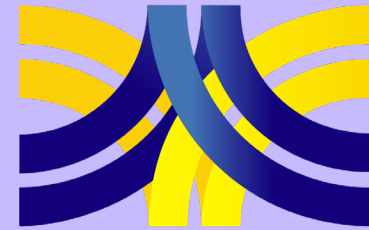


# 49<sup>th</sup> ASECAP DAYS

*Decarbonizing Road Infrastructure : Challenges,  
Perspectives and Actions in Tough Economy*

**ASECAP DAYS**



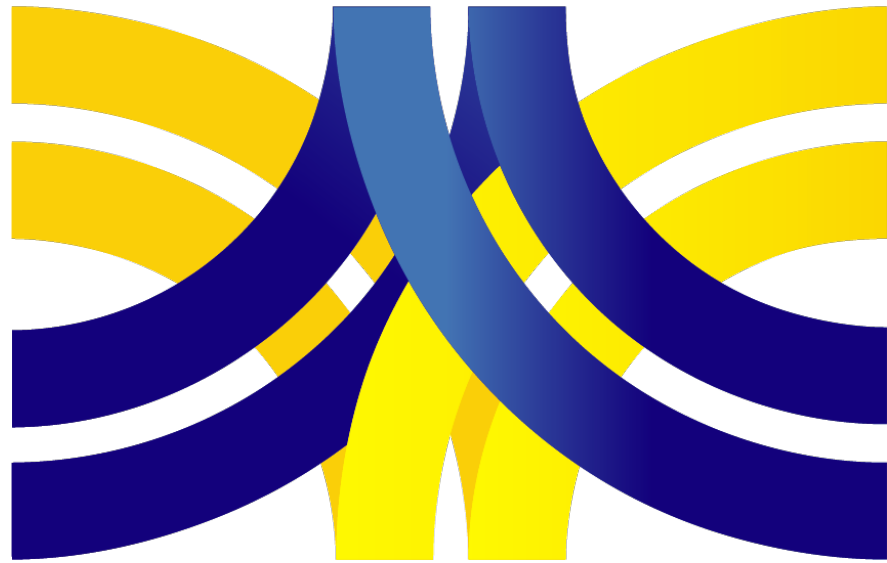
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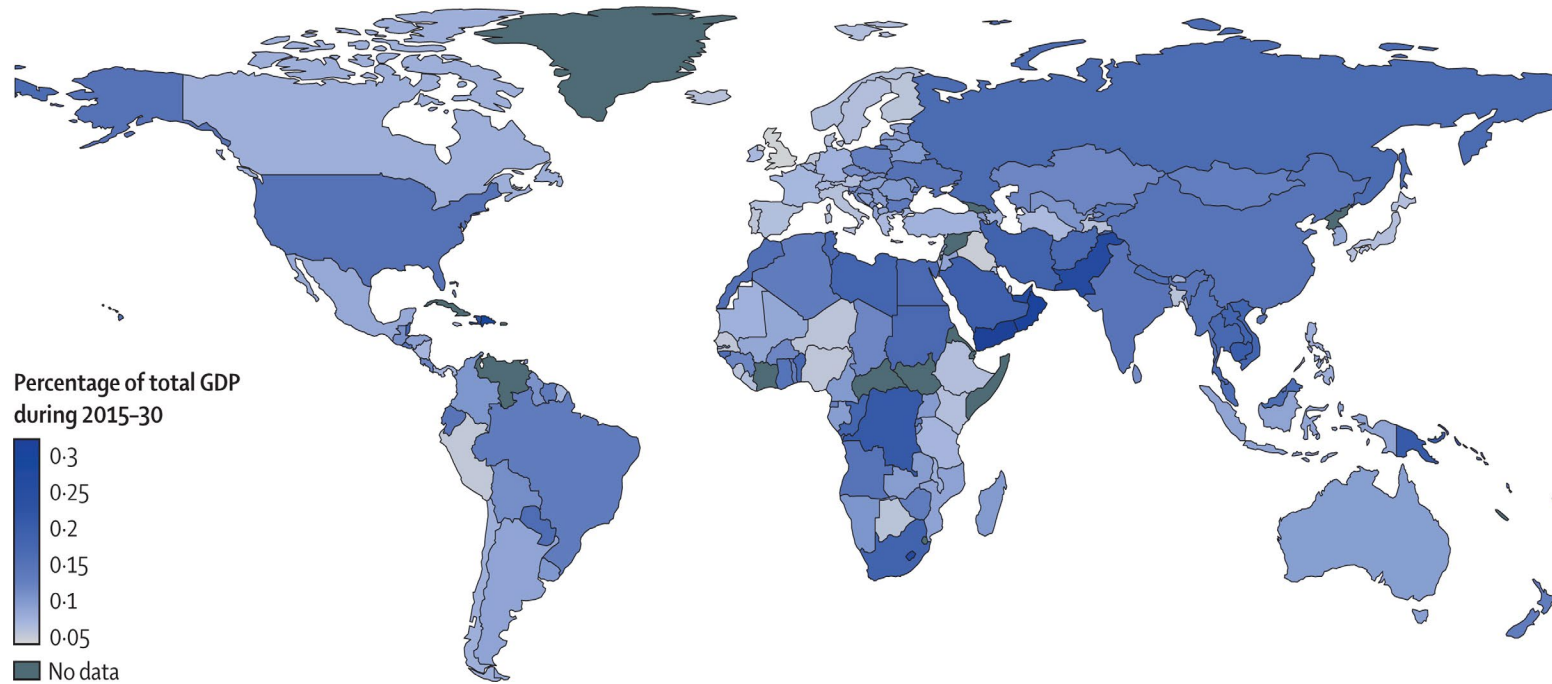
# USE OF ADVANCED DATA ANALYTICS AND AI

Olga Gonzalez, Marketing Director



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# Road accidents - global economic impact



The Lancet. Planetary Health.

**1.3M**

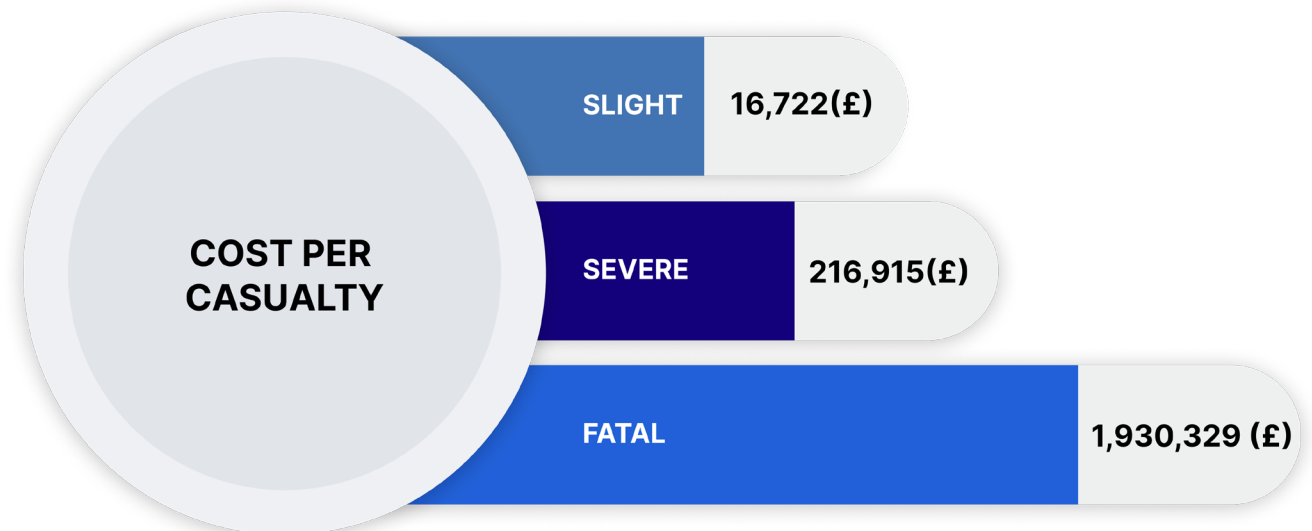
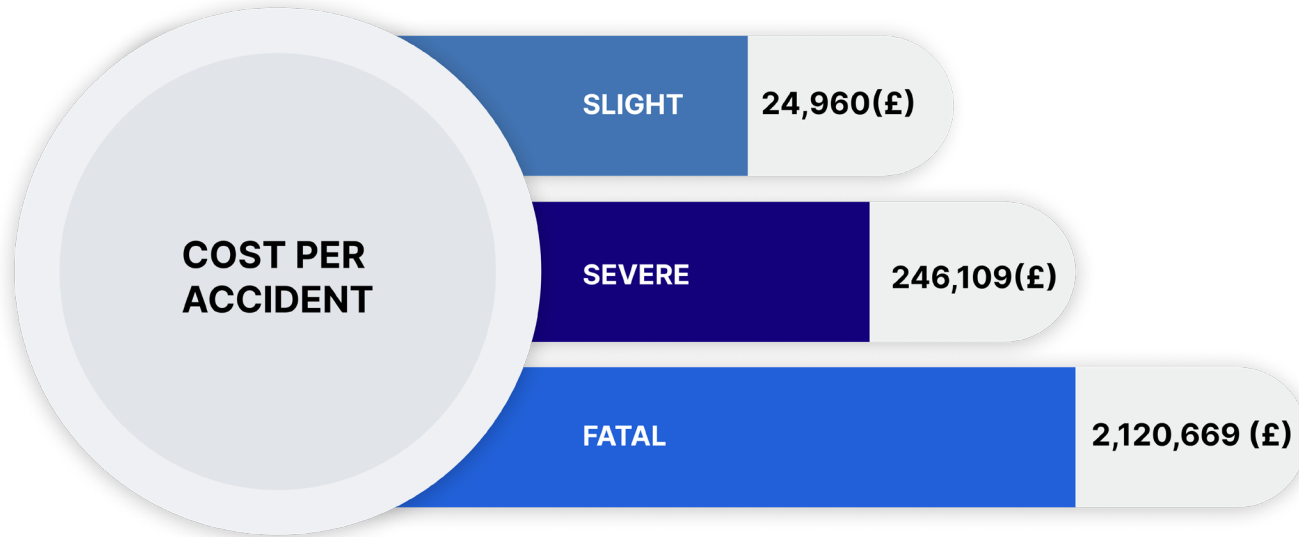
PEOPLE ARE  
KILLED ON THE  
ROADS WORLDWIDE



**20M- 50M**

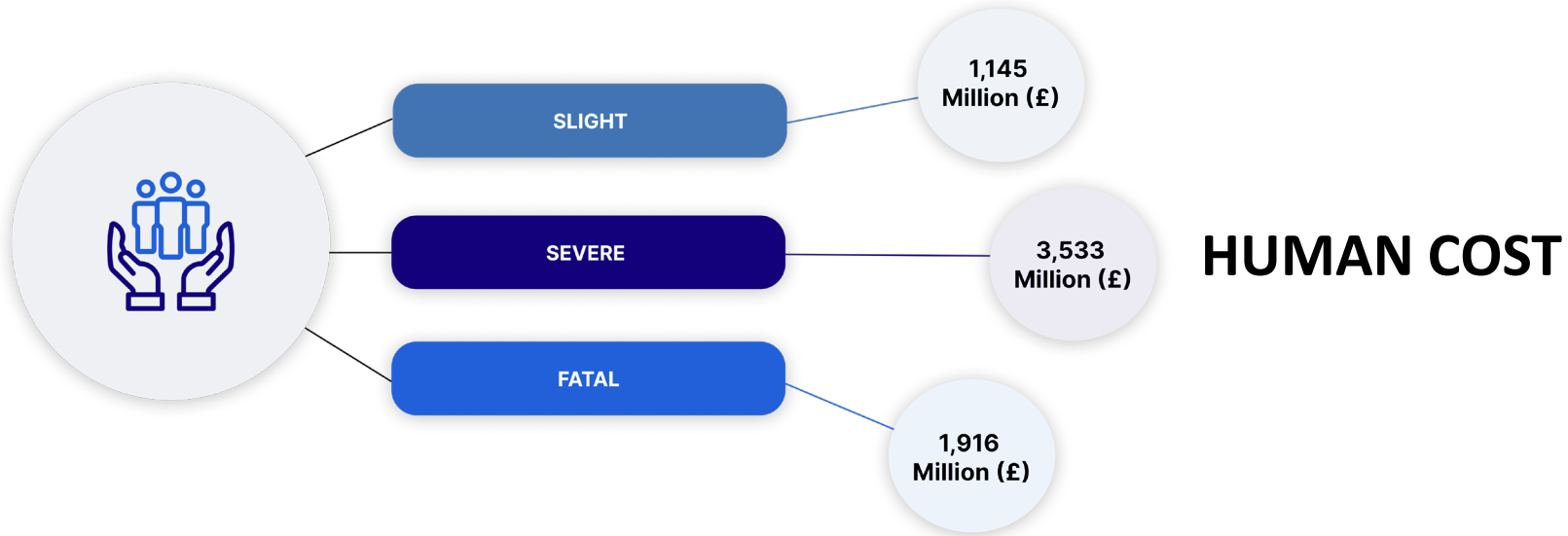
PEOPLE ARE  
INJURED ON THE  
ROADS WORLDWIDE

# Average cost\* of casualties and accidents (UK)

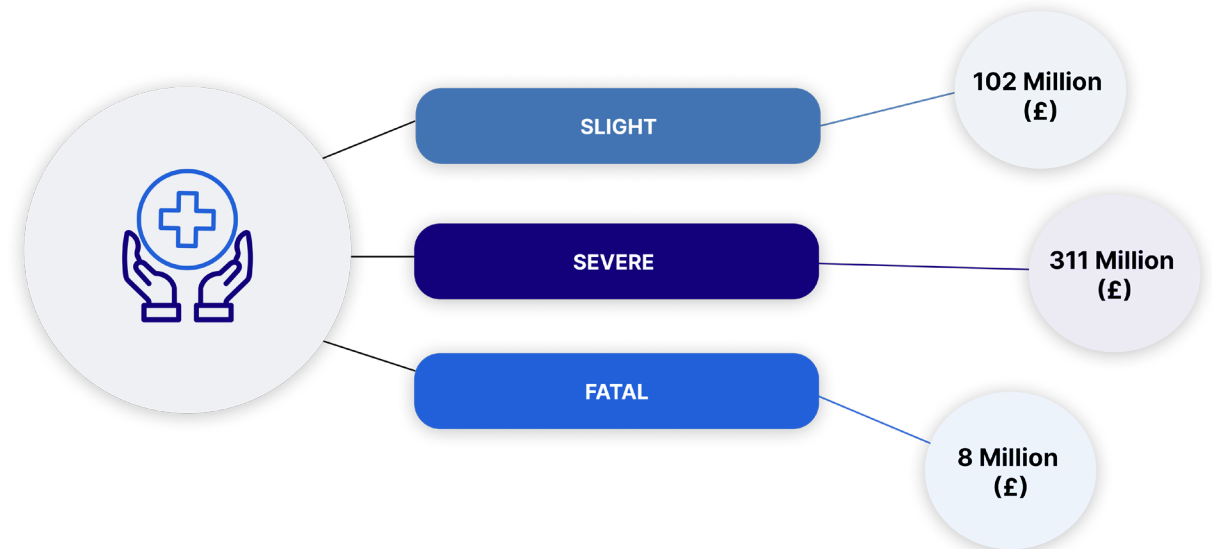


\*) Statista, 2020 report

# Total casualty related costs\* (UK)



## MEDICAL AND AMBULANCE COST



\*) Statista, 2020 report

# Global statistics

## MONITORED ROADS

4% 2.6M km

## UNMONITORED ROADS

96% 61.7M km



# Risk profiling



**HISTORICAL ACCIDENTS  
DATA**



**RISK MULTIPLIERS**



**EXPERT KNOWLEDGE**

# Traffic simulation – road accident





# Time is key

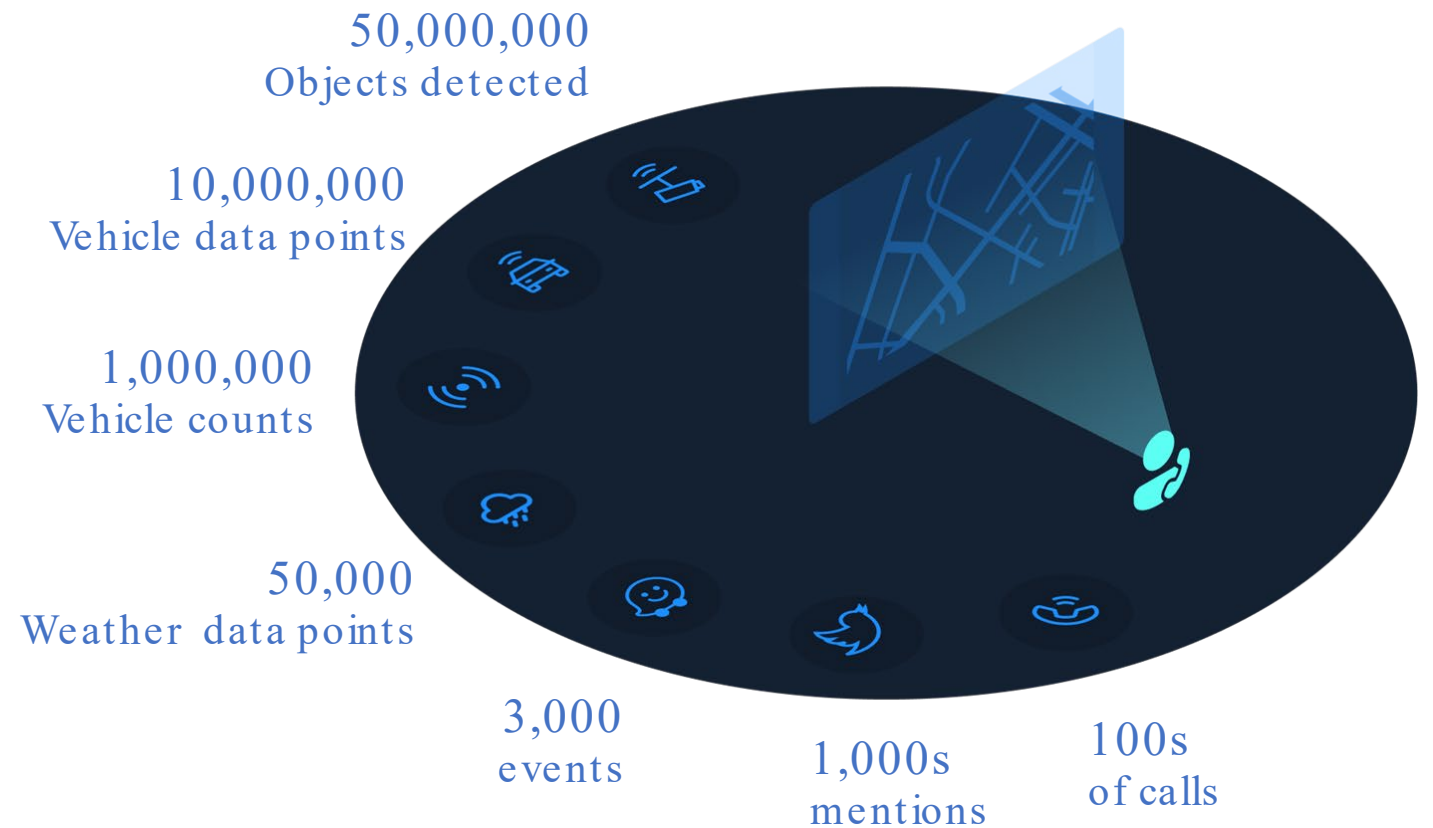
## TIME TO DETECT INCIDENT

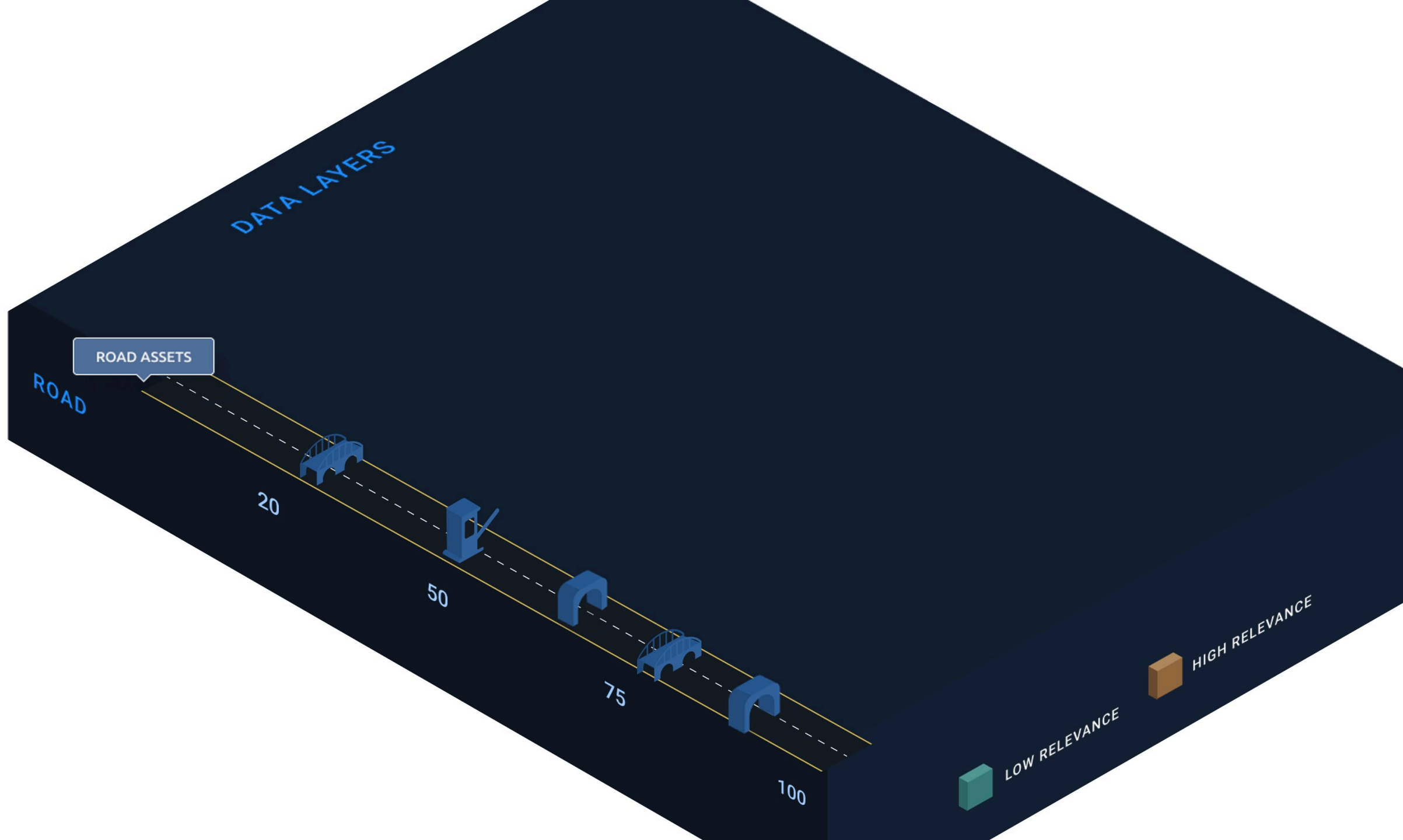


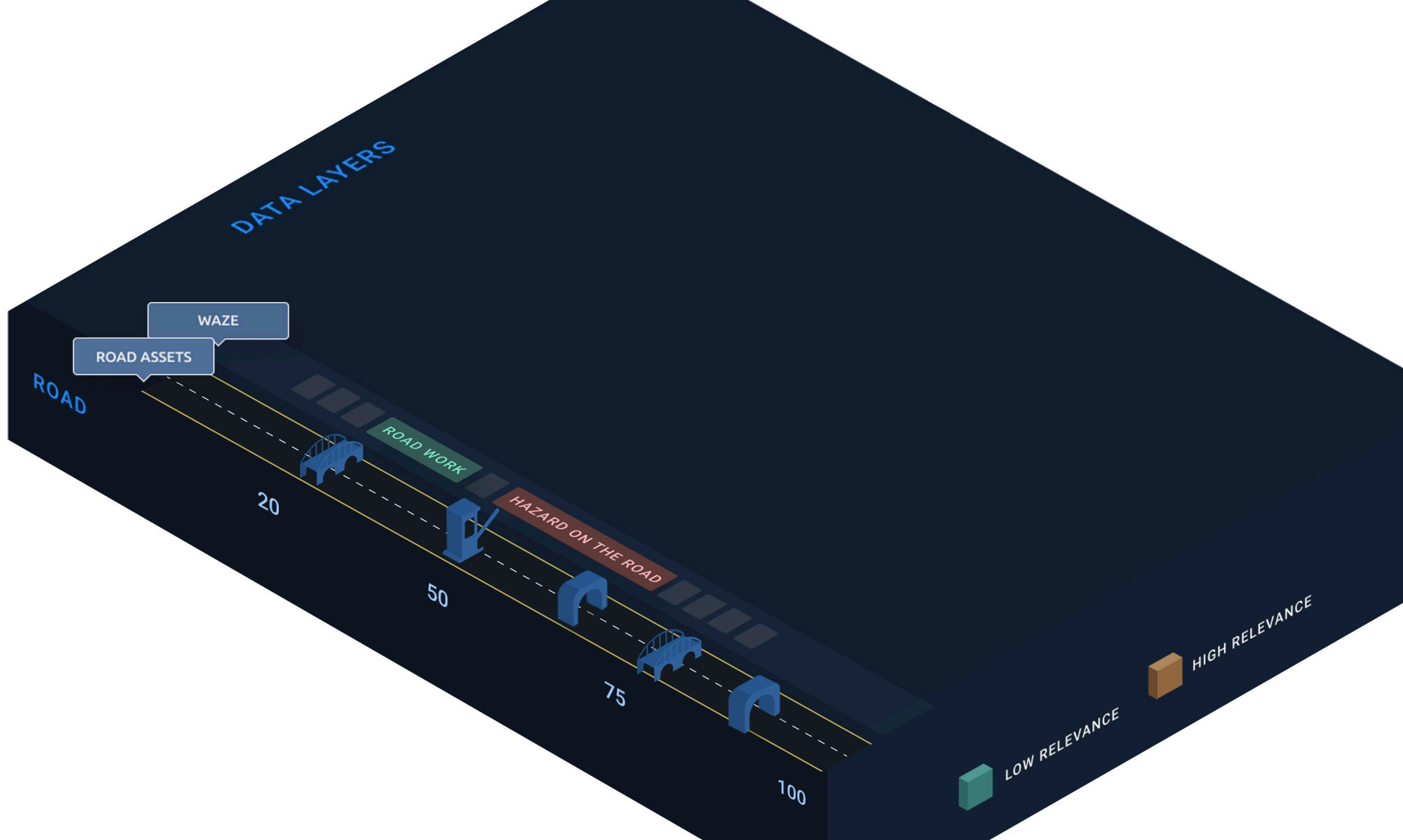
## RISK OF SECONDARY ACCIDENT



# Traffic Control Centre - operations

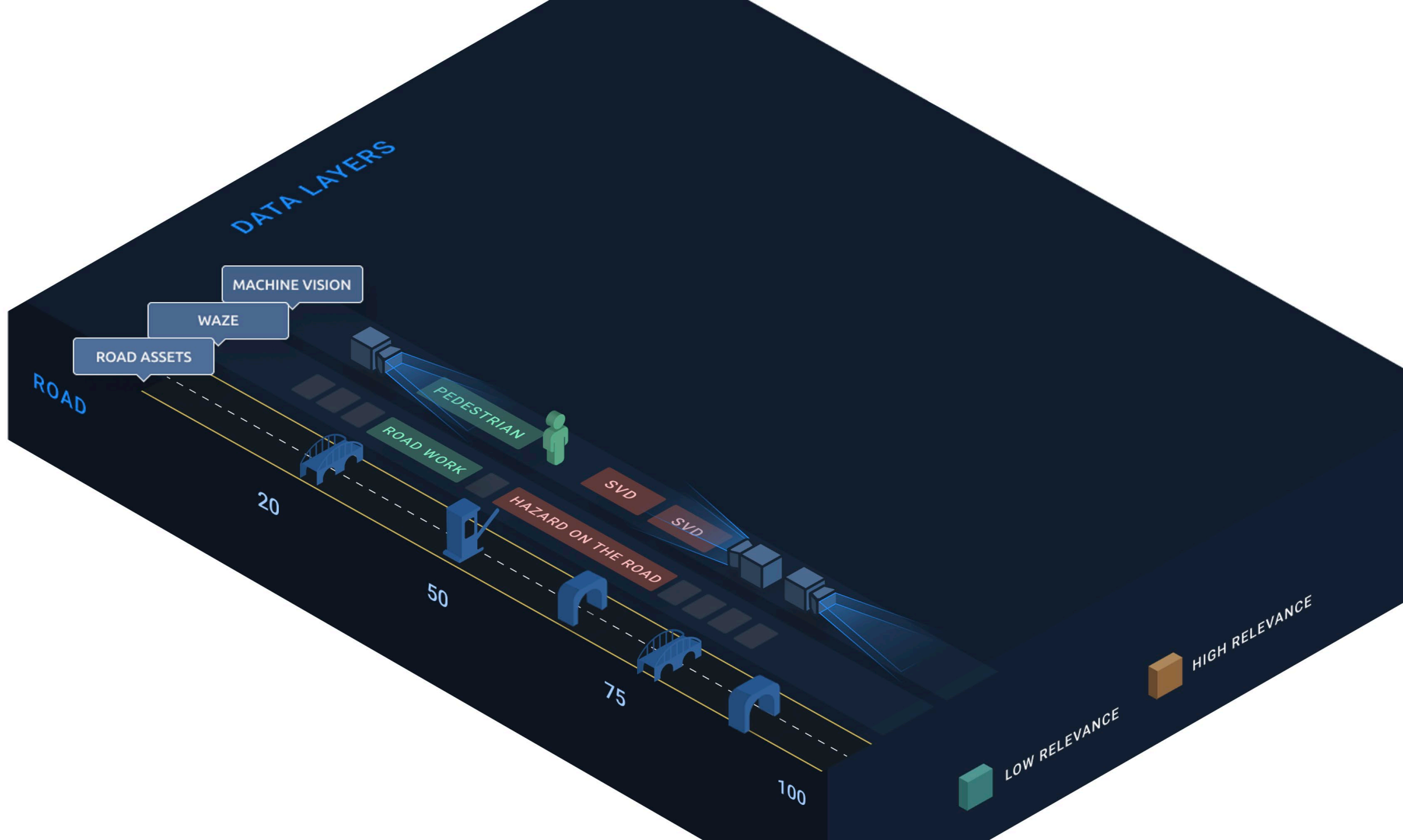


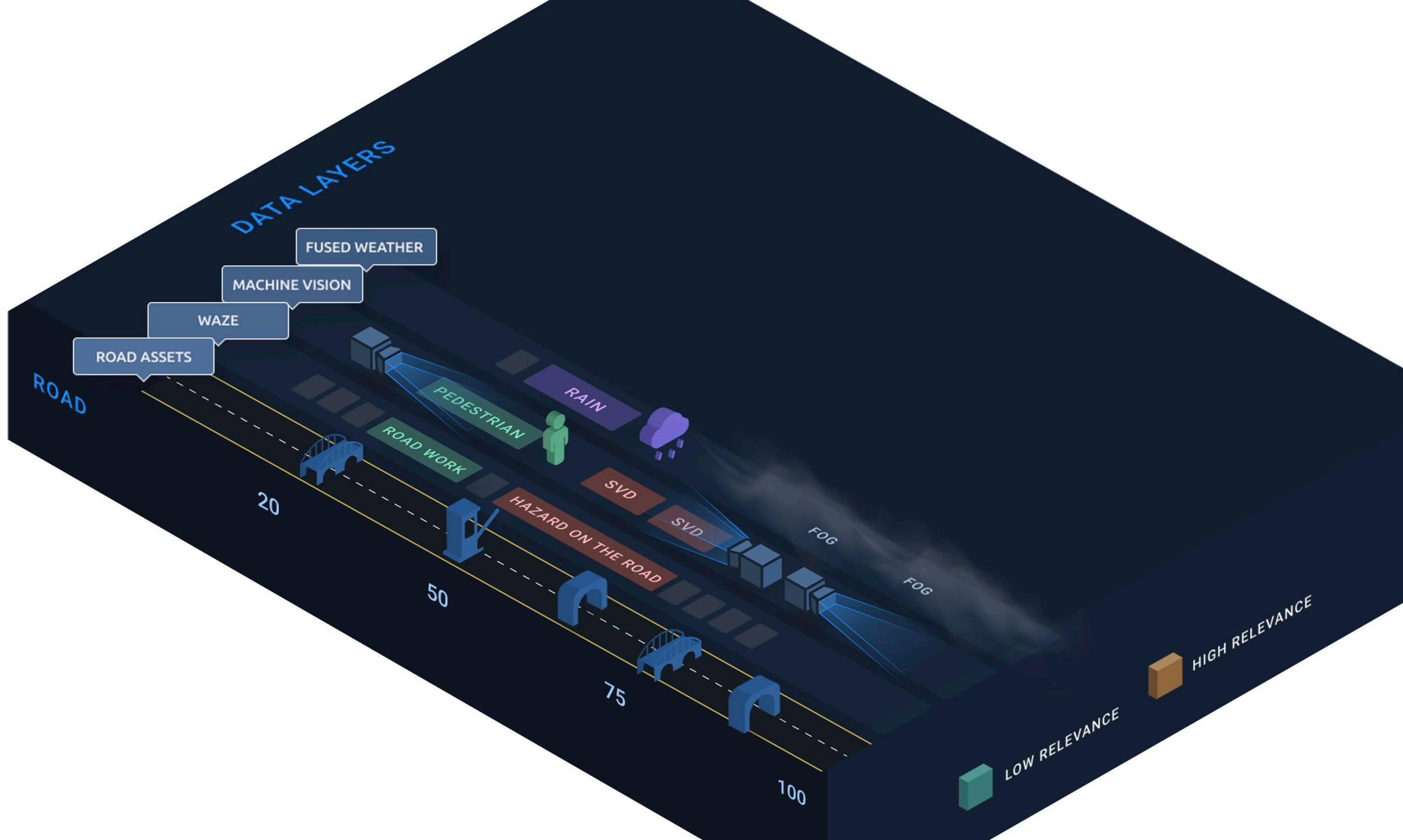


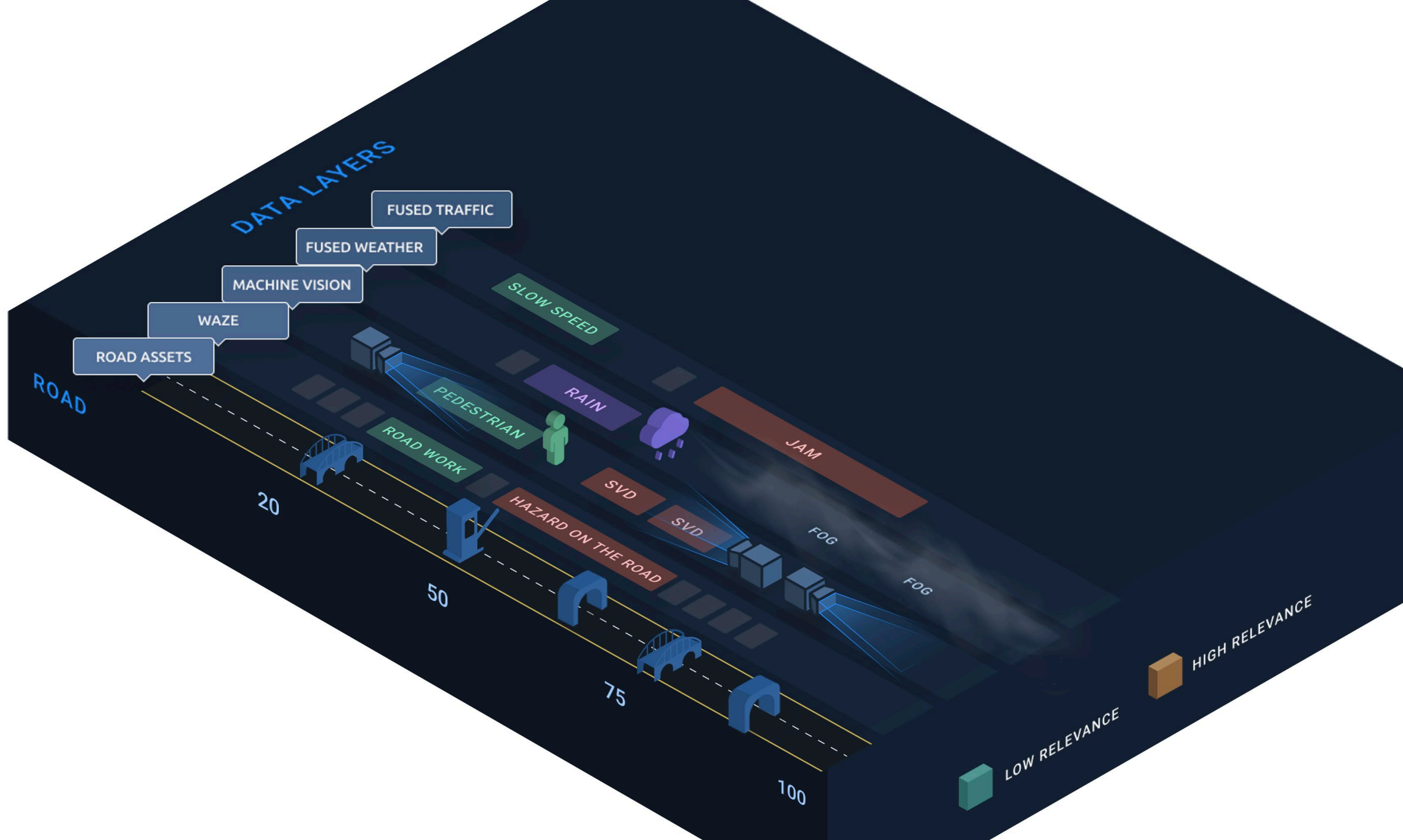




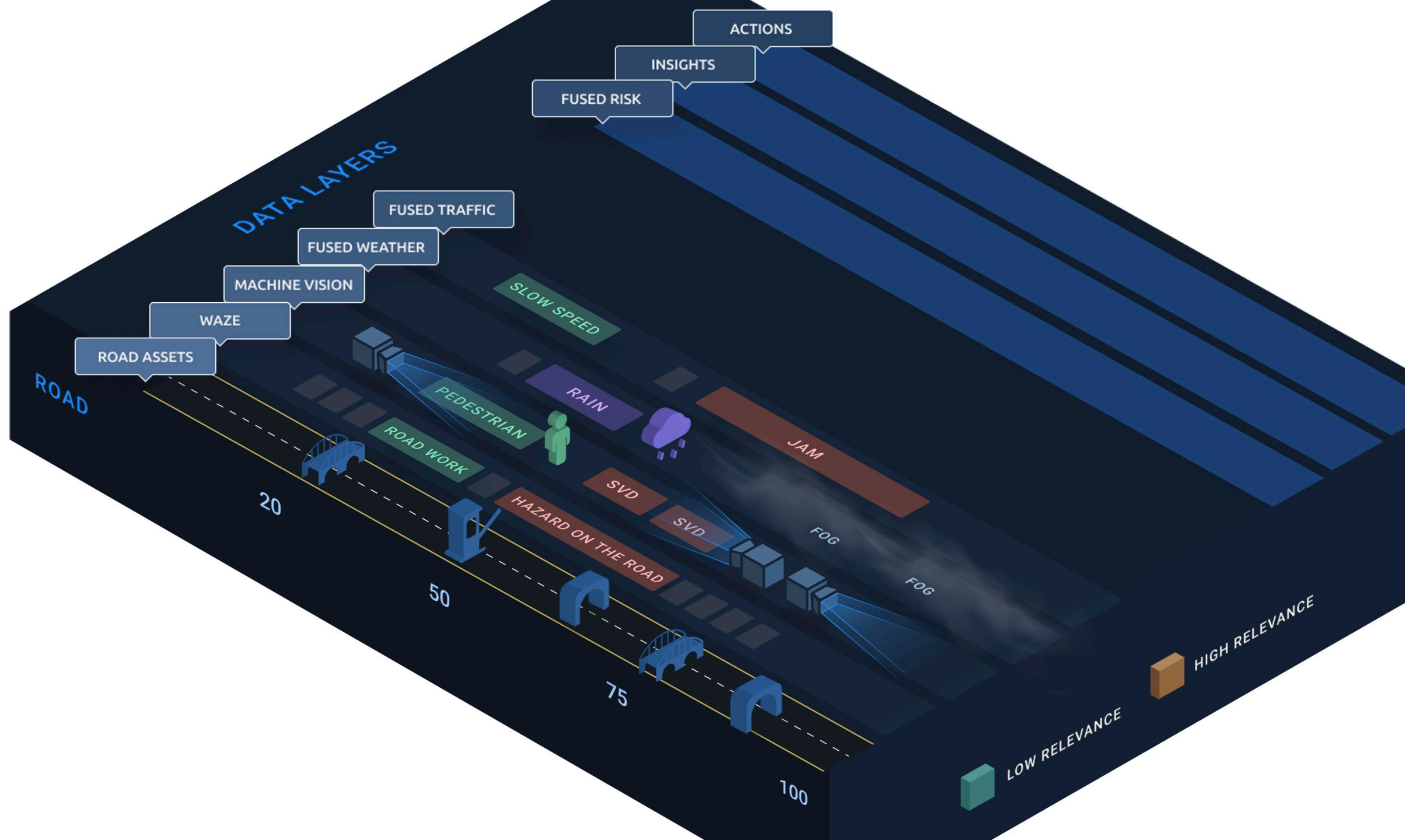
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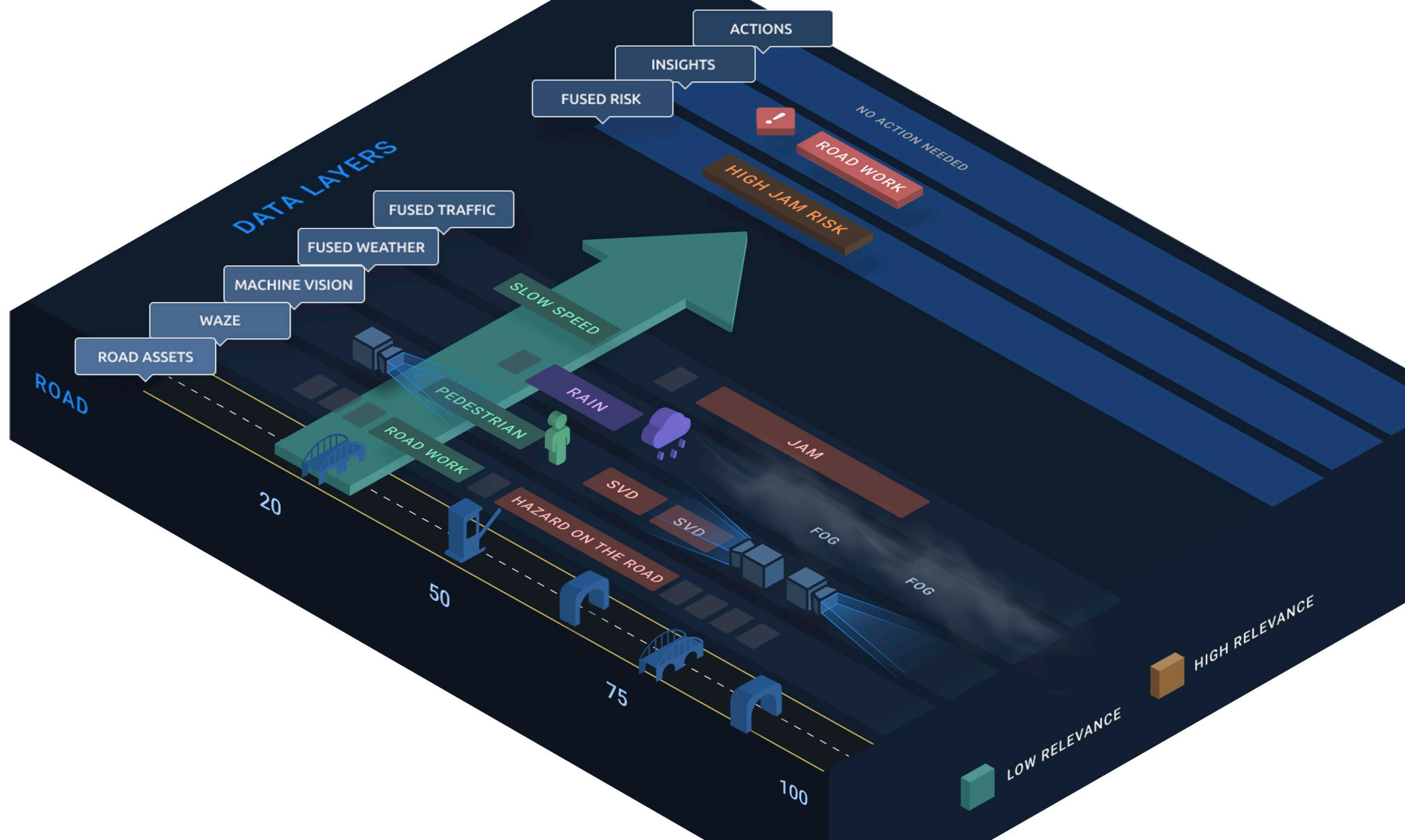


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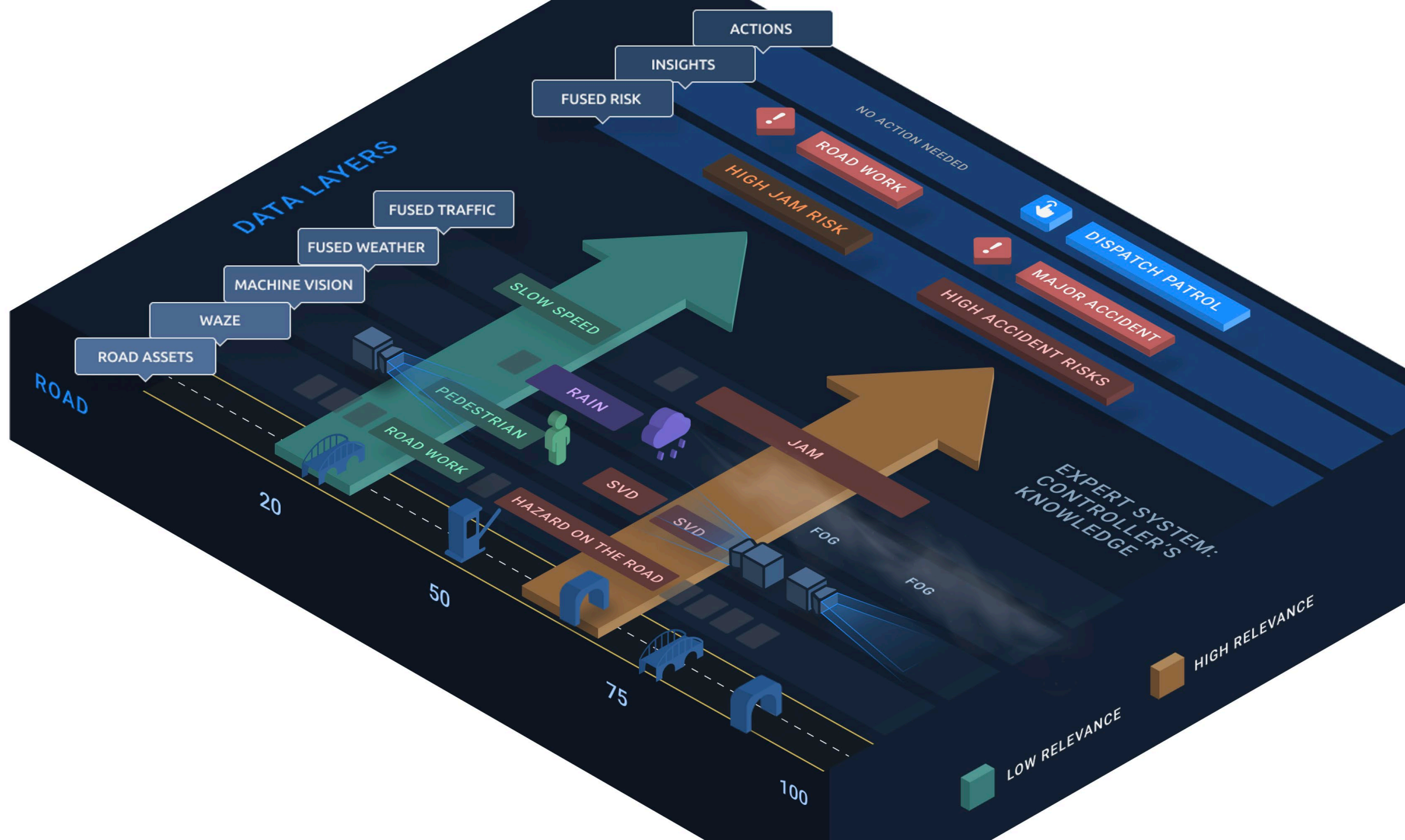




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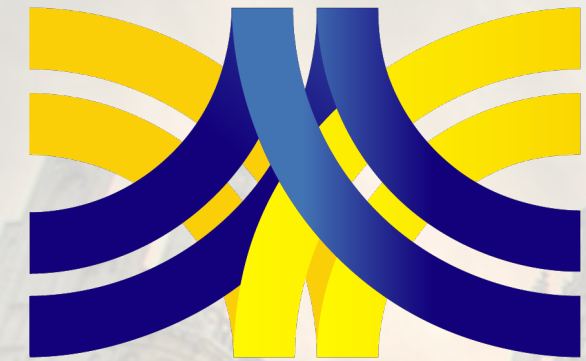


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**ASECAP DAYS**



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# THANK YOU FOR YOUR ATTENTION

Olga Gonzalez, Marketing Director



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