



# WESTBELT

TECHNICAL ASSISTANCE FOR COLLECTING ROAD SAFETY KPIS ON SEAT BELT  
AND CRUISE RESTRAINT SYSTEMS IN THE WESTERN BALKANS REGION  
(RS/SB/KPI/006/2023)

## Project results

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Technical Committee Road Safety, 25 April 2024, Vienna



# Context of the project



# Key components of the approach

Selection of observation locations

Training of field researchers

Road-side observations (using SPIn)

Data cleaning and analysis

Reporting (reports and presentations)



# Variables recorded

Seatbelt / No seatbelt

Place in the vehicle

- drivers
- front passengers
- rear passengers

Occupant characteristics

- male
- female
- child
- child in seat

Passengers with safety belt

Vehicle: C: 0 / T: 0

Vehicle



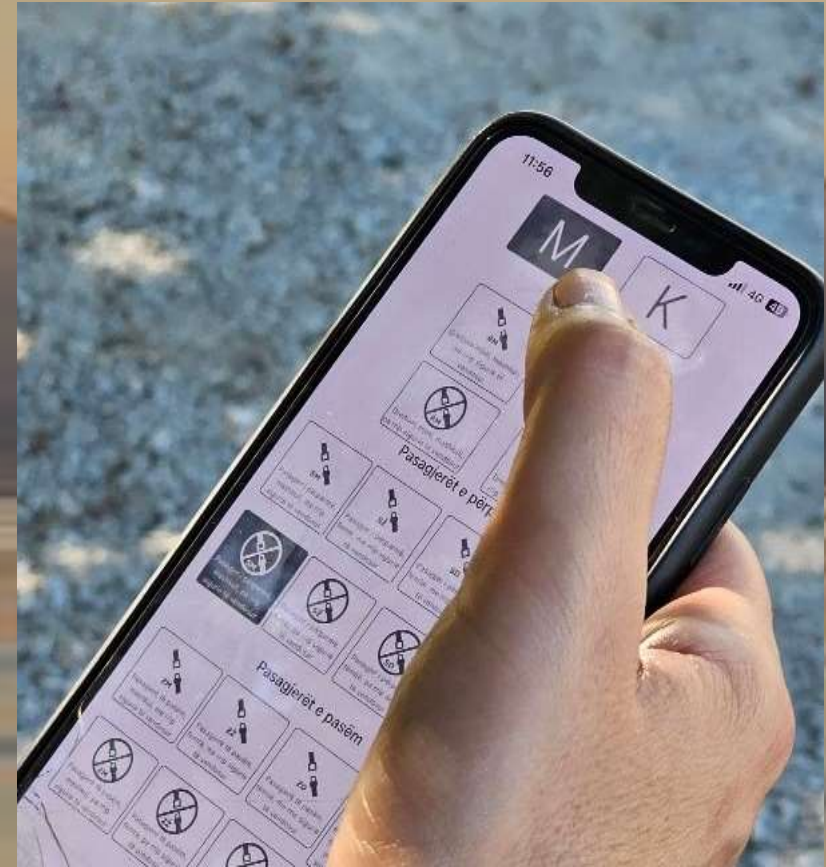
Drivers



Front passengers



Rear passengers



# Information and training sessions

- General information session (all regional partners) on 19 September 2024
- Training sessions:

|                        |                |           |               |
|------------------------|----------------|-----------|---------------|
| Albania                | 4 October 2023 | Wednesday | 9:00 - 11:00  |
| Bosnia and Herzegovina | 6 October 2023 | Friday    | 10:30 - 12:30 |
| Kosovo*                | 3 October 2023 | Tuesday   | 13:30 - 15:30 |
| Montenegro             | 4 October 2023 | Wednesday | 11:00 - 13:00 |
| North Macedonia        | 4 October 2023 | Wednesday | 13:30 - 15:30 |
| Serbia                 | 3 October 2023 | Tuesday   | 9:00 - 11:00  |

\* This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence.



# Data collection during road-side observations

- The data was collected between 16 October and 5 November 2023.

| Regional partner       | Start data collection | End data collection |
|------------------------|-----------------------|---------------------|
| Albania                | 19 October 2023       | 3 November 2023     |
| Bosnia and Herzegovina | 16 October 2023       | 31 October 2023     |
| Kosovo                 | 28 October 2023       | 5 November 2023     |
| Montenegro             | 21 October 2023       | 4 November 2023     |
| North Macedonia        | 25 October 2023       | 3 November 2023     |
| Serbia                 | 16 October 2023       | 22 October 2023     |

- A session at a particular location lasted about 1:30 hour and included three steps: calibration, observation, calibration.
- After coding one observation, the next passing vehicle was observed.



# Sample size collected



|                        | Vehicle occupants in passenger cars | Vehicle occupants in goods vehicles |
|------------------------|-------------------------------------|-------------------------------------|
| Albania                | 5 246                               | 1 259                               |
| Bosnia and Herzegovina | 14 375                              | 1 734                               |
| Kosovo                 | 9 777                               | 1 114                               |
| Montenegro             | 10 294                              | 965                                 |
| North Macedonia        | 5 929                               | 1 460                               |
| Serbia                 | 26 841                              | 2 466                               |
| Total                  | 72 462                              | 8 998                               |





# Main results

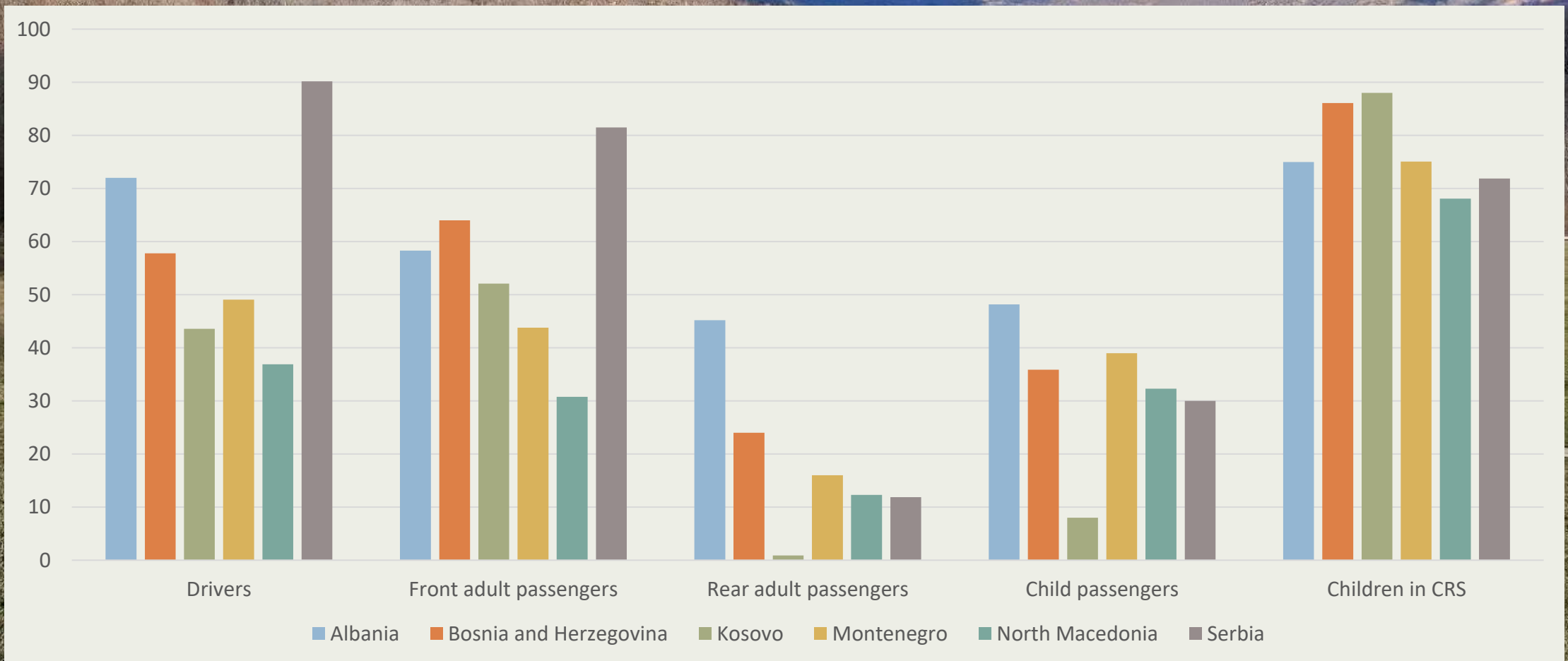


# Percentage of restrained vehicle occupants in the Western Balkans

|                        | Passenger cars |                  |          | Goods vehicles |                  |
|------------------------|----------------|------------------|----------|----------------|------------------|
|                        | Drivers        | Adult passengers | Children | Drivers        | Adult passengers |
| Albania                | 75.8           | 58.5             | 55.8     | 80.0           | 71.9             |
| Bosnia and Herzegovina | 64.8           | 62.4             | 53.9     | 56.2           | 48.8             |
| Kosovo                 | 53.8           | 46.1             | 28.7     | 18.4           | 18.3             |
| Montenegro             | 59.6           | 48.2             | 57.1     | 44.7           | 27.7             |
| North Macedonia        | 40.1           | 30.0             | 43.1     | 35.7           | 26.0             |
| Serbia                 | 90.7           | 68.6             | 46.7     | 69.1           | 57.3             |
| Median value           | 62.2           | 53.4             | 50.3     | 50.5           | 38.3             |

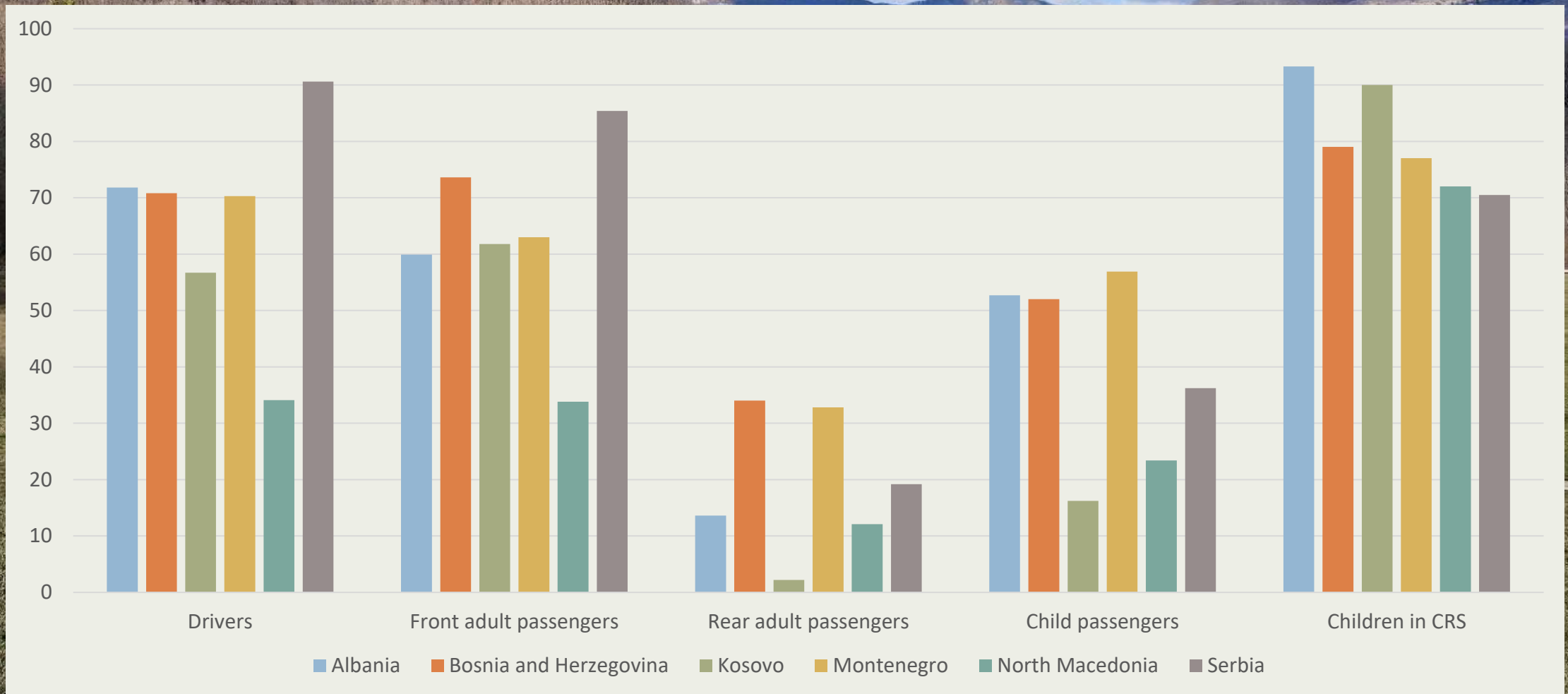


# KPI values for car occupants on urban roads



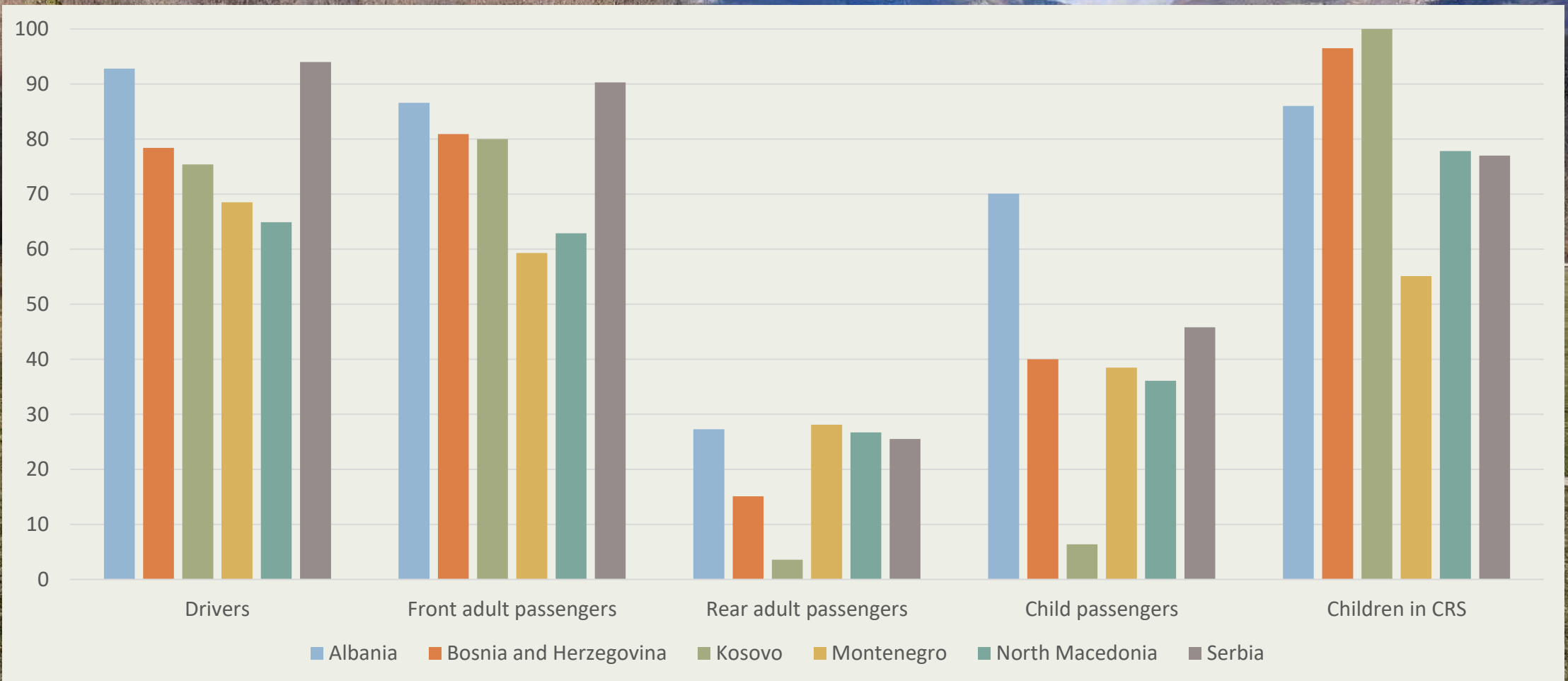


# KPI values for car occupants on rural roads



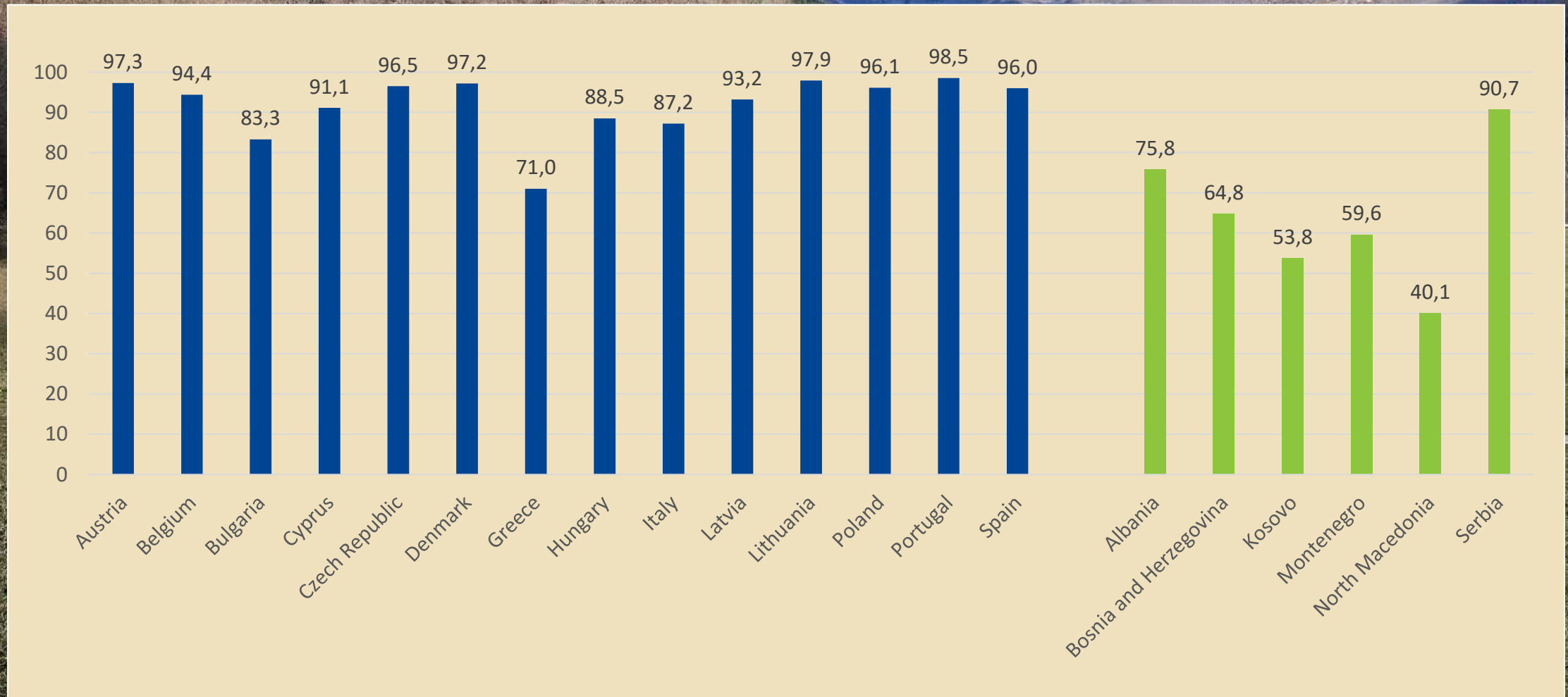


# KPI values for car occupants on motorways





# Comparison with Baseline (drivers passenger cars)





# Recommendations





# Structure of recommendations

1. What governance structure and process should be set to ensure that road safety KPIs are adequately used?
2. What measures ought to be taken in the light of the findings of this report, in particular when the performance is not good?
3. When and how should the data collection on seatbelts be repeated?
4. For which other KPIs should data be collected in the future?
5. What monitoring and dissemination mechanisms should be in place to ensure that the investment in KPIs results in progress on road safety?



# Ensure good governance for the KPIs

- Include KPIs in the road safety strategy and monitoring
  - Integrate KPI results into road safety strategies
  - Establish a procedure for presenting KPI results to all relevant stakeholders
- Set targets
  - It is suggested to set a target of 40% risk reduction over 5 years and a 70% risk reduction over 10 years.
- Designate an institution or agency responsible for data collection
- Allocate sufficient human and financial resources
- Support continuous updates and enhancements to regulations
  - Review of the appropriateness of existing regulation
  - Consider introducing the UN R129 standard on child restraint systems



# Take appropriate policy measures

- Focus on particular groups
  - Strengthen legislation requiring the use of child restraint systems
  - Implement targeted initiatives focused on increasing rear passenger seatbelt usage, considering this category often has the lowest compliance.
  - Address specifically the drivers of goods vehicles and all companies active in the transport sector.
- Targeted awareness campaigns
- Better enforcement
- Learning from good practice
  - Regional partners could benefit by learning from countries that have considerably improved their seatbelt usage rate (e.g. Slovenia).
  - The use of ISOFIX systems in vehicles should be promoted, emphasizing their ease of use and the associated reduction in the risk of incorrect installation.



# Implement a comprehensive approach

- Conduct seatbelt usage surveys every 2 or 3 years
  - to effectively monitor trends
  - to assess the impact of interventions and measures taken.
- Use a comprehensive approach
  - Use a combination of roadside observations and questionnaire surveys.
  - Include a diverse range of locations and time periods (day, night, weekends).
  - Consider a more in-depth study (using in-vehicle inspection) to analyse the use, misuse and non-use of CRS.
  - Align the timing of awareness campaigns with enforcement by the police.
- Use appropriate methodologies
  - Adopt methodologies for KPI collection aligned with the European Union standards.
  - Use appropriate weighting methods.



# Consider a range of KPIs

- Speeding
- Distraction by mobile phone
- Driving under the influence of alcohol
- Safety of pedestrians
- Vehicle safety
- Infrastructure
- Helmet wearing by motorcyclists and cyclists
- Post-crash response
- Education
- Public awareness and public support for measures





# Monitor and disseminate the results

- Establish or adapt a road safety database
  - Create or adapt a centralized, accessible database for road safety data.
- Report regularly and in a transparent way about the KPIs
  - Regularly publish detailed reports on road safety KPIs.
  - Include announcements of measures and actions that are being taken.
  - Organize meetings to enhance local self-government capacity.
- Establish feedback mechanisms
  - Engage with various stakeholders for collaboration in road safety promotion.
  - Establish a feedback system to gauge public response to safety initiatives.



**Technical Assistance for collecting Road  
Safety KPIs on  
Seat Belt and Child Restraint Systems in  
the Western Balkans region**



**WESTBELT**

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AND CHILD RESTRAINT SYSTEMS IN THE WESTERN BALKANS REGION  
(2022-2024)

Questions?