Welcome from the Chair

Welcome! I am honoured to join EASST as Chair at this exciting time of growth and development.

I would like to start by paying tribute to my predecessor, Lord Alf Dubs who has diligently supported and guided EASST since 2009. Alf’s contributions have been invaluable in building EASST into a successful organisation, which is achieving real change and saving lives across the region. I would also like to thank my fellow Trustees for continuing to share their passion, experience and time to make roads safer for everyone.

The activities detailed in this report have been presented according to EASST’s six priority areas for 2017: children’s road safety; occupational road safety management; disability, mobility and road risk; post-crash response; road safety enforcement; and governance and capacity building.

Yet even these remarkable achievements merely scratch the surface of the work carried out by our partners in the region every day. For example, in Kyrgyzstan, following a series of fatal collisions earlier in the year, politicians and policy makers turned to our partners, Road Safety NGO, for their expertise. As a result, in July, the President signed a resolution calling for improved road safety measures across the whole country. Whilst in Dushanbe, the Young Generation of Tajikistan have launched a public awareness campaign on seat belts and eco-driving supported by the EBRD Special Shareholders Fund that will run for five months, in which they are working to increase the rate of seat belt wearing and reduce vehicle emissions.

In Georgia, the Partnership for Road Safety have launched the world’s first study into the road risks faced by street children. As detailed in a special feature in this report, their work is driving forward an agenda that prioritises the most vulnerable road users, not just in Georgia but globally.

This year we were also delighted to welcome the Latvian Auto-Moto Society (LAMB) and the Automobile Club of Albania (ACA) to our growing network of EASST partners, which now spans 14 countries across Eastern Europe, the Caucasus and Central Asia.

As we move in to 2018, I am looking forward to building upon this great work as well as starting new initiatives to achieve our mission of saving lives and preventing injuries by making road transport safer, greener and more sustainable for future generations.

LORD WHITTY
Chairman of EASST
Children’s Road Safety

Protecting children from road risk is an absolute priority. Over 500 children are killed on the world’s roads every day, while road traffic collisions are the leading cause of death in every world region for young people aged 15-29 years.

Our road safety projects make sure that children and young people are aware of risks on the road and provide them with the skills to remain safe and healthy, as well as working with schools and local authorities to ensure roads are as safe as they can be to protect children on every journey they make.

Child restraints

Working with the Kier Group, EASST sends regular donations of children’s car seats, as well as reflective clothing, to villages across the region - an initiative that this year has earned a Silver ‘Green Apple’ environmental award. Our work also involves campaigning for improvements in terms of public policy and practice, to raise awareness and improve enforcement.

Child restraints are a vital protection for child passengers. However, in low and middle-income countries the cost of child restraints can be an inhibiting factor for many families - often equivalent to a month’s salary for an average employee.

This year we sent just under 100 recycled car seats to Tajikistan where the Young Generation of Tajikistan have distributed them to local families and a local NGO that supports parents of children with Autism.

EASST is also supporting the Automobile Club of Moldova with their campaign to keep kids safe in cars. The campaign promotes the use of child car restraint systems and kids safety in transport and aims to improve the culture and responsibility of parent-drivers for their child-passengers.
The EASST Road Safety Education Pack provides stimulating, engaging and age appropriate activities and teaching resources to introduce road safety messages and behaviours to kids.

It has been designed to reflect the specific risks, challenges and conditions in low and middle-income countries, and have the widest relevance possible. It is flexible enough that we can adapt the names, idiom and even illustrations to reflect local circumstances as well as ethnic and geographical differences.

Make Roads Safe Hellas are transforming road safety education in Chania, Crete with the EASST Road Safety Education Pack.

In 2016, with approval from the local municipality and Ministry of Education, they introduced our education pack to a third of schools in the city. The training was so well received that it was voted the number 1 initiative introduced to schools that year by local teachers. As a result, in 2017 the Municipality has approved the pack to be introduced to all schools in the city, and paid for printing costs.

Supported by the EBRD Special Shareholders Fund, Common Road NGO have introduced the EASST Education Pack to schools in rural Kazakhstan. The local Education Department committed to promoting the Pack across Aktobe region and will host an online version so that every school can access the resources.

In addition to this, Common Road NGO have secured funding to turn the Pack into a mobile app available initially in Russian and Kazakh, but with aims to make it multi-lingual. The app will be launched in 2018.
Occupational Road Safety Management

With one in three road crashes taking place when people are driving for work, reducing the risk of commercial vehicles and public transport globally could play a very significant role in cutting road fatalities and achieving the targets of the UN Decade of Action for Road Safety 2011-2020.

Through EASST Academy, we offer online fleet management training led by world-leading industry experts to give those responsible for commercial vehicles the skills to deliver and sustain a robust road safety management strategy in their companies.

“This online course opened new horizons for our organization, demonstrating that good fleet safety management can reduce road risk and save your business a lot of money.”

“This is an excellent enterprise. It is highly relevant, the learning is transferable, your partners are top drawer, it is accessible and importantly it is accredited!”
Following a serious public transport crash in 2012, the issue of safe public road passenger transport in Moldova hit the spotlight and became prominent on the political agenda, with a desire to find effective solutions.

EASST and our partner the Automobile Club of Moldova (ACM), supported by the European Bank for Reconstruction and Development (EBRD) initiated a ‘Safe Driving for Life’ project aimed at reducing the number of road fatalities and injuries involving public transport vehicles and EBRD client fleets in Moldova.

Through industry collaboration, strategic initiatives, study trips and fleet management training, the Chisinau working group facilitated by EASST and the ACM developed effective road safety management practices for fleets and public transport.

**The result? In just one year ...**

- **49%** decrease in public transport crashes
- **86%** decrease in fatalities
- **52%** decrease in injuries

The ACM has continued its partnership with electricity supplier, Gas Natural Fenosa, who were key members of the working group. In 2017, road safety training has been organised for over 70 of their employees in Chisinau. Gas Natural Fenosa have become one of the few companies in Moldova to adopt and implement a sustained programme of fleet safety management and training for its employees. As a result they have seen a 37 per cent drop in the number of road crashes involving Fenosa vehicles and a financial saving of almost €400,000*. We are proud to say the project is the recipient of a 2017 HRH Prince Michael International Road Safety Award.

*Based on estimated loss of €4500 per vehicle involved in a crash (including indirect costs).
Disability, Mobility & Road Risk

In many EASST countries, people with disabilities are marginalised due to poor mobility. They are “at a higher risk of non-fatal unintentional injury from road traffic crashes” and are particularly vulnerable on the roads.

More care and understanding needs to be taken to address the specific requirements of disabled people as road users to ensure their safety and rights are met.

This year EASST has coordinated a series of studies into the relationship between disability, mobility and road risk to provide recommendations to policy makers on how to address this important issue. Research projects have so far been completed in Belarus, Kyrgyzstan and Moldova and projects are underway in Azerbaijan and Greece.

4 The WHO and World Bank noted that estimates of post-crash disability vary from 2-87%, World Report on Disability, 2011, p.34.

Road injury is not just a major cause of permanent disability - people with disabilities are also more at risk on the roads.

In Moldova
51 per cent of disabled people experience difficulties in using public transport.

In Belarus
52 per cent of disabled people face difficulties just entering and leaving their homes.

In Kyrgyzstan
93 per cent of disabled people never use public transport because of poor accessibility.

Supporting United Nations’ Sustainable Development Goal 11.7 to “provide access to safe, affordable, accessible and sustainable transport systems for all, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons” by 2030.
In 2016, the *Belarusian Auto Moto Touring Club* surveyed over 1000 disabled people and their carers across Belarus. Their report, *Road Safety – An Inherent Right and Equal Opportunity for All People*, published this year, offers fresh data and insights into the particular needs and problems that disabled people face in Belarus as drivers, pedestrians and public transport users.

The report details the different obstacles to mobility faced by people with disabilities linked to road safety including the attitudes of other road users and access to transport. It also offers recommendations for public authorities in a bid to better inform policy makers on how to address these issues proactively. Such data has previously been lacking in Belarus, making it difficult to press for change.

**KYRGYZSTAN**

*Road Safety Kyrgyzstan* found severe inadequacies in terms of inclusive and accessible public spaces for disabled people during their survey.

A number of significant barriers to mobility were identified that keep people with disabilities isolated from public life and prohibit them from making an economic and social contribution to society.

Their report, due to be published in 2018, will call on authorities to take the issue of mobility seriously and commit to improving road infrastructure and transport accessibility to ensure access to “the physical, social, economic and cultural environment, to health and education...enabling persons with disabilities to fully enjoy all human rights and fundamental freedoms.”

Protecting street children from road risk

GEORGIA

Access to safe roads and road safety education is vital for any child or young person. But what about those children who have nowhere to go to learn even the most basic road safety skills and who are the most exposed of all road users?

In Georgia it is estimated that around 2,500 children live on the streets. Official data does not record the number of street children involved in road traffic collisions. Yet their vulnerability is evident, as they congregate in areas near traffic lights and road crossings, and walk between lanes of traffic.

With the support of EASST and the FIA Foundation, the Partnership for Road Safety (PfRS) in Georgia have sought to help these vulnerable children by leading a ground-breaking study into the risks they face every day and developing the first-ever evidence-based strategy for protecting street children from road risk.

Exposed and vulnerable

The PfRS study shows the extremely high levels of risk these exceptionally vulnerable kids face on a daily basis. It reinforces just how urgent the need is to put road safety on the political agenda as well as to make even the most basic road safety education accessible to all children.

Thirty-two high-risk areas were identified around Tbilisi, Rustavi and Kutaisi where the children gather and spend time - most on busy junctions or by main roads. Survey data found that over 60 per cent of street children spend three hours of more out on the street every day, and mainly at night. The exposure of these children to road risk is therefore high, as is their exposure to the respiratory health effects caused by high levels of congestion and air pollution. A risk most aren’t even aware of.

Safe and healthy roads

Overcrowded roads and speeding were cited by a number of children as amongst the biggest risks they face, and 25 per cent admitted to having been involved in a road traffic collision.

Making roads safer and healthier is essential to protecting street children from road risk. The PfRS has therefore worked closely with the Department of Transport at Tbilisi City Hall to put child safety at the heart of their transport agenda.

Recognising air-pollution and road congestion as the number 1 issue for children’s health, the Transport Department have committed to installing traffic lights and safety islands at road safety “black spots”, making roads safer for pedestrians.
The promotion of sustainable transport has also been made a top policy priority, with the introduction of a new fleet of gas-fuelled buses in Tbilisi as well as the city’s first cycle route.

In July this year a demerit points system was introduced across Georgia to promote responsible driving and reduced speeding. In conjunction with improved enforcement of traffic regulations, the system is already having an effect, with children reporting that in some areas roads are getting safer.

Education and awareness

Research conducted by the Partnership for Road Safety found that street children in Georgia had a very low level of awareness of how to cross roads safely in areas where there are no crossings, or how to walk safely in areas with no pavements. Some did not know how to read traffic lights, or even which side to look first while crossing the road. Any information about wearing bright clothing at night or using reflectors was entirely new.

Awareness of road risk and safe road behaviour is a vital life skill. A core element of the project has involved working directly with street children to provide basic road safety education.

The PfRS devised a regular programme of training sessions for Day & Night Centres in Tbilisi, Rustavi and Kutaisi - reaching over 300 children aged between 8-18 years old. Given the children’s low literacy levels, visual and activity-based methods were developed focusing on core road safety messages and real life experiences. The children were encouraged to think about their own role in the road safety process, with a focus on pedestrian safety and visibility at night.

Throughout the project, the Partnership for Road Safety worked closely with the Social Service Agency who are responsible for street children in Georgia. The Agency sees road risk as a significant danger for the children they work with and are keen to see road safety education permanently embedded within the services they provide for vulnerable children and young people.

To achieve this, the PfRS held special training sessions for social workers and outreach workers in delivering road safety training to kids, so that every child can get the vital knowledge they need to keep safe.

A global vision

The project will produce a set of recommendations to be taken forward by policy makers, influencers and key stakeholders to protect street children more generally. As the project develops, we hope to see many more initiatives aimed at protecting street children from road risk, not just in Georgia, but worldwide. A full report of the Partnership for Road Safety’s work with street children will be available in 2018.
Post-crash response is an essential Pillar within the UN Decade of Action for Road Safety 2011-2020. However, many low and middle-income countries still lack the capacity for road rescue and, as a result, many people are dying at the side of the road every day.

As one of the founding members of UK charity FIRE AID and International Development, EASST actively works to improve post-crash response and therefore survival rates in our region.

In 2017 alone, our FIRE AID projects have donated: 3 fire appliances, 1 ambulance, and road crash rescue equipment to Tajikistan with our partners the Staffordshire Emergency Services Humanitarian Aid Association (SESHAA); 5 fire appliances and road crash rescue equipment to Moldova with our partners Operation Florian – including the first ever appliance donated to Transnistria - as well as 180 hours of training to local emergency services.
In May, following a 4000 mile drive from the UK to Dushanbe, EASST and the Staffordshire Emergency Services Humanitarian Aid Association (SESHAA) safely delivered three fire appliances, an ambulance, rescue equipment and training to the Republican Fire Service of the Ministry of Internal Affairs of Tajikistan.

Tajikistan has a particularly high road death rate and is at high risk of natural disasters as a result of climate change and its location along a seismic rift. One reason for its high road fatality rate is the lack of training and equipment to respond effectively in an emergency, despite highly motivated and capable crews.

With the support of the Young Generation of Tajikistan, training in road crash response and first aid was delivered by SESHAA volunteers in Dushanbe, resulting in the making of Tajikistan’s first-ever RTC Instructors.

Special commendation goes to the SESHAA volunteers who drove the convoy of vehicles across 10 countries, as well as the team on the ground delivering the training. This support is already going a long way towards helping Tajik emergency services respond to disasters faster, safer and more effectively and thereby reducing unnecessary loss of life.

Data collected during a recent evaluation visit shows that the vehicles are now operational in Dushanbe and being put to excellent use by local crews who are now responding faster and more effectively to road traffic collisions, fires, and other emergencies.
Enforcement

Effective road policing is essential to protect the public from dangers such as speeding, drink-driving and non-use of seat belts, all of which are key factors contributing to road deaths and injuries globally.

Good enforcement and positive policing are also vital for identifying local risks, monitoring progress and encouraging safe road use.

We work across the EASST region to assist road police forces with advice, equipment and training in road safety enforcement. Sharing cross border experiences helps forces - which may be undermined by issues of bribery and a lack of public confidence - to develop strategies for effective road policing and working with local communities.

This year our EASST partners from Belarus, Azerbaijan and Moldova came together in Minsk, under the auspices of the BKA, to share best practice on police road safety enforcement and community engagement.

Our Advisory Board member John Giblin – assisted by EASST and the WHO – has been in the Peoples’ Republic of China, delivering training in road crash prevention and response to police officers at the Traffic Management Research Institute in Wuxi.

And in Tajikistan, EASST partner Serghei Diaconu, from Moldova, has been meeting the Ministry of Internal Affairs, Road Police and other ‘blue light’ services to advise on drink drive and seat belt enforcement, effective emergency response and the organisation of camera control systems for speed and traffic management.

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<tr>
<th>Fewer than</th>
<th>In Azerbaijan</th>
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<td>1 in 8 car occupants in Dushanbe wear seat belts</td>
<td>15% crashes are a result of traffic violations or drink-driving</td>
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EASST is also looking at issues of fuel safety. In Armenia, 70 per cent of vehicles run on compressed natural gas. While the use of gas has huge environmental and financial benefits, systemic corruption and a lack of enforcement around re-fuelling practices can have significant safety implications - as improper use can cause vehicles to explode.

This year, we supported a pilot study into the extent of this problem in Armenia. The aim of the study is to analyse the safety risks of gas, and review legislation and enforcement practices to ensure they are robust enough to guard against any incidents. The report will be presented to the National Road Safety Council to review and consider.

Supported by EASST, the National Automobile Club of Azerbaijan (AMAK) have conducted Azerbaijan’s first and only research initiative on road safety, assessing one of the most vulnerable groups of road users – pedestrians – in order to reduce pedestrian road casualties and make roads safer for non-motorised road users.

The report responds to a growing interest in accurate road safety data collection, road traffic strategy, trends in pedestrian behaviour, and the need for evidence-based decision making.

It takes a closer look at the most pressing risk factors along with mechanisms for their mitigation. Most importantly, it is being used to inform future policy actions in Baku City, particularly in relation to pedestrian friendly road design and policies.

Part of EASST’s mission is to promote cleaner and more sustainable transport. In Dushanbe, with support from the European Bank for Reconstruction and Development, EASST and the Young Generation of Tajikistan are promoting eco-driving to increase fuel economy. This includes a media campaign with billboards, light boxes, video and audio broadcasts and training for fleet managers in eco-drive techniques. The bus companies have now asked for training for all their drivers – something we plan to carry out in 2018.

In Georgia, Belarus and other countries our partners have been working to promote cycle routes, safe cycling and pedestrian-friendly cities.

Globally, the volume of CO2 emissions from transport is some 60% higher than in 1990 and is forecast to continue an upward trajectory.4 In EASST partner countries, where vehicle ownership is still relatively low, CO2 emissions from vehicle transport are forecast to continue rising due to growing car ownership. These emissions are a leading cause of global warming.

Air pollution and particulates from vehicle exhaust pipes are also a major health concern. The Child Health Initiative estimates that 300 million children live with dangerously toxic levels of air pollution, with vehicle emissions a key contributor.

Governance & Capacity Building

Good governance is essential to building a safe system, reducing road risk and saving lives. This includes promoting evidence-based road safety policy, supporting regulatory frameworks, challenging corruption, building trust in road police, and encouraging communication and cooperation between government departments.

Successful road safety systems require a concerted effort across national and regional boundaries, effective cross-departmental cooperation and strategic planning, and strong partnerships with communities. EASST works to promote cross-border dialogue and facilitate cooperation and understanding through building local road safety capacity, partnerships and expertise. A feature of all EASST projects is the involvement of a range of local stakeholders, in particular, civil society organisations and community leaders, in advocating for and implementing road safety measures.

As one of many examples, in Ukraine, EASST has been working with the Lviv Institute of Fire Safety to improve post-crash response through the creation of a local partnership between the fire, police and ambulance services as well as involving local communities. This on-going project has already seen the establishment of the first ever partnership group focused on RTC response. We are now planning a follow up, including in-depth training in the UK in 2018.

Making a Regional Impact

EASST partners from Azerbaijan, Georgia, Kazakhstan, Kyrgyzstan and Tajikistan have played a very positive role, along with EASST Director Emma MacLennan, in the development of the Central Asia Regional Economic Cooperation (CAREC) Regional Road Safety Strategy under the auspices of the ADB, EBRD and CAREC Institute. The strategy was adopted in October 2016 by the 11 member countries including China and Pakistan.

Since then our partners in the region have been working to ensure implementation of this ambitious strategy. Emma, with EASST Advisory Board member Matthew Chamberlain, has helped organise and moderate training for road engineers and specialists in the region – including training in road safety audits, safe road works and safety for vulnerable road users.

By providing funding and support to our partner organisations across the region we aim to improve communication, share best practice and enhance the effectiveness and sustainability of local NGOs in driving change.
EASST PARTNERS

ALBANIA
Automobile Club Albania (ACA)

ARMENIA
National Road Safety Council Armenia
ARVIKON Automobile and Tourist Club JV Ltd

AZERBAIJAN
National Automobile Club of Azerbaijan (AMAK)
HAYAT NGO

BELARUS
Belarusian Auto Moto Touring Club (BKA)

GEORGIA
Partnership for Road Safety (PfRS)

Greece
Make Roads Safe Hellas

KAZAKHSTAN
Common Road NGO

KYRGYZSTAN
Road Safety NGO

LATVIA
Latvian Auto-Moto Society (LAMB)

MOLDOVA
Automobile Club of Moldova (ACM)

RUSSIA
Road Safety Russia NGO

TAJIKISTAN
Young Generation of Tajikistan (YGT)

UKRAINE
Road Safety Support Foundation (RSSF)
Financial Report 2017

EASST had a good financial year with an increase in income coming from our trading subsidiary EASST Expertise Ltd. This has enabled us award additional grants to our partners in the region and support them in carrying out vital road safety work locally. For further detail on our financial activities, please refer to our annual return via the Charity Commission website.

Statement of financial activities

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<td><strong>EXPENDITURE</strong></td>
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<tr>
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<td><strong>TOTAL FUNDS 2017</strong></td>
<td>€9,483</td>
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Breakdown of income and expenditure

Income 2017

- Local road safety projects: 19%
- Post-crash care and FIRE AID projects: 13%
- Capacity building & training of EASST partners: 25%
- Overheads and other project costs (e.g. EASST Expertise): 21%

Expenditure 2017

- Local road safety projects: 43%
- Post-crash care and FIRE AID projects: 21%
- Capacity building & training of EASST partners: 14%
- Overheads and other project costs (e.g. EASST Expertise): 25%

* Totals are projections and may differ slightly from final end of year accounts.
The Future

EASST and our partners will continue to work across all five pillars of the UN Decade of Action Plan to reduce road casualties. This includes better road safety management – improving fleet management in EASST countries via our online course, soon to be in Russian, and promoting good road safety governance and partnerships; safer roads – with plans to develop an improved curriculum and training for road designers and engineers, particularly in Central Asia; safer vehicles – advocating that governments in EASST partner countries follow the ‘roadmap for safer vehicles’ outlined by Global NCAP; safer road users – with a wide variety of initiatives to improve road safety education, awareness and enforcement; and better, more effective post-crash response in partnership with FIRE AID.

In 2017 we have widened our membership to include two new partner organisations, the Automobile Club of Albania and LAMB, the Latvian Auto Moto Society. We are hoping to add a new partner in Mongolia – Global Shapers – collaborating with them to continue their excellent work on road safety.

Finally, we hope to continue to make an impact on global road safety, sharing examples of good practice among our EASST partners, and ensuring their achievements are recognised by and shared with the wider road safety community.

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Director
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