

#### The ECOWILL project

**Ecodriving – Widespread Implementation for Learner Drivers and Licensed Drivers** 



Project number: IEE/09/250822/SI2.558293

Date of creation: July 2010



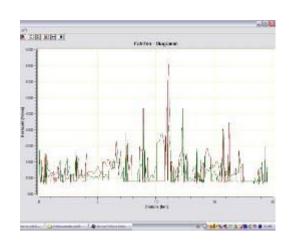
#### Facts & Basics

- Project duration: May 2010 April 2013
- Follow-up of the European projects
  - ECO-DRIVING EUROPE (2001-2004)
  - Ecodriven (2006-2008)
- Coordinator: Austrian Energy Agency (AEA)
- Funded by the Intelligent Energy Europe programme of the European Union



#### What is Ecodriving?

- Also known as 'modern driving' or 'smarter driving'
- Safe and smart style of driving
- More energy-efficient vehicle procurement
- Technology based, supports modern engine technology
- Narrowing the gap between real world and test cycle results









#### Positive Effects of Ecodriving

- Average decrease in fuel consumption and CO<sub>2</sub> emissions by 5-15%
- Reduced noise (lower revs)
- Positive effects on traffic safety: up to 40% fewer accidents
- Lower maintenance costs (e.g. brakes, tyres)
- Increase in comfort (less shifting gears, less braking, less stress)
- Contributes to EU
   CO<sub>2</sub> emission targets



#### **Ecodriving Education**

- Full day / half day or one hour
- Theoretical and practical part
- Comparisons of fuel consumption before / after training
- Certificates
- Virtual trainings on simulators









# **Ecodriving Campaigns**









- Brochures
- Competitions
- Events
- Media





#### **Ecodriving – Main Tips (1)**



- Shift up as soon as possible (at low revs)
  - cars 2,000 2,500 rpm
  - trucks ≤ 1,500 rpm, you may skip gears
- Maintain a steady speed (in highest gear possible)
- Decelerate smoothly (release the accelerator in time, leaving the car in gear)
- Anticipate traffic flow (try to avoid braking)



#### **Ecodriving – Main Tips (2)**



Don't break (highway) speed limits

Check tyre pressures monthly





Make use of fuel saving in-car devices (revolution counter, on-board computer, cruise control)



#### **ECOWILL: Activities in 13 Countries**



#### Activities take place both in:

- Countries where an advanced ecodriving system has already been established
- Countries with poor or no ecodriving experience.



# 15 Project Partners

AT Austrian Energy Agency

**UK Energy Saving Trust** 

FI Motiva Oy

NL VVCR Europe

**EL CRES** 

PL KAPE

CZ SEVEn

HU Geonardo Ltd.

LT COWI Lietuva

HR EIHP

IT Consorzio TRAIN

**ES RACC Foundation** 

DE DVR

European Driving School Association (EFA)

Federation Internationale de l'Automobile (FIA)



# **Advisory Board**

Assisting and consulting the project consortium

- NL Agency
- Ford of Europe
- CIECA International Commission for Driver Testing Authorities
- ACEA European Automobile Manufacturers' Association
- LeasePlan Corporation
- Quality Alliance Eco-Drive (Switzerland)
- National Association of Swedish Driving Schools



#### **Background**

- There are big differences in the EU as to how ecodriving is incorporated into the driving school curricula and in the driver tests.
- In some countries ecodriving is already part of the driver test and thus of driving lessons.
- The way in which ecodriving is being educated and examined, however, differs a lot.
- In some EU countries no attention is paid at all to ecodriving in both driving lessons and the driver tests.



# **Target Groups**

- Learner and novice drivers
- Licensed drivers
- Driving schools and driving instructors
- Driving test authorities
- Policy makers
- Automobile clubs
- Fleet operators
- Other potential multipliers and stakeholders



#### **Main Objectives**

- Integration of ecodriving in driving school curricula and driving tests
- Establishment of minimum standards for contents and set up of ecodriving trainings and train-the-trainer seminars
- Establishment of an ecodriving infrastructure which will keep the approach alive after the end of the project
- Roll-out of (short-term) ecodriving trainings for licensed drivers



#### Main Steps

- Investigation into the current status of ecodriving
- Standardised interviews with stakeholders
- Implementation of minimum standards for ecodriving trainings and trainer education
- Education of driving instructors and establishment of ecodriving infrastructure
- Ecodriving campaigns directed at licensed drivers
- Monitoring of the effectiveness of ecodriving trainings



#### **Expected Results**

- Harmonisation of ecodriving in driving school curricula and driving tests
- Application of quality standards for ecodriving trainings and instructor education
- Training of at least 500 driving instructors
- Educating 10,000,000 learner and novice drivers
- Involvement of 1,500,000 licensed drivers
- Conducting at least 10,500 ecodriving trainings for licensed drivers
- 5-10% less fuel consumption of participants of ecodriving courses
- In total avoidance of 8 Mtons CO<sub>2</sub> emissions until 2015



# **Don't forget**

The only way to really drive eco-friendly is without a car!





#### **Contact**



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