



The eSUM project provides immediately applicable tools to improve the safety of traffic in European cities and towns

Find out more

The Action Pack - a simple methodology for designing and implementing a PTW road safety programme: www.esum.eu/actionpack.html

And the Good Practice Guide, aimed at engineers, designers and those involved in the issue of road safety: www.esum.eu/gpg.html

The MAIDS Urban Accident report: <http://www.esum.eu/actionpack.html>

A series of videos on how the cities handled the project: www.esum.eu

The inclusion of motorized two-wheelers - one affordable answer to the growing mobility needs of the European commuters

Over the last decade Powered two wheelers (PTWs) - mopeds, scooters and motorcycles - use has grown at an impressive rate in European cities. Its 34% increase exceeds that of any other transport mode.

PTWs are tailored for urban mobility. They are a cheaper, cleaner and more flexible mode of transport and contribute to free-flowing traffic in cities.

However, compared to passenger cars, their share of accidents is still disproportionate.



European Safer

Urban Motorcycling

Benefiting from the mobility advantages offered by powered two wheelers in urban areas and reducing safety related risks

Practical and fun – but vulnerable

While the number of car accidents has significantly fallen over recent years, PTW accidents have improved only marginally. This is why the European Commission included motorcycle riders in the category of vulnerable road users, together with pedestrians and cyclists.

Compared to other modes of transport, PTWs have shown a slower rate of improvement with a reduction of 18% in all PTWs fatalities in a context of a 17 % increase in the parc (the greatest boost of all vehicles' parc) over the period 2001-2009. Actually, PTW fatalities have gone down in absolute numbers, but their share has increased in overall transport due to the better results achieved by cars.

In the context of the eSUM Project an analysis of urban accidents contained in the MAIDS¹ study has been carried out, indicating that:

- > Most accidents were caused by mistakes made by other vehicle drivers.
- > The quality of road surfaces, the condition of the infrastructure and obstructions limiting riders' vision played an important part in urban accidents.
- > PTW riders involved in urban accidents often had less official training and more control unfamiliarity and skill deficiencies than the average rider.

1. MAIDS:MotorcycleAccidentsInDepthStudy-MAIDSisthemost comprehensive in-depth data currently available for Powered Two-Wheelers (PTWs) accidents in Europe. More information on <http://www.maids-study.eu/index.html>

So what is being done to protect Europe's urban PTW community?

The eSUM project is a collaborative venture involving four of Europe's principal motorcycling cities, the PTW industry and academic and research organisations.

By tackling the problem from all angles - user behaviour, vehicle design and road infrastructure - the project has shown that a reduction in PTW collisions and casualties is feasible.

Partners took a close look at key accident characteristics, tried out interventions aiming at making roads safer and tested vehicles with enhanced safety features. To address the issue of rider awareness, work was also done on designing innovative safety campaigns and efficient training programmes.

Rider awareness, PTWs design, infrastructure and road maintenance - sharing the recipe for safety

Concrete interventions for delivering safer urban motorcycling - short, medium and longer term

Here are some examples of the numerous initiatives undertaken by the four European cities:

- Rider training/driver awareness:** Building on the successful Bikesafe rider training programme London encouraged PTW users to follow riding classes rewarding them with free, secure parking at workplaces. The City of Paris, seeing PTW users rise 64% since 1997, released a Charter entitled "Living together also means sharing the street" which focuses on the safety benefits of using the appropriate motorcycle clothing.

- Improved safety features:** These are gaining in importance as manufacturers develop and apply new technologies, such as the protective structure of the BMW C1-E concept or the three-wheel architecture of the Piaggio MP3 hybrid scooter.

- Infrastructure:** The opening of bus lanes to PTW lead to an overall decrease of 50.7% for PTW collisions. Transport for London continues its trial for another 18-month period. A major public awareness campaign has been launched as a complementary measure. **Speed limitations:** In Barcelona 30 km/h zones lead in 2009 to an average monthly PTW casualty reduction of 40.5%.

Adopt the eSUM toolkit and put the PTW safety measures into practice, right away!

The on-line tool kit made up of an Action Pack and a Good Practice Guide contains all measures identified by the project.

The Action Pack helps city authorities and technicians analysing the situation, identifying the most appropriate action and finally evaluating the effectiveness of the adopted measures.

The Good Practice Guide is aimed at engineers, road designers and other road safety practitioners. It assesses over 200 projects from all over the world, for their potential to reduce PTW casualties.

Truly sustainable mobility can only be achieved by integrating PTW in overall transport policy today!