



Eastern Partnership
ROAD SAFETY OBSERVATORY

Civil Society Road Safety Engagement in the Eastern Partnership Countries

Supporting the EaP Road Safety Observatory

September 2022



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Acronyms and abbreviations

ADB	Asian Development Bank
ACM	Automobile Club of Moldova
AMAK	National Automobile Club of Azerbaijan
ASWPU	Azerbaijan Social Work Public Union
CDPD	Center for Rights of Persons with Disabilities
CSO	Civil Society Organisation
CSR	Corporate Social Responsibility
EaP	European Union Eastern Partnership
EaP CSF	Eastern Partnership Civil Society Forum
EaPRSO	Eastern Partnership Road Safety Observatory
EASST	Eastern Alliance for Safe & Sustainable Transport
EBRD	European Bank for Reconstruction and Development
ECF	European Cyclists Federation
ECOSOC	UN Economic and Social Council
EFTA	European Free Trade Association
EU	European Union
EUAM	European Union External Action Program
Euronest	Euronest Parliamentary Assembly
FIA	Federation Internationale de l'Automobile
FEVR	European Federation of Road Traffic Victims
GASR	Georgia Alliance for Safe Roads
GDCI	Global Designing Cities Initiative
GDP	Gross Domestic Product
GEF	Global Environment Facility
GFEI	Global Fuel Economy Initiative
GRSP	Global Road Safety Partnership
GVIBA	Georgian Vehicle Inspection Bodies Association
HI	Humanity and Inclusion

ICCT	International Council on Clean Transportation
IDS	International Disability Alliance
IFP	International Federation of Pedestrians
IFRC	International Federation of Red Cross and Red Crescent Societies
IRVP	International Road Victims Partnership
ISET	International School of Economics at Tbilisi State University
LMICs	Low and middle-income countries
NACTO	National Association of City Transport Officials
NGO	Non-Governmental Organisation
NRSC NGO	National Road Safety Council of Armenia NGO
OSCE	Organisation for Security and Cooperation in Europe
PfRS	Georgian Partnership for Road Safety
SDGs	UN Sustainable Development Goals
SRF	Safer Roads Foundation
TRUE	The Real Urban Emissions Initiative
TUM-RISO	Technical University of Moldova Road Infrastructure Safety Observatory
UN	United Nations
UNDP	United Nations Development Program
UNEP	United Nations Environment Program
UNRSC	United Nations Road Safety Collaboration Group
USAID	United States Agency for International Development
WHO	World Health Organisation
WB	World Bank
YOURS	Youth for Road Safety

The Eastern Partnership Road Safety Observatory and the role of CSOs

Every year around **1.3 million people** lose their lives on the world's roads. Between **20 and 50 million** suffer life-changing injuries. Young people are particularly impacted – globally road traffic injuries are the leading cause of death of children and young adults aged 5-29. Moreover, fatality rates in Eastern Partnership (EaP) countries are about twice as high as in the European Union (EU) / European Free Trade Association (EFTA) area. Road death and injury is a major problem in all EaP countries requiring urgent attention.

In September 2020 the United Nations (UN) adopted a new resolution calling for global action to halve the number of road deaths and injuries by 2030.¹ The EU and EaP countries are working to achieve these goals. Road safety has also been prioritized as a key component of World Bank (WB) support to the Eastern Partnership Transport Panel. Civil society organisations (CSOs) of all kinds should join in helping achieve the UN goals.

The Eastern Partnership Declaration on Road Safety, endorsed in April 2018 in Ljubljana, sets a target of reducing the number of fatal and serious road traffic injuries by 50% from 2020 to 2030.² To reach these goals, on 6 June 2019 the Eastern Partnership Transport Ministerial Meeting endorsed a joint declaration in Luxembourg announcing that countries will work together towards the establishment of a **Regional Eastern Partnership Road Safety Observatory (EaPRSO)**. This joint initiative unites member countries with the common aim of advancing quickly and efficiently towards achieving the UN Global Road Safety goals. It will be hosted by the Government of Georgia within ISET, the International School of Economics at Tbilisi State University.

The EaPRSO will share good practices and data to help create a solid body of evidence-based practice. It will work to develop capacity in data collection, data reliability and improvements in the analysis and practical application of data essential for road safety policy development. The Observatory will house country-level data and act as catalytic force to strengthen national road safety data collection, management and analysis, monitoring road safety data beyond that derived from crashes. This data will be important for joint interventions to tackle the key factors which affect the likelihood of road crashes and impact the severity of injuries: factors such as road engineering, seat belt use, drink driving, using child restraints, distracted driving, and road safety enforcement.

Civil society and non-governmental organisations (NGOs) can play a positive role in supporting these interventions. In each member country, CSOs and NGOs exist which actively campaign in support of the global road safety goals. However, much more could be done to involve civil society in national and regional road safety interventions.

1 <https://documents-dds-ny.un.org/doc/UNDOC/GEN/N20/226/30/PDF/N2022630.pdf?OpenElement>

2 https://ec.europa.eu/neighbourhood-enlargement/system/files/2018-05/eap_declaration_finalversion2604.pdf

On a regional level, the Eastern Partnership Civil Society Forum³ offers an opportunity for civil society to raise road safety during EaP ministerial meetings involving both EU foreign ministers and their national counterparts in EaP member states; meetings with senior officials from EU; and meetings with the European Committee of the Regions. CSOs are also able to have their views heard in the Euronest Parliamentary Assembly⁴ and in bilateral meetings of EU representatives with national civil society platforms.

One aim of this report is to suggest ways in which road safety discussions within the EaP might be enhanced, making use of these opportunities. First and foremost, this report aims to demonstrate why CSOs of all types – not just those specialising in road safety – should take a keen interest in supporting the UN road safety goals.

³ <https://eap-csf.eu>

⁴ The Euronest Parliamentary Assembly is the inter-parliamentary forum in which members of the European Parliament and the national parliaments of Ukraine, Moldova, Armenia, Azerbaijan and Georgia participate and forge closer political and economic ties with the European Union.

Road safety and the UN Sustainable Development Goals

The UN Sustainable Development Goals (SDGs) are a global call for action to end poverty, protect the planet and improve lives for all people. Adopted in 2015, they form the core of the 2030 Agenda for Sustainable Development⁵ agreed by UN member states. They are a vital point of reference for CSOs advocating for improvements in many areas of public policy.

The UN SDGs include two specific global targets on road safety. **SDG target 3.6** calls for road crash deaths and injuries to be cut by 50% by 2030. **SDG target 11.2** calls for improving road safety in the context of expanding access to transport for all. By 2030, there must be access to “safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older person.”⁶

Many other SDGs are implicated when considering why road safety is a global concern.

Table 1 illustrates the inter-connectedness of road safety concerns with other development issues. As expressed in the Global Plan for Road Safety 2021-2030⁷ published by the World Health Organisation (WHO) and UN Global Road Safety Collaboration group (UNRSC),

“(M)obility systems truly based on safety will have a holistically beneficial impact on our health; our environment; on reducing the social and economic toll taken by road safety tragedies; and on women’s role in our mobility and transport systems. Placing safety at the core of our road safety efforts will automatically make safe mobility a human right.”

Not surprisingly, effective road safety management requires a holistic approach, with inputs from many different players. At the heart of this is the ‘Safe System Approach’ and a ‘Vision Zero’ determination for safe roads.

It is notable that the Georgian Government in July 2022 approved an ambitious new National Road Safety Strategy which highlights the importance of road safety for meeting all 17 SDGs, within the context of a Safe Systems Approach.

5 https://www.un.org/ga/search/view_doc.asp?symbol=A/RES/70/1&Lang=E

6 https://unece.org/sites/default/files/2020-12/Road_Safety_for_All.pdf

7 <https://www.who.int/publications/m/item/global-plan-for-the-decade-of-action-for-road-safety-2021-2030> p.7

Table 1: SDGs and road safety

 <p>1 NO POVERTY</p>	<p>Road deaths and injuries are a leading cause of poverty:⁸</p> <ul style="list-style-type: none"> • Cutting household income due to the loss of a breadwinner or carer • Causing job loss and impacting job search • Impacting home ownership • Causing family breakup
 <p>2 ZERO HUNGER</p>	<p>Poverty caused by road crashes reduces resources for food:</p> <ul style="list-style-type: none"> • It is hard for road victims to get well-paid jobs • Studies show huge income gaps between road victims and other households, with biggest effects in developing countries • Non-victims in a household often forfeit income to look after road victims, creating more pressures on food budgets
 <p>3 GOOD HEALTH AND WELL-BEING</p>	<p>Health and well-being are impacted by unsafe road mobility:</p> <ul style="list-style-type: none"> • Unsafe roads are a major impediment to active mobility – to cycling, walking and wheeling • Unsafe vehicles are also much more likely to have poor emissions standards • Walkable, safe roads are better for health and well-being
 <p>4 QUALITY EDUCATION</p>	<p>Road injuries impact children’s education and opportunities:</p> <ul style="list-style-type: none"> • Studies have shown the high toll of road injuries on school attendance⁹ • For individual children, education can be permanently affected • The ability to attend school at all is greatly hindered by road safety and accessible mobility in low-income countries
 <p>5 GENDER EQUALITY</p>	<p>Road safety is a major consideration for women’s mobility:</p> <ul style="list-style-type: none"> • Girls and women face particularly mobility risks on the road¹⁰ • This applies to all forms of road transport, including public transport, walking, cycling and in cars • These factors take a toll on women’s economic, political, and social opportunities

8 <https://blogs.worldbank.org/transport/road-crashes-have-more-impact-poverty-you-probably-thought>

9 <https://www.fiafoundation.org/media/xpnhmnvr/chi-the-burden-of-injuries.pdf>

10 <https://www.fiafoundation.org/resources/expanding-access-to-opportunities-for-girls-and-women>

<p>7 AFFORDABLE AND CLEAN ENERGY</p> 	<p>Road safety and energy use are closely linked:</p> <ul style="list-style-type: none"> • Road transport consumes the lion’s share of energy among all forms of transport¹¹ • Safer, slower speeds consume less energy • Active mobility – walking and cycling – is energy positive and safer, and public transport is better for energy use
<p>8 DECENT WORK AND ECONOMIC GROWTH</p> 	<p>Safe roads and ‘liveable’ environments are better for business:</p> <ul style="list-style-type: none"> • Safe road planning including walkable cities brings major economic benefits¹² • Pedestrian-friendly roads are safer for all and better for tourism • Studies have shown increased business ‘footfall’ and job growth from pedestrian-friendly design¹³
<p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p> 	<p>Sustainable infrastructure is also safer:</p> <ul style="list-style-type: none"> • Sustainable regional and transborder infrastructure requires coordination over road engineering standards • Safer road corridors are part of this, and are required by multi-lateral development banks • Access to economic opportunities and mobility for local people is also governed by safety concerns
<p>10 REDUCED INEQUALITIES</p> 	<p>Unsafe roads exacerbate inequalities:</p> <ul style="list-style-type: none"> • Road injury is a leading cause of disability, job loss and poverty • Non-motorised road users are most vulnerable to death and injury on the roads • Low-income countries have the highest road traffic fatality rates, suffering the greatest per capital economic losses
<p>11 SUSTAINABLE CITIES AND COMMUNITIES</p> 	<p>Road death and injury undermine community development:</p> <ul style="list-style-type: none"> • Sustainable urban development has road safety as a key objective as part of a holistic approach to mobility • This means inclusive access for all, easy walking and cycling, and affordable public transport • Road planning is a concern for ‘transport equity’ – universal access to safe mobility

11 <https://www.eea.europa.eu/data-and-maps/indicators/transport-final-energy-consumption-by-mode/assessment-10>
12 <https://www.cnu.org/publicsquare/2021/08/18/ten-economic-benefits-walkable-places>
13 <https://www.cnu.org/what-we-do/build-great-places/lancaster-boulevard>

 <p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>	<p>Safer roads are part of responsible consumption:</p> <ul style="list-style-type: none"> • Road transport is a leading source of fossil-fuel consumption • Eco-driving and responsible fleet management reduce fuel consumption and require safer speeds • A leading cause of fatalities for tourists is road death: Responsible tourism requires road safety planning¹⁴
 <p>13 CLIMATE ACTION</p>	<p>Road safety and environmental sustainability are closely linked:</p> <ul style="list-style-type: none"> • Slower speeds lead to reductions in fuel consumption • Roads that are safe for all road users promote active mobility – walking, cycling and wheeling • Poor road safety design and management encourages high speeds and high emissions, impacting the natural environment
 <p>15 LIFE ON LAND</p>	<p>‘Car-dominated’ design is bad for biodiversity:</p> <ul style="list-style-type: none"> • Building more high-speed roads and multiple traffic lanes destroys natural habitats • Poor road planning and design have an impact on wildlife, bird migration and even farm animals • Sustainable, safer road environments are healthier for humans too, particularly children
 <p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p>	<p>Road safety is linked to strong institutions:</p> <ul style="list-style-type: none"> • In countries with high road casualties, police corruption is often one factor preventing effective enforcement of road safety • Effective road safety management requires partnership working within a ‘Safe System’ approach • Countries with strong road safety emergency response are more resilient to disasters and better at crisis management

¹⁴ <https://www.easst.co.uk/wp-content/uploads/2019/04/EASST-MRSH-International-Tourism-and-Road-Safety-in-Greece-summary-report.pdf>

Safe System Approach and Vision Zero

The Safe System Approach begins with the understanding that all road crashes are *preventable* - part of a complex system needing both a systematic approach and systematic treatment. 'Vision Zero' comprehends that road fatalities are caused by system failures and maintains that no one should die on our roads. We have a shared responsibility to prevent road casualties.

Vision Zero may sound ambitious, but it works. In 2019 the city of Oslo in Norway, with a population of nearly 700,000, reported *not a single pedestrian or cyclist fatality*.¹⁵ There was only one fatality on Oslo's roads that year – a driver who hit a fence. This success was built on a systemic approach to preventing road crashes.

Many variables are involved when a crash occurs which also affect the outcome for victims. These include 'human' factors (such as knowledge or attitudes), vehicles and equipment safety, and environmental factors. Here are just a few examples:

- **Pre-crash**

- Unsafe road design
- Inadequate road rules and poor enforcement
- Driver impairment (e.g. drink driving)

- **During a crash**

- Not wearing seat belts
- Unsafe or poorly maintained vehicles
- Roadside hazards

- **Post crash**

- Availability of skilled rescue personnel
- Availability of essential rescue equipment
- Location of rescue services and access

This systematic approach underlies the Global Plan for the UN Decade of Action on Road Safety 2021-2030. The Global Plan recognises that action is required to prevent road casualties across many fronts. Policies should address the need for mobility for all road users via land-use and multi-modal transport planning. Good engagement with local communities and businesses is essential to ensure mobility needs are safely met. Safer road engineering requires good engineering standards as well as capacity-building for engineers and designers. Vehicle safety must be regulated and improved. Effective road safety enforcement and education is also important. Finally, post-crash emergency systems need to be able to respond efficiently, with good coordination between services.

The Global Plan makes clear the important role of CSOs and NGOs in advocating for change and assisting implementation. CSOs led the global campaign which achieved the UN road safety decades of action and their voices are being heard in the EaP region.

¹⁵ <https://www.advocacyadvance.org/2021/01/oslo-norway-completed-eliminated-bicycle-and-pedestrian-fatalities-heres-how/>

Figure 1: Global Plan for the UN Decade of Action 2021-2030



Infographic: <https://www.who.int/teams/social-determinants-of-health/safety-and-mobility/decade-of-action-for-road-safety-2021-2030>

Why prioritise road safety?

The human impact of road death and injury is easy to comprehend – lives and families are destroyed. But there are also huge economic costs for every country, with the greatest costs borne by low- and middle-income countries (LMICs). According to the World Bank Global Road Safety Facility, road crashes in LMICs result in more than 19.63 million deaths and serious injuries in a year and cost economies 1.7 trillion dollars and over 6.5 percent of Gross Domestic Product (GDP).¹⁶

The World Bank report gives a breakdown for individual countries in the EaP region which is worth noting, seen here in Table 2.

Table 2: Cost of road death and injury in GDP

ARMENIA (2016)	5.7%
AZERBAIJAN (2016)	2.9%
GEORGIA (2016)	5.3%
MOLDOVA (2016)	3.7%
UKRAINE (2016)	4.7%

Data: WHO Guide for Road Safety Opportunities and Challenges : Low and Middle Income Country Profiles, <https://openknowledge.worldbank.org/handle/10986/33363>

These costs are a snapshot for a particular year. Evidence suggests that the opportunity costs of failing to invest in road safety are much higher. The World Bank has estimated a **22% long term GDP per capita increase** generated by investing in road safety based on an analysis of selected countries.¹⁷

Apart from the sheer scale of the economic penalty for failing to prioritise road safety, there are many other reasons CSOs should take an interest in road safety issues.

Children, young people and road safety

Road death and injury is the biggest killer of young people aged 5-29 in every world region. According to the global NGO YOURS (Youth for Road Safety), more people aged between 15-29 die from road crashes than from HIV/AIDs, malaria, tuberculosis or homicide.¹⁸

¹⁶ <https://openknowledge.worldbank.org/handle/10986/33363>

¹⁷ <https://openknowledge.worldbank.org/bitstream/handle/10986/30488/130018-BRI-TransportICT-Connections-Note1-2018.pdf?sequence=1&isAllowed=y>

¹⁸ <http://www.youthforroadsafety.org/road-safety>

Road safety and the environment

The UN Global Action Plan refers to road safety as ‘the driver in sustainable development.’ This is because:

- Sustainable land-use planning is vital to planning safe roads and mobility
- Speed reduction also reduces transport emissions
- Eco-driving is safer for all types of vehicles, including public and private fleets
- Newer, less polluting vehicles also have more safety features
- Fleet road safety management – such as planning journeys – reduces costs, emissions, and road risk
- Ensuring safe, active mobility (walking, rolling and cycling) is better for public health and the environment
- A modal shift from cars to public transport, and from motor transport to active mobility, is needed to reduce emissions from transport and improve safety
- Better planning of transport services and public spaces to be more inclusive and safer for personal security encourages more people - particularly women - to walk, cycle, or use public transport rather than use more polluting private vehicles.

For these reasons, the UN Environment Programme (UNEP) sees a strong link between road safety and low-carbon mobility. This is vital for reducing the world’s fossil fuel emissions.¹⁹

Road safety and inclusion

Roads which are safe for families, young people, and people with disabilities are safer for everyone. Too often a poor safety environment prevents children from attending school, women and people with disabilities from taking up economic opportunities, and elderly people from having a full and active life. These opportunities are important to all of us, but mobility and choice are less available to some groups, particularly in LMICs. Even in high income countries there is evidence that those on low incomes are most impacted by poor road safety provision.²⁰

19 <https://www.unep.org/explore-topics/transport/why-does-transport-matter>

20 <https://www.gtkp.com/assets/uploads/20131104-201410-5836-102973.pdf>

International and Regional Road Safety CSOs working in EaP Countries

A variety of different global partners are committed to reducing road fatalities and injuries. NGOs play a key role in these global efforts. There are also regional and specialist networks involving NGOs that support road safety in the EaP region.

The most important forum involving CSOs/NGOs is the UN Road Safety Collaboration.

UN Road Safety Collaboration (UNRSC)

Since 2004 the UN Road Safety Collaboration,²¹ chaired by the World Health Organisation (WHO), has held regular meetings to strengthen global and regional coordination and exchange information on road safety events and activities. Its membership includes UN organisations, governments, academic institutions, private sector actors supporting road safety, as well as 45 NGOs. Many of these NGOs are membership organisations representing other CSOs/NGOs.

Having links to the UNRSC is therefore helpful to smaller, local CSOs – providing them with an up-to-date source of information about important global events, media resources, links to global campaigns, as well as a forum for raising awareness of local issues of importance to road safety. Global and regional NGOs active in EaP partner countries who are members of the UNRSC can be a vital conduit of information and support for local activities. One of its key civil society members is the Global Alliance of NGOs for Road Safety.

Global Alliance of NGOs for Road Safety

The Global Alliance of NGOs for Road Safety plays an active role in the UNRSC and is regarded as the global voice of road safety NGOs. The Global Alliance was formally launched in 2012, bringing together NGOs from around the globe to participate in the planning and implementation of the UN Decades of Action on Road Safety. Their aim is to “unite, empower, and strengthen NGOs to take action for road safety and road victims.” Their membership currently includes over 250 road safety NGOs from more than 90 countries. They provide services to these members in three ways: networking and sharing best practice, advocacy on behalf of their members, and capacity building for member organisations including training programmes.

Each EaP member has NGOs who are members of the Global Alliance. These are:

- Armenia: National Road Safety Council (NRSC) NGO
- Azerbaijan: Hayat International Humanitarian Organisation/National Automobile Club of Azerbaijan (AMAK)²²
- Georgia: Georgia Alliance for Safe Roads; Partnership for Road Safety

²¹ Established following the UN General Assembly resolution 58/289 in 2004

²² HAYAT and AMAK share the same staff and premises

- Moldova: Automobile Club of Moldova (ACM); ProtectMD Foundation;²³ Road Safety Moldova
- Ukraine: Lviv-safe city; Road Safety Support Foundation Ukraine; Ukrainian Road Safety Association (now the Road Safety Institute).

Eastern Alliance for Safe & Sustainable Transport (EASST)

EASST was established in 2009 to reduce the number of road casualties in its countries of operation, build local road safety capacity, promote sustainable transport, and encourage institutional development supporting the global goals. EASST is a member of the UNRSC and has Consultative Status with the UN Economic and Social Council (ECOSOC). EASST has active partners in every EaP country. EASST's model is to provide small annual project grants to its local partner NGO, giving them some continuity of income to help ensure their sustainability. EASST also seeks to find additional donor funds for road safety in each country and regionally, and directly involves its local partners in all donor activities. This gives multiple benefits by adding to the long-term viability of the local NGO, building their portfolio of experience and expertise, and ensuring a local voice is present at all times to raise road safety on the policy agenda.

As one member of the Technical Secretariat for the EaPRSO, along with the International School of Economics at Tbilisi State University (ISET), EASST will continue to play a key role supporting NGO participation in regional road safety policy and practice.

Global Road Safety Partnership (GRSP)

The Global Road Safety Partnership (GRSP) was established in 1999 in response to global recognition of road crash deaths and injuries as a human-made health crisis. Hosted by the **International Federation of the Red Cross and Red Crescent Societies (IFRC)**, GRSP is governed through a constitution approved by a Steering Committee of members and working in line with their 'Strategic Plan 2022 to 2030'.²⁴ Their activities include advocacy, providing training and leadership development, implementing road safety projects supported by various donors, and building partnerships between government, CSOs and corporate interests.

Supported by the Bloomberg Initiative for Global Road Safety,²⁵ they offer small grants for the adoption and implementation of evidence-based policies to protect road users and to improve vehicle safety standards. Only certain countries are eligible, and currently in the EaP only proposals from Ukraine may be submitted. Proposals must focus on policy reform or implementation that will lead to reductions in road casualties.

²³ ACM and Protect MD share the same staff and premises

²⁴ https://www.grsproadsafety.org/wp-content/uploads/GRSP_Strategic_Plan_2022_to_2030.pdf

²⁵ <https://www.bloomberg.org/public-health/improving-road-safety/initiative-for-global-road-safety/>

Victims' Organisations

Road crash victims' organisations - whose members include injured survivors of road crashes and the families of victims of fatal crashes – are among the most active and outspoken members of the global road safety community. Their members are persistent, compelling, and often powerful advocates for raising road safety as a public priority.

International Road Victims Partnership (IRVP)

The International Road Victims' Partnership, IRVP, is a group of NGOs from all regions of the world working together with road safety stakeholders to improve post-crash response. Many of IRVP's activities focus on the annual World Day of Remembrance for road victims.

European Federation of Road Traffic Victims

FEVR, like the IRVP, was founded to promote assistance to road victims and awareness of the impact of road death and injury. Like IRVP, it is a membership organisation. Its members are mostly located in EU member countries with the exception of Lebanon.

Global Youth Organisations

Because road crashes are the biggest killer of young people globally, there is a strong link between youth organisations and concern for road safety in every world region.

YOURS/Youth for Road Safety

The main organisation speaking for young people at a global level is Youth for Road Safety (YOURS). YOURS was established as a follow-up to the UN World Youth Assembly for Road Safety in 2007 to lead a global youth movement for road safety. YOURS has consultative status with UN ECOSOC, engaging very closely with the ECOSOC Youth Forum.²⁶

YOURS is an active member of the UNRSC and plays a role in many global road safety campaigns (for example, #ClaimingOurSpace and the Global Youth Coalition for Road Safety²⁷ established by YOURS and supported by the WHO and corporate sponsors). YOURS carries out training and capacity development and runs advocacy campaigns on issues such as speed, pedestrian safety, and active mobility. Their Global Youth Coalition aims to enlist active young advocates from around the globe to support road safety, carrying out youth-led actions to influence public opinion and policy change. They work in 108 countries with over 2,500 young activists.

YOURS 'claimingourspace' initiative has 8 members in Azerbaijan. YOURS has three Regional Leaders for Europe including a young Georgian, Mariam Kukava, who works for the Partnership for Road Safety, and a young Azerbaijani, Ulviya Abasova, who is the Youth for Public Transport (Y4PT) Ambassador in Baku. They take up many issues of importance to road safety in their respective countries, as well as playing a regional role.

²⁶ <https://www.un.org/ecosoc/en/ecosoc-youth-forum>

²⁷ <https://claimingourspace.org>

Global Disability Organisations

People with disabilities are among the groups most at risk on the roads, and most excluded from safer forms of road transport. Addressing their needs is a key area of concern for road safety, beginning with the ability to quantify their needs with good data. Organisations of and for people with disabilities are therefore important road safety stakeholders.

Humanity and Inclusion (HI)

Humanity and Inclusion – formerly Handicap International – is an independent aid organisation working to support people with disabilities in situations of poverty, exclusion, conflict and disaster. They are involved in the UNRSC and have been part of global advocacy campaigns on road safety.

International Disability Alliance (IDA)

The International Disability Alliance (IDA) is an alliance of 14 global and regional organisations of persons with disabilities. Their membership includes over 1,100 different organisations. Together they promote the inclusion of persons with disabilities²⁸ to advance human rights and sustainable development. Their member organisations cover the interests of people with a wide range of different disabilities – for example deafness, intellectual disabilities, spina bifida, etc. Due to the diversity of membership and interests, there are disability organisations represented in IDA from each of the EaP member countries, and some have played an important role in highlighting road safety.

Global Environmental Organisations

As we have seen, road safety and environmental sustainability go hand in hand. There are global environmental organisations supporting road safety initiatives.

International Council on Clean Transportation (ICCT)

ICCT works globally advocating for policies to decarbonise transportation. They often twin with cities to promote the transition to cleaner, safer mobility. They are open to collaboration and partnership to achieve these ends, particularly with city-wide initiatives.²⁹ One of their partnership programmes is **The Real Urban Emissions Initiative (TRUE)** which collects and publishes data on emissions to support city efforts to clean up vehicle fleets.³⁰ A further key partner is the **Global Fuel Economy Initiative (GFEI)** which campaigns for zero carbon vehicles by 2050. They also work with national public policymakers to improve the legislative base and produce a ‘roadmap’ of policy options to achieve this aim.³¹

28 <https://www.internationaldisabilityalliance.org/advocacy>

29 <https://theicct.org/region/cities/>

30 <https://www.trueinitiative.org/about-true>

31 <https://www.globalfueleconomy.org/about-gfei>

SLOCAT Partnership

SLOCAT Partnership is a collaboration between many different agencies from the public and private sector with the aim of building capacity and developing policies for sustainable, low-carbon transport. Their concerns include focusses on intergenerational equity, inclusion and social justice, gender, race and youth. Among other activities, they encourage voluntary national reviews of progress towards achieving the Transport SDGs.

Active Mobility CSOs

Active mobility requires a safe and welcoming road environment. International organisations promoting walking, rolling and cycling exist and are working on all aspects of road safety.

European Cyclists Federation (ECF) and World Cyclists Association

The European Cyclists Federation is Brussels-based but has partnerships too in the EaP. It acts as an advocacy organisation for cyclists, and lobbies to improve cycling infrastructure and safety. Their work on road safety covers a wide range of issues, and they publish regular policy papers and updates.³²

The International Federation of Pedestrians (IFP)

The IFP is a network of CSOs working globally to promote the interests and voice of pedestrians, including people using mobility aids. Key advocacy issues for them are speed reduction and safe, pedestrian-friendly infrastructure design. They have partners in the EaP region and would welcome new members.

³² <https://ecf.com/what-we-do/road-safety>

Road safety good practice

The 'Safe System' Approach is internationally recognised as the most effective and efficient way to improve road safety. The Global Plan for the UN Decade of Action 2021-2030³³ calls upon governments and partners to implement an integrated Safe System Approach, that brings into account multi-modal transport and land-use planning, safe road infrastructure, safe vehicles, safe road use and effective post-crash response. "Business as usual," consisting of ad hoc interventions carried out in isolation, will simply not work. Good practice in road safety requires policy interventions across a range of government departments, all working jointly along with civil society, the private sector, donors, and UN agencies.³⁴

Safe Systems Failures

Not all countries achieve best practice in Safe Systems standards. Common problems include:

- **Silo Mentality**

There is often a reluctance to share information or to work collaboratively to achieve road safety goals. This can include government agencies not sharing information or data, not sharing resources, and not consulting other important stakeholders (for example the Road Police or communities).

A Safe System approach requires collaboration to achieve results. Data needs to be shared between all relevant agencies – police, local authorities, health and emergency services, road and highways agencies, education departments and other important stakeholders. Civil society should be consulted too and involved.

- **Lack of reliable data**

According to the World Bank Regional EaP Road Safety Profile,

*"Data Discrepancy in the EaP region reported at the national level and corrected by WHO (for each country) has been estimated at between 14 to 22% in 2009-2019. This shows a high level of underreporting in the region presumably due to a lack of a robust data collection systems that are interlinked with hospitals, police and other actors within the countries."*³⁵

Underreporting of the level of road death and injury is often combined with a reluctance to share data between different stakeholders and to make detailed data open to scrutiny by CSOs. In many countries there is a lack of location data for road crashes, and this makes it more difficult for communities and CSOs to highlight local problems.

³³ <https://www.who.int/publications/m/item/global-plan-for-the-decade-of-action-for-road-safety-2021-2030>

³⁴ Global Plan for Road Safety 2011-2030, p.6.

³⁵ World Bank Regional EaP Road Safety Profile, p.9.

Figure 2: Example of Road Safety Strategic Partnership



Screenshot: <https://kentroadsafety.info/partnerships/>

- **Not evidence-based**

Poor access to data partly accounts for a lack of evidence-based initiatives. A 2021 World Bank Report on What Works and What Does Not Work in Road Safety underlines the importance of using resources wisely through evidence-based interventions, and “not a common-sense approach which can be surprisingly misleading in road safety.”³⁶ Examples of initiatives that are ineffective include ‘frightening’ people about road risks, teaching small children speed limits and road signs, or training young drivers in advanced driver skills. Yet these approaches are commonly seen.

- **Lack of capacity**

Local civil society players may lack the capacity to distinguish effective initiatives from ‘common-sense’ but ineffective road safety solutions. This applies equally to public authorities in the countries concerned. They may also lack capacity in other important areas such as communications and advocacy skills, project management and evaluation, fundraising and effective stakeholder engagement.

³⁶ <https://www.worldbank.org/en/news/press-release/2021/03/15/what-works-and-what-does-not-work-in-road-safety>

- **Donor-driven**

Donor priorities are not always conducive to a safe system approach or evidence-based initiatives. For private donors, costs, visibility and publicity can be over-riding objectives. For example handing out balloons to children may be financed rather than more expensive and less photogenic, but more effective, initiatives. Even multi-lateral and global public donors can prioritise short term, less costly interventions. Local CSOs may not be consulted about what the priorities should be. To ensure their survival, CSOs may therefore tailor their work to the availability of donor finance for projects, rather than prioritise what they perceive to be important or timely. Finally, finance from different donors can duplicate work, leading to confusion and disillusion among key stakeholders.

- **Low-hanging fruit**

Public authorities and CSOs often prioritise children's education over more costly and difficult investments in road infrastructure, road safety enforcement and well-researched public awareness campaigns linked to sanctions. It is often stated that capturing children while they are young is the vital key to reducing road casualties. While children's safety education is absolutely important, making the road environment safe for children is far more effective at reducing child death and injury, with immediate impact. Children's education can also be done badly, without meaningful evaluation.

- **Blame the road user**

It is often asserted that most road deaths are due to human error. This is contrary to the Safe System approach, yet it is a common fallacy driving road safety initiatives. A 'Vision Zero' approach to road safety accepts that humans *do make errors*, but it is *system failure* which leads to death or injury. A tired driver whose vehicle leaves the road where there is poor signage and obstructed visibility is as much a victim of poor road design or lack of maintenance as they are of fatigue.

- **Short-termism**

Countries that have succeeded in reducing road casualties can only maintain their achievement by continually refreshing and repeating road safety initiatives based on Safe System principles. Short-term, time-limited projects can be effective in demonstrating to public authorities what can be achieved in road safety. However long-term funding and other support is needed to make a lasting impact.

- **Lack of resources**

Countries in the EaP region do not invest enough themselves in road safety. Not all have a lead agency on road safety that is funded, and for the most part they do not share funds with CSOs. There is a lack of understanding of the value of corporate social responsibility, so private sector donors too are scarce. Many road safety activists in the region are self-financed, with few resources for effective, long-term campaigns.

- **Poor communication**

Some CSOs in the EaP region have excellent communications platforms, attracting a large following. Many, however, do not have working websites that are up-to-date or active social media accounts. Effective communication on road safety is vital for raising the priority of road safety in public policy, while poor communication reduces the impact of road safety initiatives. Communication and collaboration with other actors are also important, including with other CSOs.

- **Lack of policy focus**

Simply highlighting a road safety issue is not enough: there should be a policy focus and recommended actions to improve the problem. CSO activities not linked to concrete recommendations for policy and practice will not be effective. This should include collaboration with the police on the role of enforcement, as well as an advocacy strategy to track progress in achieving reforms.

- **Integration of road safety with sustainable development**

It is important to make the link between road safety, mobility, environmental issues and sustainable development. This is not always done by organisations focussing on the environment or local development. Organisations concerned with gender discrimination or the rights of people with disabilities should also make strong links between poor, inaccessible road design and poor mobility choices that are features of unsafe, vehicle-centred roads.

These 'Safe System failures' can and should be addressed. Recommendations at the end of the report include suggestions which could improve the effectiveness of CSOs.

Best practice case studies

Armenia – Safer road design

The **National Road Safety Council of Armenia**, working with Yerevan municipality, EASST and the UK charity [Safer Roads Foundation](#), is tackling a dangerous road intersection which in the past five years has been the scene of 14 collisions that have left 17 people seriously injured. Road safety engineer Paul Disney visited the site in 2019 to investigate the road features behind this grim record. In consultation with the road police and Yerevan Mayor's office, he drew up a draft design proposal to substantially reduce road risk at this junction.

Figure 3: Arin-Berd Street Crossroad



Photo: National Road Safety Council NGO, Armenia

Local engineers in Yerevan completed the final designs in consultation with EASST. The designs contain features that will be ground-breaking for Armenia – including raised pedestrian crossings, substantial traffic calming, diamond-grade, high-visibility signage and thermoplastic road markings. The 'Arin Berd Intersection' project has now got official and final approval from both the Mayor and Traffic Police Department.

So long as the agreed design standards are met, the Safer Roads Foundation will finance the costs of the construction as a donation to road safety in Armenia up to the value of AMD 28,155,600 or USD 67,255 at current exchange rate. As part of an MOU with the municipality, road crash data will be collected regularly to gather evidence for these design improvements, which can then be scaled up to other locations.

Figure 4: Artashat Highway Arin-Berd Street redesign proposal

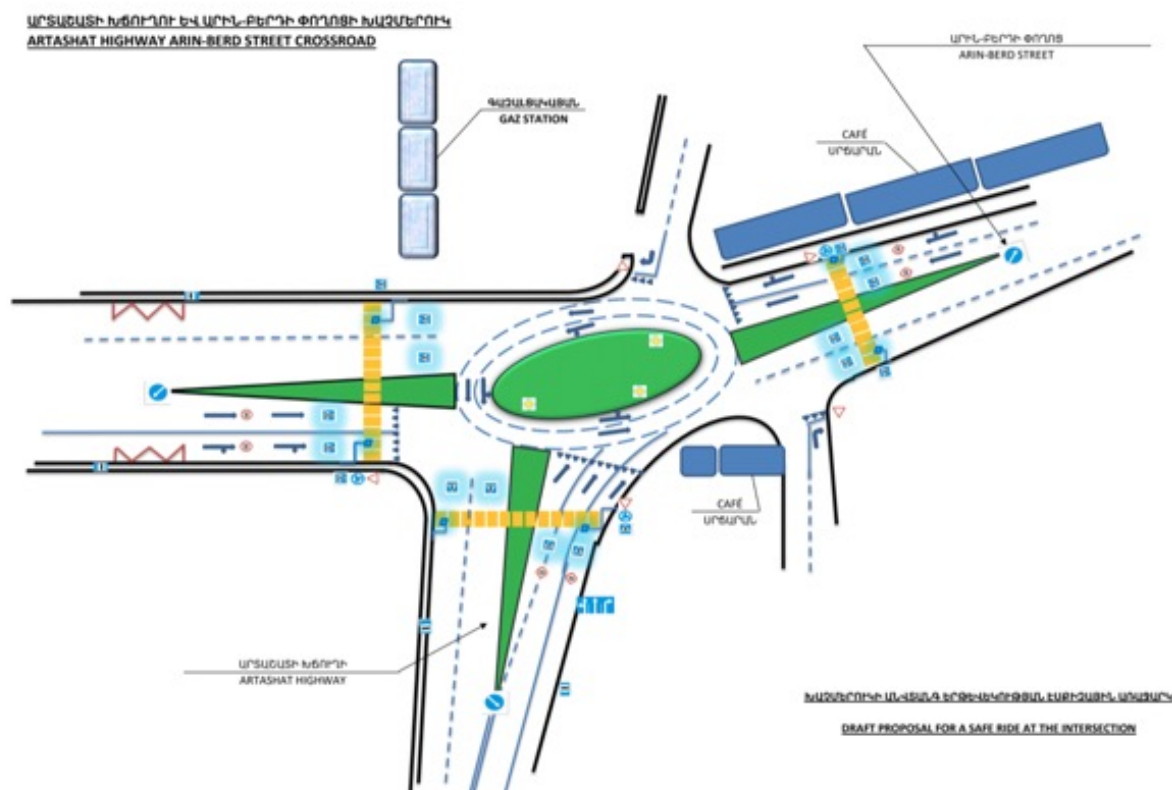


Image: National Road Safety Council NGO, Armenia

The project is a good example of collaboration between the local NGO, international experts and donors, the road police (who supplied data and engineering input), and the Yerevan municipality to achieve road casualty reduction based on evidence from local data. It will be monitored and evaluated, and if successful, it will also be a demonstration of how good road design can reduce road injury.

Azerbaijan – Improving local road data

Over the past few years, Azerbaijan has experienced a boom in vehicle ownership, resulting not only in increased congestion but also in increased numbers of road traffic casualties in the country's capital, Baku. Between 2013-2017 road traffic crashes accounted for 4,691 premature deaths in Azerbaijan, a high proportion of which were pedestrians and almost 400 of which were children.

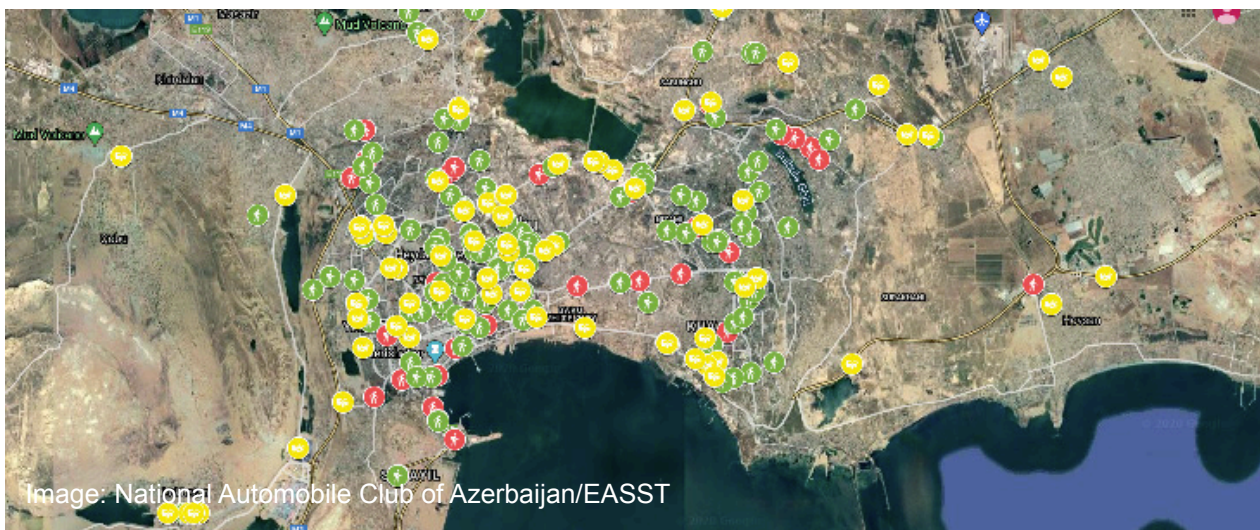
In 2017, EASST partner the **National Automobile Club of Azerbaijan (AMAK)**, initiated the country's first-ever research project on pedestrian safety³⁷ to address the issue and provide an evidence base for future policy reforms. The project surveyed over 1,200 people in Baku and was followed by an observational study investigating pedestrians' knowledge, attitudes and behaviour with regards to road safety and identify the key risk factors. In 2019, a grant from FedEx Express Europe provided the necessary resource for AMAK to embark on a critical second phase – a data mapping and analysis project.

³⁷ <https://www.easst.co.uk/identifying-pedestrian-knowledge-perceptions-of-and-attitudes-on-road-safety-in-baku/>

The funding from FedEx Express Europe enabled AMAK and EASST to deliver awareness sessions for state road police officers in Baku on the value of collecting and sharing accurate road incident data. The sessions have paved the way for an ongoing collaboration between AMAK and the Traffic Police. Using data from 2019, road traffic incident information was used to identify high-risk areas for pedestrians where targeted interventions could improve the safety of infrastructure and reduce road risk.

The resulting interactive map revealed that in 2019 there were 337 incidents involving pedestrians in Baku leading to 120 fatalities and 236 injuries. Police data suggested that in over a third of incidents (116) and over half of fatalities (67) there had been a violation of the speed limit.

Figure 5: Baku road crash data mapping



As an output of the project, five key roads were identified where pronounced clusters of incidents intersect with high-pedestrian areas, schools, and residential streets. Remote analysis by an expert road engineer, helped AMAK and the Traffic Police to investigate a further 10 high-risk locations. A set of specific recommendations to improve safety has been presented to local decision makers and there are plans being developed to tackle these safety black spots.

Georgia – Encouraging active mobility

Chavchavadze Avenue is a busy road in Vake, a district of Tbilisi which boasts the most private cars per capita. It is also a major black spot for road casualties with speeding offences and dangerous overtaking commonly reported by the police.

Until recently, there were few pedestrian crossings but several 40-year old underground subways which were derelict, unsafe, and inaccessible to anyone with reduced mobility. Pedestrians and disabled people were forced to dash across the road between fast moving traffic. The road user hierarchy prioritised car traffic. Parking on pavements and in pedestrian areas was standard, blocking access to buildings and businesses, and making these areas unsafe and unpleasant for anyone traveling outside of a vehicle.

With assistance from local NGOs, however, this situation was turned on its head. Chavchavadze Avenue has become Tbilisi's first shared and pedestrian friendly avenue. Safe and accessible spaces for pedestrians and cyclists are now the priority along with better public transport.

Figure 6: Chavchavadze Avenue Transformation

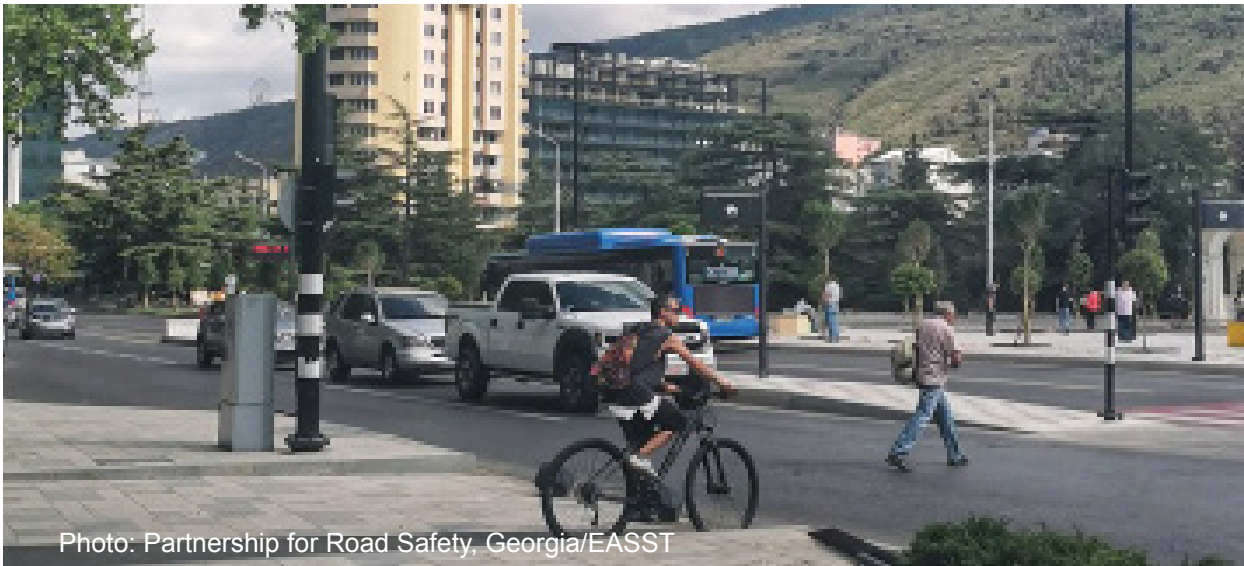


Photo: Partnership for Road Safety, Georgia/EASST

The transformation has been remarkable. The speed limit has been reduced from 60km/h to 40km/h. Traffic lights and signalised pedestrian crossings have been installed with dropped curbs and audio-signalling to enable accessibility for people with disabilities and the elderly. New road signs have been placed along the road to warn drivers, and parking on pedestrian routes has been banned. To encourage public transport use, Bus Rapid Transit lines have also been introduced following the best international standards.

The transformation has been based on the NACTO/GDCI Urban Street Design Guide. Translated and endorsed by the **Partnership for Road Safety**, who also delivered training to city officials, the GDCI toolbox has been actively used by the Transport Development Agency of Tbilisi in redesigning its streets for the last couple of years, including the development of safe school zones³⁸ across the city. PFRS have played an active role the transformation, working closely with the media, local communities, and other key stakeholders to promote the benefits of pedestrian friendly and shared streets.

Indeed, cities that prioritise non-motorised road users and public transport and ensure different types of transport are well integrated with each other are healthier, more dynamic, and more resilient places to live and work. For local residents, the transformation of Chavchavadze Avenue has resulted in a quieter, safer street where children can walk and play, and where people can meet and gather socially. This is the goal of Tbilisi's new transport policy which envisages renewed public transport, and more green public spaces connected to each other by footpaths and bicycle lanes.

³⁸ <https://www.easst.co.uk/new-infrastructure-better-legislation-and-greater-awareness-leads-to-safer-school-zones-across-georgia/>

Chavchavadze Avenue is the first, but other roads across the city have been marked out for similar transformations.

This project illustrates the close links between environmental improvements, liveable and inclusive communities, and road safety – all lead by a local NGO in Georgia with support from NGOs like EASST and NACTO.

Moldova – Ensuring children’s car safety

Child car restraints are a vital protection for child passengers. The probability of a child being injured in a crash or sudden stop is reduced by around 70% when an appropriate child restraint is used. However, in many low and middle-income countries the cost of child restraints means they are not an option for many families.

In Moldova a child car seat costs more than the average monthly wage and could cost the equivalent of three months’ income for families in rural villages. For families with many children, providing them all with child restraints is simply impossible.

FIA Club members the **Automobile Club of Moldova (ACM)** have come up with an innovative solution to providing child restraints to low-income families. Baby4baby.org is a new web-donation platform enabling families to donate and share child restraints across Moldova.

Figure 7: baby4baby.org donation



Photo: Automobile Club of Moldova/EASST

Baby4baby.org was officially launched in Chisinau in 2018 with the support of Parliament. These donations were formally presented to low-income families at the launch event in Chisinau. The launch included presentations by the ACM on how to use the new web-donation platform as well as a practical demonstration by the FIA Touring Club of Switzerland on how to properly install and use different categories of child restraints. Coupled with a national advocacy campaign on the use of child restraints, the project has resulted in an increase in the use and understanding of child restraint systems.

To date, the donation platform has enabled the donation of 760 child restraints to low-income families. Of these, 290 were donations from local Moldovan families to the platform. Through baby4baby.org the ACM expects to educate the society on the requirement and safe usage of child restraint systems, engage communities in the process, as well as facilitate access to child restraint systems to vulnerable families across the country.

The project was financed by the FIA and FIA Foundation within the FIA Road Safety Programme and FIA Action for Road Safety, and supported by the Moldovan Parliament, EASST, the National Patrolling Inspectorate, Mama.md, Suntparinte.md, “Oratorul” Theatre, the Ministry of Education, Autoblog.md and Members of the National Road Safety Council. The project has thus been a successful collaboration between different players to improve road safety protection for vulnerable children, as well as engage the wider community on the importance of child restraint use.

Ukraine – More effective post-crash response

Prior to 2022 and the current war, over 4,000 people lost their lives on Ukraine’s roads every year. Fire fighters are often first at the scene of a road traffic incident and therefore first to respond and care for any casualties. Yet capacity for effective post-crash response is lacking in Ukraine. With improved equipment and training Ukrainian fire fighters are more likely to be able to reach the scene and extract the casualty quicker, greatly improving their chances of survival.

In November 2021 the Ukrainian organisation **Impact NGO**, jointly with EASST and the UK fire services charity [FIRE AID](#), arranged for a convoy of six fire appliances and a lorry carrying over 2,000 sets of personal protective equipment (PPE) and seven road traffic extrication sets to be sent to Ukraine. The donation and training brought together 15 different organisations from across the UK and Ukraine.

The project involved two regions in Ukraine; Zhytomyr and Poltava where equipment donations were split evenly between the two fire services. Drivers from both regions joined the convoy en route to provide support on the long drive to Ukraine. The team arrived in Ukraine three days after leaving the UK and took part in three days of familiarisation training with the Ukrainian fire services to ensure they are confident in handling the donated equipment – making donations much more sustainable. A total of 50 fire fighters were trained in road traffic response, and the use of ladders and pumps.

This collaboration in Ukraine has a long history. Between 2012 - 2021, 16 modern fire appliances, 2,500+ sets of PPE, and 22 sets of cutting equipment were donated to Ukraine with the assistance of Oksana Romanukha of Impact NGO, FIRE AID and EASST. The project also had the support of multi-national donor FedEx Express who assisted with convoy costs.

The equipment donations have a measurable impact. The donated extrication equipment was used to rescue 254 people in 2020-2021 alone. Alongside this equipment, FIRE AID delivered seven training programmes³⁹ to fire and rescue colleagues across Ukraine,

³⁹ <https://www.easst.co.uk/ukrainian-president-attends-official-opening-of-ukraines-new-emergency-rescue-training-centre/>

on a 'train the trainer' basis. This training included training in how to organise more effectively post-crash response through collaboration and agreed protocols between police, fire and ambulance services. Training conducted at the Lviv University of Life Safety was the first time such a collaboration was attempted in Ukraine.

Figure 8: President Zelenskyi visits post-crash training project



Photo: Impact NGO/EASST/FIRE AID

Effective post-crash response is vital for improving resilience in all situations. Since February 2022 60 further emergency service vehicles have been donated to Ukraine along with tens of thousands of items of PPE and other essential equipment – all the fruit of collaborative working between the local NGO, Ukrainian Emergency Services and international donors.

DECADE OF ACTION FOR
ROAD SAFETY



2021 - 2030