



Project No. 101069500—AfroSAFE

## **AfroSAFE: Safe System for radical improvement of road safety in low- and middle-income African countries**

HORIZON EUROPE—European Union’s funding programme for research and innovation

Deliverable 8.1

### **Communication and dissemination plan**

Deliverable due date: 30.01.2022

Project start: 1.09.2022

Duration: 42 months

Lead contractor for this deliverable:

Zambia Road Safety Trust, Zambia

**Version 1.0 (2023.01.09)**

#### **Dissemination Level**

<b>PU</b>	Public	X
<b>PP</b>	Restricted to other programme participants (including the Commission Services)	
<b>RE</b>	Restricted to a group specified by the consortium (including the Commission Services)	
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	

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## **Project funding**

Horizon Europe  
Grant Agreement 101069500

# Revision and History Chart

<b>Version</b>	<b>Date</b>	<b>Comment</b>
1	2023-01-09	First official version

This project has received funding from the Horizon Europe, the European Union’s funding programme for research and innovation under grant agreement No 101069500.

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**The present document is a draft; the approval from the EU Commission is pending.**

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# 1 Introduction

The communication and dissemination plan for AfroSAFE is presented in this deliverable. The report outlines the target groups for dissemination, as well as the actions, channels, and tools that will be utilized to effectively reach them.

The purpose of AfroSafe’s communication and dissemination activities is to rapidly disseminate project-generated knowledge to its target groups and to promote the project and its results to road safety stakeholders. AfroSAFE considers dissemination as an activity necessary to make the generated knowledge available to society. On the other hand, dissemination activities will serve as a source of important stakeholder feedback that will help to adjust project activities, if needed. In order to use stakeholder feedback in project implementation, dissemination activities will start from early on in the project.

Project milestones are integrated in the dissemination and communication plan (also called the dissemination matrix). The consortium will assure spreading information on interim and final results deploying appropriate dissemination tools.

The project aims at going beyond simply spreading information on activities and results. All project deliverables and other publications will be available in Open Access. Thus, the results could be immediately tested in practice.

## 2 Issues and messages

The following issues and messages will be disseminated:

- Current project status and recent developments
- Public events, such as workshops, education opportunities, final event, etc.
- Achieved results and reached milestones
- Published deliverables and other publications, e.g. scientific articles
- Attended events where the project was presented
- General road safety knowledge, particularly in connection to the virtual excellence centre launch
- Other important news.

## 3 Target groups

To identify relevant stakeholders for the project, we will leverage the knowledge and professional networks of the consortium partners. The list of stakeholders will be regularly reviewed and updated as necessary throughout the duration of the project to ensure that all relevant parties are included.

### 3.1 Governmental authorities in Africa and EU

Governmental authorities in Africa are key for steering road safety improvements and implementing road safety measurements. The EU is a relevant stakeholder in cases where it is involved in supporting road safety in Africa (for example, through cooperations on political level or funding concrete projects).

### 3.2 Academic institutions involved in road safety research and education

These stakeholders are the key group for further spreading the knowledge on road safety, as well as for knowledge exchange during the project.

### 3.3 NGOs dealing with road safety

Non-Governmental Organizations (NGOs) are important agents when it comes to fostering change, as well as possible partners for knowledge exchange and dissemination.

### 3.4 International organizations

International organizations play a significant role in promoting road safety on a global scale. The World Health Organization (WHO) works to reduce the number of deaths and injuries caused by road traffic accidents through research, data collection, and the development of evidence-based policies and guidelines. The Organisation for Economic Co-operation and Development (OECD) conducts research on road safety and develops recommendations for improving safety for all road users. The Sustainable Transport in Africa (SSATP) focuses on promoting sustainable transport in Africa and works to improve road safety through initiatives such as the development of safe and efficient transportation systems and the promotion of safe driving practices. These organizations and others like them play a vital role in improving road safety and reducing the impact of traffic accidents on communities around the world.

### 3.5 Aid agencies supporting road safety programmes for Africa

Aid agencies play a crucial role in supporting road safety initiatives in Africa. These organizations work to improve the safety of roads and infrastructure, promote safe driving practices, and provide assistance to those affected by traffic accidents. Overall, these aid agencies and others play a crucial role in improving road safety in Africa and reducing the impact of traffic accidents on communities in the region. They may provide opportunities for spin-off activities, for example, through funding practical implementations of the project recommendations on a larger scale.

### 3.6 Industry

African continent is a large market of interest for many industry stakeholders. The industry sectors involved in road safety include automobile manufacturing, construction, insurance, transportation and logistics, government agencies, law enforcement, and non-profit organizations. These industries work to improve the safety of vehicles, roads and infrastructure, and promote safe driving practices through various means such as the development and implementation of safety features in vehicles, the design

Deliverable D8.1 'Communication and dissemination plan'

and construction of safe roads, the provision of insurance coverage and incentives, the maintenance of safe conditions for vehicles and drivers, the enforcement of traffic laws, and the education of the public about road safety.

### 3.7 General Public

Creating public awareness of the road safety problems, as well as generating the necessary pressure on the authorities for changes is an important component to succeed in road safety improvements. To make the general public aware of this project, we shall use traditional media such as radio and print, social media platforms, our website, public events, and partnerships with local organizations. A combination of these tactics will help us reach a wide audience and effectively share information about our project.

### 3.8 EC representatives

The project needs to fulfil its obligations under the Horizon Europe funding, where it is accountable to the European Commission, represented by respective project officer(s).



## 4 Dissemination tools and activities

### 4.1 Communication team

Communication activities are led by Zambia Road Safety Trust (ZRST). ZRST is supported by a communication team formed from representatives of other partners, people with necessary experience and interest in communication. Their activities will include collection of relevant information from the partners, editing and presenting it through various channels and dissemination tools (internal and external communication), contact with external dissemination providers such as professional journals and other media. An important activity performed by the team is the collection of feedback and evaluation of the project communication activities.

### 4.2 Personal contacts

Personal contacts and information sharing are less formal yet very effective way to spread the information about the project. All partners are encouraged to use their personal contact network to communicate about the project (when relevant).

### 4.3 Website

The project website ([www.afrosafe-eu.africa](http://www.afrosafe-eu.africa)) was launched in November 2022 (project month 3). The website serves as a primary means of communication for AfroSAFE, reaching a wide range of audiences including the research community, the general public, and other target groups. The website provides general information about the project, including its objectives, contents, and consortium partners. It also serves as a platform for sharing public deliverables, green open access publications, and newsletters. In addition, the website includes information about AfroSAFE events and provides links to related projects and networks, publications, and project-related events. A news section is included to keep users informed about relevant news and current developments. The website is managed by the communication team responsible for maintaining and updating the content on a regular basis.

### 4.4 Project leaflet and other distribution materials

Project leaflet, as well as other materials like pens, T-shirts, reflective flickers, etc. with project logotype and web-address will be distributed in connection to project public activities in order to increase the project visibility.

### 4.5 Press releases and newsletters

The project newsletter will be distributed on a regular basis with news and updates from the project. GDPR regulations will be considered in handling the contact information. Press releases will be issued in connection to important milestones of the project.

### 4.6 Social media

Social media channels usually form distinct audiences not fully overlapping with the newsletter subscribers. The project will use LinkedIn and Twitter platforms in its communication. The LinkedIn page ([www.linkedin.com/company/afrosafe](http://www.linkedin.com/company/afrosafe)) is used for communicating important news from the project, similar to the news published on the webpage. Twitter channel ([www.twitter.com/afro\\_safe](http://www.twitter.com/afro_safe)) will be used for shorter yet more frequent messages targeting wider audience with interest in road safety (but maybe less interested in the project in particular).

## 4.7 Radio

In Africa, particularly outside the urban areas, radio is still the most widely used mass-communication medium. It reaches the greatest number of people across the largest geographical area, compared to the Internet, television, or newspapers. AfroSAFE will use radio in order to communicate messages that require wide spreading to the general public.

## 4.8 Targeted articles in media

This includes publications in regular newspapers as well as articles in professional magazines related to transportation.

## 4.9 Events

The project partners will take an active part in different events, such as conferences, workshops, seminars and educational activities. They will span from general introduction of AfroSAFE research to dissemination of the project results. A list of must-go events is compiled and updated on a regular basis.

## 4.10 Final event

The project outcomes will be presented at the final event held in the last month of the project's lifetime. The final event will target the relevant African and European stakeholders and research community. Special attention will be given to inviting political decision makers, including those from countries not directly involved in the project. Results will be shown via live presentations and a poster exhibition; however, a significant amount of time will be reserved for mingling and personal face-to-face communication, highly important for creating trust to the project team and building long-lasting personal relations that could benefit the further implementation of project recommendations. The final event will also contain a large number of demonstrations and show cases based on the various pilots that have been implemented during the project.

## 4.11 Scientific publications

Scientific publications are the key to spreading the knowledge from AfroSAFE within the academic community, both in the African countries and in Europe. All scientific publications will be available in Open Access.

## 4.12 Deliverables & reports

As part of our project, we will be creating a variety of deliverables and reports that document our progress and provide information about the work that we have completed. These may include documents, presentations, and other materials that are relevant to the project.

To make these deliverables and reports easily accessible to all relevant stakeholders, we will be publishing them on our website.

## 4.13 Project visual profile

A recognizable logotype and colour palette as well as document/presentation templates to be consistently used in all communication activities.

## 4.14 Internal activity report

This will be the main mean of internal communication to the project team about the latest news and updates about the project in general and individual WPs.

## 4.15 Templates for dissemination

To ensure visual and structural consistency of the communication messages, the consortium decided to introduce uniform templates for all dissemination tools aiming to facilitate producing dissemination outputs. Besides, the uniform templates give the project a clear identity.

## 5 The dissemination matrix

To effectively reach our intended audience in the African region, we need to use different communication strategies depending on the target group and country. To help us plan and coordinate our dissemination efforts in Africa, we have developed a dissemination matrix. This matrix shows how we will disseminate information to our target groups in Africa using appropriate tools and messages that are tailored to the specific needs and preferences of each group.

The dissemination matrix is presented in Table 1.

**Table 1 Dissemination matrix**

<b>Message</b>	<b>Target audience</b>	<b>Dissemination channels</b>
Promotion of project findings	Scientific community, authorities, NGOs, other organisations & stakeholders	Webpage Newsletters Social media Publications in scientific & professional journals Conferences, workshops, seminars Events & Final event
Project scientific publications, deliverables, etc.	Scientific community, authorities	Scientific journals Webpage Newsletters Social media Personal contact
Public events within the project, educational activities	Professionals, NGOs, authorities, relevant general public	Personal contacts Social media Newsletters
Final event	Scientific community, authorities, professionals, NGOs, interested general public	Webpage Newsletter Social media Personal contacts
Fulfilling obligations towards EC	EC representative	Mail and video/live meetings Periodic reports (D1.3, 1.4, 1.5) Participant Portal (marking reached milestones, uploading deliverables, etc.)
Steering of the research activities	Internal communication within AfroSAFE	The communication between partners directly involved in research activities are done through mails, video- and live meetings. The general information to the consortium about the project progress is done via Internal activity report.

## 6 Dissemination workflow

The AfroSAFE project is governed by binding rules and procedures for the dissemination of results and knowledge, which are outlined in the Grant Agreement and the Consortium Agreement. All project partners are required to adhere to these dissemination rules and procedures, and to ensure that their employees involved in the project are aware of and comply with them.

The basic agreement within AfroSAFE consortium is that the results are owned by the partner/partners, who have generated them. On the other hand, to maximise the project's impact, the dissemination strategy of AfroSAFE is to avoid any hindrances that may prevent the target audiences from accessing the project outcomes. Therefore, all materials produced by the project will be distributed under Creative Commons licences and scientific publications will be done only in journals applying Open Access model. Open access to research data will be given at the same time as the relevant scientific publication is published.

AfroSAFE does not plan to make patent applications or use other additional tools for protecting the ownership of the results. All partners are encouraged to exploit the outcomes of the project as long as proper referencing to the creators is in place.

## 7 Dissemination key performance indicators

To measure the success of our efforts to disseminate information about our project, we have established a set of key performance indicators (KPI). These indicators will help us evaluate the impact of our dissemination activities and determine whether the information we provide is being used effectively.

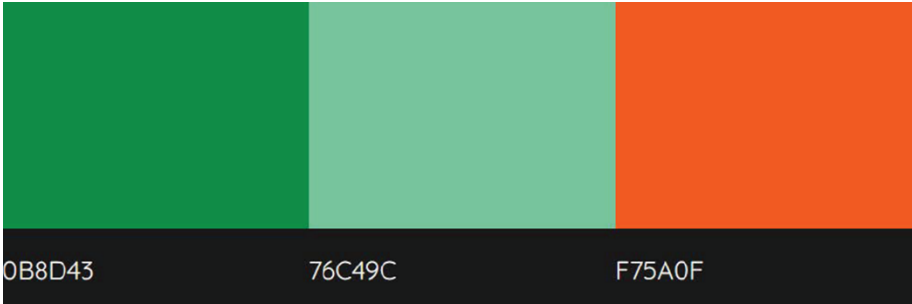
The KPIs include:

- The number of scientific articles published
- The number of conference presentations given
- The number of people who receive the newsletters regularly
- The number posts and followers on LinkedIn and Twitter
- The number of press releases issued
- The number of other activities (publications in general media, talks on TV and radio, etc.)

# Project logotype



# Colour scheme






# Power point template

Add conference name | when & where

Add presentation title

ADD PRESENTER & AFFILIATION



The logo for AFRO SAFE features a green map of the African continent with a black outline. The word 'AFRO' is written in red to the left of the map, and 'SAFE' is written in green to the right of the map. A thin red horizontal line is positioned below the text.

Add section title

Add slide heading

Add first-level text



Add contact / thank you note



TU Delft

tøi vti



Autoliv

VOLVO



CHALMERS  
INDUSTRIOTEKNIK



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[www.afrosafe-eu.africa](http://www.afrosafe-eu.africa)

Click icon to  
add your  
photo

Add contact info

# Project leaflet

**Consortium**

Lund University Sweden

Institute of Transport Economics Norway

Swedish National Road & Transport Research Institute Sweden

University of Education, Winneba Ghana

NTU International Denmark

Delft University of Technology Netherlands

Volvo Technology AB Sweden

Autoliv, Inc Sweden

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**Safe System for radical improvement of road safety in low- and middle-income African countries**





This project has received funding from the European Union's Horizon Europe research and innovation programme - Grant Agreement 101049500



**THE PROBLEM**

Despite accommodating only 4% of the global motor vehicle fleet, African roads witness more than 10% of the world's traffic fatalities. African traffic death rates are the highest globally and more than four times higher than the European average. With further motorisation, traffic fatalities and injuries are expected to further grow unless decisive actions are taken to tackle the problem.



**WHY SAFE SYSTEM?**

Recent impressive traffic safety improvements in some other parts of the world are often attributed to the adoption of the Safe System approach to safety management. Its highly humanistic long-term goal is that no one will be killed or seriously injured in traffic (Vision Zero).

Besides the vision, the Safe System suggests fundamental principles that can be applied and give positive results anywhere, regardless of how bad the starting situation might have been. Safe speeds, tolerance for human errors and responsibility of the transport system designers to create a forgiving road environment are at the core of the Safe System.

There are good reasons to believe that the Safe System can be a major game changer in Africa. However, it cannot be exported or enforced from the outside, but must be adopted by African experts who know and understand the local conditions.

**AFROSAFE OBJECTIVE**

The primary objective of the project is to propagate Safe System within the road safety work context in African countries. To achieve this, AfroSAFE will be exposing the local practitioners and decision makers to the state-of-the-art knowledge and practices based on the Safe System.

The project will also support by sharing knowledge, tools and methods for road safety improvement—adjusted to the African conditions and in tight cooperation with the local actors.

**PROJECT FOCUS AREAS**

The project will deal with the five major pillars of road safety—management, vehicles, road users, infrastructure, and post-crash care. However, it will specifically focus on two important aspects:

- Vulnerable road users, pedestrians and cyclists and also powered two wheeler are the largest but most underprivileged road user group in Africa, disproportionately impacted by traffic accidents. Creating safe environments for them will have a direct positive impact on public health and well-being, gender equality, sustainability and liveability of the cities.
- Local expertise building. The shift to Safe System in Africa requires a critical mass of both road safety professionals and road users with the right knowledge and attitudes. It is a long-term process and the local educators play the key role in it. AfroSAFE adopts 'train-the-trainer' approach, creating the initial momentum and concentration of local expertise that will continue to spread after the project end.

