



east

Eastern Alliance for Safe
and Sustainable Transport

sunt pentru limita de viteză
de 30 km/h în zonele
cu risc sporit pentru pietoni
și bicicliști.

SITUATION REPORT

ADVANCING 30KM/H SPEED LIMITS NEAR SCHOOLZONES
IN EASTERN EUROPE AND CENTRAL ASIA

SUPPORTED BY

 FIA FOUNDATION

ABOUT EASST

The Eastern Alliance for Safe and Sustainable Transport (EASST) is an independent UK-registered charity whose mission is to save lives and prevent injuries by making road transport safer, greener and more sustainable for future generations.

Road crashes are the leading cause of death for young people in every world region, and globally account for more fatalities than diseases such as malaria. While, air pollution, a consequence of heavy congestion and a reliance on motorised transport, leads to millions of premature deaths every year.

As well as saving lives, safe roads have a vital role to play in economic development and environmental sustainability.

Through a vibrant network of local NGO partners, EASST concentrates its efforts in Eastern Europe, the Caucasus and Central Asia where road deaths are particularly high and vehicle fleets are growing. These factors together pose an increasingly unbearable burden on health and social services, while unsafe road transport is inhibiting both economic and social development.

EASST's approach is to nurture homegrown expertise and leadership in a region with a shared history and common need to improve road safety and mobility. EASST supports its partners through training, capacity development, and small mentored grants to deliver projects that ensure local ownership, meeting the needs of local communities and making a measurable, lasting impact on reducing road death and injury.

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CONTENTS

INTRODUCTION	5
Compiling the report	6
MAKING THE CASE FOR FURTHER ADVANCING 30KM/H SCHOOL ZONES	7
Data assessment	7
Policies and strategies	9
Current legislation	11
Road infrastructure and signage	12
Enforcement capacity	13
COMMUNITY PERCEPTIONS AND SUPPORT FOR 30KM/H SPEED LIMITS	15
Overview of results from 2021: Setting the baseline	16
Results from 2022	16
Analysis: How have things changed?	23
PATHWAYS TO CHANGE: 2023-2025	25
Achievements to date	25
Challenges and lessons learned	28
Future opportunities	33
#RETHINKMOBILITY	34
COUNTRY REPORT SUMMARIES	36

PARTICIPATING EASST PARTNERS

Armenia

National Road Safety Council NGO (NRSC)

Azerbaijan

National Automobile Club of Azerbaijan (AMAK)

Georgia

Partnership for Road Safety (PfRS)

Kyrgyzstan

Public Association 'Road Safety' (PARS)

Moldova

Automobile Club of Moldova (ACM)

Mongolia

Global Shapers Ulaanbaatar Hub (GSUB)

Tajikistan

Young Generation of Tajikistan (YGT)



INTRODUCTION

Since early 2021, EASST has been working with its NGO partners across Eastern Europe and Central Asia to advocate for speed reduction and policy change to reduce speeds to 30km/h near schools.

The theme of 30 km/h around school zones builds upon recommendations in the Stockholm Declaration, agreed at the Third Global Ministerial Conference on Road Safety in 2020, which calls for 'a maximum road travel speed of 30 km/h in areas where vulnerable road users and vehicles mix in a frequent and planned manner' as well as its call for governments and the wider road safety community to 'acknowledge the significant impact of road traffic crashes on children and youth and emphasize the importance of taking into account their needs'.¹

Speed management and calls to reduce urban speed limits to 30km/h are also highlighted in the Global Plan for the Second Decade of Action on Road Safety (2021-2030) and formed the core message of the 6th UN Global Road Safety Week in 2021.²

It is well documented that the risk of death or serious injury in a road traffic collision rises exponentially above speeds of 30km/h.³ Low speed streets also provide a safer environment for walking, cycling, living and playing – making communities healthier, happier, and greener – as well as saving lives.

In the EASST region, the average maximum urban speed limit is 60km/h. Around school zones speeds are often lowered to 40km/h, but even this is frequently exceeded due to low levels of enforcement and a lack of speed management infrastructure.

Public and political support for reducing speeds in the EASST region varies from country to country. Although there is a good level of support for reducing speeds to 30km/h around school zones in general, there tends to be less support for making 30km/h the new norm across all urban areas. By focusing on schools, where there is clear public support, it is possible to make tangible changes and demonstrate the benefits of lower speeds to grow support more widely.⁴

Since 2021, with the support of the FIA Foundation Advocacy Hub, EASST has been working with its local NGO partners to deliver projects across seven countries in Eastern Europe and Central Asia - Armenia, Azerbaijan, Georgia, Kyrgyzstan, Moldova, Mongolia, and Tajikistan - with the aim of reducing speed limits to 30km/h around schools and on routes to school.⁵

To provide tailored support, the seven participating partners were divided into 'Persuaders' – those representing countries with the potential to achieve tangible policy change, and 'Pathfinders' – those representing countries with further to travel on their policy journey. Each partner adopted a different approach based on their local context, campaigning for lower speeds, better enforcement, safer streets, an improved environment for walking and cycling, and improved infrastructure around schools.

During the first two years of the project, despite unprecedented challenges in the region (including the war in Ukraine as well as political unrest in other countries), these efforts have been largely met with success. The Persuaders (representing Armenia, Georgia, and Moldova) all achieved some level of policy change mandating 30km/h at either a national or municipal level, while the Pathfinders (representing Azerbaijan, Kyrgyzstan, Mongolia, and Tajikistan) took important steps forward and achieved good results in terms of building local support for safe school zones and implementing small scale projects to lay the foundations for future policy change at a district or city level.

Despite these successes, there remains a lot more work to do in terms of implementation, enforcement, and accountability of commitments made thus far as well as getting decision makers and policy makers to the stage needed for legislative commitments.

These are areas that EASST will pursue over the next two years as we build towards mobilising political will and wider stakeholder engagement ahead of the 4th Global Ministerial Conference for Road Safety planned for 2026.

As the project transitions to its next phase, the purpose of this report is to take a snapshot of the situation in the region as it stands today: to celebrate achievements so far, reflect on lessons learned, assess potential challenges, and explore future opportunities that will help partners achieve their goals and help countries achieve global targets to reduce road casualties by 50% by 2030.

COMPILING THE REPORT

In compiling this report, EASST prepared a 'Situation Report' template with the support of Dr. Evangelos Bellos from the Technical University of Athens, which was distributed to EASST partners across the seven participating countries.

The aim has been two-fold: firstly, to re-assess and evaluate the local context and make the case for further advancing 30km/h speed limits in school zones, and secondly, to establish an evidence-base and comprehensive baseline upon which to develop updated advocacy action plans for the next phase of the project.

This regional report summarises the key areas of common interest based on the seven country-level situation reports completed by EASST partners in April 2023. It presents an overview of the main challenges and opportunities for improving road safety in the region in line with global targets. The country level reports are being used by EASST partners to guide project activities. A summary of each country level report is available at the end of this report.

MAKING THE CASE FOR FURTHER ADVANCING 30KM/H SCHOOL ZONES

DATA ASSESSMENT

The use of reliable data to identify problems and target resources more effectively is a key element of the Safe System Approach to road safety and vital to making roads safer for all users. It is an essential tool for governments, transport authorities and others to prioritise road safety actions.

Within the EASST region, national level data on the number of crashes, fatalities and injuries is mostly publicly available - usually via the websites of the Ministry of Interior, Traffic Police departments, or via the media. This is typically updated on an annual or bi-annual basis.

However, underreporting is common due to a lack of coordination between police and hospitals, who run separate systems for data management. For this reason, data presented by the WHO is often estimated at a higher rate.

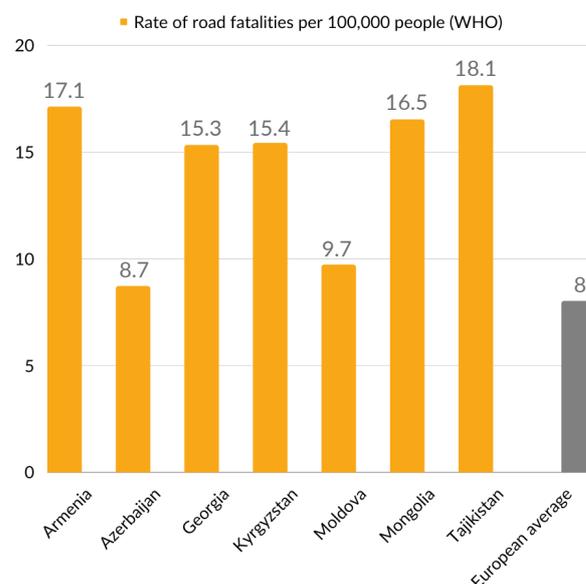
This level of data is useful for describing the size and scale of the road traffic injury problem. For example, data from the latest WHO Global Road Safety Status Report (published in 2018), estimates that road casualty rates in participating countries average 14.4 per 100,000 people compared to a European average of 8 per 100,000 people (Figure 1).⁶

Beyond this, more detailed road crash data is needed to help stakeholders accurately assess issues and solutions such as: analysing risk factors; pinpointing priority issues; formulating strategy and policy; setting targets; monitoring progress and evaluating impact.

For most countries included in this report, such detailed information is only available to the relevant authority in charge - most often the Ministry of Interior - and can only be accessed by other ministries, departments, or interested stakeholders via an official written request. This can be a lengthy process and in some instances, data is only disclosed at the discretion of the lead authority.

The quality of the data provided can also vary greatly. All countries except for Mongolia currently use a paper-based system to collect data at the scene which is later inputted into a database (although as of 2022 Georgia is trialling an electronic system). This data typically includes:

FIGURE 1: ROAD CASUALTY RATES IN PARTICIPATING COUNTRIES.



- details on the time, day, month, year of crash
- demographic details and basic information (e.g. road user type, age, gender, injury sustained)
- basic information regarding the cause (e.g. speeding, overtaking, manoeuvring)
- type of vehicles involved.

Some (but not all) countries collect data on road layout and conditions at the time of the crash such as light conditions, weather, etc. And, while general location data is gathered, no countries currently collect GIS (Geographic Information System) data or other similar geographic coordinates to pinpoint and map road safety blackspots.

In Mongolia, the system is, in theory, more open with detailed data more widely available. However, even here, there are significant limitations in the formatting of the data. Specialised software and equipment is needed to read the data, which limits its accessibility in practice.

Accessing quality data can therefore be a major challenge and additional methods are usually needed to identify and assess areas for intervention. For many EASST partners, this includes consulting with Traffic Police and municipal authorities and basing decisions on their local knowledge.

Building local capacity to collect and analyse detailed data, and improve national road crash data systems is greatly needed across the region. This will help authorities to identify, prioritise, and target effective policy change, infrastructure investment, and enforcement - as well as supporting local civil society organisations and other stakeholders in deploying good local evidence in their road safety advocacy.

In 2023, the Ministry of Economy and Sustainable Development of Georgia, the International School of Economics at Tbilisi State University (ISET) and EASST will be launching the regional Eastern Partnership Road Safety Observatory (EaPRSO) funded by the European Commission—DG NEAR, under the umbrella of the World Bank support to the Eastern Partnership Transport Panel (EaP). The EaPRSO will cover Armenia, Azerbaijan, Georgia, Moldova, and Ukraine. Among other things, an early focus of the observatory will be to support these countries in improving their data collection and management systems based on the CADaS framework.

CADAS FRAMEWORK

CADaS is the common road accident data framework used by European Union countries to collect and analyse road crash data. It is considered to be one of the best data collection frameworks globally and provides an excellent blueprint for effective data management, providing a holistic data set to support effective decision making. Armenia has recently signed up to the CADaS methodology but this is yet to be fully implemented.

POLICIES AND STRATEGIES

Casualty reduction targets are important for ensuring accountability and represent a key indicator of political will and a government's engagement with road safety. Most of the participating countries have set ambitious public targets to reduce road casualties that build towards meeting the global target to reduce road death and injury by 50% by 2030 (Table 1).

A national road safety strategy and related government policies that set out evidence-based actions, adequate financing, and a legislative framework that supports its strategic goals are a fundamental prerequisite to ensuring these targets can be delivered.

TABLE. 1. TARGETS TO REDUCE ROAD CASUALTIES

Country	Target for casualty reduction	Source
Armenia	50% by 2030/ 60% by 2040	Draft National Road Safety Strategy 2023 - 2040
Azerbaijan	30% by 2023	State Program on Road Safety 2019-2023
Georgia	25% by 2025	National Road Safety Strategy 2022-2025
Kyrgyzstan	30% by 2026	Draft National Road Safety Strategy 2023-2026
Moldova	50% by 2030	Draft National Road Safety Strategy 2024 - 2030
Mongolia	50% by 2030	National Road Safety Strategy 2019-2023
Tajikistan	No known target	Draft National Road Strategy 2023-2026

Azerbaijan, Mongolia and Georgia currently have active national road safety strategies. In Azerbaijan and Georgia, both strategies reference reduced speeds around school zones and in wider urban areas but neither specify 30km/h as a target. In 2023, Mongolia will be transitioning to a program of annual road safety action plans and are seeking wider consultation on this. This presents an opportunity to focus policy on issues of speed and traffic calming infrastructure. The Azerbaijan State Program for Road Safety is also due to be reviewed at the end of 2023, presenting an opportunity to update the wording around speeds to include a specific target for urban areas and/or school zones in the new strategy.

The remaining four countries have strategies under development which are due to launch either later in 2023 or 2024.

As a result of a successful advocacy campaign during the first two years of their project (2021-2022), the National Road Safety Council NGO in Armenia has ensured that 30km/h speed limits around schools is included in the draft of the new National Road Safety Strategy.

In Moldova, the Automobile Club of Moldova sits on the working group developing the new Strategy and Action Plan are advocating for 30km/h speeds to be included as a specific target for implementation in urban areas.

While most country strategies make reference to (or will make reference to) the Safe System Approach to road safety, many stakeholders and decision makers are not always aware or have limited understanding of its key principles and how it should be implemented.

Figure 2 shows the results of a stakeholder mapping exercise conducted as part of each country's situation report. In total, 106 stakeholders were identified and assessed according to their level of influence, support for road safety initiatives, and awareness of the Safe System Approach.

FIGURE 2: STAKEHOLDER INFLUENCE AND AWARENESS



Over half of stakeholders were thought to be unaware of the Safe System Approach and how it can be adapted for local conditions. This lack of awareness is a common challenge faced by all EASST partners in their advocacy work and seriously hinders the implementation of their respective national strategies. Capacity development training for key stakeholders is therefore greatly needed to improve implementation of the Safe System and build a foundation for further advocacy success.

City or municipal level policies and strategies are another mechanism through which authorities can demonstrate their commitment to road safety and sustainable urban mobility. Indeed, many cities across the world are developing and implementing Sustainable Urban Mobility Plans (SUMPs) to support not only road safety initiatives but to also improve resilience against issues such as climate change and social inequality.

Unfortunately, very few cities within EASST's countries of operation have such policies and plans in place. Where initiatives do exist, they do not include specific road safety goals. There remains a lack of awareness and understanding within the region as to how road safety intersects with wider issues of sustainable development and the mutual benefits that improving road safety can have on improving environmental sustainability and vice versa.

With environmental issues moving higher up the political agenda globally, making these connections and supporting stakeholders to understand the wider benefits of safer roads will encourage greater action with higher impact.

CURRENT LEGISLATION

Reducing speed limits is one of the most effective ways in which a government can reduce its country's injury burden from road traffic crashes. 30km/h is recommended by the World Health Organisation and the United Nations Road Safety Collaboration as the maximum default speed limit in areas where vehicles and vulnerable road users mix. The chances of a pedestrian surviving a crash is 90% when a car is travelling at 30km/h, compared to 60% at 40km/h, and 20% at 50km/h.⁷

Across the seven participating countries, urban speed limits and speed limits around schools are set at the national level. In some countries, the municipal authorities also have the ability to change speed limits in localised areas.

In Georgia, this has enabled authorities in the municipalities of Tbilisi, Zugdidi, and Rustavi to reduce speed limits to 30km/h at more than 100 school zones. It has also enabled pilot speed reductions in Armenia, Kyrgyzstan and Azerbaijan. However, widespread change is only possible through national level changes in legislation. Typically, the process of changing legislation requires approval from the Cabinet of Ministers with amendments scrutinised by each government department before it is presented to parliament and/or the president.

Currently, the maximum urban speed limit in countries across the region is 60km/h and while it is commonly accepted that speeds should be set at 40km/h around schools, few countries have written this into legislation.

The notable exceptions are Mongolia and Moldova. In Mongolia, speed limits around schools are set at 20km/h. However, this is frequently exceeded, particularly in areas outside of central Ulaanbaatar, due to a lack of adequate infrastructure and lack of enforcement.

In Moldova, 30km/h speed limits around schools and other areas where vulnerable road users and traffic mix were included in amendments to the National Road Regulations in September 2022 and came into effect in 2023. This has been a massive advocacy win for the Automobile Club of Moldova, EASST and the FIA Foundation. It is now the responsibility of all municipal authorities in the country to develop an action plan and budget for implementation.

Similar legislative amendments prepared by the State Audit Office and Partnership for Road Safety have been put to parliament in Georgia, but even with political support, legislative processes can be slow and bureaucratic. The Bill will next go to a parliamentary hearing and if passed, the Government of Georgia will be required to implement actions towards reducing speed limits on national roads.

These are important developments, but getting to the stage of policy change is by no means a linear process. For Moldova and Georgia, it has involved many years of foundational work to build networks of support, public awareness, and understanding of the benefits that such policies can bring.⁸ For these 'Persuader' countries there was already a known interest from the authorities in collaborating around the issue of speed reduction lending EASST's more experienced partners a greater foundation of support upon which they could build their advocacy campaigns.

For most 'Pathfinder' countries (Azerbaijan, Kyrgyzstan, and Tajikistan), the policy journey will be longer. Building on the momentum established in the first two years of the project they must continue to focus on building local capacity and support for 30km/h to lay the foundations for future policy change. Given that in Mongolia speed limits are already set at 20km/h around school zones, the aim is slightly different, with a focus on developing existing policy around speed limits to ensure they can be implemented and followed effectively. This will require looking more closely at standards of infrastructure and enforcement capacity.

ROAD INFRASTRUCTURE AND SIGNAGE

Speed limits are extremely important but compliance is essential if they are to be effective. Speed management infrastructure forces drivers to slow down and provides a safer road environment for pedestrians and other road users. This is particularly necessary if enforcement is not available.⁹

Across EASST's participating countries 'School Zone' or 'Children' signs are a requirement according to the local road regulations, although their presence is inconsistent in practice. Use of engineering treatments to slow traffic and protect vulnerable road users around schools are also rare.

Where speed management infrastructure is in place, it is often of poor quality. There is no standard norm for road safety infrastructure and quality assurance around school zones. Paint on zebra crossings fades quickly and signage is low-grade and not reflective. Signalised crossings are also frequently broken and few have acoustic or tactile signals to aid people with disabilities.

Between 2021 and 2022, EASST partners upgraded 12 school zones with modern infrastructure. To support this work EASST developed a Toolkit for [Assessing and Reporting on Road Safety in School Zones](#) which signposts to resources such as iRAP's [Star Rating for Schools](#), the GDCI's [Designing Streets for Kids](#) guide, and the Child Health Initiative's [Traffic Conflict Technique](#) toolkit.

These interventions, which are presented in more detail on pages 27-28, have been hugely popular with local communities and served as crucial means of building support amongst local authorities, decision makers, and stakeholders - particularly in Pathfinder countries. They have clearly demonstrated how important quality infrastructure measures are in creating safer road systems, and improving road user behaviour, bringing quick and tangible results. For example, measurements taken within a month of the interventions at school No. 2 in Sumgayit, Azerbaijan, found reduced congestion in front of the school and considerably slower traffic with 17% fewer vehicles exceeding the speed limit and an overall reduction in top vehicle speeds of 33%.

In Kyrgyzstan, surveys conducted with students, parents, and teachers at schools No. 8, 48, and 61 found that perceptions of safety had increased significantly as a result of the infrastructure changes - with improvements in pedestrian and driver behaviour (in particular, instances of speeding) noted by 70% of the school community.

Building on the momentum generated by these interventions, the next step for governments and municipal authorities is to use these examples to establish new norms and standards for road safety infrastructure around school zones and invest in installing quality infrastructure more widely.

ENFORCEMENT CAPACITY

Enforcement is another important element of ensuring speed limits are observed and forms an important part of the Safe System Approach.

All EASST partners have excellent working relationships with local Traffic Police and frequently deliver joint campaigns and awareness-raising initiatives. Such community policing initiatives are vital for identifying local risks, monitoring progress and encouraging safe road use.

Several EASST partners have worked with the Traffic Police to conduct special speed assessments around schools as part of their Safer School Zones projects. The assessments involved monitoring operational speeds outside selected schools over the course of a few days. These activities have exposed high levels of speeding, particularly in Tajikistan where average speeds of 60km/h were recorded outside one school where the speed limit was set at 40km/h. In Moldova, 'before and after' speed measurements demonstrated the impact of interventions: with operating speeds of between 35-55km/h recorded before the project being reduced to 27-37km/h afterwards.

Unfortunately, however, despite a general willingness to do more, when it comes to regular enforcement of speeding around school zones, a lack of police capacity and resources, high tolerance levels, and low fines limit what is possible to achieve.

The lack of enforcement capacity means that the majority of Traffic Police forces across the region only implement enforcement measures at the beginning of the school year, usually the first two weeks of September, and then again only if prompted to in response to a serious incident occurring. Some countries have speed cameras installed at high-risk schools, but this is not common.

In Kyrgyzstan, Mongolia, and Tajikistan enforcement responsibilities are sometimes devolved to parents or a team of Young Road Inspectors – students with responsibility for road safety within their schools. While these initiatives are good for community engagement and raising awareness amongst young people about road risk, they are not an adequate replacement for regular enforcement by Traffic Police.

Insufficient penalties for speeding are another major barrier to effective enforcement. For most countries, drivers are permitted to drive up to 9 or 10km/h above the speed limit (or 15km/h in Georgia) before being penalised.

Given that a 5% increase in average speed can lead to a 10% increase in crash-related injuries, and a 20% increase in fatal crashes,¹⁰ these high tolerance levels could be having a major impact on road risk and fatality rates in the region.

With speed capture technology rapidly improving in accuracy and precision over recent years such high tolerance levels are increasingly unnecessary and only serve to undermine speed limits and encourage a culture of speeding. This is an area that needs to be urgently addressed if policy makers and legislators are to ensure the commitments they are making to reduce speed limits have the intended impact of reducing speed related road casualties around school zones.

If caught driving faster than these permitted tolerances, the penalty for most countries starts around \$20-30 USD and increases with the severity of the offence. However, the low starting point does little to discourage habitual speeding.

In general, speed enforcement around schools is very limited in its effectiveness regionwide. More work is needed at both policy level, to ensure enforcement measures are an effective deterrent, and institutional level, to build the capacity of enforcement officers and provide resources to implement the laws.



COMMUNITY PERCEPTIONS AND SUPPORT FOR 30KM/H SPEED LIMITS

As part of its Safer School Zones project, EASST developed a public perceptions survey targeting driving-age adults between 25-60 years old to find out how local communities in its countries of operation feel about speeding and lowering speed limits on local urban roads, including around schools.

The survey was designed in collaboration with EASST's local partners, with technical input from Dr. Evangelos Bellos of the National Technical University of Athens. The survey was translated into local languages and first conducted in April 2021. A second round of surveys was conducted between November-December 2022. Surveys were collected both online and in person on an anonymous basis.

This section compares results from each round of the surveys to examine whether, after two years, communities across Eastern Europe and Central Asia are growing more accepting of low-speed streets.¹¹

The aim was to survey approximately 300 people per country. In practice, the number of respondents vary quite significantly per country as shown in Table 1 and at the time of writing, data collection for round two in Kyrgyzstan is ongoing so responses have not been included in the analysis at this point.

TABLE 2. NUMBER OF RESPONSES ANALYSED PER COUNTRY

	April 2021	December 2022
Armenia	1104	231
Azerbaijan	304	307
Georgia	263	198
Kyrgyzstan	196	-
Moldova	296	309
Mongolia	143	1018
Tajikistan	241	136
Ukraine	199	-
Total	2746	2199

In total, 2746 responses were analysed from eight participating countries during round one. During round two, 2,199 responses have thus far been analysed from across six participating countries. Nevertheless, sufficient responses were collected in order to give an indicative picture of public feeling for each country.

Responses from Armenia in round one and Mongolia in round two are both significantly higher than both the regional average and their respective samples from rounds two and one respectively. These differences in sample size should be taken into consideration when interpreting results and drawing conclusions for these countries.

It is also worth noting that the data collection process in Tajikistan faced some challenges during round two. Feedback from respondents highlighted some confusion around the definition of “local urban streets”. Some participants confused this with what are known locally as “residential streets” where speed limits are set at 20km/h – these streets typically include those in housing complexes and parking areas but do not extend to urban roads. This misunderstanding means that some results may not accurately reflect local feeling around the appropriateness of speed limits.

Data on gender and age were also gathered. National level analysis of the data, which is used by EASST partners to inform their activities, includes a disaggregation of results by these demographics. However, this level of breakdown is not presented in this report.

OVERVIEW OF RESULTS FROM 2021: SETTING THE BASELINE

Analysis of the results from 2021 at a regional level found that close to 80% of those surveyed believe that speed limits around school zones should be 30km/h or lower. However, less than 50% would support making 30km/h the new normal in all urban areas.

The survey also found that in general a lot of people still believe that low speed areas contribute to increased congestion and vehicle emissions (40%) and longer journey times (38%) with little actual impact on reducing the frequency and severity of casualties (26%).

Importantly, the survey results demonstrated striking national level differences proving that there can be no one size fits all approach when it comes to advocating for 30km/h speed limits.

These results were helpful to EASST partners in informing their individual campaigns and approaches. For example, they were able to use the fact that there is generally higher support for slower speeds around school zones to implement change and demonstrate broader benefits of low speed streets for all road users. In turn, this helped to challenge prevailing myths and misconceptions around the impact of low speeds, including issues of congestion and air quality.

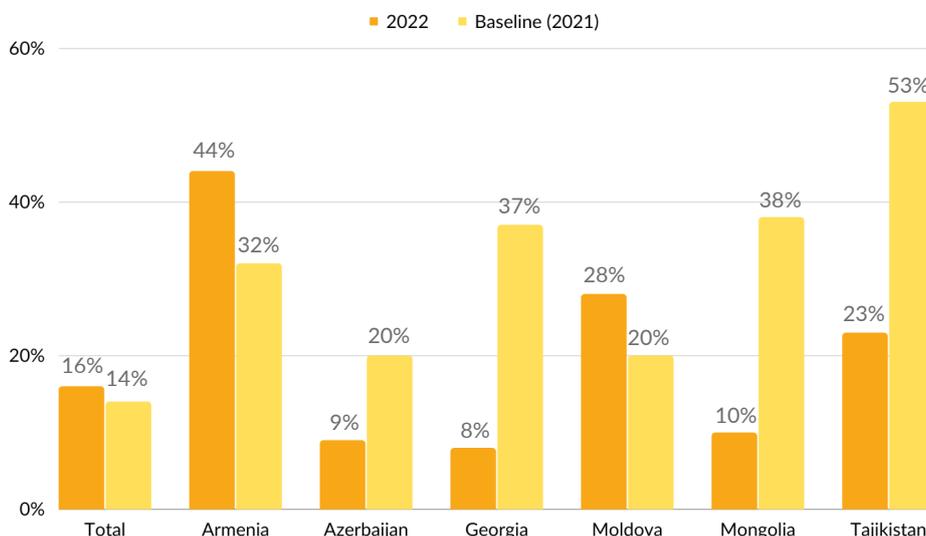
[Full results and analysis from the surveys conducted in 2021 can be viewed here.](#)

RESULTS FROM 2022

The first set of questions aimed to establish public attitudes towards speeding. Drivers were asked to self-declare to what extent they drive over the speed limit. All participants were also asked to what extent they think that speed limits are respected by other drivers in their city, and whether they consider existing speed limits on local urban roads to be too low or too high.

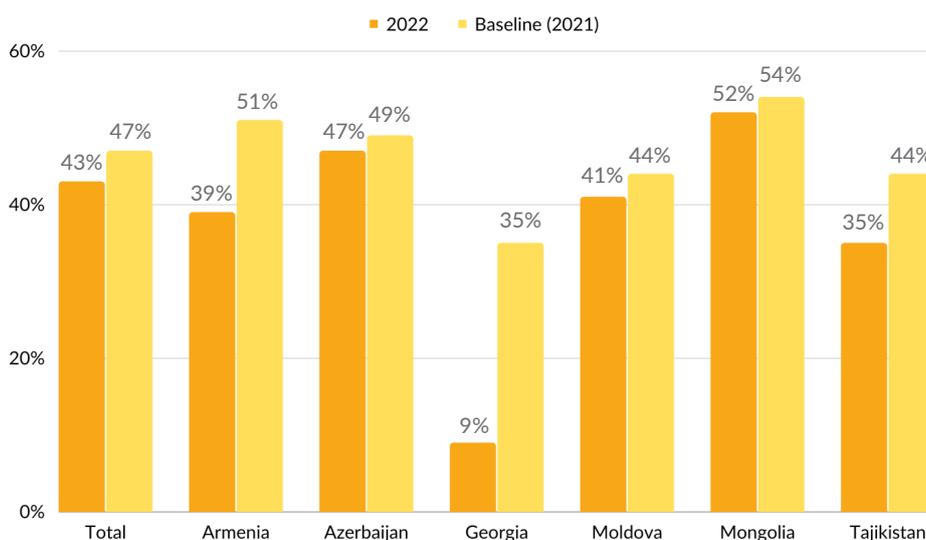
In general, self-declared speeding varied greatly from country to country. Azerbaijan, Georgia, Mongolia and Tajikistan all saw significant decreases, while Armenia and Moldova saw increases (Figure 3).¹²

FIGURE 3. PERCENTAGE OF DRIVERS WHO SELF-DECLARED AS OCCASIONALLY OR FREQUENTLY DRIVING OVER SPEED LIMITS.



Reflecting a similar pattern observed in the baseline survey, people are more likely to attest to others' speeding than to report it of themselves, with 43% of respondents across the region reporting that other drivers occasionally or frequently break the speed limit (Figure 4). In general, the number of respondents observing non-compliance with speed limits was slightly lower across all countries compared to the baseline results. Georgia was the only country with a significant change with perceptions of others' speeding decreasing from the baseline by 26%.

FIGURE 4. PERCENTAGE OF RESPONDENTS WHO OBSERVE THAT SPEED LIMITS ARE NOT RESPECTED BY OTHER DRIVERS IN THE CITY.

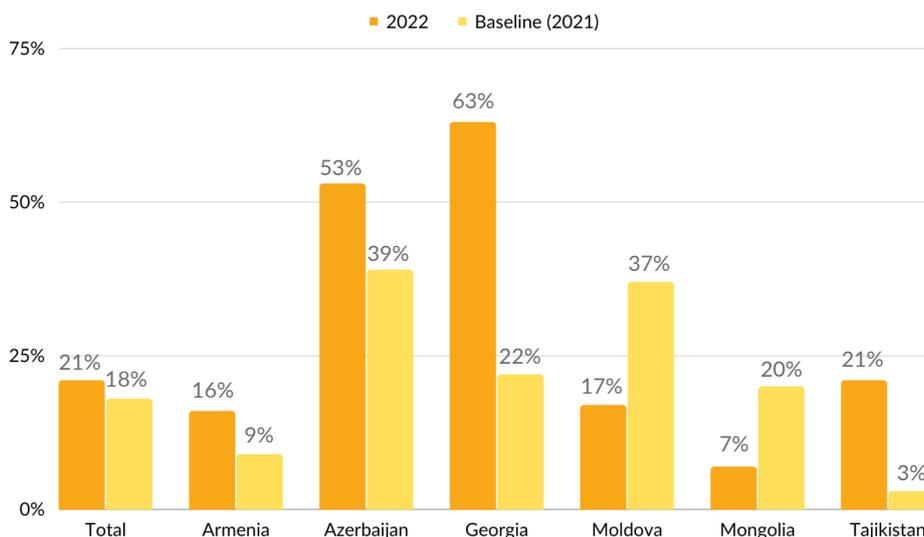


Overall, at a regional level, there is little change in the number of people surveyed who think that urban speed limits are too high and should be lowered. However, there are significant national level distinctions on perceptions of existing speed limits on local urban roads which show interesting shifts in attitude (Figure 5).

Armenia, Azerbaijan, Georgia, and Tajikistan all saw perceptions change with more respondents believing existing speed limits to be high or too high compared to the baseline, perhaps indicating growing support for lowering speeds. Although it is worth highlighting that perceptions in Armenia and Tajikistan remain relatively quite low. Again, there was a significant improvement in Georgia with a 41% increase.

Both Mongolia and Moldova, where speed limits are set lower by law, saw more respondents believing speed limits to be about right – with 70% and 65% of people surveyed responding in this way respectively.

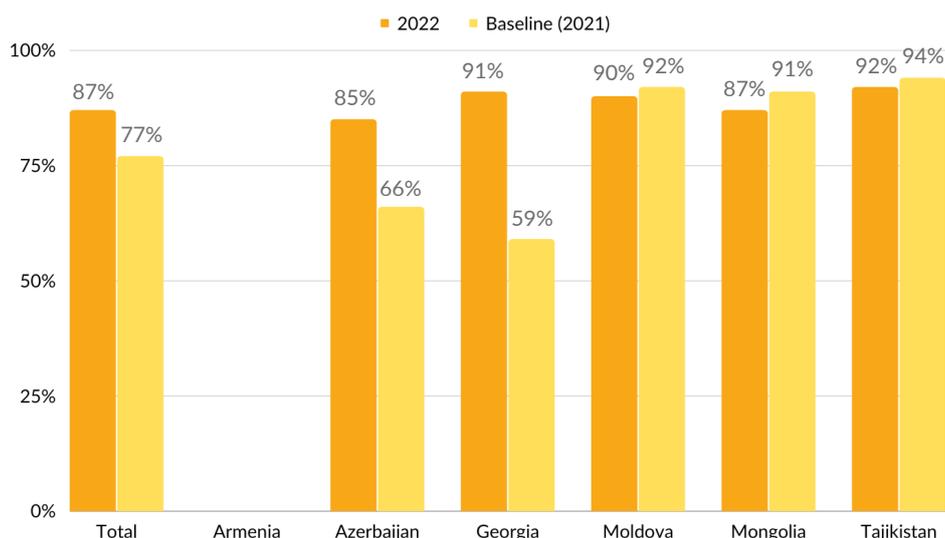
FIGURE 5. PERCENTAGE OF RESPONDENTS WHO BELIEVE EXISTING SPEED LIMITS ON LOCAL URBAN ROADS ARE HIGH OR TOO HIGH.



Across the region, the number of people surveyed who believe that speed limits around school zones should be set at 30km/h or lower remains high, with 87% of people supporting the initiative (Figure 6).

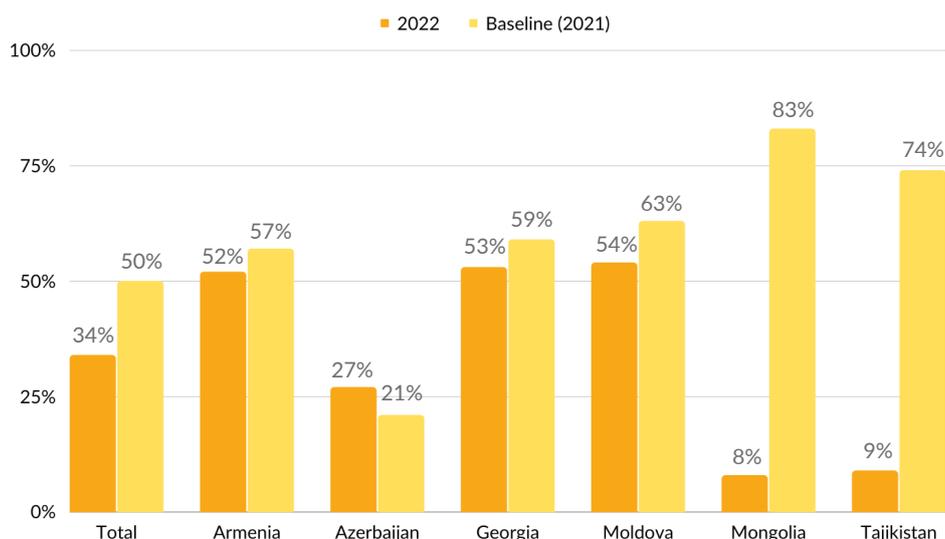
Support for 30km/h speed limits on urban roads more generally, however, is still much lower (Figure 7). Significant decreases in support were recorded in Mongolia and Tajikistan which meant that the regional average showed a much lower level of support than in 2021. There could be a number of reasons for this – some of which could be methodological as described above - but more research is perhaps necessary to get a more accurate picture of local perceptions. Conversely, there was an increase in support in Azerbaijan, which previously had lowest the levels of support across the region.

FIGURE 6. PERCENTAGE OF RESPONDENTS WHO BELIEVE THAT SPEED LIMITS AROUND SCHOOL ZONES SHOULD BE 30KM/H OR LOWER.*



* Respondents in Armenia did not answer this question.

FIGURE 7. PERCENTAGE OF RESPONDENTS WHO BELIEVE THAT SPEED LIMITS ON LOCAL URBAN ROADS SHOULD BE 30KM/H OR LOWER.



As discussed in the baseline report, there appears to be a contradiction in the responses when participants were asked to name a speed that they think is appropriate for urban streets (Figure 7) compared to the appropriateness of existing speed limits (Figure 5). Some of these apparent contradictions could be explained by the fact that Figure 5 does not include a count of those respondents who thought that existing speed limits are about right, and therefore does not provide comparable data.

Respondents' understanding of existing speed limits might also vary either on an individual or national level as limits can generally range from 30km/h to 60km/h across any given city or town. Additionally, the data may suggest a difference in what people perceive as high or low speed when driving or when encountering traffic, and what they think is an appropriate speed limit when asked to specify a number.

To better understand the extent to which people in EASST’s countries of operation understand the benefits of lower speeds, they were presented with a set of arguments typically used against speed reduction programmes and asked to what extent they agreed or disagreed with the statements.

The results show that in most countries there is a significant increase in the number of people surveyed who understand the impact of lowering speeds on reducing the number of road crashes and casualties and improving safety for children (Figures 8 and 9).

FIGURE 8. LOWERING MAXIMUM SPEED LIMITS ON LOCAL URBAN ROADS WHERE PEDESTRIANS AND CYCLISTS MIX WITH TRAFFIC TO 30KM/H WOULD REDUCE THE NUMBER OF ROAD TRAFFIC CRASHES AND CASUALTIES.

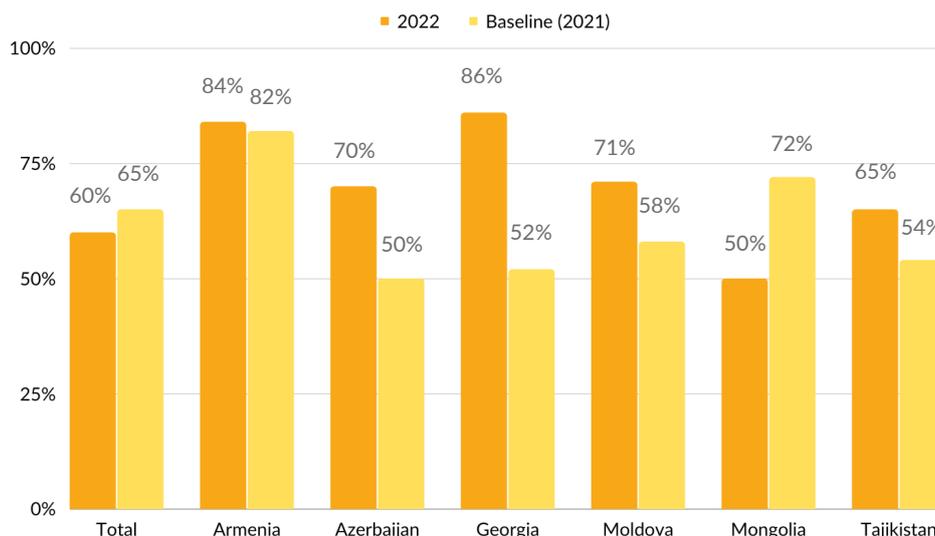
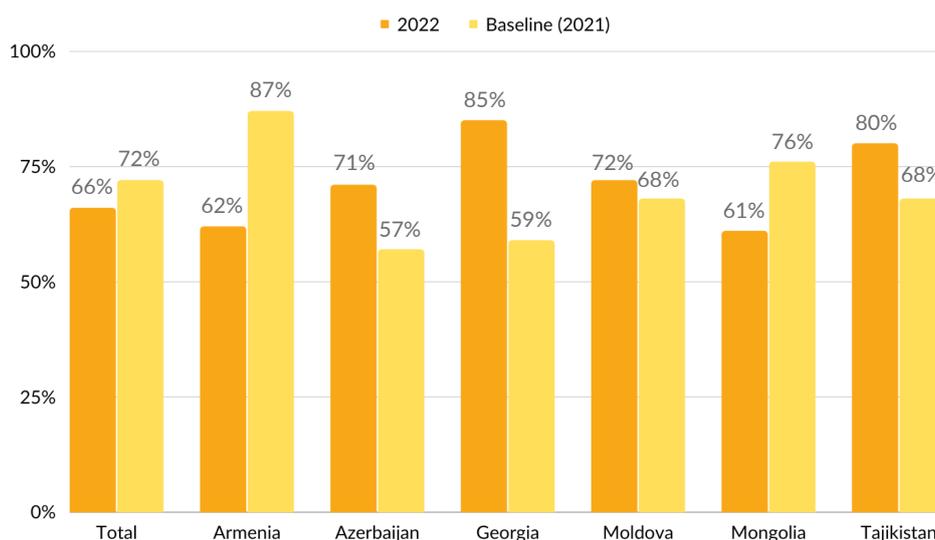


FIGURE 9. LOWERING MAXIMUM SPEED LIMITS ON LOCAL URBAN ROADS WHERE PEDESTRIANS AND CYCLISTS MIX WITH TRAFFIC TO 30KM/H WOULD IMPROVE SAFETY FOR CHILDREN.



Across Azerbaijan and Georgia, and to a slightly lesser extent Moldova, the results show a growing level of awareness of the benefits that reducing speeds can also have on issues such as reducing vehicle emissions, and dispelling myths that slower speeds increase journey times, only benefit pedestrians and cyclists, or are implemented only to increase income from fines (Figures 10, 11, 12 and 13).

FIGURE 10. LOWERING MAXIMUM SPEED LIMITS ON LOCAL URBAN ROADS WHERE PEDESTRIANS AND CYCLISTS MIX WITH TRAFFIC TO 30KM/H WOULD DECREASE VEHICLE EMISSIONS.



FIGURE 11. LOWERING MAXIMUM SPEED LIMITS ON LOCAL URBAN ROADS WHERE PEDESTRIANS AND CYCLISTS MIX WITH TRAFFIC TO 30KM/H WOULD NOT SIGNIFICANTLY INCREASE JOURNEY TIMES.

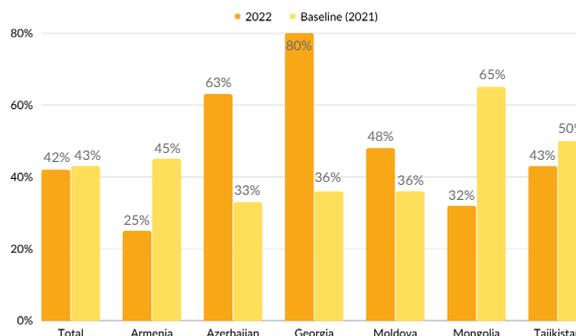
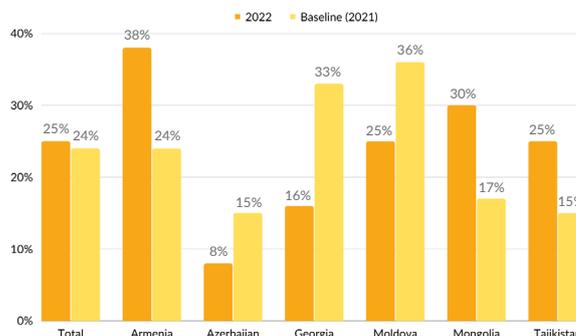


FIGURE 12. LOWERING MAXIMUM SPEED LIMITS ON LOCAL URBAN ROADS WHERE PEDESTRIANS AND CYCLISTS MIX WITH TRAFFIC TO 30KM/H WOULD ONLY BENEFIT PEDESTRIANS AND CYCLISTS.



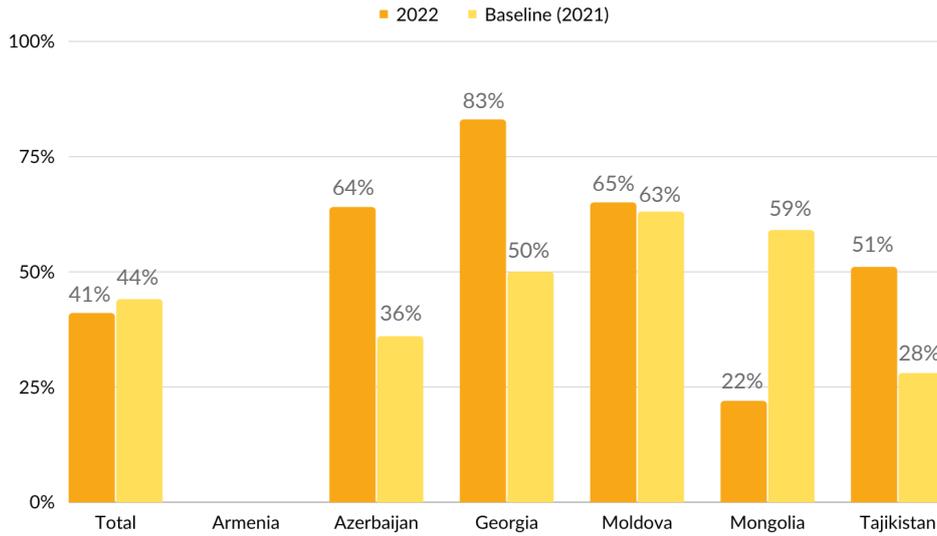
FIGURE 13. LOWERING MAXIMUM SPEED LIMITS ON LOCAL URBAN ROADS WHERE PEDESTRIANS AND CYCLISTS MIX WITH TRAFFIC TO 30KM/H WOULD ONLY INCREASE INCOME FROM FINES.



There were again significant country differences in terms of respondents' attitudes towards 30km/h speed limits. Four out of five countries reported increases in support for making 30km/h the new normal on local urban roads – with significant increases in support coming from Azerbaijan, Georgia, and Tajikistan (Figure 14).

The results for Mongolia show a significant drop in support. However, as mentioned previously the dramatic change in the sample size means that these results are not entirely comparable.

FIGURE 14. I WOULD SUPPORT MAKING 30KM/H THE NEW NORMAL ON LOCAL URBAN ROADS.



Respondents in Armenia and Tajikistan seem more ready to break 30km/h speed limits than those in Azerbaijan, Georgia, and Moldova. For example, 46% and 53% of respondents in Armenia and Tajikistan respectively felt it would be annoying to comply with a 30km/h speed limit, compared to just 6% in Azerbaijan and 10% in Georgia; 31% and 28% respectively felt that they would break a 30km/h speed limit on local urban roads if it were in place, compared to just 2% in Azerbaijan, 4% in Georgia, and 5% in Moldova; and 35% and 50% respectively do not believe that the traffic police have the capacity to supervise and enforce 30km/h speed limits, compared to just 5% in Azerbaijan and 14% in Moldova (Figures 15, 16 and 17).

FIGURE 15. I WOULD FIND IT ANNOYING TO COMPLY WITH A 30KM/H SPEED LIMIT.

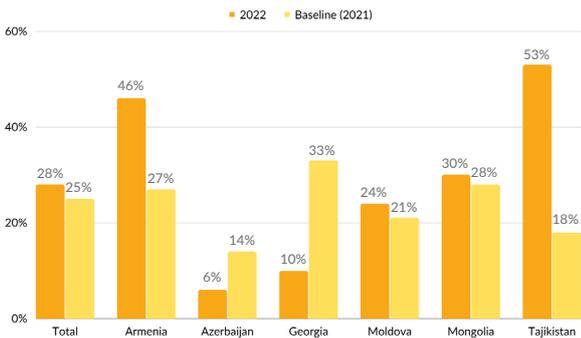


FIGURE 16. I WOULD BREAK A 30KM/H SPEED LIMIT ON LOCAL URBAN ROADS.

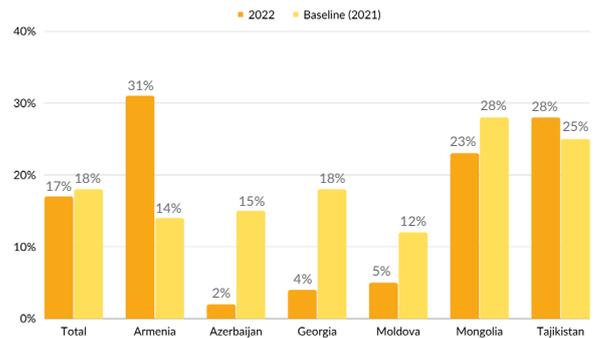
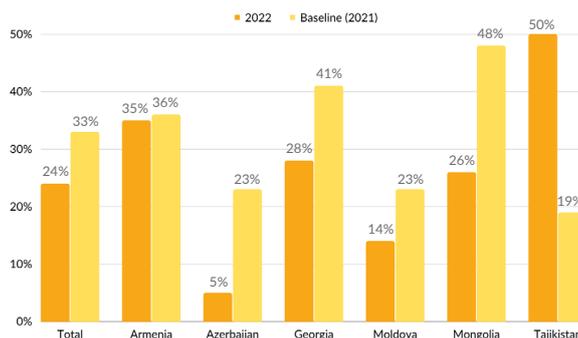


FIGURE 17. TRAFFIC POLICE DO NOT HAVE THE CAPACITY TO SUPERVISE AND ENFORCE 30KM/H SPEED LIMITS.



ANALYSIS: HOW HAVE THINGS CHANGED?

Analysis of the results from 2022 demonstrate growing levels of support for 30km/h speed limits, particularly around school zones, at a regional level and greater community awareness of the benefits that slower speeds can bring – albeit on a very generalised level.

With national variations in the results so great, attempts to offer more detailed regional analysis would provide an inaccurate picture for many countries. To gain useful insight, it is essential to look at the national results in their own unique context.

In Azerbaijan and Georgia, where survey samples represented communities living close to school zones or communities that were targeted by activities in 2021-2022, there were particularly significant increases in support proving that when people are able to experience the benefits of safer school zones for themselves they gain a better understanding and acceptance of the changes. Similarly, for Moldova, where speed limits have been lowered recently, the results demonstrate growing support.

Armenia and Tajikistan saw less progress overall and in a number of instances reported reduced levels of support. For Armenia, the first round of surveys was conducted in the context of a national public awareness campaign on road safety at which time the issue was at the forefront of people's minds. The results could therefore be a reflection of this changing context. Additionally, political instability means that it has been difficult to implement many community engagement activities in Armenia since late 2021.

Importantly, as with the baseline results, the survey clearly demonstrates that there can be no one-size fits all approach to road safety advocacy. Though there may be common challenges and opportunities, each country is operating in its own unique context. As we move into the next phase of the Safer School Zones project, EASST partners will be using the data from these surveys to develop a targeted and meaningful strategy for community engagement appropriate to their local situation: building upon areas where there is good public support and focusing on areas where there are lower levels of awareness in the hopes of influencing change at a higher political level.



PHOTO: PUBLIC ASSOCIATION 'ROAD SAFETY', KYRGYZSTAN

PATHWAYS TO CHANGE: 2023-2025

ACHIEVEMENTS TO DATE

The first phase of EASST's Safer School Zones project ran for two years from 2021 -2022 and was implemented with the support of the FIA Foundation Advocacy Hub. During this period, EASST's local NGO partners delivered projects across seven countries with the aim of reducing speed limits to 30km/h around schools and on routes to school.

As mentioned earlier, the seven participating partners were divided into 'Persuaders' – Armenia, Georgia, and Moldova - those representing countries with the potential to achieve tangible policy change, and 'Pathfinders' – Azerbaijan, Kyrgyzstan, Mongolia, and Tajikistan - representing countries with further to travel on their policy journey.

Each partner adopted a different approach based on their local context, campaigning for lower speeds, better enforcement, safer streets, an improved environment for walking and cycling, and improved infrastructure around schools.

PERSUADERS

The Persuaders all achieved some level of policy change towards 30km/h at either a national or municipal level during phase one. All three countries saw 30km/h zones implemented on a pilot basis as part of their advocacy to make the case for wider policy change. Changes were implemented at two schools in Moldova, three schools in Armenia, and 96 in Georgia.

Overall, all three partners delivered significant policy change:

- In Georgia, Partnership for Road Safety advocated for 30km/h speed zones around schools in the municipalities of Rustavi, Tbilisi, and Zugdidi – seeing implementation around 96 school zones, including four schools where wider infrastructure interventions were introduced using the Star Ratings for Schools App.
- In Moldova, the Automobile Club of Moldova successfully advocated for 30km/h speed limits around school zones, parks and historical zones of cities to be included in amendments to the National Road Regulations.
- In Armenia, National Road Safety Council NGO ensured 30km/h school speed zones are included in the draft National Road Safety Strategy and Action Plan.

Projects involved significant engagement by high level decision makers across all three countries including national parliaments, government ministers, national road safety councils, key government departments, city mayors and executives, and the Traffic Police.

And at a global level, EASST partners, Serghei Diaconu and Poghos Shahinyan represented the Government of Moldovas at the UN High Level Meeting in New York, and the Government of Armenia at the Asia Pacific Road Safety Observatory speaking about safe school zones and 30km/h speed limits respectively.

ARMENIA

National Road Safety Council NGO (NRSC) successfully advocated for 30km/h school speed zones to be included in the draft National Road Safety Strategy and Action Plan. This draft plan has been submitted to Government for formal approval and it is hoped that it will be signed off in 2023. Once approved, 30km/h speed limits will become part of the National Road Safety Action Plan and will require no further legislation before implementation. The NRSC has also worked with the Traffic Police to implement three pilot 30 km/h school zones in Yerevan to make the case for lower speeds to the road police and the government.

GEORGIA

Partnership for Road Safety (PfRS) has worked at city level across the municipalities of Rustavi, Tbilisi, and Zugdidi to successfully advocate for 30km/h speed zones around schools. The leadership in all three cities have been responsive and agreed to work towards 30km/h school zones. In Zugdidi, this has been a policy priority and they have installed lower speed limits at all 57 schools in the city. In Tbilisi and Rustavi, the work is ongoing. So far, 30km/h school zones installed in 24 school zones in Tbilisi and 15 in Rustavi.

MOLDOVA

The Automobile Club of Moldova (ACM) successfully advocated for 30km/h speed limits around school zones, parks, and historical zones to be included in amendments to the National Road Regulations. Local authorities should begin implementation of these new low speed zones in 2023. Like our partners in Armenia, the ACM also worked with the Traffic Police on two pilot school zones to build the case and prove the concept.

PATHFINDERS

The Pathfinders are all working in countries with further to go on their policy change journey. However, all took important steps forward and achieved good results in terms of building local support for safe school zones and implementing small scale projects to lay the foundations for future policy change at a district or city level.

Overall, each partner has systematically built links with local government officials, road police, education departments and others to promote the need for safe school zones and lower speeds, including training over 80 road engineers on safe school zones, accessible streets, and traffic calming encompassing GDCI guidelines. Partners have also established structured working groups to ensure ongoing engagement and ensured youth involvement through bringing new members to the Global Youth Coalition on Road Safety and training young people to use the Star Ratings for Schools App (SR4S).

Ongoing engagement with the Traffic Police is particularly important as they are often the main implementors and decision makers behind road safety initiatives in EASST partner countries.

During the course of the project, each partner significantly increased its engagement with the Traffic Police including cooperation on projects and increased enforcement of speed limits. This work has led to significant breakthroughs with Traffic Police authorities in terms of understanding and working towards safe school zones – including collaborating to identify high risk schools, conducting full crash data and blackspot mapping in Mongolia and Azerbaijan, and systematically assessing school zone safety using the EASST toolkit and, in some cases, SR4S before planning interventions.

In total, between 2021-2022, Pathfinder partners upgraded infrastructure around 6 schools, leading to safer journeys to school for approximately 15,000 pupils.

AZERBAIJAN

The National Automobile Club of Azerbaijan (AMAK) worked closely with the road police to deliver Azerbaijan's first ever temporary school zone street transformation at School No. 2 in Sumgayit city. In partnership with the European Bank for Reconstruction and Development (EBRD) and the Global Designing Cities Initiative (GDCI), they delivered safer journeys for 950 pupils through this initiative.

This pilot project has also delivered a significant advocacy breakthrough by successfully engaging the State Road Police (the key authority responsible for approving and implementing changes nationally) and opened discussions about wider work on safer school zones. The road police have now committed to working with AMAK on a transformation at School No12. in Sumgayit in 2023. The project has also raised the importance of the issue of safe school zones with the Sumgayit city authorities who pledged to consider further upgrades at other schools at their expense.

MONGOLIA

Global Shapers Ulaanbaatar Hub (GSUB) established a working group with key stakeholders to secure permissions for traffic calming infrastructure improvements around schools.

Collaborating with the working group, GSUB worked with the road police to create a digital crash data map for Ulaanbaatar to identify blackspots within 500m of a school, to provide an evidence base for identifying high risk schools. This provided valuable insights into the number of crashes and casualties involving pedestrians and children, and the data is now used for the Annual Compilation of Statistics and Indicators of Traffic Accidents and Criminal Violations registered in Mongolia, issued by the Transport Police.

The mapping also flagged up several schools across the city as of particular concern and GSUB have secured approvals for improvements for pedestrian infrastructure around two of these schools and plan to deliver improvements in 2023.

KYRGYZSTAN

Public Association 'Road Safety' (PARS) achieved unprecedented levels of engagement from the Traffic Police and city authorities. Together, they have worked in partnership to upgrade pedestrian infrastructure around two high risk schools and modernised three further intersections near school zones to provide safer journeys for over 4,000 pupils.

As is standard for EASST projects, PARS advocated for this work to be based on international best practice and managed to secure the installation of infrastructure over and above that recognised in the current national road standards – leading to the first ever pedestrian refuge island in Kyrgyzstan.

Following the success of this project, PARS has secured a commitment from the Head of the Traffic Police to pilot 30km/h speed limits around two schools in Bishkek with daily enforcement.

TAJIKISTAN

Young Generation of Tajikistan (YGT) established a Safe School Zone Commission with key stakeholders in the capital, Dushanbe, and have been working to raise the issue of school zone safety. They have also successfully advocated for the Traffic Police to appoint a representative as a permanent consultant to YGT to work on road safety issues.

This collaboration with the local authorities, the Traffic Police, and the National Road Construction Department has led to the installation of small-scale traffic calming interventions and reduced speed limits around three high-risk schools delivering safer journeys for close to 10,000 children.

Following this, a successful Policy Dialogue event led to key local stakeholders expressing a willingness to consider lower speed limits around schools, but it was felt that that pilot projects were needed initially to test the concept and work is ongoing to advocate to take this forward.

CHALLENGES AND LESSONS LEARNED

Despite these many successes, there is still much to do in terms of implementation, enforcement, and accountability of commitments made to Persuader partners, as well as getting decision makers and policy makers to the stage needed for legislative commitments in Pathfinder countries. These are the areas EASST will focus on during phase two of the Safer School Zones project which will run from 2023-2025.

EASST is using this milestone moment between phase one and phase two to not only celebrate its partners' achievements so far, but to reflect on lessons learned, and explore future opportunities that will help its partners achieve their policy goals. Now is an important time to reassess the current situation and potential challenges that may influence their approach and develop a strong evidence-based action-oriented plan for the next phase.

There are several key themes which emerge across all the countries and that have shaped much of the work so far and which will go on to influence work in phase two.

A TAILORED APPROACH

Firstly, although many of the seven project countries face similar challenges and were working towards the same goal, the situation was different in each country and has required a different approach. Partners have used their local knowledge to assess the situation in terms of road safety, government engagement, community awareness and other factors and then mapped out the most appropriate project for their situation. They have worked well together, sharing knowledge and providing mutual feedback and support – but each has chartered their own course. One key lesson is that there is no ‘one-size fits all’ approach or ‘standard project’. A successful advocacy campaign must be carefully tailored using local knowledge and a real understanding of the complexity of the political situation on the ground.

This will, once again, be key in phase two. Each partner will build on their success and devise a new project action plan based on their own situation. This is one of EASST’s key strengths: bringing the resources, knowledge and influence of an international organisation and using it to support local partner NGOs who, in turn, know and understand the local context and have the experience, knowledge, and connections to push for real change appropriate to their situation.

POLICY CHANGE IS A LONG-TERM GOAL

Despite the remarkable success delivered by the Persuaders in Armenia, Georgia and Moldova, in their country level situation reports each partner highlighted the difficulties and long-term nature of securing policy change, especially in a region with high levels of political instability.

Although all three Persuaders managed to secure commitments at national or city level in the first two years of this project – we must look at this in context. These are experienced partners who had been building relationships, expertise and delivering road safety projects for well over a decade. They have experienced staff teams with wide networks and run respected NGOs. Delivering policy change is never easy and often time-consuming, requiring years of hard work, tackling a single issue from many different angles, engaging numerous stakeholders, and trying different legislative avenues before finding a successful route to change.

Whilst we celebrate success, as NGOs we also need to understand that for sustainable life-saving change, we must commit long term and value incremental progress towards policy change goals.

THE VALUE OF DEMONSTRATION PROJECTS

Another key lesson is the importance and value of small scale demonstration projects. In nearly every country, partners reported that decision makers struggled to visualise how lower speed limits or new infrastructure would work in practice. They were often reluctant to consider projects which moved away from the current accepted standards or were different from the perceived norm.

Both Persuaders and Pathfinders managed to overcome some of this initial reticence by proposing projects which demonstrate ‘live’ examples of traffic calming and lower speeds in the local

community. These projects not only proved to allay concerns about congestion, journey times, and community resistance to slower speeds but also increased active levels of support and engagement to an extent that may not have been possible otherwise.

Indeed, in both Armenia and Moldova, demonstration school zones with 30km/h speed limits were a specific request of the relevant authorities before they would consider wider policy change. Whilst Pathfinders used small scale demonstration projects to build their relationship with key decision makers and the police, and establish their credibility as road safety experts with the capacity to deliver effective and lifesaving projects.

As one partner said:

"At the beginning of our initiative, the Police Department was a little sceptical of the project and infrastructure design that we were proposing. However, once we started the installation process, they saw for themselves the changes in the drivers' and pedestrians' behaviours and their impact. Considering that it can be challenging to change the authorities' traditional practices, we strongly believe that we've achieved great success in changing their perception for the better and by doing so we have become a trusted ally and created new opportunities for long-term collaboration for future initiatives in the city."

Using demonstration initiatives, as a route to wider and longer term change will remain a key part of EASST's work for phase two – especially for Pathfinders to further build the case for slower speeds.

RELATIONSHIPS ARE KEY

One issue that comes out very clearly from all seven partners' situation reports is the importance of relationships with key stakeholders. All partners stressed how much their progress and success depended on the relationships they build with key decision makers. And where partners struggled to move forward with their objectives, it was often due to lack of stakeholder engagement or changes in personnel in key positions.

All partners have rightly focused on relationship building, and for some Pathfinders this has been the key issue in terms of moving forward with their work. In the country situation reports, partners identified more than 100 key stakeholders all of whom will be vital to engage to ensure the further development of their projects.

Furthermore, the ability to get a range of key stakeholders to engage and understand the issues has been one of the determining factors in the level of success partners have had to date.

As one partner said:

"The support of many stakeholders was a powerful force in advancing the goals of the project. By building a coalition, developing a communication plan, leveraging stakeholder expertise, seeking out additional support, and recognizing and thanking stakeholders, we maximized the impact of the project and created a safer environment for children."

Specifically, the situation reports make clear that the Traffic Police are a crucial stakeholder. Unlike in other parts of the world, in many EASST countries of operation, the road police are key decision makers on many road safety issues. It is often the Traffic Police who have the authority to sanction road infrastructure changes and safety interventions. Indeed, in Armenia, the Traffic Police even have the authority to introduce legislation to parliament on road safety related matters. This makes them a key stakeholder in many projects and an important player.

For all partners, but especially the Pathfinders, building these relationships with a range of decision makers remains a primary goal and an area of focus. This work can be challenging in a region with many political priorities, including an ongoing war and frequent changes in political leadership, but this relationship building has proven absolutely vital to delivering successful projects and will remain a priority for phase two.

RELATIONSHIPS: ENGAGEMENT AND KNOWLEDGE

Getting decision makers to engage and recognise that road safety is a priority is only the start. One of the key lessons from the first phase of the project was that even many of the supportive decision makers lacked understanding of how to tackle road deaths or move towards the targets in the Global Plan. In the situation reports, EASST partners all reported the need for building the capacity of decision makers.

Specific knowledge gaps have already been highlighted in this report and cover a range of areas including:

SAFE SYSTEM APPROACH

The situation reports for both Persuader and Pathfinder countries showed that understanding of the Safe System Approach was limited and that this was a key area of focus for capacity building with decision makers at all levels. As noted earlier, whilst most country strategies refer to the Safe System Approach to road safety, many stakeholders and decision makers, particularly those with the highest levels of influence, are not always aware or have limited understanding of its key principles and how it should be implemented. There is a very real opportunity here for capacity building work to address this knowledge gap. This will be addressed by EASST partners at a country level but there is also a crucial need for international organisations and the global road safety community to tackle this issue.

DATA COLLECTION AND ACCURACY

As is set out on pages 7-8, the situation reports and EASST's work in phase one shows that there are weaknesses in the systems for the collection of data, the accuracy of the data collected and the accessibility of data for analysis. Across the region, there is little analysis of crash data to enable evidence based interventions and little understanding of why this is so important if road deaths are to be reduced.

Building local capacity to collect and analyse detailed data and improve national road crash data systems is greatly needed. This would help authorities to identify, prioritise, and target effective policy change, infrastructure investment, and enforcement. Better and more accessible crash data would also greatly assist EASST partners and other NGOs to plan, implement and evaluate projects.

ENFORCEMENT

As highlighted on page 13, phase one of the Safer School Zones project has shown that not only is there an urgent need for reduced speed limits but also a need for the authorities to understand the importance of effective enforcement and the role it can play in road safety. There is currently little focus on speed enforcement. The situation reports suggest that it is not a priority for the Traffic Police nor at a political level. There are a lack of resources and infrastructure, and the current speeding regulations are often inadequate with low fines and insufficient deterrents. Furthermore, high tolerances around speed limits weaken the enforcement work that is undertaken.

More work is needed at both policy level, to ensure enforcement measures are an effective deterrent, and institutional level, to build the capacity of enforcement officers to implement the laws. Without a change in the attitude to enforcement, reduced speed limits will have a limited effect.

A focus on enforcement will need to be a key part of phase two therefore and will be especially relevant in the Persuader countries when the commitments to new slower speed limits are implemented.

INTERNATIONAL ENGAGEMENT AND THE WIDER AGENDA

A further gap in decision maker engagement was identified by the situation reports when looking at international opportunities to engage with road safety and the wider policy debate at international level. The report asked about partners' awareness of engagement by key stakeholders in events and initiatives such as COP, the High Level Political Forum on Sustainable Development, UN meetings, road safety observatories, the Global Network of Heads of National Road Safety Agencies, as well as international forums such as the International Transport Forum. The results showed a mixed picture with limited or partial engagement by many governments.

In addition, there were a large number of 'don't know' replies in this section of the report, suggesting either a lack of government engagement or limited awareness of, and NGO engagement in, any activities that are being undertaken. These results suggested that there is certainly opportunity for greater engagement at international level to raise awareness and understanding of road safety and how it relates to wider Sustainable Development Goals and for partners to work with key decision makers in these areas.

THE ROLE OF THE MEDIA

One final issue that was confirmed by the findings of the situation reports was the wide differential in media engagement on the issue of road safety across the seven countries. There were several partners with good media relations and engagement in road safety issues and a track record of securing coverage for their work. Whilst other partners, despite their best efforts, have struggled to get engagement. It is noticeable that the Persuaders all had good media relations, whilst some (but not all) of the Pathfinders have had more challenges in this area. It is also notable that the partners with the largest project success, all had positive media relations. Without further investigation, it is not possible to conclude with certainty whether the media engagement is enhancing the wider community and/or decision makers' readiness for road safety improvements or reinforcing views already held by its audience. This is an area that needs more exploration.

FUTURE OPPORTUNITIES

Despite the many successes across the first phase of the Safer School Zones project, there remains a lot more work to do. The situation reports have highlighted the complex and challenging picture across the seven countries and emphasized the range of challenges around legislation, stakeholder knowledge and awareness, data, infrastructure, enforcement, and community engagement.

The Persuaders have secured excellent advocacy wins and commitments to reduced speed limits around schools. For phase two of the project, they will build on this work to ensure that these changes are secure in the local regulations, and campaign for full implementation, enforcement, and accountability of the commitments.

Pathfinders will continue to build the case for policy change and lower speeds around schools. They will work on developing new tailored action plans based on the findings from their situation reports. These will respond to the local context and will focus on the strongest opportunities to deliver safer journeys to school. They are likely to include strategies for developing relationships with key decision makers, working on demonstration projects, building the capacity of partners and stakeholders, making the case for better enforcement, and encouraging better international engagement in relevant policy forums.

EASST will continue to support all its partners in this work as we build towards mobilising political will and wider stakeholder engagement ahead of the 4th Global Ministerial Conference for Road Safety in 2026.

#RETHINKMOBILITY



PHOTO: AUTOMOBILE CLUB OF MOLDOVA WITH THE DEPUTY MAYOR OF CHISINAU

In May 2023 the global road safety community marked the 7th UN Global Road Safety Week by calling on governments and road safety leaders to #RethinkMobility with a particular focus on sustainable transport, in particular the need to shift to walking, cycling and using public transport.

Within the EASST region, reducing speed limits to 30km/h is an essential first step in rethinking mobility in terms of a shift away from car dominance towards prioritising the safety of pedestrians and other vulnerable road users. Slower speeds is both a prerequisite for and an outcome of this shift.

The steps taken in the next couple of years, as we work towards the halfway point of the current UN Decade of Action for Road Safety, will be critical in determining how successful countries will be in reaching national and global goals to reduce road casualties.

'Business as usual' is not enough. We need to #RethinkMobility and act now.

ENDNOTES

- 1 Stockholm Declaration. Third Global Ministerial Conference on Road Safety, (2020), <https://www.roadsafetysweden.com/about-the-conference/stockholm-declaration/>
- 2 Global Plan for the Decade of Action for Road Safety 2021-2030, <https://www.who.int/teams/social-determinants-of-health/safety-and-mobility/decade-of-action-for-road-safety-2021-2030>
- 3 Managing Speed. World Health Organisation, (2017), <https://www.who.int/publications/i/item/managing-speed>
- 4 Are communities ready to accept low speed streets? An examination of public attitudes to 30km/h urban speed limits and the impact on achieving successful policy change. EASST, (2021), <https://www.easst.co.uk/wp-content/uploads/2022/02/Are-communities-ready-to-accept-low-speed-streets.pdf>
- 5 The project originally incorporated 9 countries, including Ukraine and Belarus. In February 2022, work in Ukraine was paused due to the impact of the war. Belarus was suspended as an EASST partner country following the country's involvement in the invasion of Ukraine and was removed from the project.
- 6 WHO Europe Region covers 50 countries including those in Eastern Europe and Central Asia.
- 7 'Speed kills children. Use the vaccine. #SlowDown' Child Health Initiative, (2020), <https://www.childhealthinitiative.org/connect/publications/speed-kills-children-use-the-vaccine>
- 8 Forthcoming is a publication by EASST and the FIA Foundation describing how the Automobile Club of Moldova and the Government of the Republic of Moldova collaborated to become one of the few countries across the world to come close to achieving the target of the first Decade of Action for Road Safety 2011-2020 to reduce road fatalities by 50%.
- 9 Global Street Design Guide. Global Designing Cities Initiative, <https://globaldesigningcities.org/publication/global-street-design-guide/operational-and-management-strategies/speed-management/>
- 10 'Speed kills children. Use the vaccine. #SlowDown' Child Health Initiative, (2020), <https://www.childhealthinitiative.org/connect/publications/speed-kills-children-use-the-vaccine>
- 11 Report and results from the first round of surveys in April 2021 can be accessed here: <https://www.easst.co.uk/wp-content/uploads/2022/02/Are-communities-ready-to-accept-low-speed-streets.pdf>
- 12 In the baseline report, we only reported on people who self-declared driving over the speed limit on a frequent basis. This report looks at those who also responded to driving over the speed limit occasionally and frequently. This has enabled us to eliminate some important biases in the results and give us a more accurate picture overall.



ARMENIA

17.1 FATALITIES PER 100,000

5.7% GDP LOST ANNUALLY

▲ 15% FATALITY RATE TREND
(2010-2020)

Data from World Bank Global Road Safety Facility, Road Safety Country Profile/World Bank Regional Profile, Eastern Partnership Countries 2021

STATUS: PERSUADER

DATA ASSESSMENT

- ✓ Crash data publicly available
- ✓ Crash data digitised
- ✓ Detailed data collection

RECENT PROGRESS TOWARDS IMPLEMENTING 30KM/H SPEED LIMITS NEAR SCHOOLS

- 30km/h school speed zones has been included in the draft National Road Safety Strategy and Action Plan. It is expected that this Strategy will be formally accepted by the government in 2023.
- 30km/h zones piloted at 3 schools in Yerevan.

POLICIES AND STRATEGIES

- ✓ National Road Safety Strategy (or draft in development)
- ✓ National Strategy adopts a Safe System Approach
- ✓ National Strategy adopts 50% casualty reduction by 2030 target or other specified KPI
- ✓ National Strategy recommends 30km/h as default speed limit in **school zones**
- ✗ Capital city adopts a road safety strategy or similar (e.g. Sustainable Urban Mobility Plan)
- ✗ Capital city adopts a Safe System Approach
- ✗ Urban Speed limits can be modified locally

15.3 FATALITIES PER 100,000

5.3% GDP LOST ANNUALLY

▼ 33% FATALITY RATE TREND
(2010-2020)

Data from World Bank Global Road Safety Facility, Road Safety Country Profile/World Bank Regional Profile, Eastern Partnership Countries 2021

STATUS: PERSUADER

DATA ASSESSMENT

-  Crash data publicly available
-  Crash data digitised
-  Detailed data collection

RECENT PROGRESS TOWARDS IMPLEMENTING 30KM/H SPEED LIMITS NEAR SCHOOLS

- Municipal authorities in Zugdidi have made 30km/h speeds around schools a policy priority and all 57 schools in Zugdidi city had 30km/h school zones installed.
- City authorities in Tbilisi adopted new school zone standards, including 30km/h speed limits. The implementation of these guidelines is being rolled out as part of the city's ongoing road maintenance plans.
- Authorities in Rustavi have introduced new reduced speed limits at 15 schools.
- The State Audit Office have presented a package of road safety measures to the national Parliament including 30km/h speed limit in school zones located on national roads.

POLICIES AND STRATEGIES

-  National Road Safety Strategy (or draft in development)
-  National Strategy adopts a Safe System Approach
-  National Strategy adopts 50% casualty reduction by 2030 target or other specified KPI
-  National Strategy recommends 30km/h as default speed limit in **school zones**
-  Capital city adopts a road safety strategy or similar (e.g. Sustainable Urban Mobility Plan)
-  Capital city adopts a Safe System Approach
-  Urban Speed limits can be modified locally

CURRENT LEGISLATION



Speed limit on urban roads



'Recommended'
speed limit in school zones

+15
KM/H

Allowed tolerance level

ROAD INFRASTRUCTURE & SIGNAGE

- ✗ Road regulations require 'school zone' signage or speed limit signs near schools
- ✗ Road infrastructure and engineering treatments used to slow traffic near most schools



ENFORCEMENT CAPACITY

- ✗ Speed cameras in use at most schools
- ✗ Regular enforcement activities around school zones*
- ✗ Adequate penalties for speeding offences



COMMUNITY PERCEPTIONS†

91%

91% respondents believe that speed limits around schools should be 30km/h or less.

85%

85% respondents believe that reducing speed limits to 30km/h on local urban roads would improve safety for children.

28%

28% respondents believe that Traffic Police do not have the capacity to enforce 30km/h speed limits on local urban roads.

* At least quarterly

† Data collected via EASST Public Perceptions Survey in December 2022.



MOLDOVA

15.3 FATALITIES PER 100,000

5.3% GDP LOST ANNUALLY

▼ 33% FATALITY RATE TREND
(2010-2020)

Data from World Bank Global Road Safety Facility, Road Safety Country Profile/World Bank Regional Profile, Eastern Partnership Countries 2021

STATUS: PERSUADER

DATA ASSESSMENT

-  Crash data publicly available
-  Crash data digitised
-  Detailed data collection

RECENT PROGRESS TOWARDS IMPLEMENTING 30KM/H SPEED LIMITS NEAR SCHOOLS

- 30km/h speed limits around school zones, parks and historical zones of cities has been included in amendments to the National Road Regulations. From early 2023, municipal governments across the country should begin to implement the new law.
- Two pilot school zones fully upgraded with new crossings and 30km/h speed limits have been installed in Chisinau. Further upgrades have been planned but are delayed by the Ukrainian refugee crisis.

POLICIES AND STRATEGIES

-  National Road Safety Strategy (or draft in development)
-  National Strategy adopts a Safe System Approach
-  National Strategy adopts 50% casualty reduction by 2030 target or other specified KPI
-  National Strategy recommends 30km/h as default speed limit in **school zones**
-  Capital city adopts a road safety strategy or similar (e.g. Sustainable Urban Mobility Plan)
-  Capital city adopts a Safe System Approach
-  Urban Speed limits can be modified locally

CURRENT LEGISLATION



Speed limit on urban roads



Speed limit in school zones

+9
KM/H

Allowed tolerance level

ROAD INFRASTRUCTURE & SIGNAGE

- ✓ Road regulations require 'school zone' signage or speed limit signs near schools
- ✗ Road infrastructure and engineering treatments used to slow traffic near most schools



ENFORCEMENT CAPACITY

- ✗ Speed cameras in use at most schools
- ✗ Regular enforcement activities around school zones*
- ✓ Adequate penalties for speeding offences



COMMUNITY PERCEPTIONS†

90%

90% respondents believe that speed limits around schools should be 30km/h or less.

72%

72% respondents believe that reducing speed limits to 30km/h on local urban roads would improve safety for children.

14%

14% respondents believe that Traffic Police do not have the capacity to enforce 30km/h speed limits on local urban roads.

* At least quarterly

† Data collected via EASST Public Perceptions Survey in December 2022.



AZERBAIJAN

8.7 FATALITIES PER 100,000

2.9% GDP LOST ANNUALLY

▼ 32% FATALITY RATE TREND
(2010-2020)

Data from World Bank Global Road Safety Facility, Road Safety Country Profile/World Bank Regional Profile, Eastern Partnership Countries 2021

STATUS: PATHFINDER

DATA ASSESSMENT

- ✓ Crash data publicly available
- ✗ Crash data digitised
- ✓ Detailed data collection

RECENT PROGRESS TOWARDS IMPLEMENTING 30KM/H SPEED LIMITS NEAR SCHOOLS

- First ever temporary school zone transformation with speed management infrastructure implemented at School No. 2 in Sumgayit, delivering safer journeys for 950 pupils.
- The Road Police and local authorities in Sumgayit have committed to making the transformation permanent and are considering further upgrades at their own expense.
- State Road Police (the key authority responsible for approving and implementing changes nationally) have entered discussions with AMAK about wider work on safer school zones including a second transformation at School No12. in Sumgayit in 2023.

POLICIES AND STRATEGIES

- ✓ National Road Safety Strategy (or draft in development)
- ✓ National Strategy adopts a Safe System Approach
- ✓ National Strategy adopts 50% casualty reduction by 2030 target or other specified KPI
- ✗ National Strategy recommends 30km/h as default speed limit in **school zones**
- ✓ Capital city adopts a road safety strategy or similar (e.g. Sustainable Urban Mobility Plan)
- ✗ Capital city adopts a Safe System Approach
- ✗ Urban Speed limits can be modified locally

CURRENT LEGISLATION



Speed limit on urban roads



'Recommended'
speed limit in school zones

+9
KM/H

Allowed tolerance level

ROAD INFRASTRUCTURE & SIGNAGE

- ✓ Road regulations require 'school zone' signage or speed limit signs near schools
- ✗ Road infrastructure and engineering treatments used to slow traffic near most schools



ENFORCEMENT CAPACITY

- ✗ Speed cameras in use at most schools
- ✗ Regular enforcement activities around school zones*
- ✗ Adequate penalties for speeding offences



COMMUNITY PERCEPTIONS†

85%

85% respondents believe that speed limits around schools should be 30km/h or less.

71%

71% respondents believe that reducing speed limits to 30km/h on local urban roads would improve safety for children.

5%

5% respondents believe that Traffic Police do not have the capacity to enforce 30km/h speed limits on local urban roads.

* At least quarterly

† Data collected via EASST Public Perceptions Survey in December 2022.



KYRGYZSTAN

15.4 FATALITIES PER 100,000

5% GDP LOST ANNUALLY

▼18% FATALITY RATE
TREND (2013-2016)

Data from World Bank Global Road Safety Facility, Road Safety Country Profile

STATUS: PATHFINDER

DATA ASSESSMENT

-  Crash data publicly available
-  Crash data digitised
-  Detailed data collection

RECENT PROGRESS TOWARDS IMPLEMENTING 30KM/H SPEED LIMITS NEAR SCHOOLS

- The Traffic Police and city authorities have worked with EASST and PARS to upgrade pedestrian infrastructure around two high risk schools and have modernised infrastructure at three further intersections near school zones, providing safer journeys for over 4,000 pupils.
- The first ever pedestrian refuge island was installed in Kyrgyzstan, going above and beyond currently recognised national road standards.
- The Head of the Traffic Police committed to pilot 30km/h speed limits around 2 schools in Bishkek with daily enforcement (started in September 2022).

POLICIES AND STRATEGIES

-  National Road Safety Strategy (or draft in development)
-  National Strategy adopts a Safe System Approach
-  National Strategy adopts 50% casualty reduction by 2030 target or other specified KPI
-  National Strategy recommends 30km/h as default speed limit in **school zones**
-  Capital city adopts a road safety strategy or similar (e.g. Sustainable Urban Mobility Plan)
-  Capital city adopts a Safe System Approach
-  Urban Speed limits can be modified locally

CURRENT LEGISLATION



Speed limit on urban roads



'Recommended'
speed limit in school zones

+10
KM/H

Allowed tolerance level

ROAD INFRASTRUCTURE & SIGNAGE

- ✓ Road regulations require 'school zone' signage or speed limit signs near schools
- ✓ Road infrastructure and engineering treatments used to slow traffic near most schools



ENFORCEMENT CAPACITY

- ✗ Speed cameras in use at most schools
- ✗ Regular enforcement activities around school zones*
- ✗ Adequate penalties for speeding offences



COMMUNITY PERCEPTIONS†

56%

56% respondents believe that speed limits around schools should be 30km/h or less.

41%

41% respondents believe that reducing speed limits to 30km/h on local urban roads would improve safety for children.

37%

37% respondents believe that Traffic Police do not have the capacity to enforce 30km/h speed limits on local urban roads.

* At least quarterly

† Data collected via EASST Public Perceptions Survey in April 2021.



MONGOLIA

16.5 FATALITIES PER 100,000

5.4% GDP LOST ANNUALLY

▼5% FATALITY RATE TREND
(2013-2016)

Data from World Bank Global Road Safety Facility, Road Safety Country Profile

STATUS: PATHFINDER

DATA ASSESSMENT

- ✓ Crash data publicly available
- ✓ Crash data digitised
- ✓ Detailed data collection

RECENT PROGRESS TOWARDS IMPLEMENTING 30KM/H SPEED LIMITS NEAR SCHOOLS

- Local authorities are supporting traffic calming infrastructure improvements around schools, including small scale infrastructure improvements at two high risk schools (work to be completed in 2023).
- Development of crash data mapping for Ulaanbaatar to enable an evidence base for identifying high risk school zones.
- Asian Development Bank published a 'How To' Toolkit to support the implementation of safer school zone projects across Mongolia.

POLICIES AND STRATEGIES

- ✓ National Road Safety Strategy (or draft in development)
- ✓ National Strategy adopts a Safe System Approach
- ✓ National Strategy adopts 50% casualty reduction by 2030 target or other specified KPI
- ✓ National Strategy recommends 30km/h as default speed limit in **school zones**
- ✓ Capital city adopts a road safety strategy or similar (e.g. Sustainable Urban Mobility Plan)
- ✗ Capital city adopts a Safe System Approach
- ✗ Urban Speed limits can be modified locally

CURRENT LEGISLATION



Speed limit on urban roads



Speed limit in school zones

+10%

Allowed tolerance level

ROAD INFRASTRUCTURE & SIGNAGE

- ✓ Road regulations require 'school zone' signage or speed limit signs near schools
- ✗ Road infrastructure and engineering treatments used to slow traffic near most schools



ENFORCEMENT CAPACITY

- ✗ Speed cameras in use at most schools
- ✓ Regular enforcement activities around school zones*
- ✓ Adequate penalties for speeding offences



COMMUNITY PERCEPTIONS†

87%

87% respondents believe that speed limits around schools should be 30km/h or less.

61%

61% respondents believe that reducing speed limits to 30km/h on local urban roads would improve safety for children.

25%

25% respondents believe that Traffic Police do not have the capacity to enforce 30km/h speed limits on local urban roads.

* At least quarterly

† Data collected via EASST Public Perceptions Survey in December 2022.



TAJIKISTAN

18.1 FATALITIES PER 100,000

6.1% GDP LOST ANNUALLY

▲10% FATALITY RATE TREND
(2013-2016)

Data from World Bank Global Road Safety Facility, Road Safety Country Profile

STATUS: PATHFINDER

DATA ASSESSMENT

- ✓ Crash data publicly available
- ✗ Crash data digitised
- ✗ Detailed data collection

RECENT PROGRESS TOWARDS IMPLEMENTING 30KM/H SPEED LIMITS NEAR SCHOOLS

- Establishment of a Safe School Zone Commission with key stakeholders.
- The Traffic Police and the National Road Construction Department worked with YGT to install small-scale traffic calming interventions and reduced speed limits around three high-risk schools, delivering safer journeys for close to 10,000 children.
- The Traffic Police have agreed to appoint a representative as a permanent consultant to YGT to work on road safety issues.
- Traffic Police have expressed willingness to support lower speed limits around schools but suggested that pilots were needed initially.

POLICIES AND STRATEGIES

- ✓ National Road Safety Strategy (or draft in development)
- ✗ National Strategy adopts a Safe System Approach
- ✗ National Strategy adopts 50% casualty reduction by 2030 target or other specified KPI
- ✗ National Strategy recommends 30km/h as default speed limit in **school zones**
- ✗ Capital city adopts a road safety strategy or similar (e.g. Sustainable Urban Mobility Plan)
- ✗ Capital city adopts a Safe System Approach
- ✗ Urban Speed limits can be modified locally

CURRENT LEGISLATION



Speed limit on urban roads



'Recommended'
speed limit in school zones

+10
KM/H

Allowed tolerance level

ROAD INFRASTRUCTURE & SIGNAGE

✓ Road regulations require 'school zone' signage or speed limit signs near schools

✗ Road infrastructure and engineering treatments used to slow traffic near most schools



ENFORCEMENT CAPACITY

✓ Speed cameras in use at most schools

✗ Regular enforcement activities around school zones*

✗ Adequate penalties for speeding offences



COMMUNITY PERCEPTIONS†

92%

92% respondents believe that speed limits around schools should be 30km/h or less.

80%

80% respondents believe that reducing speed limits to 30km/h on local urban roads would improve safety for children.

50%

50% respondents believe that Traffic Police do not have the capacity to enforce 30km/h speed limits on local urban roads.

* At least quarterly

† Data collected via EASST Public Perceptions Survey in December 2022.



Eastern Alliance for Safe and Sustainable Transport (EASST)

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