THE URBAN MOBILITY COUNCIL

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FROM ACCIDENT ANALYSIS TO RISK PREVENTION IN ROAD SAFETY AND EU POLICIES: TWO DATA AND TECHNOLOGY DRIVEN STUDIES TO AID SAFE MOBILITY IN TOWNS WERE PRESENTED TO THE EUROPEAN PARLIAMENT BY THE URBAN MOBILITY COUNCIL.

- **FORMAL PARTNERSHIP BETWEEN UNIPOL AND THE OFFICE OF THE UN SECRETARY-GENERAL'S SPECIAL ENVOY FOR ROAD SAFETY, JEAN TODT - Collaboration confirmed to seek safer mobility based on a preventive ethos.**
- **PROTOCOL OF UNDERSTANDING BETWEEN THE ITALIAN STATE POLICE AND THE DEPARTMENT OF PUBLIC SECURITY AND UNIPOL - The protocol was conceived as a tool to improve road safety levels, including through the promotion of joint awareness-raising initiatives.**
- **STUDY BY THE POLYTECHNIC UNIVERSITY OF MILAN (ROADSAFEAI 2.0) - 73% of road accidents occur in urban centres. The Polytechnic University of Milan presented a data and AI driven predictive model that can identify the most critical areas in advance and support urban planning decisions.**
- **STUDY BY MIT (Ministry of Infrastructure and Transport) SENSEABLE CITY LAB ("SAFETY BY DESIGN") - Risk is not spread evenly throughout towns and certain roads have systematically higher levels of danger. Targeted urban redesign can reduce accidents and improve traffic flows.**

Brussels, 10 November 2026 - A conference on **"Road Safety, a Global Commitment"** was held at the European Parliament, organised by **The Urban Mobility Council ("TUMC"),** a Think Tank promoted by Unipol and hosted by European Parliament Vice-Presidents **Pina Picierno** and **Antonella Sberna**. The event follows on from the process initiated by the Think Tank's 2026 Forum on "Roads for safe mobility. From a global commitment to the local scale" to take the debate on road safety all the way to the European decision-makers.

According to TUMC's second report, drawn up in association with Isfort (Higher Institute for Training and Research for Transport), and presented in Milan on 8 June last, 173,364 accidents causing injury and 3,030 deaths were recorded in Italy in 2024; 73.2% of the accidents and 69.3% of injuries occurred in urban areas, with the social cost estimated at about €20 billion per year. A shared commitment by all parties involved is required to tackle this issue.

POLYTECHNIC UNIVERSITY OF MILAN (POLIMI) - THE PREDICTIVE ROAD SAFETY MODEL FROM ROADSAFEAI 2.0

Sergio Savaresi, Director of the Electronic, Information and Bioengineering Department of the Polytechnic University of Milan, and Member of The Urban Mobility Council Steering Committee, introduced a model that has progressed from a model driven by the analysis of previous accidents to a predictive approach that can identify risk situations and support city planning decisions.
Unlike traditional approaches, **RoadSafeAI 2.0 takes a predictive approach:** it uses millions of telematics records taken from vehicles, traffic information and road network features to estimate the level of risk in urban areas where over 73% of road accidents occur.
The model no longer produces a static photograph of the risk, but maps trends that show how road perils change in accordance with different driving conditions at different times of the day.

RoadSafeAI 2.0 was applied to two Italian urban areas, Milan and Genoa. The results show how the system "learns" and adapts to towns with very different urban layouts, traffic densities and conditions. This trained model can predict the risk, including in areas that do not have telematics data, using only OpenStreetMap images and the algorithm's predictive ability. In Naples, the results were tested without including the data and confirmed the ability to locate areas with greater or lesser incidence of sharp breaking with a 5-6% margin of error.
The system can act as a new decision-making tool for public authorities, infrastructure managers and mobility operators to identify priorities.

MIT (Ministry of Infrastructure and Transport) - ROAD SAFETY AND URBAN DESIGN: TRAFFIC INTENSITY ALONE DOES NOT DETERMINE DANGER. DENSER, MORE COMPACT URBAN AREAS ARE CONDUCIVE TO MORE PRUDENT BEHAVIOUR WITH LOWER RISK LEVELS

Carlo Ratti, Director of MIT (Ministry of Infrastructure and Transport) Senseable City Lab and Member of The Urban Mobility Council Steering Committee presented research that analysed millions of harsh events[1] in the city of Milan - recorded through UnipolTech telematics - to show how urban design directly influences road safety.
The analysis of the harsh events reveals both situations that give rise to accidents and the most frequent near misses and risky manoeuvres that are often left out of official statistics. This makes it a highly effective tool that can identify risk before accidents happen.
Results show that risk is not evenly spread throughout a town: certain roads are systematically more dangerous indicating that traffic volume alone is not the sole determinant factor. Wider, more open roads tend to encourage more aggressive driving behaviour, while denser, more compact urban areas are associated with lower risk levels. A data-driven approach to road safety and urban planning is therefore recommended, allowing hot spots to be identified in advance, and taking targeted action to redesign urban areas rather than planning solely based on historical accidents or traffic flow management.
The research also explores the role of bicycle paths in greater depth: physically separate bicycle paths are associated with greater road safety, while the mere marking of pathways presents higher levels of risk in the surrounding areas.

PUBLIC INSTITUTIONS AND BUSINESSES: COOPERATION THE KEY TO SAFER ROADS

The discussion clearly highlighted the **importance of data as a resource to generate value for the entire community, as well as its ability to act as a strategic mechanism to guide public decisions and encourage more effective policies.** The merit of public institution-business cooperation to improve road safety was therefore underscored, also in light of the memorandum of understanding between Unipol and the Italian State Police which aims to analyse the critical points of the road network through sharing anonymised, aggregated data and create educational and training initiatives focused mainly on younger people.

[1] *Harsh events include sudden braking, swerves or acceleration.*

Discussions also focused on the **"silent pandemic" of road accidents** that kill almost two million people every year throughout the world. The panel debate on the commitment of the European Union to creating safer roads included representatives of European institutions and industry bodies in demonstration of the supernational extent of this challenge that calls for shared responsibility among all parties involved.

The **formal partnership with the UN Secretary General's Special Envoy for Road Safety, Jean Todt,** was announced as testament to the increasing importance of road safety. Unipol's commitment to promoting safer mobility is strengthened by this initiative as it seeks to reduce road fatalities by taking an integrated approach combining data, technological innovation and prevention.

Raffaele Fitto, Executive Vice-President of the European Commission for Cohesion and Reforms, stated: "*The research activities conducted by The Urban Mobility Council, promoted by Unipol, highlight the importance of two key aspects. The first is the design of infrastructure and urban spaces, which can help prevent accidents and make our cities safer. The second is the role of emerging technologies, including artificial intelligence, which offer increasingly effective tools to identify risks, enhance mobility management, and contribute to reducing pollution and emissions. These are critical areas where collaboration among institutions, the research community, and businesses must be strengthened. European cohesion policy contributes to these objectives by supporting investments in safer, more accessible, and sustainable mobility.*"

European Commissioner for Sustainable Transport and Tourism Apostolos Tzitzikostas said*: "Road safety is not merely a matter of rules, regulations or technology. It is a political responsibility and a moral obligation to protect human lives. Europe has made progress, but we must do more. And we must take this responsibility beyond our borders. Europe is determined to lead by example, but also to share its experience, expertise and resources with international partners. Through stronger cooperation, safer infrastructure and the exchange of proven solutions, we can make our roads safer. Our goal must be clear: to make every journey safer, everywhere in the world."*

"I commend Unipol and The Urban Mobility Council for bringing greater attention to road safety and showing how research, innovation, and collaboration can help save lives. I am pleased to have them as partners of my Office" stated **Jean Todt UN Secretary-General's Special Envoy for Road Safety**.
"There is no single solution to ending the silent pandemic on our roads. We need safer roads and vehicles, greater investment, stronger laws, and more consistent enforcement. This is particularly urgent as new forms of mobility bring new risks to our streets". "I am particularly counting on the European Union to show stronger leadership on motorcycle and micromobility safety. Two helmets should be sold with every new motorcycle. Wearing a helmet must be non-negotiable for e-bike and e-scooter riders. And any electric micromobility device capable of exceeding 25 km/h should be required to have a license plate" added Jean Todt. *"I look forward to continuing our work with Unipol and strengthening collaboration with the European Union to promote safer roads and save lives."*

Stefano Genovese, Head of Institutional & Public Affairs of Unipol and coordinator of The Urban Mobility Council said *"The Urban Council has an opportunity here to contribute to the debate and to European policies by bringing the results of two leading sets of research to Brussels, home of European policies on road safety. Road mortalities must never be regarded as the inevitable price of mobility: the issue is a social and economic emergency that requires public institutions, businesses, the world of research and law enforcement to step up. The studies presented today show the need to transcend the post-accident analysis approach and acquire the ability to pre-empt the risk. Telematics-driven data can be employed by those in charge of urban areas and infrastructures as a solid mechanism to help make decisions, plans and evaluate the effectiveness of the policies".*

The following made contributions to the event: **Antonio Avenoso**, Executive Director, ETSC; **Paolo Borchia**, Member of the Transport Commission and Head of Italian Delegation Patriots for Europe Group, European Parliament; **Marco Canaparo,** Ambassador to the Permanent Representation of Italy to the European Union; **Renato Cortese**, Director General of the Road, Railway and Special Departments, Italian State Police; **Carlo Fidanza**, Member of the Transport Commission and Head of Italian Delegation ECR, European Parliament; **Raffaele Fitto**, Executive Vice-President of the European Commission (video-message); **Stefano Genovese**, Head of Institutional & Public Affairs Unipol Group and Coordinator of The Urban Mobility Council Think Tank; **Pina Picierno**, Vice-President of the European Parliament; **Carlo Ratti**, Director of MIT (Ministry of Infrastructure and Transport) Senseable City Lab and Member of The Urban Mobility Council Steering Committee; **Matteo Ricci**, Vice-President of the Transport Commission (S&D Group), European Parliament; **Enrico San Pietro**, Group Insurance General Manager, Unipol Assicurazioni; **Sergio Savaresi**, Director of the Electronic, Information and Bioengineering Department of the Polytechnic University of Milan and Member of The Urban Mobility Council Steering Committee; **Antonella Sberna**, Vice-President of the European Parliament; **Jean Todt**, United Nations Special Envoy for Road Safety; **Apostolos Tzitzikostas**, European Commissioner for Sustainable Transport and Tourism. Chaired by: **Lorenzo Robustelli**, Editor-in Chief at Eunews.