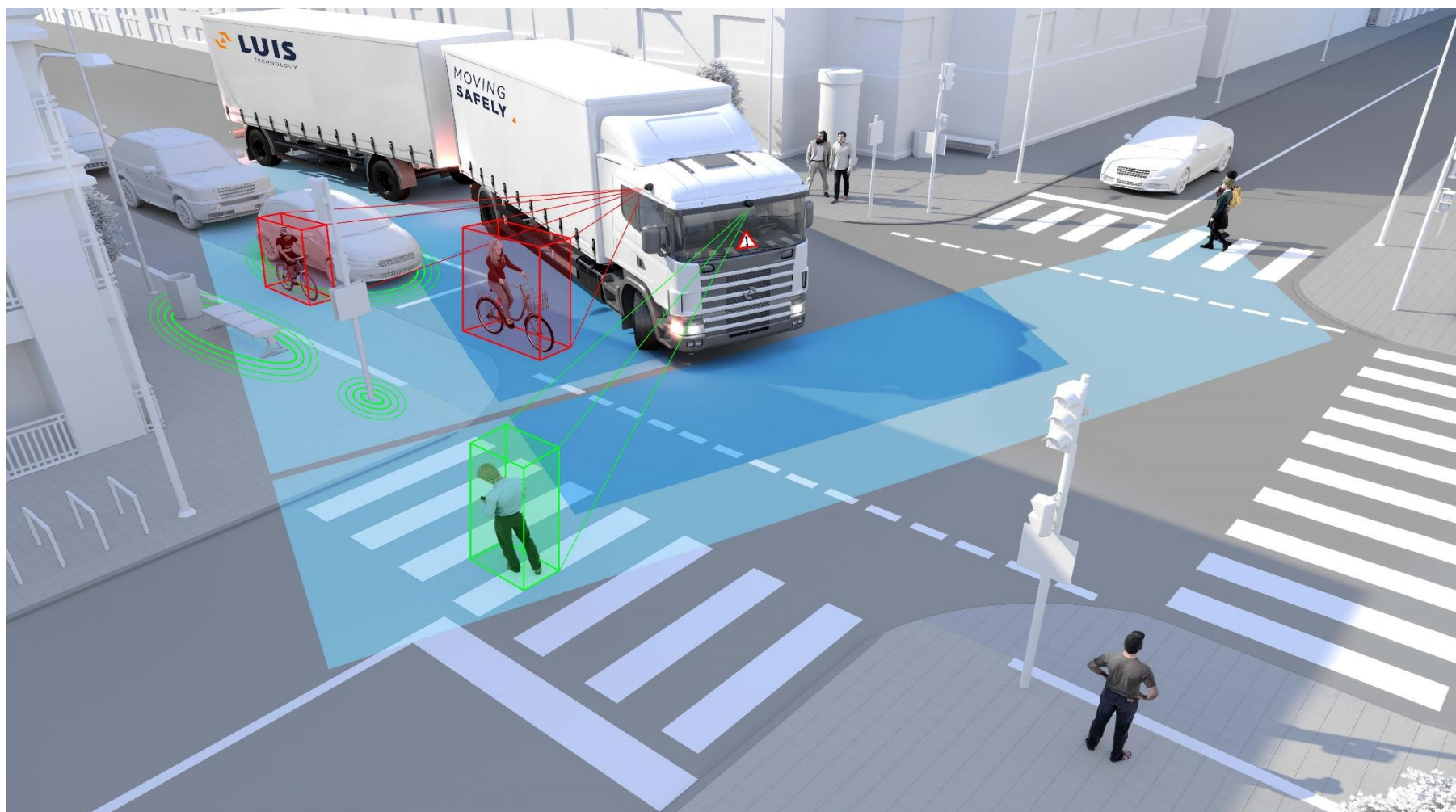


The **Ministry of Transport & Mobility Transition** of Hamburg, the **ITS Hamburg 2021 GmbH** & the **Hanse-Office** in co-operation with **ERTICO - ITS Europe** cordially invite you to the next event in our series of

Digital **Future Mobility Talks**

“On the way to the ITS World Congress 2021 in Hamburg”

Second Dialogue: Urban Road Safety – Protecting Vulnerable Road Users



27th January 2021 - 11h00-12h30 digital conference

The density of urban traffic as well as the pandemic-related shift towards more individual traffic increase the danger of serious road accidents in cities. Especially the coexistence of increasing numbers of cars, heavy-duty vehicles and a growing number of weaker road users, such as cyclists and pedestrians, create a hazard zone for commuting citizens. In this regard, the digitization of mobility generates potentials to make urban traffic safer and thus improve the quality of life in urban areas.

In line with the ambitious “Vision Zero” target of the European Commission to eliminate deaths and serious injuries on European roads, the Free and Hanseatic City of Hamburg accelerates its ambitions to improve road safety by transforming mobility. The city has, for instance, set voluntary commitments for truck safety, dedicates more urban space for bicycles and pedestrians, and as host city of the ITS World Congress 2021, Hamburg uses urban spaces as a test bed for digital solutions to improve road safety.

The aim of the second Future Mobility Talk is to facilitate discussion amongst stakeholders on this topic with a focus on the related legal, technical and ethical aspects as well as on practical findings pertaining to vulnerable road users in Hamburg.

Zoom Link: <https://zoom.us/j/95152971001?pwd=aktycTdiU3FjcnVtbmxCZHkwU21MQT09> (Code: **108369**)

or on YouTube: <https://www.youtube.com/watch?v=19FGeDCb6cE&feature=youtu.be>