



REGIONAL ROAD SAFETY OBSERVATORIES



OISEVI



SSATP  
Africa Transport Policy Program



ASIA-PACIFIC ROAD SAFETY OBSERVATORY



## INNOVATION WORKSHOP 2021

# Data-Driven Innovation to Halve Road Fatalities and Injuries by 2030

**2 Day Online Event – 7 & 14 October 2021**  
**12:00 hours London**

The Second UN Decade of Action 2021-2030 aims to halve the number of global deaths and injuries by 2030. All countries have the opportunity to adopt and achieve the 12 UN Global Road Safety Performance Targets.

Big data and artificial intelligence can play a lead role in building the social and economic business case for safer roads and creating the scale of change needed to save millions of lives. Effective action, policy-making and investment will require accurate road safety data collected through transparent, rigorous and efficient methods that meet the global safety standard for benchmarking and comparison across time. The Regional Road Safety Observatories (RRSO) in Africa (ARSO), Asia-Pacific (APRSO), Ibero-America (OISEVI), Europe (ERSO), Western Balkans (WBRSO) and Eastern Partnership Road Safety Observatory (EaP) supported by iRAP and other intergovernmental organisations, aim to accelerate country-level improvements in data collection, analyses and decision making.

The 2021 iRAP Innovation Workshop will be a 2-part online event bringing together global innovation, policy, technical and road safety leaders, along with investment experts, with the capacity to implement change and eliminate high-risk roads. The Workshop aims to explore the data need and shine a light on cutting-edge practice and emerging research and innovation in data collection, partnerships and programmes. A global challenge requires a global solution and the regional road safety observatories present an opportunity for joint regional efforts and economies of scale. Partnership opportunities for efficiencies of scale in resourcing and implementation will be explored.

Eight iRAP Innovation Workshops have previously been held in Stockholm (an official pre-event of the 3rd Global Ministerial Conference on Road Safety), Washington, Manila, London and Melbourne.

For more information, contact Judy Williams on email [judy.williams@irap.org](mailto:judy.williams@irap.org)

# Innovation Workshop Partners



The International Road Assessment Programme (**iRAP**) partnerships extend to over 100 countries worldwide, with more than 1.2 million km of roads Star Rated and 1.5 million km Risk Mapped. USD\$80 billion of road infrastructure investment has been made safer. UN Targets are in place to maximise travel on the equivalent of 3-star or better roads and innovation in policy, technology, investment and design are driving life-saving outcomes around the world. Policy experts recognize the potential for 5-star users in 5-star vehicles on 5-star roads as the ultimate cooperative platform for Vision Zero.

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The Ibero-American Road Safety Program (**OISEVI**) is the meeting place for those responsible for road safety in the countries of the Ibero-American region, where they discuss data management, and promote policies and exchange good practices to achieve a reduction of accidents and their impact. Its mission is to have a positive impact on public road safety policies and provide technical information and advice to the main actors responsible for traffic and road safety in member countries, in order to achieve a substantial reduction in road accidents and their impact. It is currently made up of 11 countries: Andorra, Argentina, Chile, Colombia, Costa Rica, Spain, Guatemala, Panama, Paraguay, Dominican Republic and Uruguay.

<https://www.oisevi.org/>



With the goal of ensuring that all Africans have access to, and are served by, safe, sustainable and reliable transport systems, **SSATP** actively partners with African member countries, development partners, regional economic communities, and other private and public sector organizations to address the main policy issues hindering the region's transport sector. Currently implementing its Third Development Plan - a multi-year work program (2015-2020) focused on regional integration, urban mobility, and road safety - SSATP is at the forefront of Africa's transport reforms, driving deep-rooted policy changes and capacity building programs that are paving the path to a safer, more integrated, and sustainable transport system in Africa.

<https://www.ssatp.org/topics/african-road-safety-observatory>



The Asia Pacific Road Safety Observatory (**APRSO**) is the regional forum on road safety data, policies and practices to ensure the protection of human life on the roads across Asia and the Pacific. APRSO was established by a group of international development organizations – the Asian Development Bank (ADB), The World Bank Group, Fédération Internationale de l'Automobile (FIA), the International Transport Forum (ITF) and the United Nations Economic and Social Commission for Asia and the Pacific (ESCAP), with support from the World Health Organization and UK Aid through the Global Road Safety Facility (GRSF). ADB serves as the secretariat for APRSO.

<https://www.aprso.org/>



The European Road Safety Observatory (**ERSO**) gathers harmonised specialist information on road safety practices and policy in European countries. Evidenced-based approaches lie at the heart of the most successful road safety polices – backed up by accident and other road safety data. ERSO collects a range of information types. These include a series of data protocols and collection methodologies, national and in-depth accident data, exposure data and safety performance indicators.

[https://ec.europa.eu/transport/road\\_safety/specialist/erso\\_en](https://ec.europa.eu/transport/road_safety/specialist/erso_en)



The Western Balkans Road Safety Observatory (**WBRSO**) aims to offer a regional platform for the exchange of information and strategies, action plans and initiatives in road safety at a regional level and the collection of timely and reliable data that effectively contributes to achieving a reduction in road traffic casualties. It will build knowledge on the improvement of the regional partners' crash data systems and harmonization of the data with CADAS protocol. WBRSO is under the umbrella of the Permanent Secretariat of Transport Community based in Belgrade, Serbia.

<https://www.transport-community.org/wbrso/>



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European Road Safety Observatory



## INNOVATION WORKSHOP 2021

# Data-Driven Innovation to Halve Road Fatalities and Injuries by 2030

Day 1 – Thursday, 7 October 2021  
12:00 hours London

### Today's Programme - 3:00 hours

<p><b>Session 1:</b> (55 mins)</p>	<p>Session Moderator: <b>Monica Olyslagers</b> Global Innovation Manager and Cities Specialist, iRAP</p> <p><i>Welcome, Introductions and Warm Up Quiz (5 mins)</i></p>
<p>A world free of high-risk roads</p>	<p><i>Opening Address: Rob McInerney</i> CEO, iRAP (5 mins)</p> <p><i>Keynote address: Jean Todt</i> UN Special Envoy for Road Safety (2 mins)</p> <p><i>The UN Decade Plan and the data needs for the 12 Global Targets Etienne Krug</i> Director, Department for Management of Noncommunicable Diseases, Disability, Violence and Injury Prevention, World Health Organization (7 mins)</p> <p><i>World Bank RRSO partnerships Veronica Raffo</i> Senior Infrastructure Specialist, World Bank (7 mins)</p> <p><b>Observatories Panel: The critical role of RRSOs in measuring and managing infrastructure performance and progress to date (15 mins)</b></p> <p>Panel Moderator: <b>Maria Segui-Gomez</b> Special Advisor for Road Safety, FIA</p> <ul style="list-style-type: none"> <li>• <b>Pablo Martinez Carignano</b> (National Road Safety Agency Argentina) Representative, Ibero-American Road Safety Observatory (OISEVI)</li> <li>• <b>David Shelton</b> (Asian Development Bank) Secretariat Lead, Asia Pacific Road Safety Observatory (APRSO)</li> <li>• <b>Benacer Boulaajoul</b> (Morocco National Road Safety Agency) Chair of Transitional Steering Committee, Africa Road Safety Observatory (ARSO)</li> <li>• <b>Matej Zakonjsek</b> (Transport Community) Representative, Western Balkans Road Safety Observatory (WBRSO)</li> <li>• <b>Erekle Kezherashvili</b> (Ministry of Economy and Sustainable Development of Georgia) Eastern Partnership Road Safety Observatory (EaP)</li> </ul> <p>Moderated session discussion (15 mins)</p>

<b>Session 2:</b> (50 mins)	Session Moderator: <b>David Shelton</b> Senior Transport Specialist (Road Safety), Asian Development Bank (ADB)
<b>Data-driven successes in safety</b>	<p><i>AiRAP and the Global Standard</i> <b>James Bradford</b> Global Technical Director, iRAP (7 mins)</p> <p><i>AiRAP and the expanded opportunities for road authorities</i> <b>Friitha Argus</b> Research and Data Coordinator, Main Roads Western Australia (7 minutes)</p> <p><i>Roads that Cars Can Read: The SLAIN experience</i> <b>Marko Sevrovic</b> Senior Road Safety Engineer, European Institute of Road Assessment - EuroRAP (EIRA) (7 mins)</p> <p><i>DRIVER 2.0 and new guidelines for data review</i> <b>Alina Burlacu</b> Transport Specialist, World Bank (7 mins)</p> <p><i>Motorcycle safety in Malaysia</i> <b>Alvin Poi Wai Hoong</b> MyRAP Programme Manager, Malaysian Institute of Road Safety Research (MIROS) (7 mins)</p> <p>Moderated discussion (15 mins)</p>
<b>BREAK (15 mins)</b>	
<b>Session 3:</b> (45 mins)	Session Moderator: <b>Matthew Baldwin</b> Deputy Director-General, DG MOVE
<b>How could big data change the game for road safety?</b>	<p><i>AiRAP and the vision for the future</i> <b>Monica Olyslagers</b> Global Innovation Manager and Cities Specialist, iRAP and <b>Andrey Laugman</b> Global Technical Development Manager, iRAP (10 minutes)</p> <p><i>Big data and transport models: Lifting the barriers to data sharing</i> <b>Alexandre Santacreu</b> Policy Analyst - Road Safety, International Transport Forum (7 minutes)</p> <p><i>The Development Data Partnership: Public-Private Data Collaborations for Safer Roads</i> <b>Holly Krambeck</b> Program Manager - Data Lab, World Bank (7 mins)</p> <p>Moderated discussion (20 mins)</p>
	Summary of day's discussion: <i>How could big data change the game for road safety?</i> <b>James Bradford</b> Global Technical Director, iRAP (10 mins)



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## INNOVATION WORKSHOP 2021

# Data-Driven Innovation to Halve Road Fatalities and Injuries by 2030

**Day 2 – Thursday, 14 October 2021**  
12:00 hours London

Today's Programme - 3:05 hours	
<b>Session 4:</b> (60 mins)	Session Moderator: <b>Saul Billingsley</b> Executive Director, FIA Foundation <i>Summary of Day 1 and Warm Up Quiz</i> (5 mins)
<b>Applications of big data for road safety</b>	<i>Improving the health and well-being of young people with AI</i> <b>Eva Moldovanyi</b> Grant Manager, Fondation Botnar (7 mins) <i>Ai&amp;Me and Star Rating for Schools</i> <b>Mirjam Sidik</b> CEO, AIP Foundation and <b>Shanna Lucchesi</b> Ai&Me Project Lead, iRAP (7 minutes) <i>Innovative approaches for liveable cities</i> <b>Raj Cherabul</b> CEO, Chennai Smart City Limited (7 minutes) Moderated discussion (20 mins)
<b>Session 5:</b> (45 mins)	Session Moderator: <b>Hans Peter Bauer</b> Safety Director, European Automobile Manufacturers Association (ACEA)
<b>Telematics and speed data solutions</b>	<i>Global scaling with Road AI and navigation data</i> <b>Peter Jamieson</b> Managing Director, Anditi and <b>Bart Volckaert</b> Program Manager, TomTom <i>Using telematics speed data for road safety</i> <b>Sam Chapman</b> Chief Innovation Officer, The Floop (7 minutes) <i>Speed management in Latin America</i> <b>Nathaly Torregroza</b> Consultant, Head of the Road Safety Office, Secretariat of Mobility of Bogotá (7 minutes) Moderated discussion (20 mins)

BREAK (15 mins)	
<b>Session 6:</b> (45 mins)	Session Moderator: <b>Tawia Addo Ashong</b> Pillar Lead Road Safety, SSATP
<b>Fleets and Crash Prediction</b>	<p><i>Safer Roads Studio</i> <b>David Braunstein</b> Together for Safer Roads (7 minutes)</p> <p><i>Crash data needs for road safety planning in India</i> <b>Ravishankar Rajaraman</b> Technical Director, JP Research India (JPRI) (7 minutes)</p> <p><i>Fleet data and health and safety</i> <b>Tom Lopez</b> Managing Director, Safety and Dangerous Good Programs, FedEx (7 minutes)</p> <p>Moderated discussion (20 mins)</p>
<b>Session 7:</b> (30 mins)	Session Moderator: <b>Greg Smith</b> Global Programme Director, iRAP
<b>Closing Session</b>	<p>Panel Discussion: <i>Reflections for opportunities for RRSOs and the future</i></p> <ul style="list-style-type: none"> <li>• <b>Alvaro Gomez Mendez</b> (Dirección General de Tráfico) Secretary, Ibero-American Road Safety Observatory (OISEVI)</li> <li>• <b>Liljana Cela</b> (Transport Community) Secretary, Western Balkans Road Safety Observatory (WBRSO)</li> <li>• <b>David Shelton</b> (Asian Development Bank) Secretariat Lead, Asia Pacific Road Safety Observatory (APRSO)</li> <li>• <b>Tawia Addo Ashong</b> Pillar Lead Road Safety, SSATP Africa Transport Policy Programme</li> <li>• <b>Peter Whitten</b> (Transport Community) Secretary, European Road Safety Observatory (ERSO)</li> <li>• <b>Erekle Kezherashvili</b> (Ministry of Economy and Sustainable Development of Georgia) Eastern Partnership Road Safety Observatory (EaP)</li> </ul>
	<i>Summary of day's discussion and closing comments</i> <b>Greg Smith</b> Global Programme Director, iRAP (5 mins)