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PIARC

**Road Safety Knowledge Sharing and
Dissemination Project**

with emphasis in Low- and Middle-Income Countries

***In support of the United Nations Decade of Action for
Road Safety 2021-2030***

CALL FOR PROPOSALS

Deadline for submission of proposals: 13 July 2022

1 PURPOSE AND STRATEGIC SIGNIFICANCE

1.1 Introduction

The World Road Association (PIARC) has consistently identified road safety as one of its strategic priorities. Over the last few cycles, the Technical Committees and Task Forces have produced materials and documents that serve as reference for all transportation engineers concerned about road safety problems. Additional work is needed to ensure that the knowledge generated by PIARC's Technical Committees and Task Forces is widely disseminated to inform road safety practitioners. This work includes further dissemination of PIARC-generated knowledge on road safety including the Road Safety Manual (RSM) produced by PIARC.

The RSM is a state-of-the-art document that can assist countries in reducing fatal and serious crashes worldwide and in fulfilling key objective in the United Nations Road Safety Collaboration's Second Decade of Action for Road Safety. The RSM highlights the Safe System approach in developing safety programs and projects

The RSM primary target audience is LMICs with limited or no road safety authorities, programs, or resources: this audience will benefit the most from the knowledge documents as it will provide no-cost access to noteworthy-practice and road safety know-how.

The RSM secondary target audience is National Committees and road organisations in high-income countries and/or countries and organisations with well-developed road safety authorities and programmes: this audience will be able to supplement their current practice in road safety through the ability to find continuously updated information on worldwide noteworthy practices. Building awareness and promoting use of the RSM can also assist in building case studies demonstrating the use of it.

1.2 Context

Road crashes continue to be a major cause of death and serious injury for low- and middle-income countries. At the global level, ninety percent of traffic deaths occur in these countries. As recognized by the Global Plan for the Decade of Action in Safety, much opportunity exists within these countries to building institutional capacity. PIARC safety efforts have focused on addressing known safety problems using the safe system approach, through careful countermeasure selection, adoption of design standards, human factors understanding and the use of infrastructure road safety audits to reduce global death and serious injuries. This knowledge sharing will highlight implementation aids from a review of previous work done by PIARC in past cycles and from other relevant literature, and within the case studies as appropriate. The intent is that this material would be available to PIARC members and partners as needed for presentations and knowledge sharing. The material will also provide PIARC with the ability to quickly respond to requests for technical information on road safety generated by the Association's technical committees. Considering the cyclical nature of PIARC's work, the material should be crafted in a manner that would allow for future updates including knowledge from work being developed by the current Technical Committee on Road Safety. The tools and products of this project will contribute to PIARC's efforts in support of the United Nations Decade of Action for Road Safety 2021-2030.

1.3 Purpose of the project

The objective of this project is the development of a dissemination plan and the production of road safety products and materials to be used by the World Road Association in knowledge sharing activities such as webinars, seminars, conferences, and workshops. All work will proceed under the guidance of PIARC. Working knowledge of PIARC's safety knowledge including an understanding of the Road Safety Manual (RSM), content and the intended audience(s) is required.

1.4 Out of the scope (translation, delivery)

We want to avoid the knowledge transfer products passing judgement on a country's policies and practices or compare the approaches taken in different countries. We would also like to move away from an in-depth comparison of various technologies or analysis tools (e.g., software), such as a consideration of their advantages and disadvantages in performing safety assessment or management, this is to minimize issues related to proprietary technologies.

Several international organizations, such as United Nations, iRAP, and the International Road Federation are also producing and sharing knowledge on road safety. We will not duplicate their work but would like to leverage and helpfully position ourselves within this work.

2 METHODOLOGY AND APPROACH

Please describe the key areas for consideration in the framework:

LMIC represent an important share of PIARC membership, and it is crucial that their needs, opportunities, and challenges are addressed within PIARC activities. It may take these countries' different low-cost strategies to share knowledge within their networks to address road safety issues for example.

- a. How will case studies from LMIC be collated?
- b. How will their needs be taken into account?
- c. How will some of the deliverables of the project will be identified as particularly suitable for LMIC?
- d. How will you ensure any recommendations/next steps can be implemented by LMIC?

2.1 Key areas

2.1.1 Task A- Literature Review and Dissemination Plan

The project shall offer a literature review of written electronic materials provided by PIARC during the kick-off meeting as background for the dissemination products. The materials should at a minimum include presentations, reports, and publications of PIARC technical bodies, as well as other road related documents produced by PIARC partner organizations in support of road safety initiatives.

The project shall offer:

- The information collected during the literature review shall be used to prepare a dissemination plan to include appropriate tools, vehicles, and audiences.
- Based on the literature review, the tenderer will recommend dissemination tools to be

used at PIARC international seminars, workshops, and conferences as well as the 2023 World Road Congress.

- The dissemination plan should also provide recommendations of events, platforms, training, and knowledge-sharing activities that PIARC may leverage in dissemination of the safety knowledge.
- In addition, the tenderer shall recommend dissemination tools and mechanisms to be deployed including but not limited to approaches for social media.
- Prior to proceeding to Task B., the tenderer shall present the dissemination plan and its approach to accomplishing Task B (production of tools and products) for approval of the PIARC Project Oversight Team.

2.1.2 Task B- Knowledge Sharing Tools and Products

PIARC's generated knowledge on road safety including the RSM, provide a comprehensive approach to road safety. Its intent is to provide countries an authoritative document to help countries achieve their intended safety objectives.

Using PIARC generated products, including the RSM, and other material from PIARC partner organizations, the projects shall develop a series of knowledge-sharing products targeted toward safety practitioners with a limited to general understanding of road safety that can be used in webinars, seminars, conferences, and workshops. The products should be modular allowing for the knowledge-sharing to be adjusted to the available time of the activity.

Task B.1

The purpose of this sub task is to develop and deliver webinars and face-to-face knowledge-sharing materials as identified in Task A, designed to support the skills and knowledge of the safety workforce. Material may include but are not limited to fact sheets, Power Point presentations with talking points, and video recordings.

Task B.2

The purpose of this subtask is to organise and deliver a certain number of events, including but not limited, to pre-recorded and live webinars.

2.2 Approach

Proposals in response to this call should include a description of the approach to be taken to collect, compile, and develop the materials being requested.

2.3 Options

Additional funding may be made available for this project. and the tenderer is asked to consider options for a potential second phase.

The proposal shall be structured as a core proposal with additional options.

Bids shall include a core proposal within the proposed budget clearly identified as Phase 1, and options should be described in detail as well as priced for each task identified.

If a bid is selected, PIARC would place the order for the core proposal and potentially for some or all of the options based on the schedule, task scope, and costs. This would be done at PIARC's discretion.

In any case, the core proposal has to answer all the expectations which are presented in this call for proposals document and to fit in the budget presented below.

3 FINAL DELIVERABLES

The final deliverables will include:

Task A

The project shall deliver a literature review and dissemination plan prior to proceeding with development of work products outline in Task B. The literature review and dissemination plan shall include, but it is not limited to the following:

- Compilation of Literature Review in electronic form
- Prospective PIARC Partners for knowledge-sharing activities
- Recommended case studies
- Recommended promotional resources and outlets
- Approach for social media
- Timeline for deployment of knowledge-sharing activities

Task B

Knowledge-sharing tools and products shall provide learning objectives, summary description of the information to be covered, examples showing usage of the section, associated case studies and questions and answers to confirm comprehension and understanding of the knowledge.

Knowledge sharing activities can occur in multiple forums, and the material developed in this Task shall be modular to allow for the flexibility in delivering the knowledge sharing with various lengths of times available for presentation. The tenderer shall determine and propose to PIARC the format and how they intend to accomplish this task for both webinar and in-person knowledge sharing activities for review and approval prior to proceeding with Task B. The tenderer shall propose and deliver up to two knowledge sharing activities; these may be delivered virtually or in-person.

- Webinar/virtual – Information sharing tools offered in various length increments for delivery via web-based service. And may include slides (Power Point), fact sheets, pre-recorded video sessions to be posted in PIARC's website
- In-person events – Offered in various lengths as proposed by the tenderer.
- Delivery of up to two (2) knowledge sharing activities (virtual or in-person).

The project shall deliver all associated work products, for each of the knowledge-sharing activities including, but not limited to:

- Presentations with talking points, suggested speakers, reference materials, videos
- Fact Sheets

- Examples and case studies
- Questions and answers type document to confirm comprehension and knowledge

3.1 Status report to Council

The selected tenderer will deliver a presentation of the dissemination strategy and a summary of the proposed deliverables at PIARC's Council meeting to be held in November 7-9, 2022, in Dakar, Senegal. The selected tenderer will be invited to join the meeting physically or via videoconference. The retained option should be specified in the proposal.

3.2 Intellectual property and formats

The final products will be submitted in electronic form in English, using the PIARC template for Technical Report and PIARC template for PowerPoint presentations.

The products will be owned by PIARC, and it will acknowledge the contribution of the external consultant.

PIARC will ensure translation into French and Spanish. In addition, they will make it available free of charge in the World Road Association's Virtual Library to ensure a large world outreach for the report.

4 KEY DATES

The proposal should also include a proposed draft of a work schedule. The schedule should identify dates or timeframes for accomplishing major milestones in the project. The work schedule will include monthly videoconference meetings and dates or timeframe for an interim product or products that allows adequate time for review and feedback prior to the final deliverable. The schedule must be completed, and final products should be delivered by September 30th, 2022.

These are some of the milestones to be included in the offer:

- Last half of July 2022: Kick-off videoconference meeting.
- November 2022, Presentation at PIARC Council meeting, in presence in Dakar or by virtual participation.
- Intermediate milestones to be proposed by the tenderer.
- 30th of March 2023: Finalization of the products in English

5 PROPOSED BUDGET

The funding requested from PIARC should not exceed 55 860 EUR Euros all taxes included.

Please provide a general budget for the project. The budget should include a general itemization of the costs of the major work elements of the project and provisional schedule of invoicing.

Invoices will be processed only for completed and approved items, with 10% of each invoice payment to be held back until final deliverables have been accepted by the Project Oversight Team and approved by PIARC.

In line with EU regulations, the payment will take place 60 days after the acceptance of the invoice by the POT.

Timing delivery of the outputs is at the essence, late penalties could be applied if the external consultant fails to deliver the outputs in the proposed milestones. In line with French regulations, if the delay is the tenderer's responsibility, the penalties will be 1% of the budget per week of delay, with a grace period of 15 days, and up to a maximum of 5% of the budget.

6 PROPOSED EXPERTS AND INTERNATIONAL NETWORK

The proposal should also include a description of the relevant expertise that qualifies the tenderer to undertake the project. Specifically:

- Please describe any past or current work projects that relate to the subject of this proposal.
- Please also identify the person or persons who will be working on this project, describing their roles and estimated contribution to the project, and providing information on their backgrounds, experience, and expertise.
- Please provide information about any other international network, other than the World Road Association, from which tenderer could receive inputs.
- Please provide information demonstrating experience and expertise producing high visibility products and communicating highly technical data and information into stand-alone products, including competence in writing, and producing dissemination and knowledge sharing tools as required in the call for proposals.

7 PROJECT OVERSIGHT AND PROPOSAL EVALUATION

The project will be overseen by a project evaluation and steering committee called "Project Oversight Team" (POT) to select the preferred tenderer and assist in the development of the project. These experts will be drawn from PIARC membership. Some experts will be nominated by member countries and PIARC General Secretariat staff.

The POT will assess proposals and select the preferred tenderer on the basis of its assessment of:

- a) Technical approach and methodology (up to 30 points): how the tenderer addresses the project objectives and deliverables, how effective and resilient the proposed approach and methodology are, including proposed international case studies and addressing the needs of different PIARC member countries, in particular the LMIC;
- b) Proposed work plan including intermediate milestones (up to 10 points).
- c) Value for money offered by the tenderer (up to 20 points): including the time offered by different contributors of the tenderer's team.
- d) Experience of the proposed team on the road sector (up to 10 points)
- e) Experience of the proposed team on crafting dissemination and knowledge sharing materials (up to 20 points)
- f) International experience and network of the proposed team (up to 10 points)

The POT will oversee progress of the Project, including participating in periodic calls, reviewing interim and final products. The POT will also provide any relevant information from the PIARC work to the selected tenderer (e.g., information obtained from surveys) for use in the project. In addition to review and oversight by the POT, input may also be sought from the other members of Technical Committees and the PIARC Executive Committee and Strategic Planning Commission.

8 PROPOSAL SUBMISSION

Proposals should include the elements identified in this Call for Proposals.

Proposals should be submitted electronically in English to PIARC at:

info@piarc.org

no later than:

13 July 2022

For any questions, please send E-mail to info@piarc.org