

2021 IMPACT REPORT

ROAD SAFETY & BEYOND



A 23 YEAR STORY: PAVING THE WAY FOR A BETTER FUTURE

Since 1999, we have implemented programs in 30 countries around the world



Greig Craft



Helmets for Kids
with U.S. President Bill Clinton



1999

CREATION OF AIP FOUNDATION

Founded by
Greig Craft

2000

FOCUS ON YOUTH

Launched
Helmets for Kids

2002

INCLUSIVITY

Started tropical
helmet production
at our social
enterprise Protec

2004

ENGAGING COMMUNITY

Created first
traffic safety
curriculum for
primary school students

2005

SAFER SCHOOL ZONES

Implemented
road infrastructure
improvements
around schools

2006

GLOBAL ADVOCACY

Joined the
United Nations
Road Safety
Collaboration

2007

COMMUNICATION FOR CHANGE

Influenced the passage
of Vietnam national
motorcycle helmet law

2009

WALKABLE CITIES

Launched
Walk This Way

GOING GLOBAL

Initiated the
*Global Helmet
Vaccine Initiative*





2021
DECADE OF ACTION
Involved with all partners in a global movement

2020
SAFER INFRASTRUCTURE
Established a model city for safe school zones

2010
DATA DRIVEN
Started collaboration with U.S. Centers for Disease Control and Prevention

2013
SAFE SPEED
Implemented 1st anti-speed campaign

2015
INTERNATIONAL RECOGNITION
Advocated for inclusion of road safety in Sustainable Development Goals

ENVIRONMENT
Involved in Green Transport Development Project

2016
ACCESS TO EDUCATION
Joined the global Child Health Initiative

2017
SOCIAL EQUALITY
Developed programs for garment workers' commuting safety

2018
CHANGING AT-RISK BEHAVIORS
Raised awareness about child restraints with #3500Lives

2019
INNOVATION
Partnered with iRAP for safer infrastructure





Dear Friends and Supporters,

I want you to consider the young people in your life. If we do not tackle the global road safety crisis with the same urgency as we have for the Covid-19 pandemic, our children, grandchildren, teenagers, and young adults are most likely to pay the highest price of all. Their lives. We need to be what our young people need us to be. We need to be responsible. We need to be accountable. And above all, we need to be road safety role models. Now is our time for collective action.

As the father of one young child and a teenager, I am always thinking about their future and what lies ahead for them. I want to create a better tomorrow for them. Since I became a father, my motivation, empathy, and compassion to create a safer future for all children and youth has grown exponentially.

It is unacceptable to me that road crashes are the major killer of children and young adults. We must address the severity of the road safety crisis which has been treated in isolation far too long. This year, I am proud that our programs and interventions continue to expand in our region and beyond.

My story began in Vietnam, known as "Mr. Helmet". Perhaps some of you recall that I was wearing it everywhere, even on planes! Being well-known as the 'helmet guy' in our part of the world has aided me in advocating for vulnerable road users not only in Vietnam but also worldwide. Vietnam has had so many road safety successes to celebrate since the helmet law was passed in 2007.

We have secured a partnership with the government to develop a Safe School Zone Guide for a future national application. Our achievement lies in having these close networks with governments where

mutual inclusion ensures real change in the seven countries where we are currently working in. In 2021, our rooted collaboration was highlighted by the official handover of the Global Plan as part of the Decade of Action for Road Safety. With these trusted partners, *AND YOU*, we know that we are not acting alone for its next decade.

By having the honor of being elected FIA Region II Asia-Pacific President, I am now in a unique position to continue building a better future for children in our region. During the next four years as President, I will continue to champion for long-term environmental sustainability, as well as knowledge and educational sharing within the region.

As the 23rd year of AIP Foundation wraps up, I am reminded of the many parallels between its journey and my own personal journey. As renowned experts in road safety, we have many solid successes to celebrate. However, the key to true success lies in preparing for what comes next. For us, this means moving beyond road safety and encompassing education, health, technology, and innovation to tackle the global social crisis that we all face.

Thank you for your steadfast support for our work over the years, and in the years to come. Together, we will continue to work towards our shared vision - a world with zero road fatalities and injuries. We will not stop until everyone has access to safe roads for life.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Greig Craft'.

Greig Craft | Founder and President



AT A GLANCE



We provide **quality education**
to **vulnerable communities**

851,972 PEOPLE EDUCATED

INCLUDING:

38,600	1,619	52,256
STUDENTS	TEACHERS	PARENTS
35,718	719,006	
WORKERS	COMMUNITY MEMBERS	



We promote **gender equality**,
inclusivity and empowerment

49% of students served are female

7,726 come from underrepresented groups
(ethnic minorities, living with disabilities)

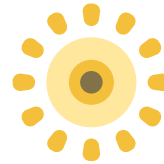


We advocate for **safe and**
sustainable mobility for all

49,407,631 PEOPLE SERVED

202 PROGRAM SITES ACROSS 7 COUNTRIES

3,719 STAKEHOLDERS AND 781 VOLUNTEERS



Our action resulted in
impactful growth

65% increase in student helmet wearing rates

30-40% improvement in student road safety knowledge

2,023,409 US\$ saved in prevented road injuries and fatalities
thanks to our helmets

22 POLICIES INFLUENCED



**PRINCE MICHAEL
INTERNATIONAL
ROAD SAFETY AWARD**
for the third year in a row

583,756

WOMEN EMPOWERED

Dear Friends around the world,

It is with great pleasure that I introduce our 2021 Impact Report.

As we endured a second year of the Covid-19 pandemic, we are certain that one thing remains unaltered - our unwavering commitment to serve vulnerable communities. We took the challenges of the pandemic not as a setback, but as an invitation for creativity to strengthen our programs.

Last year, our Impact Report highlighted how our actions are intertwined with the United Nations Sustainable Development Goals. This year, a year marked by transition, our Impact Report is a tribute to our team resiliency and everyday successes in the field, for you, our friends, and supporters to gain a behind-the-scenes look at how we work days and nights on our programs. At heart, we are driven by engagement to reduce death and fatalities on the world's roads. This engagement is defined by our commitment, empathy, and compassion for all members of our community.

Throughout the year, sharing has been at the core of our work, despite the inherent difficulties of remote work. As experts in road safety, we are accountable for spreading tools and knowledge to inspire everyone who wishes to replicate our work. We empower our beneficiaries to be independent while supporting partners and governments to act for safe roads for life. With strong-rooted foundations, we are transitioning towards being facilitators and role models.

2021 is also the year the Second Decade of Action for Road Safety was launched. The Global Plan is a blueprint that inspires countries to develop road safety plans that are adapted to the local context. With the ambitious target of preventing at least 50% of road traffic deaths by 2030, the only way to ensure success is to innovate together for

change. Looking to the future of our work, it is driven forward by youth, innovation, and our broad vision beyond road safety tackling injustices.

We are moving beyond road safety this year by making a positive impact in new and broad fields. In Vietnam, harnessing the power of big data is allowing us to revolutionize road safety data collection to share them with the government, all the while putting young voices at the heart of our actions. If we want to empower our youth, we must listen to them. For many of us, we use all types of comfortable transport, while millions struggle to find a safe way to travel to school and work. This is an injustice that infringes upon the human rights of our global citizens. We aim at marking the way for safer mobility in every country because everyone has the right to choose how to make their own way.

As an echo of the words of our Founder and President, let's not forget that humanity is at the heart of global road safety. Human-centric mobility puts us, the users, directly at the heart of design and decision-making. We need to ensure a future that serves both people and the planet. All global citizens deserve safe and equal access to education, work, transport, and above all, healthy and green cities and livable areas around the world.

Now more than ever before and paving the road ahead together, we must act for inclusive, safe, and sustainable streets, cities and homes for every person, for life.

I hope that you enjoy reading about our beneficiaries, work and impact.

Sincerely,



Mirjam Sidik | CEO



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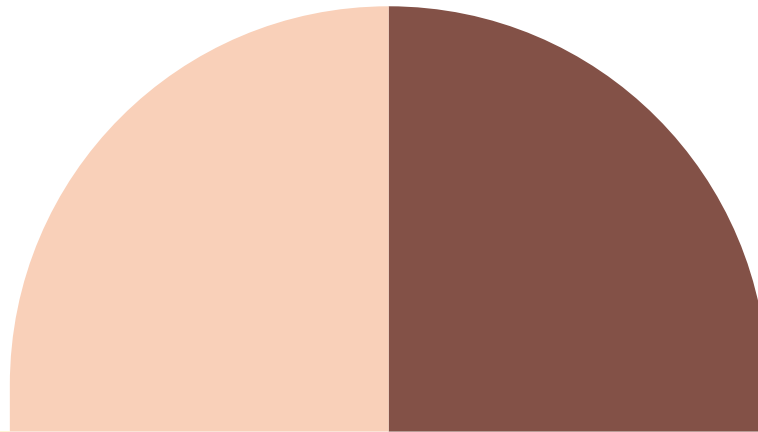
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A GLOBAL CRISIS AFFECTING US ALL

Road crashes are among the the **top leading causes of death** globally
1.35 million lives are lost and **up to 50 million people are injured** each year
This is **one life lost every 24 seconds**
Our futures are at stake

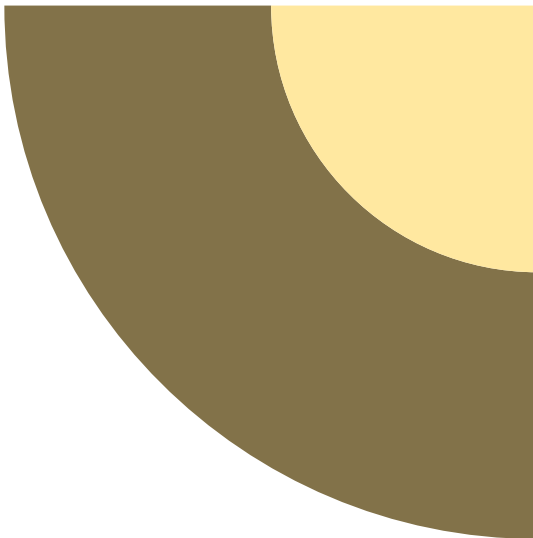
AMPLIFYING OUR WORLD'S INEQUALITIES

The financial burden of road crashes on victims' families directly contributes to the global poverty gap. 93% of traffic fatalities happen in low- and middle-income countries, slowing down their development.



INCREASING SOCIAL INJUSTICE IN OUR WORLD

Women are the largest population using public transport, compromising their mobility, access to work and rights. Women have a 47% higher risk of serious injury in a crash than men. Women are also facing great challenges impacting both their physical and mental health, such as sexual assaults on public transportation.



ENDANGERING OUR YOUTH AND COMMUNITIES

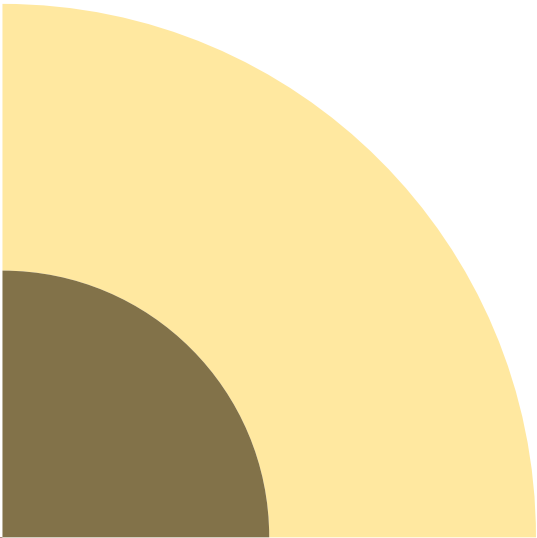
Road crashes are the leading cause of death for children and young adults (5-29 years) globally. Not only our young ones, but people with disabilities, women, cyclists and pedestrians, as well as minorities and rural communities are more at risk on the roads.





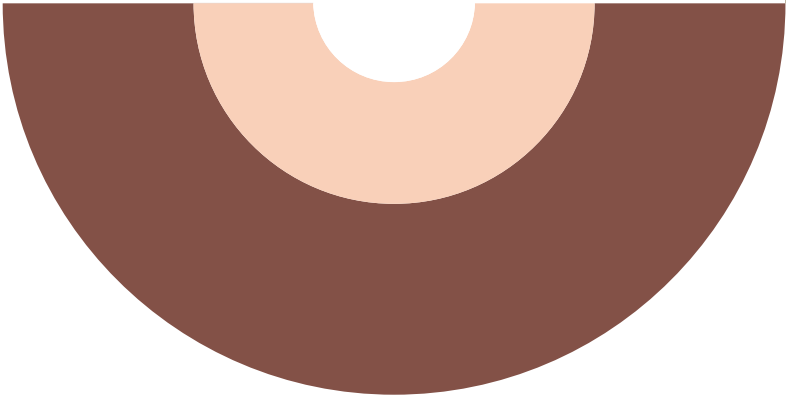
THREATENING OUR PLANET

Mobility is a key dynamic of urbanization. However, more vehicles on streets means more pollution. Motorized traffic is a major source of pollution through carbon emissions. With the global car fleet due to triple by 2050, greenhouse gas emissions from transport are growing faster than any other sector.



JEOPARDIZING OUR HEALTH

Walkable streets equal clean air. Global underinvestment in eco-friendly infrastructure directly contributes to increased carbon emissions and poor public health outcomes. Lack of safe infrastructure and sustainable public transport not only affects our air quality but also lessens our physical activity. This makes us more susceptible to non communicable diseases, which are killing 41 million people every year (71% of deaths globally).



IMPACTING OUR GLOBAL ECONOMIC GROWTH

Low- and middle income-countries lose approximately 3-6% of their GDP to road traffic crashes. This cost represents billions of dollars lost in medical expenses, and loss of incomes for victims and family victims. This is a colossal burden on our world's health, insurance and legal systems.

SAVING LIVES SINCE 1999...

AIP Foundation is a non-profit organization dedicated to **saving lives on the roads** and increasing access to **safe, equitable, and sustainable mobility for all**.

We envision **a world with zero road injuries and fatalities**.

Beyond empowering the underserved road user communities, AIP Foundation tackles injustice related to **youth engagement, workers' rights, gender equality, and environmental issues**.

As global citizens, we all deserve safe and equal access to education, work, transport, and above all, **healthy and green cities and livable neighborhoods** around the world.



Volunteer during a Safety Corner opening
at Wat Tha Pae school, Thailand

...TO MAKE THE WORLD A BETTER PLACE

The United Nations has set an ambitious target of reducing deaths and injuries from road crashes under its Sustainable Development Goals (SDG 3.6).

At AIP Foundation, we are proud to share that - beyond road safety - our inclusive and targeted programs pave the way to sustainable changes related to 11 out of 17 SDGs.



WHO WE ARE

48 Passionate humans making the world a better place

A blend of local and international employees



An inclusive and women-led non-profit

WHAT WE BELIEVE IN



COLLABORATION

We work together, internally and externally, towards a common goal while leveraging individual expertise, skills and knowledge to produce efficient work.



COMMITMENT TO COMMUNITY

We address the needs of the community. Our contribution to society defines our existence.



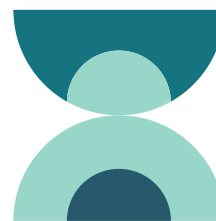
INNOVATION

We develop new, creative ideas with open-mindedness and a willingness to take risks in a manner that inspires us to seek new opportunities.



ACCOUNTABILITY

We hold ourselves individually and collectively accountable to the commitments we make.



EXCELLENCE

We strive to be the best that we can be.



SOCIAL AND ENVIRONMENTAL RESPONSIBILITY

We ensure integration of social and environmental dimensions into our policies, practices, and procedures.

A HUMAN CENTERED & HOLISTIC APPROACH FOR SUSTAINABLE CHANGE

The road crisis is a complex issue and requires a multifaceted approach.

We design and implement programs using a holistic method.

Each component has a relevant impact on road safety by itself, but programs integrating all of them have been proven to be more efficient.



RESILIENCE

Still delivering and serving during the global pandemic

Learn more about
our work in India



"During the implementation of the project, schools were closed for some time due to the effect of the pandemic. However, I saw many initiatives from project school teachers to deliver knowledge on traffic safety to students through online activities."

Mr. Tran Van Long
Vice Executive Chairman of Thai Nguyen Traffic Safety Committee, Vietnam

"Whenever an accident happens, we feel sorry for the family and for the children and everybody connected. However, we accept the number of these accidents, but nothing is done. Such an initiative is very much the right time for us."

Mrs. Geetha Pillai
Principal of the Blossom school, India

"My biggest fear was safety while traveling at night. AIP Foundation explained so well how to take care of ourselves keeping safety on our minds."

Ms. Sonal Ashwin Shukla
Art Teacher of the Blossom school, India



Campaign #thisismystreet with students of Dinh Tien Hoang primary school during the 6th United Nations Global Road Safety Week (Vietnam)

Remaining flexible to keep moving forward

Facing the global pandemic, the whole world had to stop for a while. In the countries where our programs are implemented – Cambodia, India, the Philippines, Thailand and Vietnam - schools were closed for a few months to a whole year. In 2021, our challenge and goal was to retain our excellency when our teams were unable to work on the ground. Although the global pandemic forced schools across our communities to close, we remained committed to implementing high-quality programs despite the challenges of limited physical access. Remote learning was particularly challenging in India, where only 8% of households with children and young people of 5-24 years old have both computer and internet access. With great efforts, our teams redesigned activities to ensure appropriate online interventions, with a focus of making it as entertaining as possible.

IN 2021, WE MANAGED
TO TRAIN:

719,814

PEOPLE ONLINE
AND REMOTELY



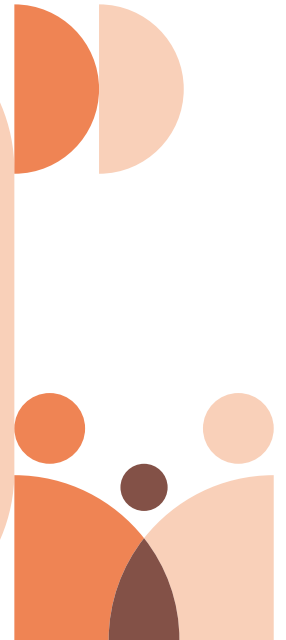
“Road safety is never taken seriously and is often brushed off as not being a calamity but just an accident. Being a driver myself I have always driven around in fear of a mishap. AIP Foundation really offered us a sight to be safe rather than sorry.”

Ms. Lynn Dbritto
Assistant Teacher at Lilavati Lalji Dayal
High School and College of Commerce, India

Relying on empathy to protect our peers

“The workers were very happy when the masks were distributed to them. They were confident. They felt safe both physically and mentally during working and traveling within the crowd. They can be protected from dust or debris during working and it also saves their money.”

Mrs. Sovann
Corporate Social Responsibility Assistant
in a garment factory, Cambodia



For humanity to fight against an unprecedented crisis, our world has seen a global generosity movement arising to provide first-response products to protect the most vulnerable. The Covid-19 crisis has impacted more than our health, it has intensified the poverty gap and impaired basic human rights. Compromising our mobility, this tremendous disaster has resulted in job and income losses for millions, and widened inequalities. In the spirit of giving, AIP Foundation participated in the global movement by entering the «Go Back Give Back» initiative, in addition to our running programs. To allow 15,288 factory workers to go back to work safely in Cambodia, we produced and distributed 70,000 masks, together with communication materials to reinforce WHO-approved hygiene standards - not only protecting our peers from the pandemic was important, but also ensuring a stable income for them and their families.

FIRST TIMES

After 23 years of legacy, our commitment is stronger than ever to achieve new milestones

"One way that guarantees sustainability is by integrating these activities into the school's plan. Each child is gaining access to important knowledge and skills to keep them safe."

Mrs. Untika Inkaew
Master Teacher at Wichianchom school, Thailand

"My house is across the street. I used to be very scared when crossing because cars were very fast. Since the day the school entrance was rebuilt, I feel the traffic is slowing down, so I'm no longer afraid of crossing the street to go home."

Dat*,
Student of grade 5c – IA Ninh primary school

"Now there is a road safety corner in school. All students can actually participate in learning."

Aranya*
Student Council President
and Road Safety Ambassador, Thailand

"A great place to start for a world free of high-risk roads is with safe school roads for children."

Mr. Rob McNerney
CEO of iRAP, partner of AIP Foundation
Following a webinar organized
by AIP Foundation

Discover more
about our achievements
in Pleiku, Vietnam



* Here and in all our Impact Report 2021, pseudonyms have been used in accordance with AIP Foundation's Child Protection Policy & Code of Conduct and upholding Article 19 of the UN Convention on the Rights of The Child



Bao Ngoc*, a young Vietnamese student safely crossing the street in Pleiku City (Vietnam)

Interactivity is the new way

How can we keep reaching out to communities when we are not on the field? By giving them interactive tools to learn independently. In Thailand, a majority of schools adopted an online learning model. With 8,464 students participating in our *Street Wise* program across two Thai provinces, it was critical to incorporate self-learning into the program.

Before our intervention, 92% of the surveyed students have access to a helmet, but only 19% reported always wearing it when commuting to/from school. This shows how critical our work is to integrate road safety education in the school curriculum. To adapt to the changes in the educational situation, we started to develop e-books to be distributed to primary and secondary students, teachers, and parents. "Road Safety Learning Centers" are implemented as an innovative road safety learning area for secondary school students. The community is not forgotten with the construction of a "Road Safety Playground" open to the public, to facilitate a fun road safety learning experience and promote awareness.



From local impact to international recognition

"The school called for our contribution to join hands with AIP Foundation to improve sidewalks [as] we had to park on the roadway, which was very dangerous. From the day the new sidewalk was built, and the parking area demarcated, we no longer had to park our bikes in the street to wait for our children."

Mrs. Vo Thi Thuan
Parent of student at Ia Ninh primary school, Vietnam



Thanks to the work of our teams and partners, Pleiku City, located in central Vietnam, became a model for safe school zones. After demonstrating the effectiveness of our intervention for speed reduction and engaging the local government to apply it to the whole city in 2020, school zone modifications were completed at 29 schools in 2021 under the *Slow Zones, Safe Zones* program. We are now working with government partners to establish a definition of "safe school zones" in Vietnam. In close collaboration with the Ministry of Transport, our ambitious goal is to develop a Safe School Zone guide applicable nationwide - implemented in existing schools and observed for new constructions. A local program with a national impact and a global message to protect our future generations.

"Examples of Vietnam can be replicable in other contexts in Asia and even adaptable to the contexts beyond."

Participant's feedback
Following a webinar organized by AIP Foundation

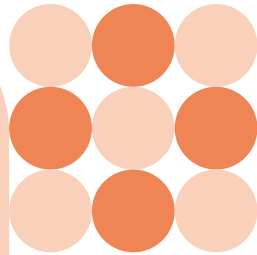


INNOVATION

*Challenging ourselves
to keep improving our world*

"It has been an honor working with the renowned Italian helmet designer Felice Manzoni to develop an ECE 22.05 helmet for Asia and the developing world, consistent with the noble vision of AIP Foundation and its affiliate Protec Helmets to provide affordable and innovative designs and tropical helmets."

Mr. Marco Rho
Technical Expert on ECE 22.05 Helmets development, Italy



"Using advanced technology in road safety to improve community members', especially youth's experience when traveling on road aligns very well with the growth of society. This also contributes to the province's plan, which prioritizes the community's well-being using intelligent technology."

Mrs. Bui Thi Hieu
Vice Chief Secretariat of the Traffic Safety Committee of Yen Bai province, Vietnam

Learn more about AI&Me



Ms. My Huynh, Road Safety Youth Leader and Program Assistant
at AIP Foundation Vietnam

Always aiming further

"As the first non-profit helmet production in the world, Protec is committed to providing vulnerable communities with equitable access to high-quality and affordable helmets. The team is ready and excited with new approaches for their production"

Mrs. Hoang Na Huong
CEO of Protec social enterprise, Vietnam

Our story started with research and creativity, when AIP Foundation and its social enterprise Protec came up with the world's first tropical helmet that met three key criterias of being lightweight, affordable, and safe. Building on innovation to support our mission, the Protec factory is evolving with new technologies and equipment to produce revolutionary accessible helmets compliant with United Nations safety standards (ECE22.05). Through the "FIA Safe and Affordable Helmet" program, Protec is currently expanding its operations to produce Vietnamese ECE22.05 helmets and provide them to high-need and vulnerable communities in Asia-Pacific. Our way to make low and middle-income countries embrace high-quality helmets, for safer mobility and more lives saved on the road.



Distribution of quality ECE-22 helmets to high-risk youth and vulnerable people in Kampong Cham Province, Cambodia

Big data and AI to give a voice to young generations

"AI and digital technologies provide solutions that can both address the needs of an entire generation while futureproofing our health systems [thereby demonstrating] the many potential benefits and uses that AI has in public health."

Mr. Siddharta Jha
AI Digital Program Manager of
Fondation Botnar, partner of AIP Foundation

"My dream safe street is a street where children can walk and bike to school without fear of getting injured."

Ms. Shanna Lucchesi
Project Coordinator for iRAP,
partner of AIP Foundation

Our new program *AI&Me* relies on technology to boost change and give a voice to youth. Promoting safer and healthier urban environments for children and young people, our program is based on three innovative components. The first phase is currently being implemented, using big data to identify at-risk communities and AI to map pedestrian risks at 1,000 schools in Vietnam. After categorization of schools thanks to the "Star Rating for Schools" application, we will engage young people and the general public with a digital platform to identify high-risk roads in their daily commutes. The platform's data will provide government decision-makers with key insights to the road safety challenges in their communities in order to take evidence-based decisions to promote pedestrian commuting and save young people's lives.

YOUTH

*Engaging young people
for a brighter future*

"Meaningful engagement with young leaders can help foster greater ownership of the road safety issues as well as develop a new cohort of road safety advocates with a fresh perspective on the future of mobility."

Global Plan for the Decade of Action
for Road Safety 2021-2030

"Decisions should not be made in isolation. It's important to engage the youth whenever possible when it affects our livelihood. I know I'm making a difference and that my voice matters."

Ms. Minh Vo
Road Safety Youth Leader at AIP Foundation

"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."

Mr. Saul Billingsley
Executive Director of the FIA Foundation
About youth engagement and AI&Me program

Read more about
Youth Ambassadors
in Thailand



Road Safety Youth Ambassadors
during a training in Thailand

Fostering creativity to give youth a voice

Youth engagement is critical to building sustainable community impact. Today's youth are more interconnected - absorbing the world's knowledge, expressing themselves passionately, and fighting for positive change around the world. Youth empowerment and engagement have been and will always be at the heart of our initiatives to improve global road safety. With a video competition linked to our new program *Heads Up!*, we are giving the full freedom to university students from four ASEAN countries (Cambodia, the Philippines, Thailand, Vietnam) to lead a helmet awareness campaign. *Heads Up!* is a signature, youth-led program that empowers our younger generation to create innovative campaigns to inspire their peers and raise awareness on the importance of helmet use and quality helmets among their communities.



"We need to channel our inner Greta Thunberg. No more bla bla bla on road safety. We need specific sectoral commitments at next year's high level meeting."

Mr. David Ward
President of the Toward Zero Foundation
At the United Nations - shared on Twitter by Mr. Etienne Krug,
Director Social Determinants of Health at World Health Organization

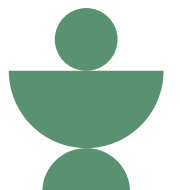
Youth Ambassadors for Road Safety



With the development of the *Youth Road Safety Champions* program launched in 2021, Thailand is focusing on building their next generation of young leaders to become engaged road safety advocates in their communities. The *Street Wise* program in Thailand also intends to strengthen our connection with the young generation through a digital approach on the trendiest social media channel for youth. Primary and secondary students from two provinces in Thailand are encouraged to participate in a road safety TikTok challenge, the winners being awarded with 12 scholarships. Thanks to this awareness campaign, our young TikTok ambassadors are expected to reach almost 1.4 million people across Thailand. AIP Foundation is empowering youth to speak up in their own way, for their own future, and for their rights for a safer world.

THROUGH OUR ROAD SAFETY TIKTOK CHALLENGE, WE WILL REACH:

1,418,354
PEOPLE IN THAILAND



EDUCATION

Knowledge to achieve behavioral shift

"I didn't know that children above six years old have to wear helmets."

Yang*
Primary school student, China

"We learned that we should not randomly run across the road like we had before. 'Stop, look, listen, think, and cross while it's safe'."

Yang*
Primary school student in China

"AIP Foundation has contributed a lot to changing the behavior of Vietnamese people, including the awareness about protecting people from road crashes. I am accompanying them in a communication project to reduce road safety risk factors in Vietnam. I consider these initiatives meaningful."

Mrs. Nguyen Nga,
Deputy Editor-in-Chief of Transport Newspaper, Vietnam

Watch our awareness campaign
"3 steps, be safe." for Vietnam



Le*, primary student learning how to properly wear a helmet,
Tuyen Quang City, Vietnam

Giving the tools to act

Children and young people are at the core of our programs because they are the world's most vulnerable road users and - above all - the generation of tomorrow. We owe them the knowledge and tools to walk independently and safely towards their future. Our legacy program *Helmets for Kids* - now running for 21 years - still proves its tremendous efficacy in Cambodia, the Philippines, Thailand, and Vietnam. In 2021, the helmet wearing rate among child passengers on motorbikes jumped by 65% after our intervention at target schools. With the vision of « making safety a core value », as advocated by the Global Plan of Decade of Action for Road Safety 2021-2030, we were proud to observe this rate increase for bicycles. As helmet wearing is not mandatory by law on bicycles in many countries, this achievement demonstrates a mindshift of students and parents towards safer roads and behaviors.



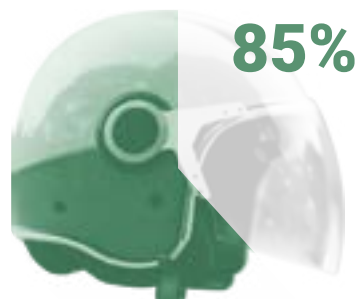
Campaign #love30 during the 6th United Nations Global Road Safety Week, Vietnam



HELMET WEARING RATE AMONG TARGETED STUDENTS IN 2021



Before our intervention



After our intervention

Building capacity & communication for change

Facilitating access to road safety knowledge goes beyond educating children only. All communities must be included in a holistic approach to create a real sustainable behavioral change. Teachers act as positive role models, while parents commit to protect their children. Our educational tools and training workshops not only encompass schools but also their communities, improving their skills and knowledge to promote social dialogue.

IN 2021, WE EDUCATED
AND TRAINED **851,972 PEOPLE**
INCLUDING:

1,619
TEACHERS

35,718
WORKERS

52,256
PARENTS

719,006
COMMUNITY
MEMBERS

Likewise, change cannot happen without raising public awareness and strengthening road traffic laws. Our new advocacy campaign in Vietnam focuses on the top 5 behavioral risk factors (drink-driving, speeding, helmets, seat belts, child car seats). Journalists, road safety experts, high-profile influencers, government agency representatives, and National Assembly members will be directly engaged for an estimated impact on 25 million people across the country. Because local impact must be paired with a high-scaled nationwide campaign to inspire public and decision makers, and change attitudes for the long-term.

"Parents are
good role
models for their
children"

Dr. Pun Junpanich
Road safety Expert from Injury
Prevention Unit, Ministry of
Public Health, Thailand

"Such
wonderful care
for the young
generation
in our country."

Mrs. Trinh Thu Ha
Deputy Chief of
National Traffic Safety
Committee Office, Vietnam

INCLUSIVITY

*All-embracing ecosystem
for sustainable change*



"What I like most when joining this program is having a good quality helmet and learning to dance to the "Three steps, be safe" song. The dance helps me to remember the steps to wearing a helmet properly. Therefore, I can protect myself and my family members"

Hieu*
Primary student from an ethnic minority community, Vu Chan school, Vietnam

"I walk to school with my friends. There are many vehicles on the way to school. I think they sometimes cannot see us because of the dark and because we are so small. I always felt unsafe on the road."

Yang*
Primary student living in a remote area, China



Discover our
social enterprise Protec



Bao*, primary school student from an ethnic minority community,
Thai Nguyen City, Vietnam

Empowering underserved communities

Access to education is a basic human right - we often overlook student journeys to school as a part of this critical need. Many of us do not even have to think about commuting safely. For underserved children, every day is a struggle on their path to school - for example, risking their lives walking along speeding trucks in rural areas, or not having access to adequate transportation as a person living with disabilities. Inclusivity is at the heart of our commitment to the vulnerable road users' communities, who often lack access to safe and sustainable commutes. In 2021, 25% of *Safety Delivered* program students were children from minorities or living with disabilities in Vietnam and Thailand.

«TOWARD AN INCLUSIVE, ACCESSIBLE AND SUSTAINABLE POST-COVID-19 WORLD »*, WE SERVED:

5,002
CHILDREN FROM
ETHNIC MINORITIES

2,724
CHILDREN LIVING
WITH DISABILITIES
IN 2021

"I worry most about road crashes. Because I may get injured. I'm terribly afraid of pain. I'm very proud and grateful to receive the program! I'm very happy! The helmet is good in quality, I will be safer on the road."

Xuan*
Primary student with hearing impairment,
Vietnam

*International day of persons with disabilities 2021

Facilitating inclusive workplace

We always dreamt of an inclusive world where everyone can live their life to the fullest and reach their true potential. It all started when AIP Foundation established Protec social enterprise, employing people living with disabilities among their workforce. From work transportation to factory infrastructure, all equipment has been thought of and designed with a human-centered approach since the beginning. Our journey towards inclusivity in the workplace is being carried on by our team in Cambodia through the *Prevention & Participation* program. AIP Foundation partnered with Cambodia Disabled People's Organization, to implement the "Return to Work" project with the ambitious goal to facilitate post-crash rehabilitation and support disability inclusion at factories for injured workers.



"Being unable to work severely affected my family due to the lost time and money, and the additional cost. I was also afraid the factory would not let me go back to work because my injuries were still affecting me."

Ms. Tim Srey Mey
Worker at a footwear factory, Kampong Cham Province, Cambodia
She was able to go back to work after being victim of a motorcycle crash

IN 2021

18,106
WORKERS

had access to the
"Return to Work" initiative
at pilot factories

BEYOND

*Social justice and
sustainable development for all*

"Workers are indispensable human resources that we need to pay greater attention to and help to improve their road safety and welfare. This will support the production chain of the factories; contribute to the stability of the national economy and income for their families."

H.E. Min Meanv
Secretary of State of Public Works and Transport and Secretary
General of the National Road Safety Committee, Cambodia

Watch the real story
of a female worker
in Cambodia



"I feel confident to speak up to drivers. I know I have the right to talk to them to promote commuting safety. I want to change from trucks to safer vehicles for protecting the workers."

Ms. Soth Srey Ouy
Worker and Speak Up Champion at a footwear factory, Cambodia



Ms. Neang Avarta, worker and Speak Up Champion in a garment factory,
Bavet, Svay Rieng, Cambodia

Workers' rights go beyond the workplace

The Covid-19 pandemic has drastically redefined working models. Many have the luxury of working from the comfort of their own homes, taking safe public transportation to the office, choosing to walk or ride a bicycle to work. However, the reality for factory workers in Cambodia is very different. In 2020, road crashes among garment and footwear factory workers accounted for over 55% of the total commuting workers involved in road crashes. That does not only impact the lives of workers, but also the lives of the 2 million family members they support. These commuting risks are preventable. Through three programs* dedicated to safe commuting for Cambodian workers, our team is working to strengthen public-private dialogue for joint actions on labor-related issues, and facilitate transition to safer mode of transport for workers.

*Commuting Safety for Cambodian Workers (CSCW) and Support to Safe and Sustainable Commuting for Garment & Footwear Workers in Cambodia (SSSC), Prevention & Participation (P&P)

IN 2021, WE HAVE TRAINED

223

SPEAK-UP
CHAMPIONS

74%

OF WHICH
ARE WOMEN

Fighting for women's rights and gender equality



"Switching to bus made us feel safer to travel over long distances, more comfortable, less crowded, and protected from sexual harassment."

Mrs. Leang Sreymom
Worker at a garment factory, Cambodia

Women account for 80% of garment and footwear workers in Cambodia. They commute every day, standing for hours in unsafe and crowded trucks, prone to road crashes. This hectic mode of transportation also has repercussions on their well-being and mental health, women reporting sexual harassments during commutes. When our work towards safer commuting allows a woman to ride a bus, a simple seat is one more victory. Another safe woman on the roads. Another active member in her community. Thanks to our efforts on the field. Together with AIP Foundation Denmark, we also support women's rights and empowerment by encouraging "Speak Up Champions" women workers to be more confident and voice out their concerns, to influence positive behavioral changes.

Towards a healthier future

Improving road infrastructure and training road users pave the way to build environmental-friendly and healthier communities. Through our programs focusing on safer school zones and smart road users, we give an equal right to our young generations to access and select their mode of transportation. Not only does AIP Foundation save lives by giving skills to vulnerable road users, but our programs also encourage active commuting by enabling walking and cycling. In Vietnam, we adapted our *Slow Zones*, *Safe Zones* traffic safety e-curriculum to feature life-saving lessons for children across a diversity of transport modes, including walking, bicycles, cars, buses, trains, and boats. In Cambodia, we are focusing on training truck drivers through the *Eco-Safe* program. In addition to saving money, skilled drivers economize on fuel consumption, thereby decreasing their carbon footprint. Beyond, AIP Foundation is changing behaviors to empower ecologically conscious global citizens.

"I feel proud of being a person who will help save the environment and provide safer transport to workers."

Mr. Ham
Driver transporting workers for ten years
and Eco-Safe trainee, Cambodia



TOWARDS THE FUTURE

*Always ready
to make the world a better place*

More about the Global Plan
for the Decade of Action
for Road Safety 2021-2030



"This Global Plan of the Decade of Action for Road Safety 2021-2030 is a call to action that the NGOs, the communities, and youth have been leading. Let's join them. Let this new decade not be one of excuses, but one of hope for millions and one of real change."

Mrs. Zoleka Mandela
Activist for Road Safety, Global Ambassador for the Child Health Initiative
Speech at the launch of the Global Plan for the Decade of Action 2021-2030

"Think about the impact our transportation systems have on climate change and urban mobility. We need systems that are practical and built around the context of walkable cities."

Mr. Jimmy Tang
Road Safety Youth Leader and Development and Strategic Partnerships Manager at AIP Foundation
Speech at FIA Young Voices 2021

"Road safety is key to achieve the SDGs."

Mr. Jean Todt
United Nations' Special Envoy for Road Safety and former FIA President
Keynote speech at InnoRAP Workshop 2021



Human-centered facilitation

"AIP Foundation has been an inspiration in the ways in which youth can connect with decision-makers to further the road safety agenda. They are supporting efforts to slowly shift the world's view to focus on more human-centric roads rather than car-centric ones."

Ms. Maolin Macatangay
Communications Manager at Youth for Road Safety (YOURS)



We are global citizens. Our ideas and actions are shaking and shaping the world. Our responsibility is to empower a new generation of autonomous and smart road users, and beyond, world residents. In 2021, we scaled up our facilitator role to encompass not only our program beneficiaries and stakeholders, but also non-profit organizations wishing to replicate our work. In China, the 10-year *Walk Wise* program - in addition to bringing community sustainable change - laid the ground for local NGOs to take over. We also shared lessons learned to implement *Safe School Zone* in Vietnam, with participants from 17 countries from all over the world, including representatives of government entities, NGOs, civil engineering, and research institutes. Rooted in strong foundations and acknowledged for our expertise in road safety, now is the time for AIP Foundation's know-how and knowledge to spread widely.



Road infrastructure modification near a school,
Songkhla Province, Thailand

Building Smart Cities

A city is akin to a living being. Our brain is trained in schools and picked in museums. Our immune system includes hospital and emergency services fighting diseases. Our arms and legs are the symbol of our activity, in our jobs and during our leisure. Nature around the city represents our lungs. If one part isn't supported by all parts of the body, then the city will not function. We must ensure all parts of our cities are healthy, and equally sustained by our blood system. Our roads are the circulatory system of our city, providing safe and equal access to all the components of our daily life. AIP Foundation has an important role to play in the integrative approach of our future Smart Cities. In 2021, our founder Greig Craft shared our vision during the FIA Smart Cities eForum: putting users' interests at the center of the mobility system, introducing more choice and freedom with more flexible mobility, and bringing equality and accessibility by giving everyone the power to choose among multimodal transportation options.

"We are inspired by the professional and comprehensive program structure provided by AIP Foundation and the positive change they have brought to the local community. We will continue implementing [the program with] its current structure and tools, and adjust based on our own strength."

Mr. Du Yuke
Director of Tieourlove Foundation, China



ACTING TOGETHER

*We could never have done it alone yesterday...
Let's commit to act together again tomorrow!*



Master Teachers during a workshop
about lessons learned and achievements, Songkhla province, Thailand

"They were so friendly, supportive and enthusiastic. I believe that AIP Foundation, with their great heart, helps the younger generation to have a better awareness of road safety."

Ms. Nguyen Thi Kim Ngan
Youth Volunteer, Vietnam

"AIP Foundation is working with a topic of high urgency in the global modernizing world with increased transportation: Safe Roads for Life."

Ms. Irene Norlund
Volunteer and Board Member of AIP Foundation Denmark



Take Action with us



Engaging communities

Residents, citizens, people, humans. Community is always at the center of our engagement. And the communities have to be thoroughly engaged as the final road users, the final beneficiaries of our programs. In Vietnam, *Citizen Engagement Study* aims at encouraging local communities to voice their opinion, to better understand the perception of road users and residents along strategic and high-risk locations such as highways. This insight of daily use by local communities is an added value to be integrated in road upgrading solutions, before implementing relevant and costly infrastructure modifications. Because beyond evidence-based and technological results, solutions can only be relevant if you balance quantitative data with what people really need.



Helmet handover in Bangkok with our donor's volunteers, Thailand

"I chose to volunteer for the AIP Foundation because here I get to work in a young and dynamic environment. By volunteering, I will bring joy and happiness to others and find positive energy in life."

Mr. Le Nhat Tinh
Youth Volunteer, Vietnam

Our Partners

No words can truly express our gratitude. From the bottom of our hearts, thank you for all that you do to serve vulnerable road users. From all of us at AIP Foundation, thank you for helping us pave the way to safe roads for life. Your dedication has helped advance towards our shared vision of a world with zero road injuries or fatalities. As long as we will have organizations like you supporting us, we remain hopeful for the future. You make our work possible, every day. Together, we are making a difference.

199 YEARS

OF RENEWED TRUST WITH OUR PARTNERS

* Cumulative number of years that all current partners have worked with AIP Foundation

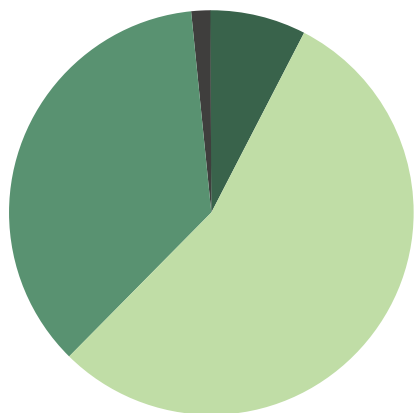
OUR SUPPORTERS:

Australian Government's Department of Foreign Affairs and Trade (DFAT) • Australian Volunteers Program • Bloomberg Philanthropies • Chevron Corporation • CISU - Civil Society in Development • Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) • Fédération Internationale de l'Automobile (FIA) • FIA Foundation • Fondation Botnar • Ford Motor Company • Global Alliance of NGOs for Road Safety • GlobalGiving Foundation • Global Road Safety Partnership • International Federation of Red Cross and Red Crescent Societies • International Road Assessment Programme (iRAP) • Janssen Asia Pacific • Johnson & Johnson • Manulife (Cambodia) PLC • MasterClass • Michelin Siam Co. Ltd • Pirelli & C. S.p.A. • Princeton in Asia • Prudence Foundation • Prudential Vietnam Assurance Private Limited • Puma Energy Foundation • Qunie Corporation • RMIT University Vietnam • Singapore Management University • Solidarity Center • Thai Bridgestone Co. Ltd. • The UPS Foundation • Toll Holdings Limited • Total E&P Thailand • USAID • VF Asia Sourcing Ltd. • Vietnam Garments Manufacturing Limited • Youth for Road Safety (YOURS)

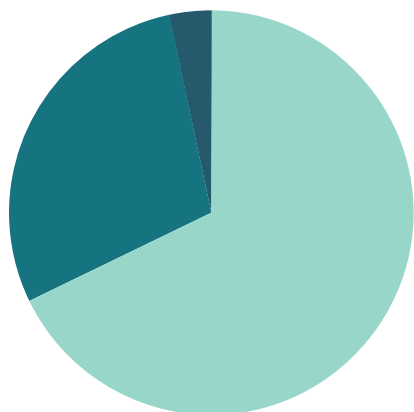
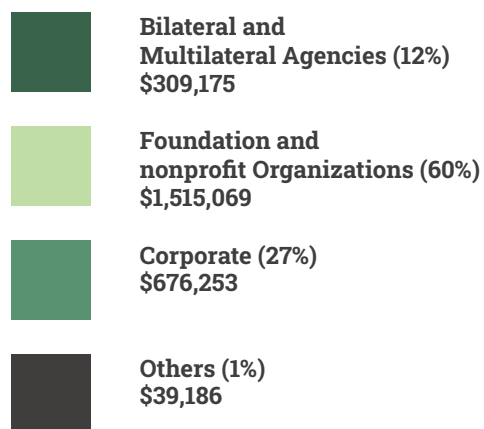
OUR AFFILIATIONS:

Automobile Association Vietnam • Centers for Disease Control and Prevention • Child Health Initiative • Child Injury Prevention Alliance (CIPA) • Fédération Internationale de l'Automobile (FIA) • FIA Foundation • Global Alliance of NGOs for Road Safety • iRAP Star Rating for Schools • Protec • Safe Kids Worldwide • United Nations Road Safety Collaboration

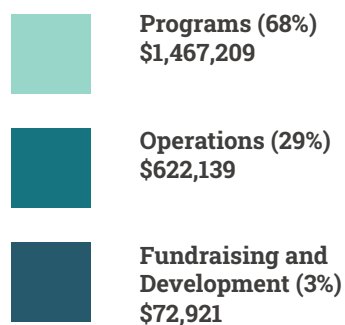
FINANCIALS



IN 2021, WE RAISED
\$2,539,683



IN 2021, WE INVESTED
\$2,162,269



The balance is allocated to programs but not yet expended as of December 31, 2021.





Students of Vo Thi Sau school
during the 6th United Nations Global Road Safety Week (Vietnam)

FOUNDER

Greig Craft

President, AIP Foundation
Hanoi, Vietnam

LEADERSHIP COUNCIL

Hon. Norman Y. Mineta (In Memoriam)

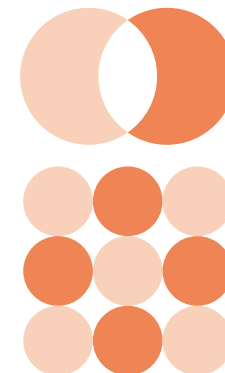
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Washington, D.C., USA

Lord George Robertson

Secretary General of NATO (Ret.)
British Member of Parliament
London, UK

Michelle Yeoh

Actress
UNDP Goodwill Ambassador
Geneva, Switzerland



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Dynamic Research Institute
Torrance, CA, USA

Ratanawadee H. Winther

AIP Foundation Denmark
and AIP Foundation Thailand
Copenhagen, Denmark



OUR DREAM

We envision a world with zero road injuries and fatalities.

We are dreaming of cities dedicated to humans - children cycling and playing, broad sidewalks for pedestrians, public transport easy to access, and less motorized vehicles for clean air.



**AND YOU? What are YOUR dreams for OUR future?
Write or draw it below with your family and friends.**

*Share it with us on social media #aipfoundation
#saferoadsforlife #beyondroadsafety*



**SUSTAINABLE
DEVELOPMENT GOALS**



Since 1999, AIP Foundation has been breaking barriers for a world where younger generations can live and thrive. We are not stopping here. Join us on the journey towards safe roads for life. AIP Foundation is a U.S. 501 (c)(3) non-profit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries.

www.aip-foundation.org

Follow us:



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@saferoadsforlife