



## **The Global Youth Coalition for Road Safety welcomes Michelin Foundation as a Programme Partner**

We are delighted to announce that Michelin Foundation has partnered with YOURS – Youth for Road Safety to support the Global Youth Coalition for Road Safety as a programme partner.

YOURS is the initiator and the main organizer of the Global Youth Coalition for Road Safety. The World Health Organization (WHO) provides guidance and ensures that the Coalition’s strategy is aligned with the international road safety agenda.

Michelin Foundation was one of the main partners who sponsored the 2<sup>nd</sup> World Youth Assembly for Road Safety held last February 18, 2020 and are a founding partner member of YOURS.

The partnership between the Coalition and Michelin will invest and support in the Coalition’s work to empower youth across the globe. The partnership will help more young people to take meaningful action for safer mobility globally, uniting them to fight the biggest killer of youth worldwide; road traffic crashes.

Michelin joins Total Foundation as the Coalition’s current programme partners.

Youth Advisory Board Member, Ms. Maolin Macatangay said; “The Coalition continues to gather passionate and hardworking young people from all over the world who have a vested interest in road safety. With the resources from the Coalition and the support of our partners, the youth movement for road safety will continue to power through in both local and global settings. Investing in young people and in road safety is a great step in achieving the targets in the 2030 Agenda around safe mobility. It also gives youth the skills and resources to keep claiming their space for road safety at the decision-making table”.

On the partnership, Floor Lieshout, Executive Director of YOURS said; “It is with much pleasure that we welcome the Michelin Foundation as programme partner to the Youth Coalition. They have been long-term supporters of our work and I am delighted we will add another chapter to our successful partnership and together continue our journey in making road safer for young people.”

Talking about the long-term commitment and focus on youth and road safety, Florent Menegaux, CEO of Michelin & Michelin Corporate Foundation said “Safety is at the heart of everything we do at Michelin. We believe it is our responsibility to make mobility safer all over the world. Safe mobility is essential as it helps to make mobility better and more accessible to all. The involvement of the young generation is essential to meet the challenge of road safety. Involving young people means benefiting from their experience and their energy to imagine new solutions to make mobility safer everywhere in the world. Mobilizing young people around road safety also means raising awareness among future drivers and being by their side.”

**Ends**



## Notes to Editors

### About the Global Youth Coalition for Road Safety

The Global Youth Coalition for Road Safety unites individual youth and organizations and is made up of more than 200 passionate young people from across the world who are taking action on safe mobility issues. It is underpinned by the principles of the [Global Youth Statement for Road Safety](#).

The Coalition connects road safety to key related topics such as health, sustainable cities, climate change, education, poverty and equality.

[www.claimingspace.org](http://www.claimingspace.org)

### About YOURS – Youth for Road Safety

YOURS is a global non-profit organization that is a direct follow up of the United Nation's first World Youth Assembly held in 2007. YOURS believes that young people have a right to be adequately informed, consulted, and empowered on road safety. Its mission is to act to make the world's roads safer for young people everywhere.

YOURS believes that, to achieve SDG Target 3.6 under the New Decade of Action, youth need to lead the road safety revolution.

YOURS is a multi-award-winning organization, an official member of the United Nations Road Safety Collaboration and has Consultative Status at UN ECOSOC.

[www.youthforroadsafety.org](http://www.youthforroadsafety.org)

### About Michelin Corporate Foundation

Michelin Corporate Foundation exemplifies the Group's social responsibility and aims at sponsoring long-term projects in the countries where Michelin is present.

Since its creation in 2014, the Foundation has embodied Michelin's core values of solidarity and respect, backing projects which directly benefit to local communities in over thirty countries. Projects of general interest in line with the commitments and values of the Group, always "Helping people move forward".

<https://fondation.michelin.com/en/>

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