

European Road Safety Charter

Call for Good Practices - to enter the selection for the:

Excellence in Road Safety Awards 2017

Deadline to submit nominations: March 31st, 2017

Submit to charter@paueducation.com

SECTION 1: INFORMATION ABOUT YOUR ORGANIZATION

	Please fill in here	Instructions										
Name of the organization	Association of European Motorcycle Industry (ACEM)											
Type of organization	<table border="1"> <tr> <td>SME</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Large business</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Association</td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>Education/Research institution</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Local/regional authority</td> <td><input type="checkbox"/></td> </tr> </table>	SME	<input type="checkbox"/>	Large business	<input type="checkbox"/>	Association	<input checked="" type="checkbox"/>	Education/Research institution	<input type="checkbox"/>	Local/regional authority	<input type="checkbox"/>	Please tick one box
SME	<input type="checkbox"/>											
Large business	<input type="checkbox"/>											
Association	<input checked="" type="checkbox"/>											
Education/Research institution	<input type="checkbox"/>											
Local/regional authority	<input type="checkbox"/>											
Organization main activity	ACEM represents manufacturers of powered-two and three-wheelers as well as quadricycles (L-category vehicles) in Europe. ACEM works closely with the EU institutions, as well as with a wide range of stakeholders, in different policy-areas. These include type-approval of L-category vehicles, environmental legislation, road safety and transport policies, international trade negotiations, etc.	Activity field										
Country	Belgium	Country of the organization										
Website	www.acem.eu	Organization website										
Contact person	Veneta Vassileva	For the follow-up of the application										
Contact person's position	Safety Coordinator											

Contact person's email address	v.vassileva@acem.eu	
Contact person's phone number	+322350705	
Partners in the initiative	German Road Safety Council - Deutscher Verkehrssicherheitsrat (DVR)	Your main partners in delivering the road safety activity

SECTION 2: DESCRIPTION OF THE INITIATIVE

	Please fill in here	Instructions
Date of start and end of the initiative	The European Training Quality Label was launched on 7 September 2016 at the Annual ACEM Conference. This is on-going initiative aiming at establishing a real brand stamp for high-quality post-licence training across EU.	The initiative can be new or the continuity of already existing activities. It can have ended recently or be still in process.
Departments/persons involved internally	Veneta Vassileva, Safety Coordinator, ACEM Manuel Ordonez, Communication officer, ACEM Jurgen Bente, Deutscher Verkehrssicherheitsrat (DVR)	In the case of persons, indicate their positions.
Geographical scope of the activities	EU	Indicate where the activities were implemented.
Summary of the initiative	The European Training Quality Label is open to any organisation based in Europe willing to submit their training programmes for evaluation (riding schools, manufacturers, public bodies). There is a set of stringent criteria in four main categories: content of the training programme, methodology, qualification of trainers and quality assurance.	Describe the initiative indicating the subject, its aims and the main activities it involves. Max: 100 words

	<p>German Road Safety Council (DVR) experts make the first assessment (by documents provided in English or German) and if the result is positive they pay a visit to the training school and evaluate the programme on site. To get the European Training Quality Label the programme should obtain for each category at least 40% or in total 60 % is required.</p>	
Innovative character	<p>The European Training Quality Label is granted for a period of 4 years and could be renewed. What is more important to guarantee that the high quality is maintained there is a system of annual monitoring meaning that DVR experts make evaluation checks on an annual basis.</p> <p>It is worth stressing that that the European Training Quality Label is awarded to a specific programme, not to the institution or the training school that delivers it. A training provider offering the same training programme in different locations should only apply once. On the other hand, training providers offering the same programme could apply together and share the costs for the application procedure.</p>	<p>If applies, describe to what extent the proposed initiative will lead to new approaches and practices in road safety.</p> <p>Max: 100 words</p>
Issues that are addressed with the initiative	<p>The motorcycle industry considers that PTW safety improvements could be realized only by truly applying an integrated approach encompassing vehicle technology, human factor and infrastructure.</p> <p>Even the most sophisticated motorcycle equipped with the most advanced technologies available in the market will not bring substantial safety benefits if the rider does not share the road with other road users in a responsible and safe manner.</p> <p>Two years ago the industry launched a renewed motorcycle safety strategy calling for an inclusive approach towards motorcycling and inviting authorities to integrate PTWs in their national safety and mobility</p>	<p>Describe the issues identified leading to implement the road safety activities.</p> <p>Max: 100 words</p>

	<p>plans in order to benefit from all advantages offered by PTWs to the society.</p> <p>The industry strategy reflecting upon the integrated approach has three main pillars: vehicle technology, country tailored policies and rider training.</p> <p>Under the umbrella of training pillar ACEM has joined forces with the German Road Safety Council (DVR) to launch the European Training Quality Label for post-licence training.</p> <p>Nowadays there are hundreds of post-licence training schemes available in Europe, but unfortunately the quality is really heterogenous and it is not an easy for riders to make an informed decision.</p> <p>The European Training Quality Label guarantees that the training riders will receive is of high quality and that safety is the key component of the training programme.</p>	
<p>Activities developed</p>	<ol style="list-style-type: none"> 1. Conceptual work (ACEM/DVR) and framework actions 2. Contacting network of training providers 3. Potential candidates identified 4. First official candidate – Dutch riders organisation, KNMV, the biggest training provider in the Netherlands 5. Launch of the European Training Quality Label (http://www.acem.eu/item/332-motorcycle-industry-in-europe-launches-new-european-training-quality-label-at-motorcycle-safety-conference) 6. First programme awarded – Early risk perception, KNMV 7. Promotion of the Label 8. 19 German training programmes awarded with the Label 9. Two programmes (both organisations applicants are the biggest training providers of post-licence voluntary training for riders in their respective countries) are currently under evaluation 	<p>Describe all the activities involved in the initiative, and where appropriate indicate the arrangement for each partner's participation.</p> <p>Max: 600 words</p>

	<ul style="list-style-type: none"> a) French trainers organisation, AFDM has passed the first step of evaluation. The evaluation visit of DVR experts is scheduled for 13th May. b) Swedish riders organisation, SMC has started the application procedure. 	
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Genesis	<p>Available studies have consistently showed that human error is the most frequent accident causation factor. Obviously the efforts should be orientated towards cultivating safety culture for all road users including PTW riders. Training could play a significant role in this process. Therefore the PTW industry has always been in a favour of life-long training incorporating initial rider training, training of riders upgrading to more powerful bikes, training of holders of B licence using the equivalence options and last but not least post-licence voluntary training. Voluntary post-licence training is vital since it allows riders to increase their safety awareness, as well as enhance their hazard perception skills. Post-licence training is recommended for all riders, particularly those who are upgrading to a more powerful vehicle or returning to riding after an extended period of time.</p>	<p>Describe the reasons why you have chosen this initiative.</p> <p>Max: 100 words</p>
Transferability and multiplier effect	<p>The analysis of the post-licence training programme is carried out in an open and transparent manner by independent experts. This allows us to ensure that the training is delivered in a fully-fledged manner. A flexible certification - the European Training Quality Label focuses on the methodology used in the programme, but grants driving and riding schools the required flexibility to design a curriculum adapted to the users' needs.</p>	<p>Describe to what extent the proposed initiative will allow the transfer, dissemination or application of the results, experience and knowledge gained as well as the good practices on</p>

		<p>a larger scale.</p> <p>Max: 200 words</p>
Promotion and dissemination	<p>10. Promotion of the Label</p> <p>a) dissemination support from stakeholders – FEMA - http://www.fema-online.eu/website/?s=European+training+quality+Label FIM Europe - https://issuu.com/fimeurope/docs/fim_europe_mag_1-2017, EFA - https://efa-eu.com/?page_id=670 Forum for Mobility and Society, FIA, etc</p> <p>b) specialized and general EU and national media – Vision Zero, Pan European network</p> <p>c) ACEM website and press release</p> <p>d) Multitude of European safety events</p>	<p>Describe whereby the initiative will be publicised (publications, events, websites, CD-ROM, etc.).</p> <p>Max: 100 words</p>
Continuity	<p>The PTW industry is implementing the safety strategy and the ambition of the ACEM is to establish the European Training Quality Label as a brand stamp for high quality post-licence programme. The work of promotion, identification of new candidates will continue in the few next years striving to make out of it a real success story covering most of the EU countries.</p>	<p>Indicate if there is a plan to continue some activities in the coming years.</p> <p>Max: 100 words</p>
Evaluation of the activities	<p>Nowadays there are hundreds of post-licence training schemes available in Europe, but unfortunately the quality is really heterogenous and it is not an easy for riders to make an informed decision. The European Training Quality Label guarantees that the training riders will receive is of high quality and that safety is the key component of the training programme. We do hope that this European initiative will encourage riders to follow post-licence training and become safer and more responsible road users.</p>	<p>If relevant, describe the proposed evaluation method and the performance indicators in relation to the expected objectives.</p> <p>Max: 100 words</p>
Other important aspect that you want to underline		<p>Any information that could help the jury to evaluate your initiative.</p> <p>Max: 100 words</p>

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