

Insurance for Safer Roads: 1st Workshop Wrap Up

At the workshop, co-hosted by the working group with support of eDriving, 80 participants from various institutions and a wide geographic scope gathered to explore opportunities coming from new technologies and responsible use of data. The purpose was to help insurers, public authorities and civil societies contribute to safer roads.

Gaëlle Olivier (AXA), Margie Peden (WHO) and Soames Job (World Bank) opened the event with keynote speeches stressing the urgency of the topic and the critical role insurers can play in road safety worldwide.

This powerful opening also featured a message from Jean Todt and an engaging panel discussion hosted by the GRSP. Following were 3 parallel workshops sharing best practice on:

- Innovation in road safety education
- Embedding road safety in products and services
- Public-Private partnerships

The inputs of participants and presenters were collected and the next phase following the workshop is the creation of the research report.

The research report, “Insuring Safer Roads – A global guide to strengthen the insurance industry’s contribution to road safety” is a key output of the Insurance for Safer Roads initiative. The report integrates the workshop’s insights, tackles the issue of data and builds the business case for insurers to work towards safer roads through investigation of 4 primary themes:

1. Detailing the scope and nature of the road safety problem worldwide and the role of the insurance sector in collision prevention.
2. Defining the business case for why collision prevention is a smart objective for the insurance sector.
3. Identifying how the insurance sector can help prevent collisions.
4. Exploring the emerging technologies and trends in society which will help prevent collisions in the future.

The report will remain a “living document” through continuous updates within GRSP’s resource center and will serve as a basis for future discussions about insurance and road safety at international public events.