

---

## Intelligent Motorcycle Road Safety Assessment App - Launch Event

### People

Deadline: 16 May 2025

---

Type:	Webinar
Location:	Web-based
Date:	16 May 2025
Duration:	2 Hours
Programme Area:	Special event
Website:	<a href="https://unitar.org/sustainable-development-goals/people/our-portfolio/motoai-in...">https://unitar.org/sustainable-development-goals/people/our-portfolio/motoai-in...</a>
Price:	\$0.00
Event Focal Point Email:	roadsafety@unitar.org
Partnership:	ABinBev, York University, Together for Safer Roads, Partnership for Action (Road Safety)

---

### BACKGROUND

Road traffic injuries remain a critical global issue, particularly for vulnerable road users such as motorcyclists. According to the World Health Organization, motorcycle users account for a disproportionately high share of road traffic deaths with 30% of all road traffic deaths and injuries involves powered two and

three wheeled vehicles, such as motorcycles, mopeds, scooters and electrical bikes. In low- and middle-income countries, this figure is even higher, accounting for up to 60% of all road traffic deaths.

As urbanization accelerates and motorcycles become increasingly relied upon for commuting and delivery services, the need for targeted, data-driven safety interventions becomes more urgent. In many regions, motorcycles are a primary mode of transport, yet the supporting infrastructure, rider behaviours often remain poorly addressed. Tackling these risks effectively demands both behavioural change and technological innovation.

In the framework of the 8th United Nations Global Road Safety Week 2025: Streets For Life, UNITAR

will host the global webinar “AI for Safer Roads. This virtual meeting will serve as a special launch the “Intelligent Motorcycle Road Safety Assessment App”, a groundbreaking AI-powered tool that provides users—including riders, policymakers, urban planners, road safety advocates—with localised, evidence-based risk assessments and tailored recommendations to mitigate risk.

The webinar will bring together local and regional stakeholders to spotlight the critical need for data-driven road safety solutions—especially for vulnerable road users such as motorcyclists.

It will feature a live demonstration of the new App and a panel discussion to share how emerging technologies like Generative AI can empower individuals and institutions to identify, assess, and address motorcycle risks in real time—turning data into actionable solutions.

By using smart tools and adopting safer behaviours, users and institutions alike can become change - road safety heroes - contributing to safer communities.

## EVENT OBJECTIVES

It will feature a live demonstration of the new App and a panel discussion to share how emerging technologies like Generative AI can empower individuals and institutions to identify, assess, and address motorcycle risks in real time—turning data into actionable solutions.

By using smart tools and adopting safer behaviours, users and institutions alike can become change - road safety heroes - contributing to safer communities.

## CONTENT AND STRUCTURE

It will feature a live demonstration of the new App and a panel discussion to share how emerging technologies like Generative AI can empower individuals and institutions to identify, assess, and address motorcycle risks in real time—turning data into actionable solutions.

## METHODOLOGY

Webinar: Panel Discussion, Live demonstration.

## TARGETED AUDIENCE

- Road Safety Stakeholders
- Technology and Innovation Leaders
- Public Health and Safety Advocates
- Motorcycle Users and Rider Communities
- International Development Partners