Australia (Canberra)

Consumer Research into Supervised Driving Systems: Understanding Driver Knowledge, Obligations and the Safe Use of a Spectrum of Vehicle Automation in Australia



Geographic focus

Project Area: Australia - nationwide research.

Scope: A 12-month national research and stakeholder engagement project examining motorists' understanding of supervised driving technologies, their limitations and drivers' legal responsibilities. Findings will inform evidence-based communication strategies and resources for motoring clubs, government agencies and road safety organizations.

Quick facts

Implementer: Australian Automobile Association (AAA).

Partner Organizations: Australian Government Department of Infrastructure, Transport, Regional Development, Communications, Sport and the Arts; and ANCAP SAFETY.

Beneficiaries: Australian motorists, particularly current and prospective users of supervised driving systems; road safety agencies, motoring clubs and other organizations responsible for communicating safe driving practices.

Duration: 12 months.

Contact: Joel Brady, Technical Adviser, AAA, Joel.brady@aaa.asn.au.

THE ISSUE

Supervised driving systems are becoming increasingly available in Australia, enabling vehicles to perform many driving functions while requiring drivers to remain attentive and responsible. However, motorists may overestimate these systems' capabilities, misunderstand their legal obligations or become overly reliant on automation. Limited Australian evidence on consumer knowledge and perceptions makes it difficult for governments and road safety organizations to develop targeted information and interventions that promote safe use.

OUR SOLUTION

- **Consumer research and evidence generation:** Review Australian and international evidence, conduct qualitative focus groups and undertake a representative national survey to assess motorists' understanding of supervised driving systems, their limitations and legal responsibilities.
- **Research-based communication strategy:** Develop a research report, communication strategy and accessible resources that translate findings into practical guidance for governments, motoring clubs and road safety organizations.
- **Stakeholder engagement and dissemination:** Consult relevant stakeholders and encourage motoring clubs and other organizations to publish information consistent with the communication strategy, helping motorists understand their responsibilities when using supervised driving technologies.

EXPECTED RESULTS

- ✓ **National evidence baseline:** A representative national survey of approximately 1,500 motorists, supported by four qualitative focus groups involving approximately 48 participants, establishing evidence on consumer knowledge, perceptions and understanding of supervised driving systems.
- ✓ **Evidence-based communication resources:** One research report and communication strategy, supported by accessible materials to help road safety organizations communicate system limitations, driver responsibilities and safe-use practices.
- ✓ **Stakeholder uptake and dissemination:** Three stakeholder consultation workshops, with information consistent with the communication strategy published by at least two AAA motoring clubs and one additional stakeholder.

Australia (Tasmania)

Alongside – Creating Safer Young Drivers Through Improved Supervisor Support



Geographic focus

Project Area: Tasmania, Australia, including metropolitan, regional and rural communities.

Scope: Testing and refinement of a Supervisor/Learner App, delivery of community-based education sessions and practical driving lessons across Tasmania, supported by independent evaluation and stakeholder engagement to strengthen supervised driving practices, inform future programme expansion and explore integration with Tasmania's Graduated Licensing System.

Quick facts

Implementer: Royal Automobile Club of Tasmania (RACT).

Partner Organizations: Tasmanian Government, including relevant transport and education authorities; Royal Automobile Club of Western Australia (RAC WA).

Beneficiaries: Learner drivers and their supervising parents, guardians and mentors, including families in regional and disadvantaged communities.

Duration:
12 months.

Contact: Nerida Plumpton, Senior Project Manager, Alongside - Youth Road Safety Project, RACT, n.plumpton@ract.com.au

THE ISSUE

Young drivers in Tasmania face disproportionate road safety risks. In 2024, the state recorded 8.3 road deaths per 100,000 population, among the highest rates in Australia. Drivers aged 17-25 account for 22% of serious casualties despite representing approximately 10% of licensed drivers.

Although learner drivers must complete at least 80 hours of supervised driving practice, many parents and guardians lack the confidence, knowledge and structured resources to provide effective coaching. These challenges are particularly acute in rural and disadvantaged communities, where access to professional driving instruction may be limited.

OUR SOLUTION

- **Digital support and app testing:** Test and refine a Supervisor/Learner App with approximately 80–100 learner–supervisor pairs, incorporating feedback from Tasmanian participants and lessons from cross-state collaboration.
- **Community-based education and practical training:** Deliver approximately 14 Parent and Learner Education Sessions, complemented by free practical driving lessons with accredited instructors to strengthen supervision skills and safe driving practices.
- **Independent evaluation and sustainability:** Establish an independent monitoring and evaluation framework, conduct co-design activities, and explore opportunities to integrate project interventions into Tasmania's formal driver licensing system.

EXPECTED RESULTS

- ✓ **App testing and refinement:** Approximately 80–100 supervisor–learner pairs recruited to test the app, generating practical feedback to inform its improvement and adaptation for Tasmania.
- ✓ **Community engagement and training:** Approximately 14 education sessions reaching at least 100 participants, together with at least 30 practical driving lessons and four co-design workshops.
- ✓ **Improved supervisor confidence:** At least 70% of participating supervisors reporting increased confidence following engagement with one or more project components.
- ✓ **Evaluation and sustainability:** An independent M&E framework, final evaluation and knowledge-sharing toolkit, together with recommendations on potential integration into Tasmania's licensing system.



Bangladesh

The Road Accident Central Database (RACD)

Geographic focus

Project Area: Dhaka City, Bangladesh.

Scope: A 12-month pilot to integrate crash reporting from five agencies through a secure digital platform, mobile reporting, analytical dashboards and capacity building, with a framework for national scale-up.

Quick facts

Implementer: Automobile Association of Bangladesh (AAB).

Partner Organizations: Ministry of Planning; Ministry of Road Transport and Bridges; proposed data partners include Dhaka Metropolitan Police, Fire Service & Civil Defence, hospitals/trauma centres, Bangladesh Road Transport Authority (BRTA) and BUET Accident Research Centre.

Beneficiaries: At least 200 first-responder and agency personnel; government policymakers and data users; indirectly, Dhaka residents and vulnerable road users.

Duration:
12 months.

Contact: Syed Ahrarul Hossain, Director of Sports and Mobility, AAB,
syed@aabangladesh.com

THE ISSUE

Road crash information in Bangladesh is fragmented across police, transport authorities, hospitals and other sources, producing inconsistent statistics and limiting evidence-based road safety decisions. Dhaka lacks a unified, timely and reliable crash information system for targeting interventions and assessing their effects.

OUR SOLUTION

- **Integrated crash-data platform:** Develop a secure central database and standardized mobile reporting system for five participating public and first-responder agencies.
- **Capacity building and data quality:** Train agency personnel in consistent digital crash reporting, data validation and secure information management.
- **Policy access and sustainability:** Provide government dashboards, public aggregated statistics, policy briefs and a costed national scale-up framework.

EXPECTED RESULTS

- ✓ **Operational pilot:** One integrated multi-agency crash database established for Dhaka.
- ✓ **Reporting capacity:** At least 200 personnel trained; monthly crash submissions targeted to rise to at least 80.
- ✓ **Improved data completeness:** Reduce the gap between hospital-recorded injuries and those reported to the Bangladesh Road Transport Authority (BRTA) from an estimated 7:1 baseline to a target of 2:1 by the end of the 12-month pilot.
- ✓ **Policy and scale-up:** Four quarterly policy briefs, a subscription portal targeting at least 10 subscribers, and a costed national scale-up framework.

Cambodia

Safe Ride Cambodia: A Road Safety Initiative for Delivery Riders and Youth



Geographic focus

Project Area: Phnom Penh, Cambodia.

Scope: A 12-month pilot integrating delivery-rider safety training, strengthened road safety procedures and compliance monitoring within delivery platforms, complemented by youth education, targeted digital communications and government engagement to support sustainable road safety practices and potential replication in other Cambodian cities.

Quick facts

Implementer: Automobile Association of Cambodia (AAC).

Partner Organizations: Ministry of Public Works and Transport (MPWT), with proposed collaboration involving delivery platforms Grab, Foodpanda, E-GetS and Wownow, and the Traffic Police Department.

Beneficiaries: Approximately 3,000 delivery riders; more than 2,000 young people aged 15–29 through schools and universities; and a wider audience reached through digital communications.

Duration:
12 months.

Contact: Diamond Mony, Marketing & Business Development Manager, AAC, mmonydiamond@gmail.com

THE ISSUE

Motorcyclists face significant road safety risks in Cambodia, accounting for approximately 80% of road traffic fatalities in 2024. Delivery riders are particularly exposed because of frequent travel in dense urban traffic, with risks associated with speeding, unsafe helmet use, mobile-phone distraction and fatigue. Road safety measures are not always systematically integrated into delivery-platform operations, limiting the effectiveness of individual training. Young motorcyclists also face substantial risks, highlighting the need for coordinated education, safer company practices and evidence-based interventions.

OUR SOLUTION

- **Delivery-rider safety and corporate systems:** Work with delivery platforms to provide defensive-riding and hazard-awareness training, strengthen helmet and mobile-phone safety requirements, integrate road safety measures into operational procedures, and establish compliance monitoring and management accountability.
- **Youth education and digital engagement:** Deliver structured road safety education through schools and universities, reinforced by targeted digital campaigns promoting helmet use, safe speeds, defensive riding and avoidance of mobile-phone distraction.
- **Evidence-based government engagement:** Conduct baseline and endline assessments, explore the use of aggregated and anonymized safety data where feasible, and engage MPWT and the Traffic Police Department in reviewing findings and considering appropriate road safety responses.

EXPECTED RESULTS

- ✓ **Safer delivery-rider practices:** 3,000 delivery riders trained, with at least 90% correct helmet use among observed participating riders at endline.
- ✓ **Strengthened corporate safety systems:** Four delivery platforms targeted to integrate documented road safety measures and compliance-monitoring arrangements into their operations.
- ✓ **Youth education and digital outreach:** More than 2,000 young people reached through structured road safety education and more than 20,000 people reached through digital and media communications.
- ✓ **Evidence and sustainability:** Baseline and endline assessments, documented safety findings and stakeholder reviews to inform future road safety actions and support continuation of company-level safety measures.



India

Road Safety Excellence for Public Transport Mobility Initiative

Geographic focus

Project Area: Mumbai, Maharashtra, India, focusing on public bus operations of Brihanmumbai Electric Supply and Transport (BEST).

Scope: A 12-month programme combining professional bus-driver training, defensive-driving and hazard-awareness instruction, simulator-based learning, on-road behavioural assessment and coaching, with evaluation and institutional integration.

Quick facts

Implementer: Western India Automobile Association (WIAA).

Partner Organizations: Transport Department of Maharashtra; Mumbai Traffic Police; BEST.

Beneficiaries: Young people aged 15 to 18, including pedestrians, cyclists, and motorcyclists.

Duration: 12 months.

Contact: Ranjit Kaur Virk, Secretary General, WIAA, secretarygeneral@wiaaindia.com; simran.wiaa@gmail.com

THE ISSUE

Professional bus drivers operate in dense urban traffic, facing risks associated with unsafe driving practices, limited hazard anticipation and inconsistent defensive-driving competencies. Training needs to go beyond classroom awareness and demonstrate measurable changes in knowledge and on-road behaviour.

OUR SOLUTION

- **Driver competency development:** Deliver structured defensive-driving, hazard-perception and passenger-safety training for BEST bus drivers, including practical and simulator-supported learning.
- **Behavioural monitoring and coaching:** Use assessments, video or field observations and individual feedback to reinforce safer driving practices.
- **Institutional integration:** Work with BEST and relevant authorities to strengthen ongoing driver-development and assessment arrangements.

EXPECTED RESULTS

- ✓ **Driver participation:** 500 BEST bus drivers enrolled in the programme.
- ✓ **Training and certification:** At least 250 drivers successfully trained and certified.
- ✓ **Improved knowledge:** Achieve at least a 20% improvement in participating BEST bus drivers' knowledge and assessment scores on defensive driving, hazard perception and safe driving practices, measured through pre- and post-training assessments.
- ✓ **Behavioural evidence:** Document on-road observations, coaching and changes in defensive-driving compliance to inform future training.



Indonesia

Integrating Heavy Vehicle Driver Training with Corporate Road Safety Management

Geographic focus

Project Area: Six Indonesian provinces along the Trans-Java–Bali freight corridor: DKI Jakarta, Banten, West Java, Central Java, East Java and Bali. Scope: Project designed as a comprehensive and replicable model for secondary education centers nationwide.

Scope: A 12-month pilot combining heavy-vehicle driver training, corporate safety management, telematics monitoring and emergency response, supported by independent evaluation and policy engagement to develop a scalable road safety model.

Quick facts

Implementer: Ikatan Motor Indonesia (IMI).

Partner Organizations: National Transportation Safety Committee (KNKT), Akademi Transportasi dan Logistik (ATL), and Politeknik Transportasi Darat Bali (Poltrada Bali).

Beneficiaries: 500 professional truck and bus drivers, 50 corporate safety officers and fleet managers, and 20 trainers and assessors; at least 20 participating transport companies. Indirect beneficiaries include road users along major freight corridors.

Duration:
12 months.

Contact: Erreza Hardian, Road Safety Commission (Komisi SADAR), IMI, erreza.hardian@imi.co.id

THE ISSUE

Heavy vehicles contribute disproportionately to serious road crashes in Indonesia, with 17,280 truck-involved crashes recorded between January and November 2024. Driver fatigue, speeding, overloading, brake failures, and poor maintenance are major concerns. Limited professional driver training, weak corporate safety management, and inadequate monitoring of driving behaviour highlight the need for an integrated approach addressing both driver competency and company accountability.

OUR SOLUTION

- **Driver training:** Develop a six-module curriculum, certify 20 trainers and train 500 truck and bus drivers in defensive driving, fatigue management, vehicle safety and emergency response.
- **Corporate safety management:** Assess 20 transport companies, train 50 safety officers and fleet managers, and support adoption of priority safety controls.
- **Telematics monitoring:** Equip 20 vehicles across at least four companies with GPS and driver-monitoring technology to support risk assessment and data-based coaching.
- **Evidence and policy engagement:** Establish a crash evidence baseline, conduct independent evaluation and engage government stakeholders to support wider adoption.

EXPECTED RESULTS

- ✓ **Improved driver competency:** 500 drivers trained; at least 80% passing assessments and an average knowledge-score improvement of at least 20 percentage points.
- ✓ **Stronger corporate safety practices:** At least 15 companies adopting three or more priority safety controls, with average assessment scores improving by at least 20%.
- ✓ **Safer driving behaviour:** Targeted reductions of 25% in speeding, 20% in harsh braking/acceleration and 30% in continuous-driving violations among monitored vehicles.
- ✓ **Evidence and sustainability:** Independent evaluation, policy brief and handover of training materials to vocational institutions for continued delivery and potential expansion.



Japan

Advancing Safe School Commute Behaviors Through Data-Driven Road Safety Education

Geographic focus

Project Area: Three pilot elementary schools in Japan, with locations to be selected in coordination with Boards of Education.

Scope: A 12-month pilot using wearable sensors to monitor children's walking behaviours during school commutes, deliver tailored road safety education and measure behavioural change. Findings will inform school-route safety improvements, awareness of 30 km/h speed limits and a replicable education model for wider application.

Quick facts

Implementer: Japan Automobile Federation (JAF).

Partner Organizations: Cabinet Office, Government of Japan; Alps Alpine Co., Ltd.; Mitsubishi HC Capital Inc.; and participating Boards of Education.

Beneficiaries: Approximately 100 first- and second-grade elementary school students aged 7-8 across three pilot schools, and approximately 200 parents and teachers.

Duration:
12 months.

Contact: Yoshitaka Tanno, Manager, Project Development Division, JAF,
y-tanno@o3.jaf.or.jp

THE ISSUE

Between 2020 and 2024, approximately 3,400 elementary school children in Japan were killed or seriously injured in traffic crashes, with 55.1% of cases involving pedestrians. Around 38% of these pedestrian casualties occurred during school commutes. First- and second-grade students face particularly high risks due to limited hazard perception and unsafe walking behaviours. While road safety education is widely provided, there is no systematic mechanism to measure whether it leads to actual behavioural change, limiting the effectiveness of targeted interventions.

OUR SOLUTION

- **Behavioural monitoring:** Deploy approximately 100 wearable sensors across three elementary schools to identify unsafe walking behaviours and develop a data visualization system.
- **Data-driven education:** Deliver tailored road safety training to 100 students and awareness sessions for approximately 200 parents and teachers, using observed behavioural risks to guide educational content.
- **School-route safety and speed awareness:** Develop risk maps and infrastructure recommendations for local authorities, while promoting awareness and acceptance of the 30 km/h residential speed limit.
- **Evaluation and replication:** Compare pre- and post-training behavioural data, refine JAF's education programme and develop guidelines for wider implementation.

EXPECTED RESULTS

- ✓ **Safer walking behaviours:** At least a 20% reduction in key unsafe pedestrian behaviours among participating students.
- ✓ **Improved road safety knowledge:** At least a 20% increase in understanding of safe walking practices among participating children, parents and teachers.
- ✓ **Greater speed awareness:** At least a 20% increase in awareness and acceptance of the 30 km/h speed limit among participating parents and teachers.
- ✓ **Evidence-based school-route improvements:** School-specific risk maps and infrastructure recommendations shared with relevant authorities, supported by a documented education model and scale-up plan.

Kyrgyzstan

Safe School Zones Kyrgyzstan: A Data-Driven School Mobility and Road Safety Pilot Programme



Geographic focus

Project Area: Five pilot schools in Bishkek and Chui Region, Kyrgyzstan.

Scope: A 12-month pilot combining iRAP Star Rating for Schools (SR4S) assessments, school mobility planning, road safety education and targeted infrastructure improvements, supported by multi-agency coordination and development of a national framework for future replication.

Quick facts

Implementer: Auto Motor Sport and Road Safety Federation (AMSRSF).

Partner Organizations: Ministry of Education and Science of the Kyrgyz Republic; Main Directorate for Road Safety (GUOBDD); competent local/municipal road authorities; and participating pilot schools.

Beneficiaries: Approximately 2,500 students aged 6–17, 300 teachers and school staff, and at least 500 parents across five pilot schools.

Duration:
12 months.

Contact: Emil Nurbekov, Vice President, AMSRSF; fams.kg@gmail.com.

THE ISSUE

Children travelling to school in Bishkek and Chui Region face risks from vehicle speeds, unsafe crossings, inadequate pedestrian facilities and limited traffic calming. Kyrgyzstan lacks a standardized national process for assessing school-zone risks, prioritizing safety measures and coordinating responsibilities among education, traffic police and road authorities. Limited school-zone crash data further highlights the need for proactive, evidence-based interventions.

OUR SOLUTION

- **School-zone assessments:** Conduct baseline and post-intervention SR4S assessments, road safety audits and traffic/speed observations at five pilot schools.
- **Education and coordination:** Establish multi-agency coordination, strengthen stakeholder capacity and deliver road safety education to students, teachers and parents.
- **Safer school environments:** Develop five school mobility plans and implement approved, low-cost safety improvements, including crossings, signage, markings and traffic-calming measures where feasible.
- **National framework:** Consolidate pilot evidence into a Safe School Zone Assessment Toolkit, National Framework and Replication Roadmap for government consideration.

EXPECTED RESULTS

- ✓ **Evidence-based assessments:** Five schools assessed before and after interventions, with documented risk profiles and safety improvement plans.
- ✓ **Improved road safety knowledge:** At least 2,500 students, 300 teachers/staff and 500 parents engaged in road safety education and awareness activities.
- ✓ **Safer school zones:** Five school mobility plans and prioritised safety measures implemented, with improvements evaluated through post-intervention assessments.
- ✓ **Institutional sustainability:** Multi-agency coordination established and a National Safe School Zone Framework, Assessment Toolkit and Replication Roadmap submitted for government review.

Mongolia

Safe Mobility for Every Ability – 4ALL CROSSING: Inclusive Road Safety Learning and Mobility Programme for Children with Disabilities



Geographic focus

Project Area: Ulaanbaatar, Mongolia: six special needs schools and Kindergarten No. 186, with School No. 29 as the demonstration site.

Scope: A 12-month project combining accessible school-zone improvements, an Inclusive Mini Traffic Garden, practical road safety education, community engagement and policy recommendations for future replication.

Quick facts

Implementer: Mongolian Automobile Motorcycle Sports Federation (MAMSF).

Partner Organizations: General Authority for Child and Family Development and Protection (GACFDP); participating schools; Sukhbaatar District Traffic Police; APDC Mongolia; and local authorities.

Beneficiaries: 1,800 - 2,000 children across six special needs schools; 500 children receiving structured education (300 with disabilities and 200 from general schools); 100 parents/caregivers; 50 teachers/staff; and 20 volunteers.

Duration:
12 months.

Contact: Khuslenzaya Erdenebat, Secretary, MAMSF, secretary@mamsf.mn

THE ISSUE

Children with disabilities in Ulaanbaatar face unsafe crossings, inaccessible school environments and limited practical road safety education. Despite national school-zone standards, accessibility remains inconsistent, restricting safe and independent mobility for children with hearing, visual and intellectual disabilities.

OUR SOLUTION

- **Accessible school zones:** Improve crossings, signs, markings, traffic management and accessibility features at seven educational institutions.
- **Inclusive Mini Traffic Garden:** Establish a 1,029 m² practical learning facility at School No. 29, linking controlled training with supervised real-world practice.
- **Inclusive education:** Deliver adapted road safety education to children with and without disabilities, supported by teachers, parents and volunteers.
- **Evidence and replication:** Evaluate accessibility and behavioural changes, and develop policy recommendations, a Replication Framework and Implementation Guide.

EXPECTED RESULTS

- ✓ **Safer school environments:** Seven institutions assessed and targeted safety and accessibility improvements delivered.
- ✓ **Practical learning facility:** One operational 1,029 m² Inclusive Mini Traffic Garden.
- ✓ **Inclusive education:** 500 children trained, including 300 with disabilities and 200 from general schools.
- ✓ **Improved knowledge and capacity:** At least 80% of assessed students demonstrate improved road safety knowledge; 50 staff trained, 100 parents engaged and 20 volunteers mobilized.
- ✓ **Replication:** Policy recommendations, Replication Framework and Implementation Guide developed.

Nepal

Nepal Safe Driving Systems: Simulator Training, Capacity Development & Advocacy



Geographic focus

Project Area: Kathmandu Valley, Nepal. .

Scope: A 12-month pilot establishing a simulator-based Driving Training Center, developing a standardized driver training curriculum, strengthening instructor capacity and delivering practical training, supported by policy advocacy and evaluation for potential national replication.

Quick facts

Implementer: Nepal Automobiles' Association (NASA Nepal).

Partner Organizations: Ministry of Infrastructure Development (MOID); Ministry of Labour, Employment & Transport (MOLET), Bagmati Province; NASA Foundation Nepal; and participating transport and driving school associations.

Beneficiaries: 1,050 direct participants, including 100 driving instructors, 200 heavy vehicle/bus drivers, 700 two-wheeler riders and 50 government officials/media personnel.

Duration: 12 months.

Contact: Subas Bhattarai, Project & Foreign Affairs Coordinator, NASA Nepal, subas.nasanepal@gmail.com

THE ISSUE

Nepal records over 2,500 road traffic deaths annually, with driver negligence cited in more than 78% of Kathmandu Valley crashes. Driver training and licensing remain largely focused on basic vehicle handling rather than hazard perception and defensive driving. The absence of standardized competency-based curricula and simulator-based learning contributes to inconsistent training quality, particularly for heavy vehicle drivers and two-wheeler riders.

OUR SOLUTION

- **Standardized curriculum:** Develop a competency-based driver training curriculum and teaching guidelines for government review.
- **Simulator-based training:** Establish a Driving Training Center equipped with two simulators for heavy vehicles and motorcycles, incorporating Nepal-specific driving conditions.
- **Capacity building:** Certify 100 driving instructors and provide structured training to 950 additional participants.
- **Policy engagement and sustainability:** Conduct policy dialogues, evaluate training outcomes and establish a cost-recovery and replication model.

EXPECTED RESULTS

- ✓ **Training infrastructure:** One operational Driving Training Center equipped with two simulators.
- ✓ **Instructor capacity:** 100 instructors trained and certified, with at least 60% actively delivering the curriculum within six months of certification.
- ✓ **Driver knowledge:** 950 additional participants trained or oriented, targeting at least 30% improvement in hazard perception and safe-driving knowledge scores among trainees.
- ✓ **Policy advancement:** Standardized curriculum submitted to government, at least four policy dialogues conducted and evidence generated for future integration into driver training systems.

Philippines

Project MORE YEARS: Mentoring, Organizing, Regulating, and Educating the Youth as Enthusiastic Advocates of Road Safety



Geographic focus

Project Area: Quezon City, Metro Manila, Philippines, with participating schools and communities selected in coordination with the relevant local government units (LGUs).

Scope: A 12-month youth road safety education and advocacy pilot combining a baseline survey, tailored training modules, pilot and wider training, Training of Trainers, youth-led campaigns and evaluation.

Quick facts

Implementer: Automobile Association Philippines (AAP).

Partner Organizations: Land Transportation Office (LTO); proposed collaboration with local government units, participating schools, relevant national agencies and road safety stakeholders.

Beneficiaries: 1,200 young people aged 15-30, comprising 200 pilot trainees and 1,000 participants in the subsequent training rollout; 10 youth road safety champions selected from among the participants.

Duration:
12 months.

Contact: Cynthia Reyes, Assistant Vice President for Advocacy, AAP, cynthia.reyes@aap.org.ph.

THE ISSUE

Young road users face risks linked to motorcycle and tricycle use, inadequate helmet use, impaired driving and other unsafe behaviours. Youth-oriented education and advocacy need to respond to locally identified risks and provide structured opportunities for young people to influence safer road-use practices.

OUR SOLUTION

- **Risk-informed learning:** Conduct a youth-perception survey and develop tailored training materials on helmet use, impaired driving, pedestrian safety and responsible road-user behaviour.
- **Phased training:** Pilot training with 200 young people, followed by Training of Trainers and a wider rollout to 1,000 additional participants.
- **Youth advocacy:** Select and support youth road safety champions to undertake peer-to-peer awareness and school/community advocacy activities, with AAP, LTO and local partners.

EXPECTED RESULTS

- ✓ **Youth engagement:** 1,200 young people trained over 12 months, including 200 pilot trainees and 1,000 participants in the subsequent rollout.
- ✓ **Youth leadership:** Target 10 road safety champions selected from the participants.
- ✓ **Education resources:** Survey-informed road safety modules and training materials developed and piloted.
- ✓ **Community advocacy:** Youth-led road safety awareness activities and monitoring evidence generated to inform potential replication.

Singapore

Drive Well 55+

Geographic focus

Project Area: Singapore, with screening locations at AA Singapore facilities, mature residential estates and potentially participating transport operators' premises.

Scope: A 12-month initiative combining health screening for drivers aged 55 and above, public awareness campaigns, behavioural assessments and evidence-based policy recommendations to promote safer mobility among older drivers.

Quick facts

Implementer: Automobile Association of Singapore (AAS).

Partner Organizations: Singapore Road Safety Council (SRSC); proposed specialist service providers Eyesight, Amazing Hearing and Assembled Lead.

Beneficiaries: 500 licensed drivers aged 55 and above receiving vision, hearing and reaction assessments; wider road users reached through awareness campaigns.

Duration:
12 months.

Contact: Christabella Foo, Corporate Communications Senior Executive, AAS, christabella.foo@aas.com.sg

THE ISSUE

Singapore's ageing population presents growing road safety challenges. Older drivers may experience gradual deterioration in vision, hearing and reaction abilities without recognising how these changes affect driving safety. Medical examinations for ordinary licence holders generally begin at age 65, leaving an opportunity for earlier awareness, preventive screening and safer driving decisions.

OUR SOLUTION

- **Preventive health screening:** Conduct vision, hearing and reaction assessments for 500 licensed drivers aged 55+, including a 50-person trial and 450-person main programme.
- **Awareness and behavioural guidance:** Provide individual screening results, practical safe-driving advice and public education through digital and community outreach.
- **Evidence and policy engagement:** Use surveys, focus groups and aggregated screening findings to assess awareness and behavioural changes and develop recommendations for relevant government agencies.

EXPECTED RESULTS

- ✓ **Screening participation:** 500 drivers aged 55+ complete health screening and associated assessments.
- ✓ **Behavioural awareness:** More than 30% recorded change in driving behaviour, assessed through participant surveys.
- ✓ **Public outreach:** Target 50,000 views and 40,000 impressions per social media post, 2,000 EDM clicks and coverage through at least two media platforms.
- ✓ **Follow-up evidence:** 150 responses targeted for the two-month post-screening survey.
- ✓ **Policy recommendations:** Consolidated findings and recommendations submitted to relevant government agencies for consideration.

Sri Lanka

Improvement of Road Safety at Pedestrian Crossings in Highly Pedestrianized Areas in Western Province in Sri Lanka



Geographic focus

Project Area: Western Province, Sri Lanka, covering five school-zone crossings and ten other high-risk pedestrian crossings.

Scope: A 12-month pilot upgrading 15 pedestrian crossings through improved lighting, markings, signage and warning systems, complemented by school road safety education, before-and-after safety assessments and design guidelines for future replication.

Quick facts

Implementer: Automobile Association of Ceylon (AA Ceylon).

Partner Organizations: Road Development Authority (RDA), Ministry of Transport & Highways, Sri Lanka Police and Ministry of Education.

Beneficiaries: Pedestrians using 15 high-risk crossings, particularly schoolchildren, older people and commuters; at least 1,500 schoolchildren and 75 teachers across five schools.

Duration:
12 months.

Contact: Devapriya Hettiarachchi, Secretary, AA Ceylon, aachetti@gmail.com

THE ISSUE

Pedestrians account for approximately 35% of road traffic fatalities in Sri Lanka's Western Province, according to the project proposal. Poor crossing visibility, inadequate lighting, faded markings and limited driver compliance increase risks, particularly near schools, markets and transport hubs. Inconsistent crossing design and limited use of safety data further hinder effective interventions.

OUR SOLUTION

- **Data-driven site selection:** Finalize 15 priority locations using crash data, field assessments and stakeholder consultations.
- **Safer pedestrian crossings:** Upgrade five school-zone crossings and ten other high-risk crossings with lighting, markings, warning signs, amber flashing signals and traffic-calming measures.
- **School road safety education:** Deliver awareness programmes in five schools for at least 1,500 children and 75 teachers.
- **Evaluation and replication:** Conduct baseline and endline observations, including iRAP assessments, and develop standardized pedestrian crossing design guidelines.

EXPECTED RESULTS

- ✓ **Improved infrastructure:** 15 pedestrian crossings upgraded, including five school-zone and ten other priority locations.
- ✓ **Road safety education:** Five schools reached, with at least 1,500 children and 75 teachers participating.
- ✓ **Measurable safety improvements:** Before-and-after assessments documenting changes in pedestrian safety conditions, vehicle speeds, driver yielding and iRAP Star Ratings.
- ✓ **Sustainability:** Standardized pedestrian crossing design guidelines and recommendations developed to support future replication.



Thailand

Safety Begins Young: Smart Mobility for Kids in Bangkok Schools

Geographic focus

Project Area: Bangkok, Thailand, covering four Bangkok Metropolitan Administration (BMA) primary schools to be selected during the project.

Scope: A 12-month school-based pilot combining structured road safety education, practical demonstrations, school-environment risk assessments and student-led activities, supported by teacher engagement, behavioural evaluation and reusable learning materials for future replication.

Quick facts

Implementer: The Royal Automobile Association of Thailand under Royal Patronage (RAAT).

Partner Organizations: Traffic Police Division, Royal Thai Police; Bangkok Metropolitan Administration (BMA) Office of Education; participating schools and relevant district authorities.

Beneficiaries: Approximately 400 - 600 students aged 10 - 12 (Grades 4 - 6) across four schools, including 40 - 60 Student Road Safety Ambassadors; participating teachers and parents.

Duration:
12 months.

Contact: Wissuta Woothisen, Strategic Partnerships and Sustainability, RAAT, wissuta.ww@gmail.com

THE ISSUE

Road traffic injuries remain a major safety challenge in Thailand, with motorcycle users accounting for over 80% of road traffic injuries and fatalities, according to the project proposal. Children face risks as pedestrians and motorcycle passengers, particularly around busy school zones. Existing school road safety activities are often periodic, with limited structured learning, practical reinforcement and evidence of behavioural change.

OUR SOLUTION

- **Road safety education and practical learning:** Deliver age-appropriate lessons, demonstrations and simulations covering pedestrian safety, traffic rules, helmet use and safe passenger behaviour.
- **School-environment assessment:** Assess road safety risks at four schools and develop school-specific recommendations to inform learning and engagement with relevant authorities.
- **Student leadership and sustainability:** Establish School Road Safety Ambassador Teams, support peer-led activities and develop a validated Road Safety Learning Package for continued school use.

EXPECTED RESULTS

- ✓ **Student participation:** 400 - 600 students reached across four primary schools.
- ✓ **Improved knowledge and behaviour:** At least 40% improvement in average road safety knowledge scores and at least 70% of participating students demonstrating correct road safety practices.
- ✓ **Student leadership:** Four Ambassador Teams established, with approximately 40 - 60 students trained and monthly peer-led activities during Months 6 - 9.
- ✓ **School safety assessment:** Four school-environment assessments completed, with school-specific recommendations.
- ✓ **Sustainable learning resources:** One Road Safety Learning Package developed, piloted, validated and finalised for future use and potential replication.

Uzbekistan

National Programme for Mandatory Child Restraint Systems in Uzbekistan



Geographic focus

Project Area: Nationwide, Uzbekistan, with practical activities in Tashkent and other regions.

Scope: A 12-month initiative combining national policy advocacy for mandatory certified Child Restraint Systems (CRS), public education, a mobile Child Passenger Safety Hub, pilot distribution of child restraints and integration of child passenger safety into driver examinations.

Quick facts

Implementer: Uzbekistan Motor and Motorcycle National Federation (UZMAMF).

Partner Organizations: Ministry of Internal Affairs of the Republic of Uzbekistan; Ministry of Transport of the Republic of Uzbekistan.

Beneficiaries: Children aged 0 - 12; parents, caregivers and drivers, including at least 1,600 practical training participants; 300 selected families participating in the CRS distribution pilot.

Duration:
12 months.

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THE ISSUE

Uzbekistan lacks mandatory child restraint requirements, leaving young passengers vulnerable to serious injuries in road crashes. Limited awareness among parents and caregivers, improper CRS installation and use, and gaps in regulation and driver education undermine child passenger safety.

OUR SOLUTION

- **Policy and institutional development:** Establish an inter-agency working group, conduct technical consultations and prepare proposed regulations requiring certified child restraints for formal government consideration.
- **Public education and practical training:** Launch a nationwide awareness campaign and deploy a Mobile Child Passenger Safety Hub to demonstrate correct CRS selection, installation and use.
- **Evidence and driver education:** Distribute 300 certified CRS units through a monitored pilot to inform future policy implementation, while developing and integrating CRS-related questions into the national driving-school examination system.

EXPECTED RESULTS

- ✓ **Regulatory progress:** One inter-agency working group established; six expert/legal drafting sessions and two national roundtables conducted; one proposed CRS regulatory amendment package formally submitted for government review, with the official response and next steps documented.
- ✓ **Practical education:** One fully operational Mobile Safety Hub, deployed at least eight times, providing hands-on CRS training to at least 1,600 participants.
- ✓ **CRS pilot:** 300 certified child restraint units distributed through a structured pilot, with beneficiary training and follow-up evidence collected.
- ✓ **Public awareness:** A 12-month digital awareness campaign implemented, with audience engagement and feedback monitored.
- ✓ **Driver education:** Dedicated CRS-related examination questions developed, validated, approved and integrated into the national driving-school examination database.



Vietnam (Hanoi)

AI-SHIELD: Artificial Intelligence for Safe Helmets, Injury Prevention and Evidence-Led Decisions for Young Motorcyclists in Vietnam

Geographic focus

Project Area: Selected universities in Hanoi, Vietnam.

Scope: Development and validation of an AI-enabled helmet compliance monitoring system, followed by pilot implementation, evidence analysis and stakeholder engagement to support targeted road safety interventions and policy recommendations, with potential for wider replication.

Quick facts

Implementer: Automobile Association of Vietnam (AA Vietnam).

Partner Organizations: University of Transport and Communications (UTC), with support from the Department for Roads of Viet Nam (DRVN), Ministry of Construction.

Beneficiaries: Young motorcyclists aged 18 - 27, particularly university students; indirectly, universities, road safety authorities and policymakers.

Duration:
12 months.

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THE ISSUE

Despite high motorcycle helmet-wearing rates in Vietnam, non-standard and low-quality helmets continue to undermine protection against serious head injuries. Existing monitoring primarily identifies whether a helmet is worn, while reliable data on helmet quality compliance remains limited. This evidence gap restricts targeted awareness, enforcement and policy responses, particularly for young motorcyclists.

OUR SOLUTION

- **AI development and validation:** Develop and test a computer-vision system to classify observable helmet categories (standard, non-standard and no helmet), validated against manually verified observations.
- **Pilot monitoring and evidence generation:** Collect baseline observations and conduct six months of monitoring at selected universities in Hanoi to analyse helmet-use patterns and risk factors.
- **Stakeholder engagement and policy support:** Use findings to inform targeted awareness activities, enforcement discussions and evidence-based policy recommendations.

EXPECTED RESULTS

- ✓ **Technology validation:** AI classification accuracy target of at least 85%, supported by at least 10,000 labelled helmet observations.
- ✓ **Evidence generation:** Six months of monitoring and regular compliance reporting to inform targeted interventions.
- ✓ **Sustainability and replicability:** Stronger technical and institutional capacity, practical recommendations and a model with potential to expand beyond the pilot sites



Vietnam (Ho Chi Minh City)

Strengthening Road Safety through Capacity Building and Application of Star Rating Method in Vietnam Context

Geographic focus

Project Area: Ho Chi Minh City, Vietnam.

Scope: Capacity building for government officials in the iRAP Star Rating methodology, followed by road safety assessments, comparative analysis with conventional Road Safety Audits, and development of technical recommendations to support safer infrastructure planning and potential wider application in Vietnam.

Quick facts

Implementer: AIP Foundation.

Partner Organizations: Academy of Construction Strategy and Cadres Training (ACST), Ministry of Construction; Ho Chi Minh City Department of Construction; and International Road Assessment Programme (iRAP).

Beneficiaries: Government officials responsible for road infrastructure planning and safety assessments; indirectly, road users of all ages in Ho Chi Minh City, particularly motorcyclists and pedestrians.

Duration:
12 months.

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THE ISSUE

Vietnam has set ambitious targets for improving road infrastructure safety, including achieving minimum 3-star safety ratings on designated roads. However, the absence of formal national technical guidance and limited institutional capacity have constrained the systematic application of the iRAP Star Rating methodology. In Ho Chi Minh City, these gaps hinder evidence-based identification and prioritization of infrastructure improvements, particularly for vulnerable road users such as motorcyclists and pedestrians.

OUR SOLUTION

- **Capacity building:** Develop tailored training materials and strengthen the technical competency of 25-30 Ho Chi Minh City Department of Construction officers in applying the iRAP Star Rating methodology and ViDA software. .
- **Road safety assessment and analysis:** Assess approximately 100 km of priority roads, compare Star Rating findings with conventional Road Safety Audit results, and develop recommendations for infrastructure safety improvements.
- **Technical guidance and policy support:** Facilitate government stakeholder discussions and develop a technical report adapted to Vietnam's context for submission to the Ministry of Construction, supporting future institutional adoption and wider application.

EXPECTED RESULTS

- ✓ **Strengthened technical capacity:** 25-30 government officers trained, with at least 80% demonstrating improved knowledge of the Star Rating methodology.
- ✓ **Evidence-based infrastructure assessment:** Approximately 100 km of roads assessed, with comparative analysis and recommendations to inform road safety improvements in Ho Chi Minh City.
- ✓ **Institutional development and replicability:** A technical report submitted to the Ministry of Construction, providing recommendations for applying the Star Rating methodology in Vietnam and supporting potential wider adoption.