

IMPROVING SAFETY AND MOBILITY OF VULNERABLE ROAD USERS THROUGH ITS APPLICATIONS



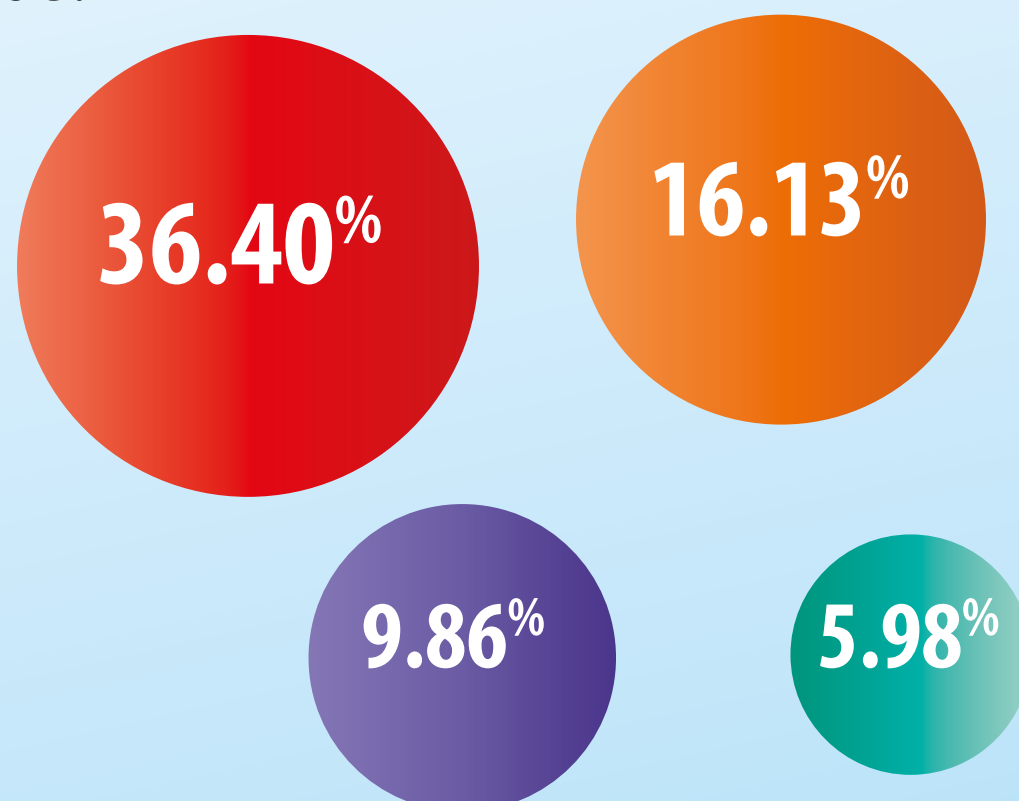
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www.vruits.eu

THE BACKGROUND

Through the development of Intelligent Transport Systems (ITS) major steps have been made to increase road safety in the EU, and fatalities have decreased overall. While fatalities of all other categories are decreasing, fatalities among Vulnerable Road Users (VRUs) are flat or even increasing.

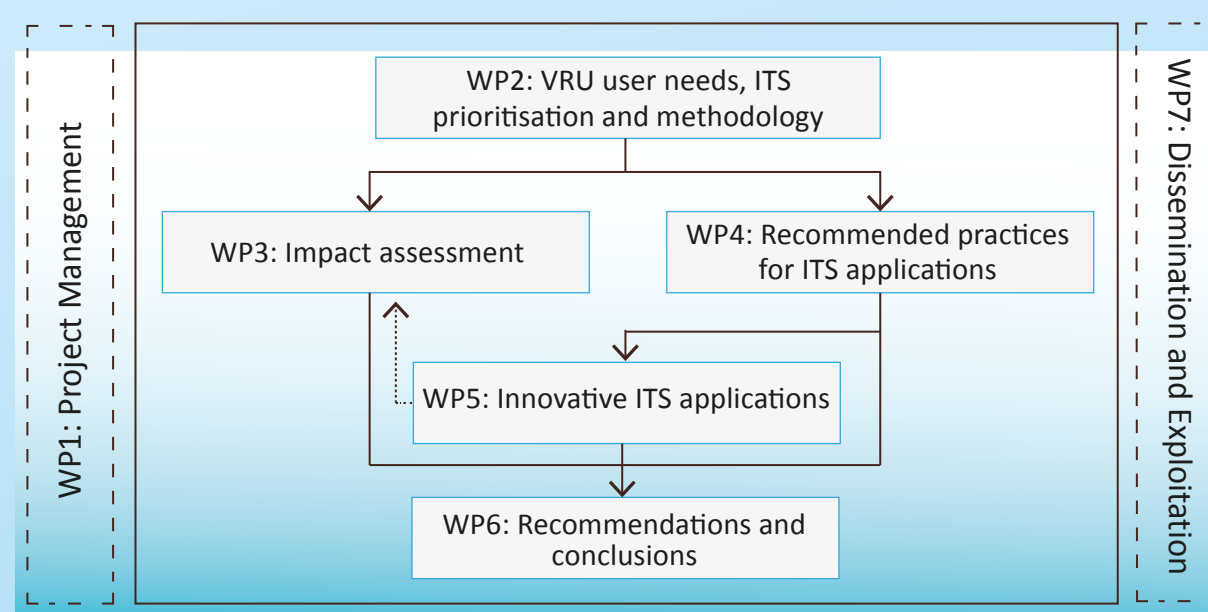
According to the CARE database 2009, inside European urban areas, pedestrian fatalities represent more than 35% of all fatalities. Motorcycles account for 16% of fatalities, which is much higher than their contribution to traffic. Together, pedestrians, motorcyclists, mopeds and cyclists account for 68% of the fatalities in urban areas.



THE PROJECT

VRUITS investigates how the safety and mobility of pedestrians, cyclists, Powered-Two-Wheelers and elderly drivers can be improved through the ITS applications. The research includes the improvement of the usability of different applications and the integration of VRUs in cooperative traffic systems. Selected applications will be demonstrated in the Netherlands (Helmond) and Spain (Valladolid).

VRUITS combines the expertise of 12 research organisations and industrial partners from 8 European member states. The project is sponsored by the European Commission (DG TRANSPORT). It started on April 1st 2013 and has a duration of 3 years.



THE OBJECTIVES



The VRUITS project will achieve the following objectives:

1. Assess societal impacts of selected ITS and provide recommendations for policies and industry on their usage, in order to improve the safety and mobility of VRUs;
2. Recommend practices on how Vulnerable Road Users can be integrated in Intelligent Transport Systems and on how HMI designs can be adapted to meet the needs of VRUs, on the basis of evidences and through field trials.

