIGRS)

Module 5: Policy Advocacy and Legislative Influence

- Building persuasive policy briefs
- Coalition-driven advocacy campaigns
- Engaging political and regulatory actors
- Media and public outreach
- Managing policy windows and timing
  Case Study: Helmet law reforms in Vietnam supported by the Asia Injury Prevention Foundation

Module 6: Communication & Public Awareness Strategies

- Designing multilingual safety campaigns
- Social media and digital outreach
- Behavior-change communication
- Measuring campaign effectiveness
- Crisis communication for road safety emergencies
  Case Study: New Zealand Transport Agency's award-winning road safety campaigns

Module 7: Resource Mobilization & Sustainability

- Grant writing and donor alignment
- Structuring joint funding models

- Negotiating long-term agreements
- Budget forecasting and risk mitigation
- Building self-sustaining coalition systems
  Case Study: Global Alliance of NGOs for Road Safety funding model

Module 8: Leadership, Governance & Coalition Management

- Leadership competencies for coalition success
- Governance structures and decision-making
- Conflict resolution and negotiation skills
- Accountability mechanisms
- Creating long-term strategic plans
  Case Study: Safe System leadership programs in Australia

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

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