

European Motorcycle Training Quality Label

The European Motorcycle Training Quality Label is a voluntary certification scheme for post-licence safety training programmes that helps motorcyclists easily identify the best safety training programmes in their countries.

It is a joint initiative operated by three organisations: the European Association of Motorcycle Manufacturers (ACEM), the German Road Safety Council (DVR), a German NGO in the field of road safety, and the International Motorcycling Federation (FIM). The Label was launched in 2016 and is an ongoing initiative that aims to establish a real brand stamp for high-quality, post-licence training across the EU.



How the label works

The European Motorcycle Training Quality Label is open to any organisation based in Europe willing to submit its training programmes for evaluation, such as schools for motorcycle riders, manufacturers and public bodies.

To access the label there is a set of stringent criteria in four main categories:

- content of the training programme
- methodology
- qualification of trainers
- quality assurance

After the applicants have submitted their application, in English or German, the experts from the German Road Safety Council (DVR) provide the first assessment. If the result is positive, they evaluate the programme on site. In order to get the European Motorcycle Training Quality Label, the programme must obtain at least 40% for each category or 60% in total.

The European Training Quality Label is granted for a period of 4 years and can be renewed. In order to ensure that the training programme continues to be delivered to a high standard, there is a system of annual monitoring by DVR experts, who operate evaluation checks on an annual basis.

The Label is awarded to a specific programme, not to the institution or the training centre that delivers it. A training provider offering the same training programme in different locations should apply only once. Likewise, training providers offering the same programme can apply together and share the costs of the application procedure.

Why the Label

The latest figures show that the safety of motorcyclists in Europe has not progressed at the same pace as that of car occupants. In 2017, motorcyclists represented 15% of all fatalities. The situation is even worse amongst those seriously injured, where the percentage of motorcyclists is even higher.

It has been scientifically proved that, in most accidents and near accident situations, other vehicle drivers fail to see an approaching motorcycle. Sometimes the speed or behaviour of the motorcyclist is misjudged. While in other cases, motorcyclists themselves adopt dangerous behaviour.

That is why practising risk perception, through life-long training, is a key component within an integrated road safety approach encompassing human factors, vehicle technology and infrastructure. Voluntary post-licence training allows riders to upgrade their skills, enhance their risk perception and increase their safety awareness. It is recommended for all riders, particularly those who are upgrading to a more powerful vehicle or who stopped riding for an extended period of time and now want to start again.

There are currently hundreds of post-licence training schemes available across Europe, but the quality really varies and it is not easy for riders to make the right choice. The objective of the label is to help them identify the best safety training programmes in their countries, ensure the programmes are of a high quality and that safety is the key component.

The ultimate goal of this European initiative is to increase the number of riders attending voluntary safety-oriented courses and thus improve riders' safety performance in the European Union.

Development

The European Motorcycle Training Quality Label was launched on 7 September 2016 at the 12th ACEM annual conference, 'The Safe Ride to the Future'.

The first programme awarded with the label was 'Early risk perception' provided by the Koninklijke Nederlandse Motorrijders Vereniging (KNMV), the biggest training provider in the Netherlands, followed by 22 German training programmes.

In September 2017, the French Association for the Training of Motorcyclists (AFDM, Association pour la formation des motards) was also awarded the Label for their 'Stages de perfectionnement'.

In 2018, 4 more programmes were granted the Label:

- 'Street Training Advanced' provided by KTM Riders Academy in Austria
- 'Street Training Basic' provided by KTM Riders Academy in Germany
- 'Advanced Level Motorcycling Course' provided by the Honda Safety Institute in Spain
- 'Advice and guidelines version 3 Basic course' provided by the Sveriges MotorCyklister (SMC) in Sweden

All certified programmes can be found [here](#).

Dissemination

The Label has been promoted through various communication activities, which include:

- Participation in events on Road Safety: the Label was launched during the ACEM conference [‘The Safe Ride to the Future’](#)
- European Motorcycle Training Quality Label [website](#): the website serves as the main platform for both providers that wish to be certified and motorcyclists seeking information on high-quality post-licence training courses. It is constantly updated with newly certified institutions and all the info about the scheme.
- ACEM [website](#): every time a programme is awarded the label, or a stakeholder engages with it, an article and a press release are issued
- Articles on general press and specialist press; there is a dedicated section [‘In the media’](#) on the Label website
- Dissemination support by the stakeholders: [Federation of European Motorcyclists’ Associations](#) (FEMA), [The European Motorcycling Union](#) (FIM Europe), the [European Driving School Association](#) (EFA) etc.

Stakeholder engagement

In October 2018, the International Motorcycling Federation (FIM), the leading governing body in motorcycle sports, which represents 113 motorcycle federations and has been active in the field of road safety for many years, joined the consortium of the European Motorcycle Training Quality Label.

The European Transport Safety Council (ETSC), the most important NGO in the field of road safety in Europe, then decided to join the scheme as a supporting member.

Institutional recognition

Recently, in April 2019, the European Commissioner for Transport, Violeta Bulc [expressed her satisfaction with this initiative](#), praising the European Motorcycle Training Quality Label for responding to the Commission’s call for voluntary commitments.

Results

To date, a total of 28 post-licence motorcycle training programmes have been certified in Sweden, France, Spain, the Netherlands, Austria and Germany, and further applications are under evaluation.

Among them, the Swedish Association of Motorcyclists, SMC, the largest training provider in Sweden, (complete training programmes can be found online, in English), has trained more than 10,000 motorcyclists within the last year. The Honda Safety Institute in Barcelona has trained 20,000 motorcyclists since its opening in 2009, 3,000 alone in 2017.

In Belgium, the VSV (Flemish Foundation for Traffic Knowledge) has been inspired by the label to set up a common, high-quality training programme which is now used by 9 training schools (currently under evaluation).

One of the main objectives of the European Motorcycle Training Quality Label is to push countries, with a very limited offer or no offer at all, into implementing high-quality, post-licence training schemes. The label has been instrumental in encouraging a fruitful exchange of experience and knowledge between different training providers.



Outlook

The European Motorcycle Training Quality Label is an open-ended scheme. ACEM expect to have at least one certified training centre per member state within few years.

As a matter of fact, the label is part of the sector's long-term safety strategy. Its aim is to establish a brand stamp for high-quality, post-licence programmes.

The work of promoting, disseminating and identifying new candidates will continue over the next few years in the hope of having a positive impact on motorcyclists' safety across Europe.