

Date: 19 October 2024

## **World Day of Remembrance for Road Traffic Victims 2024**

Dear partners and friends,

According to WHO, more than one million people die on the world's roads every year, and up to 50 million suffer non-fatal injuries. This is reason enough that on the **World Day of Remembrance for Road Traffic Victims**, many organizations around the world [traditionally](#) pay tribute and commemorate the 3rd Sunday in November as a reminder to remember road crash victims. In a time of many global challenges, the carnage on our roads is something that could and should be prevented, and the magnitude, consequences, and pain mitigated.

On this day, many organizations are organizing events, campaigns, and activities, and above all, connecting with each other and expressing their support to all those who have been affected in any way by road traffic crashes, as well as communicating that we know how to reduce their numbers and impacts, and strive to achieve the goals of the Decade of Action for Road Safety 2021-2030 and the main aim of Vision Zero by 2050.

This year, we three Federations and Partnerships, FEVR, IRVP, FICVI, have managed to unite to strengthen the Global voice of Road Victims and their bereaved families, after many years of our individual efforts to do so, and we invite you to join us, to show your support for us, and to celebrate our success in bringing everybody together, by giving time and room for some of our materials.

In a unified presentation on the website [www.worlddayofremembrance.org](http://www.worlddayofremembrance.org) this year we are able to offer you for the first time the materials created by our Federations and Partnerships, in addition to information on the history and beginning of WDOR, and our purpose and goal:

- Updated videos of the WDOR Decade of Action 2021–2030 with the agreed slogan: Remember. Support. Act.
- WDoR 2024 campaign with the slogan, "That Day".
- Opportunities to publish your speeches, as well as to present your own national, local or personal activities.

Our joint commitment is that each of our Federations and Partnerships will take it in turns to develop a WDoR global campaign over the coming years. In 2024, this is entrusted to FEVR. With the "That day" campaign, we will remember the victims of traffic collisions in a unique way and make the public think how important road safety is.

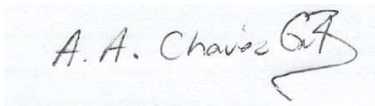
English language materials will be available on [www.worlddayofremembrance.org](http://www.worlddayofremembrance.org) from 21st October 2024 and then you will be able to start adapting all materials to your local languages. In the meantime, we suggest that you contact the relatives of the victims and try to obtain items that were owned by the victims and that were present in the road traffic collisions. For example: bicycle, helmet, school bag, sneakers, bracelet, sunglasses, etc. You can use the photos of these objects for a social media campaign or for other media, which will gain even greater emotional power due to the real involvement of the objects in road traffic collisions, or for their importance to the Victims themselves.

We will explain the use of these photos and items in more detail in the campaign materials package, which will be available on October 21.

The campaign will include not only poster and billboard materials, but also proposed activities on Facebook, Instagram and media relations. For creative content and technical assistance, please contact us at the email [kaja.gabrijeljic@agencija101.si](mailto:kaja.gabrijeljic@agencija101.si) - Agency 101, where for personal and professional reasons they have decided to actively create and support this year's campaign. Please add the [info@fevr.ngo](mailto:info@fevr.ngo) to the copy of the message.

Some of you have supported us for many years, and some of you have simply observed our work. We would like to thank each and every one of you from the bottom of our hearts for your involvement in WDoR - the most important date in the road safety calendar for Road Victims and their bereaved families, and the NGOs that represent them Worldwide.

Warmest regards,



Alma Chávez Guth  
FICVI President



Robert Štaba  
FEVR President



Donna Price  
IRVP President and  
Co-Chairperson

