

TRUST Traffic Safety Culture | A Systematic Transition towards Shared
Responsibility for Safe and Sustainable Mobility in the EU

D4.1 | Cooperation protocols – A roadmap to pilot implementation

TRUST

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Statement on the use of AI

Artificial Intelligence (AI) tools (large language models) were used to support the drafting of this deliverable, particularly for language refinement, summarizing and check for completeness. All content was reviewed and validated by the authors to ensure accuracy and compliance with project objectives.

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Glossary & abbreviations

Term / abbreviation	Explanation
DEC	Dissemination, Exploitation, Communication
DUI	Driving under the influence, which means that someone is operating a motor vehicle while under the influence of alcohol, drugs, or other substances that impair the ability to drive safely.
GDPR	General Data Protection Regulation
HGV	Heavy goods vehicle
Intervention, pilot intervention	Measure which will be designed based on knowledge gained in previous TRUST steps and scientific literature, aimed at changing pre-defined elements of Traffic Safety Culture in the specific context. This can be for example an online-training, a group-dynamic based discussion, the use of teaching materials in a school class.
Implementation partner	Non-TRUST partners who agree to cooperate for research purposes and facilitate the provision of participants who receive the intervention (e.g. a company with drivers at work who agree to the implementation of a training for their staff; driving schools who facilitate recruitment of driving school students).
LLMs	A Large Language Model is a neural network trained on a vast amount of text for natural language processing tasks, especially language generation.
Participants, pilot participants	Individuals who receive and are impacted by a Traffic Safety Culture intervention (e.g. driving school students).
Pilot	The entire endeavour of developing, implementing and evaluating a Traffic Safety Culture intervention in a specific context (e.g. in secondary schools).
Pilot partner	TRUST partners carrying out one or more of the seven pilots in their country.
Pilot leader	TRUST partner in charge of designing and implementing one of the seven pilots.
TSC	Traffic Safety Culture
VRU	Vulnerable Road User, individuals in the road traffic who are at a higher risk of injury or death compared to the general traffic participant (such as young drivers or power-two-wheelers)

Executive summary

This report outlines a roadmap including procedures for implementing and evaluating pilot interventions within the TRUST project, which aims to strengthen Traffic Safety Culture (TSC) as a key lever for achieving EU road safety and sustainability goals, including reducing fatalities by 50% by 2030. The project develops a shared definition and framework for TSC, provides practical tools (e.g., assessment instruments and a European TSC index), and emphasises that improving safety culture requires tailored, context-specific interventions rather than a one-size-fits-all approach.

A central component of the project is the implementation of seven pilot studies across diverse European contexts, targeting different groups and safety challenges. The pilots demonstrate how TSC can be improved at organisational level as well as in particular groups of private road users and road safety professionals. The 7 TRUST pilots are:

- Pilot 1 | Local authorities
- Pilot 2 | Drivers at work
- Pilot 3 | Food delivery sector
- Pilot 4 | Tourism sector
- Pilot 5 | Driving school students
- Pilot 6 | Secondary school students
- Pilot 7 | Road safety professionals

The roadmap structures implementation into three main phases and provides checklists for pilot leaders and pilot partners:

- **Preparation:** Refining intervention design based on TSC theory, defining target groups, developing materials, and recruiting implementation partners. Clear communication and adequate participant numbers are essential, with over-recruitment recommended to offset dropouts.
- **Implementation:** Coordinated delivery of interventions, documentation of activities, and collection of evaluation data. Attention is given to implementation fidelity and any challenges encountered.
- **Post implementation:** Systematic documentation, follow-up with partners, and completion of post-measurements to ensure comprehensive data for evaluation.

Evaluation is a core element of the roadmap. Alongside the outcome evaluation (impact on elements of TSC), a process evaluation examines how interventions are implemented. It focuses on fidelity (whether interventions were delivered as planned), reach (participant engagement), contextual factors, and perceptions. It identifies success factors, barriers, and lessons learned to support scaling and transferability as well as to provide context for interpreting results of the outcome evaluation.

1. Introduction

The TRUST project brings together leading researchers and practitioners on Traffic Safety Culture (TSC) who have joined forces to leverage the potential of TSC as a concept to support the 2030 50% reduction goals for road safety and further sustainability goals.

The TRUST project develops a common definition and academic consensus around TSC, as well as a conceptual framework, covering transformation at community and organisational level. The project also demonstrates how TSC supports both a Safe System and sustainable mobility approaches. The creation of the TRUST platform provides guidance to public authorities, companies and decision-makers on all levels, through low-threshold access to validated (self-) assessment tools for benchmarking and applying appropriate intervention strategies and a European TSC index for the national and subnational level.

One of the fundamental assumptions of the TRUST framework is, that there is no one size fits all approach to grow a positive TSC in societies and that the key lies in dedicating effort to tailoring interventions to specific groups and their (sub-) cultures. Therefore, TRUST demonstrates the process of designing and evaluating tailored interventions for 7 contexts highly relevant for a Safe System. The pilots are also serving as a testing ground for TSC measuring tools. Both, measuring tools and intervention mechanisms, are designed in previous TRUST work packages (WP2 and 3). The applicability and effectiveness of TSC measuring tools and interventions to improve aspects of TSC will be evaluated in these 7 contexts:

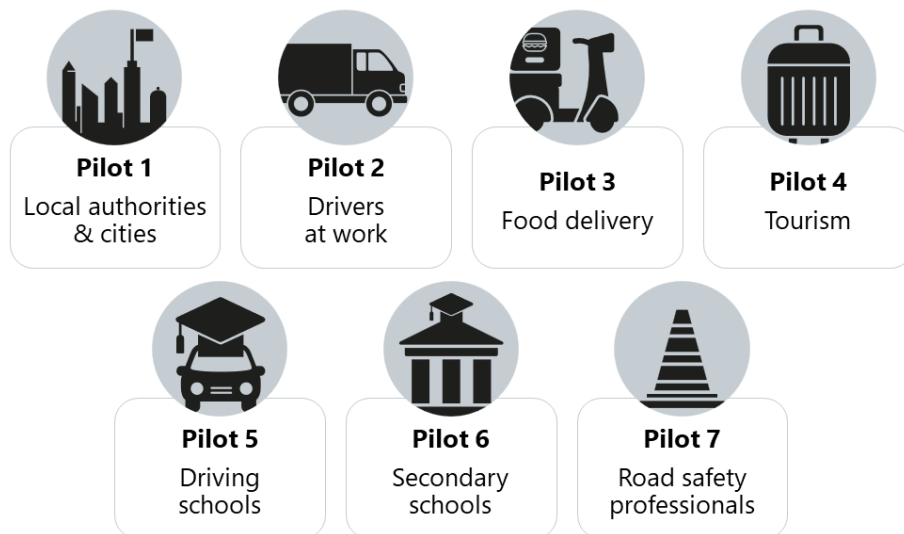


FIGURE 1 | Overview of 7 TRUST Pilot contexts.

Four of the pilots (1-4) consider the importance of working with organisations in the Safe System to grow TSC. Within those pilots, the interventions address individuals as well (just like the other 3 pilots) but also incorporate organisational logics and dynamics.

1.1. Scope of the roadmap

This Road to pilot implementation provides an overview of the pilots' scope, objectives, intervention logic, methods and implementation partners, but more so serves as a guide for all practical considerations before, during and after the implementation of the intervention(s) per pilot. Although each of the 7 Pilots are highly tailored to its contexts, there are common steps and considerations which need to be taken into account for all of them.

The roadmap to successfully implementing the pilots and interventions will be outlined in three phases (see sections 2.2 to 5):

- Preparation of pilots and related interventions
- Implementation of pilots
- Post-implementation

The practical steps for the pilot preparation, execution and post-implementation cannot be considered in isolation from the evaluation of the piloted interventions. After all, the primary aim of the pilots is to test whether the interventions produce the desired effect of improving aspects of TSC. All methodological considerations for evidence-based assessment of the TSC measuring tools and interventions are the subject of TRUST's dedicated work package on evaluation (work package 5). Related documents are the "Preliminary evaluation plan", "Evaluation of pilots" and "Assessment of models and tools". This roadmap, however, also includes the information on the process evaluation of the pilots, which aims at gaining insight regarding (1) the implementation fidelity of every pilot and (2) implementation partners' satisfaction and viewpoints. The process evaluation will also consider and reflect on requirements for the adoption of the TRUST or other TSC interventions on a larger scale within each of the specific contexts (e.g., local authorities or driving schools).

Eventually, for each of the 7 Pilots, a dedicated Pilot report will bring together all aspects of the process, from the rationale for choosing the target group to the impact assessment of the intervention and key learnings from the process (available at the end of the TRUST project).

2. The TRUST pilots and interventions

This section describes each TRUST pilot in terms of scope, objectives, target groups, and interventions. The contexts for testing and evaluating tools and interventions were selected carefully to demonstrate that improving Traffic Safety Culture (TSC) requires:

- 1. Tailoring to specific target groups (no “one size fits all”) and considering their sub-culture
- 2. Starting from many different points in the traffic system to generate a bigger change

Each of the 7 pilots:

- will be implemented in various European countries – in the countries of TRUST pilot partners and beyond (see FigureFIGURE 2).
- will target one specific or multiple TSC aspects (e.g., challenging beliefs or perceived norms).
- is developed and implemented with multiple local implementation partners: companies, authorities, driving schools, secondary schools and road safety professionals.
- addresses one or multiple road safety hot topics for one or more road user groups (see Table 1).

	Car	Truck, bus	PTW	Bicycle	Walking	New mobility	VRU	Speed	Distraction	Fatigue	DUI	Cooperation in traffic	Sustainability	Protective equipment
P1 Local authorities & cities														
P2 Drivers at work														
P3 Food delivery														
P4 Tourism														
P5 Driving schools														
P6 Secondary schools														
P7 Road safety professionals	Dependent on							professionals' context						

TABLE 1 | Road user groups and road safety topics addressed per pilot.

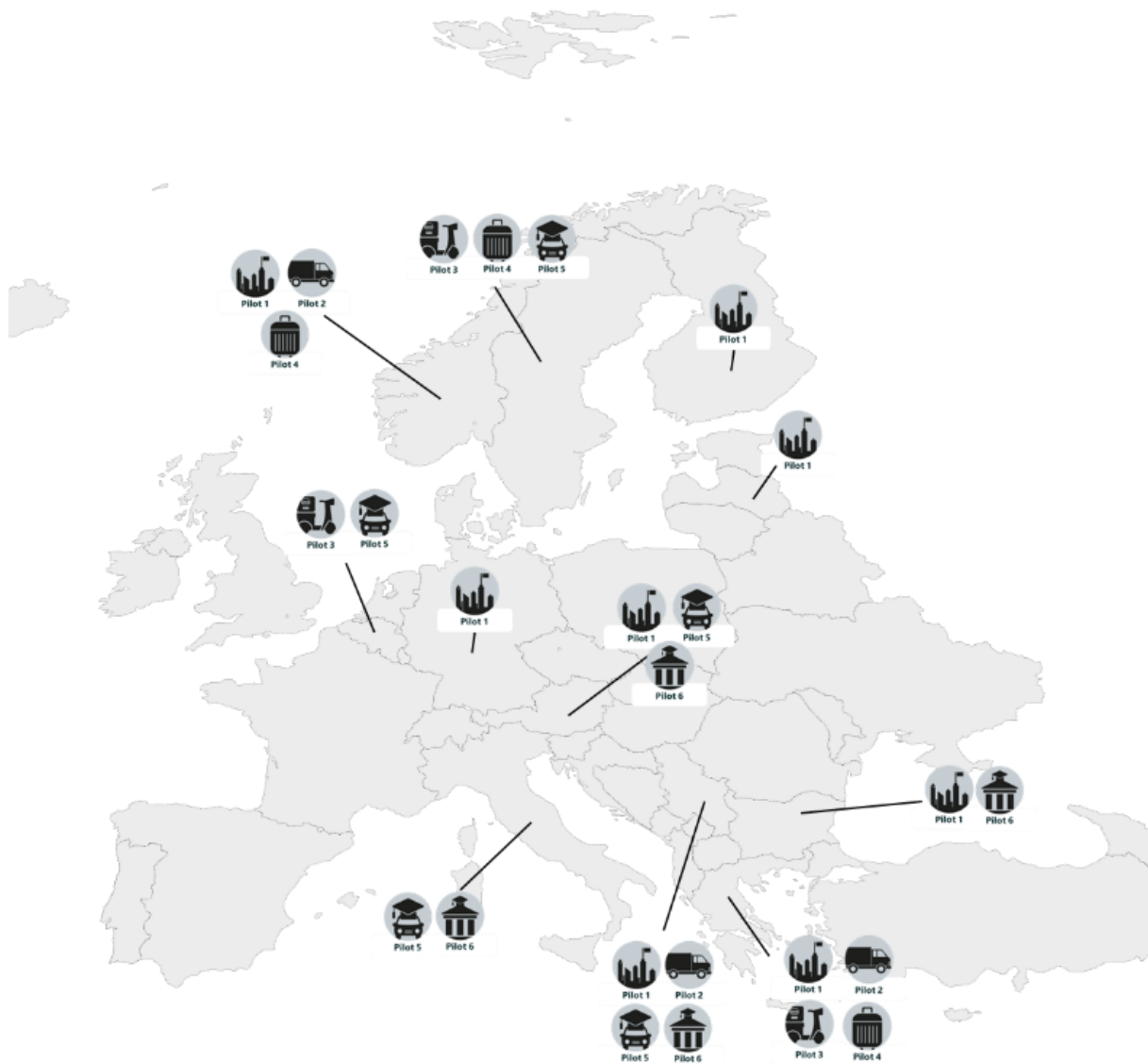


FIGURE 2 | European countries where one or more of Pilots 1 to 6 are implemented. Pilot 7 – the intervention for road safety professionals will have participants from across Europe and is not displayed on this map. The map is preliminary, more implementation partners and thus countries will be added.

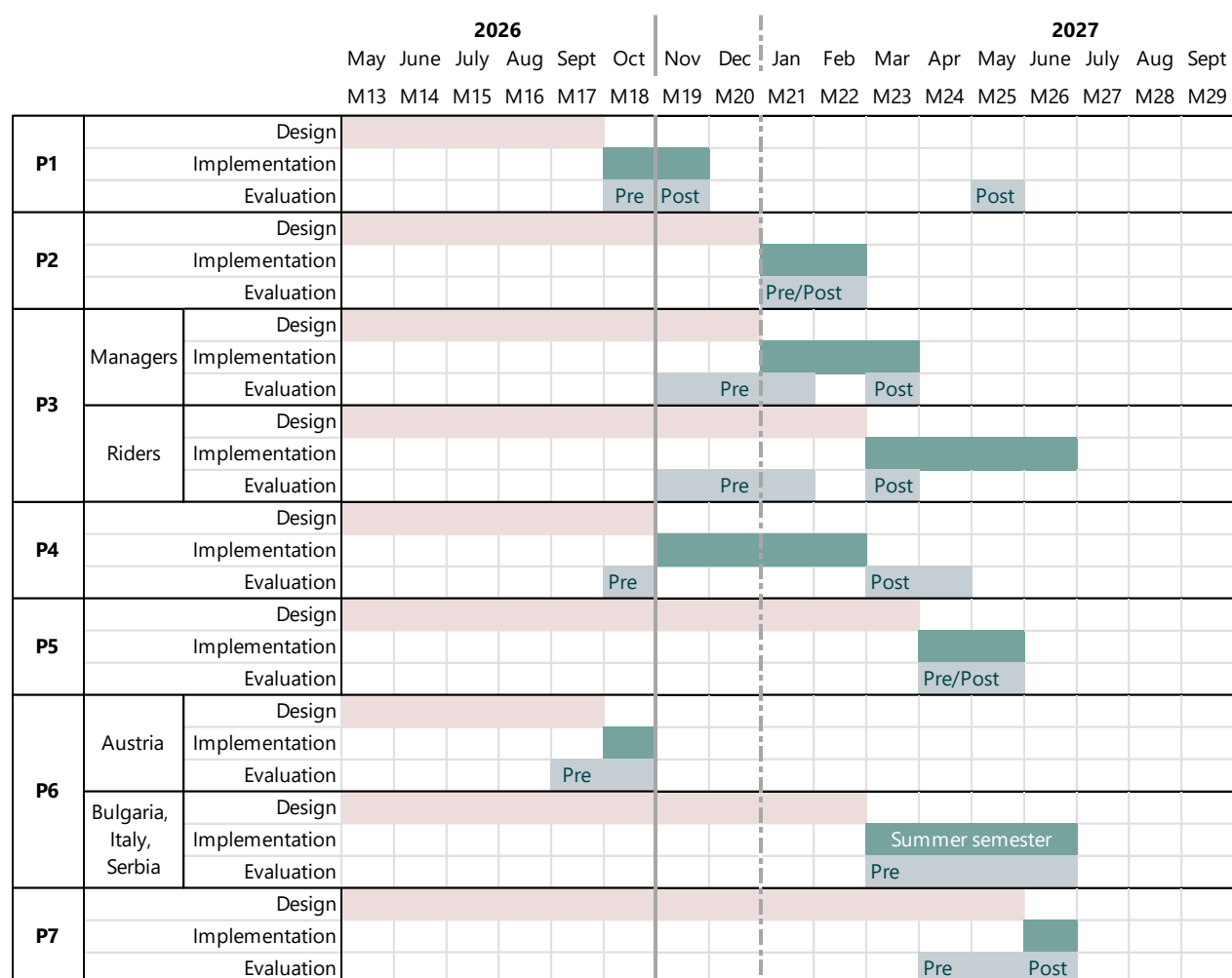


FIGURE 3 | Timeline for Design & preparation, implementation and evaluation per pilot. In Pilot 3 there are different timelines for the sub-target groups of managers and riders; Pilot 4 will have different timelines for participating countries (not specified yet); in Pilot 6 there are diverging timelines for interventions in Austria and Bulgaria, Italy and Serbia.

2.1. Pilot 1 | Local authorities

	Target groups - Managers and employees in local and regional authorities from different parts of the organisation - Politicians who influence local and regional authorities.
Background Safety measures at the level of sub-national authorities are crucial for traffic safety and other sustainability targets, particularly as local authorities and cities wield significant control over measures in urban areas and play a key role in enhancing the safety of cyclists and pedestrians. Evaluated best practices are e.g., the Norwegian “Traffic Safe Municipality” – an approval scheme for systematic traffic safety work in municipalities – and the Swedish “Traffic Safety Boost”. Both approaches aim at improving TSC through a Safe System Approach and target municipalities’ various roles: (1) road managers and planners (2) setter of requirements for maintenance and construction (3) employers, (4) procurers of vehicles, transport and goods/services (5) influencers towards citizens. The Swedish approach also has the ambition to facilitate traffic safety implementation in relation to other sustainability goals (Wennberg & Dahlholm, 2024). Nævestad & Milch (2023) conclude that the main benefits of the Traffic Safe Municipality, is increased awareness about the ways the municipality influences traffic safety, a management and employee commitment to positive change.	Objectives - Adapt the Traffic Safe Municipality scheme to cities/regions, using the Traffic Safety Boost and material on sustainability integration to develop a Sustainable Traffic Safe Municipality scheme. - Implement a Sustainable Traffic Safe Municipality scheme to selected municipalities/regions - Development of course and material on the European Sustainable Traffic Safe Municipality Conduct pre-/post measurements to assess the impact of the courses regarding (1) increased awareness of how authorities influence traffic safety and sustainability goals (2) increased commitment towards these goals, including people’s perception of the degree to which they act according to goals
	Intervention The interventions will be training of the target group based on and comparable to the (1) Norwegian Traffic safe municipalities, (2) the Swedish Traffic Safety boost. We use the general approach to awareness and commitment building and to continuous improvement of traffic safety. The intervention will be adapted to the local contexts and specific challenges and will combine efforts to increase active mobility, public health and traffic safety. Experiences from Norway and Sweden will be considered
	Methodology - Interviews with managers and employee representatives, and stakeholders - Adaptation of the scheme to context and mapping of impeding and facilitating factors - Course development through workshops - Assessment of impact on participants’ awareness of how local and regional authorities influence traffic safety and sustainability goals, including their commitment towards it. - Training and application of LLMs to assess a company’s TSC based on company documents
Implementation partners Local authorities from Austria, Belgium Bulgaria Finland, Germany, Greece, Latvia, Norway and Serbia have committed to participate in this pilot. Additional authorities will be recruited, facilitated by TRUST partner POLIS.	Results & outcomes - An adapted version of traffic safe municipality/traffic safety boost, - Increased awareness and commitment among stakeholders on how to combine safety and sustainability. - A course focusing on how authorities can improve TSC and influence sustainable urban traffic safety as well as results regarding its effectiveness.

2.2. Pilot 2 | Drivers at work

	Target groups - Managers in companies with drivers at work, including employee representatives - Drivers in the organisations, who are influenced by organisational safety culture management of their newly trained managers - Industry organisations (e.g., truck owners association, bus owner associations)
Background Studies indicate that employees driving at work are more crash prone than others. 40% of all fatal road crashes involve drivers at work (Nævestad et al., 2015). Measures aimed at safety management in companies have been effective in reducing the crash risk (Naveh et al., 2015). Nævestad et al. (2022) estimates that up to 48% of deaths/serious injuries involving HGVs are avoidable if companies introduce safety management measures. The lack thereof is probably related to the size of companies and limited resources and competence to introduce safety measures. Based on this, Nævestad et al. (2018) have developed an evidence-based safety management strategy for small road transport companies, called the "Safety Ladder for safety management", a simplified version of ISO:39001. The Safety Ladder is empirically validated in Norway and was adopted in the Norwegian action plan for road safety. It is the basis of campaigns from Swedish authorities aiming to improve road safety among drivers at work. It involves stepwise adoption of measures, based on the company context. Organisations can be placed on various levels regarding their readiness to change (Otto et al., 2022), which can inhibit moving up the Ladder.	Objectives - The Safety Ladder will be adapted to the company context including challenges (e.g., crash types), framework conditions (e.g., sector, competition, rules) and companies' will and capacity - Mapping of factors that facilitate and impede implementation. - Adapt the Safety Ladder the Change readiness model to companies in European countries with less focus on work-related safety, and poorer road safety records than e.g., in Northern Europe
	Intervention - Develop a course on safety management and TSC, based on the current level of TSC and mapped facilitating and impeding factors. - The Safety Ladder offers different levels of implementation, from the most basic management practices to most advanced practices (e.g., ISO:39001). - Managers in units in selected companies will focus on safety culture management. Pre and post measurement among drivers in the companies will be conducted.
	Methodology - Interviews with managers and employee representatives, and also with stakeholders in industry organisations, authorities, insurance companies, transport buyers. - Pre-/post assessment of (1) safety management practices, organisational culture, safety behaviours and (2) knowledge on organisational safety management, TSC and the will to implement measures - Use of the Consolidated Framework for Implementation Research (CFIR) - Training and application of LLMs to assess a company's TSC based on documents
Implementation partners Implementation partners from Germany, Greece Lithuania, Norway and Serbia, as well as TRUST partner TME have indicated their interest in participating in trainings.	Results & outcomes - Adapted version of the Safety Ladder, for improving safety management and culture in companies - Increased knowledge among stakeholders about the importance of safety management and safety culture in companies with drivers at work, for road safety - A course on the importance of safety management and TSC for road safety in companies with drivers and measured impact - Data on the will and capacity of companies to implement the Safety Ladder practices in their companies, including factors that facilitate and impede implementation.

2.3. Pilot 3 | Food delivery

	Target groups This pilot targets managers and riders (including those using bicycles, e-bikes, mopeds, scooters, and motorcycles) working for food delivery companies across two or more EU Member States. Particular attention will be given to managers and experienced food delivery couriers with coordination or mentoring responsibilities (i.e., “captain couriers”), who can act as traffic safety leaders in their company.
Background Studies show that road safety is a significant concern for food delivery riders (cf. De Roeck & Lambert, 2024). Unlike many traditional transport sectors, food delivery companies often operate through digital platforms and a highly flexible workforce. Building on the Safety Ladder approach, this pilot aims to strengthen traffic safety culture and safety management within food delivery companies through tailored interventions targeting managers and riders with leadership responsibilities.	Objectives The aim of the pilot is to develop and evaluate a company-specific intervention to strengthen TSC and safety management within the food delivery sector. The intervention will target managers and riders with leadership responsibilities (e.g., captain couriers) and support the implementation of practical safety measures tailored to the organisational context. Intervention The intervention consists of one or multiple company-specific (online) teaching sessions for managers and riders (“captain couriers”) with leadership/supervision roles. The sessions are based on the Safety Ladder approach and principles of TSC, considering characteristics of the respective companies (e.g., sociodemographic of riders, transport mode). The intervention aims to increase awareness of the role organisations play in promoting road safety, and to support the companies in identifying and implementing feasible traffic safety improvements. During the sessions, participants will work with the TRUST team to assess current safety practices, identify key challenges, and select measures that are both realistic and feasible within their operational context. Possible teaching topics include: the role of managers and team leaders in promoting safe behaviour; communication of safety expectations and priorities; recognition and reinforcement of safe practices in traffic; organisational practices (time pressure, workload, fatigue) that may influence behaviour and risk-taking; and developing company-specific action plans for improving TSC, among others. The intervention will be tailored to the participating company and developed in collaboration with management and riders. Methodology The intervention will be developed in close collaboration with participating food delivery companies and adapted to their organisational context. Effects of the intervention will be assessed through pre- and post-measurements among participating managers and captain couriers. Effects on managers and captain couriers will be examined through measurements of knowledge, awareness and commitment regarding TSC and safety management practices, including their perceived capacity and willingness to implement measures. The implementation process will be evaluated using the Consolidated Framework for Implementation Research.
Implementation partners Two of the major food delivery companies in the EU indicated interest to partake: JustEat TakeAway.com and FOODORA.	Results & outcomes The outcomes include validated training and teaching materials on TSC and safety management for the food delivery sector, as well as a practical framework for implementing Safety Ladder principles in food delivery companies. The pilot will generate knowledge on how organisational safety culture can be strengthened in food delivery environments and identify effective approaches for engaging managers and captain couriers in safety improvement processes. The knowledge gained will be shared with all TRUST partners and translated into guidance materials and good practices made available through the TRUST platform.

2.4. Pilot 4 | Tourism sector

	Target groups Professionals in the tourism sector which have a role in the mobility of non-local visitors of touristic areas (taxi drivers/ bus companies/ transfer companies, car rental companies, outdoor activities organisers, hotels, etc.).
Background The relationship between tourism and traffic crashes has been confirmed by numerous scientific studies, also conducted by NTUA, while international organisations place traffic crashes at the top of travel risks. This is a considerable road safety challenge in both countries with high and low road safety. In the summer of 2024, every third person fined for speeding was foreign. The pilot is built starting from previous studies that have proved the correlation between tourism, mobility and road safety. Road safety performance clearly affects the image of a country as a safe destination and the competitiveness of the tourism product. Previous results show that ensuring safe mobility is a prerequisite for the sustainable development of tourism. The TSC level in the popular vacation areas affects the co-existence of locals and tourists in local traffic. Exploring and improving TSC among tourism professionals can have an impact on the traffic behaviour of tourists consequently affecting interaction with locals and overall road safety level in the area.	Objectives The aim of this pilot is the development of a practical guide on safe mobility that will help professionals in the tourism sector to improve their traffic safety culture and promote a safer stay of tourists in visiting areas.
	Intervention In this pilot the conditions affecting the safe and unobstructed mobility of tourists, and especially VRU such as young drivers and power-two-wheelers , and the accessibility of relevant sites in specific popular vacation areas in Greece, Sweden and Norway will be explored to define a common strategy to reduce these conditions sustainably. The current pilot proposes the development of a practical approach to assist tourism professionals in identifying the importance of road safety for tourists and tourism development, raising awareness and developing active cooperation of relevant stakeholders .
	Methodology In order to measure TSC among tourism transport professionals, a questionnaire survey on behaviour/ opinions/expectations in relation to tourists with particular focus on the safety standards applied , will be conducted among members of bodies/associations related to the local transport system in vacation areas (i.e. taxi drivers/ bus companies/ transfer companies) (organisational level) as well as among owners/ managers of local transport related companies in touristic areas (car rental companies, touristic outdoors activities organisers, hotels etc) (corporate level). Based on the findings of this survey, informational material in the form of a guide will be developed and with a focus on local road safety problems , especially those related to foreign drivers and special local conditions (e.g., road network, commonly used vehicles). The guide will be distributed among local transport stakeholders.
Implementation partners Several implementation partners from Greece have committed to partake in the pilot. Further recruitment will target additional companies in Sweden and Norway.	Results & outcomes A practical guide on safe mobility for tourism professionals, including key traffic regulations, advice on safe driving, main mobility options and other useful information with a focus on VRUs (young drivers and power-two-wheelers) will increase awareness of tourism stakeholders in vacation areas about road safety and sustainable mobility. The guide will be developed in English and translated into the pilot partner languages . The prevalence of specific tourists' nationalities in the pilot areas may also be taken into account, e.g., to produce material in specific languages in order to overcome language barriers between tourism professionals and tourists.

2.5. Pilot 5 | Driving school students

	Target group Young moped riders aged 14-16 years old who have not, as yet, taken part in any formal training	
Background Young people are more likely to be killed or seriously injured on the road in almost every country in Europe than older people. The risk is especially high amongst moped riders compared to car drivers (Møller, & Haustein, 2016). It is important to focus on this group, as this also is a considerable challenge in European countries with a high road safety level. In most EU countries, the formal requirement to obtain an AM licence includes a theoretical and practical test. Driver training for cars has shifted from an earlier focus on vehicle manoeuvring skills to a focus on cognitive skills and risk awareness. This shift is based on research demonstrating that skill in manoeuvring and controlling a vehicle is not sufficient to drive safely (Hatakka, 1998). Too much focus on handling the vehicle can result in an overestimation of one's own ability, which in turn leads to taking greater risks. Considering the high risk of moped riders being involved in a crash and their relatively poor preparation, actions are needed to improve their training. This means that the same approach needs to be adopted when it comes to train moped riders as is used for car drivers.		Objectives The aim of this pilot is to develop a training program for young people who have completed their formal training. The training will focus on aspects not covered in the formal training, such as: riders' risk perception, risk and self-awareness as well as an overall positive traffic safety culture amongst the participants.
		Intervention The training of moped riders will be based on a risk education program successfully introduced as part of the Swedish driver education in 1999 (Goals for Driver Education; Hatakka, 1998). The duration will be around 2 hours, and the method of teaching is pupil centred. Group dynamic exercises will therefore be part of the teaching, encouraging moped riders to discuss consequences of different behaviours. This means a focus on their attitudes and norms in relation to different risky behaviours in traffic (e.g., DUI, speeding, and group pressure). To maximise the effect of the intervention we will determine which specific factors to focus on after the baseline questionnaire (pre-measurement) has been conducted. The training will take place in Austria, Belgium, Italy, Serbia and Sweden on two different occasions.
		Methodology The participants will be recruited with the help of contacts already established by TRUST partners. The participants will then be randomly assigned to two experimental groups or a control group. In each group approximately 10-12 participants will take part. Gender balance will be considered. Evaluation surveys will be completed just before and after the training.
Implementation partners Partners from Austria, Belgium, Italy, Serbia and Sweden will take part in the pilot project. In Austria, Belgium and Italy driving schools will be recruited via the European Driving Schools Association (EFA) and the partners' network. In Sweden, via our connection with the Swedish Association of Driving Training Providers (STR). In Serbia, the Testpoligon Ltd. and the ERM PLUS Ltd in Belgrade will assist with this task.		Results & outcomes - Validated teaching and learning materials from at least five countries. - Obtain evidence on how to design teaching materials to target learner moped drivers, - Present evidence of the effect of the training - Knowledge transfer of best practice

2.6. Pilot 6 | Secondary school students

	Target groups • 13-14-year-old students in secondary schools • 15-18-year-old students in secondary schools
Background Traffic Safety and Mobility education is a crucial component in the Safe System approach. Most European countries have committed to provide road safety education for everyone (1968 Vienna Convention). In 2001, transport ministers in the EU committed to promote a safety culture based on shared values to improve road safety and sustainable mobility behaviours by education and training. ETSC documented in their LEARN! report that most countries are not following through on this commitment and implementation varies significantly across countries, especially for secondary schools (ETSC, 2019). This calls for guidance on how to create and implement high quality and validated teaching resources, with a low threshold for teachers to integrate mobility topics in other subjects.	Objectives Aim of this pilot is the development and validation of modular teaching materials for mobility and traffic safety education.
	Intervention The pilot will build on activities by ETSC (LEARN! Key Principles for Traffic Safety and Mobility Education) and KfV's evaluated modular teaching concept "Risi&Ko" for primary and secondary schools, endorsed by the Ministry of Education. 13-14 years: The intervention will be interactive teaching resources, to be used by teachers in one lesson each. Teaching resources must be integrable into other subjects (physical education, cover lesson). Starting point is KfV's Risi&Ko modular material, available for secondary schools on the topics (1) risk & peer pressure, (2) social competence in traffic, (3) distraction in traffic, (4) mobility modes. Key principle is not to teach rules but to grow readiness to be a responsible, to regulate and cooperate. Adaptation to the local context in Bulgaria, Italy and Serbia will be required. KfV will expand their modular materials by at least one module (regulation of emotions). 15-18-years: For this age group, there is hardly any material available and diverging school types pose an additional challenge. Therefore, TRUST will explore the foundations required for reaching the target group in terms of e.g., risk-taking types and media to be used. Knowledge gained will be shared with all partners and guidance will be provided via the TRUST platform.
	Methodology 13-14 years: KfV and ETSC will share their expertise in evidence-based design and development of learning and teaching materials with the other partners and guide partners in Bulgaria, Italy and Serbia in identifying risk types as well as unfavourable attitudes, norms and values (survey based data collection, n=min. 200 per country). This will serve as the basis for specifying the intervention (learning and teaching materials), further to be tested and validated in min. 3 school classes per country. The experience gained by pilot 6 partners during the development of their interventions will serve as the basis for the content of a webinar for practitioners. 15-18 years: Qualitative interviews to explore appropriate approaches (risk-taking types, usage); testing of different approaches in at least 3 school classes per Austrian region (min. 27 school classes).
Implementation partners All the participating partners in Austria, Bulgaria, Italy and Serbia have past or on-going cooperations with secondary schools or an excellent network reaching into the local education sector, facilitating a pool of secondary schools.	Results & outcomes • Validated teaching and learning materials for at least four countries in the national languages • Expansion of modular Risi&Ko teaching materials for the secondary school level (13-14 years) • Knowledge transfer of best practice example Risi&Ko (from groundwork to validated output) • Evaluated recorded webinar to teach and guide practitioners

2.7. Pilot 7 | Road safety professionals

	Target groups Road safety professionals and stakeholders of all kinds, e.g., national policymakers, road safety auditors, transport analysts, NGOs, macro-level researchers, traffic psychologists etc.
Background TSC and the Safe System Approach are widely acknowledged approaches in road safety work. However, when looking closely, professionals understand and use those terms differently and, in many cases, they remain empty phrases, not used to their full potential. Often, the road safety pillars are treated separately, lacking a system perspective, and rarely in relation to other sustainability goals. Progress in road safety is dependent on road safety professionals' solution-orientation, belief in a common goal and their perceived impact.	Objectives Develop and validate modular training materials (webinar series) for road safety professionals across the EU to sensitise professionals towards the concept of TSC, Safe System Approach, Integrated Approach and how they relate to each other. Furthermore, the training aims at solidifying road safety professionals' self-efficacy and commitment towards their responsibility for road safety. Intervention This pilot adopts a proactive stepped approach to cultivating TSC amongst road safety professionals. The initial phase focuses on contributing to the establishment of a robust theoretical foundation (evidence-based information) by defining core concepts like TSC and the Safe System approach. This foundation is further strengthened by stakeholder engagement, employing methodologies like interviews and workshops to elicit needs, challenges, and perspectives of stakeholders (researchers, policymakers, etc.) within road safety. Stakeholder engagement is crucial to facilitate a human-centred design. Informed by both the defined theoretical framework and stakeholder findings, a comprehensive training syllabus is developed. This syllabus incorporates Human Factors and Human and Organisational Factors principles. The training program will use a variety of training methods, including lectures, videos, practical exercises, to promote knowledge acquisition, commitment to improving road safety, and ultimately, behavioural change intention. The goal is to solidify their purpose in road safety and establish clear goals for improvement. Based on the outcome of the pilot, webinars will be developed to facilitate wider dissemination. Methodology A double-funnel methodology will be applied to develop the contents of the modular webinars. Evaluation of changes in stakeholders' knowledge, attitudes, and self-reported intentions regarding shared responsibility for road safety and sustainability. The analysis of qualitative and quantitative data will allow for assessing the intervention's effectiveness. A pilot workshop, with participant feedback will be used to refine the programme for broader implementation (qualitative). This workshop will engage a selected group of road safety professionals in self-reflection exercises, focusing on their intentions, commitment, and perceived impact within their professional environment. Participants will fill in surveys before the training and sometime after to assess the impact on knowledge, attitudes, behavioural control, beliefs etc.
Implementation partners All partners have extensive networks of professionals, which will be invited. ETSC will facilitate recruitment	Results & outcomes Validated materials (webinar series) to train and guide road safety professionals on shared responsibility for road safety; obtained evidence on how to design training materials to target road safety professionals shared responsibility for road safety; knowledge transfer of safety culture best practices across transport domains.

3. Preparation of pilot interventions

The description of the TRUST pilots (2.1-2.7) demonstrates the diversity of pilot contexts, specifics of interventions and methods. However, there are many commonalities in preparing and organising the implementation of the interventions, which are described in this chapter as a support tool for pilot leaders on their road to implementing pilots consistently. Not all steps are applicable to all pilots.

3.1. Development of interventions, materials & practical considerations

The didactical concept of the pilot interventions is based on knowledge gained from the work on:

- the definition of TSC,
- the link between different elements of TSC and road safety outcomes (such as behaviour as a proxy), including models and the TRUST framework,
- best practices in culture interventions,
- further analyses of the pilot's target group.

Once the intervention objectives of pilots are refined, the change target defined (e.g., attitudes will be targeted), the implementation concept will be detailed. There are several communalities between the seven TRUST pilots to be considered. A rough concept was already provided at the beginning of TRUST (see 2.1 to 2.7). Many aspects need, however, refinement and adaptation based on the new insights being gained in the TRUST project. Some aspects are dependent on methodological considerations for the outcome evaluation (see Preliminary evaluation plan). An overview of common preparation steps is shown in Figure 4.

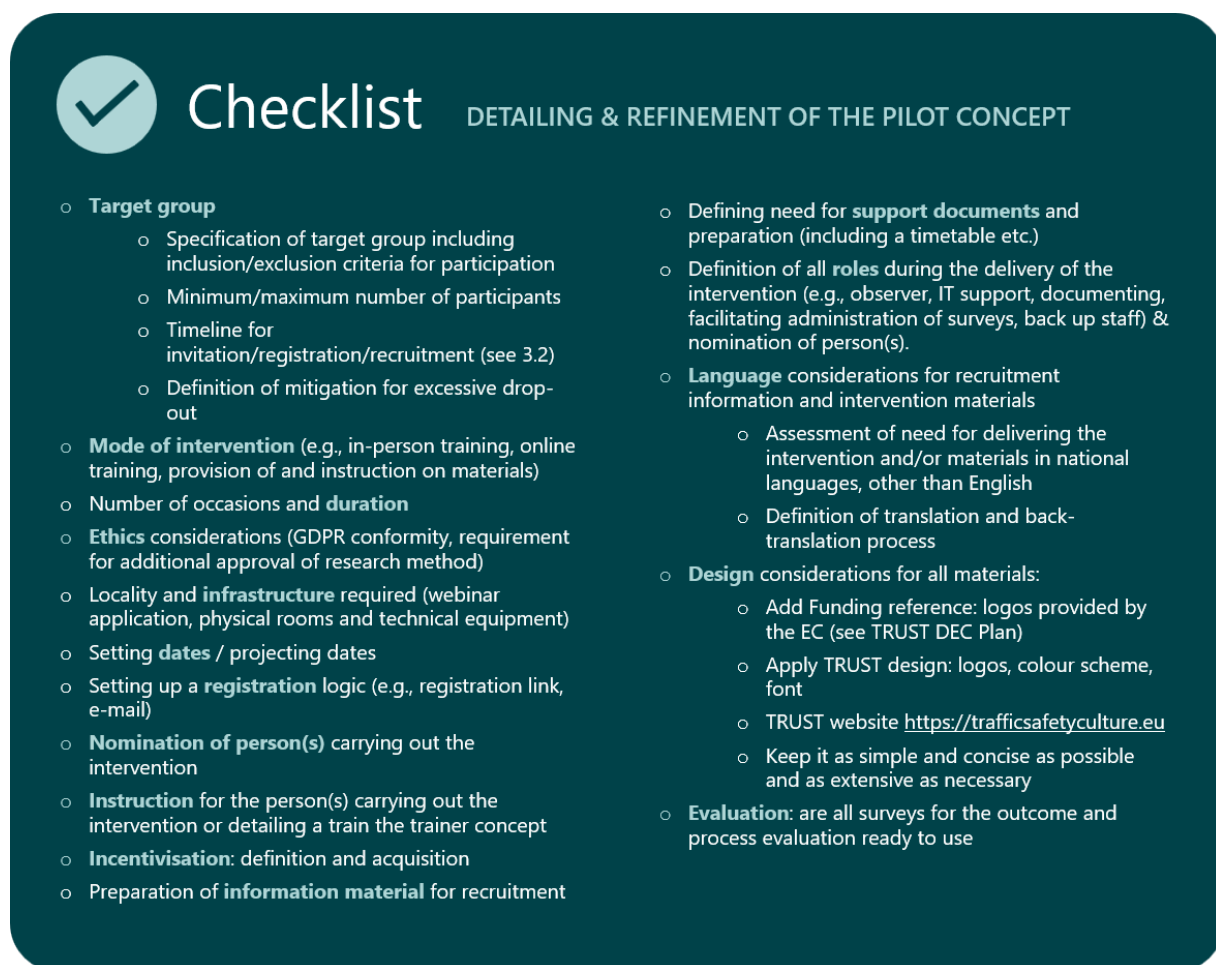


FIGURE 4 | Checklist for detailing and refinement of pilot concepts.

3.2. Recruitment and information of implementation partners

The TRUST implementation partners are organisations and individuals who consent to cooperate and receive or implement a Traffic Safety Culture (TSC) intervention, for example participate in a training or use provided materials. The success of the pilot projects depends heavily on having a sufficient number of participants and implementation partners. Although for each of the pilots, there are organisations and individuals who are committed to partake in the pilots, additional efforts will be made to recruit enough implementers. Pilot leaders oversee the recruitment process for their Pilot and instruct and support pilot partners with recruitment of national partners.

Informing interested and committed as well as potentially new implementation partners can be done in different ways, depending prior contact or proximity to the organisation or individual. However, there is a set of minimal information which needs to be provided about the pilot and participation as well as considerations for designing information (see Figure 5). Before starting any recruitment effort, the target group needs to be clearly defined, and inclusion and exclusion criteria set. Depending on the Pilot context, upholding regular contact and communication with already recruited implementation partners will be of importance to avoid dropouts.

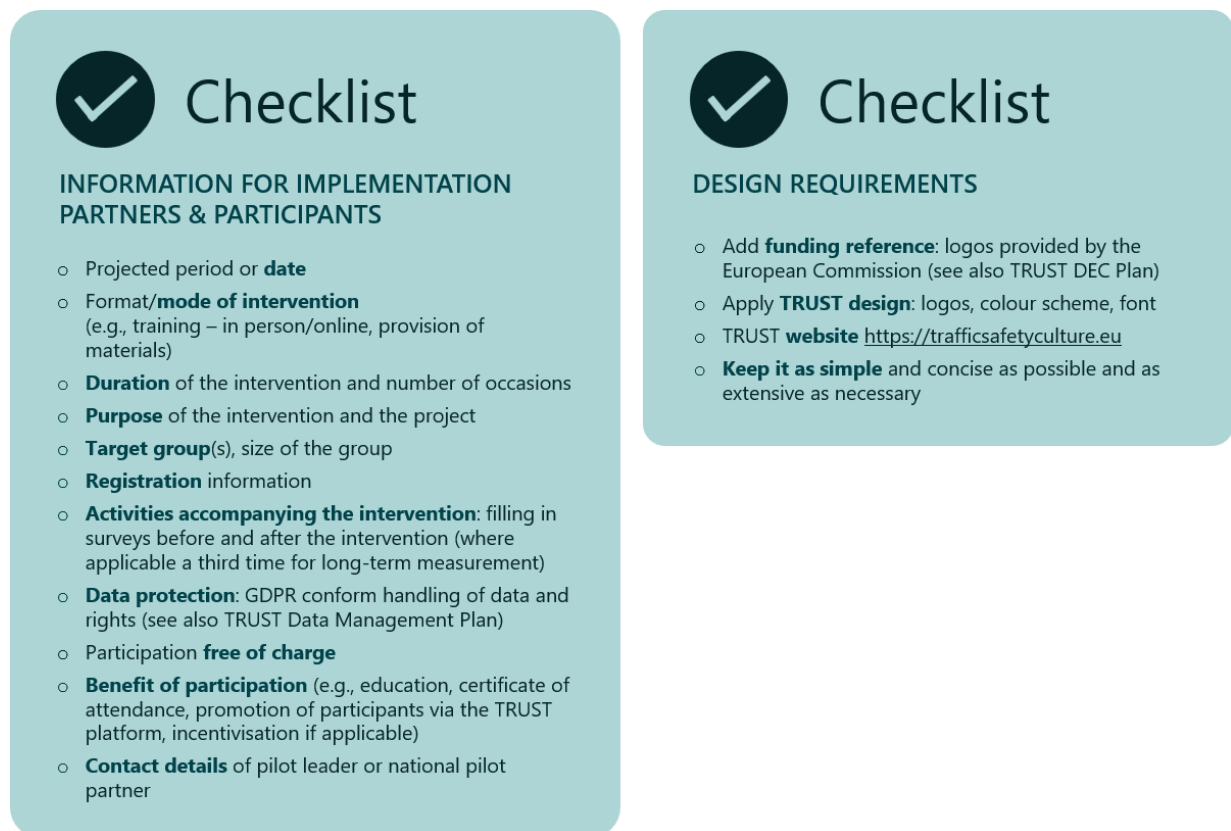


FIGURE 5 | Checklist for designing information material for recruitment of implementation partners and participants or informing already interested parties.

An example of an information sheet for recruiting additional local authorities in Europe in Pilot 1 can be found in Annex 1.

3.2.1. Sufficient number of implementation partners and participants

The number of required implementation partners and participants per pilot is determined by methodological considerations for the evaluation of the interventions (see Preliminary evaluation plan).

It is likely that some of the interested implementation partners will drop out on short notice. Therefore, slight over-recruitment is desirable. In case recruitment targets are not achieved, additional rounds of recruitment will be scheduled. While the pilot leaders are driving this task, all TRUST partners will facilitate liaising with additional implementation partners if need be. Pilots 1, 2 and 3 can especially draw on the network of TRUST partners POLIS and ETSC. Several partners are the national coordinators of the European Road Safety Charter, which may be helpful as well. TRUST partner EFA can consult its members if Pilot 5 needs additional driving schools to collaborate with.

In some cases, there might be more interested implementation partners or participants than can be worked with within the pilots. In that case candidates need to be prioritised in the following order:

- Methodological considerations of e.g., similarity vs. differences like size of organisation
- Focus on lower performing countries in terms of TSC maturity or road safety outcomes
- Geographical spread

However, as a mitigation measure for potential dropouts, keeping reserve implementation partners is advised.

4. Implementation of pilots and interventions

This roadmap, the intervention design and the evaluation framework form the basis for implementing pilots and interventions. Pilot leaders will coordinate implementation effort in close cooperation with implementation partners, pilot partners and trainers (where applicable). Most aspects to consider for the implementation phase are outlined in the previous section.

Documenting the implementation is essential for process evaluation (see chapter 6). Information will be collected on aspects such as reach and fidelity (degree to which an intervention was implemented as originally designed). In addition, the documentation (e.g. descriptions of what occurred during the sessions) will support the interpretation of the results of the outcome evaluation in WP5.

For the process evaluation¹, key and feedback questions will be developed for documentation purposes and integrated into a pilot report template. They will be addressed after the implementation, however, awareness of them will be important during the implementation of the intervention and taking notes will facilitate answering afterwards. A provisional list of key questions:

- How many participants attended each session? Did any registered participants cancel before or during the intervention and why?
- What was the composition of the group (e.g., gender, age, and profession)?
- Who else was present (trainer, support staff)?
- Did any obstacles, interruptions, or unforeseen events occur during the intervention?
- What worked well, and what could have been improved?

Furthermore, all pilot leaders will be asked to systematically document any adaptations made to the intervention during implementation, together with the underlying rationale. This information will provide an additional basis for assessing implementation fidelity, support the interpretation of differences in pilot outcomes across countries, and improve the transferability and scalability of successful practices across diverse settings.

Responsibilities for documenting the process or taking notes must be clearly defined ahead of the implementation, including whether an observer will be present during the intervention.

During the implementation of the pilots and interventions, specific measurements required for the outcome and process evaluation are conducted (e.g., pre- and post-intervention measurements at the start and the end of the intervention for the outcome evaluation; post-intervention assessments for the process evaluation). A toolkit with questions, including a small number of standard questions to be used by all pilots, has been developed in tasks T3.2 and T3.3. The pilot leaders, in close collaboration with the other WP5 partners, will use this toolkit when designing their outcome evaluation measures.

Two pilots involve different target groups and timing (Pilot 1: leaders/top management and employees/middle management; Pilot 2: managers and riders) and some interventions will differ between participating countries and timing (Pilot 4: Greece, Norway and Sweden; Pilot 6 Austria, Italy, Serbia and Bulgaria). Data collection for both process and outcome evaluations will be conducted separately for each group.

¹ The process evaluation forms an integral part of the pilot implementation. Detailed information on the process evaluation is provided in Chapter 6.

5. Post implementation

After the interventions have been implemented further documentation tasks have to be carried out ideally right away. Also, the post measurements and process evaluation (see section 6) will take place at scheduled times.

A structured documentation process will be set up to ensure that all relevant materials and information are systematically collected and stored. This involves saving all finalised intervention-related files in a folder and following up with implementation partners, including the submission of presentations, materials, and other relevant outputs. The WP4 checklist is used to verify the completeness of the process. It confirms whether implementation partners have received all necessary documents, materials, and certificates, and whether incentives have been distributed to participants.

The following steps will be taken after the interventions are implemented (Figure 6).

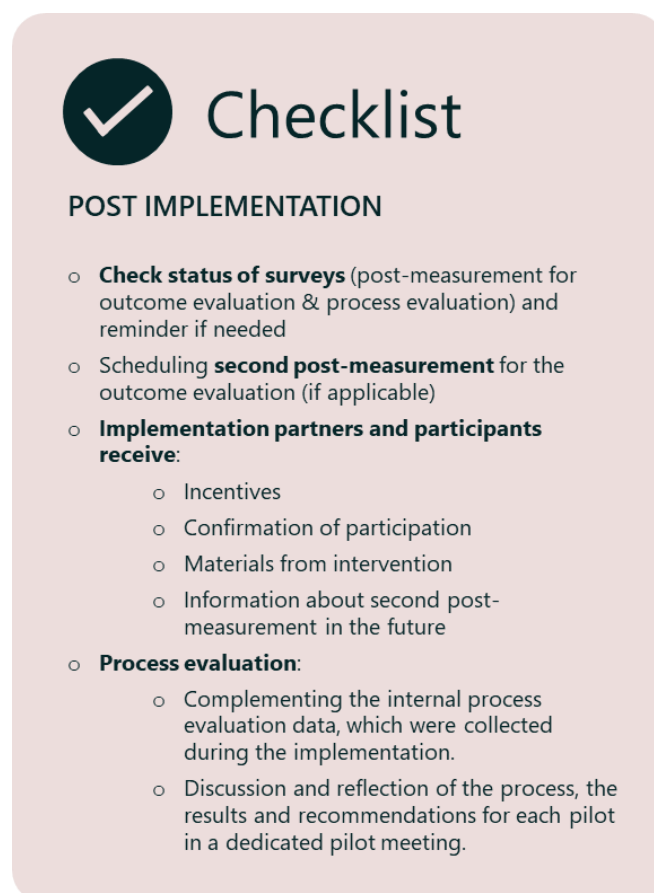


FIGURE 6 | Checklist for post-implementation tasks per pilot.

6. Process evaluation | Design and requirements

A process evaluation involves systematic analysis of an intervention's planning and implementation, focusing on how it was carried out and the conditions under which it occurred.

The **objectives** of the process evaluation within the TRUST pilots are:

1. Documentation of the process of implementing the intervention for fidelity & reach assessment (to which degree the intervention was carried out as intended)
2. Lessons learned about the intervention and its implementation for adaptation of output if needed, assessing generalisability & application in similar contexts

Within these two objectives, the necessary contextual information for interpreting the evaluation data collected in WP5 will be generated.

The process evaluation is tailored to each pilot. In general, it assesses fidelity (i.e., whether the intervention was implemented as planned), the reach, users' perception and factors that facilitate or hinder its implementation.

The key levels of analysis are:

- conception and preparation of the interventions,
- implementation (e.g. content, methodology, organisation of the intervention),
- framework conditions and contextual factors (institutional, organisational),
- participation and reach (e.g. number, composition and engagement of participants),
- perception of the intervention by implementation partners, present pilot partners and pilot leaders, if applicable participants.

The process evaluation will take place at several points in time:

- before the start of the intervention (preparation of the implementation including design),
- during implementation,
- after completion of the intervention.

The process evaluation follows a mixed methods design that combines qualitative and quantitative methods to capture both measurable aspects and in-depth insights. The data collection methods and corresponding content for each objective are described below. Depending on the specific requirements of each pilot, the content can be selected and adapted accordingly. Furthermore, the success criteria for achieving the objectives are specified.

6.1. Documentation of the process of implementing the intervention | Objective 1 – Fidelity & reach

The implementation process will be documented according to specified criteria to gain information about the fidelity of the intervention. The main question is: to which degree has the intervention been implemented as planned? For this, procedural and didactical aspects will be described and analysed.

6.1.1. Methods and contents

The planning documents (pilot description, checklist) will be compared with the implementation documentation (template within the pilot report).

Information which will be extracted from the pilot description and the checklist (before the implementation):

- Definition of the target group(s) and number of participants
- Duration and number of training sessions
- Necessary resources for the intervention
- Descriptions of the specific procedures and the content
- Description of methods and materials
- Requirements for trainers
- Description of implementation partners
- Relevant framework conditions and contextual factors – must be specified by each pilot

Information which will be gathered with a specific template (guiding questions) included in the pilot report during or just after the implementation:

- Reach of participants (number, composition)
- Engagement of the participants
- Deviations from the planned objectives and content including the underlying rationale
- Framework conditions and contextual factors

For each pilot it is defined, which roles are necessary during the implementation (see checklist). Some pilots will appoint observers who document the process during the implementation.

6.1.2. Success criteria

- Adherence to the implementation plan
 - The training was delivered in accordance with the plan and schedule, including e.g., the delivery of all core intervention elements and adherence to the timetable.
 - Key content and learning objectives were fully covered.
- Reach and participation
 - The intended target groups were reached.
 - Participation rates are appropriate.
 - The composition of participants corresponds to the objectives.

6.2. Lessons learned from implementation | Objective 2 – Internal & external feedback

The lessons learned from each pilot will be used to adapt the outputs and to assess their generalisability and applicability in similar contexts.

Information will be gathered, on the one hand, from participants and implementation partners, and, on the other hand, from the TRUST team (pilot leaders, current pilot partners, and trainers).

6.2.1. Methods and contents

- Questionnaire for participants or implementation partners, which will be administered together with the post-measurement surveys for the outcome evaluation:
 - Clarity of contents and material
 - Participants' acceptance
 - Participants' satisfaction
 - Participants' self-assessment of learning outcomes
 - Perceived relevance of TSC perspective
 - Perceived feasibility in everyday working life
- Feedback from trainers, implementation partners, present pilot partners, pilot leaders and other roles like observers (feedback questions will be included in the pilot report template)
 - Factors that facilitate and hinder implementation
 - Recommendations for adaptation, assessing generalisability and application in similar contexts
- Discussion with each pilot (pilot leader and partners)
 - Overall assessment: what went well and what didn't go so well
 - Reflection of results
 - Recommendations

Timing in relation to implementation	Data collection tool	Who provides information
Before	Pilot description, filling in checklists	Pilot leaders
After	Guiding questions within pilot report template (starts during the implementation)	Observer, present pilot partner, pilot leader
	Questionnaire (integrated into outcome evaluation questionnaire if possible)	Participants, implementation partners
	Feedback questions within the pilot report template	Trainers, implementation partners, present pilot partners, pilot leaders
	Discussion round with each pilot	Pilot partners, pilot leader, WP4 leader

TABLE 2 | Overview of data collection tools used by pilot leaders for the process evaluation before and after the implementation phase.

6.2.2. Success criteria

- Acceptance and willingness to use
 - Teaching approaches and materials are perceived as understandable.
 - Participants' satisfaction.
 - Positive assessment of relevance to participants' own practice.
 - Willingness to apply the content in everyday (professional) practice.
- Learning and transfer conditions
 - Participants report an increased understanding of TSC aspects.
 - The prerequisites for learning transfer (e.g. organisational support, available tools) are in place or are identified.
- Recommendations for application in similar contexts are discussed

6.3. Results of the process evaluation

The results of the process evaluation integrating all key components of the process will be described within the pilot reports. This will include:

- a description of the implementation process,
- an assessment based on the defined success criteria (see Table 3),
- key learnings from the process (e.g. identified success factors and risk factors),
- recommendations for adaptation of the intervention, assessing generalisability & application in similar contexts.

Success criteria	Success criteria detailed	Measurement/evaluation
Adherence to the implementation plan	The training was delivered in accordance with the plan and schedule, including e.g., delivery of all core elements and adherence to timetable.	• Pilot description, filling in checklists • Guiding questions within pilot report template
	Key content and learning objectives were fully covered.	• Pilot description, filling in checklists • Guiding questions within pilot report template
Reach and participation	The intended target groups were reached.	• Guiding questions within pilot report template
	Participation rates are appropriate.	• Guiding questions within pilot report template
	The composition of participants corresponds to the objectives.	• Guiding questions within pilot report template
Acceptance and willingness to use	Teaching approaches and materials are perceived as understandable.	• Questionnaire for participants and implementation partners • Feedback questions within the pilot report template
	Participants' satisfaction.	• Questionnaire for participants and implementation partners • Feedback questions within the pilot report template
	Positive assessment of relevance to participants' own practice.	• Questionnaire for participants and implementation partners
	Willingness to apply the content in everyday (professional) practice.	• Questionnaire for participants and implementation partners
	Participants report an increased understanding of TSC aspects.	• Questionnaire for participants and implementation partners
Learning and transfer conditions	The prerequisites for learning transfer (e.g. organisational support, available tools) are in place or are identified.	• Pilot description, filling in checklists • Guiding questions within pilot report template • Feedback questions within the pilot report template • Discussion with each pilot
Recommendations	Recommendations for application in similar contexts are discussed	• Feedback questions within the pilot report template • Discussion with each pilot

TABLE 3 | Success criteria linked to data collection.

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Annex 1 | Example of recruitment information for Pilot 1

INVITATION TO LOCAL AND REGIONAL AUTHORITIES: STRENGTHEN TRAFFIC SAFETY CULTURE IN YOUR ORGANISATION	
PILOT STUDY As part of the European TRUST project, we are conducting a pilot study. Pilot activities are carried out to strengthen traffic safety culture in local and regional authorities, and your organisation is invited to participate. The pilot activities will take place in autumn 2026. Participants will complete a short pre-survey in October, take part in two-hour online training sessions in October/November, and complete a post-survey in November. A follow-up activity may be conducted in 2027 to understand how the training is used in practice.	WHO CAN PARTICIPATE? The training is intended for municipalities, cities and regional authorities that want to work more systematically with traffic safety as part of sustainable mobility. • Managers and political leaders • Staff working directly or indirectly with traffic safety, mobility, roads, transport or planning • Staff in departments that influence traffic safety indirectly (e.g. procurement, education, urban)
TAKE PART IN OUR TRAINING The training provides a practical introduction to traffic safety as part of sustainable mobility and helps participants understand their organisation's impact and their own role in improving safety. Participation involves • Two online training sessions: one introducing traffic safety culture, Vision Zero and the Safe System approach, and one on how different municipal roles and departments can contribute to traffic safety. • Short practical tasks between sessions to support discussion on how traffic safety is addressed in practice, including relevant policies, routines and responsibilities. • Short pre- and post-training surveys on knowledge, awareness, responsibility and organisational capacity. Participants who complete the training will receive a certificate documenting their competence development in systematic traffic safety work. Participation is free of charge. The training is developed as part of the TRUST project, building on <i>Trafiksäkerhetslyftet</i>, a Swedish local traffic safety audit scheme, with support from Hanna Wennberg at Lund University and Norway's Traffic Safe Municipality, originally developed by the Norwegian Traffic Safety council (Trygg Trafikk) and adapted by Tor-Olav Nævestad.	CONTACT Interested municipalities, cities and regional authorities can register their interest through the registration form by June 17, 2026 [reg. link]. Contact TRUST project representatives at the Institute of Transport Economics (Norway): Vibeke Milch Uhlving (vmi@alto.no) or Tor-Olav Nævestad (ton@alto.no). Feel free to contact us with any questions or to learn more about tools and training for systematic traffic safety implementation and strengthening traffic safety culture in companies, authorities and other organisations.
	ABOUT TRUST The TRUST project aims to strengthen traffic safety culture in Europe by addressing shared values, beliefs, attitudes, norms and patterns of behaviour in organisations and communities in relation to traffic safety. Tools and guidance are developed to support companies, authorities, and other organisations to assess and improve traffic safety culture. These approaches will be tested in pilot activities across Europe to identify effective ways to promote safe and sustainable mobility. https://trafficsafetyculture.eu/  Funded by the European Union