



NEWS RELEASE

Roads to Respect launches selections for 2010 Camp

31 May 2010, Brussels – The first phase of the Roads to Respect programme (R2R), which is now in its 4th year, has been completed. Over 900 students have attended the lectures organised by ETSC ⁽¹⁾ in 15 European universities.

Lectures were held in four countries across Europe: seven in **Italy**, four in **Poland**, three in **Serbia** and one in **Bosnia and Herzegovina**. As in the previous editions of the R2R programme, ETSC staff, together with the programme sponsors Toyota and 3M, visited the universities in these countries to recruit mainly civil and transport engineering students and invite them to participate in R2R. In their presentations delivered to the students ETSC experts explained the crucial the role of modern road infrastructure design for enhancing road safety and reducing road accidents.

During the next phase, 15 students from the four participant countries will attend the R2R camp in Brussels at the end of September – beginning of October 2010, where they will be taught how to implement a successful infrastructure safety campaign.

The 15 students will be selected from those who will show the strongest motivation in taking part in R2R. After a week of free training in Brussels, the “Challenge” phase will begin and students will have to run a communication campaign, trying to convince public authorities of the importance of implementing infrastructure improvement works at the selected high risk site in their community.

R2R experience from previous years shows that the most successful projects do indeed improve the local road safety situation, especially in the countries lacking safe road infrastructure.

For more information please contact ETSC Project Manager Francesca Podda, francesca.podda@etsc.eu, or ETSC Communications Officer Evgueni Pogorelov, evgueni.pogorelov@etsc.eu, tel. +32 (0)2 230.41.06.

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