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ALBANIAN ROADS AUTHORITY

Results-based Road Maintenance and Safety Project (RRMSP)

World Bank Loan No. No. 8489-AL

Contract No: CS 02

Consultant Services

for

Road Safety Technical Assistance

Interim Progress Report No. 6

Component 4

D-4.6

Version Preliminary

April 2021

PROJECT IDENTIFICATION DATA

Project Name: Consultant Service for Road Safety Technical Assistance under Results-Based Road Maintenance and safety Project (RRMSP) for Albania National Road (RRMSP)

Project Contract Reference Number: WB2400-05/17, IBRD 84890TF 14761, P132982, CS 2, 8489 – AL

Country: Albania

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Date of Report: April 2021

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DOCUMENT CONTROL

Project Contract Reference Number:	WB2400-05/17, IBRD 84890TF 14761, P132982, CS 2, 8489 – AL Consulting Services for Road Safety Technical Assistance under Result – Based Road Maintenance and Safety Project (RRMSP)
Country	Albania
Date	30.04.2021
Version	N°01

Version	Date	Prepared by	Reviewed by
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EXECUTIVE SUMMARY

This report is the 6th Interim Progress Report of Component 4 covering the Publicity and awareness campaigns targeting unsafe behaviors for the Quarter from February 2021 up to April 2021.

The purpose of this component is to support the introduction and evaluation of publicity and awareness campaigns supporting IMRSC activities and traffic police enforcement programs targeting unsafe behaviors in high-risk corridors and areas and to train MoIE (Lead Office), ARA and traffic police staff, and other government organization (Ministry of Health, Ministry of Education, et. al.) as well as associated national consultants (which can include representatives of private sectors), journalists in the implementation and management of publicity and awareness campaigns supporting traffic police enforcement programs targeting unsafe behaviors in high-risk corridors and areas.

This report focuses on the aspects of: Activity 4.1 preparing annual publicity and awareness campaigns to support IMRSC including police enforcement programs targeting unsafe behaviors in the high-risk corridors and areas; Activity 4.2 train stakeholders in the design and implementation of annual publicity and awareness campaigns in the high-risk corridors and areas.

In particular, the report covers the following tasks: *Task 4.1.7: Arrange for and hold press conferences* and *Task 4.2.2: On-the-job training on the implementation of publicity and awareness campaign*.

The present report is an insight into the progress so far and upcoming developments.

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LIST OF ABBREVIATIONS AND ACRONYMS

AADT	Average Annual Daily Traffic
ADF	Albanian Development Fund
ANPR	Automated Number Plate Recognition
ARA	Albanian Road Authority
ARC	Albanian Road Code
ARDCS	Albania Road Design and Construction Standards
ARDM	Albanian Road Design Manual
ASP	Albanian State Police
ATC	Automatic Traffic Counts
ATP	Albanian Traffic Police
BSM	Blackspot management
CBMIE	Controlling Body in Ministry of Infrastructures and Energy
CSG	Central Steering Group
DRST	Directorate of Road Safety and Traffic
DRST	Directorate of Road Safety and Traffic
EC	European Commission
EG	Expert Group at the local level
ERA	Emergency Response Albania
EU	European Union
GDRTS	General Directorate of Road Transport Services
GoA	Government of Albania
GRD	General Roads Directorate
IMRSC	Inter-ministerial Road Safety Committee
INSTAT	Institute of Statistics
IoT	Institute of Transports
IPA	Instrument for Pre-Accession Assistance
iRAP	International Road Assessment Program
ITS	Intelligent Traffic System
JV	Joint Venture
M&E	Monitoring and Evaluation
MI	Ministry of Interior
MIE	Ministry of Infrastructure and Energy
NGO	Non-Governmental Organization
NSM	Network Safety Management
PAMECA	Police Assistance Mission of the European Community to Albania
PIARC	World Road Association
QKUM	National Emergency Medical Center
RRMSP	Results-based Road Maintenance and Safety Project
RSA	Road Safety Audit
RSAIU	Road Safety Audit and Inspection Unit
RSI	Road Safety Inspection
RSIA	Road Safety Impact Assessment
RSM	Road Safety Management
RSS	Road Safety Sector

SEETO	South-East Europe Transport Observatory
TA	Technical Assistance
TERN	Trans European Road network
ToR	Terms of Reference
TS	Technical Secretariat
WB	World Bank
WHO	World Health Organization

1. Project background

The Result-Based Road Maintenance and Safety Project (RRMSP) is an initiative taken by the Government of Albania and the Albanian Road Authority, with support of the World Bank. The project aims to maintain the conditions and improve the safety of the Primary Road and Primary- Secondary Road networks of Albania, while strengthening sustainable and efficient road asset management and safety practices, for the benefit of road users. The RRMSP addresses road safety issues through three different channels: maintenance and safety improvement works; institutional reforms; and sector reforms. Within the scope of the RRMSP, ARA has engaged consultant services for Road Safety Technical Assistance (the present Project), which are provided by the JV NTU/Eptisa (hereinafter referred to as the Consultant).

The Project consists of four key outputs under the RRMSP, which include: (1) Strengthen the road safety department of the MoIE as the lead office; (2) Provide Technical assistance in safe road infrastructure; (3) Establish sustainable Monitoring and Evaluation Systems; and (4) Outline and prioritize unsafe behavior on Albanian roads with proposed, target driven awareness campaigns: On “Promotion” – Publicity and Awareness Campaigns Targeting Unsafe Behaviors.

The Component 4, to which this report refers to, has the following four main activities, each including specific sub-activities that ought to be implemented. The main four activities are as follows:

- Prepare annual publicity and awareness campaigns to support IMRSC including traffic police enforcement programs targeting unsafe behaviors in the high-risk corridors and areas (Activity 4.1);
- Train MoIE, ARA, Traffic Police staff and other government authority or NGO’s in the design and implementation of annual publicity and awareness campaigns in the high-risk corridors and areas (Activity 4.2);
- Evaluate the efficiency and effectiveness of publicity and awareness campaigns (Activity 4.3);
- Prepare a (national) post-project publicity and awareness campaign and guidelines to support traffic police enforcement programs targeting unsafe behaviors network-wide (Activity 4.4).

The objectives of Publicity and Awareness Campaigns Targeting Unsafe Behaviours are the following:

- Support the introduction and evaluation of publicity and awareness campaigns supporting IMRSC activities and traffic police enforcement programs targeting unsafe behaviors in high-risk corridors and areas.
- Train MoIE (Lead Office), ARA and traffic police staff, and other government organization (Ministry of Health, Ministry of Education, et. al.) as well as associated national consultants (which can include representatives of private sectors), journalists in the implementation and management of publicity and awareness campaigns supporting traffic police enforcement programs targeting unsafe behaviors in high-risk corridors and areas. Involving private sector can benefit in the sustainability after the project in the way that private sector can participate in financing of campaigns (i.e. insurance companies, Automobile Club Albania, oil companies, etc.).

Prepare and advise (providing on-job training) in implementation of the campaigns targeted on road users, covering strategy development, message creation, campaign materials production, and media planning and buying, aimed to change destructive behaviours of road users including through actions which are expected.

- Evaluate the efficiency and effectiveness of publicity and awareness campaigns supporting traffic police enforcement targeting unsafe behaviors in the high-risk corridors and areas.
- Support the preparation of a (national) post-project publicity and awareness campaign supporting traffic police enforcement programs targeting unsafe behaviors network-wide, based on successful experience in the high-risk corridors and areas.

2. Progress: February 2021 – April 2021

2.1 Introduction

The first activity of Component 4 “Prepare annual publicity and awareness campaigns to support IMRSC including traffic police enforcement programs targeting unsafe behaviors in the high-risk corridors and areas” aims at grounding the introduction of publicity and awareness campaigns supporting IMRSC and police enforcement programs targeting unsafe behaviors in the high-risk corridors and areas.

In order to achieve the above mentioned objective, the following activities have been designed:

- Conduct Researches to identify and prioritize high-risk behaviors (Task 4.1.1a and Task 4.1.1b);
- Develop the approach to the publicity and awareness campaigns (Task 4.1.2);
- Identify electronic, social networks, print media and billboard services (Task 4.1.3);
- Propose logo and motto as the so-called umbrella brand for different use (Task 4.1.4);
- Prepare annual program for scheduling the publicity and awareness campaigns (Task 4.1.5);
- Build the capacity of the stakeholders for conducting rolling media campaigns (Task 4.1.6a and Task 4.1.6b);
- Arrange for and hold press conferences (Task 4.1.7);

This document contains the results related to Task 4.1.7 Arrange for and hold the final press conferences to promote road safety.

The main objective of the second activity is to train Ministry of Infrastructure and Energy, ARA, traffic police staff and other government authority (Health, Education, etc.) or NGO’s in the design and implementation of annual publicity and awareness campaigns in the high-risk corridors and areas.

In order to achieve the above mentioned objective, the following activities have been designed:

- Prepare and deliver training programs addressing the principles and practices of effective publicity and awareness campaigns (Task 4.2.1a and Task 4.2.1b)
- On-the-job training on the implementation of publicity and awareness campaign (Task 4.2.2)

This document contains the results related to Task 4.2.2 On-the-job training on the implementation of publicity and awareness campaign.

2.2 Realized Activities/Tasks

According to the work plan, during this quarter were carried out activities presented in Table 1.

Table 1. Work plan February 2021 – April 2021

Component / Activity / Task	2021		
	Febr	March	April
Component4 – On “Promotion”–Publicity and Awareness Campaigns Targeting unsafe Behaviours			
Component 4 -Interim Progress report			
4.1 Prepare annual publicity and awareness campaigns to support IMRSC			
4.1.7 Arrange for and hold press conferences to promote road safety			X
4.2 Train Ministry of Infrastructure and Energy, ARA, police staff etc.			
4.2.2 On-the-job Training Report on publicity and awareness campaigns			X

Main goal of the Task 4.1.7 was to present the results of the project. In order for the press conferences to be most effective in terms of visibility and public outreach, the press conferences was held at the premises of relevant road safety stakeholders (such as: MIE; Traffic Police, ARA etc).

For the purpose of enhancing the stakeholders’ capacity to conduct the publicity and awareness campaigns, the Consultant provided on-the job training and assistance within the Task 4.2.2.

2.2.1 Final press conference presenting the achievements of the Project

Due to the restrictions posed by the COVID-19 pandemic, the press conference was held on February the 25th 2021 via Zoom platform.

Although currently the main focus of all authorities, worldwide, is on tackling and containing the health and economic effects caused by the pandemic, members of the Steering Committee attended the press conference, as well as some mass media representatives.

First, the Team Leader of the Project gave his remarks on the status of the Project and the objective of the Press Conference.

Then the Consultan’s Community Survey Specialist international expert presented the topics covered under the Press Conference and the main achievements of the project by Component.

The presentation focused mainly on the Component 4 - On “Promotion” – Publicity and Awareness Campaigns Targeting Unsafe Behaviours, presenting:

- The target group, selected based on the qualitative and quantivate researches, to be reached by the road safety awareness campaign;
- The logo and motto proposed for the awareness campaign, selected after quatitative and quantitative researches among the target group;
- Official statistics regarding the evolution of driverds’ beahviour causing fatal and serious traffic accidents;
- Evaluation of the efficiency of road safety inititatives undertaken at the end of 2019 – beginning of 2020 in Albania.

The press conference lasted around 40 minutes and was recorded to the aim disseminating it through the website of the Project.

Moreover, the Press Conference was recorded in full and will be uploaded on the website of the Project (<https://roadsafety.al>) under the multimedia menu. Overall, 3 online articles released based on the press

conference. All news reported entirely the press release and the infographic, highlighting the main factors of road accidents in the headline.

2.2.2 On-the-job training on the implementation of publicity and awareness campaign

As the novel Coronavirus spreads globally, planned face-to-face training were converted into an online format.

The training was divided into three sessions:

- ✓ Session 1: Conducting surveys for identifying road users' high-risk behaviours and evaluating the efficiency of an awareness campaign
- ✓ Session 2: Designing Road Safety Publicity and Awareness Campaign
- ✓ Session 3: Best practices from other countries regarding publicity and awareness campaigns

The project gathered relevant stakeholders and prepared them on the design and implementation of annual publicity and awareness campaigns in the high-risk corridors and areas. The representatives of following organizations concerned in road safety matters in Albania were involved in the trainings on the design and implementation of annual publicity and awareness campaigns in the high-risk corridors and areas: Ministry of Infrastructure and Energy / Directorate for Transport Services; Albanian Road Authority; Ministry of Interior / Directorate for Local Authorities (incl. relevant municipalities, e.g. Municipality of Tirana); Albanian Traffic Police; Institute of Transport; Ministry of Education; Albanian Emergency Service; Ministry of Health; Journalists.

It is important that all stakeholders acting for road safety in Albania possess a high level of ownership of the road safety issues. The training materials was prepared based on national situation analysis and stakeholder's needs, qualitative and quantitative researches findings and best international experience.

The training sessions under the Component 4 started on March the 8th with the first training session regarding surveys, namely "Conducting surveys for identifying road users' high-risk behaviours and evaluating the efficiency of an awareness campaign". Acknowledging that most of the participants will not be engaging in conducting surveys start to finish, the aim of the training session was to provide the participants with basic knowledge on:

- ✓ how to read surveys data – based on the sample size, confidence interval and margin of error what conclusions to make about the figures resulted,
- ✓ how to analyze the data – what analysis packaging could be used and what can be done with the help of more available analysis resources, e.g. MS Excel,
- ✓ how to choose the sampling design and the sample size,
- ✓ how to develop a road safety questionnaire to identify misbehaviours
- ✓ and, ultimately, to have the knowledge to develop a survey request brief, when needed.

The second training session regarding publicity and awareness campaign under the Component 4 was conducted on March the 11th - "Designing Road Safety Publicity and Awareness Campaign".

The training session contained following components:

- ✓ Global Road Safety Problem
- ✓ Nature of Road Safety Risk Factors
- ✓ Road Safety Figures in Albania
- ✓ Designing of Road Safety Awareness Campaigns

The third training session was conducted on March the 19th - “Best practices from other countries regarding publicity and awareness campaigns”.

The training session presented:

- ✓ Important lessons that can be drawn from campaigns evaluations
- ✓ Best practices from other countries
- ✓ Media As A Stakeholder For Road Safety Campaign
- ✓ Safe System Approach to Road Safety
- ✓ Campaign Communications Program Checklist
- ✓ Case study 1 – Seat Belt Promotion
- ✓ Case study 2 – Awareness and education road safety campaigns on E-60 Tbilisi-Poti Corridor and in Settlements along this highway Corridor

3. Next quarter

3.1 Work Plan

As per Table 2 the next activity to be completed during May 2021 - July 2021 refers to prepare a (national) post-project publicity and awareness campaign.

Table 2. Work plan May 2021 – July 2021

Component / Activity / Task		2021		
		May	June	July
		Project Months		
Component4-On“Promotion”–PublicityandAwarenessCampaignsTargetingunsafe Behaviours				
	Component 4 -Interim Progress report			
4.3	Evaluate the efficiency and effectiveness of the activities performed under the Component 4			
4.3.2	Provide recommendations on improvements to publicity and awareness campaigns			X
4.4	Prepare a (national) post-project publicity and awareness campaign			
4.4.1	Post-project, network-wide publicity and awareness campaigns			X
4.4.2	Guidelines detailing requirements for publicity and awareness campaigns			X

3.2 Overview of the Activity and Tasks

Activity 4.3: Evaluate the efficiency and effectiveness of the activities performed under the Fourth Component

The objective of this activity is to evaluate the efficiency and effectiveness of publicity and awareness campaigns supporting traffic police enforcement targeting unsafe behaviors in the high-risk corridors and areas.

Task 4.3.2: Provide recommendations on improvements to publicity and awareness campaigns supporting traffic police enforcement programs targeting unsafe behaviors

Based on the monitoring and evaluation of the publicity and awareness campaigns, the Consultant will be able to provide recommendations on improvements to publicity and awareness campaigns supporting traffic police

enforcement programs targeting unsafe behaviors. It is carried-out thanks to the “Advisability of future campaigns” criteria and indicators which, as presented in the previous task, measure the extent to which it is advisable to extend the publicity and awareness campaigns after the current assignment, and how they could be improved.

The recommendations can concern different elements of such as the key messages, the target groups, the tools, the implementation schedule, the use of providers, etc.

Activity 4.4 Prepare a (national) post-project publicity and awareness campaign and guidelines to support traffic police enforcement programs targeting unsafe behaviors network-wide

The objective of this activity is to prepare a (national) post-project publicity and awareness campaign and guidelines to support traffic police enforcement programs targeting unsafe behaviors network-wide, based on successful experience in the high-risk corridors and areas.

Task 4.4.1: Develop Post-project, network-wide publicity and awareness campaigns, including campaign cost estimates and implementation schedule

The Consultant will ensure to prepare a post-project network-wide publicity and awareness campaigns, including campaign cost estimates and implementation schedule.

The post-project network-wide publicity and awareness campaigns will include, among others:

- Publicity and awareness campaigns approach (key messages, target groups, tools/actions, etc.)
- Campaign cost estimate
- Implementation schedule
- Training requirements.

Task 4.4.2: Develop Guidelines including requirements for publicity and awareness campaigns supporting traffic police enforcement programs targeting unsafe behaviors network-wide

The Consultant will develop guidelines detailing requirements for publicity and awareness campaigns supporting traffic police enforcement programs targeting unsafe behaviors network-wide. The Consultant will develop this user-friendly tool that will serve the purpose of facilitating the preparation and the conduct of publicity and awareness campaigns in Albania. The methodology proposed in guideline will combine international best practice, the theory on behavior change communication efforts and in social marketing and lessons learned from the campaign implemented during the Results-based Road Maintenance and Safety Project (RRMSP).

The Consultant will particularly describe the different necessary requirements targeting from the quantitative and qualitative research of unsafe behaviors in corridors and areas in Albania to the monitoring and evaluation of the campaigns. The Consultant will ensure that the course of action for the campaigns is clearly presented and that the complementarily with the traffic police enforcement programs targeting unsafe behaviors network-wide is coherent.