

a comprehensive road safety strategy for central europe

**SOL - SAVE OUR LIVES** Kathleen Elsig, Global Road Safety Partnership



# SOL - SAVE OUR LIVES

a comprehensive road safety strategy for central europe

Kathleen Elsig, Global Road Safety Partnership

[www.sol-project.eu](http://www.sol-project.eu)

## SOL countries



# SOL - SAVE OUR LIVES

a comprehensive road safety strategy for central europe

Kathleen Elsig, Global Road Safety Partnership

[www.sol-project.eu](http://www.sol-project.eu)

## SOL partners



# SOL - SAVE OUR LIVES

a comprehensive road safety strategy for central europe

Kathleen Elsig, Global Road Safety Partnership

[www.sol-project.eu](http://www.sol-project.eu)

## SOL will...

Improve road safety and sustainable mobility  
in 12 pilot communities  
In the participating countries



## SOL core objectives ...

- Reduce road crash death and injury in the pilot communities
- Increase political and public awareness about road safety and sustainable mobility at the transnational, national, regional and municipal levels
- Strengthen road safety management systems
- Up-skill road safety professionals
- Increase the public's involvement in road safety improvement in their community
- Strengthen transnational cooperation on road safety
- Develop and pilot road safety guidance tools for the region

# SOL - SAVE OUR LIVES

a comprehensive road safety strategy for central europe

Kathleen Elsig, Global Road Safety Partnership

## Multistakeholder partnerships

[www.sol-project.eu](http://www.sol-project.eu)



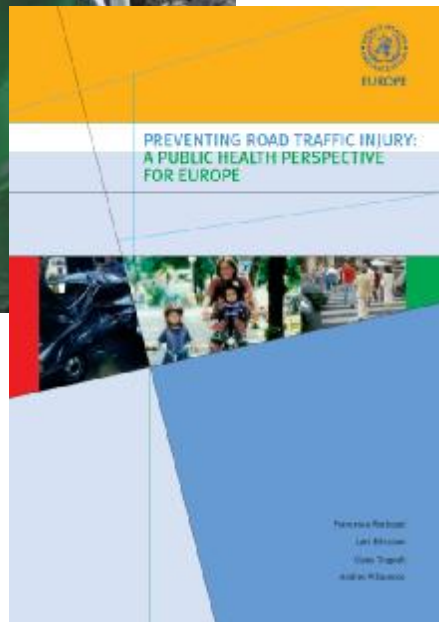
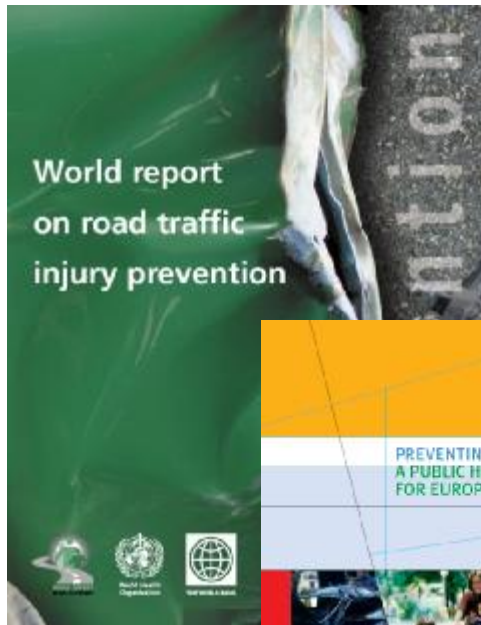
# SOL - SAVE OUR LIVES

a comprehensive road safety strategy for central europe

Kathleen Elsig, Global Road Safety Partnership

[www.sol-project.eu](http://www.sol-project.eu)

## Project concept



The SOL project concept and methodology is based on

- European and global good practice knowledge and experience
- Current knowledge about road safety and road safety management in the CEUS

# SOL - SAVE OUR LIVES

a comprehensive road safety strategy for central europe

Kathleen Elsig, Global Road Safety Partnership

[www.sol-project.eu](http://www.sol-project.eu)

## Project focus:

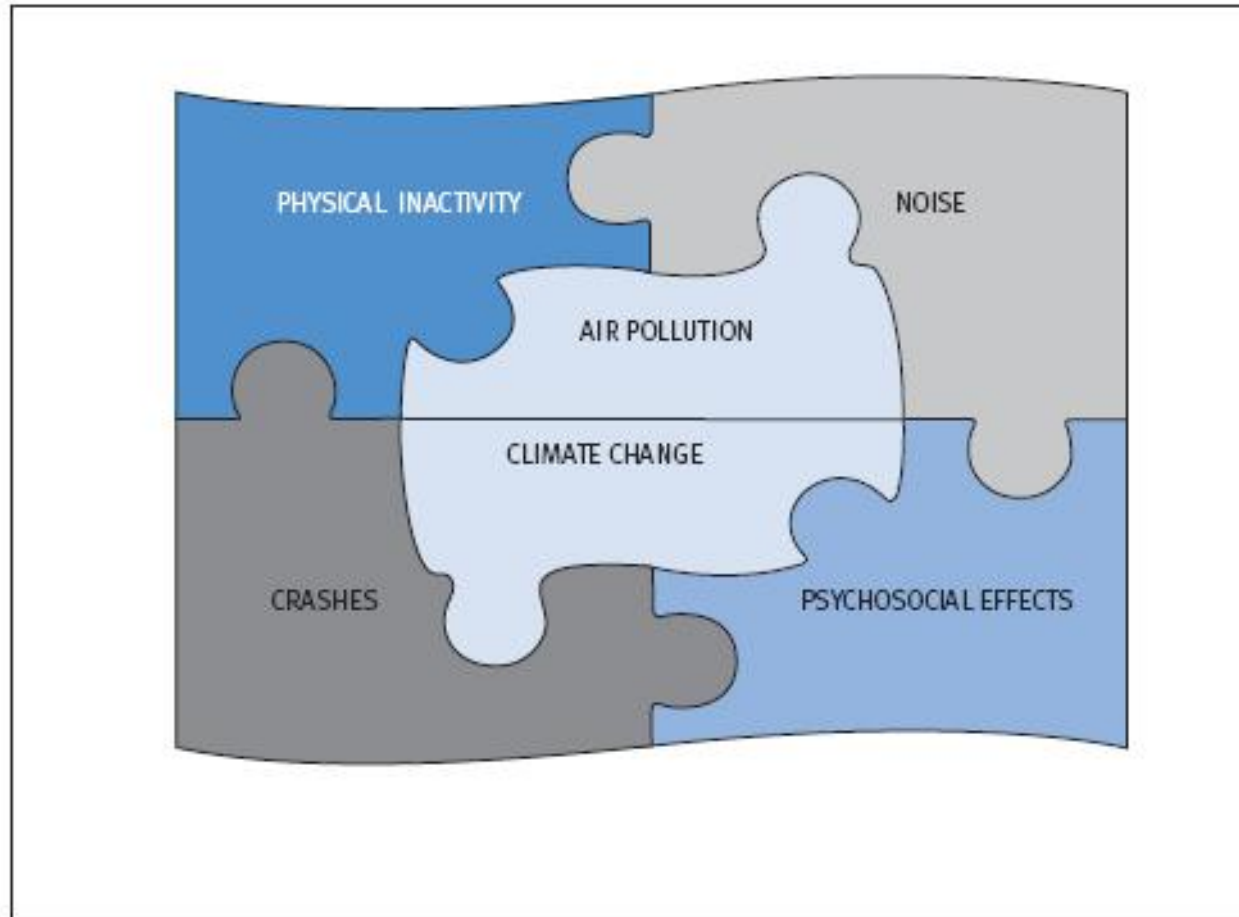
Road safety in the context of sustainable mobility:

*building management and professional capacity  
at the community level to tackle the undesirable  
outcomes of road transport*





## Undesired outputs of transport on health and the environment



We need  
safe,  
healthy  
transport  
systems

WHO Europe 2004

# SOL - SAVE OUR LIVES

a comprehensive road safety strategy for central europe

Kathleen Elsig, Global Road Safety Partnership

www.sol-project.eu

## CEUS region: progress made but still lags behind

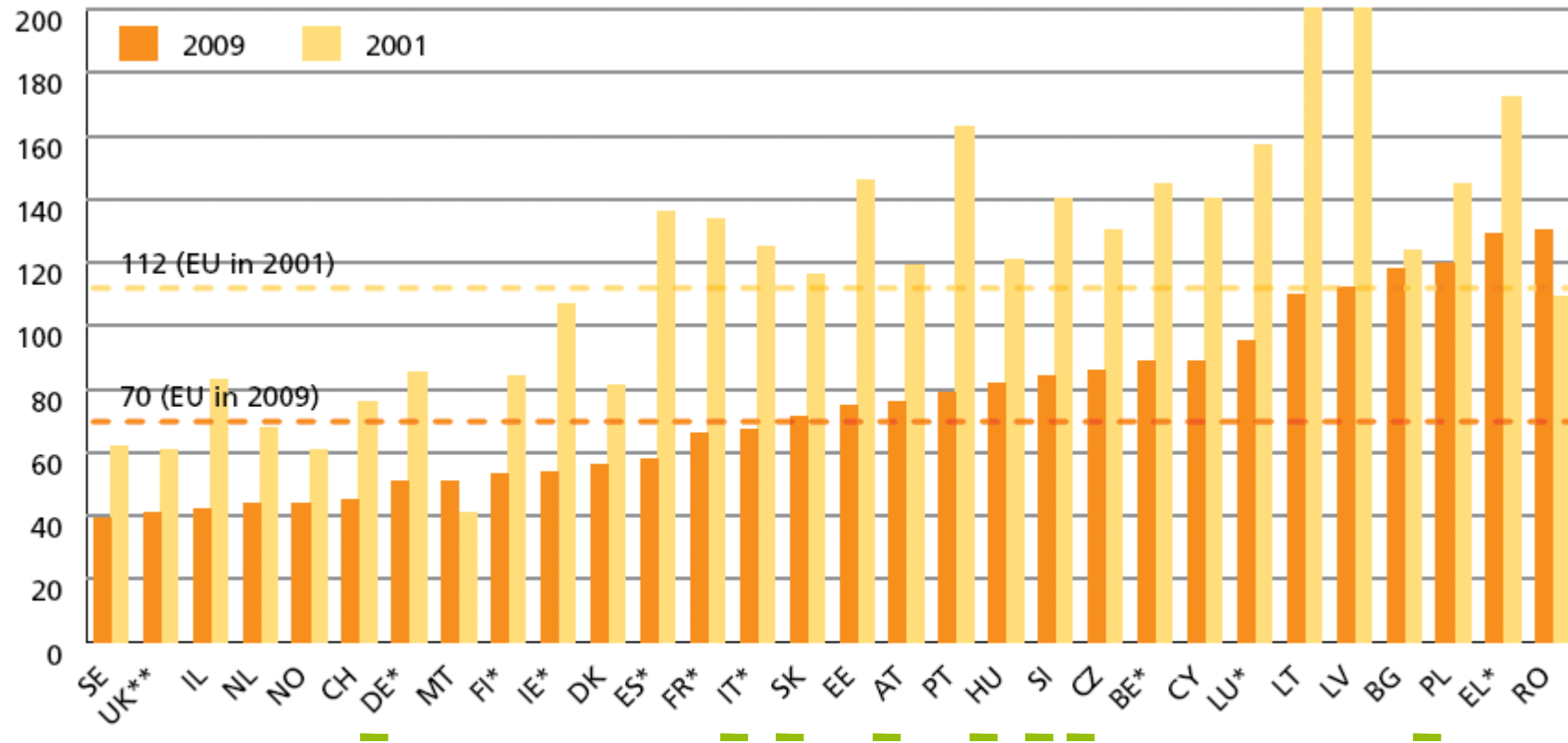


Fig.4: Road deaths per million inhabitants in 2009 (with road deaths per million inhabitants in 2001 for comparison)

# SOL - SAVE OUR LIVES

a comprehensive road safety strategy for central europe

Kathleen Elsig, Global Road Safety Partnership

[www.sol-project.eu](http://www.sol-project.eu)

## CEUS Communities, road safety and mobility



- Motorisation rates are increasing in the new member states in Central Europe in particular
- In CEUS we don't have enough skilled professionals at the community level in the region
- Urban areas are vulnerable – particularly pedestrians

# SOL - SAVE OUR LIVES

a comprehensive road safety strategy for central europe

Kathleen Elsig, Global Road Safety Partnership

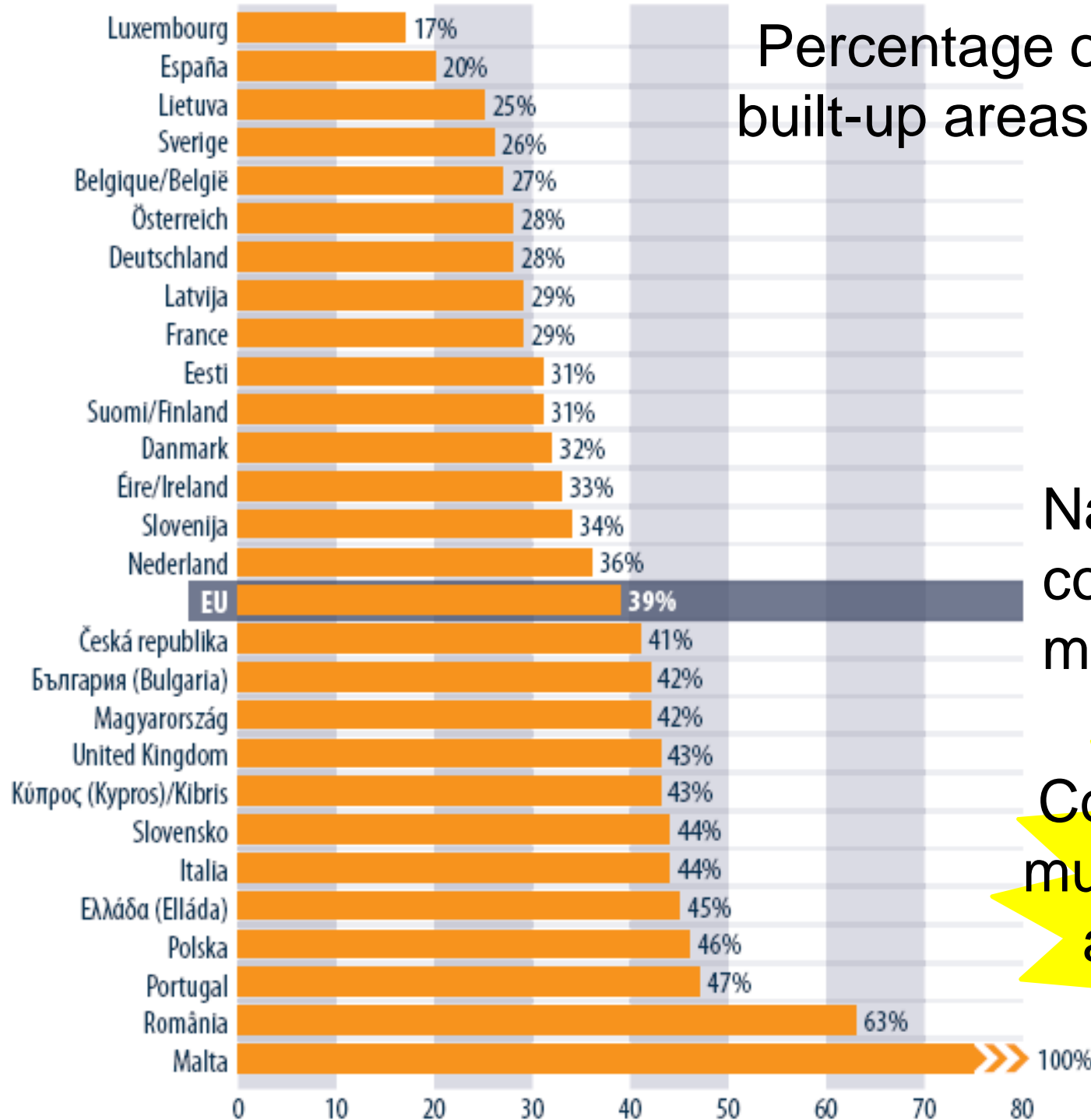
[www.sol-project.eu](http://www.sol-project.eu)

## SOL puts communities at the center of the solution!



# Percentage of fatalities in built-up areas in EU, 2008

Source DGTREN 2009



National  
committment  
must continue

Communities  
must also play  
a key role



# SOL - SAVE OUR LIVES

a comprehensive road safety strategy for central europe

Kathleen Elsig, Global Road Safety Partnership

[www.sol-project.eu](http://www.sol-project.eu)

## Communities and road safety



# SOL - SAVE OUR LIVES

a comprehensive road safety strategy for central europe

Kathleen Elsig, Global Road Safety Partnership

[www.sol-project.eu](http://www.sol-project.eu)

## Communities can actively support national road safety objectives



## Activities

**5. Project Implementation**

**4. Community strategies & action plans**  
Strengthen coordination, planning, data usage

**3. Targeted seminars**  
main risk factors, sustainable mobility

**2. Situational assessment**

**1. Establish multistakeholder groups**  
at national/regional level (guidance, support), in community (implementation)

Project management

Transnational tools, networks

Monitoring, evaluation



## Expected outcomes

- Stronger road safety planning and management in the pilot communities
- Coordinated, multisector and multidisciplinary cooperation on road safety and sustainable mobility in the communities
- Implementation of projects that are evidence based and results focused
- Development of a transnational network on road safety with a shared vision for road safety
- Production of a road safety toolkit for the region

# SOL - SAVE OUR LIVES

a comprehensive road safety strategy for central europe

Kathleen Elsig, Global Road Safety Partnership

[www.sol-project.eu](http://www.sol-project.eu)

## Activities

**5.** Project  
Implementation

**4.** Community  
strategies & action plans  
Strengthen coordination, planning, data usage

**3.** Targeted seminars  
main risk factors, sustainable mobility

**2.** Situational assessment

**1.** Establish multistakeholder groups  
at national/regional level (guidance, support), in community (implementation)



## 1. Establish multistakeholder groups

*possible stakeholders*



**Example...**  
Automotive industry  
Insurance industry  
Taxi companies  
Childrens stores

# SOL - SAVE OUR LIVES

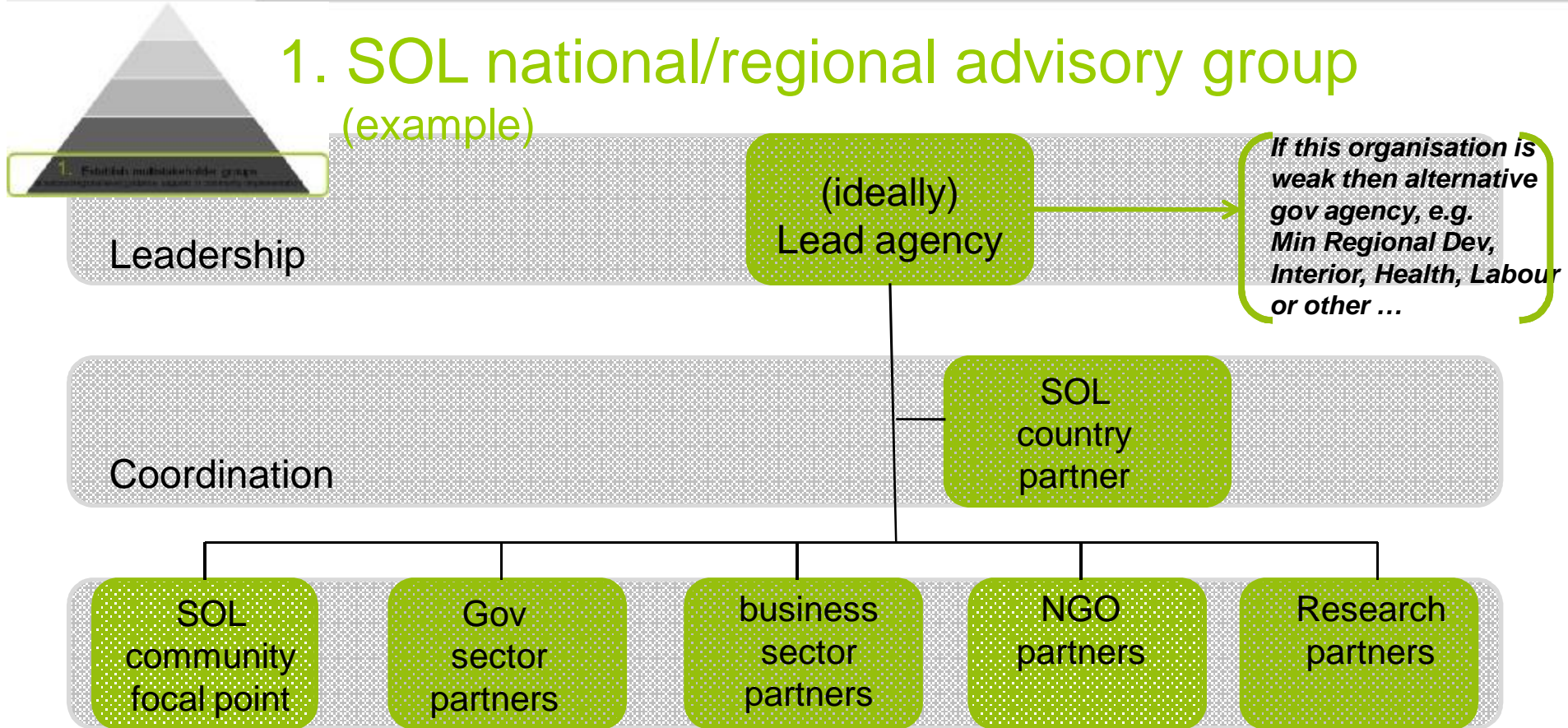
a comprehensive road safety strategy for central europe

Kathleen Elsig, Global Road Safety Partnership

www.sol-project.eu

## 1. SOL national/regional advisory group

(example)



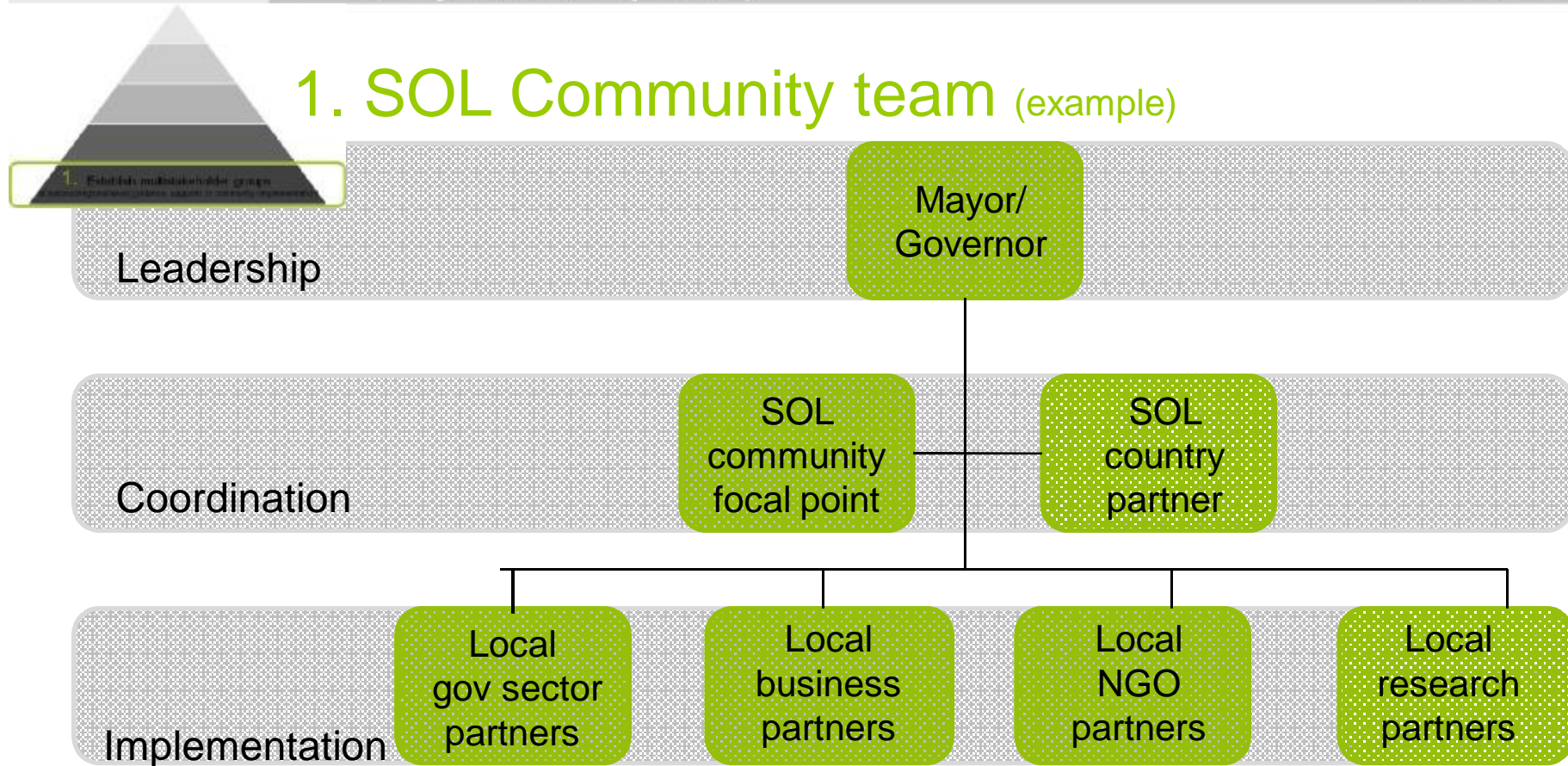
Advice  
Network  
Technical expertise  
Scale-up



## 1. SOL national advisory group (objectives)

- advise on the direction of the project within the national/regional road safety and sustainable mobility policy framework,
- support with building strong relationships with relevant partners and government agencies in the pilot communities,
- review progress
- seek to learn from the experience, lessons and results stemming from the SOL project so that they can be scaled-up and replicated in other communities in the country.

## 1. SOL Community team (example)





## 1. SOL Community team (objectives)

- Ensure SOL is linked into (rs) structure in community
- Strengthen the overall capacity of the community to coordinate and implement multi-component road safety interventions
- Strengthen general road safety management from the development phase through delivery, evaluation and refinement of multi-component road safety interventions

## 1. SOL Community team (tasks)



in cooperation with the SOL project partner,

- situational assessment in the community (WP3) and monitoring and evaluation (WP5)
  - facilitate links to relevant departments and individuals to provide data and information and actively assist with data collection
- workshops, strategy and action plans(WP4)
  - Support in organising workshops including identifying and inviting relevant participants
  - Active participation in strategy and action plan development or strengthening
- Project implementation (WP5)
  - Lead implementation including co-financing
- Communications (WP2) and SOL tools and networks (WP6)
  - support with communications and knowledge transfer activities
  - possibly participate in transnational workshops where budgets are available



# SOL - SAVE OUR LIVES

a comprehensive road safety strategy for central europe

Kathleen Elsig, Global Road Safety Partnership

[www.sol-project.eu](http://www.sol-project.eu)

## Activities

**5.** Project  
Implementation

**4.** Community  
strategies & action plans  
Strengthen coordination, planning, data usage

**3.** Targeted seminars  
main risk factors, sustainable mobility

**2.** Situational assessment

**1.** Establish multistakeholder groups  
at national/regional level (guidance, support), in community (implementation)



## 2. Situational assessment (objectives)

### Assist SOL communities

- understand (or improve understanding) of
  - the scope of their **road safety problem**,
  - **institutional strengths/gaps** for
    - Continuously delivering and managing a systems approach to road safety including multi-stakeholder interventions
    - encouraging safe and sustainable mobility
  - public **knowledge, opinion** about road safety, travel preferences
  - **stakeholders** in the community who can participate in the SOL community team and contribute to delivery of the SOL and community road safety objectives
  - **training needs** of road safety professionals and community road safety stakeholders
- identify priority issues for action
- monitor and evaluate road safety progress and refine programmes long-term (after SOL!)

## 2. Situational assessment (components)





## 2. Situational assessment tools (content)

The tools will be

- developed based on European and global good practice examples
- developed with SOL partner input
- user friendly
- Consist of
  - Part 1 - common for all countries
  - Part 2 (optional) – tailored to individual community needs
- be given to the SOL communities at the end of the project to support long-term planning and assessment

# SOL - SAVE OUR LIVES

a comprehensive road safety strategy for central europe

Kathleen Elsig, Global Road Safety Partnership

[www.sol-project.eu](http://www.sol-project.eu)

**5.** Project  
Implementation

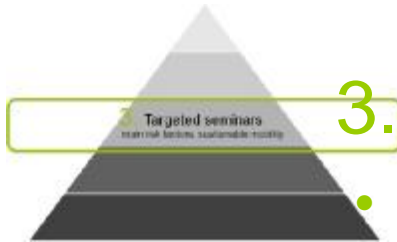
**Activities**

**4.** Community  
strategies & action plans  
Strengthen coordination, planning, data usage

**3.** Targeted seminars  
main risk factors, sustainable mobility

**2.** Situational assessment

**1.** Establish multistakeholder groups  
at national/regional level (guidance, support), in community (implementation)



## 3. Targeted seminars (content\*)

- Modules developed by experienced professional road safety training company with leadership by an international committee including SOL partners
- Delivery by experts with a record of success

Introduction to road safety and sustainable mobility (all)	Multi-source data collection and analysis	Road safety management	Speed management
Alcohol related road crashes	Seat-belts and child restraints	Child injury prevention from road crashes	Safe vulnerable road users
Safe infrastructure	Effective social marketing and behavior change campaigns	Community road safety and sustainable mobility management	Work related road safety

\*Final issues to be confirmed

# SOL - SAVE OUR LIVES

a comprehensive road safety strategy for central europe

Kathleen Elsig, Global Road Safety Partnership

[www.sol-project.eu](http://www.sol-project.eu)

## 5. Project Implementation

## Activities

4. Community  
strategies & action plans  
Strengthen coordination, planning, data usage

3. Targeted seminars  
main risk factors, sustainable mobility

2. Situational assessment

1. Establish multistakeholder groups  
at national/regional level (guidance, support), in community (implementation)



## 4. Community strategies (objectives)

- The objective of the community road safety strategies is to develop, update or confirm
  - the community's vision for road safety
  - road safety objectives
  - an agreed framework for delivering road crash and road crash injury prevention programmes

Community  
road safety  
strategy





## 4. Community strategies (content)

- Strategies - content
  - Community vision for road safety
  - Clear road safety objectives
  - Targets and performance indicators
  - Priority issues with measureable outcomes
  - Responsible agency/ies
  - Contributing stakeholders
  - Reporting process, outputs, timelines and budgetary sources
- Strategies will consider
  - national legislation & procedures,
  - local capacity (financial, human),
  - local interests
  - Local government approval may be sought to ensure commitment to implementation.



## 4. Action plans (objectives)

- The aim of the action plans is to deliver the objectives and targets of the strategy
- Action plans will
  - Provide a clear framework for action on the selected priority issues
  - Help channel road crash and road crash injury prevention efforts in the community on selected priority issues to reduce overlap, focus efforts on high outcome actions, and maximize impact and outreach
  - Help diverse stakeholders identify how they can most efficiently and effectively contribute to the community's road safety priorities



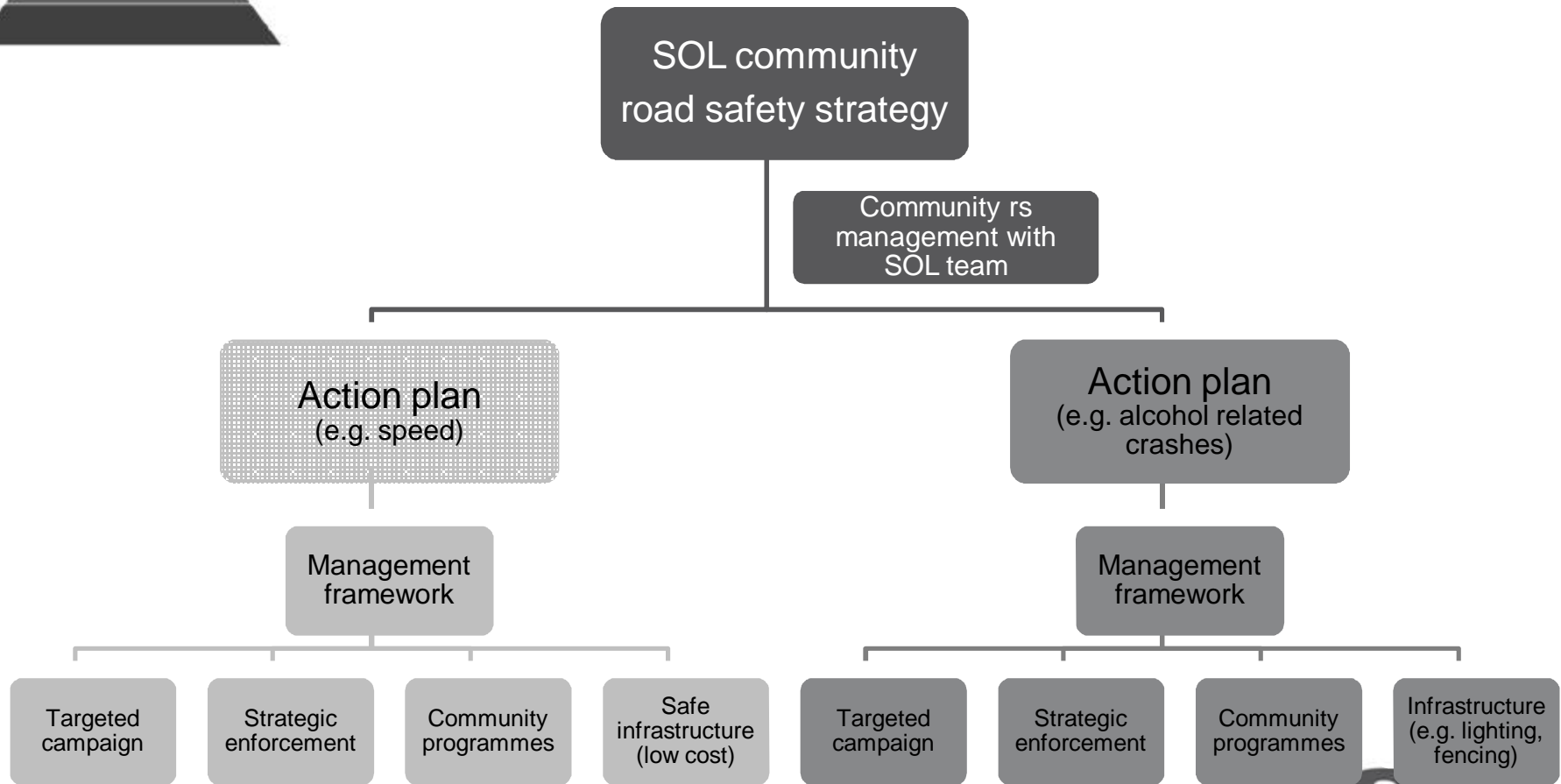


## 4. Action plans (content)

- Action plans will
  - be developed for selected priority issues identified in the strategy (e.g. speed management)
  - consider national legislation/procedures and local capacity
- Action plans will have
  - A clear **management framework** including
    - clear objectives
    - targets and performance indicators
    - a coordination framework with responsible agency and contributing stakeholders
    - timeline
    - resource needs and budget sources
    - monitoring, reporting process, outputs, timelines
  - individual **visible activities** (e.g. campaign, enforcement, community programmes, low cost infrastructure improvements)
  - **measureable outcomes**



## 4. Strategy and action plans



# SOL - SAVE OUR LIVES

a comprehensive road safety strategy for central europe

Kathleen Elsig, Global Road Safety Partnership

[www.sol-project.eu](http://www.sol-project.eu)



5 Project  
Implementation

## 5. Pilot implementation (objectives)

- The objective of the pilot implementation are
  - to implement the measures in the individual community road safety strategy and action plans
  - (Austria) transfer regional road safety programmes to the local level through communicators who foster local awareness and action
  - drive road safety improvement in the community

5 Project Implementation

## 5. Pilot implementation (content)

- Action plans chosen for implementation within the SOL project will
  - focus on the main road user risk factors and be sufficiently resourced (part from SOL, contribution from community).
  - be selected by the SOL community teams
  - differ among the communities depending on the outcome of the situation assessment and content of the strategies/action plans, which will be tailored to the specific local situation.



# SOL - SAVE OUR LIVES

a comprehensive road safety strategy for central europe

Kathleen Elsig, Global Road Safety Partnership

[www.sol-project.eu](http://www.sol-project.eu)

4 Community strategies & action plans  
Strategic coordination, planning, discussion

## 4. Pilot project implementation (examples)



PIŁEŚ?  
**NIE**  
JEDŹ!





Communications  
*National, transnational*

## Activities

**5. Project Implementation**

**4. Community strategies & action plans**  
Strengthen coordination, planning, data usage

**3. Targeted seminars**  
main risk factors, sustainable mobility

**2. Situational assessment**

**1. Establish multistakeholder groups**  
at national/regional level (guidance, support), in community (implementation)

Project management

Transnational tools, networks

Monitoring, evaluation



## Communications – national and transnational

Media communication, dissemination



- Transnational, local media networks (TV, radio)
- Press releases, articles, technical articles
- National, transnational conferences

Non-media communication, website



- Multi-lingual website
- E-magazine, national eNewsletters, SOL flyer, PR campaign, movie, working meetings, DVD with SOL tools

Public education campaign



- Road safety behavior change campaigns in all pilot communities

# SOL - SAVE OUR LIVES

a comprehensive road safety strategy for central europe

Kathleen Elsig, Global Road Safety Partnership

www.sol-project.eu



## Communications – national and transnational

**SOL - Save Our Lives**

Selected languages: en | de | fr | it | pl | pt | ro | ru | sk | sl | sv | tr | uk | zh

**SOL - Save Our Lives**

Selected languages: en | de | fr | it | pl | pt | ro | ru | sk | sl | sv | tr | uk | zh

**About the Project**

SOL has the objective to raise awareness of road safety and to promote it in order to prevent road accidents in the next years. The project is funded by the European Union and has a duration of 3 years.

**Key Project Activities**

In 12 pilot areas of 7 countries (CZ, DE, HU, IT, PL, PT, RO and SK) targeted actions will be developed and implemented in order to improve road safety in a transnational way.

**Current Outcomes**

The project "SOL - Save Our Lives" in the Central Europe Program was selected by the European Union as a pilot project of the program.

**THE SOL eMAGAZINE**

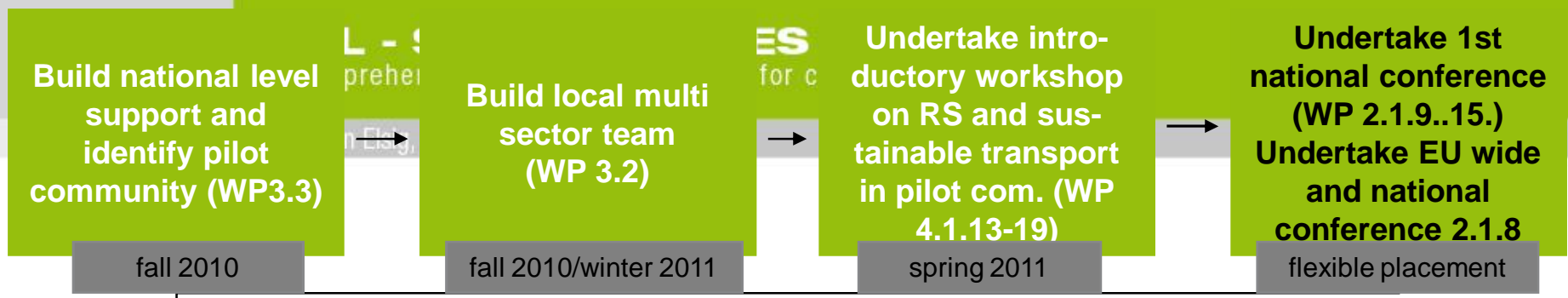
**THE REDUCTION OF ROAD TRAFFIC IS THE STRONG SOLUTION OF THE EUROPEAN UNION**

The European Union has a long tradition of promoting road safety. The main objective of the European Union is to reduce the number of road accidents and deaths. The European Union has a long tradition of promoting road safety. The main objective of the European Union is to reduce the number of road accidents and deaths.

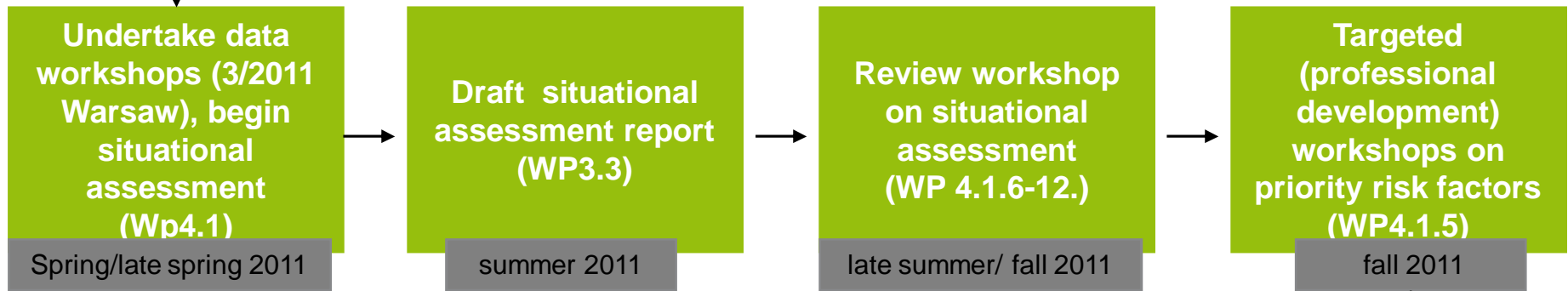
**STRATEGIES TO PREVENT ROAD ACCIDENTS SHOULD BE PLACED IN THE FUTURE EUROPEAN UNION**

The European Union has a long tradition of promoting road safety. The main objective of the European Union is to reduce the number of road accidents and deaths. The European Union has a long tradition of promoting road safety. The main objective of the European Union is to reduce the number of road accidents and deaths.

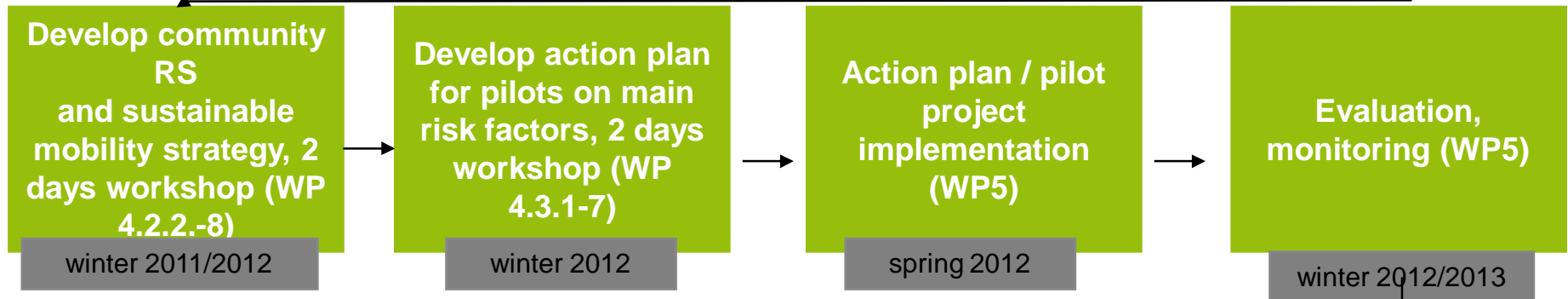




fall 2010      fall 2010/winter 2011      spring 2011      flexible placement



Spring/late spring 2011      summer 2011      late summer/ fall 2011      fall 2011



winter 2011/2012      winter 2012      spring 2012      winter 2012/2013



flexible placement      ongoing      ongoing

**Workflow**



# **SOL - SAVE OUR LIVES**

a comprehensive road safety strategy for central europe

Kathleen Elsig, Global Road Safety Partnership

[www.sol-project.eu](http://www.sol-project.eu)

**Thank you for your attention!**

**[Kathleen.elsig@ifrc.org](mailto:Kathleen.elsig@ifrc.org)**

**[www.grsproadsafety.org](http://www.grsproadsafety.org)**

