



Eastern Alliance for Safe
and Sustainable Transport

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**The Formula for Success
in Road Safety**

www.easst.co.uk

EASST...

...is a UK-registered charity working in Eastern Europe to facilitate cross-border projects on road safety and sustainable transport. We work with local partner organisations, making their efforts more effective by sharing know-how and resources.

Safe roads play a vital role in economic and social development, allowing the safe movement of people and vehicles for investment, public access, trade and tourism. But in many countries road casualties are imposing an increasingly unbearable burden on health and other services. Unsafe road transport is costing lives and inhibiting development.

EASST works in countries with high road casualty rates, particularly the South Caucasus and Eastern Partnership region.

EASST's mission...

...is to save lives and prevent injuries by making road transport safer and sustainable for future generations.

EASST supports projects which:

- » reduce the toll of road deaths and injuries
- » improve road safety governance and public policy
- » improve enforcement
- » ensure safe road design and construction
- » influence road user behaviour
- » promote fuel efficiency and sustainable transport
- » improve driver training
- » encourage safe motorsport
- » develop road safety education
- » build capacity for national road safety strategies.

EASST facilitates regional and cross-border initiatives, shares best practice and enables concerted campaigns on road safety and sustainable transport.

Structure

EASST is a UK-registered charity with a small Board of Trustees, supported by an Advisory Board of international specialists and local partner organisations all active in promoting road safety.

Our Patron is the Rt. Hon. Lord Robertson of Port Ellen KT, GCMG, PC, Chairman of the Commission for Global Road Safety. Our Chair is Lord Dubs of Battersea, who also chairs the UK All Party Parliamentary Groups on EU Enlargement and Moldova.

EASST Countries

EASST developed from collaboration between successful road safety organisations in **Armenia, Georgia** and **Moldova**. We have grown to include campaigners in **Azerbaijan, Belarus, Russia** and **Ukraine**.

EASST partners face similar challenges. They learn from each other's successes and share expertise across borders, making local campaigns more effective. EASST's Advisory Board provides a resource of expert knowledge around the world to assist these efforts.

Roads are about communication. Successful road safety policies require a concerted effort across national and regional boundaries and between the EU and its neighbours.

EASST projects facilitate cross-border dialogue and understanding. Many of the charity's target countries have frozen conflicts within their boundaries. EASST projects create a platform for confidence-building and international cooperation to tackle an issue of urgent mutual concern – the road casualty epidemic.



Nikki, winner of the Eurovision Song Contest 2011, has pledged her support to EASST's efforts to raise road safety awareness in Azerbaijan

Some EASST Success Stories:

Armenia EASST Partner: National Road Safety Council Armenia (NRSC) NGO

First set up in 2005, in March 2010 the NRSC NGO was formally established as the secretariat of the Road Safety Council of Armenia. This new government body is responsible for overseeing and developing the country's National Road Safety Strategy and Five Year Action Plan for 2010–2015. Council meetings are chaired by the Prime Minister. Membership includes key government ministers relevant to road safety, along with active civil society campaigners.

The NRSC have made an enormous impact on government policy in a number of areas.

- » As a result of the NRSC's 'Think Before You Drive' campaign, a new seat belt law was enacted in 2007 and finally enforced – due to NRSC persuasion of the Armenian PM – in 2009. New fines were introduced for both seat belts and helmets.
- » From January 2011 insurance for drivers/owners is compulsory.
- » The NRSC have helped to develop an integrated national road safety database
- » There has been a 20% reduction in road fatalities and 12% decline in casualties in just one year to 2010.

See: www.roadsafety.am



NRSC Armenia receives premier international road safety award from HRH Prince Michael of Kent KCVO

Georgia EASST Partner: Georgian Partnership for Road Safety

The "Partnership for Road Safety" is a non-profit organization promoting road safety through education and advocacy, established in 2006.

The Partnership manages a broad local program of activities for road safety and sustainable mobility. They have played a key role in the development of a new road safety culture in Georgia, assisting the elaboration of the Georgian national road safety strategy. Drawing from successful initiatives in other countries, they encourage collaboration between public institutions, civil society and the private sector in their work.

One of their successes has been to persuade the Georgian government to adopt legislation on compulsory seat belt wearing. As of November 2010 seatbelt usage is mandatory throughout Georgia. Combined with an enforcement campaign, in Tbilisi seat-belt wearing rates have gone up from 1% to 95% for drivers and from 1% to 89% for front passengers.

With EASST support, the GPRS have been a key partner in the Auto Fuel Efficiency Programme in Georgia and the development of a new Caucasus Fuel Economy Initiative launched in 2011.

See: www.safedrive.ge



Georgian Partnership for Road Safety street action

Moldova EASST Partner: Automobile Club of Moldova (ACM)

EASST's work in Moldova began with a Make Roads Safe Campaign Launch involving senior members of the Moldovan government and hosted by the World Bank. This led to the creation of a National Road Safety Council chaired by the PM and including government ministers and the Traffic Police. With the assistance of the Automobile Club of Moldova (ACM), the new Council has produced a National 5-Year Plan to improve road safety in Moldova.

EASST has supported the ACM in achieving an ambitious and highly visible campaign in Moldova, focusing on seat-belt wearing, pedestrian safety, road safety education for children and raising public awareness of road risks. In comparison with 2008 data, in just 2 years road fatalities have declined by 17%.

In parallel, EASST has supported road safety campaigns carried out by the Automobile Club of Transnistria (ACT). Through work with schools and local road police, the ACT is aiming to raise awareness of road risks and reduce road casualties.

Road Safety Assessment in Moldova

Over 90% of Moldova's roads need rehabilitation. EASST persuaded both the Moldovan Government and the donor group, headed by the World Bank, to amend the planned road rehabilitation and construction programme to include an assessment of Moldova's road network by iRAP – the International Road Assessment Programme. iRAP results for 2,500 km of roads were published in Moldova in May 2011.

See: www.saferoads.md plus www.safetyroads.org



Moldovan schoolchildren learn the ABCs of pedestrian safety thanks to the ACM

Regional Projects – sharing expertise

Road Safety Enforcement and Traffic Policing in Moldova: Report of the Moldova/Georgia/UK Police Exchange Programme

An important area of EASST work has been road policing and road safety enforcement.

In May/June 2010, at the request of the Moldovan Government, a series of exchange visits were organised between specialists on road policing from Moldova, the UK and the Republic of Georgia. The Moldovan government viewed the operation of the Road Police – and in particular problems of corruption and poor enforcement – as a major obstacle to implementing an effective National Road Safety Strategy. They hoped to identify ways to reform and professionalise road policing in Moldova and tackle endemic police corruption. The Road Police themselves were closely involved in this project, supported by the World Bank. In December 2010 EASST published its report on the initiative, summarizing key areas where attention is needed to improve road policing.

EASST's report has had a lasting impact: the driver licensing centre in Chisinau has been revamped to prevent cheating, with new corruption-free testing vehicles. A broad programme of reform is now in the pipeline. This should include properly trained and equipped road police as a core part of the Government's anti-corruption and road safety strategies.

You can download the full report at www.easst.co.uk/resources/reports



EASST Report on Road Safety Enforcement and Traffic Policing in Moldova

EASST, the Eastern Alliance for Safe and Sustainable Transport, is an alliance of campaigners working in Eastern Europe to make roads safe. EASST's aim is to save lives and prevent injuries on the roads, and to make road transport more sustainable for future generations.

EASST has a network of local road safety partners operating in Armenia, Azerbaijan, Belarus, Georgia, Moldova, Russia, Ukraine and elsewhere. EASST Partners cooperate to promote road safety, sharing expertise and resources.



Seat belt campaign supported by EASST in Lviv, Ukraine

Contact

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