


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)

1. COVER PAGE

Project title	<i>Transformative Actions for Safe Motorcycles in Tunisia</i>
Implementation organization(s)	<i>UN-ESCWA</i>
Participating UN Organization(s)	<i>UN-ESCWA</i>
Other partner(s)	<i>Chambre Syndicale Nationale des Chefs d'Établissement de Formation en Conduite Automobile et Sécurité Routière.</i>
Beneficiary country(ies)	<i>TUNISIA</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: 100%</i>
Total budget including co-financing (in USD)	<i>317,284 USD</i>
Budget to be funded by UNRSF (in USD)	<i>317,284 USD</i>
Estimated start date	<i>01/01/2021</i>
Estimated end date	<i>30/12/2022</i>
Duration (in months)	<i>24</i>
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	Mr. Mohamed El Moctar Mohamed El Hacene Director Economic Development and Integration Division (EDID) ESCWA Email: elhacene@un.org Signature:  Date: 11/12/2020

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

Background and problem statement: If Tunisia has been able to reduce the number of deaths due to traffic accidents in recent years. Tunisia remains one of the countries whose average death rate following a road accident remains high with an average rate of 22.8 deaths per 100,000 inhabitants¹. A comparative analysis of this data shows that deaths following an accident by motorcycle records a worrying increase. Thus in 2013, the death following a motorcycle accident represents 21%², in 2019 (until November), this rate is 31.2%³. In 2019, there were 1724 motorcycle accidents which resulted in 307 deaths and 2016 injuries³. The budget constraints and the economic crisis that Tunisia has suffered during the last years have not allowed this country to focus on road security efficiently. The 2020 budget has not reserved funds for awareness-raising actions on road safety. Faced with this failure, the Civil Society (which is more and more active) has taken initiatives to ensure their mission to promote road safety. This Civil Society needs to mobilize funds to ensure sustainable and efficient actions.



Fig 1: Tunisia has about 1.2 million motorcycles, of which only 10% are insured

Given the economic and social situation in Tunisia, a very strong growth of the motorcycle park is observed and the number of motorcycles has increased from 145.000 in 2010 to 1 million in 2019⁴. In view of the failure of public transport, this means of affordable transport is becoming more popular. The low-income class is using this means of transportation. Motorcycles are also used as a production tool for several micro enterprises providing revenue for the low income and vulnerable population. Victims of motorcycles accidents are vulnerable and low-income people who are 90% uninsured⁵. Motorcycles accidents can lead to increased vulnerability of this social classes.

Although the road safety measures applied in Tunisia are the same in developed countries, the same trends are not found. The seriousness of road accidents in Tunisia and particularly those of motorcycles, could be explained for many reasons. First, **the inadequacy of regulatory action and the difficulty that the public authorities have in enforcing the law**. Obviously, **financial resources in Tunisia** are lacking to put in place policies requiring additional funds. This scarcity is aggravated by **the absence of a National Road Safety Strategy**. Second, **the effectiveness of the measures** put in place is not obvious.

In addition, **the social acceptability of regulations** is uncertain. Tunisian motorcycle drivers don't really respect the highway code (code de la route) and often break the law due to inefficient police control. The

¹ https://www.who.int/violence_injury_prevention/road_safety_status/2018/en/

² https://www.cap-lmu.de/download/2016/CAPerspectives_Tunisia-2016-04.pdf?m=1509271600&

³ <http://onsr.nat.tn/onsr/index.php?page=4ar&type=implique&annee=2019#voila>

⁴ <http://documents.worldbank.org/curated/pt/657181485875064932/pdf/112340-WP-P147672-AUG-2015-PUBLIC-Rapport-RC-Automobile-Tunisie.pdf>

⁵ <https://www.lecomparateurassurance.com/6-actualites-assurance/110026-90-motos-tunisie-sont-pas-situation-reguliere>

refusal of priority is the main cause of motorcycles accidents, the non-respect of the safety distance (21,05%) and the traffic on the left (15,8%)⁶. This study shows **an increasingly growing ignorance of the users of motorcycles of the highway code.**

Proposed solutions and approach: In this context the Project propose to implement innovative solutions based on a participative brainstorming, on targeted communication and outreach actions. Thus, the Project proposes to launch a "**Behavioural insight**" study to identify **quick wins** actions.

The use of new **IT technologies** will also be a tool available to ensure the support of young people and the sustainability of actions. Many awareness campaigns will be lunched mainly in social media targeting young people and low-income people. Thus, the challenge will be to remedy the absent of a national strategy by developing a local strategy and actions plans for road safety for motorcycles. Local action plans will focus on promoting the safety culture in schools and for the low-income population (creation of safety clubs, educational tools for schools, extension for rural women using motorcycles, ...), developing a coordination mechanism between public institutions and NGOs, TOT programs...

The design of these action plans will be carried out in a participatory manner with the mobilization of high-level technical expertise.

By initiating those activities the project will achieve the following outputs :

Output 1- An appropriate and applicable legal framework is developed to remedy **the inadequacy of regulatory action and the difficulty that the public authorities find in enforcing the law**

Output 2- Users of motorcycles trained and sensitized to develop **the social acceptability of regulations**

Output 3- The public authorities have a local road protection strategy and a budget **allowing the effectiveness of the measures** put in place

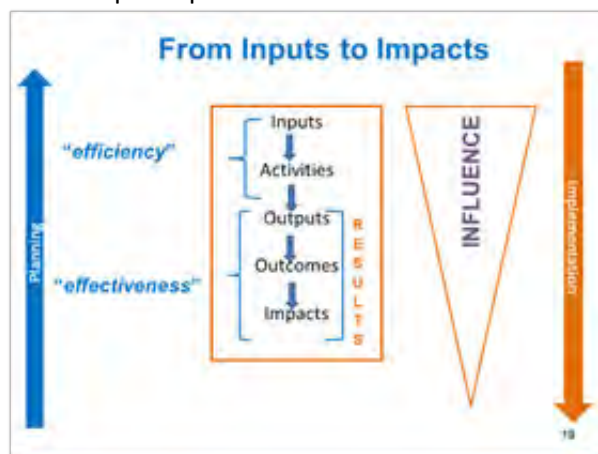


Fig 2: From Inputs to impacts

Intended impact: This project integrates sustainable development goals (SDGs):

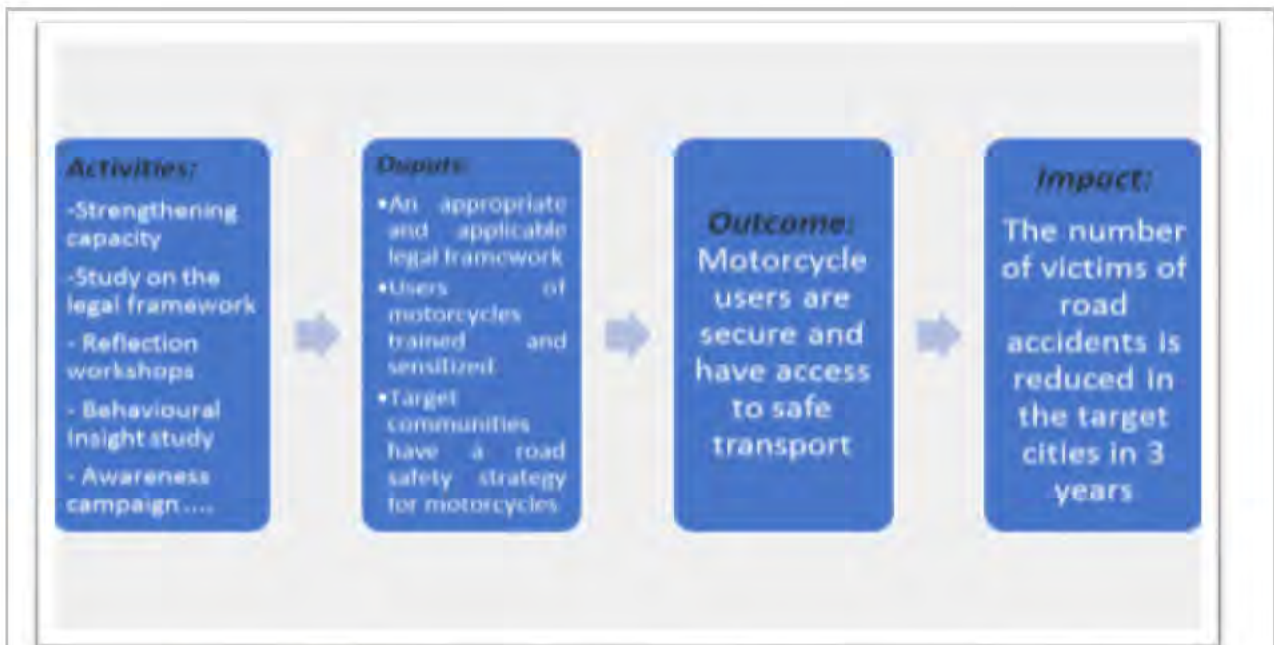
- **Goal 3. Target 3.6:** By 2020, halve the number of Global Deaths and injuries from road traffic accidents and SDG)

- **Goal 11. Target 11.2** Provide access to safe, affordable, accessible year of sustainable transport by 2030.

The project would participate to attain the road safety global voluntary performance targets: (ii) By 2030, increase the proportion of motorcycle riders correctly using standard helmets to close to 100%. The results of the Project comply with **the priorities 1 and 3 of the RSF.**

Thus, the theory of change of this project will be based on the process below:

⁶ http://www.onsr.tn/etude_preventive_sousse.pdf



Possible scale-up / replication : The regional intervention of the project will allow developing in a participatory approach an action plan for the safety of motorcycles users in three pilot cities. The implementation of these action plans will be followed by an evaluation and adjustment exercise. The results achieved by action plans adjusted considering the lessons learned will be easily transferable to other cities. At the end of the project a documentation framework will be developed to allow the generalization of successful experiences.



Fig. 3: Institutional change process

In the other side, the Project will develop cooperation with existing safe road projects to seek synergy and identify common actions and benefit from other experiences. Thus this Project will work not only in collaboration with NGOs active in Tunisia such as ATPR⁷ and ONSR⁸ but also with projects funded by international partners such as the program "Policy Advice and Strategy Development", Project of Insurance reforms in Tunisia⁹, Safer Africa Project¹⁰ ...

At the level of public authority, the main Partner will be the Tunisian Ministry of Transport. Other public partners will be the Parliament, the Presidency of the Government (Direction of Legislation), the

⁷ <https://fr-fr.facebook.com/pages/category/Community/Association-Tunisienne-de-la-Pr%C3%A9vention-Routi%C3%A8re-ATPR-122569071097421/>

⁸ <http://www.onsr.tn/>

⁹ <http://documents.worldbank.org/curated/pt/657181485875064932/R%C3%A9forme-de-l-assurance-de-la-responsabilit%C3%A9-civile-automobile-en-Tunisie-%C3%A9tat-des-lieux-et-recommandations>

¹⁰ <http://www.saferafrika.eu/>

Municipalities of Tunis¹¹, Ariana¹² and Ben Arous¹³, the Ministry of Territory Planning, the Ministry of interior, High council of road security, The national observatory of road security¹⁴.

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 Tunisia, the death following a motorcycle accident represents 21%, in 2019, this rate is 31.2%. In 2019, there were 1724 motorcycle accidents which resulted in 307 casualties and 2016 injuries. A comparative analysis of this data shows that deaths following an accident by motorcycles records a worrying increase. Although the road safety measures applied in Tunisia are the same in developed countries, the same trends are not found. The seriousness of road accidents in Tunisia and particularly those of motorcycles, could be explained for many reasons. First, **the inadequacy of regulatory action and the difficulty that the public authorities have in enforcing the law** could justify this disaster. We mention, for example, Tunisian law requires motorcycle drivers to be trained by an accredited motorcycle-school and pass a theoretical and practical test to obtain driving permission. This regulation is not applied. Obviously, **financial resources in Tunisia** are lacking to put in place policies requiring additional funds to be made. The government and OSCs find difficulty to mobilize funds for road security. For donors it's difficult to dispense funds without a strategic vision of the problem. In fact, Tunisia doesn't have a **National Road Safety Strategy**.

In Tunisia **the effectiveness of the measures** put in place is not obvious. The fact is those actions are not effective enough to avoid as much as possible death on roads. We cite the example of the inefficiency of the surveillance system using radars installed insufficiently on the roads.

In addition, **the social acceptability of regulations** is uncertain. Tunisian motorcycle drivers don't really respect the highway code (code de la route) and often break the law due to inefficient police control. Disrespect of the law and the lack of awareness of the danger of traffic accidents could lead to more and more serious damage to vulnerable populations. In addition, some laws are voted without study of their applicability and don't consider the social and economic constraints. For example, the lowest price of a helmet complies with the standards is 260 TND¹⁵ in Tunisia is the equivalent of one month of Minimum Tunisian salary. Motorcycle riders are not convinced that helmets are effective because most of the people who use motorcycles are from the working class or lower middle class with little awareness about safety issues. No effort has been made to reduce those prices (for example: tax exemption, encourage local production). According to a study the refusal of priority is the main cause of motorcycles accidents, the non-respect of the safety distance (21,05%) and the traffic on the left (15,8%)¹⁶. This study shows **an increasingly growing ignorance of the users of motorcycles of the highway code**.

Given the economic and social situation in Tunisia, and view of the failure of public transport, this means of affordable transport is becoming more popular. The low-income class is using this means of transportation. Motorcycles is also used as a production tool for several micro enterprises

¹¹ <http://www.commune-tunis.gov.tn/publish/content/article.asp?id=166>

¹² <http://www.commune-ariana.gov.tn/index.php?lang=fr>

¹³ <http://www.commune-benarous.gov.tn/index.php?lang=fr>

¹⁴ Authorities in the field of road security (Arabic): <http://onsr.nat.tn/onsr/index.php?page=11ar>

¹⁵ Tunisian Dinar (1USD=1,84TND)

¹⁶ http://www.onsr.tn/etude_preventive_sousse.pdf

providing revenue for the low income and vulnerable population. Another finding is that more and more young people use this means of transport (16 to 20 years) for the same reason for the failure of public transport.

Victims of motorcycles accidents are vulnerable and low-income people who are 90% uninsured¹⁷. Motorcycle accidents can lead to increased vulnerability of this social class.

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).

At the institutional level, the lack of a strategic vision for road safety in Tunisia limits the effectiveness and sustainability of the actions taken by the various stakeholders. Thus, several ministries and agencies are concerned by this field (Ministry of Transports, Ministry of Equipment and Housing, Ministry of the Interior, Ministry of Health, Tunisian Land Transport Agency, Directorate of Legislation to the Presidency of the Government, Municipalities). However, no coordination mechanism has been put in place to solve this problem. The actions of the various institutions are dispersed without clear synergy. No evaluation of the impact of the interventions of these institutions has been made.

In addition, concerning civil society, no project has focused on the road safety of motorcycles. The project that is the subject of this document is the first project of its kind that focuses on this problem.

In addition, the projects currently underway are mainly carried out by the Observatoire de la sécurité routière¹⁸. The actions carried out by this centre were limited to occasional awareness actions and during risky periods (school holidays and summer vacations). No studies have been conducted to evaluate the impact of those campaigns. In the absence of such evaluation, those campaigns remain non-innovative and keep the same communication plan.

For the other NGOs, the limit of the financial funds and the limit of the technical resources specialized in the mobilization of the funds limited their actions. NGO action on road safety is not carried out based on a global strategy.

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.

« LES ROUTES DE NOS VILLES SONT SECURISES POUR NOS JEUNES MOTOCYCLISTES »

« THE ROADS OF OUR CITIES ARE SECURE FOR OUR YOUNG MOTORCYCLISTS »

Through its activities, the Project will aim at two levels of achievement. On the one hand, a change in the behaviour of motorcycle users towards a better perception of the highway code and, on the other hand, a better understanding of the highway code. The Project will initially target three pilot regions as part of a progressive approach that can be extended to other regions. It will also target vulnerable populations who are young and rural women workers.

Furthermore, at the end of this project the objectives achieved will be: The provision to officials of a model action plan designed in a participatory manner to improve the safety of motorcycles in

¹⁷ <https://www.lecomparateurassurance.com/6-actualites-assurance/110026-90-motos-tunisie-sont-pas-situati-on-reguliere>

¹⁸ <http://www.onsr.tn/>

cities and who can be duplicated. It also makes it possible to highlight innovative and pilot experiences enabling the behavioural change of motorcycle users.

The legal framework will also be reviewed and improved towards better applicability. The documentation of these experiments will make it possible to implement a strategy of generalization on other cities.

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).

The intervention strategy of the project will be based on a strategic and innovative approach. All will be based on the participatory approach. The project will support the development of a local strategy a road security strategy in three pilot cities.

The first output will focus on the legal framework of road safety. Diagnostic actions and causal analysis of legal texts will be launched in a participatory manner and will in a first step identify the prerequisites to the application of the texts and answer questions: Why legal framework could not be applied? What additional measures will be implemented for the application of regulatory texts? How can we put the obligation of training of motorcycles drivers in practice?

An advocacy effort will be implemented by the “Chambre Syndicale Nationale des Chefs d’Etablissement de Formation en Conduite Automobile et Sécurité Routière”. This “Chambre Syndicale Nationale des Chefs d’Etablissement de Formation en Conduite Automobile et Sécurité Routière” has more than 4,000 members, all of whom are certified trainers in driving and road safety. The “Chambre Syndicale Nationale des Chefs d’Etablissement de Formation en Conduite Automobile et Sécurité Routière” is a member of the Tunisian Trade Industry Unions. This position allows him to be the privileged interlocutor in the field of road safety reforms. In addition, the “Chambre Syndicale Nationale des Chefs d’Etablissement de Formation en Conduite Automobile et Sécurité Routière” maintains a partnership relationship with the Presidency of the Government (the authority responsible for preparing legal texts). Also, this “Chambre Syndicale Nationale des Chefs d’Etablissement de Formation en Conduite Automobile et Sécurité Routière” has privileged relationships with members of parliament (law validation authority). This position, both of partnership and of advocacy strength, will allow the “Chambre Syndicale Nationale des Chefs d’Etablissement de Formation en Conduite Automobile et Sécurité Routière” to have a force of advocacy for the implementation of the proposals for amendments to the laws on road safety.

The second output will sensitize motorcycles users to develop **the social acceptability of regulations** and change the behavioural of those users. The Project will implement innovative solutions based in a participative brainstorming, on targeted communication and outreach actions. Thus, the Project proposes to launch a "**Behavioural insight**" study to identify **quick wins** actions to change the behaviour of motorcycle users vis-à-vis the application of the law. The behavioural study consists of using insights from behavioural science to obtain an in-depth understanding of the forces at play in the problem of motorcycles users security, diagnosing the root causes of those problems and designing and experimenting with solutions that directly address the barriers and levers identified through the behavioural diagnosis. This approach allows to produce a fresh set of design solutions, or nudges, specifically customized to address the behavioural problem at hand. This ensures that the solutions we design are much better suited for resolving those specific behavioural issues than solutions derived from “best practices” borrowed from other contexts. Also in this framework cooperation will be researched with the UK

Government to exchange the UK experience in this field¹⁹ with the possibility of mobilizing additional funds.

The use of advanced technologies will also be a tool available to ensure the support of young people and the sustainability of actions. Awareness campaign will be launched mainly in social media targeting young people and low-income people. Communicate through Social media in Tunisia is the most efficient. In Tunisia More than 7 million Facebook users as of December 31, 2017, for a population of 11 million. Population in the city of Tunis is the first users of Facebook²⁰.

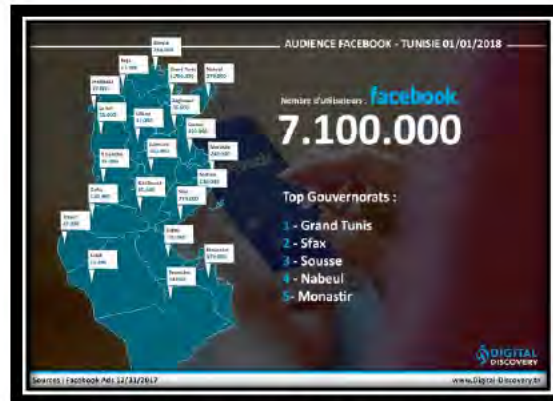


Fig 4: 3.7 million Facebook users in the city of Tunis

A hackathon will be organized to develop a web application for motorcycle users to popularize the highway code (code de la route). This tool will be made available for three stakeholders: Motorcycle drivers (particularly vulnerable age groups, aged between 16 and 20), police officers, trainers of driving schools. Outreach activities will be concentrated mainly in secondary schools attended by young people (age groups 13 to 18). Also the focus will be concentrated on pilot cities that represent more than 50% of the fleet of motorcycles (Tunis, Ben Arous and Ariana). Thus, the challenge will be to remedy the absence of a national strategy by developing a local strategy for road safety for motorcycles. This strategy will be broken down into action plans developed by a participatory approach.

The problem of corruption is increasingly claimed by road users. Thus, the regional action plans will include a fight against corruption components²¹.

Despite the importance of this phenomenon, Tunisia does not have a National Road Safety Strategy. In order to remedy this shortcoming and considering the limited resources available, the project proposes to support a local strategy for three pilot cities for motorcycle safety. So, the third output will ensure the result of "A local road protection strategy and a budget allowing the effectiveness of the measures put in place".

¹⁹ <https://www.bi.team/blogs/improving-road-safety-new-results/>

²⁰ City of Tunis is the first users of facebook: <https://www.espacemanager.com/plus-de-7-millions-d'utilisateurs-facebook-en-tunisie-au-31-decembre-2017.html>

²¹ The corruption in the police sector is the second more important in Tunisia: <http://www.ins.tn/sites/default/files/publication/pdf/rapport-gouvernance-avec%20cov%202062018.pdf>



Fig5: From strategy to action plan

The approach will be to support the development of a local strategy while involving the official partners and the civil society in each city. The first phase will be to develop a long-term strategy by identifying outcomes to be achieved. This strategy will then be broken down into action plans. The action plans will be composed of a set of strategic initiatives. Each initiative will be budgeted and KPIs will be developed.

The second phase will be the implementation of initiatives identified as quick wins and having a direct impact on the user. The center of this process will always be the user of motorcycles. The project will advocate with the presidents of the municipalities of the pilot cities to reserve yearly budget for the motorcycles' safety.

The project will use those action plans to advocate to incorporate road safety messages into scholarship lessons, or assemblies, lunchtime activities, or general 'citizenship' or 'wellbeing' lessons.

Gender activity

In recent years the transport of rural women with inhuman conditions has raised protests from the Tunisian Civil Society. At least four rural women were dead, and 119 others injured in 2018 in road accidents²² and this because of the precarious conditions of their transport. Rural women, who make up 70% of the total workforce in the agricultural sector, are at risk of road accidents. These women working in the agricultural sector suffer from very difficult and sometimes inhuman transport conditions, they are often transported in trucks without any safety standards, which explains those fatal accidents. Every day these rural women face complex obstacles that hinder their empowerment and prevent them from exercising their rights.



Fig 6: April 2019: Seven rural women died in the accident including a minor aged 16 years and 21 women injured²³.

²² <https://lapresse.tn/3271/transport-rural-le-drame-des-ouvrieres-agricoles/>

²³ <https://www.leconomistemaghrebin.com/2019/04/27/douze-ouvrieres-agricoles-decede-es-vingtaine-blessees/>

The promotion of the use of safe motorcycle transport will be a solution for these accidents. In its awareness campaigns, the project will focus on training and sensitizing rural women workers in the pilot cities.

By initiating those activities the project will achieve the following outputs :

Output 1- An appropriate and applicable legal framework to remedy **the inadequacy of regulatory action and the difficulty that the public authorities find in enforcing the law**

Output 2- Users of motorcycles trained and sensitized to develop **the social acceptability of regulations**

Output 3- A local road protection strategy and a budget **allowing the effectiveness of the measures** put in place

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).

The “Chambre Syndicale Nationale des Chefs d’Etablissement de Formation en Conduite Automobile et Sécurité Routière”²⁴ has more than 4,000 members, all of whom are accredited trainers in vehicles driving and road safety. Thus, the Chamber has the most important training and awareness capacity in Tunisia. This “Chambre Syndicale Nationale des Chefs d’Etablissement de Formation en Conduite Automobile et Sécurité Routière” has been in existence for more than 35 years.

The members of the “Chambre Syndicale Nationale des Chefs d’Etablissement de Formation en Conduite Automobile et Sécurité Routière” are in direct contact with the target population and have a high level of acceptance from this population in all regions.

The “Chambre Syndicale Nationale des Chefs d’Etablissement de Formation en Conduite Automobile et Sécurité Routière” has an expanded capacity to implement awareness action plans, development of educational programs and training of trainers.

Moreover, by its regional spread (on all the 24 regions of the country- 350 municipalities-) it has an experience and capacity to generalize the outputs of this project on other pilot cities.

Also, in view of its attachment to the Tunisian Confederation of Industry, Trade and Handicrafts²⁵ (Nobel Peace Prize 2015), it has fundamental support in the process of implementation of the strategies and reforms²⁶. The “Chambre Syndicale Nationale des Chefs d’Etablissement de Formation en Conduite Automobile et Sécurité Routière” also benefits from the trust of the main partner, namely the Ministry of Transport and the Ministry of Interior. Thus, he is a permanent member of the reflexional committees of the legal framework of road safety.

The Economic Commission for Western Asia (ESCWA) was established on 9 August 1973. Its purpose was to stimulate economic activity in member countries, strengthen cooperation between them promote development. ESCWA provides a framework for the formulation and harmonization of sectoral policies for member countries, a platform for congress and coordination, a home for expertise and knowledge, and an information observatory.

²⁴ <https://www.facebook.com/Chambre-syndicale-nationale-des-autos-ecoles-100356066968208/>

²⁵ https://en.wikipedia.org/wiki/Tunisian_Confederation_of_Industry_Trade_and_Handicrafts

²⁶ <https://www.facebook.com/100356066968208/photos/pb.100356066968208.-2207520000.0./1008885409448598/?type=3&theater>

Road Safety has always been in the core of UNESCWA activities related to the Integrated Transport System in the Arab States, ITSAS. And 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.

ESCWA has an international network of expertise in road safety and ESCWA support will be technical and project management support. ESCWA also has a regional presence that will make it possible to benefit from comparative experiences. Support will also be provided to international expertise that is not available in Tunisia. ESCWA will also be a means of generalizing the experience of the Project to similar countries.

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:*

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

The Safe System approach marks a shift from a sole focus on crash reduction to the elimination of death and serious injury. Well-established safety principles underpin the Safe System approach as set out by the UN Decade of Action for Road Safety 2011–2020, a Global Plan has set a highly ambitious goal ‘to stabilize and then reduce forecast road deaths’ by 2020. The project in coherence with those principles is mainly focused on:

- ✓ Levels of safety must be the determining factor in sustainable mobility levels: awareness of speed limitations by motorcycle drivers reduces the speed of producing deadly or serious energy in injury crashes
- ✓ Safe system approaches are generally aimed at developing a road transport system that is better able to manage human errors by providing a safe working environment: Training of motorcycle users will help to achieve this goal by fostering an integrated approach, global and deep security.
- ✓ Legislative and enforcement strategies that enable users to comply widely with road laws and regulations are needed, as well as dissuasive strategies for entry and exit devices for road users and motorcycles. The support of the Project will be to strengthen the legal framework and find issues with non-applicable texts.

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

The project aims to implement sustainable solutions. Its implementation strategy will be focused on:

- The actions undertaken must be in a participatory way
- Documentation of the experience will make it possible to generalize the experience and benefit from the lessons learned
- The project will adopt innovative solutions with a visible impact on users
- The development of the legal framework and support for law enforcement will be the bedrock for ensuring the implementation of sustainable solutions.

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:

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:

The motorcycle transport is more secure for at least three pilot cities

- **For the immediate impact**, this Project will train trainers who will be a relay for awareness and training of the targeted population. Thus, the project aims to train **65 trainers** who will be spread over the various localities of the pilot cities. In addition, targeted training will be carried out for users. Thus, the goal is to train **850 people** (target of two years). The targeted population of the training will be: Users (targeting the most vulnerable populations: Youth and rural women workers) and officials (especially police officers and officials in charge of the file in the Ministry of Transport). In addition to these trainings, direct impact awareness and behaviour change actions will be launched.

- **For the mid-term impact:** Behavioural study seeks to understand the choices and behaviours of motorcycles users, taking into account all of the internal and external influences that affect their choices and actions: cognitive biases and mental shortcuts, emotions, social influences and, critically, the physical, environmental and institutional contexts in which they operate. Leveraging this understanding and operationalizing it through behavioural design allows to “nudge” motorcycle users towards desired behaviours and to improve decision-making. And when it comes to road safety, these behavioural tools can become instrumental for reducing accidents and saving lives, in turn ensuring a safe motorcycles mode of transport.

The awareness campaigns will be established in a studied way and on the basis of a communication plan to target the most vulnerable populations. These campaigns will raise awareness among these populations on the measures to be taken for better road safety of motorcycles. Also, the application of the law on the obligation of training motorcycle users on the rules of the road will have a medium-term effect on the reduction of accidents.

The project, with its large activity of consultation and participatory activities, will create a community in each pilot city. This community will be specialized in road safety and this includes all interventions (official, NGOs, local authorities, etc.). This community will be the initiator of the dissemination of the experience and the coordination between all partners.

- **Potential long-term impact:**
 - ✓ Targeted number of lives saved: **307 per year**
 - ✓ Targeted number of injuries avoided: **2016 per year**
- Although very few references exist in Tunisia on accident-related economic costs, the cost of deaths could be assessed using the method recommended by the International Road Assessment Programme (IRAP). Indeed, for middle-income countries like Tunisia, the economic cost of one death is 70 times the per capita GDP. Calculated on a per capita GDP of USD 9 600, the economic cost of deaths in 2012 was about USD 1.1 billion. Added to these are the costs of injuries, material and infrastructure damage, and congestion caused by accidents (source ADB road safety strategy study in Tunisia)²⁷.

²⁷ [https://www.afdb.org/fileadmin/uploads/afdb/Documents/Project-and-Operations/Tunisia - Road Safety Strategy - Project Study.pdf](https://www.afdb.org/fileadmin/uploads/afdb/Documents/Project-and-Operations/Tunisia_-_Road_Safety_Strategy_-_Project_Study.pdf)

- **Other targeted road safety impact(s)** (please describe):
 - ✓ Secured motorcycle transport is less polluting than cars.
 - ✓ Secured motorcycle transport is more accessible to rural women.

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).

The project aims to implement sustainable solutions. Its implementation strategy will be focused on:

- The actions undertaken will be **in a participatory process**: Thus, the development of local strategies for the safety of motorcycles will involve **Municipalities**, the Civil Society, the Government, Unions, Police, ... This approach will make it possible for the partners of the cities concerned to take ownership of the measures and solutions proposed by the action plan. The participation of these partners and particularly those representing the municipalities will be a guarantee of sustainability of the results. Advocacy will then be developed within municipalities and Ministry of Transport in order to reserve funds in the 2021 and 2022 Municipalities budgets for the implementation of the Action Plan. The "Chambre Syndicale Nationale des Chefs d'Établissement de Formation en Conduite Automobile et Sécurité Routière", in view of its position, has this advocacy force.
- **Documentation of the experience** will make it possible to generalize the experience and benefit from the lessons learned: The Project will set up a mechanism for documentation and traceability of outcomes. Each solution will be documented, and a risk and lesson-learned logs will be maintained. Those documents will help the Project to develop a generalization strategy of successful solutions.
- The project will adopt **innovative solutions** with a visible impact on users: The "Behavioural insight"²⁸ studies and the development of mobile applications will make it possible to benefit from a sustainable cultural change. The project will be able to put in place actions allowing behavioural changes of motorcycle users. This change will have an impact on road safety and will be sustainable. Behavioural change is the most sustainable action for road safety.
- The **development of the legal framework** and support for law enforcement will be the priority for ensuring the implementation of sustainable solutions. The theory of change adopted will make the legal framework on the road security of motorcycles evolve from a non-applicable law to a legal framework that considers the economic and social reality of Tunisia. This conceptual change of the legal framework will allow the development of laws whose application is certain and whose effect is sustainable.

3.10 INDICATIVE BUDGET

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

<i>Object of Expenditure</i>	<i>Notes</i>	<i>Requested (US\$)</i>	<i>Co-financing (US\$)</i>
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²⁸ **Behavioural Insights** (noun): An inductive approach to policy making that combines insights from psychology, cognitive science, and social science with empirically-tested results to discover how humans actually make choices

1	Staff and other personal costs	Monitoring (ESCWA Senior staff and technical support of the project on a part-time base)	63,456.80	--
2	Supplies, commodities, materials	None	0.00	--
3	Equipment, vehicles and furniture including depreciation	None	0.00	--
4	Contractual services	None	0.00	--
5	Travel		15,101.41	--
6	Transfers and grants counterparts		208,626.00	--
7	General operating and other direct costs		9,342.90	--
Total project direct costs			296,527.11	--
8	Indirect support costs (7%)		20,756.90	--
Grand total			317,284.00	--

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 Implementing Partner:

The project will be implemented by the “Chambre Syndicale Nationale des Chefs d’Etablissement de Formation en Conduite Automobile et Sécurité Routière” who will be responsible for the use of project funding through effective process management and well-established project review and oversight mechanisms. The “Chambre Syndicale Nationale des Chefs d’Etablissement de Formation en Conduite Automobile et Sécurité Routière” and the Project Manager will also sign a budgeted Annual Work Plan.

Project Board (PB):

The Project Board (PB) will have the ultimate authority over the project. It will be responsible for its launch, its orientation, the review of its results and its closure. The Project Board will execute several roles including:

- **Executive role:** “Chambre Syndicale Nationale des Chefs d’Etablissement de Formation en Conduite Automobile et Sécurité Routière” President or his representative;
- **Senior Beneficiaries:** The Ministry of transport, Municipalities of pilot cities
- **Other Beneficiaries:** The Presidency of the government, Ministry of interior, Related Ministries, organizations of the civil society, Local union representatives in pilot cities

Moreover, representatives of the other stakeholders might be invited as Observers, in time of need.

The PB oversees the following roles:

- Ensure that the project objectives are met within the deadlines
- Monitor the project’s progress and provide periodic implementation strategies;
- Review the project’s expenditures against activities and results;
- Approve the annual work plans, as well as any adjustments proposed by the project team.

The PB is the responsible entity to take management decisions, by consensus, for the project and conduct periodic reviews of implementation. Any decision must be approved by the “Chambre Syndicale Nationale des Chefs d’Etablissement de Formation en Conduite Automobile et Sécurité Routière” in accordance with its rules and procedures. Periodic reviews are conducted on an annual basis during the project or, if necessary, when they are requested by a member of the Committee. The participation of some members at the meetings of the PB can be done remotely when "physical" meetings are not possible.

Project Management Unit:

To ensure the execution of its activities, the Project will set up a full time Project Management Unit composed of a Project Manager and an Administrative Support Unit.

The technical part time staff as well as the practice area experts will provide strategic and policy advice and guidance on the design, management, implementation, monitoring and evaluation of respective technical project components.

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?

The Project will develop Cooperation with existing safe road projects to seek synergy and identify common actions and benefit from other experiences. Thus this Project will work not only in collaboration

with associations active in Tunisia such as ATPR²⁹ and ONSR³⁰ but also with projects funded by international partners such as the program "Policy Advice and Strategy Development", Project of Insurance reforms in Tunisia³¹, Safer Africa Project³² ...

At the level of public authority, the main Partner will be **the Tunisian Ministry of Transport**. Other public partners will be the Ministry of Interior, the Parliament, the Presidency of the Government (Direction of Legislation), the Municipalities of pilot cities, the Ministry of Territory Planning.

Those partners will be associated within the framework of working groups. Synergies and sharing of information with other national projects working in the same field of intervention and / or governorates and / or with the same partners will be sought and secured. Partnerships with research center, think-tanks and universities will also be taking place, with a special focus on South-South expertise.

At the international level cooperation with other international NGOs active in the field will be sought. An exchange of experience will allow to benefit from the lessons learned from these experiences in countries like Tunisia and UK. This study visit will achieve two main results:

a- Experience exchange: Behavioural insights guide us as to how we can make small changes to interventions to make them more effective, or how we can change the environment to bring about automatic changes in behaviour (unconscious decisions). Behavioural insights include the 'nudge' approach, which is about how to present different choices to people in such a way that they adopt the wanted behaviour. Behavioural insights are useful tools for policymakers who want to encourage positive behaviour change. This approach is new not only in Tunisia but also in the MENA region. A study visit will identify successes and lessons learned in this area. An exchange of experience with the officials of a country which has successfully implemented this approach will be particularly beneficial mainly if the visit program will cover the various stakeholders in UK: Ministry of Transport, Ministry of the Interior, Auto driving school Union in this country, NGOs active in the field, academics who have endorsed this study

This large and practice vision will not be acquired if the Project will limit his exchange with one point of view which is that of the experts who developed the study.

The choice of the UK was made on the basis of its experience as the first country to apply the nudge for road safety. The strategy implemented has been successful and a broad discussion on the conditions for this success will be of great benefit to the Project. UK has succeeded in using 'nudge' techniques to encourage drivers to consider the needs of vulnerable road users; promoting and testing awareness of vulnerable road users in the drivers' Certificate of Professional Competence (CPC); and developing a package of vulnerable road user training for public sector drivers.

b- Fund raising: The funds reserved for this activity by the project are insufficient and cover only the development of the study. The implementation of the action plan resulting from this study requires additional funds. The study visit to UK will make it possible to mobilize additional funds to ensure the success of this project in the "nudge" activity. The mobilization of additional funds will be an indicator of the success of this Synergy Project which it is supposed to create. It should be noted that the UK foreign office provides support for this type of study and the travel of an official delegation to this ministry will make it possible to mobilize additional funds.

²⁹ <https://fr-fr.facebook.com/pages/category/Community/Association-Tunisienne-de-la-Pr%C3%A9vention-Routi%C3%A8reATPR-122569071097421/>

³⁰ <http://www.onsr.tn/>

³¹ <http://documents.worldbank.org/curated/pt/657181485875064932/R%C3%A9forme-de-l-assurance-de-la-responsabilit%C3%A9-civile-automobile-en-Tunisie-%C3%A9tat-des-lieux-et-recommandations>

³² <http://www.saferafrika.eu/>

Another important area of partnership is **the insurance sector**. Indeed, these insurance companies are making efforts to consolidate their policy of protecting their customers but also general public. They have set up an awareness program through specific campaigns but without a real outcome. Thus, establishing a partnership with the Tunisian Insurance Foundation will ensure a synergy of interventions. Also, this cooperation will be a lead for the mobilization of funds for the promotion of road safety of motorcycles.

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	Impact	Score (L x I)	Control/Mitigation Measure ³³	Mitigation Timeline
Political risk: the political context which not impervious to neighbouring tensions and regional instability, and remain transitional, if not fragile. The country has witnessed recurrent ministerial changes, and legislative elections bring uncertainties at the central and local levels.	3	2	6	As a mitigation measure, the Project will ensure regular monitoring by the Project Board as well as regular communication between stakeholders within the framework of working groups. The main work will be concentrated with pilot municipalities responsible's who are elected for 5 years.	Quarterly
Political risk: The political risk will be further aggravated by social tensions that may arise in a difficult economic situation after COVID19. State priorities will change, and road safety will no longer be a priority after the COVID-19 crisis. The unemployment rate is expected to rise and budget deficit will grow, the Tunisian Government will not find enough financial resources to focus on road safety. The vulnerable population will focus on economic survival without worrying about	5	4	20	In the absence of a government budget, civil society will have an important role. The "Chambre Syndicale Nationale des Chefs d'Etablissement de Formation en Conduite Automobile et Sécurité Routière" will try to focus its activities on the fundamental actions which the State does not have the means and resources to carry out and which are in the field	Monthly

the security of the means of transport.				of intervention of the Project.	
Strategic risk: The emergence of unforeseen new needs of technical assistance during the implementation phase of the project	4	2	8	The Project will ensure, in collaboration with partners an ongoing communication that will strengthen coordination mechanisms to achieve expected results as well as the convergence of actions and experiences.	Quarterly
Operational risk: The Project is complex and innovative and requires the mobilization of high-level expertise. This expertise may not be local. At the international level, this expertise is mostly English-speaking.	3	2	6	The Project will consult development agencies established in Tunisia (WHO, UNDP, African Bank ...) to identify national and international resources expertise in this innovative field. Support will also be sought from the United Nations Economic Commission for Europe (UNECE).	At the start of the project
Financial Risk: The project's available resources are not enough to ensure the implementation of the action plans	4	2	8	The project will have advocacy with partners and stakeholders to pool resources dedicated to the implementation of action plans for a common and shared contribution, and will support the mobilization of resources to continue this implementation and sustain its impact. the success of the behavioural insight experience in Tunisia will strengthen the “Chambre Syndicale Nationale des Chefs d’Etablissement de Formation en Conduite Automobile et Sécurité Routière” ability to raise funds from UK.	Quarterly
Regulatory: The diagnosis of the legal framework will require	4	2	8	The Chambre Syndicale Nationale des Chefs	Quarterly

<p>amendments to the law that requires complex procedures and government ownership. The implementation of these reforms may delay the implementation of action plans</p>			<p>d’Etablissement de Formation en Conduite Automobile et Sécurité Routière</p> <p>will mobilize high level expertise in legal and road safety field. The discussions on amendments to the legal texts will be done in a participatory manner, involving the Ministry of Transport, the Directorate of Legislation in the Presidency of the Government and the Parliament.</p> <p>A second step will be the broadcast of these legal texts to an extended consultation on social networks and within the network of trainers of the “Chambre Syndicale Nationale des Chefs d’Etablissement de Formation en Conduite Automobile et Sécurité Routière” (more than 4000 members).</p> <p>In addition, the choice of the implementation of actions will be in priority on the "quick wins" having a direct impact on the holder of rights: the users of Motorcycles</p>	
<p>Operational and strategic risk related to COVID19: Effects of COVID 19 will have a significant impact on all project activities. The end of containment situation will be effective and complete in Tunisia at the end of June 2020. However, this date is not definitive and largely depends on the development of the country's health situation. For the project, training activities and workshops will only be</p>	5	4	20	<p>The “Chambre Syndicale Nationale des Chefs d’Etablissement de Formation en Conduite Automobile et Sécurité Routière” will evaluate the evolution of the situation periodically. Its schedule will be adjusted according to the evolution of the COVID-19 situation. Feedback will be sent to ESCWA in</p> <p>Monthly</p>

<p>possible after deconfinement. The organization of workshops should respect a certain number of sanitary requirements (limited number of participants, limitation of travel of international experts ...).</p> <p>The use of international experts, particularly in the area of nudge (behavioral insight), will be complex during this period.</p>				<p>the event of a significant impact on the planning and budget allocated to the intervention will accure.</p>	
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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.

Follow-up Activity	Objective	Frequency	Expected action
Output progress to follow-up	Data on the progress of the product indicators will be collected in order to analyze and evaluate them in relation to the achievement of results mentioned in the Results Framework	Quarterly as per the frequency specified for each indicator in the Results framework	If a delay is recorded at some indicators, the topic will be addressed and treated by the project management team to take the necessary measures
Follow-up and risk management	Identify the specific risks that may threaten the achievement of the expected results. Identify and monitor risk management activities by using a risk log.	Quarterly	Risks are identified by the project management team and measures are taken to manage the risk. The risk log is actively maintained to ensure risk follow-up and take appropriate actions
Learning	Knowledge, good practices and lessons will be captured regularly and integrated back into the project.	At least once every year	The relevant lessons are captured by the project team and used to improve the management decisions
Review and make corrections immediately	Internal review of data from all monitoring actions to facilitate decision making	At least once per annum	At least once a year Data performance, risks, lessons and quality will be discussed by the project management team and used to make necessary corrections

Project reports	A progress report of activities will be prepared and presented to the steering committee and to the key stakeholders, showing the results achieved against pre-defined annual targets at each output. The report includes qualitative assessments capable of highlighting the progress and the realization of major outputs, starting from the quality criteria and methods to be developed	Annually and at the end of the project	
Project review (Project Board)	A Project Board (PB) will be set up and will approve the annual working plan and budget will examine progress reports, provide strategic guidance and orient the project according to its objectives to ensure execution of defined outputs. PB must meet at the end of the project to discuss lessons learnt and possible improvements.	Once a year	Quality problems or any delays observed at the level of the achievement of results should be discussed within PB and the necessary and appropriate corrective actions are taken
Independent Mid Term evaluation	<p>- A budget of 2,000USD is reserved for the recruitment of a consultant</p> <p>This evaluation will aim to:</p> <ul style="list-style-type: none"> - Assess the extent to which the project's intervention is strategic / relevant; - Identify the results achieved - compared to the expected results - in order to assess the effectiveness and efficiency of the project, as well as the internal control framework guiding its implementation. Study the relevance of the approaches and methodologies adopted for implementation; - Analyze the occurrence of the risks and the challenges encountered, the means deployed to mitigate them, as well as the good practices developed throughout the implementation - Evaluate opportunities for duplication and porting at the 	Mid term	<ul style="list-style-type: none"> - Adjust project interventions to achieve expected results - Identify the lessons / recommendations likely to inform the continuation of the implementation of the project and the dissemination of good practices, both internally (internal monitoring mechanism, structure and procedures) and externally (with partners and beneficiaries)

	level of project achievements at the level of other pilot cities.		
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5. STATEMENT OF COMPLIANCE

The undersigned certifies, following diligent inquiry, as follows:

1. Project Personnel³⁴ 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 interest³⁵ 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.

[Signature Block of Executive Officer or designate]



Annexe 1: Letter of support from Tunisian ministry of Transport

Annexe 2: Evidences

Annexe 3: Pilot cities in Tunisia

6. PROJECT SUBMISSION

³⁴ “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.

³⁵ “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.

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 : evidence, letter of support	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> N/A

Annexe 1: Letter of support from Tunisian Ministry of Transport

REPUBLIQUE TUNISIENNE
MINISTERE DU TRANSPORT
DIRECTION GENERALE DES TRANSPORTS TERRESTRES

Tunis, 22 novembre 2019

Le Ministre du Transport
Rue Borjine, Montplaisir 1002 ; Tunis
Tunisie

Repat / 11.11.2019

Objet : lettre d'appui.

Après avoir examiné le dossier présenté par la Chambre Nationale des établissements de formation dans le domaine de la conduite des véhicules et de la sécurité routière, par lequel cette chambre sollicite une subvention auprès du fonds des Nations Unies pour la sécurité routière (UN Road safety fund) pour le financement d'un projet de sensibilisation en matière de sécurité routière orienté vers les conducteurs des motocycles, le Ministère du Transport, de part son engagement dans la lutte contre l'insécurité routière avec tous ses partenaires, appuie cette candidature.

Nous estimons par ailleurs que la coopération avec le tissu associatif et la société civile d'une manière générale et particulièrement avec **l'Union Tunisienne, de l'Industrie, du Commerce et de l'Artisanat**, est d'une importance capitale pour améliorer les indicateurs de la sécurité routière dans notre pays.

Nous comprenons parfaitement que la participation dans ce projet et notre rôle en tant que partenaire public, n'aura effet que suite à une confirmation des fonds pour le projet et après validation d'un plan de travail axé sur des objectifs et des résultats et ce, par un comité pluri disciplinaire

Cordialement.

Par le Ministre du Transport et par Délégation
**Le Directeur Général
des Transports Terrestres**
Habib AMMAR

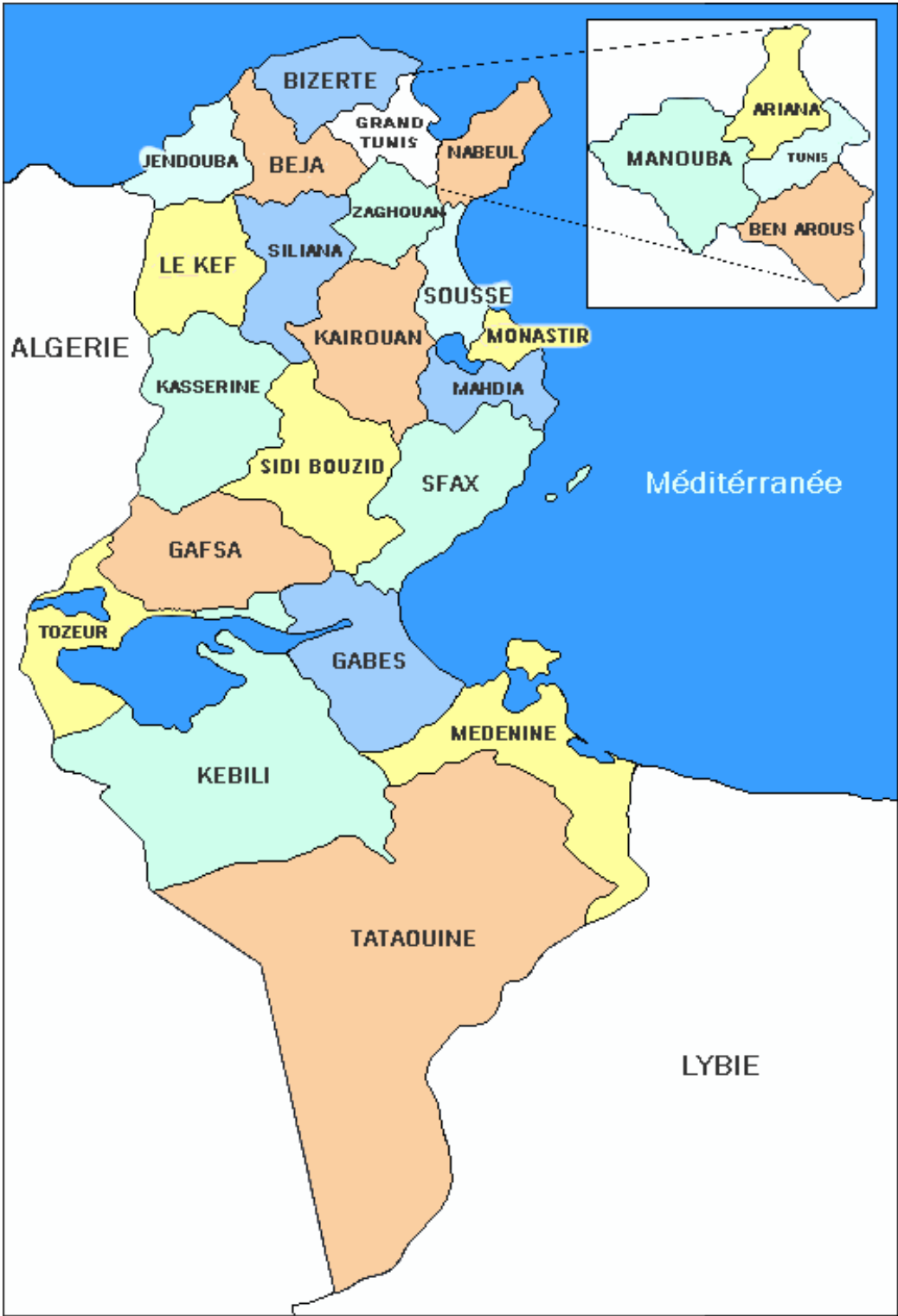
Annexe 2: Evidences

N°	Subject	Source	Link for evidence
1	In Tunisia an average rate of 22.8 deaths per 100,000 inhabitants	Global status report on road safety 2018 (P 269)	https://www.who.int/violence_injury_prevention/road_safety_status/2018/en/
2	In 2013, the death following a motorcycle accident represents 21%	Study of the Center for Applied Policy Research (P4)	https://www.cap-lmu.de/download/2016/CAPerspectives_Tunisia-2016-04.pdf?m=1509271600&
3	In 2109, the death following a motorcycle accident represents 31.2%	National Observatory for road security	http://onsr.nat.tn/onsr/index.php?page=4ar&type=implique&annee=2019#voila
4	There are approximately 1 million motorcycles in Tunisia, of which less than 10% are insured In 2010 the motorcycle park had about 145,000	World Bank Study (P21)	http://documents.worldbank.org/curated/pt/657181485875064932/pdf/112340-WP-P147672-AUG-2015-PUBLIC-Rapport-RC-Automobile-Tunisie.pdf
5	Victims of motorcycles accidents are vulnerable and low-income people who are 90% uninsured	Press Review	https://www.lecomparateurassurance.com/6-actualites-assurance/110026-90-motos-tunisie-sont-pas-situation-reguliere
6	The lack of training of motorcycles is the main cause of motorcycles accidents	Academic study (P82)	http://www.onsr.tn/etude_preventive_sousse.pdf
7	The OSC active in the road security	ATPR	https://fr-fr.facebook.com/pages/category/Community/Association-Tunisienne-de-la-Pr%C3%A9vention-Routi%C3%A8reATPR-122569071097421/
8	The OSC active in the road security	ONSR	http://www.onsr.tn/

N°	Subject	Source	Link for evidence
9	Project of Insurance reforms in Tunisia	World Bank Report	http://documents.worldbank.org/curated/pt/657181485875064932/R%C3%A9forme-de-l-assurance-de-la-responsabilit%C3%A9-civile-automobile-en-Tunisie-%C3%A9tat-des-lieux-et-recommandations
10	Safer Africa Project	Safer Africa Project report	http://www.saferafrika.eu/
11	According to a study the refusal of priority is the main cause of motorcycles accidents, the non-respect of the safety distance (21,05%) and the traffic on the left (15,8%)	Academic study (P82)	http://www.onsr.tn/etude_preventive_sousse.pdf
12	Improving road safety by behavioural insight in UK	Behavioural insight Study (P23)	https://www.bi.team/wp-content/uploads/2017/10/BIT_Update-16-17_E_.pdf
13	Giving road safety a 'nudge'	Press review	https://www.clearview-intelligence.com/blog/giving-road-safety-a-nudge
14	City of Tunis is the first users of facebook	National Study	https://www.espacemanager.com/plus-de-7-millions-dutilisateurs-facebook-en-tunisie-au-31-decembre-2017.html
15	Corruption cases endured by a motorcycle	Press review	https://news.gnet.tn/soupcon-de-corruption-le-ministere-de-linterieur-annonce-louverture-dune-enquete/
16	The corruption in the police sector is the second more important in Tunisia	Statistic study of the national Statistic Institute (P32 in Arabic)	http://www.ins.tn/sites/default/files/publication/pdf/rapport-gouvernance-avec%20couv%2022062018.pdf
17	"Chambre Syndicale Nationale des Chefs d'Établissement de Formation en Conduite Automobile et Sécurité Routière" facebook page	facebook page	https://www.facebook.com/Chambre-syndicale-nationale-des-autos-ecoles-100356066968208/

N°	Subject	Source	Link for evidence
18	the Tunisian Confederation of Industry, Trade and Handicrafts is a Nobel Peace Prize 2015	Wikipedia article	https://en.wikipedia.org/wiki/Tunisian_Confederation_of_Industry,_Trade_and_Handicrafts
19	The “Chambre Syndicale Nationale des Chefs d’Etablissement de Formation en Conduite Automobile et Sécurité Routière” is supporting the Government in the process of implementation of the strategies and reforms	Letter “Chambre Syndicale Nationale des Chefs d’Etablissement de Formation en Conduite Automobile et Sécurité Routière” to the Minister of Transport (in Arabic)	https://www.facebook.com/100356066968208/photos/pb.100356066968208.-2207520000.0./961860214151118/?type=3&theater
20	At least four rural women were dead and 119 others injured in 2018 in road accidents.	Press review	https://lapresse.tn/3271/transport-rural-le-drame-des-ouvrieres-agricoles/
21	Calculated on a per capita GDP of USD 9 600, the economic cost of deaths in 2012 was about USD 1.1 billion. Added to these are the costs of injuries, material and infrastructure damage, and congestion caused by accidents	African Bank Report (Page 3): Road safety strategy study	https://www.afdb.org/fileadmin/uploads/afdb/Documents/Project-and-Operations/Tunisia - Road Safety Strategy - Project Study.pdf

Annexe 3: Pilot cities in Tunisia





Project: Transformative Actions for Safe Motorcycles in Tunisia

A. LOGICAL FRAMEWORK

PROJECT OBJECTIVE:

« LES ROUTES DE NOS VILLES SONT SECURISEES POUR NOS JEUNES MOTOCYCLISTES »

« THE ROADS OF OUR CITIES ARE SECURE FOR OUR YOUNG MOTORCYCLISTS »

Expected outcome 1	Indicators	Means of verification
<p><i>Motorcycle users are secure and have access to safe transport</i></p>	<p>Indicator 1: Number of motorcycle accident in the targeted cities Baseline: Not available Target: -3%</p> <p>Indicator 2: Number of road safety strategies Baseline: 0 Target: 3</p>	<p><i>Statistic reports</i></p> <p><i>Reports and Documents</i></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”?

The project would participate to attain the road safety global voluntary performance targets: (ii) By 2030, increase the proportion of motorcycle riders correctly using standard helmets to close to 100%. The results of the Project comply with **the priorities 1 and 3 of the RSF**.

Thus, the theory of change of this project will be based on the process below:



The Project will aim at two levels of achievement. On the one hand, a change in the behaviour of motorcycle users towards a better perception of the highway code and, on the other hand, a better understanding of the highway code. The Project will initially target three pilot regions as part of a progressive approach that can be extended to other regions. It will also target vulnerable populations who are young and rural women workers.

Furthermore, at the end of this project the objectives achieved will be: The provision to officials of a model action plan designed in a participatory manner to improve the safety of motorcycles in cities and who can be duplicated. It also makes it possible to highlight innovative and pilot experiences enabling the behavioural change of motorcycle users.

The legal framework will also be reviewed and improved towards better applicability. The documentation of these experiments will make it possible to implement a strategy of generalization on other cities.

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”?

In recent years the transport of rural women with inhuman conditions has raised protests from the Tunisian Civil Society. At least four rural women were dead, and 119 others injured in 2018 in road accidents³⁶ and this because of the precarious conditions of their transport. Rural women, who make up 70% of the total workforce in the agricultural sector, are at risk of road accidents. These women working in the agricultural sector suffer from very difficult and sometimes inhuman transport conditions, they are often transported in trucks without any safety standards, which explains those fatal accidents. Every day these rural women face complex obstacles that hinder their empowerment and prevent them from exercising their rights.

The promotion of the use of safe motorcycle transport will be a solution for these accidents. In its awareness campaigns, the project will focus on training and sensitizing rural women workers in the pilot cities.

Performance targets (project outputs that show progress towards achieving outcome 1)	Expected Milestone for each reporting period (annual)
Output 1.1 An appropriate and applicable legal framework to remedy the inadequacy of regulatory action and the difficulty that the public authorities find in enforcing the law	2020/2021/2022
Output 1.2 Users of motorcycles trained and sensitized to develop the social acceptability of regulations	2020/2021/2022
Output 1.3 <i>Output 3-</i> The public authorities have a local road protection strategy and a budget allowing the effectiveness of the measures put in place	2020/2021/2022

³⁶ <https://lapresse.tn/3271/transport-rural-le-drame-des-ouvrieres-agricoles/>

Output 1.1	Indicators	Means of verification
An appropriate and applicable legal framework to remedy the inadequacy of regulatory action and the difficulty that the public authorities find in enforcing the law	1.1- % of the action plan realized to ensure the applicability of the legal framework	<i>Report</i>
<p>Project activities:</p> <p>The first output will focus on the legal framework of road safety. Diagnostic actions and causal analysis of legal texts will be launched in a participatory manner and will in a first step identify the prerequisites to the application of the texts and answer questions: Why legal framework could not be applied? What additional measures will be implemented for the application of regulatory texts? How can we put the obligation of training of motorcycles drivers in practice?</p>		Expected Milestone for each reporting period (annual)
1.1.1 Study of the applicability of the law and development of an action plan		2 months
1.1.2 Implementation of the communication strategy		6 months
1.1.3 Implementation of the action plan		12 months
Output 1.2	Indicators	Means of verification
Users of motorcycles trained and sensitized to develop the social acceptability of regulations	2.1- Number of motorcycles users who received training 2.2- % of the social acceptability of regulations 2.3- % of action plans implanted	<i>Reports</i> <i>Statistic study</i>

<p>The second output will sensitize motorcycles users to develop the social acceptability of regulations and change the behavioural of those users. The Project will implement innovative solutions based in a participative brainstorming, on targeted communication and outreach actions.</p> <p>Thus, the Project proposes to launch a " Behavioural insight " study to identify <u>quick wins</u> actions to change the behaviour of motorcycle users vis-à-vis the application of the law. Also in this framework cooperation will be researched with the UK Government to exchange the UK experience in this field³⁷ with the possibility of mobilizing additional funds.</p> <p>The use of advanced technologies will also be a tool available to ensure the support of young people and the sustainability of actions. Awareness campaign will be launched mainly in social media targeting young people and low-income people. Communicate through Social media in Tunisia is the most efficient. In Tunisia More than 7 million Facebook users as of December 31, 2017, for a population of 11 million. Population in the city of Tunis is the first users of Facebook.</p> <p>A hackathon will be organized to develop a web application for motorcycles users to popularize the highway code (code de la route).</p>		<p>Expected Milestone for each reporting period (annual)</p>
1.2.1- Behavioral insight study and Development of an action plan to develop the social acceptability of regulations	3 Months	
1.2.2- Implementation of the action plan and evaluate actions	6 months	
1.2.3- Develop a web application for road-security	2 Months	
1.2.4- Implementation of a Communication strategy	6 months	
1.2.5- Promotion actions of road security tools for the vulnerable population	5 months	
1.2.6- Exchange of experiences with other countries	1 month	
Output 1.3	Indicators	Means of verification

³⁷ <https://www.bi.team/blogs/improving-road-safety-new-results/>

<p>A local road protection strategy and a budget allowing the effectiveness of the measures put in place</p>	<p>3.1- A local strategy for motorcycles users developed for Tunis 3.2- A local strategy for motorcycles users developed for Tunis 3.3- Funds reserved in the 2021 and 2022 Municipalities budgets for the implementation of the Action Plan</p>	<p><i>Report</i> <i>Municipality budget</i></p>
<p>The third output will ensure the result of “A local road protection strategy and a budget allowing the effectiveness of the measures put in place”. The approach will be to support the development of a local strategy while involving the official partners and the civil society in each city. The first phase will be to develop a long-term strategy by identifying outcomes to be achieved. This strategy will then be broken down into action plans. The action plans will be composed of a set of strategic initiatives. Each initiative will be budgeted and KPIs will be developed.</p> <p>The second phase will be the implementation of initiatives identified as quick wins and having a direct impact on the user. The center of this process will always be the user of motorcycles. The project will advocate with the presidents of the municipalities of the pilot cities to reserve yearly budget for the motorcycles' safety.</p> <p>The project will use those action plans to advocate to incorporate road safety messages into scholarship lessons, or assemblies, lunchtime activities, or general ‘citizenship’ or ‘wellbeing’ lessons.</p>		<p>Expected Milestone for each reporting period (annual)</p>
<p>1.3.1 Develop and implement a local- strategies for two cities</p>		<p>15 months</p>
<p>1.3.2 Development and Implementation of the Communication strategy</p>		<p>7 months</p>

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)										
No.	Description					Year 1 (2021)				Year 2 (2022)			
						Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8
1	Outcome 1:	<i>Motorcycle users are secure and have access to safe transport</i>											
1.1	Output 1.1:	An appropriate and applicable legal framework to remedy the inadequacy of regulatory action and the difficulty that the public authorities find in enforcing the law											
1.1.1	Study of the applicability of the law and development of an action plan	“Chambre Syndicale Nationale des Chefs d’Etablissement de Formation en Conduite Automobile et Sécurité Routière.”											
1.1.2	Implementation of the communication strategy	Chambre Syndicale Nationale des Chefs d’Etablissement de Formation en Conduite Automobile et Sécurité Routière.											
1.1.3	Implementation of the action plan	Chambre Syndicale Nationale des Chefs d’Etablissement de Formation en Conduite Automobile et Sécurité Routière.											
1.2	Output 1.2:	Users of motorcycles trained and sensitized to develop the social acceptability of regulations											

1.2.1	Behavioral insight study and Development of an action plan to develop the social acceptability of regulations	Chambre Syndicale Nationale des Chefs d’Etablissement de Formation en Conduite Automobile et Sécurité Routière.																	
1.2.2	Implementation of the action plan and evaluate actions	Chambre Syndicale Nationale des Chefs d’Etablissement de Formation en Conduite Automobile et Sécurité Routière.																	
1.2.3	Develop a web application for road-security	Chambre Syndicale Nationale des Chefs d’Etablissement de Formation en Conduite Automobile et Sécurité Routière.																	
1.2.4	Implementation of a Communication strategy	Chambre Syndicale Nationale des Chefs d’Etablissement de Formation en Conduite Automobile et Sécurité Routière.																	
1.2.5	Promotion actions of road security tools for the vulnerable population	Chambre Syndicale Nationale des Chefs d’Etablissement de Formation en Conduite Automobile et Sécurité Routière.																	
1.2.6	Exchange of experiences with other countries	Chambre Syndicale Nationale des Chefs d’Etablissement de Formation en Conduite																	

		Automobile et Sécurité Routière.																	
1.3	Output 1.3:	A local road protection strategy and a budget allowing the effectiveness of the measures put in place																	
1.3.1	Develop and implement a local- strategies for two cities	Chambre Syndicale Nationale des Chefs d' Etablissement de Formation en Conduite Automobile et Sécurité Routière.																	
1.3.2	Development and Implementation of the Communication strategy	Chambre Syndicale Nationale des Chefs d' Etablissement de Formation en Conduite Automobile et Sécurité Routière.																	

Annex 2: Contact details

PARTICIPATING UN ORGANIZATION (S) - PUNOs	
PUNO(s)	UN-ESCWA
<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	Cluster 3, Shared Economic Prosperity
Address	P.O. Box 11-8575, Riad el-Solh Square, Beirut, Lebanon.
Telephone	(+961) 76370602
E-Mail	badr3@un.org
IMPLEMENTING ORGANIZATION (S) (IF DIFFERENT FROM ABOVE)	
Project Implementing Organization	UNESCWA (similar to above)
<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 **each participating project partner**, please provide the following information

Name of organization	Chambre Syndicale Nationale des Chefs d' Etablissement de Formation en Conduite Automobile
Contact person	1- Mr. Taoufik Laabidi : Vice-Président de la Chambre Syndicale Nationale des auto-écoles de Tunisie Telephone: +216 98 516 914/ email : taoufiklabidi77@gmail.com 2- Mr. Ahmed Zine El Abidine : Chargé du dossier mobilisation des fonds / Telephone +216 98 516 914/ e-mail: cps.ahmed@yahoo.fr
Organization's role in the project	Implementing partner.
Adress	Rue Ferjani Bel Haj Ammar , Citée El Khadhra 1003, Tunis, Tunisie
Telephone	+216 99 561 606 +216 98 516 914
E-Mail	cps.ahmed@yahoo.fr

OTHER PARTNERS (AS APPLICABLE) (ADD ROWS FOR EACH PARTNER)

For **each participating project partner**, please provide the following information

Name of organization	Ministry of transport
Contact person	Direction Générale des Transports terrestres
E-Mail	
Organization's role in the project:	<i>In accordance with Decree No. 2014-209 of January 16, 2014, the mission of the Ministry of Transport is to establish, maintain and develop a comprehensive, integrated and coordinated transport system that contributes to promoting sustainable economic and social development and ensures the satisfaction of needs of people in transport in the best possible conditions, in particular in terms of safety, security, cost, quality and environmental protection. To accomplish its</i>

mission, the ministry is responsible for general strategy, plans and programs in the field of transport, road security and monitoring their execution.

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?	