



ECTRI Annual Meeting Thematic Group Safety  
Brussels, November 16, 2023

# Advances for proactive road safety: The IVORY project

**Dr. Apostolos Ziakopoulos,  
Prof. George Yannis**

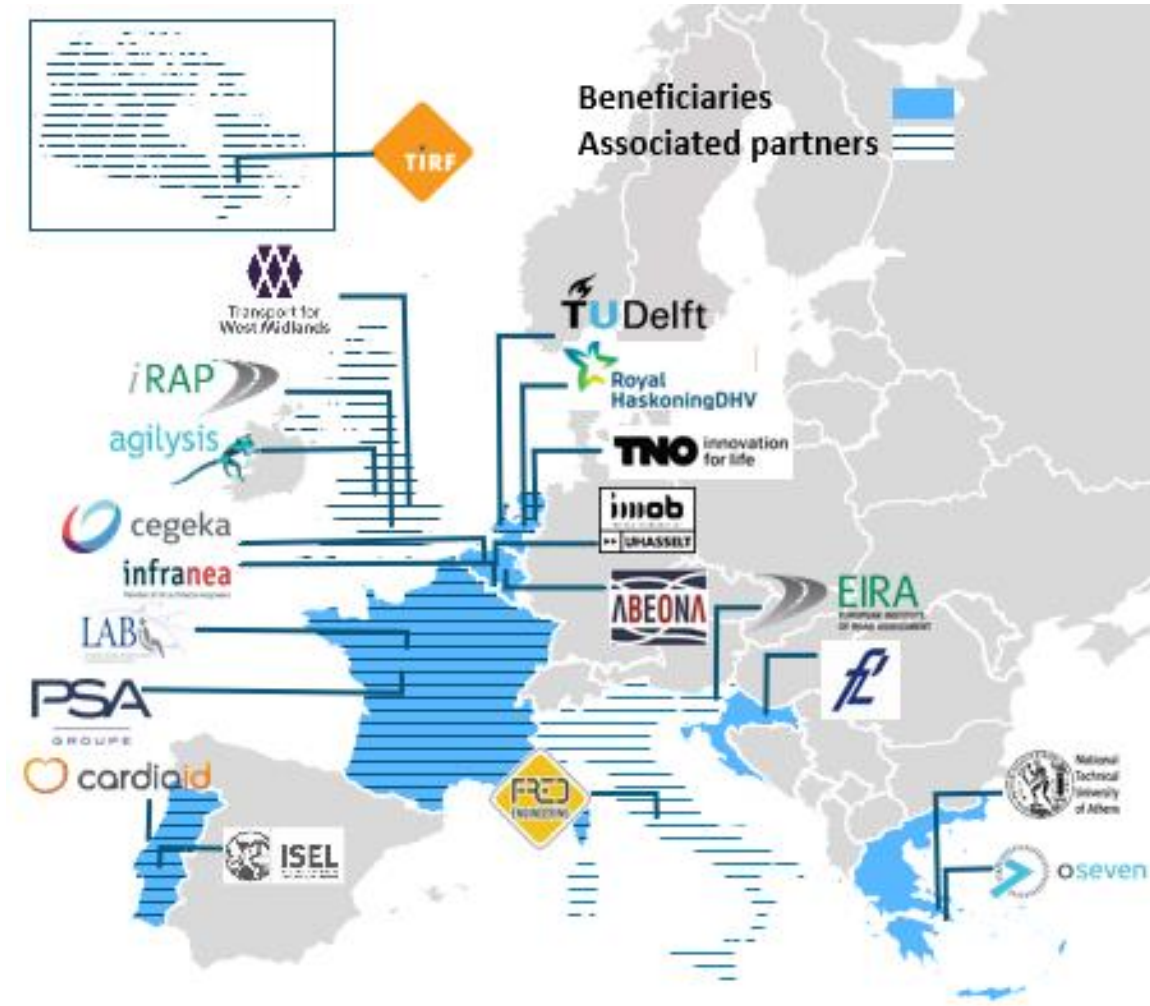


Department of Transportation Planning and Engineering,  
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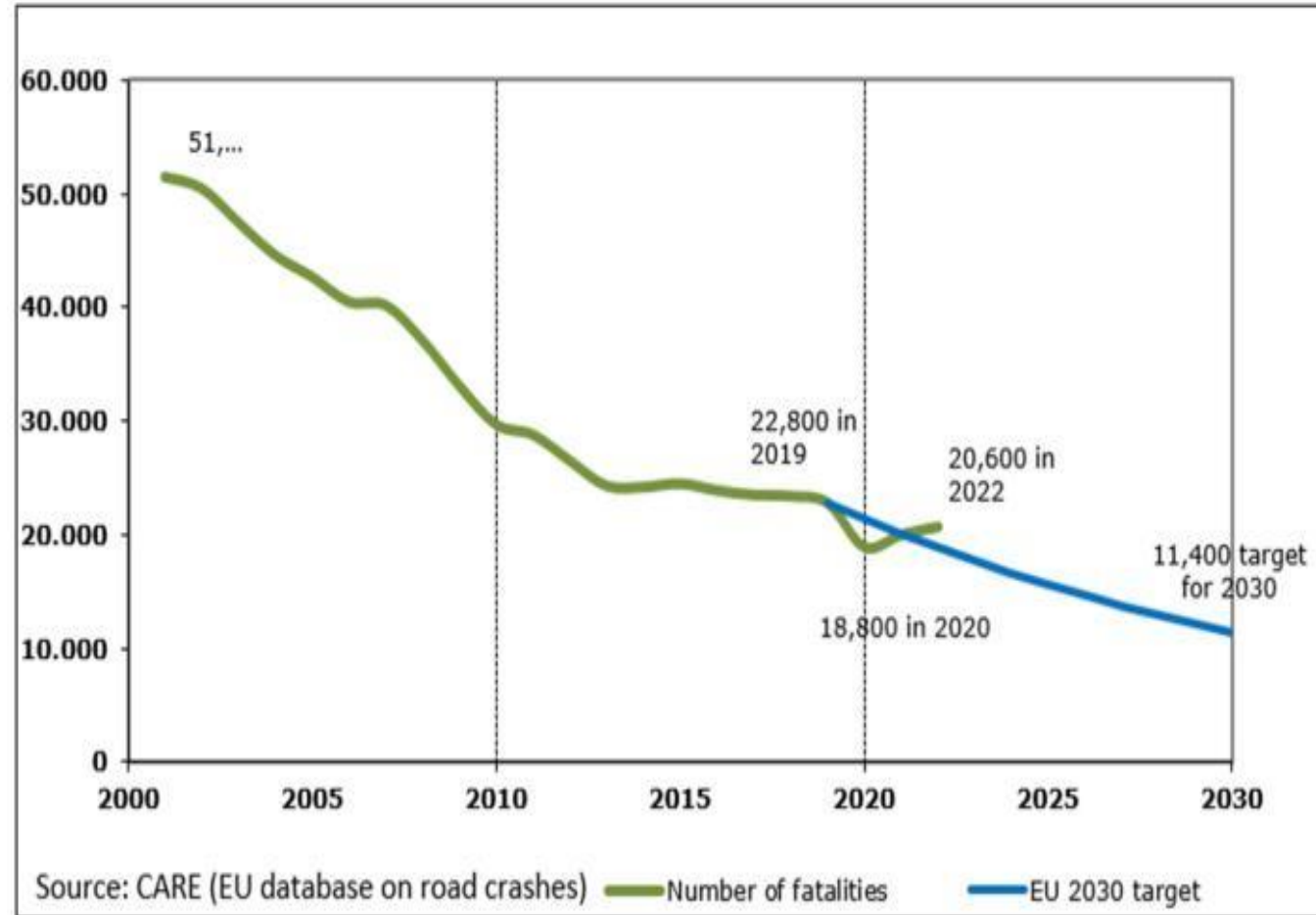
# The IVORY Project [MSCA-IDN]

- An EC-MSCA **Industrial Doctorates** Network
- Aims to develop a **new framework for the integration of AI** in road safety
- Aspires to create a **new generation** of leading researchers in the field
  - 4 Universities
  - 8 non-academic partners
  - 13 Associated Partners
  - 10 countries



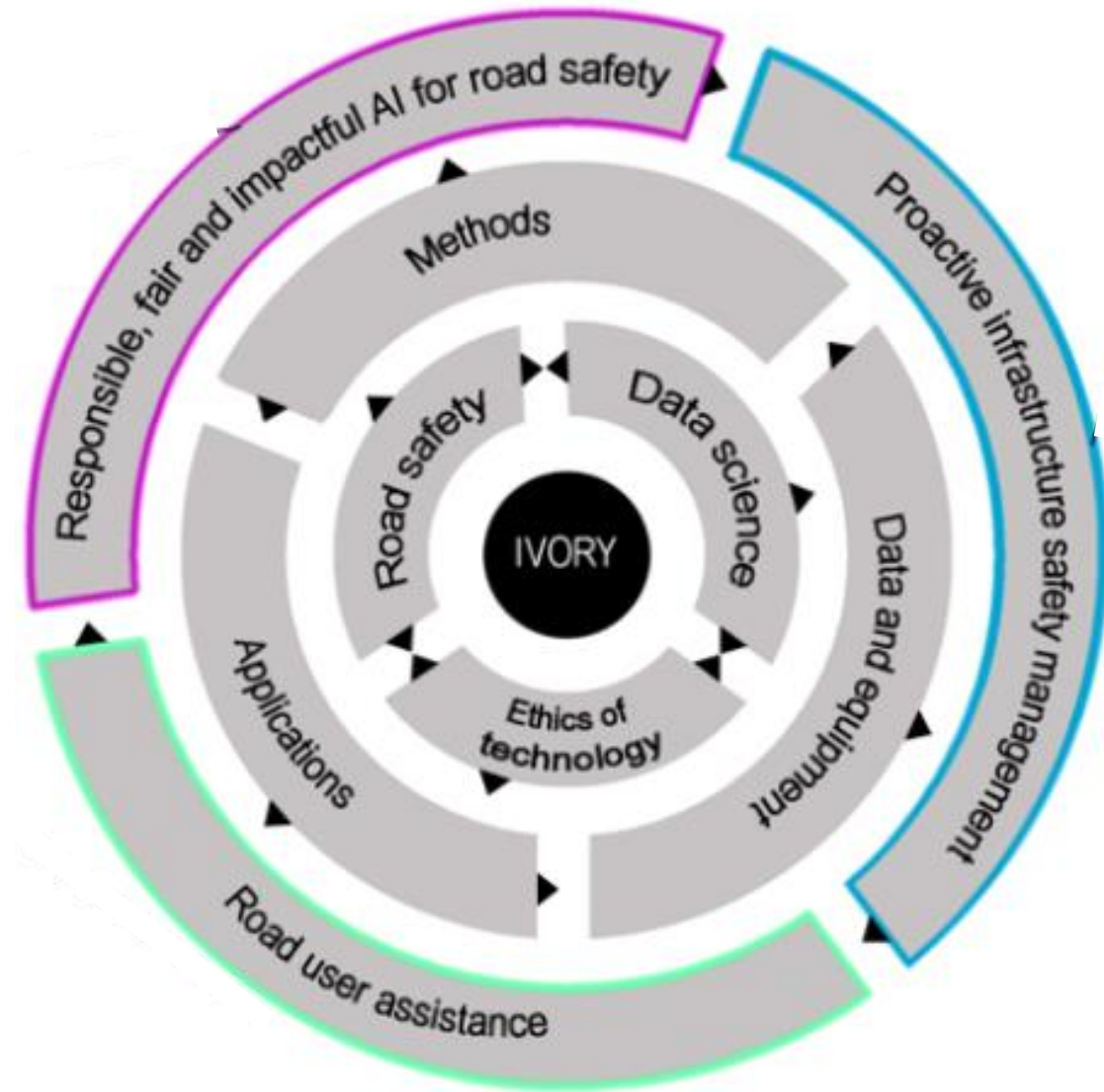
# The Vision of IVORY

- AI creates **opportunities** for new ways of addressing this persistent global epidemic. However, **AI is relatively underdeveloped** in road safety:
- **Gaps** between engineering, technology & society
- **Unequal opportunities** for many countries around the globe
- A **'silo' effect between sectors** (academia, industry and policy) and disciplines involving AI



# IVORY Objectives

- **Responsible, fair and impactful** AI for road safety
- **New ways of supporting road users** and human-vehicle-environment interaction by means of AI
- **New scalable and equitable AI technologies** for proactive infrastructure safety management
- **A sustainable learning, knowledge sharing and networking framework** on AI for road safety



# IVORY Expected Outputs

1. **15 highly skilled researchers** meeting industry and policy stakeholders' needs;
2. **An online learning and networking platform** on AI for road safety, as well as a 'social network' of researchers;
3. **New applications of AI for road safety**, including data protocols and cutting-edge analytical models, scalable
4. **Recommendations / taxonomies** for designing responsible, equitable and efficient AI for road safety and its applications





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