

FOR IMMEDIATE RELEASE**Vietnam engages young people in the use of big data and artificial intelligence to build sustainable communities**

NGO launches 3-year program to address the road safety crisis in Vietnam

HO CHI MINH CITY, Vietnam – October 8, 2021

Road safety NGO shares first update on the AI&Me program demonstrating that the app is on track to help young people report unsafe road conditions to their government and effectively prevent road crashes, a leading cause of death for young people globally and in Vietnam.

Following the successful launch of our newest big data program, AIP Foundation hosted a stakeholder meeting to provide the latest updates of AI&Me in Vietnam, a program which empowers young people to identify and report unsafe road conditions to the government for road modifications. The meeting welcomed Government representatives and provided insight into the program's progress.

The progress highlights of the program include three signed Memorandum's of understanding with local government in 3 provinces and in-depths interviews that have been conducted to identify the needs of youth. These results were shared with our partner, iRAP who is currently developing a youth engagement app (YEA) based on the needs assessment. We were also pleased to share that the big data analysis report with the methodology for assessing high risk schools has been completed. Based on the findings, iRAP and Anditi are now working on screening 1,200 schools in the three cities to select 106 high-risk schools.

Within the next year, upcoming program highlights include carrying out master training on the operation and results of the Big Data Screening for the local implementing partners. The YEA is expected to be ready for use by May 2022 and discussions will take place with governments for the selection of 18 schools to pilot the YEA. The YEA will provide greater awareness of road risks and an easy, exciting, accessible channel for youth to self-advocate, all with young people's voices at the heart of the design.

Road crashes are the leading cause of death for children and young adults aged 5-29 years globally. In Vietnam, the Institute for Health Metrics and Evaluation estimated that more than 6,200 children and youth aged 5-29 were killed in road crashes in 2019. This represents a public health crisis that disproportionately affects young people most. Road upgrades, speed management, as well as enforcement of behavioral risk factors are needed to effectively address this crisis.

AIP Foundation's three year AI&Me program, is supported by Fondation Botnar – a foundation which champions the use of AI and digital technologies to improve the wellbeing of young people in urban environments – as well as the FIA Foundation, Anditi, and iRAP. Together we are developing a 'youth engagement app', to offer young people an efficient way to identify and report high-risk road conditions, providing them with a platform for their voices to be heard. Through the app, government officials will receive data as actionable recommendations to make effective and evidence-based road safety interventions.

"We're pleased to be piloting the AI&Me program in Vietnam, where we'll have the ability to utilize big datasets to transform the way we think, approach, and solve the road crisis to eventually expand to

other countries. The *AI&Me* program has the potential to inspire young people across the world to become road safety activists bridging the gap between big data science and public health and we're looking to help get them there every step of the way," expressed Mirjam Sidik, AIP Foundation CEO.

In recent years, big data technology has been utilized to transform road safety through predictive analysis by evaluating historical data to pinpoint high-risk areas. These maps enable authorities to take preventative measures before casualties happen. The *AI&Me* program revolutionizes road safety measures in Vietnam, paving the way for emerging technologies to address public health issues.

"At Fondation Botnar, we believe that AI and digital technologies provide solutions that can both address the needs of an entire generation while futureproofing our health systems. The *AI&Me* program will help demonstrate the many potential benefits and uses that AI has in public health, through the engagement of the youth population. By launching this program in Vietnam, we hope it will become a wider catalyst for change, across other regions and countries and will reach as many young people as possible. The *AI&Me* program will unveil the many potentials that AI has in public health," said Siddharta Jha, AI/Digital program manager of Swiss-based Fondation Botnar.

"Traffic injury remains the leading cause of injury and death for youth from the ages of 5 to 29. Giving young people the platform to share their experiences as road users, make demands for change, and have the confidence to know their demands will be both heard and acted upon are essential for meaningful engagement. It is great that AIP Foundation are involving youth in the delivery of their programme to ensure that they are represented every step of the way," added Saul Billingsley, Executive Director of the FIA Foundation.

The *AI&Me* program was launched and will be tested in Ho Chi Minh City, Gia Lai Province, and Yen Bai Province with the possibility of scaling up to other regions and countries following successful initial trials. Representatives from the Traffic Safety Committee, Department of Transportation, Department of Education and Training from Ho Chi Minh City, Yen Bai Province, and Gia Lai Province attended the stakeholder meeting.

"The fact that this program is implemented for road safety suits perfectly with our time. Using advanced technology in road safety to improve community members', especially youth's experience when travelling on road aligns very well with the growth of society. This also contributes to the province's "Building smart urban in Yen Bai province during the 2019-2021 period, with vision to 2025" plan, which prioritize the community's well-being using intelligent technology. Moreover, the *AI&Me* program will create such push to young people to become more active in civic participation" expressed Mrs. Bui Thi Hieu, Vice Chief Secretariat of Traffic Safety Committee of Yen Bai province.

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About AIP Foundation

AIP Foundation is a nonprofit organization dedicated to preventing road injuries and fatalities in low and middle-income countries. For over 20 years, AIP Foundation has been delivering effective road safety programs in locations across Asia and Africa. To find out more, visit www.aip-foundation.org or connect with us on Twitter @AIPFoundation. <https://www.aip-foundation.org/>

About Fondation Botnar

Fondation Botnar is a Swiss-based foundation, which champions the use of AI and digital technology to improve the health and wellbeing of children and young people in growing urban environments. To achieve this, the foundation supports research, catalyses diverse partners, and invests in scalable solutions around the world: <https://www.fondationbotnar.org/>

About FIA Foundation

The FIA Foundation is an independent UK registered charity which supports an international programme of activities promoting road safety, the environment and sustainable mobility. Our aim is to ensure 'Safe, Clean, Fair and Green' mobility for all, playing a part to ensure a sustainable future through:

- promoting research, disseminating the results of research and providing information in any matters of public interest which include road safety, automobile technology, the protection and preservation of human life and public health, transport and public mobility and the protection of the environment;
- and promoting improvement in the safety of motor sport, and of drivers, passengers, pedestrians and other road users which works globally to promote safe, clean fair and green mobility.

www.fiafoundation.org

About iRAP

The International Road Assessment Programme (iRAP) is a registered charity dedicated to saving lives by eliminating high risk roads throughout the world. iRAP works in partnership with governments, road authorities, mobility clubs, development banks, NGOs and research organizations around the world. We provide the tools and training to assess and measure the safety of roads, create the business case for investment in safer roads, and track performance against road safety targets in over 100 countries. iRAP is financially supported by the FIA Foundation. Projects receive support from the Global Road Safety Facility, mobility clubs, regional development banks and donors. Our partners, charities, the motor industry and institutions such as the European Commission also support RAPs in the developed world and encourage the transfer of research and technology to iRAP. To find out more, visit www.irap.org

About Anditi

"Founded in 2014, Anditi is a data analytics company that specialises in spatial data transformation to provide a better understanding of how data can improve our lives. Anditi provides LiDAR, data analytic and visualisation services for people in government, roads and infrastructure, urban planning, mining and energy industries. Our powerful 3D data portal enables decision makers to access and view spatial data in a flexible and user-friendly way. Anditi is working to create more sustainable global communities by helping clients better manage, visualise and understand data insights. Through our projects and partnerships, Anditi is working to reduce waste and unnecessary use of resources, create safer roads and working environments and improve collaboration between industry and community." You can find more information at: <https://www.anditi.com>

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