



NEWS RELEASE

## ETSC Project to Improve Safety of Cyclists

**04 October 2011, Brussels – Today ETSC<sup>1</sup> launches its newest project aimed to reduce the number of road deaths on European roads. BIKE PAL will strive to increase the level of safety for cyclists throughout the EU. “BIKE PAL will try to be effectively a cyclist’s best friend,” said Antonio Avenoso, ETSC Executive Director.**

The project, which receives financial support from the European Commission under the 2010 call for projects to improve road safety, will begin with a thorough analysis of the safety of cycling in the EU member states, ranking the countries by their level of cycling safety. “In 2008 there were 2,394 cyclist deaths in the EU, an unacceptably high number. We need to look at individual member states’ policies, see what works and make recommendations where improvements are needed,” said Mr. Avenoso.<sup>2</sup> The publication of the ranking will be supplemented by a scientific review on bicycle safety. This review will be written by a group of cycling experts ETSC will purposely gather, and it will also look at National Cycling Safety Programmes that several EU member states have already implemented.

During the first year, BIKE PAL will also develop a safe cycling manual which every cyclist in Europe could use. This manual will be made available both in electronic and paperback form and will be published on the dedicated BIKE PAL website.

BIKE PAL will go on tour around Europe, reaching out to university students who will attend lectures on cycling safety and will also receive copies of the cycling manual. The students then have the opportunity to design and implement their own project to improve cycling safety in their respective communities. “We will gather applications from the students who attended our lectures, select ten student groups with the best ideas. Twenty students will be invited to attend a week-long camp in Brussels where they will receive intensive training from international experts. The students will then go back to their countries where ETSC and its member organisations will support them in getting their project implemented,” Mr. Avenoso explained.

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BIKE PAL receives financial support from the European Commission’s Directorate General for Mobility and Transport.

## Notes to editors:

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<sup>1</sup> ETSC is a Brussels-based independent non-profit making organisation dedicated to reducing the numbers of deaths and injuries in transport in Europe. The ETSC seeks to identify and promote research-based measures with a high safety potential. It brings together 45 national and international organisations concerned with transport safety from across Europe. [www.etsc.eu](http://www.etsc.eu)

<sup>2</sup> More information about the level of cyclist safety can be found in the 5<sup>th</sup> ETSC PIN Report: <http://www.etsc.eu/documents/pin/report.pdf>