



European Transport Safety Council

NEWS RELEASE

## Students hit the brakes!

**Brussels, 15 May 2009** – Fifty students were hosted by ETSC<sup>(1)</sup> at the 'ShLOW!' Camp in Brussels during the weeks of 20-24th of April and 4-8th of May to receive training on speed management. The 'ShLOW!' Camp is a cornerstone of ETSC's ShLOW<sup>(2)</sup> project "Show me How Slow" designed to have students from across Europe take action to mitigate excessive and inappropriate speeds on our roads.

The objectives of 'ShLOW!' are threefold: to raise awareness of the consequences of speeding among young individuals and motivate them to become future road safety professionals; to offer them an integrated speed management training course; and to support them in running a small-scale speed management action in their home country. Indeed, after the Camp students return home and try to implement a speed management solution in their surroundings to win the ShLOW competition. Students develop and try to put in place various measures, from infrastructure solutions, to education campaigns, to vehicle technology improvements.

Back at the Camp the students were lectured on road safety practical work by guest speakers coming from a variety of backgrounds: academia, industry, civil service, the police, NGOs<sup>(3)</sup>. Field trips were also organised, such as a demonstration of the Intelligent Speed Assistance (ISA) equipped car developed by the University of Gent.

The Camp was an opportunity to learn but also to exchange views and propose new solutions in the field of speed management. Those students who will put in most efforts and achieve the best results during the remaining part of the project will receive an award at the ShLOW ceremony which will be held in Brussels in spring next year.

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### Notes to Editors:

(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 41 national and international organisations concerned with transport safety from across Europe. [www.etsc.eu](http://www.etsc.eu)

(2) [www.shlow.eu](http://www.shlow.eu)

(3) All presentations are available on [www.shlow.eu/shlow-camp/](http://www.shlow.eu/shlow-camp/)