



## **EXPRESSION OF INTEREST (EOI)**

### **EXPRESSION OF INTEREST TO BE A ROAD SAFETY CHAMPION**

The Motor Vehicle Accident Fund (MVA Fund) invites Expressions of Interest from any suitably qualified, influential, and passionate Botswana citizen who is interested in partnering with the Fund as a Road Safety Champion.

#### **Background**

Despite a steady decline in road traffic fatalities in Botswana, road crashes continue to claim hundreds of lives annually, with men accounting for approximately 70% of fatalities, while youth and young adults (21–45 years) contribute nearly 60%. While road safety knowledge has improved over the years, compliance and behaviour on the roads is still very low, highlighting the urgent need for behavioural change. In response, the MVA Fund seeks to partner with a high-impact individual who can influence social norms, inspire responsible road use among men and youth, and generally champion road user behaviour change.

#### **Purpose of the Road Safety Champion**

The Road Safety Champion will serve as:

- A national advocate for behaviour change targeting men and youth
- A visible role model for responsible road use
- A thought leader and advocate for road safety and Safe Systems
- A mobiliser of communities, influencers, youth networks, and institutions
- A catalyst for sustaining the Men's Road Safety Pledge movement

#### **Key Responsibilities**

- Lead and promote innovative behaviour-change initiatives and social norm campaigns

- Advocate for shared responsibility in road safety
- Engage policymakers, traditional leaders, media, youth platforms, and community structures
- Drive creative engagement through dialogues, digital campaigns, storytelling, sports, arts, and community pledges

### **Minimum Requirements**

Interested candidates must:

- Be a citizen of Botswana
- Be a recognised public or community figure with at least 10 years' experience in community engagement, advocacy, or social change initiatives
- Demonstrate strong influence among men and/or youth
- Possess excellent communication skills in Setswana and English
- Have a clean traffic record and no criminal convictions
- Demonstrate integrity, credibility, and commitment to road safety values

### **Submission Requirements**

Interested candidates must submit:

1. A detailed Curriculum Vitae (CV)
2. A costed proposal outlining how the candidate will execute the role of Road Safety Champion, including:
  - Behaviour-change and advocacy approach
  - A costed 12-month action plan
  - Expected outputs and monitoring & evaluation framework
3. A letter of motivation
4. Two references for similar assignments or initiatives

### **Selection Criteria**

Submissions will be assessed based on:

- Advocacy and leadership experience
- Innovation and impact of the proposed behaviour-change approach
- Strategic influence and networks
- Commitment to road safety

- Integrity and role-modelling capacity

### **Submission Details**

All submissions must be submitted by email addressed to:

The Chief Executive Officer  
Motor Vehicle Accident Fund  
P/Bag 00438  
Gaborone, Botswana  
Email: [mvafund@mvafund.bw](mailto:mvafund@mvafund.bw)

**Submission Deadline:** 24<sup>th</sup> April 2026