

# Creative road safety solutions

## Varsity students win overseas trips for smart ideas to reduce accidents

**F**OUR university students were thrilled to emerge as winners of the iSTREC Road Safety Innovation Challenge 2013.

They won overseas study trips to Sweden, Thailand and Singapore for the first, second and third prize, respectively.

Muhammad Isa Lim from Universiti Malaysia Sabah (UMS) won the first prize, Seri Budiman Hakim Masduki and Mohamad Hamizan Halim, also from UMS, bagged the second prize while Gary Chen of Universiti Malaysia Kelantan took the third prize.

The challenge, the first of its kind by Volvo Malaysia and its partners in the iSTREC initiative – Agensi Inovasi Malaysia (AIM) and Universiti Putra Malaysia (UPM).

iSTREC or “Innovative Solutions to Reduce Crashes between Trucks

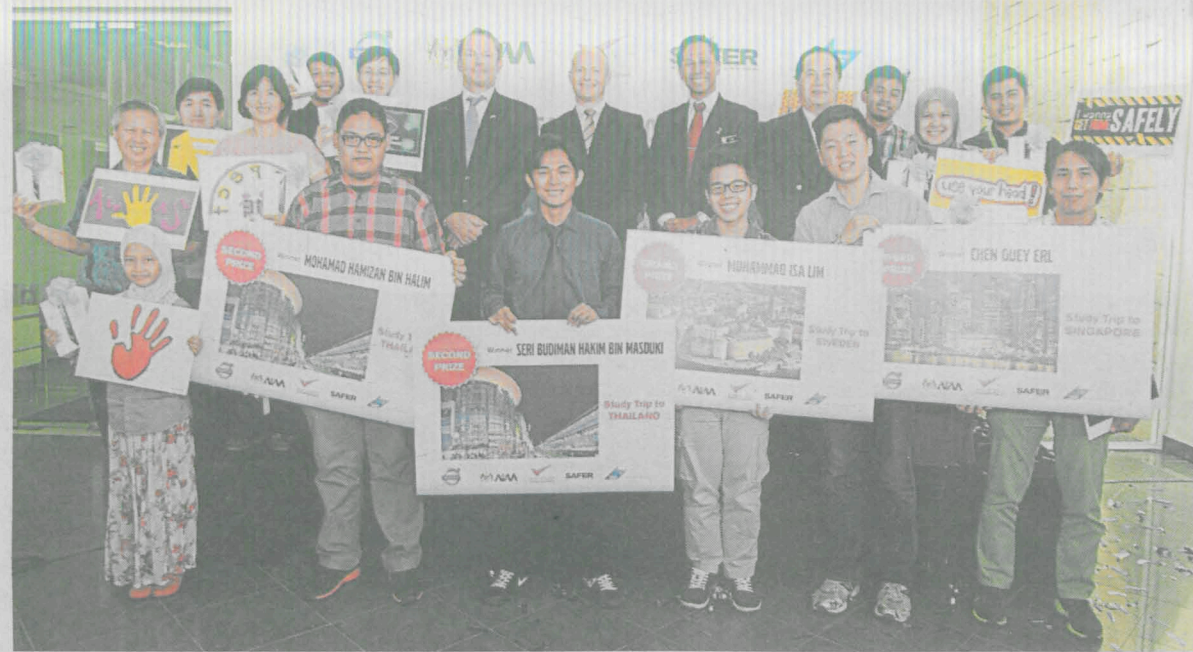
and Motorcycles” is a collaboration between Volvo Trucks, AIM, UPM, Business Sweden and Vehicle and Traffic Safety Centre of Sweden (SAFER).

The focus of the challenge, which was launched in September last year, was to drive greater awareness on road safety via student and public engagement.

Students and members of the public were encouraged to creatively capture moments, messages and ideas on how to enhance and achieve better road safety between trucks and motorcyclists.

“Safety is our ethos at Volvo Group. We underlined our commitment to safety by building safer vehicles as well as encourage safe driving behaviour among the public.

“We saw that this challenge is a good and impactful platform for



**All smiles:** Winners of the student and public categories of the iSTREC Road Safety Innovation Challenge with organisers Volvo Malaysia, AIM, UPM and guest of honour Swedish ambassador to Malaysia Bengt Carlsson.

students to not only unearth their creative thinking, but to also instil in them the awareness that they can make a difference.

“We also want to inculcate a sense of ownership among students on social issues, empowering them to take action for improvement,” said Volvo Malaysia managing director Mats Nilsson.

Meanwhile, AIM chief operating officer Naser Jaafar said, “We are delighted that through this platform we were able to discover talents. We believe the study trips will further expose our youths to the importance of innovation and its contribution to society.”

Throughout the two-month-long

competition, students were encouraged to submit impactful messages in a short video of any style or genre that creatively explores issues associated with road safety that affects modern day lives.

The public category consisted of reflective sticker designs for the motorcyclist’s helmet that can help prevent accidents with trucks.

“I am thrilled beyond words to have won the grand prize of a fully-paid study trip to Sweden.

“This is truly an amazing opportunity and a dream come true — one that will indeed contribute to both my education and personal growth.” said Muhammad Isa Lim, 21.

His winning video presenta-

tion, entitled “Highway travel time policy”, looks at a solution from a policy angle.

To decrease the frequency of clashes between trucks and motorcycles, a policy must be drafted and enforced to separate the two types of vehicles on highways.

Using a combination of existing tracking technology via GPS/toll system and tax incentives, truck companies can be encouraged to move their fleet at night, when there are far fewer motorcyclists travelling on the road.

Truckers that travel during the day will have to pay higher toll rates and will need to pay premium road tax.