



ROAD SAFETY:
THE RESULTS OF THE RESEARCH CARRIED OUT BY
UNIPOLIS FOUNDATION
PRESENTED TO MARK EUROPEAN MOBILITY WEEK

- Over the last decade there has been a drop of 20.2% in road accident victims in Italy, higher than the European average of (-18.6%).
- "Saturday night slaughters" have been significantly reduced. Today's emergency is represented by the elderly "designated victims" of road accidents.
- In 2050, Italy, unless action is taken, will be the European country with the highest number of deaths and injuries from road accidents in over 65s.
- A new paradigm in sustainable mobility is needed: reduction in the use of private cars in favour of public transport, use of cars that pollute less, more green areas and restricted speed roads, more protected pedestrian and bicycle lanes, and in addition encouragement of car-pooling, car and bike sharing and facilitation of traffic regulation technology systems.

Bologna, 19th September 2018

In a general context that shows a substantial improvement with a drop, in the last decade, of 20.2% in road accident victims (higher than the average European figure - 18.6%) and a significant reduction in "Saturday night slaughters", today the elderly, principally men such as pedestrians and cyclists, are the "predestined" victims of accidents. In 2050 Italy, if action is not taken, will be the European country with the highest number of deaths and injuries in road accidents among the over 65s.

This is what emerges from the research project related to road safety **"Cambiamo strade" (Let's change ways)** carried out by Unipolis, the Unipol Group corporate foundation, and presented this morning in Bologna at CUBO (Unipol Centre Bologna) to mark European Mobility Week. Speeches were made during the event by **Marisa Parmigiani**, Director of Unipolis, **Fausto Sacchelli**, head of the Sicurstrada project, **Gianluigi Bovini**, statistician, **Afro Salsi**, geriatrician, and **Paolo Perego**, Traffic Psychology Research Unit (Università Cattolica del Sacro Cuore).

In Italy, over the last two decades, in particular since 2001, the date of the beginning of the European Action Programme for road safety, an increasingly lower number of people have lost their lives or have been injured due to road accidents. From 2001 to 2010 deaths fell from 7'096 to 4'090 (-42.4%) and injured from 373'286 a 302'735 (-18,9%), alongside a reduction of 19.6% (from 263'100 a 211'404).

This is a positive trend that has continued over the last decade: in Italy, there was a fall in the number of deaths compared to 2010 of 20.2%, higher than average European figures (-18.6%). In brief, the data in relation to road accidents in our country in 2016 (3'283 deaths and 249'175 injured) are undoubtedly positive. Nevertheless, these figures show a delay compared to the goal set for 2020 by the European strategy, which foresees a reduction of 50% in deaths compared to 2010.

An analysis of the data related to the various age groups shows, in relation to the number of under 24-year-olds dead from or injured in road accidents, a significant improvement, despite the fact that road accidents continue to be the main cause of deaths among young people. To the point that it can be stated that the so-called "Saturday night slaughters", which bloodied the nights of weekends, have been significantly reduced.

These positive trends however do not apply to citizens of at least 65 years. In this age group, there was an almost inexistent difference in the numbers of deaths between 2010 and 2016 (the figure went from 1'059 deaths in 2010 to 1'045 in 2016) and in fact in 2016 one third of total deaths on the roads were people aged 65 or over. This is not the most striking information if one considers that for every 1 million inhabitants, there were 47 deaths among the under 65, while there were clearly 224 for men over 80. This means that the notion of population aging and its social consequences has not been considered.

Today the "predestined" victims of accidents are, therefore, the elderly, predominantly men especially when pedestrians and cyclists. In 2050 Italy, if action is not taken, will be the European country with the highest number of deaths and injuries in road accidents among the over 65s.

If the current road mortality data is projected over the coming thirty years and is compared to demographic trends a scenario emerges where the deaths of over 65s in accidents will increase by 50% with the highest figures among people aged 80 and over, who will have doubled percentages.

In future contexts characterised by an increase in the average life span, by cities inhabited by over half the world population, by urban areas in which three quarters of all road accidents happen and therefore a consequently higher presence of the elderly on roads and footpaths, it is thus necessary to rethink the organisation of space in urban centres.

In particular, some possible solutions are the reduction in use of private cars in favour of public transport, use of cars that pollute less, more reduced speed roads and green areas, more protected pedestrian and bicycle lanes, taking measures to encourage car-pooling, car and bike sharing, as well as facilitation of traffic regulation technology systems.

In more general terms, it is necessary to think about a different paradigm of development in which urban mobility becomes synonymous with **sustainable mobility**, mobility that gives a new rhythm to urban communities with renewed quality of lifestyle, safer and more in harmony with the environment. It is no coincidence that the 14 metropolitan cities that have begun to develop a type of sustainable mobility that is spreading from historical centres to more peripheral areas have already seen the benefits with less victims and an average reduction in deaths between 2010-16 of 23% compared with the national figure of 20.2%. It is sufficient to recall that in 2016 the social cost of road accidents with damage to people was equal to 17 billion euro, in other words 1.1% of the national GDP.

Unipol Gruppo S.p.A.

Unipol is one of the main insurance groups in Europe with total premiums of approximately €12.3bn, of which €7.9bn in Non-Life and €4.4bn in Life (2017 figures). Unipol adopts an integrated offer strategy and covers the entire range of insurance and financial products, operating primarily through the subsidiary UnipolSai Assicurazioni S.p.A., founded at the start of 2014 and a leader in Italy in the Non-Life Business, particularly MV TPL. The Group is also active in direct MV insurance (Linear Assicurazioni), transport and aviation insurance (Siat), health insurance (UniSalute) and supplementary pensions, and maintains a presence in the bancassurance channel. Lastly, it also operates in the banking realm through the network of Unipol Banca branches, and manages significant diversified assets in the real estate, hotel and agricultural (Tenute del Cerro) sectors. Unipol Gruppo S.p.A. is listed on the Italian Stock Exchange.

Unipol Gruppo

Media Relations
Fernando Vacarini
T. +39 051 5077705
pressoffice@unipol.it

Barabino & Partners

Massimiliano Parboni	Giovanni Vantaggi
T. +39 335 8304078	T. +39 328 8317379
m.parboni@barabino.it	g.vantaggi@barabino.it

Follow us on



[Unipol Gruppo](#)



[@UnipolGroup_PR](#)



<http://changes.unipol.it>

www.unipol.it