Celebrating 10 years of road safety capacity building and development
Welcome from the Chair

This year we celebrated 10 years of road safety capacity building and development in the EASST region.

Our 10th anniversary celebrations in April coincided with the sixth meeting of the Global Alliance of NGOs for Road Safety in Chania, Crete – organised locally by EASST partners Make Roads Safe Hellas. It was a special occasion where we had the opportunity to thank our friends and sponsors for their invaluable assistance and support over the last 10 years. I would like to take this opportunity to thank them all once again - particularly the FIA Foundation whose support through core funding underpins all of our achievements.

The week was topped off by being nominated by our peers and winning the 2019 FedEx Road Safety Award, which referenced in particular our work on reducing public transport crashes in Moldova and increasing seat belt use in Tajikistan.

As you will read in this report, 2019 has also been another year of outstanding achievement for our EASST partners. Both FIRE AID and the Belarusian Auto Moto Touring Club (BKA) were honoured at the 2019 Prince Michael International Road Safety Awards, with FIRE AID receiving the prestigious Premier Award.

This report covers all these successes across each of our core project areas: children’s road safety; occupational road safety management; disability, mobility and road risk; road safety enforcement; post-crash response; sustainable mobility; and governance and capacity building.

This year, we expanded our network once more as we welcomed the Young Generation of the World - Tashkent Branch as our local road safety partner in Uzbekistan.

As we approach the end of the UN Decade of Action for Road Safety, we look forward to 2020 and the coming decade. At the 3rd Global Ministerial Conference in Stockholm next year we will champion renewed global targets to reduce road fatalities by 50 per cent by 2030. We will respond to the global climate emergency with an increased focus on our mission to make our roads, cities and transport systems sustainable, accessible and inclusive for all.

Lord Whitty
Chair of EASST
Over the past 10 years there has been a growing recognition that road safety is a serious issue for development, both nationally and regionally, across the EASST region.

To celebrate our 10th anniversary, in April we published an impact report and video produced by Silverfish Media looking back at our work on road safety capacity building and development since 2009. The report, ‘10 years of saving lives: road safety capacity building and development’, covers many of EASST’s biggest achievements from improvements in enforcement, education and engineering, to post-crash response and inclusive mobility. The report also discusses the geographic, political, social and economic challenges faced in the region, and how we seek to address them as we keep momentum to reduce road deaths by 50 per cent by 2030.

The report and video were both launched at a special reception and dinner in Chania, Crete within the framework of Sixth Global Meeting of the Global Alliance of NGOs for Road Safety, where we were able to express our gratitude and appreciation to our core partners, friends and sponsors for their invaluable assistance and support. We gave particular thanks to the FIA Foundation, the Alexander Mosley Charitable Trust, the European Bank for Reconstruction and Development (EBRD), the Asian Development Bank (ADB), the International Road Transport Union (IRU) and IRU Academy, Kier Group plc, FedEx Express, the Safer Roads Foundation and Shell Group, along with many other local project partners and sponsors.

By supporting a network of locally-based, road safety activists and professionals, we have been able to lay strong foundations for addressing preventable deaths and injuries. And, as our partners have grown into local road safety experts and leaders, they have been able to sustain road safety as a public priority, working closely and flexibly with key stakeholders in the region to achieve needed reforms. In road safety the job is never done – but every achievement by our partners is a further milestone towards a much safer and happier future for their countries.

In recognition of their recent achievements we awarded several EASST partners with special prizes. In honour of late advisory board members, the inaugural Tony Pearce Memorial Award was awarded to the Public Association ‘Road Safety' Kyrgyzstan for their work that has enhanced road safety in Bishkek through improved road engineering and infrastructure solutions, and the Lord McCluskey Memorial Award was received by the Partnership for Road Safety Georgia for their contribution to the introduction a Demerit Point System to prevent traffic law violations. The Belarusian Auto-Moto Touring Club (BKA) won EASST’s 10th Anniversary essay competition “What does it mean to be an EASST partner?".

As we look ahead to the next 10 years, we hope to build on all that we have achieved so far and expand our partnerships – both regionally and internationally – to achieve our aims of safer, cleaner and more inclusive mobility for all.
“Looking back at the past ten years, I can speak for all EASST’s Trustees and staff in expressing our pride in what our partners have achieved. Our mission – to make road travel safer, greener and more sustainable for future generations – still faces major challenges, but we have seen some tremendous successes in each of our partner countries. Our objective of creating an active, regional network that feeds progress in road safety and gives strength to all its members has certainly been realised.”

Emma MacLennan, Founder and Director of EASST
Saved by a Seat Belt

To mark our 10th anniversary year, we launched EASST’s first ever region-wide campaign in September 2019 aimed at challenging the myths around seat belt use and mobilising the public to buckle up.

Using a seat belt can increase the chances of surviving a car crash by up to 70%. Yet many people still don’t use seat belts due to a number of prevailing myths and misconceptions about wearing them.

In the EASST region, we found that over 40% of drivers choose to forego seat belts - with seat belt wearing rates for back seat passengers is as low as 15%.

The aim of our #SavedByASeatBelt campaign was to challenge these misconceptions and raise awareness of the importance of wearing seat belts and using child restraints by sharing positive real-life examples of how they have saved lives.

This was the first time EASST partners have come together with a shared message across the region. In addition to our social media campaign, which reached over 250,000 people in 10 countries, EASST partners hosted events in each country.

In Moldova and Tajikistan our partners collaborated with local taxi companies, securing commitments to encourage seat belt wearing amongst their drivers and passengers. Both partners organised a donation drive to collect disused child car seats from members of the public and distribute them to the taxi companies – so everyone who travels by taxi (no matter how old) is safe. The events also included training for taxi drivers on how to install car seats as well as raising awareness of the importance of wearing seat belts. In Tajikistan, several taxis even added our Buckle Up! campaign sticker to their passenger doors.

In Azerbaijan and Belarus, our partners worked with local school children. As part of their regular road safety education programmes, both partners focused on raising awareness of the importance of seat belts and bid the children to remind their parents to buckle up every time they travel.

Across the EASST region, there are significant gaps in seat belt legislation and enforcement is weak. In many countries, it is not yet mandatory for back seat passengers to wear a seat belt. Child restraint laws often neglect quality assurance and/or fail to specify differences as per a child’s height and weight in accordance with international best practice. We hope that by raising the profile of seat belt use or lack thereof in the region we can mobilise governments to strengthen their laws and enforcement practices.

In Georgia, our campaign seemed to be the final push needed for government to take action – with the Georgian parliament amending the law to include mandatory use of child restraint systems in cars for all children up to the age of 12, meeting European standards (the previous age limit was 3 yrs), and removing an exception which allowed people to carry children on their laps.
In May, the Public Association ‘Road Safety’ in Kyrgyzstan launched a six-month national media campaign, with the support of the EBRD Shareholders Special Fund, promoting the use of seat belts and child car seats in Bishkek.

Survey data from over 9,000 vehicles collected in February found seat belt wearing rates in Bishkek to be just 61% and as low as 6% among backseat passengers.

The campaign included TV, radio, social media and billboard advertisements as well as a wide distribution of information leaflets targeting commonly held misconceptions about using seat belts (as discerned through our focus groups), and guidance for parents on buying and using child car seats. Road safety lessons were conducted in 19 schools reaching 2,427 students; and specific training was conducted for taxi companies, maternity hospital no.4, and the State Traffic Safety Inspectorate of the Ministry for Internal Affairs (the Road Police).

Following the end of the campaign, a second observational survey was carried out – this time including over 12,000 car occupants – at the same intersections and times as the initial study in February. Happily, the results revealed an increase in the percentage of drivers and front passengers choosing to buckle up, and a significant increase (160% greater than the baseline) in the use of seat belts in the back seat. The survey also found 82 cars using child car seats. While this figure is low, in relative terms it shows a seven-fold increase in just seven months. A key result of the project has been a renewed commitment by public authorities to take action on enforcement, and an understanding that public awareness and attitudes can change. Work will continue to keep seat belts and child restraints on the public agenda in the Kyrgyz Republic.
Children’s Road Safety

Our work this year has continued to centre on projects related to the development and implementation of the EASST Road Safety Education Pack – which has been designed specifically to reflect the risks, challenges and conditions in low and middle-income countries - as well as creating safe school zones, making child car seats available and accessible to as many families as possible, and empowering children and young people to demand action for their futures.

EASST Road Safety Education Pack

As of 2019, the Education Pack has been piloted in ten EASST partner countries and is available for free download (in 12 languages) on the EASST website. The Pack is proving very successful and popular - with over 25,000 children trained directly by EASST partners to date. In addition, three EASST partner countries have adopted use of the Pack in their national curricula for use in schools. Over 2000 teachers have been trained in over 350 schools to cascade the learning down year after year.

In May, we launched a free online short course to help teachers and education providers use the Pack worldwide. The course is available via the EASST Academy online training portal and includes 7 short video lectures (available in English with Spanish, Russian and French subtitles) on each section of the pack along with case studies and practical examples of the Pack in use.
In Georgia, like many countries, children are particularly at risk as they make the journey to and from school every day. A lack of adequate crossings or speed reduction measures (including enforcement), and inappropriate speed limits – exceeding the World Health Organisation recommended maximum of 30km/h – all contribute to an environment in which children are in danger.

To address these issues, Partnership for Road Safety (PfRS) has been working directly with schools in Georgia to help them assess the safety of their nearby roads, and advocate for improving infrastructure and creating routes to school that prioritise child safety.

Using the NACTO Global Street Design Guide, translated by PfRS into Georgian, and following European standards, PfRS assessed the road infrastructure around 30 inner-city schools and reported the individual results for each school to the Ministry of Education and Science of Georgia and the Roads Department of Georgia.

They followed-up with a series of key stakeholder meetings and press appearances. These were tremendously successful - leading to improved infrastructure near most of the schools examined – including 22 new raised zebra crossings and 10 sets of traffic lights being installed. As a result of the cooperation with the Roads Department, speed limits have also been reduced from 40km/h to 30 km/h on the main urban roads in Tbilisi and signs for a 30km/h speed limit have been installed near school zones.

At the end of 2018, a new law came into effect in Mongolia making the use of car seats mandatory. However, many parents were unprepared for this change - not least the sudden financial burden of purchasing car seats for their children.

Global Shapers Ulaanbaatar Hub have sought to make the transition easier by implementing a public awareness campaign and partnership with the Traffic Police on the correct usage of child restraints. They have also set up a programme for low-income families to receive car seats donated by expat families living in Mongolia and Mongolians living abroad.

Building on our earlier child car seat donation projects, this year we have supported the Automobile Club of Moldova (ACM) in further developing their online swap and share platform, baby4baby.org - now receiving core sponsorship from the FIA Road Safety Grant Programme - to provide low-cost and free child restraint systems to low-income families.

To date around 500 families have received a car seat, with 73 being donated this year by FedEx Express employees in the UK. As a result of their success, the ACM have been advising EASST partners in other countries on how to develop similar schemes and are currently negotiating with the World Bank to export their model to Armenia, Georgia, Ukraine and Azerbaijan.
When discussing road safety, waste collection vehicles do not usually come to mind. Yet globally, they present a high level of risk to both communities and those that operate them – including risks not posed by other vehicle types. In the UK, for example, fatalities in waste operations are 17 times higher than the average for all industries. A large proportion of these fatalities and injuries are directly linked to vehicles. This year in Georgia, we have been working with our local partners, Partnership for Road Safety, to raise awareness of these risks and help improve fleet safety in waste operations.

In a project jointly supported by the EBRD Shareholders Special Fund, EASST, the University of Greenwich and the Institution of Occupational Safety and Health (IOSH), we conducted specialist training in occupational road safety management targeting managers from waste operations around Georgia, including services from Tbilisi, Rustavi and many other regions. This training was followed by on-site visits to waste service companies around Georgia, beginning with a visit to one of the state enterprise TbilService Group facilities in Tbilisi and to the large landfill site they operate outside the city.

The project has benefited from the expert input of Dr David Thomas, Vice Chair of the IOSH Environment and Waste Management Group and the University of Greenwich. As part of the training in Tbilisi, his specialist knowledge was shared with waste service managers during a one-day occupational road safety training workshop that included an introduction to fleet road safety management by EASST Academy’s Dmitry Sambuk and the launch of our Road Safety at Work: Online Course for Managers in the Georgian language.
Disability, Mobility & Road Risk

This year we have continued to advocate for safe, accessible transport systems and public spaces for people with disabilities. In April, in partnership with Humanity and Inclusion (HI), we co-facilitated a workshop on Safe and Inclusive Mobility at the Sixth Meeting of the Global Alliance of NGOs for Road Safety. We presented the results of our national surveys on disability, mobility and road risk and called for decision makers to ensure the participation of all groups, including persons with disabilities, in the design, implementation and monitoring of policies and projects on road safety and urban mobility.

TAJIKISTAN

In May, the Young Generation of Tajikistan opened a new pedestrian crossing outside Istiqol Hospital in Dushanbe with the support of the EBRD and Safer Roads Foundation. Development of the crossing began last year with training on safe road engineering at the Tajikistan Technical University.

The new crossing has already made a visible and tangible difference for the 4000 people who use it daily. Its location means that many people with limited mobility are using the crossing regularly, such as wheelchair users, people using mobility aids, and those with visual or hearing impairments. For this reason, great care has been taken to ensure the crossing meets the needs of all people with audio-visual crossing signals and accessibility ramps.

BELARUS

The Belarusian Auto Moto Touring Club (BKA) have been continuing their work to make roads safe and accessible for children with disabilities. In collaboration with the Traffic Police and specialists from a local disability organisation they held consultation meetings between young people with special educational needs and the police with the aim of translating legislation and road safety awareness materials into user-friendly formats accessible to everyone. The BKA have also continued to expand their programme of inclusive road safety education, which won a 2019 Prince Michael International Road Safety Award. The programme has gained approval from the Ministry of Education and has been recommended for inclusion in a programme of extracurricular activities nationwide.
Enforcement

Effective road policing is a critical component of the Safe System approach to road safety. However good enforcement is only possible if it is backed up by effective legislation and public confidence in the police.

EASST aims to address these issues by supporting road police forces with advice, equipment and training in road safety enforcement as well as working closely with the traffic police, involving them in our work with communities to prevent casualties.

This year EASST’s Serghei Diaconu, former Chief of the Road Police in the Republic of Moldova, has continued to share his experience of traffic police reform across the EASST region. He has travelled to Kazakhstan, Kyrgyzstan and Azerbaijan to work with national and regional police forces. He has held a number of workshops on road safety enforcement focusing on speeding and drink driving through a community policing approach. He has also led sessions on the importance of data collection and analysis.

In Armenia, our local EASST partners have been working with police in the city of Guymri to analyse data and identify black spots for children. As part of our project with the EBRD and the Round the World Roundtables #CommitToAct campaign (facilitated by the Global Alliance of NGOs for Road Safety and supported by FedEx), the traffic police and the regional governor have committed to reduce speeds around schools in Gyumri from 40km/h to 30km/h and step up enforcement operations in 2020.

In Georgia, our partners have also initiated a number of traffic law amendments which have already been adopted by parliament. These include installing new zebra crossings near schools, a parking ban near schools and on the sidewalks near schools, fines for speed limit violations, and tougher sanctions for drink-driving violations (including the suspension of licences).

Mr. Mamuka Patashuri of the Roads Department of Georgia said:

“The traffic safety assessment report presented by the “Partnership for Road Safety” is a very important document that intends to create the safe school zone for children. Our Department plans to work on this direction with the Patrol Police Department in order to strengthen enforcement for keeping the speed limit near schools”.

Post-crash Response

We are immensely proud that in December 2019, FIRE AID was presented with the Premier HRH Prince Michael International Road Safety Award for its contribution to Pillar 5 of the UN Decade of Action for Road Safety. In 2014 FIRE AID was co-founded by EASST and like-minded organisations working to improve post-crash response and emergency rescue. Since then it has grown rapidly, delivering projects in more than 50 countries, donating hundreds of decommissioned fire appliances and road crash rescue equipment, and training over 5,000 fire fighters.

In partnership with FIRE AID, this year, we have delivered projects in Tajikistan and Ukraine focusing on building the capacity of local fire and rescue services to respond to emergencies and save lives.

In partnership with the UK Embassy in Dushanbe, we supported a team of volunteers from FIRE AID members the Staffordshire Emergency Services Humanitarian Aid Association (SESHAA) and Women in the Fire Service (WFS) to travel to Tajikistan to deliver essential equipment for rope rescue, including stretchers and other first aid equipment donated by Kent and South Yorkshire Fire & Rescue Services as well as two fire appliances donated by the London Fire Brigade, to fire fighters from the Republican Fire Service of Tajikistan. The deliveries were accompanied by training for local fire services in the capital Dushanbe as well as all-female search and rescue teams in the mountain regions in rope rescue and immediate emergency care.

UKRAINE

With the support of FedEx Express Europe, under their social responsibility platform, FedEx Cares, and under the umbrella of FIRE AID, we teamed up with Kent Fire & Rescue Service and our local partner Road Safety Support Foundation to deliver a joint project aimed at improving immediate post-crash response in Ukraine.

In August we took a convoy of three fire vehicles filled with equipment donated by several UK fire services to Ukraine. Arriving in the city of Korosten, in the Zhytomyr region, the first two vehicles were donated to the region’s fire service.

A team of fire fighters from the UK dedicated a day to training local services using the new equipment, with special focus on the 12 modern road traffic collision sets which were donated alongside the vehicles and other personal protective equipment. The sets will be shared among eight fire stations in the Zhytomyr region, which has several major roads passing through it.

Following this training, the team drove the third fire vehicle on to the capital, Kyiv, where they delivered a second day of training to a further fire-fighting crew on using the remaining donated equipment. The Kyiv fire service were particularly pleased to receive donated chemical decontamination equipment, given the region’s exposure to the effects of the Chernobyl disaster. Hazardous chemicals are also transported by road, making this an ongoing need.
**Sustainable Mobility**

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.

EASST has continued its work in Kyrgyzstan to follow up on our report on Pedestrian Safety in Bishkek published in 2018 and engage with local and national authorities on improving street design. PA Road Safety Kyrgyzstan, have identified several black spots for children around the city. They have established a Working Group bringing together the Ministry of Internal Affairs, the Traffic Police and Mayor’s Office and others and prioritised four intersections to be improved. Each has been assessed by EASST Expertise engineers with recommendations drawn up and presented to the local authorities.

This year we have begun similar pedestrian black spot mapping exercises in Armenia, Azerbaijan, Greece, Kazakhstan and Moldova. Our partners have been working with police forces and local municipalities to analyse pedestrian data, and train road engineers on how to make their cities more pedestrian friendly. In 2020 we look forward to seeing these areas transformed into safe and sustainable roads, accessible to all road users.

**GREECE**

In April EASST and Make Roads Safe Hellas organised a dedicated half-day session within the Sixth Meeting of the Global Alliance of NGOs for Road Safety in Chania, Crete to put the spotlight on road safety and responsible travel and tourism and launch our report on tourists’ perceptions of road safety in Greece.

The report is based on a survey of almost 1,500 international tourists visiting Athens, Chania, and Thessaloniki in 2018. It reveals that almost one in five visitors experienced a safety critical incident on the roads during their stay in Greece. Moreover, two in five tourists surveyed admitted to feeling less inclined to follow the traffic code while driving in Greece, and 1 in 8 drivers admitting to drink-driving during their stay. Most shockingly, this number increased to 1 in 5 (20%) for drivers under the age of 25.

The aim of the event was to call on all tourism sector stakeholders to sign up to specific actions to enhance safe and sustainable tourism.
Governance & Capacity Building

This year, as we marked 10 years of EASST, we reflected on our founding mission: to build local road safety capacity to reduce casualties and save lives.

10 years on, our local partners are being recognised as the local experts and leaders on road safety and sustainability in their countries. They are the people who are on the ground permanently sustaining efforts, influencing the road safety agenda and promoting a safe system approach. Some examples are:

KAZAKHSTAN

In Kazakhstan we have been working with Shell Kazakhstan, ENI and local organisation, Gauhar Zhol to develop a regional 5-year road safety strategy based on the Safe System approach, which was launched in November. The EASST team has travelled to Uralsk on a number of occasions to deliver Train the Trainer sessions with local traffic police on issues related to speed enforcement, drink driving and data collection; train teachers on how to use the EASST Road Safety Education Pack in schools; build the capacity of local NGOs and raise awareness of the role they can play in demanding safer roads; work with fleet and transport managers to improve work-related road safety and promote eco-driving techniques; and audit several local roads and intersections with high collision rates from a road safety perspective.

The strategy, which aims to reduce road casualties by 25% and child mortality by 50% by 2025, focuses on 4 priority areas: safe roads, safe speed, safe road users, safe vehicles. In August we organised a high profile ‘flash-mob’ near a local pre-school to draw attention to the impact of speeding on pedestrian casualties and in November we unveiled two brand new mobile road safety playgrounds and two classroom spaces dedicated to road safety education for children.

AZERBAIJAN

The National Automobile Club of Azerbaijan (AMAK) played a pivotal role in drafting the country’s new National Road Safety Action Plan which was approved by the president in December 2018, and are now working hard to see it implemented. The strategy aims to reduce the number of road casualties in the country as well as the socio-economic impact of poor road safety.

AMAK created a Working Group to promote the use of the EASST Road Safety Education Pack as part of the national curriculum, within the scope of the strategy. As a result of their efforts, the Pack has now been approved by the Ministry of Education and sent to the Education Institute with the recommendation that is should be included in the ‘Life Skills’ element of the curriculum.
With support from the EBRD Shareholders Special Fund, the National Road Safety Council of Armenia (NRSC) has been working to build capacity in road engineering and improve safety for non-motorised road users in the city, focussing on the most hazardous locations.

Like all cities, Gyumri faces challenges in adapting its urban road environment to changing circumstances. An anticipated influx of visitors – in particular tourists – makes it vital to ensure roads are welcoming and pedestrian friendly.

Working closely with the Road Police in Gyumri and nationally, the NRSC has drawn out data on pedestrian risk in the city. In July Paul Disney – EASST expert in road engineering and audits – accompanied by EASST’s Emma MacLennan, went to Gyumri to conduct an intensive training workshop to improve the local roads. Participants included the head of the urban construction department of Shirak Municipality, senior engineers from the Road Design Institute, and road engineers working with the municipality in Gyumri.

In October, the EASST team returned to deliver fleet safety management training for local transport companies, the first of its kind in the region, and bring together key local authorities and stakeholders to discuss tangible solutions to reduce road casualties. The meeting culminated in a public commitment by the Head of the Republican Road Police and the Governor of the Shirak Region, where Gyumri is located, Mr Tigran Petrosyan, to take action to reduce urban speeds around schools in Gyumri by 10kph.
EASST PARTNERS

ALBANIA
Automobile Club Albania (ACA)

ARMENIA
National Road Safety Council NGO

AZERBAIJAN
National Automobile Club of Azerbaijan (AMAK)
HAYAT NGO

BELARUS
Belarusian Auto Moto Touring Club (BKA)

GEORGIA
Partnership for Road Safety (PfRS)

GRECE
Make Roads Safe Hellas

KAZAKHSTAN
Urban Forum Kazakhstan

KYRGYZSTAN
Public Association ‘Road Safety’

LATVIA
Latvian Auto-Moto Society (LAMB)

MOLDOVA
Automobile Club of Moldova (ACM)
Protect MD Foundation

MONGOLIA
Global Shapers Ulaanbaatar Hub

RUSSIA
Road Safety Russia NGO

TAJIKISTAN
Young Generation of Tajikistan (YGT)

UKRAINE
Road Safety Support Foundation (RSSF)
Impact NGO

UZBEKISTAN
Young Generation of the World - Tashkent branch

We are proud that EASST was voted in December 2019 to join the Federation Internationale de l’Automobile (FIA) as an Associate Member, and that five of our EASST partners are FIA member clubs - supporting our joint goals for road casualty reduction,

WE ARE GRATEFUL TO OUR FRIENDS & DONORS FOR THEIR SUPPORT
EASST had a good financial year. Thanks to the generous support of our donors we have been able to increase the number of partner organisations and offer increased grants to our partners in the region - supporting 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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*Totals are projections and may differ slightly from final end of year accounts.*

### Breakdown of income and expenditure

#### Income 2019

- 5% Local road safety projects
- 41% Capacity building of EASST partners, training and overheads
- 55% FIRE AID projects

#### Expenditure 2019

- 7% Local road safety projects
- 22% Capacity building of EASST partners, training and overheads
- 70% FIRE AID projects
The Future

Children and young people are our collective future. Tragically, they are more likely to die on the roads than from any other cause, while one in five children injured in road collisions is left with a long-term or permanent disability. They are also particularly at risk from other developments related to roads and mobility: increasing motorisation in low and middle-income countries, growing urbanisation, and declining air quality partly resulting from vehicle emissions. Reining back on these trends requires simultaneous action on a number of public policy issues. In EASST countries of operation, where multi-agency collaboration is not the norm, we have a big task ahead for the future.

EASST and our partners will continue our focus on road safety and sustainable transport. While doing so we will redouble our efforts to make linkages with safe road design for vulnerable road users; to raise awareness of the environmental impacts of road transport (training in eco-driving and highlighting air quality); and to make cities more inclusive and less vehicle-centred. We plan to expand our work on disability and accessibility and on the links between gender and road injury. To be effective, this requires close collaboration with public authorities and with local communities. This is one of EASST’s great strengths: all our partners are home-grown and highly regarded by policy makers in their countries.

EASST has expanded its network of local partner organisations to include 15 countries – trebling our network in ten years. In 2020 we hope to add Turkey as a 16th member, and we are already working closely with colleagues there in our road safety engineering programmes.

Nurturing and assisting our partners is our core priority. Each year, thanks to a generous donation from the AMCT, we are able to bring our partners together to network, share their successes and build our collective capacity. In 2019 we carried out our first region-wide concerted campaign – our ‘Saved by a Seat Belt’ campaign – reaching more than a quarter million people on social media. We would like to continue this feature of our work. We will also marry our regional efforts to our other partners (for example, with the FIA) to aim for an even wider reach.

Next year EASST will be strongly represented in the 3rd Global Ministerial Conference on Road Safety hosted by the Swedish Government in Stockholm. We have been working for over a year to maximise the benefits of this event for our countries of operation, ensuring their voices are heard on a global stage and their unique challenges are addressed. EASST will add to the call for a continued, global focus on road safety beyond 2020, supporting the 50 by 30 campaign for renewed road safety targets. This will be vital for all our futures.

EMMA MACLENNAN
Director