

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

Smaller vehicles encouraged through parking & congestion policy

Pedestrian-friendly bumpers and automatic emergency braking

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