

The Naledi3d Factory

Driving Safe: Demystifying road safety for all SA road users



Insanity:

Doing the same thing over and over again and expecting different results. (Albert Einstein)

Quick Facts

- ⇒ Road safety management is based on the **THREE E's**:
 - ⇒ Engineering
 - ⇒ Education
 - ⇒ Enforcement
- ⇒ 15,000 people died on SA roads — compared to 1901 people on UK roads (2011)
- ⇒ The chances of being killed on SA roads are **SIX** times higher than that of the UK
- ⇒ In Europe, for each road death, there are **4** permanently disabling injuries, **8** serious injuries and **50** minor injuries

Naledi3d Factory

- ⇒ Based at the Innovation Hub, Pretoria / Tshwane
- ⇒ Has worked across Africa—including Ethiopia, Mozambique, Netherlands, Senegal, Sudan, Uganda, Zimbabwe, as well as South Africa
- ⇒ Has worked with major organisations such as Rand Water, Johannesburg Metro, ESKOM, CSIR, Anglo Gold Ashanti, SANERI, TUT—and others
- ⇒ Aim to modernise local practices— not westernise them

The **Driving safe** initiative focuses on the need for a new approach to road safety, and on the use of interactive 3D simulations, video and on-line media to reach all road users, including pedestrians and cyclists.

This is a new, exciting and innovative initiative to communicate and **show** road safety messages **visually** to our younger road users and to their older peers.

Southern Africa has one of the highest road death rates in the world, even though we have only 2% of the world's registered vehicles (WHO).

South Africa's rate is double the average rate for Latin America and Southeast Asia, and more than five times that of Sweden, the UK and the Netherlands, where deaths have declined significantly over the past 30 years. In the UK for example, rates have dropped by 71% - from 6,500 in 1981 to around 1,900 in 2011.

In South Africa over the same period, deaths have increased by 43% (from 10,500 to around 15,000 deaths a year).



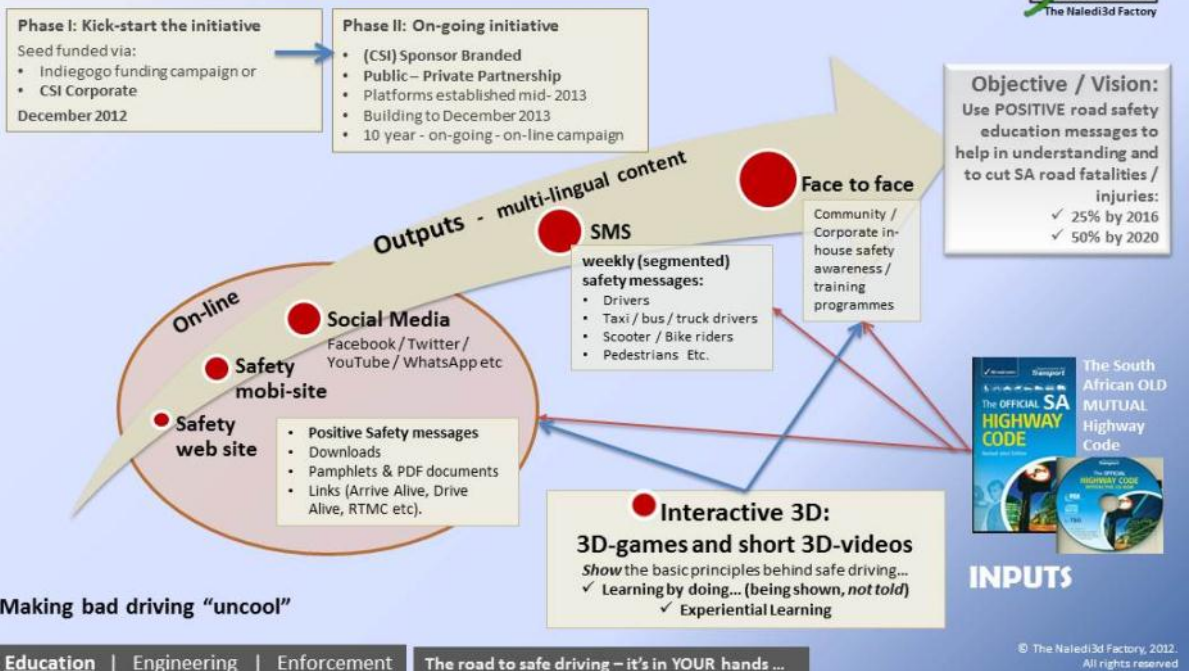
Driving Safe Vision:

- ◇ To harness the power of **POSITIVE** road safety messages to help develop an understanding of safe driving and to
- ◇ Significantly reduce the number of South African road fatalities and injuries.

Driving Safe will use mainly on-line, 3D and social media to reach our road users and to address various aspects of road safety to create a much safer environment for all our road users

Driving Safe: The vision – 2012-2022

Effective road safety education for road users...
...show that bad driving is "uncool"



Driving Safe: Demystifying road safety for all SA road users



Aligns with, and supports the Department of Transport's National Road safety Strategy (2010-2020)

Beauty: In the eyes of beholders

Dr Fay Chung:
Former Minister of Education, Zimbabwe

"By bridging the literacy barrier through the use of 3D interactive models, the Naledi3d Factory overcomes the inherent limitations of text. At the same time, language differences become much less important as text is replaced by interactive, 3D images.

Finally, and perhaps most excitingly, the Naledi3d Factory works closely with local stakeholders to develop the content that goes into its interactive simulations. This ensures that the content is always relevant and appropriate to the communities and cultures where it will be used."

Peter Schioler: former CII Advisor, UNESCO, Paris

"The Naledi3d Factory is more than an excellent technical partner for UNESCO. I have personally been impressed by the company's commitment to, in the spirit of post apartheid South Africa, seek new solutions and share know-how for the public good across the continent."

Eli Gudza: Executive Director World Links Zimbabwe

"The concept of interactive 3d learning objects, while unique worldwide, truly has the potential to revolutionise rural development and the upliftment of our disadvantaged communities."

Driving Safe will not play "catch-up" with what is happening elsewhere

Driving Safe is a game-changing initiative, rooted in a South African context

Much of the underlying learning material supporting the initiative will take advantage of Interactive 3D simulations, 3D animations and video to get safety messages across to road users.

Interactive 3D has been a key focus area of the Naledi3d Factory for over a decade and in many learning areas (farming, health, water, energy etc.). It has been shown time and time again across Africa, that 3D can be used as a powerful and innovative way to effectively **SHOW** underlying principles and to change behaviour.

The power of this innovative 3D approach will be harnessed (for the first time) to create awareness of the issues that impact on road safety – at all levels of society.

Driving Safe : It's main differentiators



- **A "South African Highway Code"**
Not just for learners: make sure that YOUR knowledge is up-to-date
- **Interactive 3D content**
"Showing" the basic principles behind good and safe driving and not "merely telling"
- **3D Video content**
Re-use the 3D material to create short, high impact videos. On a YouTube road safety channel, they will be immediately accessible to millions—increasing the short-term impact of **Driving Safe**



Driving Safe : What will the public see as outcomes ?

- **Interactive 3D content, 3D video and SA Highway Code**
- **Driving Safe web-site and Mobisite**
Engaging and "fun" - with easy to understand road safety information (based on the SA Highway Code) and messages, together with 3D games and video content
- **Social media**
Using Facebook, Twitter and other social networks to encourage interactions and debate amongst the youth. **Make unsafe driving "uncool"**.
Peer group influence is always a powerful change agent.
- **SMS messaging**
Private sector companies send out SMS's daily to market their products and services. Why not use the same SMS channels to also send out (segmented and multilingual) road safety messages throughout the year.
"Bolokega: O seke wa lebala go dirisa dipone tsa baesekele ya gago bosigo, gore bakganni ba Sejanaga ba kgone go go BONA"
- **Learning material support for face-to-face trainers**
Road safety material produced by the initiative (posters, booklets, SA Highway Code, interactive 3D and video media etc.) packaged and made available to support other trainers, corporates, professional drivers (bus, taxi, truck) etc.).
Distribute materials to schools who have no computer or internet access.
Also opens up many new opportunities for new job creation and BBBEE opportunities

