NEWS RELEASE

Roads to Respect: inspiring students to make a difference by lobbying for better roads

3rd of May, Brussels – ETSC's (1) new programme, the Roads to Respect 'R2R', started in Barcelona today with the first Roads to Respect lecture being delivered at the Universitat Politecnica de Catalunya. The R2R programme, launched in partnership with Toyota Motor and 3M, will encourage students to identify high risk roads and campaign for their treatment.

Treating high risk road sites is an area of road safety work where substantial and sustainable casualty reductions can be achieved in relatively short time and at relatively low cost (compared to network-wide management schemes). Present road design results from many decades of construction and maintenance in a time when safety was undermined by many other considerations. Many roads do not meet latest safety requirements and traffic conditions have changed dramatically. As a result many so called accident 'black spots' scattered across road networks are a major cause of death and injury.

ETSC will tour universities in Italy, Spain and Poland to deliver LECTURES on Safe Road Infrastructure Design and present the 'R2R' programme to students. Students who wish to participate in the programme will then have a chance to apply for invitation to a training CAMP in Brussels to learn skills from engineers, professional campaigners and other experts. They will return to their home country, identify a high risk road site, and lobby local authorities to obtain its treatment. The most successful students will then be invited back to an AWARD CEREMONY in Brussels.

Jörg Beckmann, Executive Director of ETSC said: ''Achievements made in vehicle safety and enforcement of desired drivers' behaviour are unmatched by achievements made in the field of infrastructure safety, it is time to focus on this third pillar of road safety, as testified by the impending EU Directive on infrastructure safety management''.

The R2R programme wants to create awareness amongst future road engineers and road safety professionals and inspire them to care about safe roads. The programme will promote the message that simple engineering measures, often at low cost, can significantly reduce routine road accidents.

Information on the Roads to Respect programme can be found on http://www.etsc.be/R2R.php. For more information please contact: Gabriel Simcic, ETSC project officer at gabriel.simcic@etsc.be tel: 0032 2 230 4106.

[1] The European Transport Safety Council (ETSC) is a Brussels-based independent non-profit making organisation dedicated to the reduction of the number and severity of transport crashes in Europe. The ETSC seeks to identify and promote research-based measures with a high safety potential. It brings together 37 national and international organisations concerned with transport safety from across Europe. See www.etsc.be.