

# AI for Vision Zero in Road Safety

IVORY

## Duration

48 months (Oct. 2023 – Oct. 2027)

## Objectives

- ✓ Promote the **integration of AI** in road safety
- ✓ Create a **new generation** of leading researchers in the field
- ✓ Address the UN SDG target 3.6 (-50% traffic fatalities by 2030)
- ✓ Address the EC '**Vision Zero**' strategy (zero traffic fatalities by 2050)

## Methodology

- Develop responsible, fair and impactful AI for road safety
- Develop new ways of supporting road users and human-vehicle-environment interaction by means of AI
- Develop new scalable and equitable AI technologies for proactive infrastructure safety management
- Create a sustainable learning, knowledge sharing and networking framework on AI for road safety

## Impact

The open science practices & data management and dissemination KPIs will ensure knowledge transfer and training also for future researchers

The Industrial Doctorate format will enable best practice osmosis with the industrial sector that will accelerate best practice uptakes

Continued sustainability will be retained around the AI for road safety topics by exploiting the IVORY experiences and networking platform