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.
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.
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.
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.
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

- 7350 tweets
- 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!