



**Instituti për Siguri Rrugore  
dhe Hulumtime në Transport**

**Institute for Road Safety and Transport Research**

## **ANNUAL ACTIVITY PLAN**

# 1. OVERVIEW OF THE INSTITUTE

The Institute for Road Safety and Transport Research is a non-profit organization dedicated to fostering safer roads, stronger public awareness, and more sustainable mobility practices in Kosovo.

Its mission is implemented through five core areas of action:

1. Research in schools and communities
2. National conferences and public debates
3. Educational and practical programs for students, youth, and drivers
4. Promotion of cycling and safe cycling infrastructure
5. Awareness campaigns on responsible behavior in traffic

The Institute collaborates closely with educational institutions, municipalities, police structures, international partners, civil society, and community groups.

## 2. STRATEGIC GOALS FOR THE YEAR

- Strengthen evidence-based decision-making in the road safety sector
- Increase youth engagement in promoting safer mobility
- Expand public awareness and behavior-change campaigns
- Support municipalities in advocating for safer cycling infrastructure
- Build long-term institutional partnerships for sustainable impact

## 3. ANNUAL ACTIVITY PLAN

### **January:**

- Setting annual priorities and operational strategy
- Developing the Yearly Activity Matrix
- Mapping institutional and community partners
- Assessing opportunities for new donor-funded projects
- Internal capacity-building for research and outreach teams

### **February–March:**

- Designing research tools (questionnaires, observation templates, interview protocols)
- Coordinating research access with municipalities, schools, and community centers
- Holding partner consultations to validate findings

## **April:**

- Distributing educational materials for youth and beginner drivers
- Preparing debate sessions with experts, teachers, and young activists

## **May:**

- Interactive school activations (simulations, demonstrations, quizzes)
- Public debates: “*Youth as Drivers of Road Safety Culture*”
- Campaign promoting the use of cycling lanes
- Mass distribution of safety brochures and handbooks
- Digital campaign emphasizing safe behavior in traffic

## **June:**

- Youth cycling skills workshops
- “Ride Safe” cycling day to promote healthy mobility
- Practical demonstrations on bicycle maintenance and safe riding
- Knowledge sessions for new vehicle drivers

## **July–August:**

- Social media micro-campaigns targeting youth and travelers
- Producing short awareness videos focused on summer traffic risks

## **September:**

- Child safety campaign during the school return period
- Activation with schools safe walking routes & parent awareness
- Community volunteers supporting speed control near school zones

## **October:**

- Preparation of the National Road Safety Conference
- Public debates on infrastructure, urban mobility, and legislation
- Advocacy meetings with municipalities on cycling infrastructure needs
- Community education sessions on shared spaces and mixed traffic

## **November:**

- Hosting the annual National Conference with institutional and international participation
- Presentation of research insights and policy recommendations
- Panel discussions with experts, youth leaders, and civil society
- World Day of Remembrance for Road Traffic Victims

## **December: Evaluation & Future Planning**

- Annual evaluation meeting with all partners
- Preparation and publication of the Annual Impact Report
- Institutional presentations of achieved results
- Strategic planning consultation for next year
- Closing communication campaigns and media reflections

## **4. EXPECTED OUTCOMES**

- Higher awareness on road safety among citizens, especially youth
- Increased evidence through structured research cycles
- Improved cycling culture and enhanced public demand for safe infrastructure
- Stronger partnerships between institutions, schools, and communities
- Consolidation of the Institute as a leading national actor in road safety and mobility research