

Are European roads safe for everyone?

70% of road fatalities involve people outside the car.

“Follow a journey to safer streets”

A safer journey starts before you leave home



at home



at school or work



en route

“Safety isn't one measure. It's a system.”

Between 2024 and 2026, SOTERIA tested data-driven solutions across 4 European cities and regions, addressing the safety of vulnerable road users throughout at every stage of their trip – from route-planning and infrastructure interaction to real-world-risk awareness and post-event analysis.

Let's start at home

Before leaving home



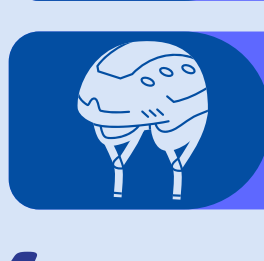
use SOTERIA mobility app to identify safer, accessible routes



add sensor devices to record near-misses



equip bike & scooter with daytime running lights



wear helmets, visibility vests, open-ear headphones

“Preparation is the first safety measure.”



Now, step outside

On the street: design that protects



Self-explaining, forgiving road design

Coloured surfacing to highlight high-risk zones



Continuous, dedicated lanes for cyclists & micromobility

“The road itself should guide safe behaviour.”

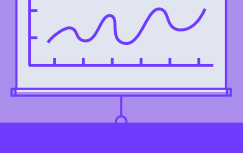


What about technology?

On the street: smarter data



Sensors on lampposts to capture near-misses and conflicts



Standardised, open, machine-readable VRU data



AI and predictive analytics to forecast risk before accidents happen

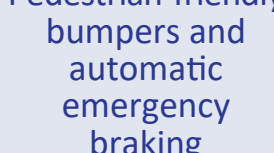
“Better data saves lives.”



And the rules?

On the street: rethinking the vehicles

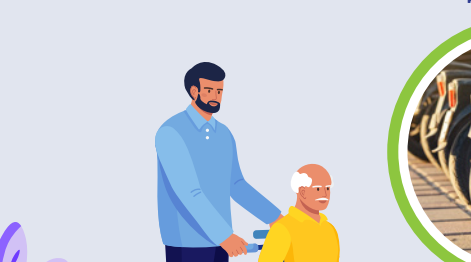
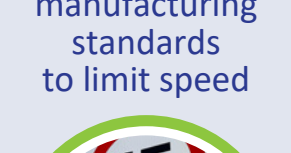
Pedestrian-friendly bumpers and automatic emergency braking



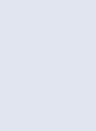
Smaller vehicles encouraged through parking & congestion policy



EU-level e-scooter manufacturing standards to limit speed



“The safest vehicle is one designed with VRUs in mind.”

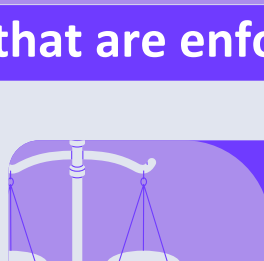


One more thing

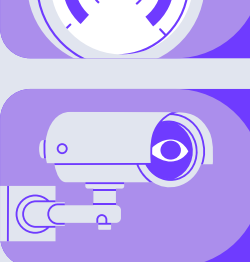
On the street: rules that are enforced



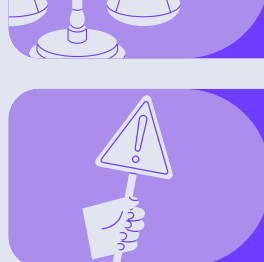
30 km/h limits where VRUs are present



Safe passing distances enforced by law



Automated detection of violations



Stronger penalties for violations that endanger VRUs

“Good design needs good rules and they need to be enforced.”

Almost there — at school or work



At school & work: building a safety culture

Free, age-specific road safety training in schools (ages 8–16)

Parents involved as role models

Training encouraged shared micromobility users of all ages

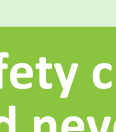
Refresher courses for drivers on new VRU risks

VRU-perspective training for bus & delivery drivers



“Insight line: Safety culture starts early — and never stops.”

And at the policy level?



Making it stick: policy that delivers



Common EU methodology for VRU safety assessments



National strategies aligned with UN Road Safety 2021–2030



Data-driven, cross-government collaboration



Mandatory training for shared micromobility users

“Local action needs a European framework behind it.”

Discover the SOTERIA policy roadmap



SOTERIA Policy Recommendations

SOTERIA translated the Vision Zero ambition into practical policy recommendations, supporting cities and decision makers in designing safer, more inclusive mobility systems for all road users.

For more information contact us: info@soteriaproject.eu

ZERO ROAD FATALITIES BY 2050