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## Road Safety Culture, Policy & Practice (PART 2)

**Susanna Zammataro**  
**IRF Director General**

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# Cultural aspects in road safety worldwide



- Perception of Traffic Rules
- Risk Tolerance and Behavior
- Attitudes Toward Vulnerable Road Users
- Social Norms and Gender Roles
- Enforcement and Education
- Cultural Values of Community vs. Individualism
- Alcohol and Substance Use
- Role of Religion and Traditions

# Italy - Distracted driving





# Italy - Pedestrians & Cyclists Safety



# Italy - Speeding and aggressive driving



One out of two Italians don't believe speeding is dangerous, according to a survey commissioned by highway agency ANAS.

A reported 51% of those polled thought driving over the speed limit "isn't dangerous", while 34.7% said respecting the speed limit is useful and 16.4% believed an "expert driver" can exceed the speed limit

Survey was carried out on a sample of 4,000 drivers and included over 3,500 direct road inspections.





# Italy – Reform of the Road Code



## Stricter Penalties for Violations

- **Speeding:** The penalties for speeding have been increased, especially for excessive speed. There are more stringent fines and longer suspensions for driving too fast.
- **Drink-driving:** The legal blood alcohol concentration (BAC) limit remains at 0.5 grams per liter for most drivers, but for professional drivers, novice drivers, and those involved in accidents, a stricter zero-tolerance policy applies.
- **Mobile phone use:** There are increased fines and more severe consequences (such as license suspension) for using mobile phones while driving, even when the car is stationary.
- **Seatbelt compliance:** A focus on increased enforcement of seatbelt use, with stricter penalties for non-compliance.



# Micromobility - The safety challenge

Lack of data on micromobility trips and crashes makes it hard to assess crash risk.

Most **e-scooter**-related crashes involve the rider and no other road user (93%)

**Pedestrians** are injured through collisions (30%) or tripping over parked e-scooters (59%).

**Increase in severe injuries** from e-scooter crashes is cause of concern.

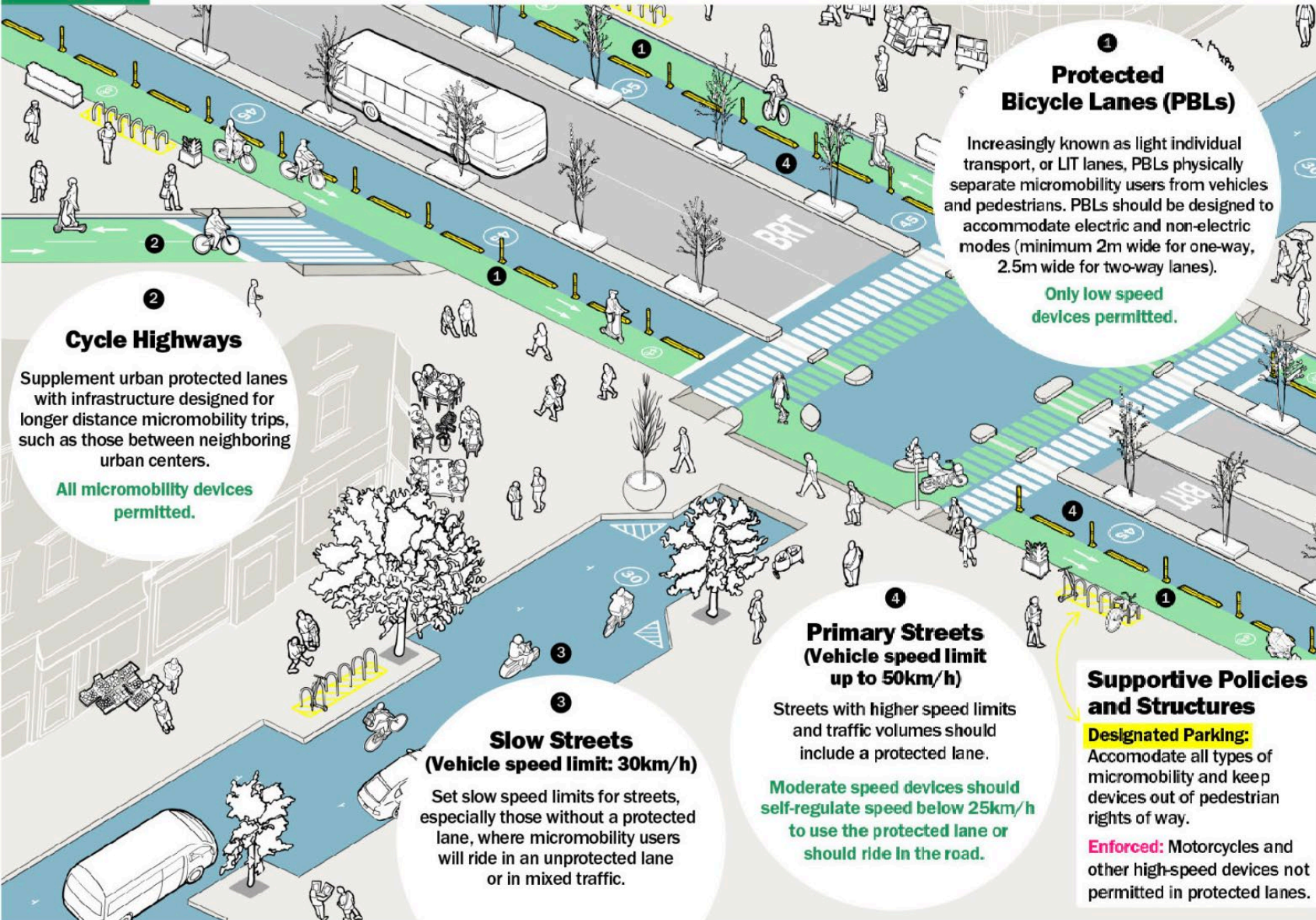


ITF (2024), “Safer Micromobility”, International Transport Forum Policy Papers, No. 129, OECD Publishing, Paris.



# WHERE CAN MICROMOBILITY GO?

Safe “micromobility corridors” provide equitable access to more places for more people.



## 2 Cycle Highways

Supplement urban protected lanes with infrastructure designed for longer distance micromobility trips, such as those between neighboring urban centers.

All micromobility devices permitted.

## 4 Protected Bicycle Lanes (PBLs)

Increasingly known as light individual transport, or LIT lanes, PBLs physically separate micromobility users from vehicles and pedestrians. PBLs should be designed to accommodate electric and non-electric modes (minimum 2m wide for one-way, 2.5m wide for two-way lanes).

Only low speed devices permitted.

## 3 Slow Streets (Vehicle speed limit: 30km/h)

Set slow speed limits for streets, especially those without a protected lane, where micromobility users will ride in an unprotected lane or in mixed traffic.

## 4 Primary Streets (Vehicle speed limit up to 50km/h)

Streets with higher speed limits and traffic volumes should include a protected lane.

Moderate speed devices should self-regulate speed below 25km/h to use the protected lane or should ride in the road.

## Supportive Policies and Structures

### Designated Parking:

Accommodate all types of micromobility and keep devices out of pedestrian rights of way.

**Enforced:** Motorcycles and other high-speed devices not permitted in protected lanes.

In Europe - 20 million users of e-scooters

Micromobility market could be valued at over €100 billion by 2030.

Urban mobility accounting for 40% of CO2 emissions in Europe and the EU aiming to be climate-neutral by 2050

**Potential should not be underestimated.**



# Some recommendations

## Policy

- Implement a **30km/h** (or lower) speed limit in areas with high micromobility use
- Establish **low-speed limits** for micromobility vehicles in pedestrian or shared zones
- Take **enforcement** action against risky micromobility use
- Promote the use of appropriate **helmets** Introduce rider education in secondary schools
- Enable real-time safety interventions via **telematics**

## Infrastructure

- Proactively maintain micromobility infrastructure
- Establish micromobility **parking** policy and designate parking areas where needed
- Establish collaborative **partnerships** with authorities for infrastructure condition reporting
- Onboard parking zones in shared micromobility apps

## Safe vehicles

- Set **universal technical requirements** for e-scooter design
- Adopt riding support systems in micromobility vehicles
- Enable context-dependent maximum speed control using **geofencing**
- Establish and **collect data** on distinct micromobility categories in safety statistics
- Enable in-vehicle or in-app **crash detection technology**



*Connecting to Empower Mobility*



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