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LEVERAGING EDUCATION TO  
ADVANCE ROAD SAFETY NOW!



## *Part 2: Linking Education on Sustainable Mobility with Traffic Safety*



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# TRAFFIC SAFETY AND MOBILITY EDUCATION

covers all measures that aim at positively influencing traffic behaviour patterns, with an emphasis on:

- Gaining **knowledge** and understanding of traffic rules and situations;
- Developing and improving **skills** through training and experience;
- Strengthening and/or changing **attitudes** and intrinsic **motivations** towards risk awareness, personal safety and the safety of other road users to contribute towards a safety-minded culture;
- Providing the **tools** necessary for a well-informed choice of transport mode.



# Policy Context

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- Countries and cities across Europe are facing several **interconnected challenges**, such as climate change, urbanization, road deaths, air pollution and obesity.
- A **shift towards sustainable mobility**, and in particular active mobility, can play an important role in overcoming many of these challenges.
- **Many policy initiatives and measures** at global, regional, national and local level:
  - United Nations: Sustainable Development Goals (SDGs)
  - European Union: New EU Urban Mobility Framework

# Linking Traffic Safety and Sustainable Mobility

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- Real and perceived safety has **profound effect** on modal choice.
- **Safer roads** are **more sustainable** roads.
- Safety fears as a **major barrier** to the uptake of cycling.

Cycling is so dangerous now, my children  
have had to stop

The Guardian, 3 September 2022

# The benefits of walking and cycling

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- **Health:** improved physical and mental health.
- **Environmental:** reduced emissions and pollution.
- Children can become aware of their surroundings and **develop road safety skills**.
- Pedestrians and cyclists **pose less danger** to other road users.

# Healthy, Sustainable and Safe Roads

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- However, mere modal shift from car use to walking and cycling risks increase in road deaths and injuries, everything else remaining equal.
- Nevertheless, health benefits of walking and cycling outweigh (in terms of disability-adjusted life years) the negative impact from injuries and deaths.

Key to healthier lives AND safer roads:  
encourage walking and cycling while at the same time  
introduce new measures to improve the safety of pedestrians and cyclists.



## **Part 2**

**Education linking  
sustainable mobility  
and traffic safety**



## **Part 3**

**Improving the safety of  
walking and cycling  
around the school**



## **Part 4**

**Improving the safety of  
walking and cycling in general**

# Improving Education on Safe and Sustainable Mobility

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- Not only theoretical knowledge, but also developing **skills** and promoting **safe and sustainable attitudes and behaviours**.
- Lessons in class room and training in **practice** (while ensuring safety)
- Link education to major issues (e.g. climate crisis) and other topics (e.g. health)
  - **Expansive Themes**
- **High quality** material: use quality standards



# Facilitating Education on Safe and Sustainable Mobility

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- Supportive environment:
  - Encourage and support schools and teachers
  - Ensure integration in the curriculum with goals (cycling test)
  - Make available sufficient resources
- Ensure the availability of bicycles and helmets at schools
- Responsibility of everyone → Involve everyone, especially parents



# Promoting Safe and Active Travel To and Around Schools

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- Schools should have a **traffic safety and mobility policy**
  - Development of safe walking and cycling **routes to school**
  - Safe and sustainable **school transport** (e.g. bike bus)
- **Moving cars away** from school gates
  - Improves road safety, air quality and better atmosphere
  - **School streets and 30km/h zones**
  - **Access restrictions**
- **Encouraging parents** to walk and cycle to school
  - Projects & campaigns
  - Traffic parents



# Improving the Safety of Pedestrians and Cyclists

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- Strategic planning
  - Targets in road safety and mobility strategies
  - SUMP
- Infrastructure and Speeds
  - Safe and credible speed limits
  - 30 km/h zones supported by traffic calming
  - Reducing speeds around schools also encourages walking and cycling to school
- Vehicle Safety
- Enforcement



**THANK YOU!**

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European Transport Safety Council

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