

ADAC Stiftung

For a safer tomorrow

ADAC Stiftung and
Mobility Education in
Germany

ADAC

Global Traffic Education Seminar

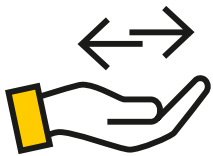
23. January 2026



ADAC Stiftung – empowering people and systems for a safer and more sustainable future.

Working for societal impact through mobility and life-saving solutions.

MOBILITY



safe and sustainable
mobility for everyone



LIFE-SAVING



fast and effective
assistance in medical
emergencies

Every 19 minutes in 2024, a child was injured or killed in German road traffic.

Children, <6 years



35% in the car with parents, 33% on a bicycle and 21% walking

Children, 6-14 years



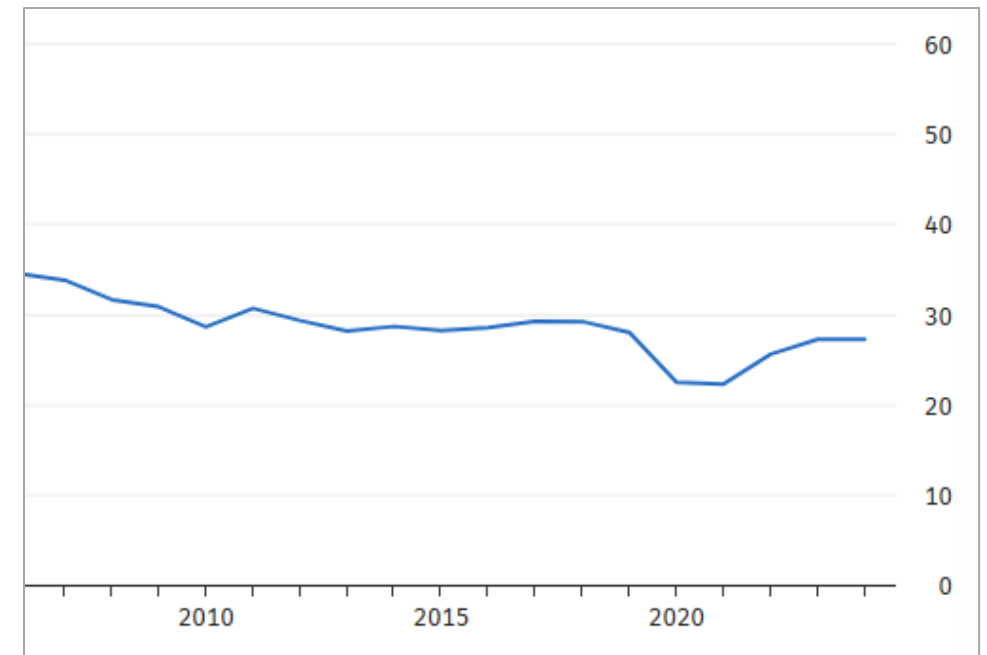
- 13 % are involved in accidents on the way to school (7-8 am)
- 9% accidents during 3-4 pm and 4-5 pm

children under 15 years in road traffic (2024)

27.260 injured

53 killed

Number of children under 15 years involved in road accidents (in thousands)



(Federal) Diversity and comparability within the German Education System

Building a consistent foundation despite federal variations.

- **Federally Organized**
Education is the responsibility of the federal states; each state regulates its own schools and universities.
- **Regionally Different Curricula**
Syllabi, school types, and graduation requirements vary between states.
- **Coordination**
The Standing Conference of the regional Ministers of Education and Cultural Affairs (KMK) recommends measures to ensure common standards (e.g., A-levels, teacher training).



Creating a common understanding for traffic safety and mobility education (TSaME)

TSaMe is a comprehensive educational task for all stakeholders in the school community.

Recommendation of the KMK (2012)

Framework for orientation, not legally binding

- provides ministries and education administration with guidance on promoting road safety and sustainable mobility
- defines basic principles such as age-appropriate competencies and integration into lessons

State-specific implementation

Each federal state decides independently on content, methods, and integration into the curriculum.



From theory to practice – what everyday TSaME in Germany really looks like

School community

- Pre-School: pedestrian training
- Elementary school: pedestrian and cycling training
- Secondary school: intoxicants, driving

Challenges

- Shortage of skilled personnel
- TSaME is one of many tasks
- TSaMe plays a bigger role in elementary education, gets less attention in secondary school



External organizations

Cooperation with external partners and institutions is extremely important.

- Police
- Deutsche Verkehrswacht
- ADAC, ADAC Stiftung
- ...

Challenges

- Heterogeneity, complexity and missing transparency
- Independency and “own” agendas
- no central coordination / network

Empowering children for safe and sustainable mobility

2025

15.043

trainings

592.260

participating children

Our Goal

Children learn safe and considerate behavior in road traffic and develop awareness of sustainable mobility options.



Driving change together: mobility education as a shared societal responsibility



Starting early: Our programs begin in preschool – because mobility competence develops early.



Working on the bigger picture: Our educational programs combine safety, health, and sustainability – for a futureproof mobility.



Experiencing instead of explaining: We focus on practical exercises in safe environments and movement games.



Improving structures: We contribute our expertise to networks, research, and politics – driving the topic forward.



Including everyone: We actively involve parents, teachers, and educators – with materials, training, and dialogue.



Communicating: We raise awareness for TSaME through campaigns and storytelling.

What we do

Safe and sustainable young road users: our three nationwide mobility education programs



Aufgepasst mit ADACUS

- Age 5-7
- Laying the foundation for safe and conscious mobility behavior among the youngest: pedestrian training



Roller Fit

- Age 7-8
- Scooter training for teachers
- Encouraging movement and building mobility skills – the perfect preparation for safe cycling.



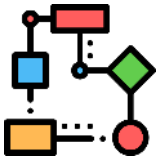
Achtung Auto

- Age 10-12
- Empowering independent mobility and fostering awareness of one's impact on people and the planet

Our Challenges for high-quality mobility education



Strengthening the role of sustainability within mobility education
in our own programs but also on a national level



Scaling programs despite the federal structure
considering the different requirements, working with multiple partners



Consistent quality standards for mobility education
regarding content, competences, educational material, evaluation / assessment, training, etc.
used by all stakeholders in the school community as well as external organization (police, road safety organization)



**Any
questions?**

ADAC Stiftung

Thank you
for your attention!



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