


UN ROAD SAFETY FUND CALL FOR PROPOSALS 2019

APPLICATION FORM

*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 **4 Dec. 2019 (23:59 CET)***

1. COVER PAGE

Project title	<i>Reducing road deaths and injuries in Jordan through increasing restraint use</i>
Implementation organization(s)	
Participating UN Organization(s)	UN-ESCWA
Other partner(s)	<i>Ministry of Transport, Public Security Directorate (Jordan Traffic Institute)</i>
Beneficiary country(ies)	<i>Jordan</i>
Country category	<input type="checkbox"/> Low-Income <i>indicate % of total cost: _____</i> <input checked="" type="checkbox"/> Middle-Income <i>indicate % of total cost: _____</i>
Total budget including co-financing (in USD)	267,550
Budget to be funded by UNRSF (in USD)	267,550
Estimated start date	<i>1st July 2020</i>
Estimated end date	<i>31st Dec 2021</i>
Duration (in months)	18
Primary contact person <i>Name, title, e-mail and telephone</i>	Dr. Yarob Badr Regional Advisor on Transport and Logistics Cluster 3, Shared Economic Prosperity UN-ESCWA. Email: badr3@un.org
Submitted by	Name and title: Mohamed El Moctar Mohamed El Hacene Director Cluster 3, Shared Economic Prosperity UN-ESCWA Email: elhacene@un.org  Signature:  Date: 4 December 2019. Revised Form 22 June 2020

2. EXECUTIVE SUMMARY

Provide a summary of the project by including the following: background and problem statement, proposed solution and approach, its intended impact, linkages/synergies with ongoing initiatives, implementation arrangements and finally possible scale-up/replication and noteworthy innovations (max 750 words).

Jordan is located in the heart of the Middle East and is one of the low middle-income countries (LMIC) plagued with an alarming number of deaths and injuries caused by road traffic crashes. The most recent Global Status Report published by the World Health Organization (WHO) estimates Jordan's road death rate to be 24 per 100,000 population – significantly higher than high income countries with good road safety performance such as Switzerland (2.7 per 100,000 population), Sweden (2.8 per 100,000 population) and Singapore (2.8 per 100,000 population), as well as in comparison to the worldwide (18.2 per 100,000 population) and the Arab region (19.6 per 100,000 population). According to the WHO 93% of the global road deaths occur in LMICs¹. Despite the significant negative impacts of road crashes in Jordan, the road safety issue is not deemed as a high enough priority to decision-makers and evidence-based countermeasures are not fully implemented.

International evidence suggests that lack of restraint use leads to serious injuries and deaths. While seat belt legislation, which applies only to front seat occupants, exists in Jordan. Also, with regards to vehicles is mandatory to be fitted with a seatbelt in front and rear seats. A recent study reported that the level of seat belt wearing is extremely low². The study revealed a rate of wearing seat belt of 23.5% for the drivers and 0% for the front Adult Passenger. The current legislation does not include rear seat occupants or child seats. In addition, under the current law, children under 10 years of age are required to sit in the back seats where the seat belt wearing is not required by law. This leads many children as well as adults to travel in cars unrestrained, putting them at significant risks of death and serious injury in the event of a crash.

According to another recent study by the Jordan Traffic Institute (JTI) on the use of seat-belts, the front-seat deaths accounted for more than half (57.3%) of the total death of car occupants³. The same study reported 43.3% of drivers wore seat belts on rural roads while only 19.0% wore them on urban roads suggesting that the enforcement of the current seat belt law and restraint regulatory framework is also weak.

This project aims at combining measures on legislation, penalties, standards, enforcement and awareness campaigns to identify and bridge the gaps/loopholes in the existing seat belt and restraint regulatory framework in Jordan as a first step towards developing a comprehensive seat belt and restraint regulatory framework. A team of experts, in coordination with the main stakeholders; namely the Ministry of Transport (MOT) and the Public Security Directorate (PSD) will be responsible for executing, managing, monitoring and evaluating the project and its outcomes. This ensures that the project would materialize in a significant increase of restraint use by all car occupants thus reducing injuries and deaths.

Presently, no similar projects or programs exist in this area of work in Jordan. As a result, this project receives high priority and full support from the main stake holders and decision –makers as stated in their endorsements. The project will produce immediate positive impacts by

¹https://www.who.int/violence_injury_prevention/road_safety_status/2018/GSRRS2018_Summary_EN.pdf

² Jadaan K, Sakashita C and Hikmat R, 2019, Identification of interventions for better child road safety in Jordan, Proceedings 8th International Conference on Transportation and Traffic Engineering (ICTTE 2019), 19-21 December, Auckland, New Zealand (Accepted for presentation and publication)

³ <https://www.psd.gov.jo/images/jti/docs/20171.pdf>.

increasing the seat belt users through the workshops, training courses, awareness campaigns and strict law enforcement by trained staff. These activities will be implemented in strong cooperation with the Jordanian civil societies and professional associations acting in the field of road safety at the national level. Furthermore, a well-designed long-term action plan will be devised including consistent enforcement of the modified law over the years thus leading to saving more lives and reducing more injuries.

3. PROJECT DESCRIPTION

3.1 PROBLEM STATEMENT

Explain how this project addresses a core road safety problem in the beneficiary country(ies) through the following questions: "what is the problem", "why does this problem exist?", "what effects does this problem have in terms of road fatalities and injuries?", "who is affected by the problem (including vulnerable groups such as children and women)?", and "why do beneficiary country(ies) need help in solving this problem?" (max 500 words).

In 2018 alone, 571 people died in Jordan from road crashes costing the country approximately 313 million Jordanian dinars (about 441.5 million USD)⁴. According to the JTI study in 2017 on the use of seat-belts, the front-seat deaths accounted for 57.3% more than half of the total death⁵. The study also found that only 19% of drivers wore seat belts on urban roads and only 43.3% on rural roads, suggesting the enforcement of the current seat belt law is also weak. Also, in the Jordanian Traffic Law (Law 49 of 2008), the fine of non-wearing a seat belt for the front seat occupants or sitting in the front seat for children under 10 is 15 JOD (21 USD), which is not a deterrent. Furthermore, the 2018 annual report of the Public Security Directorate, reported front seat passenger deaths for the age group under 5 years. Babies nursed by and young children sitting on the lap of front seat occupants unrestrained are commonly observed in Jordan⁶. In addition, the lack of seat belt law for back seat passengers in combination with the requirement for children under 10 to sit in the back without any restraint means children are often unrestrained when travelling in motorized vehicles. These are likely to be contributing to the high proportion of children being killed as both front seat and back seat passengers in Jordan, due to ejection from the car, collision with other occupants or with the interior of the car. The JTI study also shows the low level of public awareness in Jordan on the impact of travelling in an unrestrained car.

3.2 PAST, ONGOING AND PLANNED PROJECTS

List the past, ongoing and planned projects that have been designed to address this or related problem(s). Justify the need for this project by explaining their gaps and shortcomings, as well as potential synergies with the proposed project (max 500 words).

No proper past, ongoing and planned projects or programs exist in this area in Jordan. Very little work was and is being done in terms of increasing seat belt wearing. If any, they typically take the form of unplanned simple isolated interventions. These interventions include lectures mainly to school children, public awareness campaigns and very limited-scale studies by the JTI. Further intermittent unplanned and limited seat belt enforcement campaigns are launched occasionally by the traffic police. Although no attempt was made to evaluate the impact of these interventions, they can hardly be considered effective towards reducing road traffic deaths and injuries in Jordan.

⁴ PSD Annual Report, 2018

⁵ <https://www.psd.gov.jo/images/jti/docs/20171.pdf>

⁶ Consultancy report to UNICEF Jordan by Sakashita, C. and Jadaan, K. (2019). Child Road Safety in Jordan: the magnitude and nature of the problem and opportunities for actions to reduce child deaths and injuries from road crashes in Jordan.

Several countries started working over the past years to deal with travelling occupants by unrestrained vehicles. Argentina is one of these countries that introduced a seat belt law in 1992 and it succeeded in raising seat belt wearing rates from 6% to 32%, but it failed to maintain the enforcement. Thus, the seat belt wearing rates declined to 13% by 1995. However, in 2004 new laws and campaigns raised the rate to 22% and with the enforcement, the seat belt wearing rate reached 77% by 2005. In France, as a result of increased enforcement. In 2003 there was an increase from one to three penalty points added to the driving license. In 2006 the seat belt wearing rate of front-seat occupants reached 94% on urban roads and 98% outside urban roads⁷. Another study in Serbia showed the effectiveness of child restraint and seat belt legislation in reducing child injuries among children aged > 3, but it was a short-term effect and they suggested it due to low proper usage of child restraint and weak enforcement⁸. Countries that set mandatory seat belt and child restraint legislation, combined with strict enforcement and public campaigns, are effective at increasing seat-belt wearing rates and thus reducing injuries and fatalities.

3.3 PROJECT OBJECTIVE

In one sentence, state the objective (i.e., the overall intention) to be achieved at the end of the defined period through this proposed project.

Overall Objectives:

Increase restraint use in Jordan to ultimately reduce road deaths and injuries by bridging the gaps in areas of the existing seat belt and restraint regulatory framework in Jordan.

Project Outcomes:

1. Comprehensive seat belt and restraint regulatory framework
2. Increased awareness of use seat-belts for all occupants and child restraint and compliance of the existing seatbelt and restraint regulatory framework.
3. Traffic enforcement program on the revised seat belt and restraint regulatory framework.

3.4 PROJECT STRATEGY AND RESULTS

Explain the overall project approach and strategy. List expected project results (i.e., expected outcomes and outputs). These results must be measurable and directly derive from project activities. Highlight population target groups as well as any innovative approaches. Briefly describe the implementation plan coherent with proposed activities with estimated time schedule (max 800 words).

To carry out the project activities in an inclusive manner by involving all stakeholders from the governmental and private sectors, as well as the civil society, to inform the most appropriate revision of the existing seat belt and restraint regulatory framework and include rear seat occupants and child restraint.

The work plan has been updated due to the impact of COVID19 on the major activities in the project in the immediate future.

Based on the given situation in Jordan, the starting date of the project would be postponed, as well as the project activities would be rearranged on three phases as shown in the table below.

⁷ https://www.who.int/roadsafety/publications/Seat-beltsManual_EN.pdf

⁸ José Ignacio Nazif-Munoz & Nenad Nikolic (2018) The effectiveness of child restraint and seat belt legislation in reducing child injuries: The case of Serbia, Traffic Injury Prevention, 19:sup1, S7-S14

All project's activities will be held in accordance with WHO protective measures against COVID-19.

Table 1. Project Phases

	Q1	Q2	Q3	Q4	Q5	Q6
	July Aug Sep	Oct Nov Dec	Jan Feb March	April May June	July Aug Sep	Oct Nov Dec
Phase 1: Complete Desk Review						
Phase 2: Field Work, Meetings, Workshops						
Phase 3: Actual Implementation of Media/ Enforcement Campaign						

OVERALL OBJECTIVE: REDUCTION IN ROAD DEATHS AND INJURIES ON JORDAN'S ROADS

Expected Outcome 1: Comprehensive seat belt and restraint regulatory framework

- Indicators:

1. Number of gaps/loopholes identified in the existing seat belt and restraint regulatory framework; legislation, penalties, standards and enforcement.
2. Number of actions identified and implemented to include rear-seat occupants and child restraint to the existing seat belt and restraint regulatory framework.

- Outputs:

1. Assessment of the existing seat belt and restraint regulatory framework.

Output's indicator: Percentage of Seat-belt wearing and number of vehicles with seatbelts fitted, child seats and seatbelt reminder system in the exiting situation.

Activity 1A: Examine in detail the existing seat belt and restraint regulatory framework and identify the gaps/loopholes. July, 2020

Activity 1B: Stakeholder interviews; in person, conference and phone call. Oct, 2020

Activity 1C: Carrying on a scientifically controlled observation on the actual status of using seatbelts and child restraints in Jordan. Nov, 2020

2. Specification of legislation, penalties for non-compliance, enforcement and related vehicle standards legislation.

Output's indicator: The number of needed specifications to be identified.

Activity 2A: Examine the best practice restraint legislation and enforcement. July, 2020

Activity 2B: Studying cases of successful and less successful initiatives to increase the use of seatbelts and other restraints, and to address the lessons learned from these cases. July ,2020

Activity 2C: Workshop to discuss the findings on the existing seat belt and restraint regulatory framework. Engage various road safety stakeholders from the governmental and private sector, as well as the parliamentarians and civil society. Dec, 2020

3. Revised draft on the seat belt and restraint regulatory framework; legislation, penalties, standards and enforcement

Output's indicator: Number of parliamentarians expressing the willingness to enact the modified regulatory framework.

Activity 3A: Identify the needed changes to expand the scope of the existing seat belt and restraint regulatory framework. Nov, 2020

Activity 3B: Design the comprehensive seat belt and restraint regulatory framework for Jordan. Jan, 2021

Activity 3C: Meeting with parliamentarians to discuss the amendment on the existing seat belt and restraint regulatory framework. Feb, 2021

Expected Outcome 2: Increased awareness of use seat-belts for all occupants and child restraint and compliance of the existing seatbelt and restraint regulatory framework

- Indicators:

1. Public/ enforcement campaign coverage.
2. Individuals nationwide have increased awareness of benefits of seat belt and child restraint use.
3. Percentage of drivers and passengers wearing seatbelt and using child restraint.

- Outputs:

1. Media awareness campaign

Output's indicator: The knowledge level on the benefits of seat belts and child restraint.

Activity 1A: Pre-and post- awareness surveys to discover the level of people that are aware of the seatbelt and child restraint using. Aug, 2020/ Nov, 2021

Activity 1B: Examine the best practice seat belt awareness campaigns. Aug, 2020

Activity 1C: Meeting with banking sector to discuss soft loan program for child restraint. Feb, 2021

Activity 1D: Meeting with the concerned entities in the implementation of the media awareness campaign. March, 2021

Activity 1E: Meeting with the UN-ESCWA to design the most appropriate awareness campaign for Jordan. March, 2021

Activity 1F: Actual implementation of the public campaign. May- Sep, 2021

2. Enforcement campaign in cooperation with JTI/PSD

Output's indicator: Number of tickets issued for non-wearing seatbelt.

Activity 2A: Collate international best practice evidence on restraint enforcement schedule to design an enforcement campaign on the current seatbelt and restraint regulatory framework. Aug, 2020

Activity 2B: Meeting with the top management of the public security directorate. March, 2021

Activity 2C: Actual implementation of the enforcement campaign. Oct- Nov, 2021

Activity 2D: A Post- Awareness/ Enforcement Campaign observational survey. Dec, 2021

Expected Outcome 3: Traffic enforcement program on the revised seat belt and restraint regulatory framework

- Indicators:

1. Number of meetings with the Public Security Directorate to arrange the enforcement program.
2. Percentage of the trained police who understand how seat-belt wearing and child seats reduce the risks of injuries and to set up safe and effective checkpoints.

- Outputs:

1. Training of trainer's course on the revised seat belt and restraint regulatory framework.

Output's indicator: The number of trained police trainers in the training course as well as reports on their own trainings.

Activity 1A: Meeting with top management of the public security directorate to promote the importance of the training course. April, 2021

Activity 1B: Define the target population and set the objectives. April, 2021

Activity 1C: Design and prepare training material. May, 2021

Activity 1D: Training course. June, 2021

2. Design of an implementation plan for an enforcement campaign on the revised seat belt and restraint regulatory framework

Output's indicator: Number of meetings and official letters highlighting the importance of implementing the enforcement campaign.

Activity 2A: Meeting with the top management of the public security directorate to adopt the new enforcement campaign. June, 2021

Activity 2B: Examine the best practice seat belt enforcement schedule, especially from countries with close to 100% wearing rates. Aug, 2020

Activity 3C: Determine the most appropriate seat belt enforcement for Jordan; timing, location and duration of the enforcement. Sep, 2020

3.5 COMPARATIVE ADVANTAGE

Describe your comparative advantage relative to other actors. Use key results and lessons learned from other projects that you have implemented to explain how you have added value so far. What is the unique solution that is being proposed by your organization? (max 500 words).

All project's activities will contribute to achieving increase using of the seatbelt and child restraint and therefore reduce deaths and injuries. Many studies^{9, 10, 11} show seat belts approximately halve the chance of dying in crashes in which drivers and front seat passengers would otherwise die and about 25% less chance for rear seat passengers. The impact on serious injuries is almost as great as that for deaths (around 44% effective), while the effect on slight injuries is smaller at 20–30%^{12, 13}. The use of an appropriate child restraint significantly reduces the number of deaths and injuries¹⁴. Studies and international experience also demonstrate that legislating seat belt wearing combined with enforcement and related campaigns dramatically increases wearing^{15, 16}. This project will contribute directly to target 8 of the 12-road safety global voluntary performance targets. In addition, this project's activities will review the related vehicle legislation and standards requirements in Jordan and can inform the introduction of the UN regulations,

⁹ The national initiative for increasing safety belt use: Buckle Up America campaign. Eighth Report to Congress. National Highway Traffic Safety Administration, 2005

<http://www.nhtsa.dot.gov/people/injury/airbags/8thBUARreport/index.htm>.

¹⁰ Evans (1996). Seat belt effectiveness: the influence of crash severity and selective recruitment. *Accident Analysis and Prevention*, 28:423–433.

¹¹ Elvik R, Vaa T, eds. (2004). *The handbook of road safety measures*. Elsevier.

¹² Evans (1996). Safety belt effectiveness: the influence of crash severity and selective recruitment. *Accident Analysis and Prevention*, 28:423–433.

¹³ Richards, D. C., Hutchins, R., Cookson, R. E., Massie, P., & Cuerden, R. W. (2008). Who doesn't wear seat belts? 3rd International conference: Expert Symposium on Accident Research. Hanover, Germany.

¹⁴ *Global Status Report on Road Safety 2015*, World Health Organisation, 2015

¹⁵ *Seat-belts and child restraints: a road safety manual for decision-makers and practitioners* London, FIA Foundation for the Automobile and Society, 2009

¹⁶ Swaine, J. (2008). 'Diana death shows danger of not wearing seatbelt, says minister.' *The Telegraph*

global technical regulations and create momentum for the government to introduce it, which will contribute to target 5 of the 12-road safety global voluntary performance targets¹⁷.

The project will also benefit from substantial and managerial support from UNESCWA as the UN regional commission responsible for monitoring the progress towards the achievement of the UN Sustainable Development Goals and is the only participating UN organization to the UNRSTF from the Arab region.

Road Safety has always been in the core of UNESCWA activities related to the Integrated Transport System in the Arab States, ITSAS. UNESCWA has the necessary prerequisites to address road safety at both country and regional levels, by the presence of Regional Advisor on Transport and Logistics, who accumulates one of highest level of academic, practical and political experiences on road safety and its management in the Arab region.

3.6 CONSISTENCY WITH GLOBAL FRAMEWORK PLAN OF ACTION FOR ROAD SAFETY

I. Indicate the following:

- ☐ Road Safety Management
- ☒ Safe User
- ☒ Safe Vehicle
- ☐ Safe Road
- ☐ Post-Crash Response

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

¹⁷ <https://www.grsproadsafety.org/wp-content/uploads/Towards-the-12-Voluntary-Global-Targets-for-Road-Safety.pdf>

Area Pillar	Legislation	Enforcement	Education	Technology	International Regulatory Support
	Road safety management				
Safe user	Traffic rules Drivers Cyclists Pedestrians	Lawful behavior 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

III. Explain how this project integrates the safety system principles and provides sustainable solutions to the root causes of the problem (max 300 words)

Introducing a comprehensive seat belt and restraint regulatory framework that includes rear seat occupants and child restraint combined with enforcement and public awareness campaigns is in accordance with the best practice evidence and the global framework plan of action for road safety. Mainly, this project targets safer user and working on three area of interventions; enforcement, legislation and education, as well as safer vehicle, through making sure that all occupants travelling in an equipped vehicle with seatbelt and child restraint, where that is an essential element of the safe system approach. Seatbelt and child restraint can reduce the consequences of the impact of the crash when happen and that comply with the safe system approach, which acknowledges the human error, but this error should not lead to death or serious injury.

3.7 BENEFICIARY GOVERNMENT(S) ENDORSEMENT

Please confirm, if the project was requested and/or discussed with beneficiary government(s). If there is an explicit request or endorsement by the beneficiary government(s), please attach to the application

☒ Received

☐ Under discussion

☐ Comments: The proposal was discussed with MOT. It showed a high level of support, this is explicitly stated in the MOT endorsement letter (attached).

3.8 EXPECTED IMPACT

Outline the likely quantitative impact of this project in the immediately following project conclusion and in the long-term towards reducing road fatalities and serious injuries.

IMMEDIATE IMPACT:

- Increased seat belt wearing in front and back seats, as well as the child restraint use
- Prevent the deaths and injury caused by not using a seat belt and child restraint
- Strengthen seat belt and restraint regulatory framework enforcement
- Raise the awareness of benefits of seat belt and child restraint use

POTENTIAL LONG-TERM IMPACT:

Over the years with consistent enforcement of the modified comprehensive seat belt and restraint regulatory framework, more and more lives and injuries will be saved.

International researches on the best practices of seat belt usage impact revealed that it reduces deaths about 50%, the serious injuries 50%, other type of injuries about 20-30% (average 25%). Based on these figures it is estimated that the revised seat belt and restraint regulatory framework would reflect positively on the implementation according the following values:

Targeted number of lives saved: 250

Targeted number of serious injuries avoided: 500

Targeted number of other types of injuries: 3,800

Other targeted road safety impact(s) (please describe): Renewed and sustained focus on road safety at the national level.

3.9 REPLICATION AND SCALE-UP

Describe how the project intends to sustain any achievements beyond the completion of the project. Specify the arrangements to scale-up and replicate results, as relevant (max 500 words).

To put a fully implemental program of monitoring and evaluating the outcomes and their implementation in cooperation with all stakeholders. Also, involving the civil society in the workshops and in awareness campaign will create road safety atmosphere at the national level.

3.10 INDICATIVE BUDGET

See Annex I of Application Guidelines for description of UNDG budget categories

Object of expenditure		Notes	Requested from UNRSF (US\$)	Co-financing (US\$)
1.	Staff and other personnel costs		45,755	--
2.	Supplies, commodities, materials		--	--
3.	Equipment, vehicles and furniture including depreciation		--	--
4.	Contractual services		180,892	--
5.	Travel		11000	--

6.	Transfers and grants counterparts		--	--
7.	General operating and other direct costs		12,400	--
Total project direct costs			250,047	
8.	Indirect support costs (7%)		17,503	--
Grand total			267,550	--

4. PROJECT MANAGEMENT

4.1 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. Outline any governance mechanisms that will be utilized or established.

The project will be implemented over a period of 18 months, commencing in 1st July 2020 and ending 31st Dec 2021. The project will be directly executed by a team of road safety related experts and their assistants. The team will be responsible for the technical and financial management of the project, and for all other necessary arrangements. In order to effectively achieve the project's objectives, the team will partner with all concerned parties who expressed their interest in the project and their support. All the arrangements will be in coordination with the main stakeholders; namely the Ministry of Interior including Public Security Directorate (Jordan Traffic Institute) and the Ministry of Transport.

4.2 PARTNERSHIPS

Specify the roles of implementation partners in the project and how they will be engaged. Will the project utilize the existing cooperation platform(s) to achieve and sustain results?

An implementation program will be designed and scheduled in consultation and coordination with the implementation partners. The potential implementation staff from partners will undergo a training course to explain the details of the various issues in the project and get them acquainted with it and its implementation.

4.3 RISK ASSESSMENT MATRIX

Please specify the key risks that can threaten the achievement of results through the chosen strategy and its assumptions. Describe how project risks will be mitigated, especially how potential adverse operational, social and environmental impacts will be avoided where possible and otherwise managed. Complete the table using the Risk Scoring Table in Annex II of Application Guidelines). Add additional rows, as needed.

Risk Assessment Matrix					
Key Risk	Likelihood (2-5, see Annex II in Guidelines)	Impact (1-5 see Annex II in Guidelines)	Score (L x I)	Control/Mitigation Measure ¹⁸	Mitigation Timeline

¹⁸ Where risk factors are scored "high" or "very high" (score 9 to 25), mitigation measures must be addressed through actions that are planned and costed in the project budget, with immediate actions for risks scored at "Very High" (score 20 to 25).

<u>Data Availability</u>	<u>Possible</u>	<u>Major</u>	<u>12</u>	<ul style="list-style-type: none"> • <u>International data and Questionnaire</u> • <u>Direct interviews and field work</u> 	<u>2-3 months</u>
<u>Approval of the modified seat belt and restraint regulatory framework</u>	<u>Possible</u>	<u>Major</u>	<u>16</u>	<ul style="list-style-type: none"> • <u>Endorsement and support of our governmental partner MOT</u> • <u>Provide scientific evidence on the importance of the modified law in saving lives and money</u> 	<u>5-9 months</u>
<u>Child restraint affordability</u>	<u>Possible</u>	<u>Moderate</u>	<u>9</u>	<ul style="list-style-type: none"> • <u>Soft loan program in cooperation with banking sector in Jordan</u> 	<u>1 month</u>
<u>COVID19</u>	<u>Very Likely</u>	<u>Major</u>	<u>20</u>	<ul style="list-style-type: none"> • <u>Postponement of the starting date of the project</u> • <u>Rearrange project activities on three phases</u> • <u>Using Web Conferencing software for meetings, interviews and training</u> 	<u>3 Months</u>

3.3 MONITORING AND EVALUATION

In this section please outline the project's monitoring and evaluation plans. Provide information on when monitoring and evaluation will occur. Specify the type of evaluation that will take place.

The implementation of the project will be closely monitored at different levels by the project officials and their partners. This is necessary to permit reliable evaluation of the modified law be performed thus ensuring that it achieves its objectives.

The evaluation of the project will be conducted on quarterly and annual basis and upon the completion of the project. Seat belt observational survey will be carried out and the results are then used in the evaluation process.

5. STATEMENT OF COMPLIANCE

The undersigned certifies, following diligent inquiry, as follows:

1. Project Personnel¹⁹ have not engaged in any activity which would violate Sections III (Special Provisions Regarding Financing of Terrorism) or VII (Fraud, Corruption and Unethical Behavior) of the Fund MOU, nor do there exist any circumstances which could reasonably be perceived to present a potential or actual conflict of interest²⁰ on the part of the Applicant or its Implementing Partner(s), or any contractors, vendors or suppliers.
2. The Project (including related projects within a larger project or programme) shall not directly or indirectly (e.g., through Implementing Partners or third parties) engage or provide financial or personal benefit to, whether individually or by corporate ownership, participation or benefit, members of the Fund's governing bodies.
3. The Project (including related projects within a larger project or programme) is not currently engaged, nor shall it engage, in any relationship or arrangement, financial or otherwise, which may constitute a conflict of interest or a violation of Sections III or VII of the Fund MOU.
4. In managing and implementing Project activities, Project Personnel shall not seek or receive instructions from any Government or from any other authority external to the Applicant except as otherwise provided in the Project Documents and Governing Agreements.
5. It has disclosed all pertinent facts surrounding Project Personnel, and any relationship or arrangement, financial or otherwise, which may constitute a conflict of interest or a violation of the Fund MOU Sections III and VII [Attachment 1].
6. It has disclosed all complementary funding received, pledged or sought with respect to Project activities in item V. of the Project Proposal.

Mohamed El Moctar Mohamed El Hacene

Director

Cluster 3, Shared Economic Prosperity

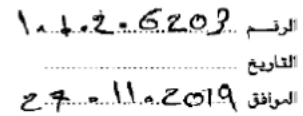
UN-ESCWA

¹⁹ "Project Personnel" shall mean any person or entity employed or engaged in any capacity with respect to the Project, including without limitation, employees, interns, volunteers, contractors, or vendors, whether engaged directly or through third parties including Implementing Partners.

²⁰ "Conflict of interest" shall refer to circumstances where, by act or omission, a party's private interests or those of his or her family members, such as outside professional relationships or personal financial assets, interfere or appear to interfere with the proper performance of his or her professional functions or obligations to the contracting organization.

6. PROJECT SUBMISSION

ARE ALL THE FOLLOWING ELEMENTS INCLUDED AND COMPLETED IN YOUR APPLICATION?	
Section 1. Proposal Cover Page	<input checked="" type="checkbox"/> Yes
Section 2. Executive Summary	<input checked="" type="checkbox"/> Yes
Section 3. Project Description	<input checked="" type="checkbox"/> Yes
Section 4. Project Management	<input checked="" type="checkbox"/> Yes
Section 5: Statement of Compliance	<input checked="" type="checkbox"/> Yes
Letters of support from national counterparts	<input checked="" type="checkbox"/> Yes
Any other annexes (depending on application)	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> N/A



Annex 1: Logical Framework and Workplan

Note – please ensure alignment to sections 3.3 and 3.8 in the Application Form

A. LOGICAL FRAMEWORK

PROJECT OBJECTIVE: REDUCTION IN ROAD DEATHS AND INJURIES ON JORDAN'S ROADS

Expected outcome 1	Indicators	Means of verification
Comprehensive seat belt and restraint regulatory framework	<p><i>[Each outcome should have 2-3 associated indicators that are linked to the outputs identified below. Each indicator must have a measurable Baseline and Target]</i></p> <p><i>Indicator 1: Number of gaps/loopholes identified in the existing seat belt and restraint regulatory framework; legislation, penalties, standards and enforcement.</i> Baseline: Number of articles addressed seatbelt, child restraint, vehicle standards and penalties for non-compliance. Target: Expand the existing law to Include rear seatbelt and child restraint.</p> <p><i>Indicator 2: Number of actions identified and implemented to include rear-seat occupants and child restraint to the existing seat-belt law.</i> Baseline: No current drafts, documents or meetings with decision makers on rear occupant or child restraint. Target: Increased focus on the importance of including rear seats and child restraint to the existing law</p>	<p><i>Insert both the data source and the method for measuring progress against each indicator</i></p> <p>Jordanian Traffic Law, Enacted regulations, National standards</p> <p>Meetings, Interviews, Official documents and Reports</p>

HOW DOES OUTCOME 1 CONTRIBUTE TOWARD ACHIEVING:

SDG 3.6: “By 2020, halve the number of global deaths and injuries from road traffic accidents”?

Many Studies and international experiences demonstrate that legislating, seat belt wearing combined with enforcement and related campaigns dramatically increases wearing of the seatbelt. Thus, reduces road deaths and injuries.

SDG 11.2: “By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons”?

The modified law obligates all occupants and children to travel safely on restrained vehicles, which will reduce the consequences of the crash. Thus, reduces road deaths and injuries and contribute to the road traffic deaths indicator per 100,000 population.

Performance targets (project outputs that show progress towards achieving outcome 1)		Expected Milestone for each reporting period (annual)
Output 1.1 <i>Assessment of the existing seat belt and restraint regulatory framework.</i>		Nov/ 2020
Output 1.2 <i>Specification of legislation, penalties for non-compliance, enforcement and standards related vehicle legislation.</i>		Dec/ 2020
Output 1.3 <i>Revised draft on the seat belt and restraint regulatory framework; legislation, penalties, standards and enforcement</i>		Feb/ 2021
Output 1.1	Indicators	Means of verification
<i>Assessment of the existing seat belt and restraint regulatory framework.</i>	<i>Percentage of Seat-belt wearing and number of vehicles with seatbelts fitted, child seat and seatbelt reminder system. Baseline: Current percentage of seatbelt wearing and child restraint. Target: 100% wearing seatbelt and using child restraint.</i>	An Observational Survey
Project activities:		Expected Milestone for each reporting period (annual)
1.1.1 <i>Examine in detail the existing seat belt law and identify the gaps/loopholes.</i>		July/ 2020
1.1.2 <i>Stakeholder Interviews.</i>		Oct/ 2020
1.1.3 <i>Carrying on a scientifically controlled observation on the actual status of using seatbelts and child restraints in Jordan.</i>		Nov/ 2020

Output 1.2	Indicators	Means of verification
<i>Specification of legislation, penalties for non-compliance, enforcement and standards related vehicle legislation.</i>	<i>The number of needed specifications to be identified. Baseline: Current enacted specification/ standards Target: promote the national specifications to meet the international standards and the UN regulations</i>	<i>Jordanian Traffic Law, Enacted Regulations, Meetings, Interviews, Official Documents and Reports</i>
Project activities:		Expected Milestone for each reporting period (annual)
1.2.1 <i>Examine the best practice restraint legislations and enforcement.</i>		July/ 2020
1.2.2 <i>Studying cases of successful and less successful initiatives to increase the use of seatbelts and other restraints, and to address the lessons learned from these cases.</i>		July/ 2020
1.2.3 <i>Stakeholders workshop.</i>		Dec/ 2020
Output 1.3	Indicators	Means of verification
<i>Revised draft on the seat belt and restraint regulatory framework; legislation, penalties, standards and enforcement</i>	<i>Number of parliamentarians expressing the willingness to enact the modified seat belt and restraint regulatory framework. Baseline: Past meetings or document on the seat-belt amendment. Target: Passage of the revised law.</i>	<i>Parliamentary discussions, Official letters</i>
Project activities:		Expected Milestone for each reporting period (annual)
1.3.1 <i>Identify the needed changes to expand the scope the existing law.</i>		Nov/ 2020
1.3.2 <i>Design the comprehensive seat belt and restraint regulatory framework for Jordan.</i>		Jan/ 2021
1.3.3 <i>Meeting with parliamentarians to discuss the amendment on the existing seat belt and restraint regulatory framework.</i>		Feb/ 2021

Expected outcome 2	Indicators	Means of verification
<i>Increased awareness of use seat-belts for all occupants and child restraint and compliance of the existing seatbelt law</i>	<p><i>[Each outcome should have 2-3 associated indicators that are linked to the outputs identified below. Each indicator must have a measurable Baseline and Target]</i></p> <p>Indicator 1: Public/ enforcement campaign coverage. Baseline: Very limited campaigns over the 20 past years. Target: 100% coverage.</p> <p>Indicator 2: Individuals nationwide have increased awareness of benefits of seat belt and child restraint use. Baseline: Current level of knowledge of seatbelt and child restraint. Target: Increased road user's awareness of the benefits of seat belt and child restrain</p> <p>Indicator 3: Percentage of drivers and passengers wearing seatbelt and using child restrain Baseline: Actual percentage Target: 100% wearing</p>	<p><i>Insert both the data source and the method for measuring progress against each indicator</i></p> <p>Meetings, best practice seat belt enforcement campaigns.</p> <p>Surveys</p> <p>Observational surveys</p>

HOW DOES OUTCOME 2 CONTRIBUTE TOWARD ACHIEVING:

SDG 3.6: “By 2020, halve the number of global deaths and injuries from road traffic accidents”?

Public/ enforcement campaigns are effective at increasing seat-belt wearing rates and thus reducing injuries and fatalities

SDG 11.2: “By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons”?

The level of awareness about the benefits of wearing seatbelts and using child restraint will be increased and thus more people will travel voluntarily in safe vehicles equipped with appropriate restraint system.

Performance targets (project outputs that show progress towards achieving outcome 2)			Expected Milestone for each reporting period (annual)
Output 2.1 ¹ Media awareness campaign			Sep/ 2021
Output 2.2 Enforcement campaign in cooperation with JTI/PSD			Nov/ 2021
Output 2.1	Indicators	Means of verification	
Public awareness campaign	The knowledge level on the benefits of seat belts and child restraint. Baseline: The knowledge level before the campaign Target: Increased awareness of the individuals nationwide	Surveys	
Project activities:			Expected Milestone for each reporting period (annual)
2.1.1 Pre- and post- awareness surveys to discover the level of people that are aware of the seatbelt and child restraint using.			Aug/ 2020 Pre-awareness survey Nov/ 2021 Post-awareness surveys
2.1.2 Examine the best practice seat belt and child restraint awareness campaigns.			Aug/ 2020
2.1.3 Meeting with banking sector to discuss soft loan program for child restraint.			Feb/ 2021
2.1.4 Meeting with concerned entities in the implementation of the media awareness campaign.			March/ 2021
2.1.5 Meeting with the UN-ESCWA to design the most appropriate awareness campaign for Jordan.			March/ 2021

¹ **Performance Targets / Milestones:** Are benchmarks (not activities) that represent attainment of a project stage or project achievement that show progress towards project outcomes and outputs. Milestone attainment should be strictly answerable with a “yes” or “No” answer.
Outcome milestone will often show progress on a particular outcome indicator target, but can also be a major significance benchmark, believed to lead to the outcome

2.1.6 Actual implementation of the public campaign			May- Sep/ 2021
Output 2.2	Indicators	Means of verification	
<i>Enforcement campaign in cooperation with JTI/PSD</i>	<i>Number of tickets issued for non-wearing seatbelt. Baseline: Number of issued tickets before the enforcement campaign. Target: Increased compliance of seat-belt wearing</i>	<i>Police data and records</i>	
Project activities:			Expected Milestone for each reporting period (annual)
2.2.1 Collate international best practice evidence on restraint enforcement schedule to design an enforcement campaign on the current seatbelt and restraint regulatory framework.			Aug/ 2020
2.2.2 Meeting with the top management of the public security directorate.			March/ 2021
2.2.3 Actual implementation of the enforcement campaign			Oct-Nov/ 2021
2.2.4 A Post- Awareness/ Enforcement Campaign observational survey.			Dec/ 2021

Expected outcome 3	Indicators	Means of verification
<i>Traffic enforcement programs on the revised seat-belt and restraint regulatory framework</i>	<p><i>[Each outcome should have 2-3 associated indicators that are linked to the outputs identified below. Each indicator must have a measurable Baseline and Target]</i></p> <p><i>Indicator 1: Number of meetings with the Public Security Directorate to arrange the enforcement program. Baseline: No such programs have been taken place in past years. Target: Approval and full cooperation</i></p> <p><i>Indicator 2: Percentage of the trained police who understand how seat-belt wearing and child seats reduce the risks of injuries and to set up safe and effective checkpoints. Baseline: pre-training assessments</i></p>	<p><i>Insert both the data source and the method for measuring progress against each indicator</i></p> <p>Meetings, interviews, official documents and reports</p> <p>Post-training assessment</p>

Target: All trained police are able to translate learned information to enforcement.		
<p>HOW DOES OUTCOME 3 CONTRIBUTE TOWARD ACHIEVING:</p> <p>SDG 3.6: “By 2020, halve the number of global deaths and injuries from road traffic accidents”? <i>Increase number of trained police and raise priority given to seat-belt checks to dramatically strengthen the enforcement and thus increase the seat belt wearing and child restraint.</i></p> <p>SDG 11.2: “By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons”? <i>Strict enforcement and trained police will directly increase the usage of seatbelts and child restraints and thus increase traveling on safe vehicles and protect all occupant in particular children</i></p>		
Performance targets (project outputs that show progress towards achieving outcome 3)		Expected Milestone for each reporting period (annual)
Output 3.1² <i>Training of trainer’s course on the revised seat-belt law</i>		June/ 2021
Output 3.2 <i>Design of an implementation plan for an enforcement campaign on the revised seat belt and restraint regulatory framework</i>		Sep/ 2020
Output 3.3 <i>Insert</i>		Insert Month/Year
Output 3.1	Indicators	Means of verification
<i>Training of trainer’s course on the revised seat-belt law.</i>	<i>The number of trained police trainers in the training course as well as reports on their trainings. Baseline: pre-training assessment</i>	<i>Post-training assessment</i>

² **Performance Targets / Milestones:** Are benchmarks (not activities) that represent attainment of a project stage or project achievement that show progress towards project outcomes and outputs. Milestone attainment should be strictly answerable with a “yes” or “No” answer.
Outcome milestone will often show progress on a particular outcome indicator target, but can also be a major significance benchmark, believed to lead to the outcome

	Target: Sustained training	
Project activities:		Expected Milestone for each reporting period (annual)
3.1.1 Meeting with the top management of the public security directorate to promote the importance of the training course.		April/ 2021
3.1.2 Define the target population and set the objectives.		April/ 2021
3.1.3 Design and prepare training material.		May/ 2021
3.1.4 Training course.		June/ 2021
Output 3.2	Indicators	Means of verification
Design of an implementation plan for an enforcement campaign on the revised seat belt and restraint regulatory framework	Number of meetings and official letters highlighting the importance of implementing the enforcement campaign. Baseline: No planned enforcement campaigns Target: Full cooperation to implement the enforcement campaign	Meetings, interviews, official letters
Project activities:		Expected Milestone for each reporting period (annual)
3.2.1 Meeting with the top management of the public security directorate to adopt the new enforcement campaign.		June/ 2021
3.2.2 Examine the best practice seat belt enforcement schedule, especially from countries with close to 100% wearing rates.		Aug/ 2020
3.2.3 Determine the most appropriate seat belt enforcement for Jordan; timing, location and duration of the enforcement.		Sep/ 2020
... Insert if needed		Month/Year ...

B. PROJECT WORKPLAN

Rows and columns can be added as required, please note that the number and descriptions of project activities have to be in line with the ones reflected in the application form, logical framework (above) and detailed budget

Project Activities		Lead responsibility	Timeframe (by quarter – every 3 months)											
			Year 1				Year 2				Year 3			
No.	Description		Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12
1	Outcome 1:	Comprehensive seat belt and restraint regulatory framework												
1.1	Output 1.1:	Assessment of the existing seat belt and restraint regulatory framework												
1.1.1	Examine in detail the existing seat belt law and identify the gaps/loopholes.	Project Group												
1.1.2	Stakeholder Interviews.	Project Group												
1.1.3	Carrying on a scientifically controlled observation on the actual status of using seatbelts and child restraints in Jordan.	Project Group												
1.2	Output 1.2:	Specification of legislation, penalties for non-compliance, enforcement and standards related vehicle legislation												
1.2.1	Examine the best practices on restraint legislation and enforcement.	Project Group												
1.2.2	Studying cases of less successful initiatives to increase the use of	Project Group												

	<i>seatbelts and other restraints, and to address the lessons learned from these cases.</i>														
1.2.3	<i>Stakeholders workshop.</i>	Project Group													
1.3	Output 1.3:	Revised draft on the seat belt and restraint regulatory framework; legislation, penalties, standards and enforcement													
1.3.1	<i>Identify the needed changes to expand the scope the existing law.</i>	Project Group													
1.3.2	<i>Design the comprehensive seat belt and restraint regulatory framework for Jordan.</i>	Project Group													
1.3.3	<i>Meeting with parliamentarians to discuss the amendments on the existing seat belt and restraint regulatory framework.</i>	Project Group													
2	Outcome 2:	Increased awareness of use seat-belts for all occupants and child restraint and compliance of the existing seatbelt law													
2.1	Output 2.1:	Media awareness campaign													
2.1.1	<i>Pre- and post-awareness surveys to discover the level of people that are aware of the seatbelt and child restraint using.</i>	Project Group													
2.1.2	<i>Examine the best practice seat belt</i>	Project Group													

	<i>and child restraint awareness campaigns.</i>													
2.1.3	<i>Meeting with banking sector to discuss soft loan program for child restraint.</i>	Project Group												
2.1.4	<i>Meeting with the concerned entities in the implementation of the media awareness campaign</i>													
2.1.5	<i>Meeting with the UN-ESCWA to design the most appropriate awareness campaign for Jordan.</i>	Project Group/ UNESCWA												
2.1.6	<i>Actual implementation of the public campaign</i>	Project group/ UNESCWA/ Media entities												
2.2	Output 2.2:	Enforcement campaign in cooperation with JTI/PSD												
2.2.1	<i>Collate international best practice evidence on restraint enforcement schedule.</i>	Project group												
2.2.2	<i>Meeting with the top management of the public security directorate.</i>	Project group												
2.2.3	<i>Actual implementation of the enforcement campaign</i>	Project group/ PSD												

2.2.4	<i>A Post- Awareness/ Enforcement Campaign observational survey.</i>	Project group												
3	Outcome 3:	Traffic enforcement programs on the revised seat-belt law												
3.1	Output 3.1:	Training of trainer's course on the revised seat belt and restraint regulatory framework												
3.1.1	<i>Meeting with top management of the public security directorate to promote the importance of the training course.</i>	Project group												
3.1.2	<i>Define the target population and set the objectives.</i>	Project group												
3.1.3	<i>Design and prepare training material.</i>	Project group												
3.1.4	<i>Training course</i>	Project group												
3.2	Output 3.2:	Design of an implementation plan for an enforcement campaign on the revised seat-belt and restraint regulatory framework												
3.2.1	<i>Meeting with the top management of the public security directorate to adopt the new enforcement campaign.</i>	Project group												
3.2.2	<i>Examine the best practice seat belt enforcement schedule, especially from</i>	Project group												

	<i>countries with close to 100% wearing rates.</i>														
3.2.3	<i>Determine the most appropriate seat belt enforcement for Jordan; timing, location and duration of the enforcement.</i>	Project group													

Annex 2: Contact details

PARTICIPATING UN ORGANIZATION (S) - PUNOs		
PUNO(s)		UNESCWA
<input checked="" type="checkbox"/> Mr. <input type="checkbox"/> Ms.	Primary contact person (name)	Dr. Yarob Badr
Functional Title	Regional Advisor on Transport and Logistics	
Section / Department	Cluster3- Shared Economic Prosperity	
Address	UN House, Beirut, Lebanon Riad El Solh Square Po Box: 11-8575. Beirut, Lebanon	
Telephone	+9611978429 +96176370602	
E-Mail	Badr3@un.org	
IMPLEMENTING ORGANIZATION (S) (IF DIFFERENT FROM ABOVE)		
Project Implementing Organization		
<input type="checkbox"/> Mr. <input type="checkbox"/> Ms.	Primary contact person (name)	
Functional Title		
Section / Department		
Address		
Telephone		
E-Mail		
OTHER PARTNERS (AS APPLICABLE) (ADD ROWS FOR EACH PARTNER)		
For <u>each participating project partner</u> , please provide the following information		
Name of organization		

Contact person	
E-Mail	
Organization's role in the project:	<i>*Indicate the specific tasks for each organization</i>

Annex 3: Past, ongoing and planned projects

Please refer to the information provided on section 3.2 in the Application Form.

PAST PROJECTS

Project Name	
Duration/Dates	
Budget	
How does the project proposal build on the lessons learned and achievements from this project?	

ONGOING PROJECTS

Project Name	
Duration/Dates	
Budget	
How will the project proposal be aligned with this project?	

PLANNED PROJECTS

Project Name	
Duration/Dates	
Budget	
How will the project proposal be aligned with this project?	