




**BP1: Training and Awareness**

<b>Reference:</b> BP1 026	<b>Title of Project:</b>	<b>Motorrad Fahren - gut und sicher</b>
<b>Version:</b> 1	<b>Website:</b>	<a href="http://www.zweiradsicherheit.de">www.zweiradsicherheit.de</a>
<b>Brief Description of Project:</b>	<div data-bbox="444 768 1414 1005" data-label="Image"> </div> <p>The German Federal Ministry of Transport, Building and Urban Affairs (BMVBS) in partnership with the German Road Safety Council (DVR) and the Institute of Motorcycle Safety have created a PTW safety campaign titled 'Motorcycling- Good and Safe'.</p> <p>The website includes basic safety knowledge, collision statistics, tips for safe riding and news of events and activities.</p> <p>The campaign includes a 'safety tour', with a 10 event roadshow visiting different locations across Germany. These events include practical training and activities aimed at improving rider skills and attitude and increasing awareness of PTW problems amongst other road users. This element uses Katia Poensgen, a well known former racer, to lead the campaign.</p> <p>There is a downloadable leaflet providing practical and technical advice on setting up the bike and safe riding.</p> <div data-bbox="1144 1377 1446 1871" data-label="Image"> </div>	

		<p>The website explains the science behind riding, including information of tyre adhesion and the forces operating when a PTW is cornering and braking.</p> <p>Some of the information, for example advice on group riding, appears more suited to riding on high speed, rural routes but much of the advice and information presented is equally applicable to urban situations.</p>
<p><b>Monitoring Data:</b></p>	<p>None available but the campaign is based on an analysis of PTW casualty data.</p>	
<p><b>Results:</b></p>	<p>The website, printed material and practical events and activities appear well designed and targeted at PTW collision causation factors identified from data.</p>	
<p><b>Key Effective Conclusions:</b></p>	<p>The campaign appears to be data-led and the advice provided based on well researched technical information. The inclusion of the ‘safety tour’ extends the potential audience and provides high profile publicity for the campaign.</p> <p>There does not appear to be any specific monitoring data.</p>	
<p><b>Projects for Comparison:</b></p>	<p>BP1 004 Moped Safety Website.          BP1 009 Barebones Website.          BP1 012 ACEM ‘Lucky 13’ Cartoons.          BP1 021 VAL OP, LET OP Campaign.</p>	
<p><b>Justification:</b></p>	<p>Similar to most educational campaigns, there is no specific monitoring data to confirm the effectiveness of the project. However, the content and delivery appear detailed and well researched. The practical ‘tour’ element of the campaign provides riders with collision avoidance techniques which could contribute to the eSUM objectives.</p>	