





**BP1: Training and Awareness**

<b>Reference:</b> BP1 027	<b>Title of Project:</b>	<b>Runter vom Gas! DVR, BMVBS</b>
<b>Version:</b> 1	<b>Website:</b>	<a href="http://www.runter-vom-gas.de/homepage.aspx">www.runter-vom-gas.de/homepage.aspx</a>
<b>Brief Description of Project:</b>		<p>As in many EU countries, in Germany inappropriate speed is a major cause of traffic collisions involving fatalities. In 2007 around 29% of fatalities were as a result of excessive or inappropriate speed.</p> <p>The Runter vom Gas! (Down from the Gas) campaign targets speed as a major collision causation factor.</p> <p>The website provides an extensive range of downloadable material, including video, TV and radio advertisements, printed media, technical information and presentations.</p> <p>There is a separate section on motorcycle collisions which provides downloads of a TV advertisement and posters. There is also access to a PTW training video which covers key safety points such as control, overtaking and fitness to ride.</p> <p>Examples and case studies are presented showing the consequences of making the wrong choice. Expert comment and opinion provides an explanation of the issues and suggested safe riding techniques.</p> <p>The motorcycle themed pages also provide casualty data, information on common collision causation factors and a useful list of websites with further information on PTW safety.</p> 

<b>Monitoring Data:</b>	Specific data relating to the project is not available but the basis of the campaign appears to be an analysis of available casualty data.
<b>Results:</b>	The website provides an impressive range of resources for road safety practitioners and those interested in reducing excessive and inappropriate speed. The PTW specific resources are professionally presented and cover countermeasures to several key causes of injury.
<b>Key Effective Conclusions:</b>	The campaign represents considerable investment by DVR/BMVBS in resources to address the issue of excessive or inappropriate speed. The section on motorcycling appears to mainly focus on high-speed, rural riding but some elements are applicable to urban riding.
<b>Projects for Comparison:</b>	UK DfT's speed awareness campaigns.
<b>Justification:</b>	In urban PTW collisions speed is often not recorded as the main causation factor, however the key message of this campaign, together with the range of high quality campaign materials, appears to have the potential to contribute to eSUM objectives.