

iSTREC Road Safety Innovation Challenge 2013

Trucks & Motorcycles (Innovation Solution To Reduce Crashes Between Trucks & Motorcycles) is a collaboration between Volvo Trucks Malaysia (Volvo), Agensi Inovasi Malaysia (AIM), Business Sweden, Road Safety Research Centre (UPM) and SAFER (Vehicle and Traffic Safety Centre, Sweden) to investigate road safety issues between truck drivers and motorcyclists in Malaysia.

This Road Safety Innovation Student Challenge 2013 is the awareness program initiated by this project.

- Open to all student of universities, college and institutions of higher learning in Malaysia.
- To enter as individual or a group of 2 person.
- Participants are encouraged to submit impactful short video of any style or genre (drama, comedy, documentary, feature, sciencefiction, animation etc.) that creatively explore issue associated to road safety (specifically between Trucks & Motorcycles) that impact modern day life. The content of the video should contain impactful messages that create safety awareness amongst road users and/or suggestion on innovative solutions that can reduce the clashes between truck and motorcycles.

Submissions period : 18 September - 31 October 2013
To enter the challenge and further details, go to www.ureka.my/challenge/istrec

Prizes for Student Challenge:

GRAND PRIZE

A study trip to Sweden
5D/4N all-inclusive
(flight, accommodation, transport, food) *June-Sept 2014



A study trip to Thailand
3D/2N all-inclusive
(flight, accommodation, transport, food)



SECOND PRIZE

A study trip to Singapore
3D/2N all-inclusive
(flight, accommodation, transport, food)



THIRD PRIZE

Prizes for Public Challenge:

iPad Mini (16GB wifi)

10x

