

World Day of Remembrance

2022

A CLOSER LOOK



We are

the World Day of Remembrance for Road Traffic Victims
FOUNDATION, commemorating the eponymous day on
the third Sunday of November each year since 1993.

It is a high-profile global event to remember the many
millions who have been killed and seriously injured on
the world's roads and to acknowledge the suffering of all
affected victims, families and communities – millions
added each year to countless millions already suffering:
a truly tremendous cumulative toll.



WORLD DAY FOUNDATION
OF REMEMBRANCE

Our goal

We aim to create a global culture of proper road safety. Paying our respects to those who died or were seriously injured on the world's roads sets a collective right to demand responsibility from all road users.

It also establishes the right to demand from governments - besides prevention programs and initiatives - a serious post-crash response that includes thorough investigations, criminal and civil justice and medical (physical & psychological) and social care.



What did we
achieve this
year?

Who visited our website?



Our website had visitors from 176 countries.

This means that people living in 90.67% of the world's countries (recognized as UN members) have interacted with our URL one way or another.

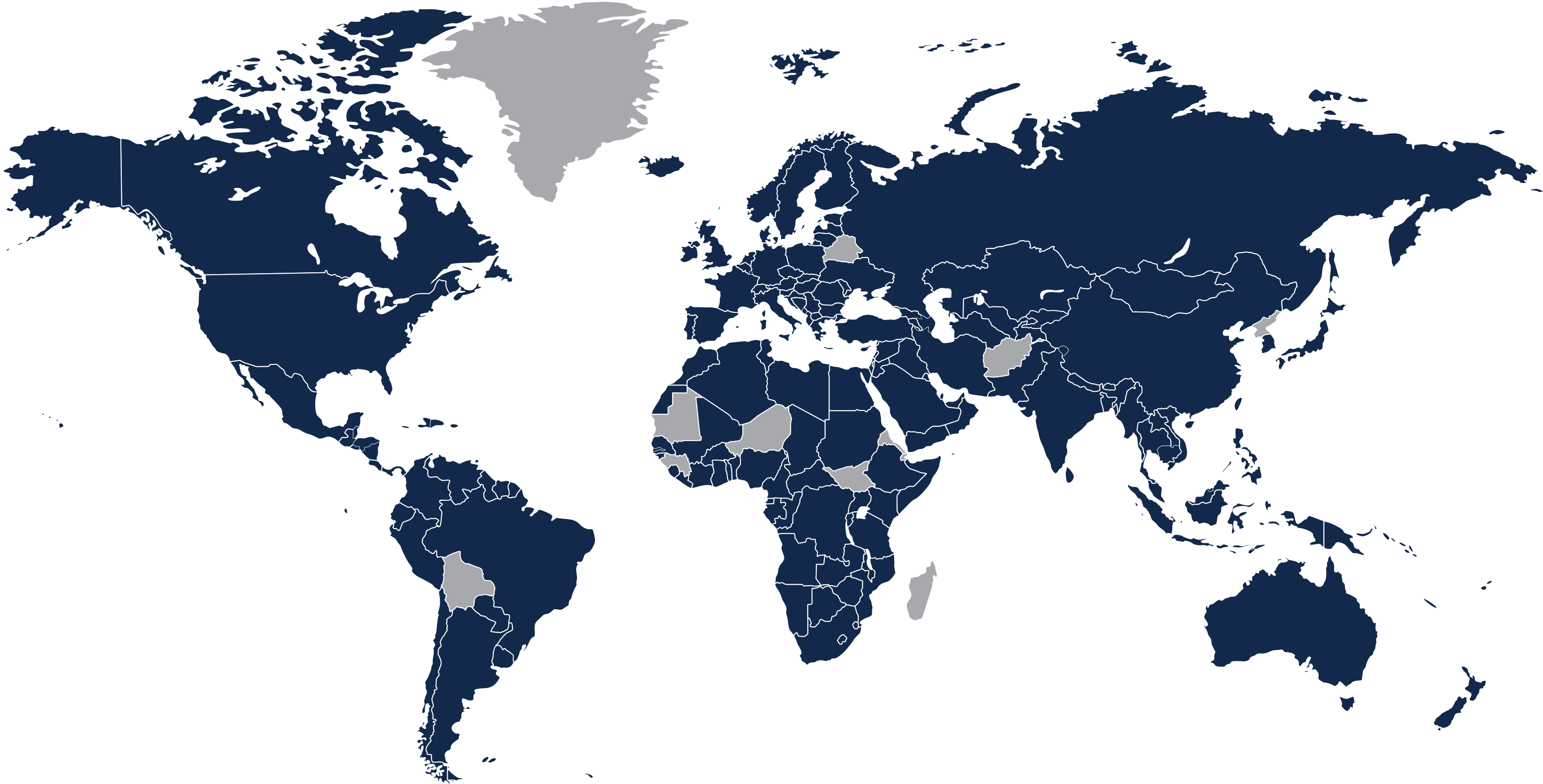
You can check the full list on the next slide.



A Albania
Algeria
Angola
Antigua & Barbuda
Argentina
Armenia
Australia
Austria
Azerbaijan
B Bahamas
Bahrain
Bangladesh
Barbados
Belgium
Belize
Benin
Bermuda
Bhutan
Bosnia & Herzegovina
Botswana
Brazil
Brunei
Bulgaria
Burkina Faso
Burundi
C Cote d'Ivoire
Cambodia
Cameroon
Canada
Cape Verde
Cayman Islands
Central African Republic
Chad
Chile
China
Colombia
Congo - Brazzaville
Congo - Kinshasa
Cook Islands
Costa Rica
Croatia
Cuba
Curasao
Cyprus
Czechia
D Denmark
Djibouti
Dominican Republic
E Ecuador
Egypt
El Salvador
Estonia
Eswatini
Ethiopia
F Fiji
Finland
France
French Guiana
G Gabon

Gambia
Georgia
Germany
Ghana
Greece
Guatemala
Guernsey
Guinea-Bissau
Guyana
H Haiti
Hong Kong
Hungary
I Iceland
India
Indonesia
Iran
Iraq
Ireland
Israel
Italy
J Jamaica
Japan
Jersey
Jordan
K Kazakhstan
Kenya
Kosovo
Kuwait
Kyrgyzstan
L Latvia
Lebanon
Lesotho
Liberia
Libya
Lithuania
Luxembourg
M Malawi
Malaysia
Maldives
Mali
Malta
Mauritius
Mexico
Moldova
Mongolia
Montenegro
Morocco
Mozambique
Myanmar (Burma)
N Namibia
Nepal
Netherlands
New Zealand
Nicaragua
Nigeria
North Macedonia
Norway
O Oman

P Pakistan
Palestine
Panama
Papua New Guinea
Paraguay
Peru
Philippines
Poland
Portugal
Puerto Rico
Q Qatar
R Reunion
Romania
Russia
Rwanda
S Saudi Arabia
Senegal
Serbia
Seychelles
Sierra Leone
Singapore
Slovakia
Slovenia
Somalia
South Africa
South Korea
Spain
Sri Lanka
St. Kitts & Nevis
St. Lucia
Sudan
Suriname
Sweden
Switzerland
Syria
T Taiwan
Tajikistan
Tanzania
Thailand
Timor-Leste
Togo
Trinidad & Tobago
Tunisia
Turkey
Turkmenistan
U Uganda
Ukraine
United Arab Emirates
United Kingdom
United States
Uruguay
Uzbekistan
V Venezuela
Vietnam
Western Sahara
Y Yemen
Z Zambia
Zimbabwe



Who downloaded our materials?

The materials shared on our website have been downloaded 3842 times by people from 136 countries.

This means that 77.1% of visits to our website have resulted in downloads.

Among the many key initiatives related to our visuals, the presence of our poster in Times Square in New York, USA, as well as the request of the small island country of Curaçao to join the cause, stood out.

136
countries

3842
times



How many events have we registered?

We have received at least 200 registrations for events taking place in 56 countries all over the world.

This includes activities on all continents, including small island states and dependent territories.

Check out the full list of countries [here](#).

56
countries

200
registered
events



Who organized them?

We have seen serious interest shown by companies ranging in size from small local businesses to global brands, such as Bosch Service Solutions.

We counted governments, organizations and institutions from 35 countries. The Key Event was the Global Commemoration Ceremony hosted by the WHO.

It included the UN system partners: UPU, UNITAR, UNICEF, UNRSF, IRF, iRAP, EASST, Global Alliance of NGOs for Road Safety, etc.

We have registered a significant increase in the interest shown by NGOs of all sizes and origins, as well as individuals.



How did we perform on social media?

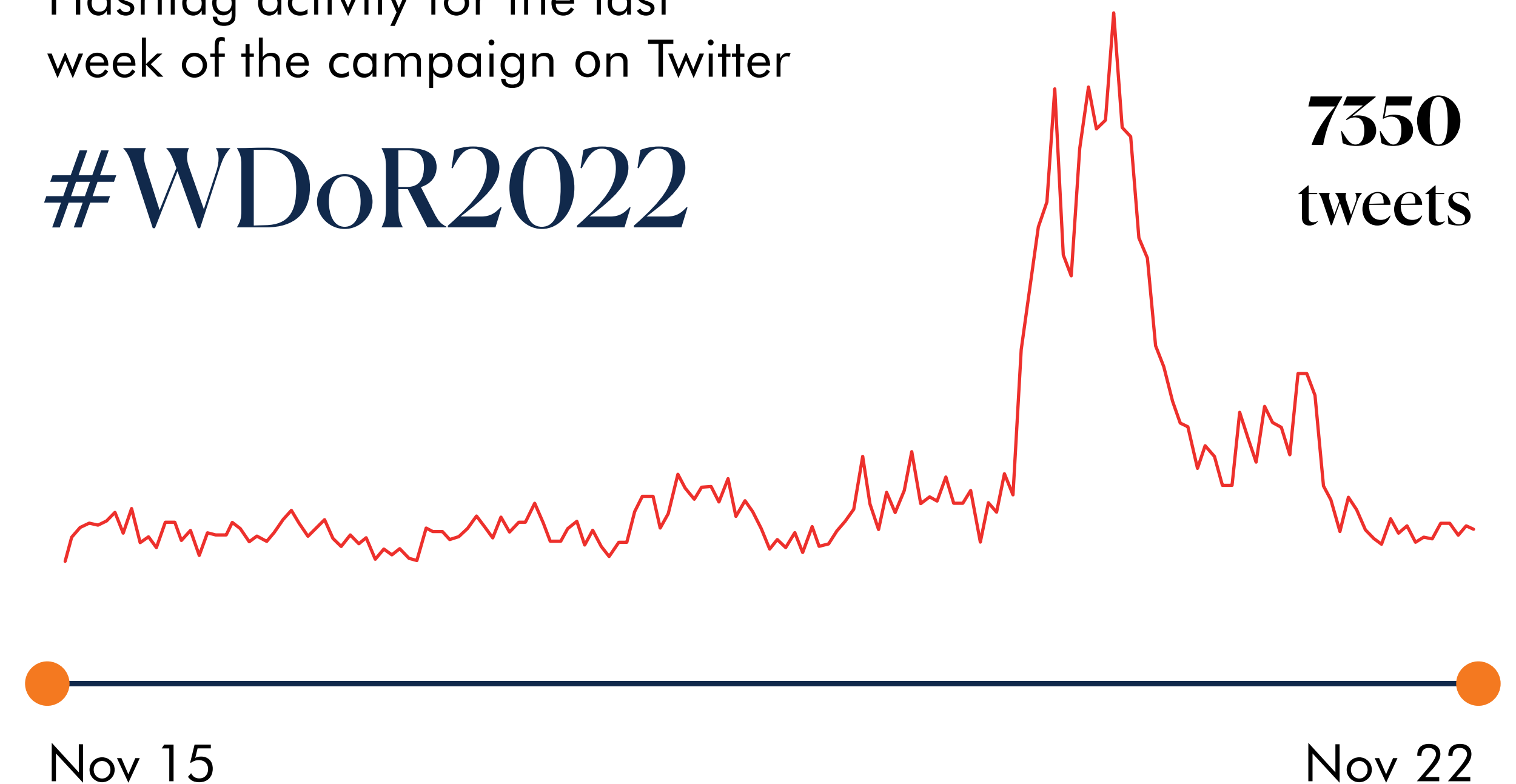
A serious growth in user engagement is seen across all our social profiles, such as LinkedIn, where we report a 3,541% increase in reactions and 10,146 organic impressions for that period of time. Overall, we were consistent with:

- *scheduled content release (visual and textual)*
- *constant reminding through “countdown” posts strategy*
- *mandatory use of the main hashtags related to WDoR*

In addition to the attached results on the right we also registered 160 shares and 719 likes for that period of time.

Hashtag activity for the last week of the campaign on Twitter

#WDoR2022



500
mentions

879
interactions

1,5 mln
reach

What's next?

We are looking forward to the next #WorldDayOfRemembrance since it will mark the 30th anniversary of the cause – an important occasion to take stock of what has been achieved so far. It will take place on November 19th 2023. The focus of the next campaign in 2023 will be on the theme of justice and the struggle for access to information. We are going to put in action the next assets:

- hashtag: #WDoR2023
- slogan: REMEMBER. SUPPORT. ACT
- theme: JUSTICE - The victims' right to information



Thank you
for your
attention!