

# The Seal of Quality

German Road Safety Council



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## **Road Safety Quality Seal – Recognized and controlled training**

The German Road Safety Council as the umbrella organization for road safety work in Germany has almost 40 years of experience in the development of practical safety driving training courses and programmes.

Based on this experience, we have developed a Quality Seal, which is the visible expression of a high level of quality.

To be able to use the DVR Seal of Quality, the provider has to undergo an examination of the programme content he offers, of the methodology used, the system of initial qualification and further training of the trainers and also the control and quality assurance aspects. In addition, the training premises will also be examined, if the applicant so desires.

The Quality Seal aims to document that traffic safety is a key component of the programme and that the programme meets the DVR quality standards. The Seal shows that this is a serious offer, which takes into account the most recent findings to carry out the practical driving training and the training using modern driving simulators in due form.

It is a symbol that can easily be recognized and as such, it intends to serve the training participants as a guide to identify high-quality services at first glance. The Quality Seal is thus the decisive criterion for the customers when choosing a training that perfectly matches with their needs.

With this Quality Seal, DVR emphasizes its efforts to increase quality in road safety work and to offer this quality on the market.



Dr. Walter Eichendorf  
President of the German Road Safety Council

# DVR At a Glance

The German Road Safety Council was founded in 1969. Its role is that of an independent vanguard institution providing expertise in all aspects of road safety.

## Objective

The objective of this organisation is to support the measures that aim at improving traffic safety of all road users. DVR co-ordinates a wide range of activities of its members, develops programmes and continuously adapts them to new challenges and new research findings. One of DVR's pivotal tasks is that of bundling the efforts of all parties involved in road safety in order to achieve joint and efficient action (co-ordinating function). DVR strongly supports positions aiming to save lives and avoid severe injuries and does so particularly when dealing with representatives from politics, the social sectors, the media, as well as institutions at Federal or European level, and other national and international institutions.

## Philosophy

Since October, 2007 DVR's road safety activities are based on the "Vision Zero" strategy. Vision Zero is based on four fundamental principles: 1) Man is fallible. 2) Tolerable limits are set by physical endurance of man. 3) Life is not negotiable. 4) Man has a right to a safe transport system and a safe working environment. These four fundamental principles need to be considered as a criterion in the process of designing the traffic system. Each of the system designers involved, such as politicians, vehicle manufacturers, authorities, etc., has his share of responsibility to bring into the process. Moreover, DVR advocates a risk-oriented approach. Addressing the road users, DVR promotes the idea of partnership and the strengthening of self-responsibility.

## Members

The organisation is composed of more than 200 members, such as the Federal Ministry of Transport and the transport-related Ministries of the Federal States, the Statutory Accident Insurance Institutions, the German Road Safety Volunteer Organisation (Deutsche Verkehrswacht), the automobile clubs, the vehicle manufacturers, the insurance sector, passenger transport operators, the employers' associations, the trade unions and the churches. In addition, a number of national and international organisations have joined DVR. Membership fees and other financial contributions received from its members are dedicated to finance the organisation's assignments.

## Board of Directors

DVR is steered by its President and three vice-presidents. The Board of Directors is composed of 25 elected members and four individuals appointed from among the members.

## Committees

The current activities are supported by 6 working committees dealing with

- Children and Young Road Users
- Young Drivers
- Adult Road Users
- Vehicle Engineering
- Traffic engineering
- Traffic medicine

and a Legal Advisory Group

## Income Budget

The income budget of the organisation comes from different sources. It receives a financial contribution from the Federal Government, the German Statutory Accident Insurance (DGUV), membership fees, other financial contributions and extraordinary contributions from other DVR members and other donors.

## Target Group Programmes

In close co-operation with its members, DVR has developed target group programmes, such as "Kind und Verkehr" ("Children & Traffic", dealing with child road safety), "Sicher mobil" (for the safety of elderly people), safety training schemes and safety programmes for car drivers, motorcycle riders, truck and bus/coach drivers, dangerous goods drivers, and for cyclists.

Many thousands of these events and training schemes are implemented every year.

Special emphasis is given to accident prevention at workplaces. Since the 1980s, DVR and the Statutory Accident Insurance Institutions have implemented the joint programme "Safety on all roads", which is aimed at employees and trainees or apprentices. Preventive measures are carried out in close co-operation with the Statutory Accident Insurance Institutions and companies. They avoid accidents and, furthermore, save the employers a lot of expenses. The German Statutory Accident Insurance (Deutsche Gesetzliche Unfallversicherung DGUV) was formed through the merger of the Statutory Accident Insurance Institutions (Berufsgenossenschaften) with the Public Sector Accident Insurers (Unfallkassen) and the Community Accident Insurance Associations (Gemeindeunfallversicherungsverbände). For both DVR and DGUV, this merger has opened up numerous areas for prevention activities focusing on almost all road user groups.

DVR's safety activities are supported by intensive public relations activities, cooperation with the media and a number of campaigns that are launched at regular intervals, such as the "Runter vom Gas" ("Speed down") campaign that was launched in 2008 and is put into practice together with the Federal Ministry of Transport and Digital Infrastructure.

## Europe

DVR was one of the founding members of the European Road Safety Council ETSC in 1993. DVR enjoys the co-operation with other safety organisations inside and outside Europe.

The specific organisation structure of DVR and its efficient road safety activities are highly recognised on national and international levels.

# The DVR Quality Seal

## Quality of prevention of road safety work activities at a glance

### Some background information on the Quality Seal

- The costs of further training are often taken over by companies or the relevant Statutory Accident Insurance Institutions, if these training schemes aim to prevent accidents in road traffic and create safer behaviour among road users.
- It is quite understandable when the institutions – since it is them who will bear the costs – want to make sure that goals described in the programmes or courses offered are achieved by high quality services.
- There are several high quality training schemes offered on the market, but there are also others that may have counter-productive effects or are of inferior quality.
- The institutions which bear the costs are unable to recognize the quality level of the courses or seminars they are charged for, in terms of road safety.

### Objectives of the Quality Seal

- The Seal of Quality aims at providing the customers with a symbol that can easily be recognized and thus helps potential training participants to find an adequate provider.
- The Quality Seal is to ensure the customer that he can rely on a quality which has been defined.
- It makes clear that the improvement of road safety is the main objective of the course offered.
- The Quality Seal ensures that this is a serious offer.

### Which programmes offered are eligible for a Quality Seal?

- Practical driver training to be conducted on appropriate traffic training premises.
- Practical driver training to be conducted on public roads
- Practical driver training to be conducted on both public roads and on appropriate training premises (combined training)
- Seminars delivered in combination with one of the three aforementioned practical driver training types
- Seminars delivered in the fields of driving technique, ecological driving and driving under blue light conditions using advanced driving simulators.

### Who can apply for a Seal of Quality?

- All institutions and persons offering traffic safety courses or seminars with practical driving elements included.
- The Seal, however, is awarded to the programme and not to the institution or person.

### Costs

- The costs incurred for personnel and administrative expenses have to be borne by the training provider.
- The conditions for DVR members are more favourable than for non-members.
- To keep costs at a low level, the administrative burden should be kept to a minimum.



## Awarding and assessment of the Quality Seal

### What does the DVR Quality Seal guarantee?

**Exclusion Criteria**  
The Quality Seal cannot be awarded in case the exclusion criteria apply.

### Qualitative Assessment

Contents

Methodologies

Initial Qualification and Further Training for Trainers

Quality Assurance

Optional Module Training Premises

This also applies in particular to the seven categories that were set for high performance simulators. These categories are: "vision system", "motion system", "acoustic system", "driver's workplace", "vehicle (calculation) model", "data base and surrounding/ autonomous traffic" as well as "evaluation and administrative functions". The applicant has to apply separately for the optional module of "training premises". In this category, a star is awarded for each 20 percent of compliance rate.

To ensure that this is a basically useful training concept, some exclusion criteria were formulated, none of which must be met if a provider wants to obtain the Seal of Quality. These criteria are explained on pages 11 to 14 below. For the categories of "Content", "Methodology", "education and training for trainers" and "quality assurance" some examples are shown on pages 15 to 18.

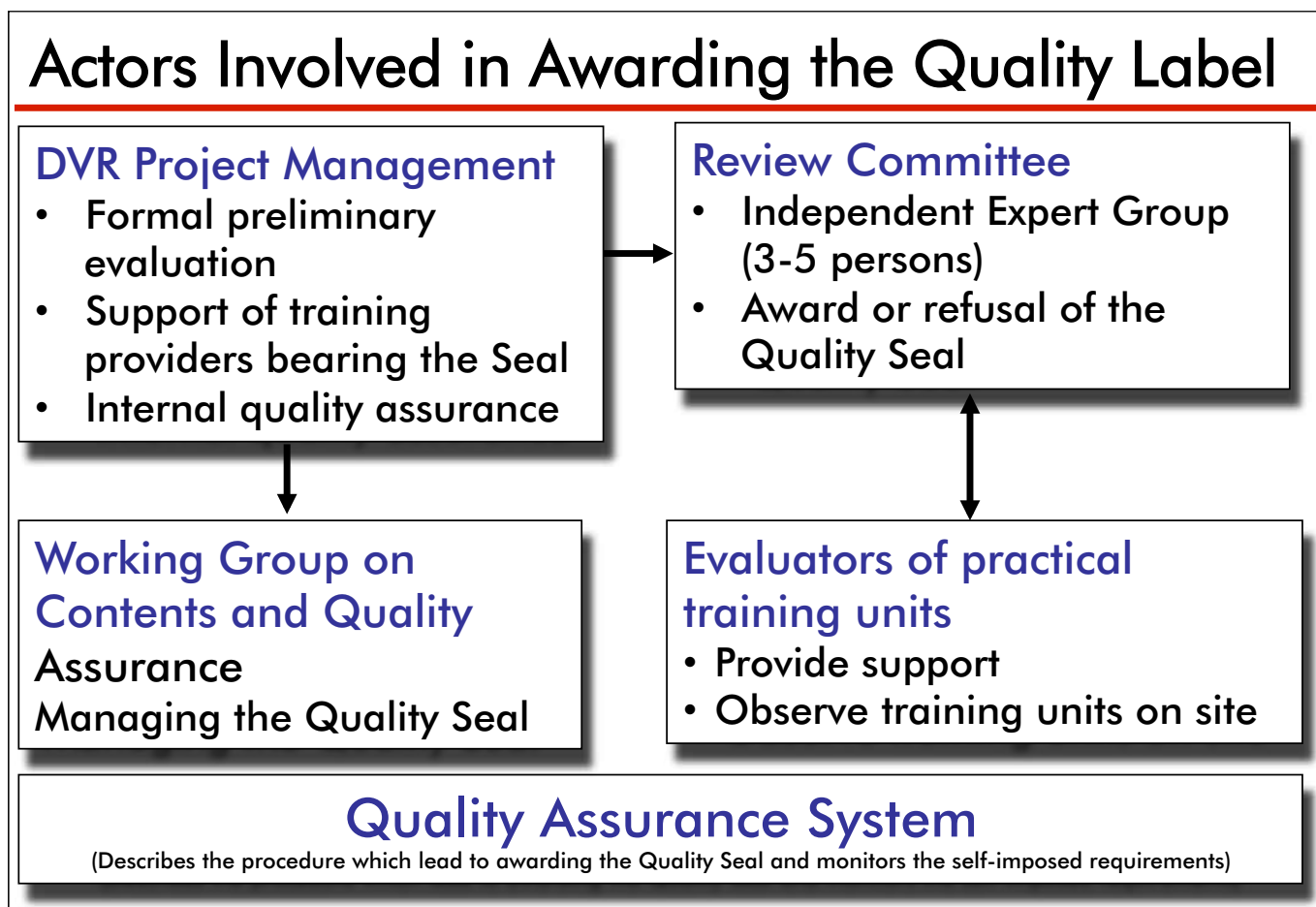
A detailed criteria list is available on the DVR website ([www.dvr.de](http://www.dvr.de)). For each of the above categories, a 40 percent of all the criteria must be met. Across all quality categories, a performance level of at least 60 percent is required.

### Trainer Checklist "Initial Qualification and Further Training" – Excerpt

Criteria	no	rather no	rather yes	yes
Are there reasonable qualification criteria for trainer candidates which are also set out in writing?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is there a documented training programme for potential trainers?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are there internship phases for the candidates?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is there a co-training for the candidates?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are there trainings implemented by the candidate which are then assessed?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are trainer candidates instructed on communication topics, such as communication training?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The evaluation is performed by means of a specific analysis software, which not only permits to answer "yes" or "no", but also allows for gradations within the individual criteria.

After assessing the programme by reference to the documents submitted, the programme is checked on site in terms of congruence of the training concept and its implementation.



Awarding the Quality Seal is an integral part of DVR's work. This guarantees a high level of transparency and neutrality of awarding the Quality Seal.

# Exclusion Criteria for Training on appropriate Traffic Training Premises and for Real-Traffic Training (Part 1 according to Analysis of Documents)

**If only one of the criteria applies, the Quality Seal cannot be awarded.**

	<b>Exclusion Criteria Training on Training Premises</b>	<b>?</b>	<b>Exclusion Criteria Training in Real Traffic</b>	<b>?</b>
A	This programme is limited only to skills training. The driving actions are practiced until they are carried out perfectly.		This programme is limited only to skills training. The driving actions are practiced until they are carried out perfectly.	
B	The programme is clearly aimed at sporting ambitions, such as improving lap times, drift training, drag racing etc.		The programme is clearly aimed at sporting ambitions, such as improving the average or maximum speed in real road traffic.	
C	There are no exercise variations of any kind that would make it more difficult to succeed by applying the trained behaviours, such as changing the friction coefficient, manoeuvres at higher speeds, changing obstacles or distances, driving with a passenger or passengers in the vehicle, reacting to demands.		There are no opportunities of any kind to practice new behaviours in different road traffic situations, such as maintaining the appropriate distance on city streets, country roads or motorways.	
D	Practical driving exercises are performed away from real road traffic situations. Training is carried out for its own sake and not for real traffic.		Practical driving exercises are performed away from real road traffic situations. Training is carried out for its own sake and not for real traffic.	
E	The training is carried out exclusively by applying the instruction method. At no point during the training are the participants given the opportunity to work out driving problems themselves and, for instance, to develop alternative behaviours themselves and try them out.		The training is carried out exclusively by applying the instruction method. At no point during the training are the participants given the opportunity to work out driving problems themselves and, for instance, to develop alternative behaviours themselves and try them out.	
F	The trainers do not undergo any qualification.		The trainers do not undergo any qualification.	
G	Trainers do not undergo continuing qualification at regular intervals.		Trainers do not undergo continuing qualification at regular intervals	
H	The trainers are not supervised during their practical work, for instance by colleagues or external supervision.		The trainers are not supervised during their practical work, for instance by colleagues or external supervision.	

	<b>Exclusion Criteria Training on Training Premises</b>	<b>?</b>	<b>Exclusion Criteria Training in Real Traffic</b>	<b>?</b>
I	The trainers are not provided with any instructions or a plan of procedures to conduct the training.		The trainers are not provided with any instructions or a plan of procedures to conduct the real road traffic training.	
J	The training site does not have adequate safety zones. For instance, there are no sufficient run-out zones for lorries, vehicles that are waiting and beginning to perform exercises are barely physically separated, or there are pointy, sharp-edged structures that could pose hazard to motorcyclists.		Not applicable.	
K	There is no access to toilets during the training.		There is no access to toilets during the training.	
L	"First aid" is not guaranteed in case a training accident occurs. On the part of the organiser, there is nobody on site who can furnish proof of a "first aid" training, nor is anybody instructed or integrated in the emergency management of the implementing organisation.		"First aid" is not guaranteed in case a training accident occurs. On the part of the organiser, there is nobody on site who can furnish proof of a "first aid" training, nor is anybody instructed or integrated in the emergency management of the implementing organisation.	
M	More than 12 participants per group are permitted for training.		More than 8 vehicles are permitted for real road traffic training.	
N	In case there are passengers in the vehicle during the training (in addition to the driver and trainer), more than 2 participants for passenger vehicle training or more than 3 participants for van training are permitted. These are standard values that may be exceeded depending on the seminar concept, e.g. for bus training.		In case there are passengers in the vehicle during the training (in addition to the driver and trainer), more than 2 participants for passenger vehicle training or more than 3 participants for van training are permitted. These are standard values that may be exceeded depending on the seminar concept, e.g. for bus training.	

# Exclusion Criteria for Driving Simulator-based Training (Part 1 according to Analysis of Documents)

**If only one of the criteria applies, the Quality Seal cannot be awarded.**

	<b>Exclusion Criteria Eco-Driving Training</b>	<b>?</b>	<b>Exclusion Criteria Driving Technique Training</b>	<b>?</b>	<b>Exclusion Criteria Driving Training for Emergency Vehicles</b>	<b>?</b>
A	This programme is limited only to skills training. The driving actions are practiced until they are carried out perfectly.		This programme is limited only to skills training. The driving actions are practiced until they are carried out perfectly.		This programme is limited only to skills training. The driving actions are practiced until they are carried out perfectly.	
B	The programme is clearly aimed at sporting ambitions, such as improving the maximum speed in real road traffic training.		The programme is clearly aimed at sporting ambitions, such as increasing the lap times or the maximum speed.		The programme is clearly aimed at sporting ambitions, such as increasing the maximum speed when on duty.	
C	There are no exercise variations of any kind that would make it more difficult to succeed by applying the trained behaviours, such as manoeuvres with selecting a different gear, accelerating in heavy traffic, changing distances.		There are no exercise variations of any kind that would make it more difficult to succeed by applying the trained behaviours, such as changing the friction coefficient, manoeuvres at higher speeds, changing obstacles or distances, driving with a passenger or passengers in the vehicle, reacting to demands.		There are no exercise variations of any kind that would make it more difficult to succeed by applying the trained behaviours, such as manoeuvres at higher speeds, changing distances, influence of a passenger or passengers on board, speed behaviour under stress, handling parallel tasks such as radio use or navigation while driving.	
D	Practical driving exercises are performed away from real road traffic situations. The simulation is carried out for its own sake and not for real traffic.		Practical driving exercises are performed away from real road traffic situations. The simulation is carried out for its own sake and not for real traffic.		Practical driving exercises are performed away from real road traffic situations. The simulation is carried out for its own sake and not for real traffic.	
E	The training is carried out exclusively by applying the instruction method. At no point during the training are the participants given the opportunity to work out driving problems themselves and, for instance, to develop alternative behaviours themselves and try them out.		The training is carried out exclusively by applying the instruction method. At no point during the training are the participants given the opportunity to work out driving problems themselves and, for instance, to develop alternative behaviours themselves and try them out.		The training is carried out exclusively by applying the instruction method. At no point during the training are the participants given the opportunity to work out driving problems themselves and, for instance, to develop alternative behaviours themselves and try them out.	

	<b>Exclusion Criteria Eco-Driving Training</b>	<b>?</b>	<b>Exclusion Criteria Driving Technique Training</b>	<b>?</b>	<b>Exclusion Criteria Driving Training for Emergency Vehicles</b>	<b>?</b>
F	Trainers do not undergo any training.		Trainers do not undergo any training.		Trainers do not undergo any training.	
G	Trainers do not undergo continuing qualification at regular intervals.		Trainers do not undergo continuing qualification at regular intervals.		Trainers do not undergo continuing qualification at regular intervals.	
H	The trainers are not supervised during their practical work, for instance by colleagues or external supervision.		The trainers are not supervised during their practical work, for instance by colleagues or external supervision.		The trainers are not supervised during their practical work, for instance by colleagues or external supervision.	
I	The trainers are not provided with any instructions or a plan of procedures to conduct the simulator training.		The trainers are not provided with any instructions or a plan of procedures to conduct the simulator training.		The trainers are not provided with any instructions or a plan of procedures to conduct the simulator training.	
J	Not applicable.		Not applicable.		Not applicable.	
K	There is no access to toilets during the simulator training.		There is no access to toilets during the simulator training.		There is no access to toilets during the simulator training.	
L	"First aid" is not guaranteed in case a training accident occurs. On the part of the organiser, there is nobody on site who can furnish proof of a "first aid" training, nor is anybody instructed or integrated in the emergency management of the implementing organisation.		"First aid" is not guaranteed in case a training accident occurs. On the part of the organiser, there is nobody on site who can furnish proof of a "first aid" training, nor is anybody instructed or integrated in the emergency management of the implementing organisation.		"First aid" is not guaranteed in case a training accident occurs. On the part of the organiser, there is nobody on site who can furnish proof of a "first aid" training, nor is anybody instructed or integrated in the emergency management of the implementing organisation.	
M	More than 8 participants per trainer are permitted for training.		More than 8 participants per trainer are permitted for training.		More than 8 participants per trainer are permitted for training.	
N	For the participants of the training it is not possible to observe exercises. This, however, does not apply when not all participants are able to observe the scene due to limited space as a situational circumstance.		For the participants of the training it is not possible to observe exercises. This, however, does not apply when not all participants are able to observe the scene due to limited space as a situational circumstance.		For the participants of the training it is not possible to observe exercises. This, however, does not apply when not all participants are able to observe the scene due to limited space as a situational circumstance.	

# 1 Quality Dimension Content

The quality dimension "Content" includes the categories compliance with reality, perception and recognition, attitudes, motives and emotions, risk awareness and avoidance, emergency manoeuvres and anticipatory driving and also the quality category of Occupational Health and Safety. Within these categories, several quality criteria were defined which may have different meanings depending on the training variant.

## Example Criteria for the quality category "Compliance with Reality"

Are participants given the opportunity to comment on their own experiences gained in situations in which a particular manoeuvre has played a role?

<b>Explanation of the criterion for training units on training premises.</b>
Participants are asked for instance about situations in which emergency braking had to be carried out. This may occur during the initial information session or as an introduction to an exercise.
<b>Explanation of the criterion for training units in real traffic situations.</b>
The participants are asked for instance about situations that were perceived as potentially dangerous.
<b>Explanation of the criterion for simulator training units (Eco-Training).</b>
For instance, the participants are asked whether they have ever thought about their own driving style in the context of ecology, and/or the participants are asked about experiences with ecological driving styles and their application in day-to-day work.
<b>Explanation of the criterion for simulator training units (driving technique)</b>
The participants are asked e.g. about situations in which they have already noticed that the active safety features of the vehicle have intervened.
<b>Explanation of the criterion for simulator training units (driving under blue light conditions)</b>
The participants are asked for instance about situations in which stress – also workplace-related stress - has affected their own driving behaviour.

The "perception and recognition" category includes criteria, which address the topics of distraction and psycho-physical states of mind of the driver. Attitudes, motives and emotions relate, for instance, to psychological aspects that go beyond the pure transport function. "Speed and distance behaviour" are the criteria described in the "risk awareness and risk avoidance" category. The quality category "emergency manoeuvres and anticipatory driving" deals with "reaction, braking and stopping distances" – among others –, whereas the "Occupational Health and Safety" category refers to ergonomic aspects, breaks when driving and the biorhythm.

The full list can be found on the website [www.dvr.de/Qs-Kriterienkatalog](http://www.dvr.de/Qs-Kriterienkatalog)

## ② Quality Dimension Methodology

The quality dimension "Methodology" comprises the categories of participant-centred and problem-oriented teaching and learning objectives, teaching phases, awareness raising and methodology mix. The quality criteria and their meaning are identical for all types of training.

Some examples thereof are listed below.

Criteria	Explanations / Examples
Are the course objectives made transparent for the participants?	The trainer explains the objectives to the participants at the beginning of the course.
Are the participants' wishes, interests and needs taken into account in planning the training?	The trainer asks the participants to name some "driving problems" (for instance by asking questions such as: What is the best way to brake in a curve?) and records them in writing. "Driving problems" can also be developed directly before an exercise.
Are the participants' wishes, interests and needs taken into account during training?	The defined "driving problems" help the trainer and participants to structure the training.
Are the participants' wishes, interests and needs dealt with again after training?	After the course or exercise, the trainer asks whether the defined driving problems were resolved or if anything remains unanswered.
Are the participants given the opportunity to look for strategies to solve driving problems themselves?	The trainer does not determine the optimal strategy, but invites the participants to develop (various) strategies.
Are there learning objectives for the training which are documented in writing?	
Are there exercises which are suitable to make participants aware of habitual behaviour patterns?	Self-observation assignments while performing a manoeuvre, such as, "Observe yourself. What exactly do you do when you have to brake hard?"
Are different methods applied during training?	Reasonable switching between instruction, moderation, self and third-party observation assignments, group exercises, guided conversation in class, use of media etc.

The full list can be found on the website [www.dvr.de/Qs-Kriterienkatalog](http://www.dvr.de/Qs-Kriterienkatalog)



### ③ Dimension of Quality

## Initial Qualification and Further Training for Trainers

This quality dimension contains a list of reasonable eligibility criteria for trainer candidates which is valid for all types of training. So, for instance, experience in adult education and technical understanding are proposed as possible criteria. In addition, there are the quality categories of initial qualification and further training for trainers.

### Examples of criteria for the quality category of "Initial Trainer Qualification"

Is there a documented qualification plan for future trainers?

#### **Explanation of the criterion for all training types**

The training content/s, tasks, requirements, time schedule, training steps etc. should be listed in the training plan.

Are there internship phases for the candidate?

#### **Explanation of the criterion for all training types**

The candidate should accompany and observe the training sessions of his instructor. In doing so, the candidate should not be in the position of a supporter and certainly not as a participant.

### Examples of criteria for the quality category "Further Training of Trainers"

Is further training offered with a focus on behavioural science?

#### **Explanation of the criterion for all training types**

Behavioural science expertise, accident research, traffic psychology, traffic education etc.

Is further training offered with a focus on various methodological and didactic topics?

#### **Explanation of the criterion for all training types**

Seminar planning, adult education methods (e.g. moderation, visualisation) etc.

The full list can be found on the website [www.dvr.de/Qs-Kriterienkatalog](http://www.dvr.de/Qs-Kriterienkatalog)

## 4 Quality Dimension Quality Assurance

The "Quality Assurance" quality dimension includes the quality categories of pre-sales service, communication structures, quality assurance, evaluation and dissemination of information to trainers, multipliers and participants. The quality criteria and their meanings are almost identical for all types of training.

Some examples thereof are listed below.

Criteria	Remarks / Examples
Is there a contact person at the office or directly at the training site?	At the beginning of the course, the trainer explains the participants the course objectives.
Is there a contact person at the office or directly at the simulator?	Even during regular operation of the training or simulator-based training units, it should be possible to find a contact person who may forward information or accept a registration.
Has a complaints and claims management been established?	Are complaints taken seriously, are they forwarded, is there feedback?
Do one or more scientifically based evaluation studies exist regarding the training version (simulation version) in question?	Formative or summative evaluation.
Are "feedback systems" used for developing further the training?	Feedback systems such as evaluation, participant survey, "mystery" test training, focus group etc.
Is there a set of training and/or exercise versions, documented in written format?	Different versions in order to adequately respond to participant requirements, including basic and advanced training and/or simulation for "repeaters".
Does written background information exist regarding driving physics and/or vehicle technology content?	Information should always be up to date, so for instance on ABS, ESP, occupant protection system, brake assistant, "Adaptive Cruise Control" etc.
Does written background information exist regarding traffic pedagogy and/or traffic psychology findings?	In addition to technology innovations, information on the latest behavioural science insights should be available as well.
Do participant brochures exist for the training offered, describing the essential training content?	

The full list can be found on the website [www.dvr.de/Qs-Kriterienkatalog](http://www.dvr.de/Qs-Kriterienkatalog)

## ⑤ Features of High-Performance Simulators

The features are largely based on the Directive 2003/59/EC and were supplemented by some new ones which correspond to the current state of technology. Here are some examples of all of the seven categories:

Criteria	Remarks / Examples
A horizontal field of view of at least 180 degrees.	Insight for instance into cross-traffic and intersections is possible.
No visible flickering or jerking of the images.	The flicker frequency is at least 50 Hz; the system is not jerky due to limits and/or a shortage of system resources.
Criteria Motion System	Remarks / Examples
The acceleration and brake reaction is realistically designed.	In case of (intense) acceleration or braking, a pitching motion ( $\pm 10$ degrees) can be felt.
The intervention of driver assistance systems is noticeable	The intervention of, for instance, the ESP, a lane keeping assist or lane departure warning system can be perceived, for instance by a visual warning or markers, steering wheel tremors or vibration of the seat.
Criteria Acoustic System	Remarks / Examples
Single events can be depicted acoustically.	Single events are, for instance, aquaplaning, regular ABS braking, emergency braking without ABS, collision, driving over an obstacle.
Ambient noise corresponds to the direction of origin.	Directional hearing is possible, e.g. oncoming traffic is perceived as such.
Criteria Driver's Workplace	Remarks / Examples
Impression inside the vehicle cab is the same as in series production cabs.	The control elements correspond to those in series production vehicles or are realistically designed.
Parallel tasks to the driving task can be depicted by the technology used.	The radio, traffic announcements, navigation system announcements and displays, telephone or radio communication etc. can be depicted and/or incorporated. Distractions from the vehicle's own infotainment system or mobile devices, such as smart phone dummies, can be integrated as well.

<b>Criteria Vehicle (Calculation) Model</b>	<b>Remarks / Examples</b>
The force-displacement characteristics of the simulator correspond to those of a real vehicle.	The accelerator, brake, clutch, steering, transmission and other control switches or levers can be operated with the same force required as in the real vehicle.
Visibility ranges and weather conditions are adaptable to training needs.	Darkness, fog, side wind, rain, snow etc. can be simulated.
<b>Criteria Database and Surrounding / Autonomous Traffic</b>	<b>Remarks / Examples</b>
The traffic environment is realistically designed; ideally it can be adapted and/or edited for the target group and/or the driving task.	Residential areas, commercial districts, street furniture, green areas, bus lanes, tram rails etc. are realistically depicted.
Different road categories can be mapped.	City streets, country roads, motorways etc. can be simulated.
The own decision behaviour determines the movement and/or driving behaviour of the other traffic participants, i.e. motorised and non-motorised road users.	Depending on the speed of the approaching emergency vehicle, a pedestrian for instance decides to cross the crosswalk, stops halfway and goes back, or lets the vehicle pass before crossing the crosswalk. Whether or not an emergency lane is formed depends on how clear the driving behaviour of the emergency vehicle is.

The full list can be found on the website [www.dvr.de/Qs-Kriterienkatalog](http://www.dvr.de/Qs-Kriterienkatalog)

## Exclusion Criteria (Part 2 after Training Review)

The exclusion criteria (Part 2) are approximately the same for all types of training. None of these criteria must apply.

Criteria
There are significant and serious grounds for suspecting that the training which was reviewed is not a realistic every-day training offered by the provider, but was constructed or influenced especially for the Quality Seal appraisal.
Less than 60% of the documentation described in the appraisal documents, for instance regarding the qualification or further training of the trainers, is on hand for the application for the Quality Seal.
Less than 60% of the practical driving content described in appraisal documents were carried out in the (simulator) training which was reviewed.

# Criteria (Option Module) Traffic Training Premises

## For training on traffic training premises

### Awarding stars for the general conditions of a course implementation



A provider can also have the local environment conditions of the course implementation checked in addition to submitting his application for the Quality Seal for a programme he offers.

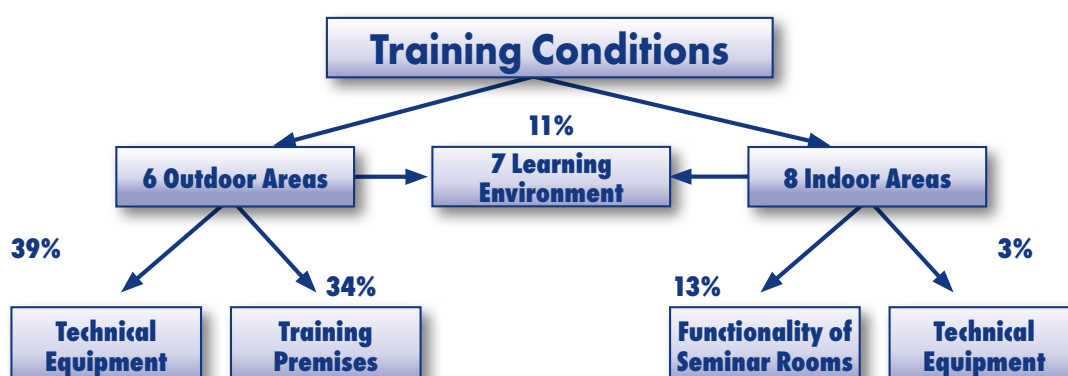
There will be an annual test performed by a DVR inspector on the basis of a checklist that can be viewed on [www.dvr.de](http://www.dvr.de). Some examples are shown below. This list includes five areas. Stars are awarded depending on the degree to which the qualification criteria are met, this decision is made upon the outcome of the review. The applicant provider receives a star per 20 percent degree of fulfilment of the criteria. Half-stars are not awarded, that is, if an applicant reaches more than 50 percent needed for a new star, this percentage is rounded up and incorporated into the next star. With a degree of fulfilment of over 90 percent, the maximum number

of 5 stars will be awarded. Stars can be awarded only in combination with the award of the Quality Seal; these are intended to give customers an additional guidance in choosing a training provider and traffic training premises.

The provider commits himself to carry out the courses only on the conditions that were previously examined. Should there arise any changes to the conditions which are controlled, such as structural alterations or modifications to the training facility, the provider undertakes to report these immediately to DVR. DVR will then decide on how to proceed further.

The rating system takes into account that there are two evaluation aspects applied to the technical equipment of a training ground and these are: Do they make sense from a pedagogical viewpoint and do they have a close relation to reality? They are not evaluated in terms of the fun factor they may entail.

Those general conditions of the training ground which allow performing manoeuvres at higher speeds will be particularly acknowledged. So for instance, braking at a speed of over 80 km/h, creates a different impression in training participants compared to braking when the speed is only 50 km/h. Particularly in modern vehicles, higher speeds are necessary to experience an extreme situation. The experience that modern vehicle technology does have its limits is one of the key points in a training session. It goes without saying that this must in no way pose any danger to man and vehicle.



Weighting of Quality Categories and criteria.  
All percentages are rounded.

## 6 Training Conditions Outdoor

The features are largely based on the Directive 2003/59/EC and were supplemented by some new ones that correspond to the current state of technology. Here are some examples for all of the seven categories:

<b>Technical Equipment (Outdoor)</b>
<b>Systems for generating wet road surfaces</b>
Fully functional water hydrants, water supply with the possibility of connecting a hose etc. or a fully functional, powerful, automated system.
<b>Ability to simulate slippery road surface conditions</b>
Sufficiently large (see DVR guidelines), functional sliding surface in good condition (without damages). Additional points may be awarded for larger surfaces.
<b>Ability to simulate surprise effects</b>
Appropriate equipment to generate surprise situations, such as water fountain obstacles, light signals, drawn obstacles, etc. Any damage to the vehicles must be excluded.
<b>Equipment of the facility</b>
Radio communication systems (with encryption) for each vehicle of a participant, but except for motorcycles safe driving training.
Suitable demonstration vehicles, such as a car with worn tyres, without ABS, ESP, or vehicles with specific technical features.

The quality category "Training Premises (Outdoor)" includes the following categories with the corresponding examples of criteria.

<b>Training Premises (Outdoor)</b>
<b>Dimensioning of the surface area straight ahead (including safety areas)</b>
Minimum dimensions in accordance with DVR guidelines, or larger areas leading to a higher rating.
<b>Dimensioning of the surfaces – circular path and/or curve (including safety areas)</b>
Minimum dimensions in accordance with DVR guidelines, or larger areas leading to a higher rating.
<b>Safety-relevant design of the training areas</b>
Level and clear road, unobstructed roadsides
Devices such as fences or barriers to exclude dangers by bystanders or any third parties
<b>Specific terrain characteristics</b>
Road surfaces with different grip characteristics (except sliding surface)
Curves that were formed by structural measures
Staked or marked trail
Hill sections and downhill grades with different friction coefficients, such as parts of sliding surfaces.

## 7 Training Conditions Learning Environment

The quality category "Learning Environment (Indoor and Outdoor)" includes the following categories with the corresponding examples of criteria.

<b>Criteria for the Category Learning Environment (Indoor and Outdoor)</b>
<b>Shelters to protect against bad weather conditions near the practical training areas</b>
Summer protection available, i.e. storage facilities with protection from rain, wind, sun.
Winter protection available, i.e. container, seminar buildings, etc.; protection against rain, wind, sun
<b>Quiet, undisturbed learning conditions</b>
Free of noise influences interfering on the training activities, generated for instance by vehicles, aircraft, industrial plants, motor racing or other events on the premises.
Free of further distractions disturbing the training activities, such as visual distractions by other events on the premises, vehicles, motor racing
<b>Supply of food and beverages</b>
Drinks and food are available on site.



## 8 Training Conditions Indoor

The quality category "Functionality of Seminar Rooms (Indoor)" includes the following categories with the corresponding examples of criteria.

<b>Criteria for the Category Functionality of Seminar Rooms (Indoor)</b>
<b>Room facilities</b>
For each participant, there is ample space to place documents on the table and to write.
The tables are arranged with a view to facilitate communication, for instance round table arrangements, U-shape or rectangle table arrangements.
<b>Room size</b>
The room is large enough for the group of participants.
<b>Room availability</b>
For as long as the training lasts, there is a seminar room available for the training group.
<b>Indoor lighting</b>
The room can be adequately illuminated.
<b>Indoor climate</b>
The room can be adequately ventilated.

The quality category "Functionality of seminar rooms (Indoor)" includes the following categories with the corresponding examples of criteria.

<b>Criteria for the Category Technical Equipment (Indoor)</b>
<b>Seminar technology</b>
Equipment available, such as flipchart, pin board, whiteboard or usual blackboard
Equipment available, such as overhead projector, video projector and possibility to show movies (videos, CD, DVD)
Equipment available, such as moderation cards, pens (markers), notepads, ballpoint pens, pencils.



# The DVR Quality Seal on the Internet

Model of a presentation

Deutscher Verkehrssicherheitsrat e. V. (DVR)



<http://www.dvr.de/qualitaetssiegel>

<b>Titel:</b> Safe Driving							
<b>Provider:</b> The Training Ltd.							
<b>Fees:</b> € 260 to € 420							
You may find contact details of the provider on <a href="http://www.weitere-Informationen.de">www.weitere-Informationen.de</a> or click here: ...							
This is a two-day training course including driving exercises on the training premises on the first day and a driving exercise unit in real traffic on the second day.	<b>Training Courses offered in</b> <table> <tr> <td> Hamburg</td> <td> Stuttgart</td> </tr> <tr> <td> Hannover</td> <td> München</td> </tr> <tr> <td> Leipzig</td> <td> Berlin</td> </tr> </table>	Hamburg	Stuttgart	Hannover	München	Leipzig	Berlin
Hamburg	Stuttgart						
Hannover	München						
Leipzig	Berlin						



## Using the DVR Quality Seal on the Internet including an assessment of the training premises

Model of a presentation

### Hamburg

Deutscher Verkehrssicherheitsrat e. V. (DVR)	
http://www.dvr.de/qualitaetssiegel	
<b>Titel: Safe Driving</b> <b>Objectives: ...</b>	<b>Assessment of the training conditions:</b> 
<b>Provider: The Training Ltd.</b>	out of 5 achievable stars. This is confirmed by an annual inspection carried out by DVR.
<b>Fees: € 420</b>	
<b>Contact Details</b> <b>Die Trainings-GmbH</b> <b>Hauptstraße 43</b> <b>40456 Hamburg</b>	The training premises in Hamburg have been designed according to state-of-the-art criteria which enable an optimal training implementation. The seminar building is fully air-conditioned and has its own restaurant area. For the practical driving exercises there are surfaces available with different friction coefficients. Permanent speed measurement is provided for by permanently installed measuring systems and displays. Speed measurements are provided and displayed permanently by fixed measuring systems.  Furthermore ... <a href="#">(read more)</a>
<b>How to get there</b> 	

### Hannover

Deutscher Verkehrssicherheitsrat e. V. (DVR)	
http://www.dvr.de/qualitaetssiegel	
<b>Titel: Safe Driving</b> <b>Objectives: ...</b>	<b>Assessment of the training conditions:</b> 
<b>Provider: The Training Ltd.</b>	out of 5 achievable stars. This is confirmed by an annual inspection carried out by DVR.
<b>Fees: € 260</b>	
<b>Contact Details</b> <b>Die Trainings-GmbH</b> <b>Bahnhofstraße 43</b> <b>51234 Hannover</b>	The training premises in Hannover dispose of their own seminar building. There is a sliding surface available. For each participant vehicle, a separate vehicle radio receiver is available.
<b>How to get there</b> 	

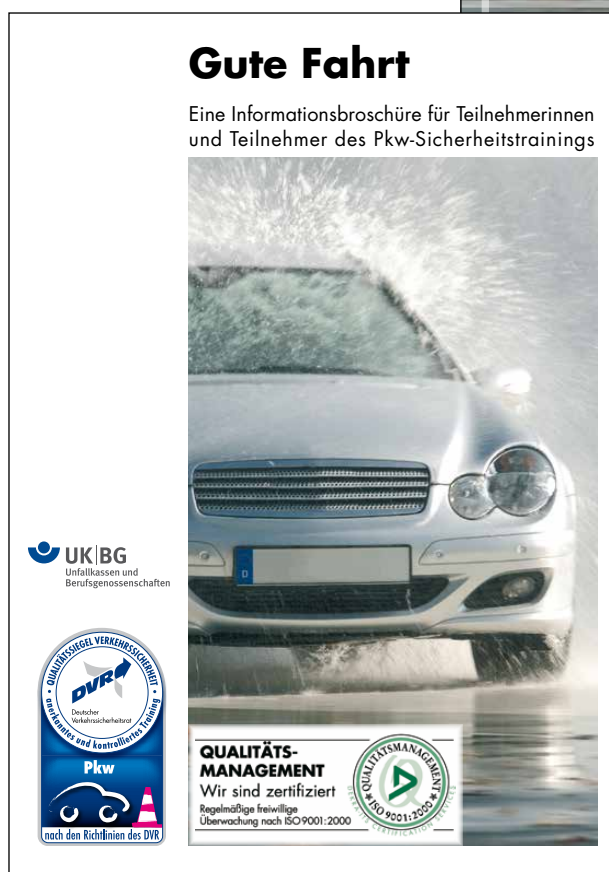
# Examples of using the Quality Seal

## on print media

### Use of the quality label as a marketing tool

Since the Quality Seal is awarded for a training programme and not for an institution, it must also refer exclusively to the training itself. Using the Quality Seal is not authorized without referring to the training awarded with the Seal. This clear distinction is necessary to prevent abuse and to place the Seal of Quality on the market to serve as a clear guidance for potential training participants. Nowadays, when road traffic training programmes offered are becoming increasingly differentiated and potential training participants are seeking orientation, this clear distinction is essential. The Seal stands for training courses which put road safety in the centre of the training which the providers offer, and the implementation of which meets high quality standards.

The Seal could be applied for instance to advertising flyers, posters, invitation letters, participants brochures, moderator manuals, and internet advertising for the training that was awarded the Seal.



## Application examples including assessment of the training premises

### Use of the Seal of Quality and assessment of the general conditions as a marketing tool

Since the Quality Seal is awarded for a training programme and not for an institution, it must also refer exclusively to the training itself. Using the stars is not authorized without referring to the training awarded with the Seal. This clear distinction is necessary to prevent abuse and to place the Seal of Quality and the permission to use the stars on the market to serve as a clear guidance for potential training participants. Nowadays, when road traffic training programmes offered are becoming increasingly differentiated and potential training participants are seeking orientation, this clear distinction is essential. The Seal stands for training courses which put road safety in the centre of the training which the providers offer, and the implementation of which meets high quality standards. The stars represent the quality level of the general conditions when carrying out a training course.

The Seal could be applied for instance to advertising flyers, posters, invitation letters, participants brochures, moderator manuals, as well as advertising on the internet for the training that was awarded the Seal.



### Gute Fahrt

Eine Informationsbrochüre für Teilnehmerinnen und Teilnehmer des Pkw-Sicherheitstrainings

**Die Trainings-GmbH**  
Hauptstraße 43  
40456 Hamburg

**UK|BG**  
Unfallkassen und  
Berufsgenossenschaften



# Awarding the DVR Quality Seal

## Schedule

Steps / Measures	Time	Flow of Information
❶ Application	Any time	Applications must be submitted informally, in writing, by the training provider.
❷ DVR forwards the list of criteria for awarding the Quality Seal to the training provider.	About 1 week	DVR forwards this in writing and on a data storage medium.
❸ The written documents must be submitted by the provider, based on the criteria list "Seal of Quality", which is at hand.	About 4 weeks	Documents must be submitted in writing or in digital form to DVR.
❹ DVR examines the documents with a view to formal completeness.	1 week	DVR sends a written notification to the applicant training provider with a view to formal completeness of the documents, and a notification on forwarding the documents submitted to the Review Committee.
❺ The documents are forwarded to the independent Quality Seal Review Committee requesting the Committee to provide their expert opinion.	About 6 weeks	Forwarded by DVR.
❻ The opinion of the Review Committee on the effectiveness of the training programme is forwarded to DVR; the opinion is issued on the basis of the documents submitted.	About 1 week	DVR informs the training provider in writing in the form of a summary on the assessment decision of the Review Committee.
❼ The reviewer participates in a practical driving training and then decides whether the training is carried out on the basis and according to the concept submitted.	This depends on when and where the training takes place.	DVR notifies the training provider.



<b>Steps / Measures</b>	<b>Time</b>	<b>Flow of Information</b>
⑧ The Quality Seal is awarded to the training provider.	This occurs in consultation between the provider and DVR, and - if so desired - also in the context of a media event.	DVR sends a certification to the provider.
⑨ The training is listed on a DVR internet page which was specifically designed for Quality Seal holders.	This takes place after the official ceremony.	Carried out by DVR.
⑩ DVR carries out regular quality controls of the seminars held.	The training sessions will also be checked and monitored by DVR on the basis of the seminar plan submitted, without being previously announced.	This task is taken on by DVR. The provider receives a periodic summary of the inspection outcomes by DVR.
<b>Optional Module within the DVR Quality Seal</b>		
⑪ A provider can apply for the Quality Seal for a programme, and in addition he can also have the local general conditions of the course implementation checked.	This checking of the training premises can be carried out at the same time as the programme review. In case the provider operates several training premises, these reviews will be carried out separately for each of the training premises. These additional expenses are charged to the provider.	The stars are awarded together with the Quality Seal. They are listed separately for each of the premises in the Quality Seal section on the internet.



# Cost Overview – DVR Road Safety Quality Seal

## Initial Application

Service offered	Fee DVR Members	Fee Others
Assessment of the programme on the basis of written documents to be submitted.	2,000.00 €	2,500.00 €
Inspection of the programme on site.	3,000.00 €	3,500.00 €
Fees for initial application (total)	5,000.00 €	6,000.00 €

## Follow-up costs per year of contract period

Service offered	Fee DVR Members	Fee Others
Mandatory annual inspection	1,500.00 €	1,800.00 €

## Optional Module "Training Premises and Learning Environment"

Service offered	Fee DVR Members	Fee Others
Annual assessment (for each training ground)	1,300.00 €	1,800.00 €

## Extension of contract period

Service offered	Fee DVR Members	Fee Others
Extension of another four years without changes in the programme.	500.00 €	800.00 €

The fees excluding VAT are charged separately for each programme and for each of the training premises. When changes occur to the programme which was awarded the Seal of Quality for road safety, fees will be invoiced at cost for a necessary re-assessment or inspection. In this case, DVR may provide a cost estimate on request.





**Deutscher Verkehrssicherheitsrat e.V. (DVR)**

**German Road Safety Council**

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