Road Safety project Independent Evaluation Management Response

Name of programme/office/unit:	UNITAR Social Development Programme (SDP), Division for People	
Name of programme manager/director	Alex Mejia	
Name of project undertaking	Strengthening Road Safety – A partnership to build capacity, drive innovation and deliver meaningful impact	C2017.TARDC013.BELPri.
Name of evaluation	Independent evaluation	
Date:	06.05.2021	

SECTION I – Comments on Findings, Conclusions

SECTION II - RECOMMENDATIONS					
	Management Response and Planned Action				
Recommendation	**Accepted Partially Accepted Rejected**	**Planned action**	**Budget allocated (if necessary)**	**Status (planned, under implementation, implemented)**	**Update on status after 6 months (planned, under implementation, implemented)**
1. **On overall strategy and reaching the furthest behind first** <u>In transition from the current to the next phase:</u> **Develop a strategy that responds to the needs of low-income and other disadvantaged countries and that also addresses the appropriate mix of face-to-face and e-learning technology, customized to needs of beneficiaries.** Road safety offerings in regions that are under-represented should be expanded with greater collaboration with CIFALs or other appropriate partners in accordance with a jointly prepared strategic plan. There should be an appropriate mix of face-to-face and e-learning technology to reach more people at a lower cost where this is feasible but an appropriate blend will be need to customized to the needs of the recipients and the specific country concerned. It is anticipated that when addressing capacity building in low	Partially accepted	Mapping most urgent training needs in low-income countries and potential donors as well as stakeholders that may support such needs.		Planned	
	Management Comments: The Road Safety Team will endeavour to develop a strategy for low-income countries that primarily includes mobilizing resources for implementing training activities on road safety priority areas. In order to develop a strategy, **an initial action** will include mapping most urgent training needs in low-income countries and potential donors as well as stakeholders that may support such needs. Regarding face-to-face and e-learning technology, the Road Safety Initiative team has already adapted its existing training offer to online formats, including digital toolkits, mobile apps, microlearning courses, and online courses. Most recently and in line with UNITAR's objective to optimize the use of technologies and with the aim of raising awareness about specific risk factors that contribute to road traffic injuries and fatalities, especially amongst youth, the Road Safety team has developed Virtual Reality (VR) training products that recreate realistic road safety scenarios and enable an immersive, sensory learning experience, while reaching a greater number of beneficiaries. This has taken into consideration countries where there may be a lack of				

| | income and otherwise disadvantaged countries, a face-to-face basis will prevail as the current pandemic recedes. This may mean moving out of the comfort zone to visit countries with difficult circumstances. | internet access and VR glasses have been shipped to countries like South Africa and the Dominican Republic to reach out beneficiaries in remote provinces.

As of now and considering the ongoing COVID-19 pandemic, lockdowns and restrictions, the Road Safety Initiative will prioritize technology-based training, taking into consideration countries where there is no tech or low tech. | | | |

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2.	**On overall strategy and reaching the furthest behind first** In transition from the current to the next phase: **When developing the strategy, differentiate features of the project's toolkit from other toolkits and emphasize value added; link to other toolkits that provide additional information.** UNITAR needs to more strongly differentiate the features of its Management Practice for Safer Roads Toolkit and emphasize its value addition based on data and results. The toolkit could also provide links to other toolkits that can provide different or supplementary information such road safety engineering, needs of the elderly and needs of local government.	Accepted	Develop a Rollout and Implementation Plan of the Management Practices for Safer Roads Toolkit		Under implementation	

Management Comments:

Currently, the Road Safety team in close coordination with the Donor is in the process of developing a Toolkit Rollout Plan that includes, benchmarks and possible links to other toolkits, unique aspects of the toolkit, approach -in the context of COVID-19-, goals and targets, and an enhancement of the PDCA methodology presented in the toolkit to address changes brought by the COVID-19 pandemic. The plan includes a promotional plan that considers aspects like peer recognition, government recognition, among others. This plan aims to be implemented in close collaboration with the CIFAL Global Network, under the leadership of the Road Safety team.
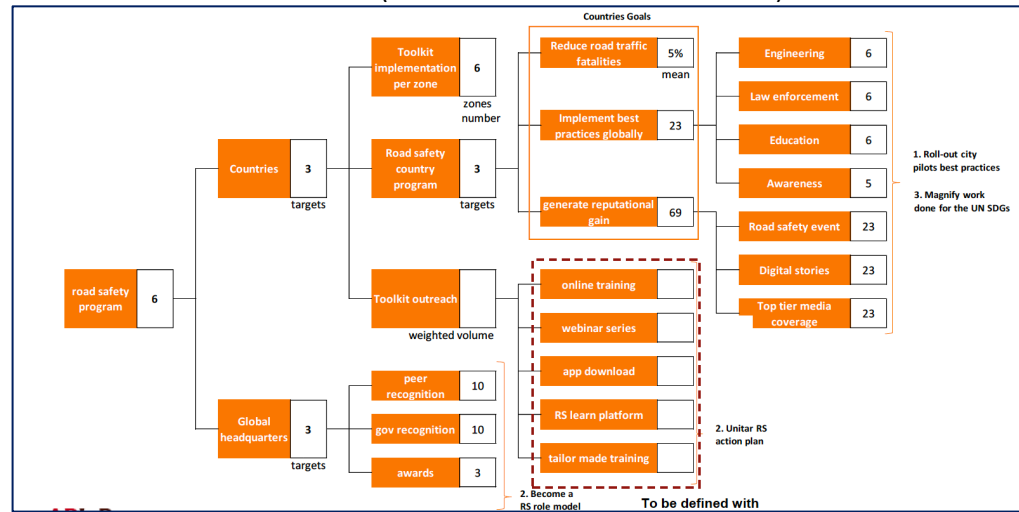
	Recommendation	Accepted Partially accepted Rejected	Planned action	Budget allocated (if necessary)	Status (planned, under implementation, implemented)	Update on status after 6 months (planned, under implementation, implemented)
3.	**On coherence and partnerships** In preparation for next phase: • **Map who does what in road safety – synergies, overlaps and duplications.** • **Scale-up collaboration and diversify partnerships; e.g. collaboration with multinational companies should be pursued strategically.** • **Integrate and scale-up data gathering with other partners.** UNITAR is one of many players involved in road safety capacity building and could usefully increase its level of collaboration and mutual support to other entities doing similar work in the road safety field, especially outside the UN family of organizations. It should begin by mapping who does what and reaching out where there appear to be synergies, overlaps or duplications. It could also assist with integrating data with that of other players to inform progress on global efforts to address this societal problem.	Accepted	Host joint activities with the UN Road Safety Fund		Under implementation	

Management Comments:

A mapping exercise is included in actions planned and ongoing mentioned in Recommendation 1 and 2 above.

Road Safety Manager Estrella Merlos is actively participating as Member of the UN Road Safety Collaboration Group (UNRSC) and has engaged in a collaboration with the UN Road Safety Fund (coordinated by UNECE and the Office of the SG Special Envoy for Road Safety) to develop joint projects and activities in the framework of the 2022 Road Safety High Level Meeting to take place at the UNHQ in New York and the European Development Days to take place in Brussels. Currently, a joint project document is being discussed along these lines of collaboration.

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4.	**On the results framework and monitoring** Transition between the current phase and future phases: **Base results framework on Theory of Change with clearly formulated objectives, adequate baseline data and realistic targets, and report performance accordingly.** The UNITAR road safety initiative should continue to refine its results framework based on the Theory of Change with clearly formulated objectives, adequate baseline data and realistic targets. The capacity and budget to monitor progress, evaluate results and learn lessons from past experiences should be re-defined to cover a period after the project has closed in order to verify that the objectives have been met. Outcome harvesting could also be considered as a tool to identify behavior changing attitudes.	Accepted	Develop a Rollout and Implementation Plan of the Management Practices for Safer Roads Toolkit		Under implementation	

Management Comments:

As mentioned in action related to Recommendation 2, a **"**Toolkit Rollout and Implementation Plan" is being developed, which includes:
- Goals
- Targets, and
- Measurements to track progress

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5.	**On the results framework and monitoring** <u>This phase:</u> **Ensure follow-up surveys after project activities have ended with a view to measure key matrix (reaction, learning, application).** Based on the number of participants in road safety learning events and the positive reactions in the follow-up survey, growing awareness and knowledge transfer were both mostly effective. However, course completion and certifications are not enough. What is more difficult to ascertain is the extent to which this information was retained and put into practice. The mechanics are now being put into place to measure this but further discussion may be necessary depending on the results. Participants (randomly selected) need to be encouraged to give feedback at 12-month intervals for up to three years after completion. An incentive could be provided for them to respond to short surveys over time. This requires monitoring and consideration should be given to the best mechanism to manage and fund such activities.	Accepted	Develop a Rollout and Implementation Plan of the Management Practices for Safer Roads Toolkit		Under implementation	

Management Comments:

As mentioned in action related to Recommendation 2, a "Toolkit Rollout and Implementation Plan" is being developed, which includes the provision of incentives to encourage putting the Toolkit into practice. Possible incentives considered in the Plan includes:
- Peer recognition
- Government recognition
- Awards in the form of small seed grants to be provided by the Donor

	The partnership with AB InBev has been instructive in that although it can be improved by making it more results orientated, it can be used as a model for accelerating collaboration with the private sector and expanded to include more diverse partnerships. While individual CIFALs have established relationships with a number of local partners, collaboration with multinational companies requires a more targeted approach and it is recommended that this be pursued strategically with additional support from UNITAR.	Rollout and Implementation Plan – framework Latest draft as of 30 June 2021 (under discussion with the Donor) 	

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6.	**On gender equality and women empowerment** This phase: **Intensify efforts to reach out to women and other vulnerable groups to ensure a gender-targeted approach for the remaining project duration.** For future phases of the project: **Incorporate a gender-responsive strategy** There should be an intensification of efforts to reach out to women and other vulnerable groups and in particular those in countries in special situations through the initiative's training and toolkit deliverables. It is suggested that once the pandemic is over the imbalance in the present gender offerings is addressed as part of a revised strategy. The use of a tool such as the Gender Results Effectiveness Scale could be considered.	Accepted			Planned	

Management Comments:

A gender-targeted approach will be evaluated with the objective of integrating it into road safety activities, where applicable. Potential activities following this approach will be identified.

At the moment, the road safety activities implemented by UNITAR under the framework of the AB InBev partnership reach more men than women due to the fact that those activities are directly linked with fields such as public works, law enforcement, and engineering, which are normally male dominated.

There is clearly a gender dimension to road accidents. When looking at the breakdown by sex of those killed in road traffic accidents for different World Bank regions of the world, the majority of victims are male and the ratio is consistently around 74% male, 26% female.

Including a gender-targeted approach will be a priority as it is worth remembering that even if accident victims are predominantly male, the impact on household livelihood of death or injury places significantly more burden on women and children as they need to care for injured and from loss of the significant male support.