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GENERAL HOSPITAL

GLOBAL HEALTH

CAMTech

Consortium for Affordable Medical Technologies



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**CAMTech Innovation Award Announced:  
Nyweza Wins Inaugural AB InBev Global Road Safety Prize**

**BOSTON, Massachusetts, September 28, 2015** – The Consortium for Affordable Medical Technologies (CAMTech) at Massachusetts General Hospital’s (MGH) Center for Global Health is pleased to announce Nyweza as the winner of its latest Innovation Award. Nyweza is a low-cost device that makes motorcycle taxis – commonly called boda-bodas in Uganda and throughout East Africa where they are prevalent – safer. The team behind Nyweza will receive this grant to further develop this game-changing innovation.

Over the past year, CAMTech and Anheuser-Busch InBev (AB InBev) joined forces to spur and crowdsource innovations that address road accidents, which currently represent the 8<sup>th</sup> leading cause of death globally.

Nyweza, meaning “to hold on” in the local Luganda language, addresses the need for sustainable technologies that can improve road safety in low-and middle-income countries (LMICs), and has been awarded this prize by CAMTech, funded by AB InBev, to further develop this innovative technology.

“The purpose of this Innovation Award was to spur user-centered and sustainable innovations that can improve road safety globally, and Nyweza really achieves that goal,” said Elizabeth Bailey, Director of CAMTech. “Our collaboration with AB InBev has helped not only to raise awareness of the road safety epidemic but also to engage a talented and diverse network of innovators to develop solutions that can have global impact.”

The device acts as a restraining safety brace that attaches to the sister bar (a common part on boda-bodas) and helps prevent riders from falling off during their ride. This is especially important for women, who often sit sidesaddle if they are pregnant or wearing clothing that prevents them from facing forward. The brace can also rotate into a second mode that allows for extra storage space for any passenger. Made from local Ugandan materials, Nyweza is an economically-viable product for East Africans, and also features a large, flat panel for advertising, which will ultimately be part of a sustainable business model for the venture.

The Nyweza group first began working together at the 2015 MIT HackMed Grand Hack last April where they won the CAMTech's Global Health Track Prize and were inspired by one of their team member's stories of being hospitalized after falling from a boda-boda.

"I stood up and spoke up about a real life experience when I fell off a boda-boda while riding sidesaddle," said Lydia Asimwe, an administrative manager at Mbarara University of Science and Technology (MUST) in Uganda. "I realized that so many other people could have experienced the same thing and for the first time, I had an opportunity to do something about it."

The Nyweza team also includes Mr. Ayan Bhandari, an industrial designer from Rhode Island, Mr. John Blesson, a biomedical engineer from Boston, Mr. Anu Agarwal, an engineer and public health specialist from Boston and Mr. Geoffrey Bwireh, an entrepreneur and business lecturer at MUST in Uganda. The team plans to continue their cross-cultural collaboration by leveraging resources in both Uganda and the U.S. – implementation partners include the Uganda Industrial Research Institute (UIRI), the CAMTech Co-Creation Lab at MUST, the National Road Safety Authority in Uganda and several fabricating and prototyping facilities in the U.S.

"We believe business has a role to play in helping reduce the number of deaths and injuries due to road traffic accidents," said Scott Ratzan, Global VP, Corporate Affairs at AB InBev. "Road accidents are the 8th leading cause of death in the world and are largely preventable. Working together, we need to act with greater urgency to make roads safer for all."

AB InBev will also provide the team with an additional travel funding and support, so that the team can connect with a broad range of stakeholders from road safety experts all the way to policymakers and investors.

"This award will allow our team to conduct a feasibility study for the project by developing a number of prototypes and having riders test them on boda-bodas," said Asimwe. "CAMTech has helped me learn that it is everyone's responsibility to do something about these challenges. It might take some time, but we'll get there, and so many people in the world will see how this can change their lives."

[Click here for a video about Nyweza and Lydia Asimwe's story: I am a Global Health Innovator, part of CAMTech's Voice of the Innovator video series.](#)

CAMTech's Innovation Awards support the development and commercialization of innovative health technologies targeting pressing public health challenges in LMICs. The awards look not only for innovative technical solutions, but also for solutions that will be sustainable and scalable in LMICs in the long term.

**Consortium for Affordable Medical Technologies (CAMTech)** is a global network of academic, corporate, and implementation partners based at Massachusetts General Hospital's Center for Global Health. CAMTech's mission is to build entrepreneurial capacity and accelerate medical technology innovation to improve health outcomes in low- and middle-income countries. CAMTech's approach enables *co-creation* where innovators across public health, engineering, and business engage with LMIC end-users to develop disruptive medical technologies to achieve widespread public health impact. Since 2012, CAMTech has brought together over 2,000 innovators from more than 500 clinical, academic and commercial organizations to participate in medtech hack-a-thons, award programs and entrepreneurial capacity-building initiatives. These efforts have helped spawn over 350 new technologies addressing intractable problems such as newborn asphyxia, post-partum hemorrhage and cervical cancer. CAMTech's initiatives, including its newly launched [Online Innovation Platform](#), help connect and

support a global community of innovators working to improve health in developing and emerging economies.

**Anheuser-Busch InBev** is a publicly traded company (Euronext: ABI) based in Leuven, Belgium, with American Depositary Receipts on the New York Stock Exchange (NYSE: BUD). It is the leading global brewer and one of the world's top five consumer products companies. Beer, the original social network, has been bringing people together for thousands of years and our portfolio of well over 200 beer brands continues to forge strong connections with consumers. This includes global brands Budweiser®, Corona® and Stella Artois®; international brands Beck's®, Leffe®, and Hoegaarden®; and local champions Bud Light®, Skol®, Brahma®, Antarctica®, Quilmes®, Victoria®, Modelo Especial®, Michelob Ultra®, Harbin®, Sedrin®, Klinskoye®, Sibirskaya Korona®, Chernigivske®, Cass®, and Jupiler®. Anheuser-Busch InBev's dedication to quality goes back to a brewing tradition of more than 600 years and the Den Hoorn brewery in Leuven, Belgium, as well as the pioneering spirit of the Anheuser & Co brewery, with origins in St. Louis, USA since 1852. Geographically diversified with a balanced exposure to developed and developing markets, Anheuser-Busch InBev leverages the collective strengths of its approximately 155 000 employees based in 25 countries worldwide. In 2014, AB InBev realized 47.1 billion USD revenue. The company strives to be the Best Beer Company Bringing People Together For a Better World. Learn more at [ab-inbev.com](http://ab-inbev.com), at [facebook.com/ABInBev](https://facebook.com/ABInBev) or on Twitter through [@ABInBevNews](https://twitter.com/ABInBevNews).