

Press Release

Aug 05, 2025 | ID: 352033

Volvo Car UK teams up with the Eden Project and wildlife expert Steve Backshall to launch Roadside Nature campaign

Family road trips are proving more hazardous than happy, with one in three drivers admitting to a near miss due to kids causing chaos in the back seat.

New research reveals that over a third of parents (35 per cent) have taken their eyes off the road to deal with a child wriggling out of their seatbelt, while almost one in five (19 per cent) have been involved in a minor collision due to the distraction.

The biggest in-car stressors are sibling squabbles (44 per cent), screaming (39 per cent) and an endless barrage of questions (37 per cent). To keep the peace, parents turn to snacks (57 per cent), favourite songs (57 per cent), or bribes for good behaviour (36 per cent). For nearly a third (32 per cent), the go-to solution is handing over a tablet or smartphone.

Stressed parents, cancelled plans

To address the issue, Volvo Car UK has launched its new Roadside Nature campaign, in partnership with long-term partner, the Eden Project, and wildlife presenter Steve Backshall. The Activity Pack helps keep children engaged with the nature outside their windows, allowing parents to focus on the road.

Steve Backshall, ambassador for Volvo Car UK and Eden Project Roadside Nature campaign, said: "Nature is full of wonder - but today's kids are more familiar with cartoon castles than real ones. This pack is all about opening their eyes to the world beyond the screen, making every road trip a mini adventure. By encouraging children to appreciate their surroundings during travels, we not only keep them engaged but also minimise distractions for the driver - creating a safer and more enjoyable experience for everyone."

From tantrums to traffic tension

Currently, over half of parents (52 per cent) feel anxious about long journeys with children in the car, with half (49 per cent) going as far to cancel plans to avoid the stress all together. Faced with the choice, three in ten (30 per cent) would rather stay home doing laundry and a quarter (25 per cent) would prefer deep cleaning the bathroom than endure a long drive with restless little ones.

On average, parents estimate they have just over 30 minutes before backseat bickering, wriggling, and wailing kicks in. With eight in ten (81 per cent) planning or considering a long trip this summer, many are taking extra precautions - with nearly half (47 per cent) scheduling more pit stops, and 23 per cent opting for early starts in the hope their little passengers will snooze along the way.

Nicole Melillo Shaw, Managing Director at Volvo Car UK said: "It's no surprise so many parents find long car journeys stressful – trying to concentrate while managing tantrums, squabbles and constant questions is no easy task. The reality is it only takes a momentary distraction to lead to a potentially dangerous situation. From children slipping out of seatbelts to mid-drive snack demands, there's a lot for parents to juggle behind the wheel. That's why we've launched our Roadside Nature campaign – to help keep children calm, curious and occupied, so drivers can stay focused and stay safe."

Nature as the ultimate antidote

Seven in ten (69 per cent) parents say keeping their children entertained to avoid distractions feels like a full-time job every time they get in the car. However, a quarter (26 per cent) say their children are noticeably calmer when driving through scenic or nature-rich areas - hinting at the power of the great outdoors to hold their attention.

Yet the research also highlights a growing disconnect from the world beyond the window. Kids are far more likely to recognise Hogwarts Castle (56 per cent) or Peppa Pig's House (48 per cent) than iconic UK landmarks like Stonehenge (37 per cent) or the White Cliffs of Dover (35 per cent). They're more familiar with Minions (57 per cent) and Pikachu (56 per cent) than dandelions (50 per cent) or bluebells (39 per cent), and 22 per cent struggle to name common UK trees. Just under half of respondents (46%) were unable to identify an Oak Tree, while 17 per cent lack confidence identifying insects – a third (32 per cent) unable to identify a ladybird or a simple bumblebee (35 per cent).

Top 10 most distracting backseat behaviours (according to UK parents):

1. Arguing with siblings (44 per cent)
2. Screaming (39 per cent)
3. Asking repeated questions (37 per cent)
4. Taking off their seatbelt (35 per cent)
5. Kicking the back of the seat (33 per cent)
6. Throwing toys or objects (32 per cent)
7. Crying (31 per cent)
8. Climbing or reaching around the car (30 per cent)
9. Needing help with snacks or drinks (28 per cent)
10. Complaining about being hungry (28 per cent)

To download the Roadside Nature Activity Pack, visit the Volvo website:

<https://www.volvocars.com/uk/l/roadside-nature-campaign/>

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Notes to Editors

Survey conducted by OnePoll of 1,000 UK consumers (500 children, 500 parents), UK parents with children aged 6 – 11 years who drive and their children aged 6 – 11 (28th May to 5th June 2025)

[Campaign imagery here](#)

About the Volvo Car UK and Eden Project partnership

Volvo is the Official Electric Car Partner of the Eden Project and the Presenting Partner of the Eden Sessions live music series. The collaboration supports shared sustainability goals, with a fleet of electric Volvo vehicles helping transport staff and visitors across Eden sites and a new EX30 featured in an eco-conscious exhibit. Volvo is also backing the expansion of Eden's Nature Connections early years programme, doubling the number of outdoor learning sessions for children and families.

Volvo Cars in 2024

For the full year 2024, Volvo Car Group recorded a record-breaking core operating profit of SEK 27 billion. Revenue in 2024 amounted to an all-time high of SEK 400.2 billion, while global sales reached a record 763,389 cars.

About Volvo Car Group

Volvo Cars was founded in 1927. Today, it is one of the most well-known and respected car brands in the world with sales to customers in more than 100 countries. Volvo Cars is listed on the Nasdaq Stockholm exchange, where it is traded under the ticker "VOLCAR B".

"For life. To give people the freedom to move in a personal, sustainable and safe way." This purpose is reflected in Volvo Cars' ambition to become a fully electric car maker and in its commitment to an ongoing reduction of its carbon footprint, with the ambition to achieve net-zero greenhouse gas emissions by 2040.

As of December 2024, Volvo Cars employed approximately 42,600 full-time employees. Volvo Cars' head office, product development, marketing and administration functions are mainly located in Gothenburg, Sweden. Volvo Cars' production plants are located in Gothenburg, Ghent (Belgium), South Carolina (US), Chengdu, Daqing and Taizhou (China). The company also has R&D and design centres in Gothenburg and Shanghai (China).

About the Eden Project

The Eden Project is an educational charity that demonstrates and inspires positive action for the planet. As a growing movement of global citizens, it reconnects people with nature, demonstrates and communicates positive change, and inspires advocates of action. For more information see www.edenproject.com.

Keywords:

Corporate News, Press Releases

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