UN ROAD SAFETY FUND CALL FOR PROPOSALS 2020

APPLICATION FORM – STAGE I

> *Read the Application Guidelines carefully before filling in the Application Form. Do not modify the form's original format. Modified forms will not be accepted. Submission deadline is* **31 Jan. 2021 (23:59 CET)**

1. COVER PAGE

Project title	*Re-framing Road Safety in Armenia: connecting data, people and policies on Armenian roads*
Participating UN Organization(s)	*UNDP Armenia (lead) and UNICEF Armenia*
Implementing organization(s)	*SweRoad*
Other UN partners	*WHO Armenia*
Other partner(s)	*RA Ministry of Territorial Administration and Infrastructure (RA MTAI)* *RA Police/Road police* *Yerevan Municipality* *National Road Safety Council NGO*
Beneficiary country(ies)	*Armenia*
Country category	☐ **Low-Income** *indicate % of total budget:* _____ X **Middle-Income** *indicate % of total budget:* _____
Total budget including co-financing (in US$)	568,321 USD
Budget to be funded by UNRSF (in US$)	488,321 USD
Estimated start date	*September 2021*
Estimated end date	*September 2023*

Duration (in months)	*24 months*
Primary contact person *Name, title, e-mail and telephone*	Tatevik Koloyan (Ms.) Innovation, Acceleration and SDG Finance portfolio Team leader, UNDP Armenia tatevik.koloyan@undp.org +37491248070
Submitted by	<u>Name and title:</u> Douglas Webb, Manager, Health and Innovative Financing, UNDP Signature: Date: 28 September 2021 Name and title: Rory Nefdt, Senior Advisor Health; Chief, Child and Community Health, UNICEF Signature Date: 28 September 2021

2. PROJECT DESCRIPTION

2.1 BRIEF DESCRIPTION

In a sentence, state the objective (i.e., the overall intention) to be achieved through this proposed project.

The overall objective of the proposed Project is to help inform and implement the road safety policy in the country through the establishment of a new integrated database and experiment-informed policy-making practices, and facilitate coordination, planning and evaluation of road safety interventions, thus contributing to achieving a 50% reduction of road deaths by 2030 as per the UN General Assembly adopted resolution A/RES/74/299.

2.2 PROJECT SUMMARY

Provide a summary of the project by including the following: background and problem statement, proposed solution and approach in the targeted country(ies), its intended impact, linkages/synergies with ongoing initiatives, national strategies, SDGs, UN General Assembly resolution A/RES/74/299, possible scale-up/replication and finally, any noteworthy innovations (max 1500 words).

<u>Background and problem statement:</u> **More than 300 people die on the roads in Armenia every year**, which represents a significantly higher per capita rate than in neighbouring Georgia, Azerbaijan and Turkey[1]. At the same time, and in line with a rapidly growing vehicle fleet in the country, the numbers of road accidents, fatalities and injuries are on the rise. Between 2018 and 2019 road accidents increased by 17% and injuries by 15%, the absolute number of fatalities remained constant for the last 10 years[2]. The increase in the child mortality rate between 2017 and 2018 was as high as 50%[3]. **The underlying causes are many, ranging from low quality and maintenance of vehicles to road infrastructure** - all exacerbated by unsafe road user behaviour, particularly speeding and drunk driving[4].

To avoid deaths and serious injuries on the roads, the Government of Armenia has **introduced a number of legal and technical measures** such as speed cameras, monetary fines and license suspension and made **investments in road upgrades**. The Ministry of Territorial Administration and Infrastructure (MTAI) of the Republic of Armenia (RA), with support from the Asian Development Bank (ADB) has also developed a draft National Road Safety Strategy (NRSS) as part of the Transport and Trade Facilitation Strategy, 2020-2040 (pending approval in 2021).

Yet, **data collected** by the Road Police, insurance companies, hospitals, etc. are **not properly standardized, synchronized and analysed**. Data collected is also often of insufficient quality, frequency and disaggregation, and lacking consistency and systemic outlook, hence limiting the value added even if analysed. **Coordination of road safety efforts**, while regarded as a critical factor to success, **has been lagging behind**. The new NRSS stipulates a preferred structure for effective high-level coordination, and so does the EU directive 2008/96/EC[5] to which Armenia has agreed to adhere to through Armenia-EU Comprehensive and Enhanced Agreement (CEPA). The institutional frameworks and mechanisms to support cross-institutional collaboration are yet to be instilled. Consequently, policymakers are forced to make decisions based on limited information and assumptions, thereby reducing the chances of designing impactful and efficient interventions.

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[1] 2018/2019 Road-traffic fatality data for WHO European Region, WHO 2020 available at:
https://www.euro.who.int/__data/assets/pdf_file/0006/440763/2018-2019-road-traffic-fatality-data.pdf
[2] RA Road Police Statistics, 2019
[3] RA Road Police Statistics, 2018
[4] Ibid.
[5] https://eur-lex.europa.eu/eli/dir/2008/96/oj

The proposed solution: In line with the draft NRSS, the sustainability and inclusion principles of the 2030 Agenda and the UN General Assembly adopted resolution A/RES/74/299, the proposed project sets out to:

1. Ensure effective management and use of road safety data for improved policy and decision making, law enforcement and monitoring & evaluation

2. Streamline experiment-informed and iterative policy-making practices in the context of road safety in Armenia to ensure that only effective interventions are replicated and/or scaled-up

The Project Team will work with the RA MTAI, as the key national stakeholder responsible for road safety coordination, the National Road Safety Council (NGO), the RA Police, the RA Ministry of Health (MoH), and other partners to establish routines that enable for more **effective collection, synchronization and analysis of road traffic and accident-related data** in line with the four CADaS variables[6]. Ultimately, this will help **identify black spots[7] and root causes of accidents,** thus providing the opportunity to design **evidence-informed measures** in specific locations**.** Given that the data points also provide insights related to **gender and age**, distinct road user groups can be identified, which will allow for more **targeted and gender-responsive behavioural and educational interventions.**

To facilitate this process, UNDP will establish a new partnership with [SweRoad](#) to **analyse already collected data and suggest targeted, gender-responsive and innovative solutions to the identified road safety challenges**. This will include a catalogue of contextualized solutions in the form of a tailor-made roadmap with concrete intervention ideas. To ensure that the most effective and cost-efficient solutions are prioritised for implementation, the Project will apply a **pilot-oriented approach with focus on testing and evaluation** before scale-up or replication. In line with the scope and time frame of the Project at one or two **solutions will be selected for piloting**. The pilots will be implemented together with national stakeholders to build capacity and 'know how' around the iterative/testing approach with the important focus on impact measurement and cost/benefit analysis**.** As a **minimum criterion**, the pilots will need to be **gender-responsive**, address causes of **road deaths**, and promote **inclusiveness, safety, resilience and sustainability** (as per **resolution A/RES/74/299** and **SDG target 11.2).** Building on the strong partnership between the Municipality of Yerevan and UNDP and recognising the Mayors strong will to address mobility issues in the city, including the high numbers of traffic-related accidents (45,3% of all accidents in 2019)[8], **Yerevan** has been selected as the **target geography.**

As a second stream of work, the Project Team will **focus on key behavioural issues validated or uncovered during the data analytics stage.** Based on disaggregated data (by gender, age, etc), **one road safety behavioural experiment will be designed together with the RA Road Police.** It is suggested that it focuses on the content and layout of the letters that the RA Road Police send to the drivers who break the law. The drivers will be randomized into a control group that receives the same information as before and several treatment groups that receive updated letters based on **social norms of driving**, building on well-known **behavioural nudges**[9]. Likely, the pilot will elaborate on **social preferences** of individuals (women and men respectively) toward their family members, indicating that bad driving can result in serious accidents and fatalities, thus exerting high psychological burden[10].

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[6] Accident, Road, Traffic Unit and Person information. Details available at:
https://ec.europa.eu/transport/road_safety/sites/roadsafety/files/pdf/statistics/cadas_glossary.pdf

[7] Black spots are referred to as places where road traffic accidents have historically been concentrated.

[8] RA Road Police Statistics, 2019

[9] Chen, Y., Lu, F., & Zhang, J. 2017. Social comparisons, status and driving behaviour. Journal of Public Economics, 155, 11-20. Lu, F., Zhang, J., & Perloff, J. M. 2016; General and specific information in deterring traffic violations: evidence from a randomized experiment. Journal of Economic Behaviour & Organization, 123, 97-107; Dusek, L., Pardo, N., & Traxler, C. 2020; Salience, Incentives, and Timely Compliance: Evidence from Speeding Tickets. MPI Collective Goods Discussion Paper, 2020.

[10] Other potential nudges include provision of information about the number of times the recipient of the letter has speeded or in other way broken the law, or provision of information about the amount of money the recipient of the letter spent on fines in the last years as well as more lucrative ways to spend.

Potential target groups, based on available data and insights may include **parents with young kids** and/or **taxi drivers, repeating speeders and drivers that speed in residential areas.**

Another **behaviourally informed gender-responsive intervention** will be planned and implemented together with **UNICEF,** making use of its extensive knowledge and experience in the field of training families on road safety, with a special **focus on ensuring child safety.** The intervention will target a region with high rates of accidents and be implemented by UNICEF through its **network of parental education centers,** together with the MoH, within the chapeau of social mobilization and community education to help reduce child deaths and injuries due to road accidents. **Target groups** will include **drivers and pedestrians as well as children** of different age groups, starting from kindergartens. The **education and training packages** will be designed based on behavioural insights and evaluated on the respective target groups to ensure that the best communication strategies are scaled.

<u>Intended impact:</u> The Project will support the implementation of the new NRSS through the establishment of a synchronised database and experiment-informed policy-making practices, and facilitate coordination, planning and evaluation of road safety interventions, thus contributing to achieving a **50% reduction of road deaths by 2030** as per the UN General Assembly adopted resolution A/RES/74/299.

<u>Linkages/synergies with ongoing initiatives and national strategies:</u> As Road Safety is a multidimensional issue, the Project will apply an integrated approach to leverage collective intelligence and expertise and ensure complementarity with the ongoing road safety initiatives in relation to coordination, data management, information sharing and policy development, as well as established frameworks and directives in relation to road safety such as the CEPA. Committed to its **approach of mainstreaming and institutionalizing innovative public policy making,** the Project will ensure that the results and learnings of the behavioural experiments are communicated properly to key national counterparts and re-inform the design and content of the Road Safety Advocacy and Communication campaigns implemented jointly with UNICEF and WHO. When advocating for the scale up of successful pilots and behavioural nudges, the Project will focus on **strengthening cross-institutional coordination and collaboration,** the NRSS and other policies and directives guiding road safety in Armenia. The Project will also seek synergies and focus on cross-cutting dimensions of safe and resilient transport systems, such as **good governance, gender equality, climate change mitigation, innovation** and education and information.

2.3 PROJECT DESIGN

List expected project results (i.e., expected outcomes, outputs and activities). These results must be measurable and logically connected. Highlight key implementation partners. Include estimated time schedule and budget.

Description	Partners	Indicators for success	Stand and end dates	Budget
Outcome 1: Road safety management in Armenia is modernized and driven by data.	RA Ministry of Territorial Administration and Infrastructure, RA Police, Yerevan Municipality, SweRoad,	**Indicator 1:** Number of institutions that use evidence from the unified and automated analytical tool for decision making. Baseline: 0 Target: 3 **Indicator 2:** Number of interventions/strategies/ decisions based on data	September 2021 – March 2023	159,800

	World Bank, EIB, National Road Safety Council NGO, Motor Insurers' Bureau of Armenia, UNDP – Police reform project	and analysis generated from the road safety data management system Baseline: 0 Target: 3		
Output 1.1: Key behavioural, regulatory, infrastructure/ engineering-related and institutional barriers to road safety in Armenia are identified.	RA Ministry of Territorial Administration and Infrastructure, RA Police, Yerevan Municipality, SweRoad, World Bank, EIB, National Road Safety Council NGO, Motor Insurers' Bureau of Armenia, UNDP – Police reform project	**Indicator 1:** Existence of an automated analytical tool based on the unified and gender- and age-disaggregated database. Baseline: 0 Target:1	September 2021 – December 2022	122,200
1.1.1 Road safety related data collection and synchronization using innovative and gender-responsive methods.				
1.1.2 In consultation with national and international road safety experts, generating a gender-responsive road safety data-analytics methodology contextualized to Armenia (in cooperation with SweRoad).				
1.1.3 Modernization of data collection mechanisms on road traffic and accidents in cooperation with UNDP's Police Reform Project.				

1.1.4: Analysis of existing data, including through integration within the WB Lifeline Roads Project, the existing Road Police database management system, and application of Artificial Intelligence (AI) tools based on the methodology developed together with SweRoad.

1.1.5 Identification of key barriers through secondary data review and stakeholder consultations to ensuring road safety in Armenia, including but not limited to behavioural (gender-specific), regulatory, infrastructure/engineering-related, and institutional barriers.

1.1.6 Development of an automated analytical tool on the basis of the unified database driven by the methodology developed together with SweRoad.

Output 1.2: A tailor-made road safety recommendations' roadmap is designed in line with identified barriers to road safety in Armenia and advocated to the main stakeholders.	RA Ministry of Territorial Administration and Infrastructure, RA Police, Yerevan Municipality, SweRoad	Indicator 1: Existence of a contextualized recommendations' roadmap for Armenia with concrete intervention ideas (in cooperation with SweRoad Baseline: 0 Target: 1	July 2022 – March 2023	37,600
1.2.1 Drafting of a tailor-made gender-responsive recommendations' roadmap, with concrete intervention ideas (in cooperation with international experts and SweRoad).				
1.2.2 Advocating the recommendations' roadmap to the main national stakeholders for review and adoption.				
Outcome 2: Gender-responsive experiment-informed and iterative policy-making practice is streamlined in the context of road safety in Armenia.	RA Ministry of Territorial Administration and Infrastructure, RA Police, Yerevan Municipality, SweRoad, RA Ministry of Health, RA Ministry of Education, Science, Culture and Sport, Regional Heath and Education Authorities, NGOs	Indicator 1: Number of partner national institutions adopting the experiment-informed and iterative policy making practice. Baseline: 0 Target: at least 1 Indicator 2: Community education mechanism established based on tested gender-responsive behavioural insights Baseline: no mechanism in place Target: the mechanism is established and functional	October 2021 – August 2023	184,301
Output 2.1: Pilot interventions are designed and implemented	RA Ministry of Territorial Administration	Indicator 1: Number of behaviourally informed	October 2021 – June 2023	161,801

in line with identified road safety barriers.	and Infrastructure, RA Police, Yerevan Municipality, SweRoad, RA Ministry of Health, RA Ministry of Education, Science, Culture and Sport, Regional Heath and Education Authorities, NGOs	interventions implemented. Baseline: 0 Target: 2 **Indicator 2:** Number of pilot interventions implemented from the tailor-made road safety recommendations' roadmap. Baseline: 0 Target: 1 **Indicator 3:** Key community stakeholders have enhanced counselling capacities on road safety Baseline: 0 Target: 200 **Indicator 4:** Parents of young children and adolescents have increased knowledge and skills on road safety Baseline: 0 Target: 500		
2.1.1 Design of gender-responsive behaviourally informed interventions/experiments based on the evidence generated on road users' behaviour.				
2.1.2 Implementation of a gender-responsive behaviourally informed community capacity development mechanism based on evidence generated on road user behaviour (by UNICEF).				
2.1.3 Implementation of a gender-responsive behavioural experiment targeting an identified problematic road user behaviour (by UNDP).				
2.1.4 Implementation of a pilot intervention in terms of infrastructure upgrades, introduction of road furniture, speed limit adjustments, etc. in pre-identified black spots, based on the data-driven road safety roadmap developed together with SweRoad and national stakeholders.				
2.1.5 Gender-responsive evaluation of results from pilot interventions.				
Output 2.2: Advocacy and policy recommendations are provided for experiment-informed policy making in the context of road safety.	RA Ministry of Territorial Administration and Infrastructure, RA Police, Yerevan Municipality, RA Ministry of Education, Science, Culture and Sport	**Indicator 1:** Number of gender-responsive recommendations developed based on completed behavioural and pilot interventions Baseline: 0 Target: at least 3	April 2023 – August 2023	22,500

2.2.1 Advocacy strategy development for experiment-informed road safety policymaking based on pilot results.	
2.2.2 Successful pilot interventions are identified and proposed for scale-up through policy recommendations.	
2.2.3 Advocacy strategy implementation to mainstream experiment-informed policy making in the context of road safety (i.e., dialogue, discussions – inclusive including stakeholders such as CSOs).	
Project Management and Monitoring	100,274
Independent Evaluation	12,000
Indirect Support Costs (7%)	31,946
Total	**488,321**

2.4 APPROACH AND EFFECTIVENESS

Explain why you consider this approach (scope/timeframe etc.) to be the most effective way to reach the project's objectives and outcomes. Outline why the country(ies) need assistance. (max 1000 words).

Approach: The proposed Project has been designed in line with the **Safe System and Zero Vision Approach and its set of design and operating principles** to guide actions to eliminate death and serious injuries in the road network. It assumes that no fatalities are accepted and there is a **shared responsibility between system designers** (ranging from policy makers to those who design and operate the roads) **and road users**, which thus **require system-wide intervention strategies** based on well-established safety principles, strong governmental leadership as well as the engagement of a wide range of sectors.

Given that **effective management and use of road safety data and coordination** lay the foundation for evidence-based policy and decision making, support to the road safety data system integration and analysis are cornerstones of the project. Ultimately, strengthened capacity and the introduction of appropriate analytical software and practises will enable authorities to understand what works in a given context and budget and prioritise the replication and scale-up of interventions that can generate desired impacts. To this end, focus will also be on the design of **people-centric, data-driven and risk-informed solutions using digital and innovative approaches.** The central principle is **achieving more with less during the duration of the two-year project and provide the foundation for nation-wide scale-up of tangible results by national stakeholders, IFIs and other partners.**

Gender-responsiveness is another key approach of the proposed Project, meaning that all components of the will try to **reflect an understanding of gender roles and inequalities** to encourage equal participation, including **equal and fair distribution of benefits.** This starts from the point of data collection through analysis, design, implementation and evaluation of suggested interventions. Specifically, the Project aims to ensure that all **recommendations are gender-sensitive** and that all **capacity building components mainstream gender-equality.**

Another important aspect of the project is the **whole-of-family approach.** Considering that children are one of the most vulnerable groups on Armenian roads, the Project will work on increasing the knowledge of basic road safety rules, **involving both parents and children in the process.** The work with families and children will be based on knowledge from behavioural science as to how best ensure knowledge and compliance with rules for their personal and social benefit, the approach will be further tested to ensure impact measurement and refinement in the process.

Effectiveness: The proposed Project offers a holistic approach to road safety by looking at several of its underlying building blocks: **institutional set-up, infrastructure, road traffic regulations/standards, and behaviours.** Keeping

in mind the responsibility of system designers as well as road user, **road behaviour** continues to be an important and cost-effective component of systemic response efforts to address road safety issues. In addition, **leveraging the full potential of data and technology** helps develop shared understanding among all partners on not only identifying and describing the issues, but also **diagnosing the main causes, forecasting the trends, as well as determining and modelling the best possible solutions and measuring their impact based on data**. It is important to note that once the initial investment is made and the analytical tool is built, the data analysis will be automated and happen continuously in real-time. This means that all national partners will continue to benefit from the added value of working based on evidence well beyond the duration of the Project.

Finally, by helping to mainstream **data-driven and experiment-informed and gender and age-responsive policy making related to road safety**, the Project will help ensure **sustainability and long-lasting impact of the project - for all**. Based on previous experience, this works best when national stakeholders are involved from the outset of the project design. To do this, the Project team has worked closely with all mentioned partners during the proposal development stage and will continue this work by **applying its design thinking methodology to co-create all solutions and pilots. Ensuring Government ownership and institutionalization of the suggested methods and solutions will guarantee the long-term sustainability of the Project results.**

2.5 CONSISTENCY WITH GLOBAL FRAMEWORK PLAN OF ACTION FOR ROAD SAFETY

Shade the relevant cell(s) of the figure below in gray to indicate which aspects the project will focus on.

Pillar \ Area	Legislation	Enforcement	Education	Technology	International Regulatory Support
	Road safety management				
Safe user	Traffic rules Drivers Cyclists Pedestrians	Lawful behaviour ensured by police and inspectors	Awareness raising, training and examination	Supportive technology and equipment, rules reminders	UN RS legal instruments and resolutions, WP.1, SC.1, WP.15
Safe vehicle	Rules and standards for admission of vehicles to traffic	Certification and inspections by qualified inspectors	Awareness raising for users, training for inspectors	Supportive technology and equipment, compliance reminders	UN RS legal instruments and resolutions, WP.1, WP.29

Safe road	Standards for design, construction, maintenance and signage	Audit, assessment and inspection by qualified teams	Awareness raising for road managers, users, and for inspectors	Forgiving and self-explaining road design, intelligent road systems	UN RS legal instruments and resolutions, int. standards WP.1, SC.1
Effective post-crash response	Standards for data collection post-crash response and investigation	Oversight of rescue services, investigators investigating crashes	First aid and rescue service training, investigators training	Supportive technology and equipment	Consolidated resolution, int. standards, WP.1, SC.1

2.6 BENEFICIARY GOVERNMENT(S) ENDORSEMENT

Please confirm, if the project was requested and/or discussed with beneficiary government(s). Attach the relevant request or endorsement by the beneficiary government(s) to your application. For successful projects, budget funds will only be transferred when a letter of support from the relevant national counterpart(s) is received by the secretariat by the end of the second stage of the application process.

X Received

☐ Under discussion

Comments: Endorsement letters are enclosed with this application.

3. PRIORITIES OF THE 2020 CALL FOR PROPOSALS

3.1 EXPECTED IMPACT

Explain the likely impact of this project on road safety in the project country(ies) demonstrating the linkage of project results towards a reduction of road fatalities and serious injuries. Justify how the results of the project will be sustainable. (max 750 words).

Expected impact: The proposed Project has been designed with the overall objective to **promote an Integrated National Road Safety framework, underpinned by evidence-based policy and decision making, coordinated planning and monitoring & evaluation** based on data and solid baselines, and thus **reduce the rate of road accidents, injuries and fatalities in Armenia.**

As systems normally do not change overnight, not least in relation to institutional set-ups with multiple stakeholders and system designers involved, the Project is expected to see exponential impact of its intervention throughout the implementation of the new National Road Safety Strategy and beyond.

In the short run (i.e. by the end of the Project in 2023), the following impact is expected:

- Availability of a unified, reliable and disaggregated database on road traffic and accidents, resulting in improved capacity to develop strategies and make design and investment decisions based on evidence
- Tested and proof-of-concept behavioural nudges to positively influence the behaviour of target road user groups (distinct driver groups, children and their families) ready for replication or scale up
- Black spots mapped and fit-for purpose solutions identified, including two tested and proof-of-concept pilots, resulting in improved capacity and know how to test and roll out solutions to pre-identified black spots
- Enhanced capacities and skills related to road safety (at least 200 stakeholders and 500 beneficiaries)
- Strengthened cross-institutional coordination and collaboration between national stakeholders through recommendations of new institutional frameworks to ensure coordinated efforts with regards to road safety action

In the medium to long-run (around 5 years after project completion), the benefits of evidence-based policy and decision making, improved coordination and results-oriented investments, established data analytics tools and behavioural approaches to road safety is expected to be applied nationwide and on multiple road safety issues. To note, since the pilots and nudges will be tested, there will be no doubt in their effects when scaled up.

Based on national road safety statistics in the country, the proposed interventions, and the international experience in using proposed tools in other countries, the Project estimates the following impact:

- Targeted number of lives saved: 85
- Targeted number of injuries avoided: 1250
- Reduced number of road accidents by at least 10%
- Improved long-term unified data management with regards to road safety
- Working institutional framework for coordinating road safety efforts in Armenia

<u>Sustainability:</u> In the long-term, the overarching objective of the Project is to **mainstream a new way of thinking, working and collaborating** within national institutions responsible for road safety through the adoption experiment-informed and evidence-based policy making practices. To **ensure national ownership** and continuity, the relevant national **counterparts will be engaged from the beginning and throughout the project.** The overall goal of this project is to showcase the value added of innovating within the road safety context and ensure continuity by passing on relevant capacities and setting up the right networks.

Moreover, a new way of collaborating will be instilled through the proposed institutional frameworks and methodologies, which will create a multiplier effect for coordinated efforts. The **cost-effectiveness** of only replicating or scaling already tested interventions will also contribute to the **financial sustainability** of road safety actions in Armenia, including the management and use of road safety data. This will be achieved through **improved monitoring and evaluation** of implemented interventions and **cost-benefit analysis with emphasis on the monetary as well as social cost** of not addressing the high rates of accidents, injuries and fatalities on the roads in Armenia.

3.2 LINK WITH MANDATE OF PARTICIPATING UN ORGANIZATION(S)

Explain how this project fits within the programme of work of your respective UN organization(s). Please also outline your organization's experience in relation to the issues targeted in this proposal and in this country(ies) (max 750 words).

In line with the UNDP 2020 strategy for the UNRSF call for application, UNDP's diverse programme portfolios are directly related to key areas of advancing road safety, including health, gender equality, energy, climate change, environment, local governance and local development. In addition, its close relationships with key governmental stakeholders working on road safety and other UN agencies, its experience in supporting the strengthening of legal and governance environments, as well as in supporting countries to improve multi sectoral responses through its integrator role, makes it a key partner in addressing road safety issues using a systemic and integrate approach.

UNDP is best positioned to assist countries and their institutions to address priority road safety challenges through governance and legal support, building partnerships across sectors and constituencies, including but not limited to the following; raising awareness of road safety measures through innovative data collection, analytics and advocacy; application of behavioural insights approaches to the determinants of road safety; providing sustainable energy solutions to infrastructure amendments that enhance safety; upgrading legislation and enforcement capacity to reduce alcohol related harms; preparing cost-benefit analyses of road safety policies and interventions to identify priority investments; conducting legal environment assessments to enable the implementation and oversight of national strategies and legislation related to road traffic and road safety. In all its work, UNDP is committed to simultaneously address multiple SDGs where co-benefits can be realized through integrated approaches. The pledge to leave no one behind also means that in all work the impacts on the most vulnerable groups is a prime consideration. Synergies with COVID-19 response and recovery will focus on identifying and amplifying links with environmental sustainability, reducing air pollution and encouraging safe non-motorized transport options.

UNDP Armenia, as the lead implementing agency of the project, will utilize the capacity and resources of **the CO Innovation Platform and the National SDG Innovation Lab** for the project implementation, in close cooperation and partnership with UNICEF and WHO. It is important to note that the SDG Innovation Lab has extensive experience in the field of public policy innovation through advanced data analytics, behavioural experiments and institutionalization and mainstreaming of the proposed methodologies within the Government. As a joint venture with the Government of Armenia, the Lab has previously successfully collaborated with various ministries and state agencies on similar cross-sectoral topics, generating tangible results and building strong cooperation and networks around the challenges, helping establish new institutional frameworks with better results.

The joint project will capitalize on the established successful cooperation between UNDP Climate Change programme and Yerevan municipality (est. 2013) on promotion and **establishment of green (LED) urban lighting** in the capital city, targeting most used roads and crossroads; which resulted in ensuring improved and energy efficient street lighting thus not only improving energy performance but also **ensuring safer and better road conditions for drivers and pedestrians.**

UNICEF will be involved and utilize its expertise in implementation of **behavioural change interventions** using existing platforms such as the **network of parental education centres established throughout the country and Babysef online portal**. These platforms will be mobilized to inform and educate parents of young children as well as adolescents on safe behavioural practices, including car seat usage.

WHO will be involved in the implementation through provision of **technical support and expertise by using evidence-based approaches and WHO tools on Road Safety such as Save LIVES road safety technical package -**

an evidence-based inventory of priority interventions with a focus on Speed management, Leadership, Infrastructure design and improvement, Vehicle safety standards, Enforcement of traffic laws and post-crash Survival. The results of the behavioural experiments will be shared with WHO for potential scale up and inclusion within all future communications campaigns with regards to road safety.

3.3 SYNERGIES

Explain how this project maximizes synergies (i) with other past or ongoing road safety projects in the country or beyond; (ii) with national priorities and strategies; (iii) other development challenges and issues (max 1500 words).

UNDP and UNICEF set out to implement this project using a cross-sectoral and cross-portfolio approach. The suggested Project builds on the experience and lessons learnt from previous interventions, international experience and expertise, the in-house capacity within the UNDP and National SDG Innovation Lab to implement rigorous data analytics and behavioural experiments for evidence-based policy making as well as the extensive experience of UNICEF in promotion of public communication/education interventions, targeting children.

This Project has already **established partnerships with the main actors in the Government in charge of the National Road Safety strategy 2020-2040 developed with the support of the ADB.** The draft strategy was presented in January 2021 and is pending finalization and approval. Starting from the idea generation phase of the Project, **the team has cooperated with the MTAI, the RA Police (specifically the Road Police), Yerevan Municipality and the MoH.** In discussions with the mentioned partners, the Project will build on the work of other international agencies and projects to ensure that its activities feed into and complement existing mechanisms for the benefit of the system overall.

To this end, the Project will work together with partners **to ensure alignment with the ADB supported National Road Safety strategy in the scope of the Transport and Trade Facilitation Strategy, 2020–2040.** The recommendations and evidence generated within the proposed Project **will inform and complement the envisaged efforts around high-level coordination of road safety measures across multiple sectors and stakeholders** which is critical for success. Considering that the 'Vision Zero' approach to road safety was adopted by Sweden as early as 1997, the cooperation with SweRoad around recommendations of context-adapted solutions would be of great importance. Additionally, the advocacy efforts among stakeholder institutions, validating and adapting the SweRoad recommendations through cross-institutional working meetings, would serve as an occasion to strengthen cross-institutional collaboration in view of nudging and supporting the materialization of the institutional framework developed and to be implemented within the National Road Safety Strategy.

The proposed Project has been developed in consultation with relevant **Lifeline Road Network Improvement World Bank (WB) project**, to ensure alignment of parallel action for greater impact. The objective of the project is to improve access of rural communities to markets and services through upgrading of selected lifeline roads, and to strengthen the capacity of the MTAI to manage the lifeline road network. An important area of professional development to be covered by the project is a road safety audit (RSA) through training courses and seminars to enhance local capacities. The proposed Project will collaborate with the WB especially in field of data collection/improvement, integration and advanced analytics. Joining efforts for this action will create a multiplier effect by allowing each partner to effectively invest their resources within the data systems in the scope of traffic management. In other words, aligning actions will create space for teams to concentrate efforts within their

respective specialization areas – for example, the UNDP SDG Lab team will be able to further deepen and expand data analytics efforts based on WB Project activities to strengthen the capacities of and technically equip on-the-ground personnel for improved data collection. The teams will also continuously share lessons learnt and ensure knowledge partnership on all potential areas of cooperation.

The Project, in agreement with the main stakeholders from the Government, will collaborate with the EU Technical Assistance Support to Road Safety in Armenia Project. Financed by **EIB, the Project works on managing a number of pre-identified black spots in Armenia.** The proposed Project will collaborate with Technical Assistance Support to Road Safety in Armenia Project to utilize the lessons learnt from on-the-ground black spot identification that could be utilized within the contextualized data analytics methodology development. Additionally, the results of the Proposed project could potentially help measure the impact of the improved roads through advanced and continuous data analytics.

The **synergies with the National Road Safety Council NGO will span across the development of trainings for schoolchildren with respect to road safety**. The NGO works with EIB to prepare the educational materials, the recommendations generated through the behavioural experiments to ensure behavioural change within Armenian context with respect to road safety, will be shared with the NGO and support will be provided for their integration within the trainings programmes. Additionally, the NGO has started working on 30 km/h zones intitative in urban areas, starting from school-adjacent streets. This is a new initiative yet to be fully developed, but there are opportunities to collaborate, especially on behavioural science front to support the success of the initative.

Another very important initiative underway is **the Eastern Partnership Road Safety Observatory** which includes the establishment of a unified analytical platform / center, which will collect information on road safety policies and statistics from each of the Eastern Partnership member states (Georgia, Ukraine, Belarus, Armenia, Azerbaijan and Moldova). One of the main tasks of EaP Road Safety Observatory will be collection, analysis and monitoring of road safety indicators and basic final outcomes within EaP. Just recently Georgia was announced to have been selected as the host country for the observatory. The proposed Project was developed in consultations with Poghos Shahinyan, who is the coordinator of the Armenian representation within the EaP Road Safety Observatory. In his expert capacity and also at the executive director of the "National Road Safety Council" NGO, Mr. Shahinyan has endorsed the proposed Project – one of the objectives being to capacitate Armenia to collect and analyse relevant data in line with EaP commitments, hence ensure its active participation and quality inputs within the regional observatory.

Importantly, the Project will work together with the **UNDP Accountable institutions and human rights protection in Armenia Project, Police Reform Component** - designed to support the Government of Armenia efforts towards inclusive, accountable and effective service delivery in the field of security, enhanced human rights protection and Constitutional reform. It is aimed to strengthen rights-based approach in public service to safeguard protection, equality and inclusiveness, in line with the Action Document "EU for resilient and accountable institutions – police and migration reform and human rights protection in Armenia''. The Police Reform Component implemented by UNDP and OSCE, in close cooperation with the Ministry of Justice (MoJ) and Police, will support implementation of the **ongoing Police Reforms, with a special emphasis on the reform of the educational system.** UNDP's National SDG Innovation Lab is one of the main partners with the Police Reform Component, and will ensure smooth collaboration and consideration of road traffic data collection aspects throughout the Police reform project. Specifically, the projects will work together to integrate within the envisaged modernization of the patrol systems mechanisms of road traffic and accident data collection.

UNDP with the American University of Armenia Acopian Centre for the Environment and the Swedish embassy organized a **sustainable cities event** in April 2019 with a particular focus on road safety. SweRoad presented the "Zero Vision" approach as well as case studies and international best practices. During this visit, SweRoad had an opportunity to experience the Armenian context and get to know the main stakeholders, including the Mayor of Yerevan and the Project team. Therefore, any potential future collaboration will build on these first steps.

Another important UNDP Armenia initiative, Green Urban Lighting project and its two follow up projects work on **increasing road users' safety through LED lighting systems on unregulated crossings installed by UNDP with co-financing from Yerevan municipality.** The projects are ongoing and very well received by the Municipality, which provides for opportunities for synergies should the data reveal that certain black spots require special lighting or that pedestrians' behaviour could be altered using the tools available to the Green Urban Lighting project.

And last but not least **the National Child Injury and Trauma Prevention Strategy and Action Plan for 2018-2023** was developed and is currently being implemented with UNICEF Armenia support in collaboration with Government and regional authorities. UNICEF Armenia, as a participating UN organization will ensure alignment of all Project activities with the national strategy and action plan.

The Project believes that by capitalizing on the above-mentioned synergies, it will ensure alignment with national priorities and sustainability of the Project results for the long term.

3.4 COVID-19

Does your project connect with the changing priorities of governments as a result of the COVID-19 pandemic with respect to building back better and safer mobility? (max 700 words).

The burden of the Covid-19 pandemic in Armenia is among the highest in the world when comparing the incidence rates. Coupled with the consequences of the conflict in and around Nagorno Karabakh, which left thousands of soldiers wounded, the Covid-19 pandemic has been and continues to challenge the underfinanced health system's ability to offer safe and adequate services (public financial expenditures on healthcare as a percentage of GDP were among the lowest in the world prior to the pandemic at 1.4%). As road crashes may result in serious injuries, which in turn takes away medical and human resources, the high number of road accidents in Armenia is adding additional stress on the already stretched healthcare system and its capacity to offer uninterrupted and high-quality services.

At the same time, Covid-19 measures such as temporary lockdowns or increased unwillingness to use public transportation have also deeply impacted urban mobility. Although no scientific evidence has been reported so far with regards to the impact on road safety and driving behaviour in Yerevan, data from many parts of the world reveals that fatality rates per kilometre travelled have increased[11]. Contributing factors include higher speeds due to lower traffic volumes (particularly during lockdowns), lack of rule enforcement, and a larger proportion of pedestrians and motorcyclists who are more vulnerable than other road users.

Although the country does not have any policies or plans in place related to urban mobility in the context of Covid-19, the project **connects well with the healthcare priorities presented in the draft National Mid-Term**

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[11] https://www.sciencedirect.com/science/article/pii/S259019822030097X

Covid-19 Recovery Plan (supported by UNDP, UNRCO and WHO but currently on hold due to the NK crisis). Not only will the project help the city of Yerevan overcome current road safety challenges in certain locations or amongst specific road users, which in turn will help save lives; it will also **help reduce the overall burden on the healthcare system during a time of crisis, thus ensuring that available resources can be directed towards medical needs and systemic healthcare system issues identified during the Covid-19 outbreak.**

In line with this, and recognizing policy recommendations provided by major road safety players such as the WB and the ADB, the project offers an opportunity for the Municipality of Yerevan to **rethink urban mobility policies and priorities** - taking into account the new reality and behaviours that the pandemic presents to the city's infrastructure and mobility network. For example, thorough data analysis support will help identify road safety issues that historically have and/or currently cause human casualties and major economic impact in the city, and test and scale up evidence-based and affordable solutions that effectively address these risks. This will include ensuring that the mobility network is operating in line with WHO guidance on physical distancing and hygiene measures, where relevant.

4. BUDGET AND PROJECT MANAGEMENT

4.1 INDICATIVE BUDGET

See Annex I of Application Guidelines for description of UNDG budget categories. If this is a joint project with two or more participating UN organizations that will jointly implement activities, then Table 1: Budget Summary (multiple agency) from the Budget Form (Stage II) should instead be used.

Object of expenditure	UNDP	UNICEF	Total
1. Staff and other personnel	97,300	10,000	107,300
2. Supplies, Commodities, Materials	5,000	8,000	13,000
3. Equipment, Vehicles, and Furniture (including Depreciation)	30,000	0	30,000
4. Contractual services	221,400	0	221,400
5. Travel	4,000	2,001	6,001
6. Transfers and Grants to Counterparts	0	56,000	56,000
7. General Operating and other Costs	22,674	0	22,674
Total project direct costs	**380,374**	**76,001**	**456,375**
7% Indirect Costs	26626.18	5320.07	31946.25
Grand total	**407,000**	**81,321**	**488,321**

4.2 VALUE FOR MONEY

Why are the costs of reaching each output and outcome of your project justifiable? Is the project maximising the impact of each dollar spent? Will the project be leveraging any co-financing? (max 750 words).

The value for money of this project is entirely rooted in its innovative approach. The overarching objective of the project being the advancement of evidence-based and experiment-informed policy making within the context of road safety, its end goal is as much **maximization of impact as cost savings through the adoption of the circular data and testing approach.**

The project suggests making the initial investment to build data analytics tools, automated to the extent possible, that would later serve not only as a tool to uncover road safety issues, but also measure the impact of different pilots, helping understand what works and what does not in a given context. As per the **central hypothesis of this methodology only the successful pilots/solutions will be recommended for a scale up or future investments.**

In the case of Armenia, considering the crisis caused first by the Covid-19 pandemic, further exacerbated by the escalated hostilities in Nagorno Karabakh (Sept-Nov 2020), as well as the deteriorating economic situation coupled with aggravated road safety issues create an imperative to be as smart and targeted in policy choices as the current business practices and scientific advancements allow. This project is designed with these considerations in mind, aiming to mainstream a new way of working and thinking within the Government which has value/impact for money at its core.

The project will have **parallel financing** from respective UNDP and UNICEF interventions as detailed in the budget. Particularly a closer cooperation will be established with UNDP Armenia sustainable urban development work stream and climate change programme (in terms of green urban lighting) to jointly work on the selected challenges/roads, leveraging collective intelligence and maximizing the impact of the pilot interventions. **The project has also received commitment for in-kind contribution from Yerevan Municipality and Road Police in the form of expertise provision throughout the project implementation.**

Going further, the project will also support the national stakeholders in **mobilizing new partnerships and co-financing for the scale-up of successful pilots and nudges.**

4.3 IMPLEMENTATION ARRANGEMENTS

Explain roles and responsibilities of the parties involved in governing and managing the project, for example, the number of full-time and part-time staff. Identify the national agency/competent authority(ies) that will be engaged as well as civil society actors that will be partnered with. Outline any governance mechanisms that will be utilized or established. **(max 750 words)**.

The overall strategic guidance, oversight and coordinated approach of the participating UN agencies will be ensured by the UN Resident Coordinator (RC). The agencies participating in the Project will include UNDP and UNICEF.

UNDP as the lead implementing agency of the Joint Programme will ensure a cohesive and coordinated approach of participating UN agencies. It will be responsible and accountable to the RSF for facilitation of the achievement of agreed delivery and results.

The project will be managed by the Project Board at the highest level, composed of representatives from the key national implementing partners, including MTAI, Yerevan Municipality, the Road Police and the implementing UN agencies – UNDP and UNICEF. The Project Board will be responsible for strategic level decision making on project implementation and management.

Inter-Agency Coordination Committee will be established at a more technical level, composed of representatives of each of the participating three UN agencies and key partners, with the main objective to facilitate effective implementation and coordination of the project.

The day-to-day project implementation will be carried out by one full-time Project Coordinator; supported by a part-time assistant, and a team of local and international experts on data analytics, behavioural science and road traffic management experts.

5. PROJECT SUBMISSION

ARE ALL THE FOLLOWING ELEMENTS INCLUDED AND COMPLETED IN YOUR APPLICATION?	
Section 1. Proposal Cover Page	X Yes
Section 2. Project Description	X Yes
Section 3. Priorities of the 2020 Call for Proposals	X Yes
Section 4. Budget and Project Management	X Yes
Letters of support from national counterparts	X Yes ☐ No

Any other annexes (depending on application)	☐ Yes X N/A