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Eastern Alliance for Safe and Sustainable Transport
2018 Annual Report

In partnership with
FIA FOUNDATION
Welcome from the Chair

It has been another amazing year of accomplishment for EASST and our partners across the region.

Once again, we have seen our road safety network grow as we welcomed, from Mongolia, the Global Shapers Ulaanbaatar Hub to our EASST family. We ourselves were honoured and privileged to be accepted as members of the UN Global Road Safety Collaboration (UNRSC) in April. EASST will play an active role in the UNRSC and, while doing so, provide many examples of our partners’ good work that can be helpful to others striving to reduce road casualties at a global level.

As you’ll read in this report, we have continued our life saving work through our core project areas: children’s road safety; occupational road safety management; disability, mobility and road risk; post-crash response; road safety enforcement; and governance and capacity building. A particular focus has been sustainable mobility.

Sustainable mobility is essentially about making transport systems available and accessible to all, all the time. In too many instances, the needs of women, children, people with disabilities and the elderly are overlooked when it comes to transport management. Our objective is to provide a platform for these voices through our projects. At our All-EASST partners meeting in Minsk in October, our partners unanimously supported our new Gender and Equal Opportunities Policy, established a regional platform on disability and accessible transport, and committed to ensuring all their projects are inclusive - addressing the needs of every road user.

Safe road design is key. In Central Asia, we have been working with the European Bank for Reconstruction and Development (EBRD) and the technical universities to improve their curricula in road design, road safety audits, safe road management and maintenance, and the critical importance of good stakeholder engagement. By building the capacity of local road engineers in this way, EASST is working to ensure safer and more sustainable roads for future generations.

Looking forward to our 10th anniversary year in 2019, we are all eager to build on these achievements and strengthen our regional role in reducing road casualties and making transport more sustainable. We are grateful to our key sponsors – in particular the FIA Foundation – for the support which underpins this important work.

LORD WHITTY
Chair of EASST
Children’s Road Safety

As a global partner of the Child Health Initiative we want to ensure a safe and healthy journey to school for every child by 2030.

For many children, dangers are present in the roads surrounding the school gates. The greatest risks are often found on the route to school, where children may cross busy urban roads. In these areas road design is often flawed, speeds are poorly enforced and the heavy mix of pedestrians and vehicles can be dangerous. Our ‘Safe to School: Safe to Home’ projects involve working with local stakeholders and schools to identify which areas are most dangerous and why - and then to tackle these risks.

This year much of our work has focused on collaborating with local stakeholders to improve road infrastructure as well as encourage better planning from the outset to make roads safer for all children traveling to and from school. We have partnered with the Safer Roads Foundation to target high-risk crossings with a view to making them safe for children and families.

KYRGYZSTAN

PA Road Safety won a 2018 International Prince Michael Road Safety Award for their study into pedestrian safety within Bishkek’s Smart City concept, supported by the British Embassy in Bishkek.

The study revealed an extremely high number of pedestrian road casualties in the Kyrgyz capital in 2017 – of which 22% were children under the age of 16. The report received much media and political attention and led to commitments to improve roads from the City Mayor and the Prime Minister.

Building on this momentum PA Road Safety have collaborated closely with the Mayor’s Office and the Traffic Police to identify the most high-risk areas for children. They are now working with support of the European Bank for Reconstruction and Development (EBRD) Special Shareholders Fund and the Safer Roads Foundation to raise awareness and improve infrastructure in these areas.
TAJIKISTAN

EASST and the Young Generation of Tajikistan have partnered with the Safer Roads Foundation, the EBRD, and the Mayor and Road Police of Dushanbe to improve pedestrian safety. We are installing 200 high-visibility street signs at 50 high-risk road crossings in the city. Each crossing was selected based on crash data. At night these signs can be seen from a distance of 1,500 ft – greatly adding to the safety of pedestrians by allowing drivers more time to slow down.

We have also been auditing the worst road crossings in the city, with recommendations and designs put forward by road engineering specialist, Matt Chamberlain. Reconstruction of the first crossing, next to the new national hospital, will be finished in early 2019.

Capacity building for road engineers

Our work in both Kyrgyzstan and Tajikistan is being supported by an initiative to build the capacity of road engineers and develop existing road engineering curricula to introduce suitable new road safety modules (emphasising the importance of stakeholder engagement and road safety audits) to local universities.

This will ensure future generations of road engineers are aware of road safety issues in street design and urban planning – in particular the importance of designing for vulnerable road users such as children.

In Tajikistan, our training materials were introduced into the curriculum of the Tajikistan Technical University for the new academic year.
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.

In every country where the project has been trialled, the Pack has seen stakeholder engagement from a range of different levels including state road police, municipal leaders, education ministries and embassies.

There has also been continued interest from organisations and institutions outside the EASST region. For example, this year the Pack has been translated into Spanish to be used by the Fundación Gonzalo Rodríguez in Uruguay.

Road safety in the school curriculum

In addition to working with schools directly, our EASST partners have been long-time advocates for the inclusion of road safety education into school curricula across their countries.

In February, the Minister of Education and Science in Armenia passed a decree for the introduction of road safety education across the country for all children in grades 1-4. The Ministry has since been consulting with the National Road Safety Council NGO on the methodology to be used and the inclusion of the EASST Road Safety Education Pack.

In April, at a meeting of the Road Safety Parliamentary Platform in Moldova, organised at the initiative of the Automobile Club of Moldova, decision makers from across government departments agreed to include the EASST Road Safety Education Pack in the national curriculum.

Now available in 10 languages

Over 15,000 children trained

Over 500 teachers trained
Child car restraints provide vital protection for child passengers in vehicles. However, in low- and middle-income countries, the cost of child restraints means they are not an option for many families.

Working with the Kier Group, our award-winning Donations Programme sends regular shipments of children’s car seats, as well as reflective clothing, to villages across the region. We work to support our local partners in campaigning for improvements to public policy and practice, raising awareness and improving enforcement of seat belt wearing and the use of appropriate child restraints. Several of our EASST partners have implemented campaigns highlighting the importance of seat-belt and car seat use, reaching millions.

**MOLDOVA**

As part of their ‘Keep Kids Safe In Cars’ campaign, the Automobile Club of Moldova (ACM) achieved an 8 per cent increase in the regular use of child restraint systems in cars and recorded a 23 per cent reduction in the number of child fatalities in vehicles.

Child car restraints are a vital protection for child passengers but in Moldova the financial cost can be a prohibitive factor in their use for low income families. To address this issue the ACM, have set up an online web-donation platform, baby4baby.org, enabling families to donate and share child restraints across the country.

Since the platform’s launch in May almost 100 families have received donations, making their children’s journey’s safer.
Occupational Road Safety Management

Driving is the biggest health and safety risk most people encounter while at work. 1 in 3 of all road traffic collisions involve people driving for work. It is every organisation’s duty of care to promote good driving practices and ensure their employees are as safe as they can be.

Our EASST Academy Road Safety at Work: Online Course for Managers is the ideal way for companies to ensure they comply with fleet management best practice. This year we were delighted to expand our reach by translating the course into both Russian and Kazakh languages with the support of BP Russia and Kazakhstan-based company RIST LLP.

The Russian version of the course was officially launched in Minsk, Belarus during our 2018 All-EASST Partners Meeting in October.

The launch included a high-level roundtable discussion with fleet managers, business owners, and government representatives, as well as contributions from EASST Academy course instructor Andy Price and Managing Director Dmitry Sambuk, highlighting the importance of more robust fleet safety management, not only in Belarus but regionally.

This was followed by fleet managers and businesses from across Minsk taking part in the first ever ‘blended’ version of the course – involving classroom and online input - led by Andy Price and using our video content to learn how they can support road safety through their work.
Disability, Mobility & Road Risk

This year we have continued to support our partners in examining the links between disability, mobility and road risk. With four individual country reports now published, we can see that accessible transport and mobility for people with disabilities in our EASST region is severely lacking.

In October our EASST partners united in Minsk to present the results of their work so far and to consult with local people with disabilities, as well as international and local experts, on how accessibility in the region can be improved.

Based on the meeting, an advocacy working group was established with the aim of seeing inclusive mobility introduced as a policy priority in every EASST country.

AZERBAIJAN

In March the National Automobile Club of Azerbaijan (AMAK) published their research into the mobility challenges faced by people with disabilities in their country.

The report includes a list of specific recommendations for decision-makers to improve the situation and ensure the mobility needs of people with disabilities in Azerbaijan are met. As part of their project, AMAK have developed a prototype web-platform and App using crowd-sourced data to identify the most and least accessible places in Baku. The platform can then be used for both route planning and advocacy.

BELARUS

This year the Belarusian Auto Moto Touring Club launched a new project aimed at creating a joint educational programme on road safety for both disabled and non-disabled children. The programme, which is being delivered in partnership with the Road Traffic Police and the Belarusian Association of Assistance to Children and Young People with Disabilities, uses a specially adapted version of the EASST Road Safety Education Pack. The adapted Pack includes illustrations of children with different kinds of disabilities and aims to promote a more inclusive, barrier-free environment for people with disabilities in Belarus.
Post-crash Response

As a founding member we have continued to support the administration and development of FIRE AID as an independent charity. We were therefore especially pleased that FIRE AID was also accepted as a member of the UN Road Safety Collaboration in October, taking a seat in the Working Group for Pillar 5 ‘Improving Post-Crash Response’. In November, FIRE AID was presented with a ‘Shining Light Award’ by the Irish Road Victims Association in recognition of their contribution to post-crash response.

Improved emergency care could address over half the road deaths in low- and middle-income countries, saving half a million lives every year and making a significant impact on road casualty reduction.

This year, our 5-year project funded by the US Embassy to improve post-crash response in Moldova concluded with a total of 18 fire appliances as well as other equipment and training being donated to fire services in the country, saving hundreds of lives.

In addition, with support from the UK Embassy in Moldova, FIRE AID has worked with Operation Florian to deliver four fire appliances along with personal protective equipment, breathing apparatus and road crash extraction equipment to the Fire Safety Unit of Tiraspol. We owe our deepest thanks to the teams of UK firefighters who have volunteered their time and expertise to deliver the equipment and provide hours of training to fire services on both sides of Moldova’s Nistru river.

In May, eight firefighters from Tiraspol and Chisinau visited the UK for a joint-training initiative delivered by East Sussex Fire and Rescue Service. During the week-long visit they learned how UK Fire and Rescue training centres operate with a view to improving training within their own services.

In November, we also joined with United Kingdom Rescue Organisation (UKRO) and the Partnership for Road Safety in Georgia to review Georgia’s immediate post crash system with the aim of identifying areas which may benefit from support by the UKRO IDP and FIRE AID partners.

“Improved emergency care could address over half the road deaths in low- and middle-income countries, saving half a million lives every year and making a significant impact on road casualty reduction.”
Enforcement

Good road safety enforcement is a critical component of a safer road system.

Across the EASST region, good enforcement can be hindered by challenges ranging from a lack of financial and technical capacity within local traffic police forces to low levels of public confidence in the police, and endemic corruption.

We aim to address these issues through training traffic police and sharing our experience from Moldova where our EASST partner, Serghei Diaconu, has made huge strides in reforming the traffic police and improving enforcement. In addition, our EASST partners across the region regularly collaborate with local traffic police, involving them in their work with communities to prevent road casualties.

ARMENIA

As part of their EASST funded work, the National Road Safety Council NGO (NRSC) reached an agreement with the Yerevan road police to increase patrols outside schools in the capital to monitor driver behaviour. This project literally gained a high-level of visibility as the road police received a shipment of high-visibility PPE through our Donations Programme. Officers now stand out even in the winter darkness.

In addition to this, an MoU has been signed between the traffic police and NRSC to implement a trial speed reduction programme in the city.

KAZAKHSTAN

Traffic police in the Western Kazakhstan region have been working with our local road safety partner, Common Road NGO, and Serghei Diaconu to learn from the Moldovan experience in improving enforcement and taking preventative action to reduce road casualties.

In September our partners and the local Traffic Police led a master class for local school children in road safety. The session, a first for the region, engaged kids in road safety issues, built confidence with road police, and taught children how to keep safe on the roads.
Sustainable Mobility

Many cities across the EASST region have problems with traffic congestion and a dominant ‘car culture’ which plays a significant role in rising levels of air pollution and road traffic collisions.

This is a serious cause for concern as, with rapidly growing vehicle fleets, CO2 levels are expected to rise substantially by 2030 unless policy and behavioural changes take place.

Our sustainable mobility projects encourage cleaner and more welcoming streets by promoting eco-driving, cycling, public transport use, and smart street design for pedestrian friendly cities. This not only makes streets safer and cities healthier places to be, but it also provides better opportunities for tourism and local businesses making cities more prosperous and sustainable for the future.

GEORGIA

This year the Partnership for Road Safety have been working with young people and students to promote cycling as an alternative means of daily transport in Tbilisi.

Monthly cycle marches have shown a growing demand for safe cycling infrastructure. By working in close collaboration with Tbilisi City Hall, the Partnership for Road Safety has helped facilitate the construction of 12km of cycle track and 70 cycle parking stations across the city.

To promote cycling safety, special training sessions have also been arranged in schools and universities where students received reflective headbands, jackets and bicycle stickers to ensure young people stay visible when out on their bikes.

GREECE

For the past two decades Greece has been one of the leading destinations for tourists in the world. However at the same time, Greece has one of the worst road safety records in Europe. Make Roads Safe Hellas have been capturing international tourists’ perceptions of road safety and mobility in the country in order to better identify problems in collaboration with three Greek universities. Based on this research they will be developing policy and industry-wide recommendations for improving road safety in Greece for tourists as well as more generally.
Minsk Gender Declaration

A major issue for sustainable, safe and inclusive transport is gender and road safety.

Our aim is for EASST to be a leading voice in the call for greater inclusion and participation of women in road safety leadership and decision making, as well as other ‘hidden’ groups. We will work to ensure that gender considerations inform all our projects.

During our All EASST Partners meeting in Minsk we officially launched our new Gender and Equal Opportunities Policy, and our partners adopted a Minsk Gender Declaration committing to:

“maintaining an institutional culture that ensures gender parity and equal opportunities in all our work as well as leading in the delivery of gender-responsive programmes to benefit all people.”

In terms of EASST’s governance, we are proud to report that women account for 50% of our Trust Board and senior management.
EASST PARTNERS

ALBANIA
Automobile Club Albania (ACA)

KYRGYZSTAN
Road Safety NGO

ARMENIA
National Road Safety Council Armenia

LATVIA
Latvian Auto-Moto Society (LAMB)

AZERBAIJAN
National Automobile Club of Azerbaijan (AMAK)
HAYAT NGO

MOLDOVA
Automobile Club of Moldova (ACM)

BELARUS
Belarusian Auto Moto Touring Club (BKA)

MONGOLIA
Global Shapers Ulaanbaatar Hub

GEORGIA
Partnership for Road Safety (PfRS)

RUSSIA
Road Safety Russia NGO

KAZAKHSTAN
Common Road NGO

TAJIKISTAN
Young Generation of Tajikistan (YGT)

UKRAINE
Road Safety Support Foundation (RSSF)

We are proud that five of our EASST partners are FIA member clubs - supporting their goals for road casualty reduction.

WE ARE VERY GRATEFUL TO OUR FRIENDS AND DONORS FOR ALL THEIR SUPPORT
EASST had a good financial year. Thanks to the generous support of our donors we have been able to offer increased 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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<th>Restricted</th>
<th>Unrestricted</th>
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<td><strong>Funds brought forward 2017</strong></td>
<td>€ 221,022</td>
<td>€ 133,825</td>
<td>€ 354,847</td>
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<td><strong>Income</strong></td>
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<td>€ 752,669</td>
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<td><strong>Expenditure</strong></td>
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<td>€ 756,575</td>
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<td><strong>Total Funds 2018</strong></td>
<td><strong>€ 164,057</strong></td>
<td><strong>€ 468,357</strong></td>
<td><strong>€ 632,414</strong></td>
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* Totals are projections and may differ slightly from final end of year accounts.

**Breakdown of income and expenditure**

**Income 2018**

- Local road safety projects: 53%
- Post crash care and FIRE AID projects: 28%
- Capacity building and training of EASST partners: 9%
- Overheads, unrestricted and other project costs: 10%

**Expenditure 2018**

- Local road safety projects: 27%
- Post crash care and FIRE AID projects: 36%
- Capacity building and training of EASST partners: 18%
- Overheads, unrestricted and other project costs: 19%
The Future

The World Health Organisation Global Status Report on Road Safety 2018 reveals that road traffic injury is now the leading cause of death for children and young people aged 5 to 29. For all of us, the loss of those lives is a blow to our future development – their skills, ideas, creativity and laughter lost forever.

The UN Decade of Action 2011-2020 is drawing to an end. In early 2020, Sweden will host the next Global Ministerial meeting on road safety where there will be a review of progress and – we hope - a renewed target for cutting road deaths by 2030. Our EASST team and partners will work hard to ensure such a target is agreed. Now is not the time for complacency or resignation. We will continue to push on a global, regional and national level for road safety to be a policy priority matched by effective actions.

Next year EASST will celebrate its 10th Anniversary in Chania, Crete, bringing all our partners and supporters together to review our achievements and refresh our short- to medium-term goals. Our meeting will take place during the 6th global meeting of the Global Alliance of NGOs for Road Safety, along with the UN Road Safety Collaboration Group. This will be a perfect venue not only for celebrating our partners' work and strengthening our network, but for building new partnerships and alliances.

We look forward to that event, and to the challenges and opportunities of the next 10 years!

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Director
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