

LET'S MAKE EUROPE GREEN.
DEAL?

5 steps to protect Vulnerable Road Users

Vulnerable road users (VRU) are individuals at a higher risk of injury or fatality when using roadways due to their limited protection compared to occupants of motorized vehicles.



STEP 1

Strengthen the backbone of society - infrastructure!



Feeling safe and sound is the basis for our actions. If we want people to switch from driving cars to walking and cycling, we need to guarantee that these ways of mobility fulfill this basic requirement.

Modern technology provides VRUs with the safest and most enjoyable travel experience possible by implementing crosswalks, bike lanes, priority controls, re-routing heavy traffic from city centers, and warning road users of possible hazards via Variable Message Signs (VMS). Make sure the infrastructure is ready for the modal shift



STEP 2

Data-driven decisions!



Regardless of which technical achievement we focus on, everything is born from experience. To ensure that we learn from these experiences, data needs to be collected, analyzed, and interpreted correctly.

Detection of traffic flows and accident data helps to identify high-risk areas and patterns and thus has an important preventive effect. Continuous feedback loops within communicating VMS, traffic signals, and controllers ensure that the number of incidents is minimal.



STEP 3

Make technology your companion!



Smartphones, stress, and cognitive overload make focusing even harder. We need to make already existing technology our friend and utilize it to increase safety.

For instance, signal heads with an additional red light shining down towards the ground to ensure distracted pedestrians react properly.

On the other hand, modern cars are fitted with pedestrian detection, collision warning, lane-keeping assists, and V2X-communication devices. In connection with VMS and CCAM messages fed with real-time data, road users can be informed and educated based on the actual situation, ensuring that little moments of inattention don't immediately lead to casualties or, worst case, fatalities.



STEP 4

Educated awareness!



Education is the key to our greatest treasure – life. Too many fatalities occur due to a lack of knowledge, awareness, or understanding of road safety rules and practices. Ignorance is no excuse; in the worst case, we pay with our lives.

Promoting road safety knowledge among road users significantly helps to save the lives of VRUs. Right from an early age, awareness campaigns, school programs, and involvement are essential components of a comprehensive approach to reducing traffic accidents.



STEP 5

Multi-modal travelling is the way to go!

The less heavy traffic hits our roads, the safer our daily journeys become. Let's be realistic: a certain amount of traffic will always be necessary to secure our basic supply. But for everything beyond that, alternatives for multi-modal traveling must be made more attractive.

By educating people about traffic, learning from collected data, building infrastructure based on these data, and improving pedestrian protection in cars, incentives to promote active mobility will break open doors and help make the roads safer.



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