



## SAFER SUCCESS STORY: Cycling safety

*“The unique collaboration between SAFER’s partners has focused on cycling safety research, a very important area for the holistic view of traffic safety and the possibility to reach zero accidents.”*

*Irene Isaksson-Hellman, If P&C Insurance*

- SAFER and Chalmers are today a world leader in cycling safety research, having**
- o pioneered collection and analysis of naturalistic cycling data
  - o published several scientific papers on the topic
  - o organized the 3rd International Cycling Safety Conference
  - o led several projects on cycling safety
  - o actively participated to different networks on cycling safety
  - o attracted the interest of the national and international press and media

To understand cyclist behavior and how cyclists interact with other road user, in order to guide the development and evaluations of countermeasures to bicycle accidents.

### Benefit to the project partners and impact on society:

- In 2012, Chalmers pioneered collection and analysis of naturalistic data from instrumented bicycles at SAFER. These data provided novel insights into accident causation, infrastructure design, and road user behaviour and supported the development of a cooperative application to assist cyclists and drivers at intersections.
- Starting 2013, data was also collected from instrumented electrical bicycles. Interaction between cyclists and other road users was found to be the pivot point for cycling safety analysis and one of the major challenges, together with visibility, for new e-bikes.
- The 3rd International Cycling Safety Conference was organized in Gothenburg, November 18-19 2014,
  - Over 160 delegates participated. 65% of them came from 22 different countries outside Sweden.
  - Over 50 oral presentations and papers were presented.
  - Several stakeholders including the city authority, the cycling manufacturers, and the vehicle manufacturers actively participated to the conference success.
- Insurance and exposure data on bicycles from SAFER partners was combined to naturalistic data in 2015. Novel data analysis tools and methodologies were developed to combine these data as pieces of the same puzzle. The results gave new insight about rider behaviour and intoxication in particular.

### Step-by-step to lead position:

Cycling is increasingly popular in Europe raising new safety concerns. SAFER responded to these safety concerns by porting established methodologies from vehicle and traffic safety research to cycling safety to support and promote this healthy and environmental friendly activity by making it safer. As cycling data is limited, novel analyses methodologies combining different data types from different institutions were employed to partly overcome this limitation leveraging on the SAFER network.

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**Period:** 2012-2015