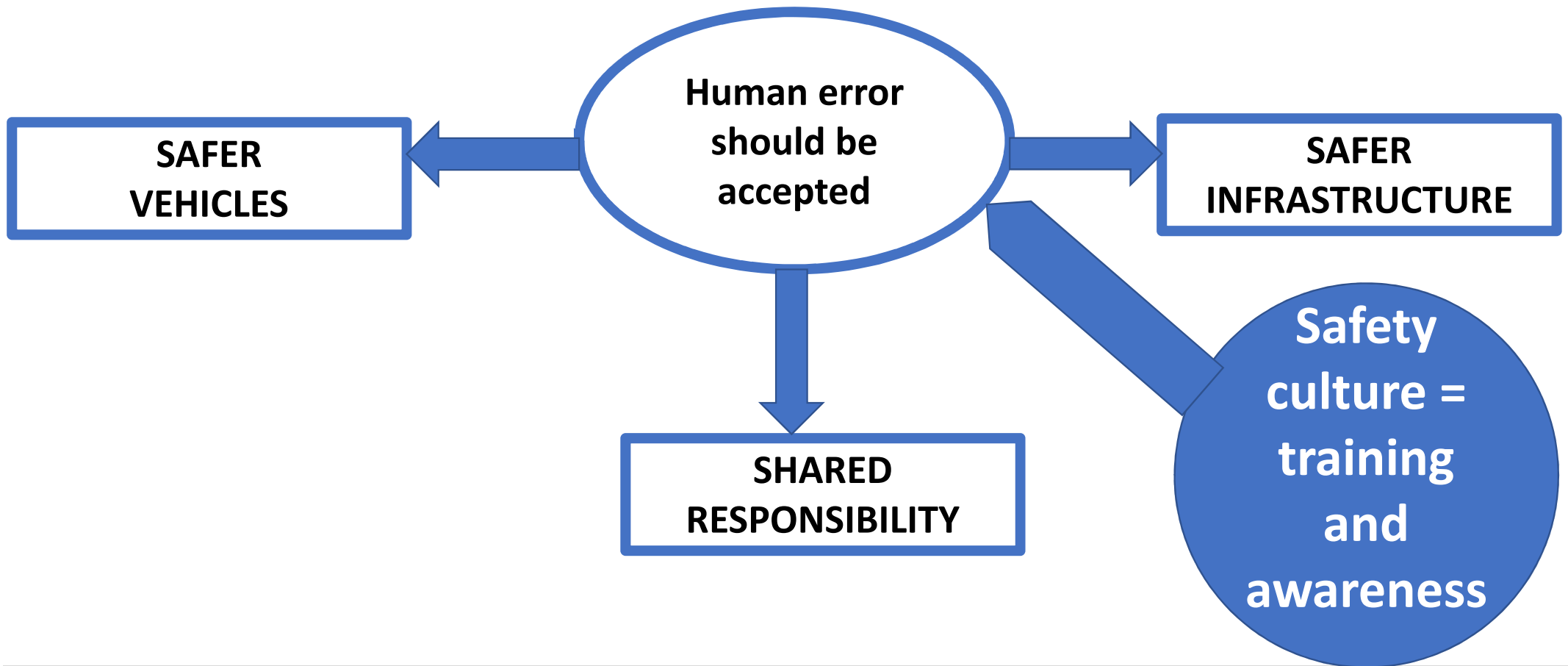


Advanced PTW training: key elements for a qualitative program

FIM Europe Annual Road Safety & Mobility Conference
5th July 2019, Zagreb

Why is training important?

Safe system approach



What is a high quality advanced training programme?

Training is efficient only if meets some criteria

- Training Programmes should combine traditional approaches to motorcycle safety (i.e. riding skills) with more innovative ones (e.g. risk-perception and hazard awareness)
- Riding instructors' qualification: certification and permanent refreshing courses
- Content of training schemes: curriculum focusing on safety awareness/culture and behavior
- Training methodology: properly designed, coaching/interaction with trainees, individual approach.

European Motorcycle Training Quality Label



Voluntary certification of post-licence training

- Ensure the programmes are of a high quality and that safety is the key component
- Help riders identify the best safety training programmes in their countries (easy recognized symbol)
- Stimulate healthy competition amongst training providers.



**European Motorcycle
Training Quality Label**

Unique partnership

- ACEM and the German Road Safety Council established the project in 2014
- International Motorcycling Federation (FIM) joined ACEM/DVR partnership on 2 October 2018
- It is the first time in history that the motorcycle industry, the NGO sector and an organisation representing motorcyclists have come together with a common EU-wide initiative to improve motorcyclists' safety.



Why this initiative?

- Today voluntary, post-licence training programmes in Europe (even in one country) are heterogeneous
- Some training programmes do not propose good quality training
- Riders are not well informed about the available best training options.

“In medium and long-term the Quality Label as well as other similar quality labels, some of which are currently being developed, could increase the visibility of the best training programs available → higher quality standards for training in Europe.” – (ACEM Safety Strategy)

European Motorcycle Training Quality Label guarantees that:

- rider receives the level of training he requires to ensure that rider enjoys his motorcycling safely
- the training supplier has his training offer reviewed on a regular basis
- the improvement of safety is the main objective of the course offered
- the offer is a serious one and stands for a modern method of adult education
- trainers are sufficiently qualified and are obliged to take part in regular further trainings
- the standards of training and customer service the rider receive will be amongst the best on offer.

How does it work in practice?

Who could apply?

Any organisation based in Europe willing to submit their post-licence **safety** training programmes for evaluation (riding schools, manufacturers, public bodies)

Who gets the Label?

Label is awarded to programme, not to institution (training providers offering the same programme could apply together).

Evaluation procedure

- Application - required documents provided in English or German
- First assesment (on documents) by indipendant board German Road Safety Council experts
- Evaluation checks on site by the German Road Safety Council experts
- Label award.

Guarantee for high quality

- Monitoring – DVR experts pay visit to the awareded programmes on annual bases
 - Label is attributed for 4 years and could be renewed.

Rigorous and objective evaluation

Evaluation set of criteria – 4 categories



The candidate training programme should cover at least 40% of the criteria for each category and in total it should reach 60% .



Launch - ACEM Annual Conference 2016, Brussels
First labelled programme: Early perception risk, KNMV

Antonio Avenoso, SG, ETSC; Alisa Tiganj, Member of Cabinet, European Commissioner for Transport; Jacqueline Lacroix, German Road Safety Council; Arjan Everink, KNMV; Stephan Schaller, BMW Motorrad and ACEM President; Antonio Perlot, ACEM SG.

Awarded programmes

- 28 programmes certified only 3 years after its launch
- 6 countries on board
 - Austria
 - Germany
 - France
 - the Netherlands
 - Spain
 - Sweden
- 4 new candidates in 2019
 - Belgium
 - Greece
 - Cyprus
 - Portugal



April 15, 2019

Britishdealernews: PRAISE FOR EUROPEAN TRAINING STANDARDS SCHEME

European Commissioner for Transport Violeta Bulc has recorded a video message to motorcyclists in which she encouraged them "to embrace a responsible..."



April 12, 2019

lerepairedesmotards.com "L'Europe incite les motards à la formation post-permis"

Le label européen de formation plébiscité par la Commission des Transports Alors que le printemps marque la reprise de la...



Sveriges MotorCyklister

April 11, 2019

Sveriges MotorCyklister: EU-kommissionen uppmanar motorcyklister att gå på fortbildning med SMC!

Att delta i frivillig kvalitetssäkrad fortbildning regelbundet är budskapet till Europas motorcyklister i en video från EU-kommissionären med trafiksäkerhetsansvar, Violeta...



lerepairedesmotards-com-leurope-incite-les-...



Added value

Some of the certified programmes have a considerable impact on motorcycle training.

Among them, the Swedish Association of Motorcyclists, SMC, the largest training provider in Sweden, has trained more than 10,000 motorcyclists within the last year. The Honda Safety Institute in Barcelona has trained 20,000 motorcyclists since its opening in 2009, 3,000 alone in 2017.

In Belgium, the VSV (Flemish Foundation for Traffic Knowledge) has been inspired by the label to set up a common, high-quality training programme which is now used by 9 training schools (currently under evaluation).



Institutional recognition



Supported by Violeta Bulc, Commissioner for Transport

"We are grateful that the European Motorcycle Training Quality Label has been set up, responding to our call for voluntary commitments by the industry"



The way forward

- Exchange of experience and knowledge

The Label creates the conditions for certified programmes to learn from each other. The label has been instrumental in encouraging a fruitful exchange of experience and knowledge between different training providers.

- Healthy competition and enhanced quality

The European label inspires the best training centres to apply to the scheme to distinguish themselves from others that are not as good. If other centres decide to apply, they will need to raise their quality standards, which will result in better safety training across Europe.

- Institutional recognition at national level & Incentives to training schools and to riders

To enhance the credibility of the Label there is a need to ensure governmental endorsement and incentives from insurance companies (to training schools and to individual riders) at national level.

- Countries with limited offer to embrace high quality programmes

The Label is designed also to push countries, with a very limited offer or no offer at all, into implementing high-quality, post-licence training schemes.

Long-term objectives

At least one training provider per Member State should be certified in the next few years, to maximise the initiative's benefits in terms of safety.

To establish the European network of excellence on high quality training

The ultimate goal of this European initiative is to increase the number of riders attending voluntary safety-oriented courses and thus improve riders' safety performance in the European Union.



Join the best
training providers in Europe!



Look for the logo and attend safety training!



More info on <http://www.motorcycle-training-label.eu>