



ECODRIVING

Short-duration training for licensed drivers and integration into driving education for learner drivers

Experiences and results from the ECOWILL project

Publishable final report of the project

ECOWILL

ECODriving – Widespread Implementation for Learner Drivers and Licensed Drivers

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1 Introduction

The subject matter of the ECOWILL project is the sustainable and energy efficient use of motorised vehicles (particularly cars) which is often referred to as ‘ecodriving’. Driving a car plays an important role in nearly all societies, and it acts as a status symbol and is often connected with a feeling of freedom and life style. The car is used in areas where other forms of transport are often not a good option, or owning a car is the only opportunity of staying mobile and connected with the outside world. Unfortunately the steady increase in the usage of cars has led to ever increasing traffic congestion and to negative impacts on our environmental and societal life.

1.1 Why eco-driving?

Ecodriving is an efficient way of driving and saving money while still allowing a high degree of flexibility and individuality. Ecodrivers not only save money – but drive more safely, look after their cars and tend to enjoy driving more than ordinary drivers as the techniques reduce stress.



The main obstacles deterring people from eco-driving is the low level of knowledge about this concept within today's society or that they may suspect that eco-driving means slower driving with less fun. Most drivers will already have established their own driving style, preferences and prejudices with which they feel comfortable. In many cases these may be at odds with the principles of eco-driving. This is particularly the case for people that learned to drive in vehicles decades ago, whose driving style may have been well-suited to older vehicles but is not optimised for modern vehicles and engines. Furthermore, many drivers assume incorrectly that eco-driving is easy to put into practice without appropriate practical training and that they are following the eco-driving rules anyway.

1.2 Benefits of eco-driving

Ecodriving offers numerous benefits: It not only saves fuel and money, but it also improves road safety and the quality of the local and global environment.

The most important personal and immediate benefit of eco-driving is the saving of fuel costs. Experience shows that eco-driving can help drivers save as much as 15 % of their regular fuel costs, thus typically saving approximately € 500 in a year. Ecodriving reduces the emission of greenhouse gases as well as local air pollution by reducing fuel consumption. Therefore, if eco-driving becomes the norm rather than the exception, it has the potential to significantly reduce emissions from road transport.



Ecodriving reduces not only fuel costs, but also costs for maintenance and costs for repairing cars after accidents. Ecodrivers cause less wear and tear on car parts (tyres, brakes and engine) and are less prone to accidents.

Passengers of eco-drivers enjoy a more comfortable experience due to a smoother driving style (smooth use of the accelerator, steering, transmission and brakes). Benefits for both drivers and passengers also include increased safety on the roads and less noise generated.

All the benefits mentioned can be achieved in equal or reduced travel time. Experience shows that eco-drivers do not take longer to reach their destination, but are often even faster. This is mostly due to accelerating traffic flow and thus avoiding stops.

Ecodriving represents a driving culture which suits modern engines and makes best use of advanced vehicle technologies.

2 The ECOWILL project

ECOWILL stands for “ECOdriving – Widespread Implementation for Learner Drivers and Licensed Drivers”. The project was supported by the Intelligent Energy Europe Programme of the European Commission and was carried out from 2010 to 2013.

2.1 Partners

The project consortium comprises 15 expert organisations including 13 national organisations representing the 13 partner countries as well as two multinational partners:

The ECOWILL Consortium

- Austrian Energy Agency (AEA), Austria
- Energy Saving Trust (EST), UK
- Motiva Oy, Finland
- VVCR Europe, The Netherlands
- Centre for Renewable Energy Sources and Saving (CRES), Greece
- The Polish National Energy Conservation Agency (KAPE), Poland
- The Energy Efficiency Center (SEVEN), Czech Republic
- Geonardo Ltd., Hungary
- COWI Lietuva, Lithuania
- Energy Institute Hrvoje Pozar (EIHP), Croatia
- Consorzio TRAIN (TRANsport INnovation), Italy

- RACC (Reial Automobile Club de Catalunya) Foundation, Spain
- German Road Safety Council (DVR), Germany
- European Driving School Association (EFA)
- Federation Internationale de L'automobile – European Bureau (FIA)

2.2 ECOWILL Advisory Board

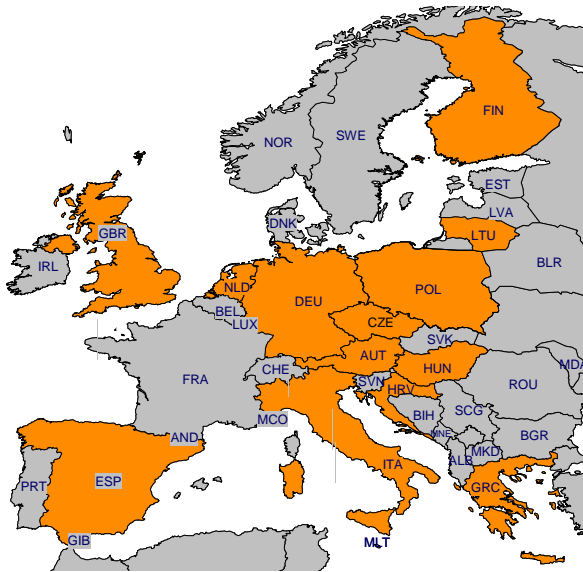
The ECOWILL Advisory Board (EAB), which consisted of seven members each highly experienced in establishing ecodriving structures, assisted and advised the project consortium. The EAB greatly contributed to ECOWILL’s activities and helped put ecodriving higher on the European map (and beyond). The seven EAB members were:

- NL Agency, The Netherlands
- Quality Alliance Eco-Drive (QAED), Switzerland
- National Association of Swedish Driving Schools (STR), Sweden
- Ford of Europe
- European Automobile Manufacturers' Association (ACEA)
- LeasePlan Corporation
- International commission for driver testing authorities (CIECA)



The project consortium and members of the ECOWILL Advisory Board

The ECOWILL partner countries



2.3 Initial situation

Ecodriving training courses in the past have proven to work well for companies, especially for truck and bus drivers, as fleet managers can easily see that ecodriving courses have a very short pay-back-period. However, many ecodriving initiatives around the world experienced problems in interesting private drivers in ecodriving training. Studies show that people are generally more interested in technical innovations than in changing their behaviour.

Before the Ecowill project, ecodriving training courses typically lasted one full day or half day. This frequently appeared to be too time-consuming both for private drivers as well as for fleet managers. The ECOWILL short duration training courses were compiled to reduce the amount of time needed for the training to only one hour per driver, while still providing considerable effects.

Regarding driver education, there were (and still are) big differences in the EU as to how ecodriving is incorporated into the driving school curricula and the driver tests. In some of the participating countries ecodriving was part of the driver test and thus of driving lessons. The way in which ecodriving was

taught and examined, however, differed a lot. In other countries no attention was paid at all to ecodriving in either driving lessons or driving tests.

2.4 Main Objectives

The ECOWILL project focused on the following main aspects:

- Establishment of minimum standards for contents and establishment of ecodriving training courses and train-the-trainer seminars
- Development and roll-out of ecodriving short-duration training for licensed drivers
- Integration of ecodriving into driving lessons and driving tests for learner drivers and quality control and harmonisation of driver education and testing procedures with reference to ecodriving
- Qualification and certification of driving instructors for providing ecodriving lessons to learner drivers as well as short-duration ecodriving courses
- Establishment of an ecodriving infrastructure which will keep the approach alive after the end of the project.

The following conclusions and challenges were identified in the preparatory phase of the project:

- Ecodriving knowledge has to be updated and standardised
- Ecodriving has to be mandatory part of the practical examination
- Ecodriving knowledge has to be harmonised between instructors and examiners
- Guidance for a systematic implementation in teaching and testing were required
- Didactical methods of conveying specific content to learner drivers was missing
- Ecodriving has to be put back on the priority list of political stakeholders (on a European and national level)

3 ECOWILL standards

After a comprehensive preparatory phase, a European ecodriving standard was compiled. This standard regarded both ecodriving lessons directed at learner drivers (“level 1”) and conducting short duration training for licensed drivers (“level 2”). It includes content as well as didactics. The standards were integrated into handbooks for train-the-trainer seminars, again both for educating learner drivers and conducting short duration training for licensed drivers. The handbooks are available for free download at <http://www.ecodrive.org/en/downloads/>.

The initial train-the-trainer seminar in each of the participating partner countries was led by German partner DVR for at least 12 driving instructors. Subsequently, these driving instructors served as master trainers to train further driving instructors in their countries. The ECOWILL train-the-trainer seminars lasted two days for level 1 and one further day for level 2.

Within the ECOWILL project, 700 driving instructors have been qualified and certified to be ECOWILL trainers in the participating countries. Train-the-trainer seminars corresponding with the ECOWILL standards will continue in many countries after the end of the project.

Contact details of all driving instructors who were certified as ECOWILL trainers to give short-duration ecodriving lessons to licensed drivers are available at www.ecodrive.org/trainers.

3.1 The Golden and Silver Rules of Ecodriving

There are many smart and safe driving techniques which can lead to significant fuel savings.



One major achievement of ECOWILL, which might well be used in other projects dealing with ecodriving, is the definition of updated ‘Golden Rules of ecodriving’, including the five most important ecodriving tips and some detailed information aimed

at experts such as driving instructors. Furthermore, several ‘Silver Rules of Ecodriving’, including further important ecodriving tips, have been defined. All tips have been updated following a broad discussion among project partners, the ECOWILL Advisory Board and other experts in the field of ecodriving and are in line with the latest engine technology and findings of recent studies on ecodriving techniques.

3.1.1 The Golden Rules of Ecodriving

1. Greater Anticipation

- Anticipate situations and other road users as far ahead as possible.
- Maintain a greater distance between vehicles in order to avoid unnecessary acceleration and braking and make maximum use of the vehicle's momentum

2. Maintain a steady speed at low RPM

- Drive smoothly, using the highest possible gear at low RPM

3. Shift up early

- Shift to higher gear by approximately 2,000 RPM

4. Check tyre pressures frequently, at least once a month and before driving at high speed

5. Remember all ancillary loads add to fuel consumption

- Electrical equipment and in particular, air conditioning adds significantly to fuel consumption, so use it sparingly.
- Avoid carrying dead weight and adding unnecessarily to aerodynamic drag e.g. by opening windows at high speed or carrying roof boxes when not in use.

Detailed explanations regarding these ecodriving techniques which are addressed at experts in the field of driving (e.g. driving instructors) are available at http://www.ecodrive.org/en/what_is_ecodriving/the_golden_rules_of_ecodriving/.

Following the guideline “Safety First”, Ecodriving enables a highly fuel-efficient, smart and relaxed driving style without any loss of time.



3.1.2 Further Eco-driving tips – ‘Silver Rules’ of Eco-driving

1. Fuel-saving starts with choosing a low-emission car

Choose a fuel-efficient model with reduced CO₂-emissions. Diesel vehicles should always be equipped with particulate filters. A fuel consumption display helps you to save fuel. Cruise control and an automatic gearbox can decrease fuel consumption.

2. Avoid short car trips

Avoid short car trips as cold engines need much more fuel per mile. Cold engines need much more fuel per mile than warm engines and cause equivalently more CO₂. On short trips the engine does not reach its optimum operating temperature, increasing wear and reducing durability.

3. Don't start the engine until there is actually an opportunity to start driving.

Drive off immediately after starting the engine; do not warm up the engine. Idling wastes fuel and the engine warms up more quickly when you are moving.

4. Turn off the engine at stops

Turn off the engine if stationary for a significant time. For most modern engines the ‘break even’ period – at which the fuel saved by turning off exceeds the fuel used to re-start the engine – is around 20 seconds.

5. Use low friction oils and low energy tyres

Make use of the EU-labelling system.

6. Close windows when driving at higher speeds

Open windows increase dynamic drag and consume extra fuel.

7. Check your car regularly and have it serviced

Make sure your car is regularly serviced (according to the manufacturer’s schedule) to maintain engine efficiency.

8. Consider alternative means of transport (cycling, walking, public transport, car sharing, car pooling, park & ride)

Around 25% of all car trips are less than 2 kilometres and 50% of car trips are less than 5 kilometres in length. Choosing to cycle or walk does not only have positive effects on the environment but also on your health and budget. The use of public transport also helps you to save money and to avoid stress and exhaust gases. Consider setting up a car pool with friends/colleagues or try car sharing in order to save fuel and costs.



Please note:

In order to really change driving behaviour and save fuel in the long term, it is a good start to try to follow the Eco-driving tips listed above. However, ecodriving cannot be demonstrated effectively when drivers just try to follow some tips listed, but in order to achieve considerable effects, drivers should also attend an ecodriving training given by a qualified driving instructor. Such training must consist of a theoretical part but also include practical driving on public roads.

4 Short-duration training

Ecodriving short-duration training as established within the ECOWILL project is an intensive one-on-one training in driving techniques and habits aimed at instilling fuel-conscious driver behaviour and lasting usually one hour.

4.1 Target Group

Short-duration ecodriving training is appropriate for all drivers of cars and vans up to 3.5 tonnes Gross Vehicle Weight. The training is effective for high or low mileage drivers, private individuals or company drivers, and newly qualified or highly experienced drivers. Drivers of heavier vehicles should seek specialist heavy-duty vehicle ecodriving training.



Picture: M. Praschl

4.2 Objectives of ECOWILL short-duration ecodriving training

The objectives of short-duration ecodriving training are:

- To convey the three core ecodriving tips (i.e. the first three 'Golden Rules of Ecodriving'. These are the tips that have the greatest impact on fuel consumption.
- To provide drivers with first-hand experience of ecodriving in real world traffic.
- To give drivers an enjoyable and positive experience as this will make them more likely to apply the tips in their normal driving.
- To promote a safe and efficient driving style in a time and cost-effective way.
- The training may also motivate drivers to opt for longer, more in-depth ecodriving training.

4.3 The coaching method

One important component of short-duration training – which distinguishes it from other training concepts – is the use of the coaching method. An ECOWILL trainer is educated to act as a coach for the driver, supporting him in achieving an excellent performance in safe, economical and environmentally friendly driving.

Short-duration ecodriving training does not provide sufficient time for a coach to try to convey all that he knows on the subject. Moreover, the coach's role is not just to impart information but to understand the trainee's interests and objectives and to assess what motivates the individual. In order to change behavioural patterns that have been internalised over years, the coach will try to take account of a driver's social and cultural preconceptions. Overcoming specific objections and deep-rooted concerns of the driver is the key to ensuring that a driver really believes ecodriving is realistic and practical. If a coach can achieve this, the driver will be far more likely to adopt the techniques in day-to-day driving.

The coach becomes an ally and a motivator helping the driver to improve his skills and competences and to achieve his goals.

If we can lay the foundations for self-motivated change in a driver's behaviour and appreciation of the benefits of ecodriving then the driver is likely to continue practicing the techniques and will perhaps even seek more in-depth training. The short-duration training will therefore have been a success.

4.4 Structure of short-duration ecodriving training

For ECOWILL short-duration training, each trainee drives two laps of an identical route on public roads, the first in his normal driving style and the second whilst being coached and adopting ecodriving techniques. Fuel consumption is measured for both laps so the trainee can see the improvement for himself. Discussion and two-way feedback is an integral part of the training, so the training should include a brief 'warm up' discussion before the driving begins and feedback sessions after both laps.

The duration of ECOWILL short-duration training per driver varied in the participating countries from 45

5 Ecodriving education for learner drivers

5.1 Blueprint for the harmonisation of driver education and driving testing

As a second main activity, in addition to the short-duration training concept for licensed drivers, ECOWILL focused on the (further) integration of ecodriving into curricula for driver education and driving tests. An expert work group led by EFA (European Driving School Association) and CIECA (the umbrella organisation for bodies responsible for driving tests) was established. As one key output, this group prepared a blueprint for the harmonisation of driver education and driver testing.



The blueprint represents a comprehensive state-of-the-art document which precisely shows how to implement ecodriving aspects into the curricula for driver education and examination. The blueprint addresses both the theoretical and practical parts and provides, among other things, a definition of the capabilities which learner drivers should achieve, the establishment and procedure of specific lessons and guiding questions to be used by driving instructors. In general, the most important step for including ecodriving in learner driver's education is to include all relevant techniques from the very first lesson without overstraining the learners. The educational part is accompanied by guidelines for testing the applicant's competence, which can be used by driving examiners.

The blueprint is highly relevant to all stakeholders in the field and served as the basis for national activities as described in chapter 9. It is available for free download in the document "D 7.4 Blueprint for a Harmonised Ecodriving Curriculum for Driving School Education and Driver License Testing", available at <http://www.ecodrive.org/en/downloads/>.

5.2 Initiative for amendment to the European Directive on driving license standards

One of the project's biggest successes was the initiative to approach the European Commission and recommend amendments to the European Directive 2006/126/EC on driving license standards for category B. The proposal, which was submitted by CIECA on behalf of the ECOWILL consortium, aimed at making ecodriving a compulsory testing element for all driver licence categories, including category B which was excluded before. The recommendation was successfully included in the new Commission Directive 2012/36/EU of 19th November 2012 (amending Directive 2006/126/EC) of the European Parliament and of the Council on driving licences and put into force on January 31st 2013, thus making ecodriving a mandatory element of the practical examination of category B in all European countries. In more specific terms, this means that all EU member states are required to integrate ecodriving in the category B driving test ("marking of the test of skills and behaviour"). By the end of the year 2013, each member states has to report to the Commission how they have fulfilled the requirements of the new directive, i.e. the text of the national enabling legislation which gives the directive legal force in the country.

As a result of the ECOWILL initiative, all EU member states are required to integrate ecodriving in the category B driving test by the end of the year 2013.

This is a success far beyond the expectations at the start of the project and will have a really big impact on driver education and driving examination in all 28 EU-countries.

Further amendments to the European Directive which were proposed to the European Commission by the ECOWILL consortium are currently being discussed. These amendments aim at integrating specific ecodriving skills and energy efficient driving behaviour as described in the ECOWILL project into both the theoretical and the practical parts of the driving test. The final decision regarding the implementation of the further proposed amendments is expected to take place at the end of 2013.

6 Dissemination activities

Various dissemination activities took place within the ECOWILL project. The project website (www.ecodrive.org) was continuously updated with national activities, documents and dissemination material for the general public. The website was visited by approx. 3,000 – 4,000 unique visitors per month.



The ECOWILL website www.ecodrive.org

The ECOWILL project was presented at 28 international events. Additionally, 70 presentations at national conferences took place. Furthermore, ECOWILL was presented in 40 articles in national media or websites (excluding numerous newsletter articles in partners' newsletters). 12 articles were published in international media. ECOWILL was also included in some TV/radio coverage, reaching in total over 4.8 million persons through communication activities.

Examples for the participation at international high-level conferences and events are given below.

➤ AMI Auto Mobil International in Leipzig, 1-10 June 2012

In the context of this motor show, nearly 1,100 private drivers participated in ECOWILL short-duration training.

➤ FIA Conference Week in Prague, Czech Republic, 26-29 June 2012

This conference attracted some 250 representatives from automobile clubs coming from more than 75 different nations. Beside a presentation on the ECOWILL project, short-duration training was offered to delegates.



Snapshot from the 'FIA Conference Week 2012 Newsletter', 27.6.12

➤ International Transport Forum in Leipzig, Germany, 2-3 May 2012

At this event, some high-ranking ministry representatives from Germany as well as FIA president Jean Todt took part in ECOWILL training.



YouTube Video featuring Jean Todt receiving an ECOWILL certificate

➤ EU Road Safety Day in Nicosia, Cyprus, 25 July 2012

This conference was organised by the EU commission and the Cypriot government in the context of the Cypriot presidency of the EU. The participation of ECOWILL highlighted the safety aspect of ecodriving. An ECOWILL driving simulator was provided for the conference.



Cypriot World Rally Championship driver Spyros Pavlides testing the ecodriving simulator

7 Impact after the end of the action

One major outcome of ECOWILL is that a great many structures have been established and initiatives have begun which will continue after the end of the project period.

One example is that there are 700 ECOWILL trainers qualified who will keep on including ECOWILL contents in their driving lessons and are mostly highly motivated to promote ecodriving further. Many of the ECOWILL trainers will continue offering short-duration training to private drivers. Another example is that in several countries ecodriving initiatives have started which did not exist before the project and are

expected to continue after the end of the project. In the countries in which ecodriving initiatives were already running at the beginning of the project, partners managed to integrate ECOWILL know-how and findings into existing structures. In those countries, where very few ecodriving activities existed at the beginning of the project, the basis was laid for ecodriving to be on the agenda in the future. Overall, the successful amendment of the European directive on driving license standards will have major impact on driver education and driving testing in all 28 EU-countries.

8 Lessons learnt

The three main lessons learnt during the action were

1. ECOWILL short-duration training is hard to sell at market price.

One of the key findings of the project is that it is difficult to market and sell ecodriving training unless it is free, whether to fleet or private drivers. A huge amount of effort and enthusiasm went in to making thirteen diverse and impressive marketing campaigns, and the project met its overall training target, but no partners have yet found the sort of interest or reported gathering momentum that seems likely to see thousands of trainees transform into hundreds of thousands. Indeed several partners reported that they didn't think any of their marketing activities were very successful. Even those partners that are relatively optimistic about future training plans estimate sales of only a few thousand drivers per year.

The difficulty in marketing and selling ECOWILL SDT is no reflection on the model of ecodriving training developed by the project. Indeed all thirteen partners report that trainer feedback on the format of the training was largely or entirely positive and feedback from drivers has also been overwhelmingly positive. More fundamentally it appears to be difficult to persuade large numbers of people to pay for stand-alone ecodriving training. This experience mirrors that of other organisations, including both the AA and the Institute of Advanced Motorists in the UK.

2. In order to be taught in driving schools, ecodriving has to be mandatory part of the practical driving test.

Ecodriving knowledge needs to be harmonised between instructors and examiners and a guidance for a systematic implementation in teaching and testing is required (i.e. the ECOWILL Blueprint).

Subsequently, all driving instructors in the country need to be educated, focusing both on ecodriving contents and didactical methods to convey specific content to learner drivers.

3. The consortium experienced that ecodriving is not on the top priority list of important (political) stakeholders anymore. The majority of projects and activities aiming at reducing fuel consumption of driving deal with technical aspects and focus on improvements of vehicle efficiency. This means that the very important issue of driving behaviour and how to influence it by applying an efficient driving style is neglected.

However, it is very important to continue taking the behavioural side of ecodriving into account. For example, you can drive the most efficient car in a very inefficient way, resulting in no fuel savings at all.

ECOWILL prepared and implemented methods to establish long-term changes in driving behaviour, both for learner and licensed drivers. The ECOWILL consortium is convinced that ecodriving behaviour and the correct use of technologies and tools have to be a central issue on the political agenda, especially at European level.

9 National activities

AUSTRIA

Initial ecodriving situation in the country

The well-established Austrian ecodriving initiative (www.spritspar.at) was launched in 2004 by the Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management. The Austrian Energy Agency is responsible for the programme management and started, in cooperation with the Federal Branch Association of Driving Schools and the Austrian Automobile Club ÖAMTC, to define ecodriving rules and develop training programs.



Focal points of the initiative so far have been the following activities:

- Ecodriving certificate for driving instructors – more than 1,000 trainers for passenger cars, trucks & buses and tractors have already been educated and certified as ecodriving trainers.
- Ecodriving championships for drivers were organised for the categories passenger cars, buses and also tractors.
- Training for fleet drivers – in total about 20,000 drivers participated in an ecodriving -training.



- Ecodriving training for novice drivers – since 2008 Austrian novice drivers have been obliged to participate in an ecodriving lesson at the driving school (90,000 learner drivers annually).

ECOWILL activities in Austria

The activities within the ECOWILL project in Austria focused on build-up of further Know-how for driving instructors, training of driving examiners and the market roll out of short duration ecodriving training.

Several one-day training seminars were organised for Austrian ecodriving trainers to become a certified ECOWILL trainers. The feedback from participants was very positive and the short duration training concept was confirmed to have good market potential. In total 48 driving instructors were certified.



To support driving instructors at their daily work, a DVD explaining the ecodriving rules was produced and distributed to the Austrian driving schools.



To promote the training concept of short duration training, a folder for fleet drivers was produced. The Austrian ECOWILL partner AEA also tried to create a new market by targeting experienced drivers who serve as accompanying persons for the practical training of learner drivers (mainly the parents of the learner drivers). For this new target group a folder was produced too. However, the actual demand for short duration training was lower than expected in Austria, as in total 260 drivers participated in short duration training. A number of future projects, especially training for fleet drivers, are already on track though.



Ecodriving training for Austrian examiners

The ECOWILL project provided the opportunity to approach a new target group: ecodriving training for driving examiners. In cooperation with the federal province of Lower Austria, a pilot training for 24 examiners was started in 2012. The feedback from the examiners was very positive and they also confirmed that ecodriving can be well integrated in the education of learner drivers.



Based on the positive experiences from this pilot training, a further initiative was started: In cooperation with the Ministry for transport, the auditors of Austrian examiners were invited to take part in an ecodriving seminar. The training started in April 2013 in all Austrian provinces. By summer 2013, nearly all 48 Austrian auditors will have completed this further education.

First ecodriving training in Russia ever

In cooperation with THE PEP – the Transport, Health and Environment Pan-European Programme of the UNECE – the Austrian partner AEA presented the potential of ecodriving to political representatives from all over the world: Within a conference in Moscow in June 2012, AEA presented not only the ECOWILL project but organised the first ever ecodriving training in Russia, led by an Austrian ECOWILL master trainer.



Project partner



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The Austrian Energy Agency was founded in 1977 as a non-profit-making scientific association. Its General Assembly comprises some of the most distinguished representatives of the Austrian Energy Sector.

Main purpose and goal of the Austrian Energy Agency is to develop, support and implement measures that aim at a sustainable supply and use of energy.

UNITED KINGDOM

Initial ecodriving situation in the country

The UK was moderately experienced with ecodriving before the ECOWILL project, having participated in the earlier ECODRIVEN project and having previously had two national ecodriving programmes, SAFED and Smarter Driving. There was a reasonable level of awareness of the subject among fleet professionals, but among private individuals and others awareness levels were low.

Forging common links in a diverse industry

From the outset EST recognised that ECOWILL provided an excellent opportunity to bring together key stakeholders from what in the UK is a fairly disparate industry. The train-the-trainer seminars (TTT) in particular were an effective way to foster good dialogue and a healthy exchange of ideas. For example the first TTT seminar in the UK involved independent trainers, trainers from driving schools, the head of key driving instructor trade association, the UK's Deputy Chief Examiner, and in-house trainers from a car manufacturer and a fire & rescue service.



Most trainers joining the TTT seminars arrived with broadly similar understandings of the benefits of ecodriving but with a surprising diversity of opinion about some of the techniques and about the best ways to teach ecodriving. A mark of the success of the TTT seminars was the extent to which most trainers bought in to the ideas presented at these seminars and moved towards a consensus.

In total more than 100 driving instructors were trained to deliver ECOWILL training in the UK. These instructors trained more than 3,800 drivers during the lifetime of the project and are expected to continue to train thousands of drivers after it ends.

Testing a model for commercial, unsubsidised ecodriving training

As ECOWILL progressed it became increasingly apparent in the UK, and elsewhere, that public funding is not going to be available in the foreseeable future to subsidise ecodriving training for genuinely large volumes of drivers: Subsidised programmes might train thousands or even tens of thousands of drivers, but training hundreds of thousands or millions of drivers would require a business model that could be commercially viable without subsidies.



EST therefore decided to design and implement a 'Consumer Pilot Programme' to test just such a commercial model. The programme ran from October 2011 to April 2012 in two locations, Crawley and the Medway towns. ADIs from these two areas were recruited and trained at ECOWILL 'train-the-trainer' workshops and were then allowed to use both the ECOWILL brand and EST's own brand to promote and sell ECOWILL training to private individuals and to small organisations. The training was unsubsidised and ADIs were allowed to set their own prices, but EST supported the programme with high profile and successful PR campaigns and direct marketing to EST's existing contacts in the areas. EST also set up an automated online system that produced certificates for trainees. The main principle was that all of EST's involvement was low cost and, had this pilot been rolled out to a national programme, their costs could have been covered either by a small annual subscription fee per ADI or by modest Government funding.

Unfortunately this pilot produced low number of trainees: The ADIs liked the model and the training

and were generally keen to be involved, but after 6 months they had only trained an average of between two and three drivers each so reluctantly EST concluded that this model was not viable.

However as a pilot project it was a useful informative exercise. ECOWILL provided the opportunity to test this model of unsubsidised training and run the project well, so the results were meaningful and have gone on to shape policy both at EST and more broadly in the UK. EST now believes clearly that there is no significant market for unsubsidised ‘stand-alone’ ecodriving training but that other solutions must be found such as putting a greater emphasis on ecodriving in the driving test; combining ecodriving with other driver training; or by embedding ecodriving in to formal company policies. For example, in April 2013 EST had discussions with two large organisations – a local authority and a construction company – both of which are considering incorporating ECOWILL training into their mandatory training for new employees.



National ecodriving programme upgrades to ECOWILL training format

In October 2012 the UK’s national Smarter Driving programme re-trained the 60+ instructors that deliver the programme and subsequently adopted the ECOWILL training format for all its training. This involved some significant changes both to the content and the delivery of training: The emphasis on a coaching style led to the inclusion of periods of time with the engine off for the driver and the trainer to talk, and for drivers being encouraged to help define their individual training goals. In terms of content, the main changes were introducing trainers to the concept of the Goals for Driver Education (GDE) Matrix and a greater emphasis on the safety benefits of ecodriving. The sharing of international evidence

for the long term fuel savings and safety benefits of short-duration training also proved very beneficial.

Feedback from both trainers and trainees to the adoption of the ECOWILL training format has been positive. Trainers particularly like the emphasis on the coaching ethos and several have also commented on how they are adopting more of a coaching style in their other (non ecodriving) training.

ECOWILL promotes constructive dialogue between policy makers

ECOWILL WP7 provided EST with the opportunity to hold good, constructive discussions with the Driving Standards Agency (the UK driver licencing authority) and the Department for Transport about ecodriving and the driving test, particularly in the context of the forthcoming amendments to Directive 2006/126/EC.

Much of the focus of these discussions was the extent to which ecodriving faults are already likely also to be revealed as safety faults, and whether and how ecodriving can be assessed objectively. These discussions were informed greatly by experience of ECOWILL partners from other counties.

The broad conclusion is that the UK already fully compliant with Directive 2006/126/EC and there are no immediate plans for amending the UK position but this dialogue, which would not have happened without ECOWILL, has been constructive and has helped to promote and inform the debate about ecodriving among key UK stakeholders.

Project partner



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The Energy Saving Trust gives impartial, accurate and independent advice to households, communities and organisations on how to reduce carbon emissions, reduce fuel bills, and use water more sustainably.

FINLAND

Initial ecodriving situation in the country

In Finland ecodriving training started back in the 1990's in context of a state-funded programme. At that time two ecodriving training concepts were worked out by Motiva and its co-operation partners:

- 'EcoDriving' was for passenger car and van drivers
- 'KEY' (Environmental Programme for Transport Companies) was for bus and truck drivers.

In the beginning, two-day 'train-the-trainer' seminars were arranged annually in order to improve and maintain the skills of the ecodriving trainers. As a result, about 1,000 driving instructors (class B) were trained and a network of approx. 100 ecodriving driving schools was founded. The 'EcoDriving' training concept was used both for training of learner drivers and licenced drivers.

Public funding, however, decreased in the 2000's, and the two brands eventually divided into several training networks, each having marketing activities of their own. In the 2000's ecodriving for licensed drivers was promoted in two EU projects (TREATISE, ECODRIVEN) and in one national marketing campaign, but no continuous national development or umbrella marketing was going on any more. Consequently, at the time ECOWILL started, no ecodriving programme was running in Finland.

Strong groundwork for building up ECOWILL infrastructure

In Finland, the main focus of the ECOWILL project was as follows

- utilisation of the existing ecodriving trainer network for building up an ECOWILL network
- the main target group was fleet operators, especially company car drivers, whereas private car drivers were informed only through media (articles and press releases)
- marketing was mainly based on existing communication channels of Motiva and its co-operation partners as well as presentations in seminars

The experience from former projects had shown that it is extremely difficult to get private car owners interested in ecodriving training – even if it is offered them for free! Therefore, it was decided to offer free

training only to 'gatekeepers', i.e. persons who are key decision makers in promoting ecodriving training in their organisations. Moreover, free training was offered to key MPs and civil servants dealing with driver training matters on a national level. The idea here was that they experience the benefits of ECOWILL short-duration training personally, especially the balance between traffic safety and fuel economy.

The main conclusion of the project is that ECOWILL short-duration training is a good product and there are motivated and skilful trainers, but for some reasons ecodriving training is very difficult to market. A positive attitude will not always convert into the decision to purchase training.

The difficult economic situation was a major problem during ECOWILL, as organisations typically invested less in training of personnel. In the near future, increasing demand for ecodriving may still come from quality management programmes and environmental programmes. Probably the best way to promote ecodriving training for organisations is to integrate training in existing processes such as company car procurement, an environmental programme and work safety. Ecodriving training as standard procedure could also help to avoid problems which are due to changes of key personnel of organisations.

ECOWILL Finland in numbers

- Four ECOWILL train-the-trainer seminars
- A nationwide network of 32 certified ECOWILL trainers
- In total 284 driver trainings during the project (263 without subsidies).

Building up the ECOWILL trainer network

One of the easiest ECOWILL tasks in Finland was to build up the certified ECOWILL trainer network. Thanks to long ecodriving history, it was not difficult to find committed and skilful trainers from all over Finland. In addition to a train-the-trainer seminar for master trainers (led by German partner DVR), three additional seminars were arranged in order to build up a nationwide certified ECOWILL trainer network. These seminars also provided an excellent

opportunity to discuss and share ecodriving experiences with other professionals. ECOWILL short-duration training was found to be a useful additional product to the existing product category, a one-hour long training is rather close to the existing training courses.



Picture: Kimmo Haimi

Success story2: Free training for 'gatekeepers'

Usually, organisations have dedicated persons in charge of fleet matters, including driver training. Therefore, training of even hundreds of drivers does not necessarily need approval from the individual drivers, as is the case with private car drivers. Fleet managers are normally willing to promote ecodriving training, if they are convinced about its benefits. Free training for such key decision makers, 'gate keepers', was found to be a useful way to market ecodriving, as they could experience for themselves how to reduce fuel consumption and to improve traffic safety. Feedback from these training was positive, and in some cases decisions to train company car drivers have already been made – which indeed was the goal.



Mr. Arto Satonen, The Chairmen of the Transport and Communications Committee did take part in the free training of 'gatekeepers'.

ECOWILL – a stepping stone towards permanent ecodriving promotion in Finland

During ECOWILL it became very clear that instead of individual projects, the promotion of ecodriving is more effective on a continuous, on-going basis. In between some projects, there is very often an idling phase, which may slow down or even stop the promotion of activities owing to lack of funding. As a result of discussions between the Finnish Driving School Association and Motiva Oy, a co-operation plan has been worked out. This plan includes annual two-day Train-the-trainer seminars as well as the provision of regular information for trainers (e-mails, newsletters, etc.). This will help to keep ECOWILL achievements in use after the project. Moreover, marketing of ecodriving training has been integrated in the national Mobility Management programme.



Mr. Skimpy and Mr. Splurge – the same initial situation, but a completely different view about smart driving (figures from the 'Smart Choices for Driving' brochure). Copyright: Harri Tarkka

Project partner

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Motiva-concern is a state-owned expert company promoting efficient and sustainable use of energy and materials. Its services are utilised by the public administration, businesses, communities, and consumers.

THE NETHERLANDS

Initial ecodriving situation in the country

The well-established initiative regarding ecodriving in the Netherlands (called ‘Het Nieuwe Rijden’) started to gain publicity in 2000 with TV-commercials. In the Netherlands, ecodriving is supported by the government through the working programme ‘Clean and Economical’. Also different parties from different industries worked together in the “Het Nieuwe Rijden network”. VVCR Europe is the inventor of the driving training ‘Het Nieuwe Rijden’. The first steps to develop this training were taken back in 1995.



Implementation and execution of ECOWILL short-duration training in the Netherlands

The main target audience in the Netherlands were fleet drivers. Large organisations were particularly targeted simply as a means of trying to secure large bookings. Most of the training was in cooperation with existing national lease companies and other large organisations because in the Netherlands it is easier to reach drivers via their employers. The messages that was brought to potential clients were: (1) safety, (2) sustainability, (3) reduced fuel consumption and emissions, (4) fewer accidents and decrease in damages, and (5) reduction in insurance premiums.

To encourage the lease companies and large organisations, a leaflet was developed which was aimed at fleet managers, purchase managers, HR managers and safety, health and environment managers. This leaflet deliberately gave little detail on the content of the training but it tried to sell the idea that a short, easy to organise and on the road training would be the best solution. The leaflet was developed in two languages so it could also be used for international businesses and of course in order to create more word of mouth promotion of short-duration training.

The short-duration training was also promoted via partner organisations, like Veilig Verkeer Nederland

(VVN), Fleetsupport, Ecomobiel and leasing companies.

The general experience and the lessons learned are that it proved to be difficult to sell short-duration training as a stand-alone product. Most clients wanted an integrated approach with a combination of safety (and longer) training, assessments, online modules and monitoring and communication.

In order to keep on promoting and implementing ECOWILL short-duration training after the project has ended, the intention is to make use of a more customised approach depending on the needs of the client/customer and make it part of a total solution.

After the end of the project it is estimated that there will be approximately 3.000 – 5.000 ECOWILL training (including where ECOWILL training is combined with other training) per year for the next few years.

Establishing a cooperation with important stakeholders

Through the implementation process described above, cooperation with key stakeholders in the Netherlands was established, including TERBERG Leasing (TERBERG Greenlease), LEASEPLAN (GreenPlan), LEASE UNLIMITED (Lease Green Unlimited) and Fleet Support (EcoSave plan).

Establishing a close cooperation with LeasePlan

Due to the close cooperation with the important stakeholder LeasePlan, ECOWILL principles and ‘Golden/Silver Rules of Ecodriving’ have been implemented in LeasePlan’s (inter)nationally developed SAFE & ECO program and ‘SafePlan’. The roll out of SafePlan will take place in at least 31 countries worldwide in cooperation with LeasePlan.



Establishing a close cooperation with PostNL

Another success story is the roll out of short-duration training for all PostNL drivers (approximately 1000 drivers). This project started in March 2012 and is expected to be finished by the end of 2013.



Participation at Ecomobiel 2012

In October 2012, the participation of VVCR at the Ecomobiel exhibition proved to be very successful because of various reasons:

- The opportunity to give a presentation to decision makers regarding the effectiveness of short-duration training
- The opportunity to organise press conferences for the signing of contracts with important stakeholders like IVDM (an organisation who applies for sustainable mobility) for the education of Dutch examiners and instructors (together with the driving school association BOVAG and CBR, an organisation responsible for driving examination) and the execution of short-duration training for all PostNL employees.



Integration of ecodriving as pass/fail criteria into driving school education and driving examination

Cooperation has been established between CBR/BOVAG/VVCR and IVDM for the successful integration of ecodriving pass/fail criteria into driving school education/driving test. The project has started and the first presentations have been given to the management of CBR. The planning of the education of examiners and driving instructors has also started.

This will be a combined education of 585 examiners and about 10,000 driving instructors. This success is partly due to support of EFA and CIECA.



Participation at European Road Safety Day with VVCR Europe ecodriving simulator Nicosia, 25 July 2012 thanks to FIA

The European Commission and the EU Rotating Presidency (Ministry of Communications and Works of Cyprus) organised a conference titled 'Active involvement of Youth in Road Safety' for the fourth European Road Safety Day. The conference took place on 25th of July 2012, in Nicosia, Cyprus.



Implementation of the Eco Driver Assessment

The Eco-Driver Assessment is aimed at all drivers with a licence to drive a car. In practice, the assessment is used for drivers who drive a lot in their jobs, such as company car drivers, lorry drivers, taxi drivers and drivers of emergency service vehicles (police, fire service, ambulance service).

The Eco-Driver Assessment is an online instrument containing statements about driving a car in specific circumstances. The participants indicate the extent to which they exhibit the behaviour described in the statement by giving an answer on a scale ranging

from “almost never” to “almost always.” There are two variants of the assessment questionnaire: one for driving in a car with a manually-operated gearbox and one for driving in a car with an automatic gearbox.

The final result is an index – “Your Eco Driving Score” – and a profile that says something about whether the driving behaviour helps to limit fuel consumption and to prevent the emission of harmful emissions and CO₂. This label does not say everything about the driver’s actual fuel consumption, but it does say a lot about the individual driving style, which is one of the factors that determines fuel consumption.



The Eco Driver Assessment is available in all 13 languages of the partner countries and can be found via <http://assessments.driverportal.org/User/Create>.

Project partner



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GREECE

Initial ecodriving situation in the country

The Greek ECOWILL partner CRES has been promoting ecodriving in Greece for more than 12 years through various European and national projects. Starting with the ECLAB project in 2001 and followed by TREATISE, ECODRIVEN, FLEAT, INTERACTION and ECOWILL, CRES promotes ecodriving by participating in/organising a large number of workshops, events, exhibitions etc. CRES also secures media coverage through press releases and the use of promotional material. In the framework of the above projects, pilot training seminars for driving instructors and drivers have been implemented. In 2007, CRES launched and coordinated – in cooperation with the Ministry of Transport – the successful national ecodriving campaign (www.ecodriving.gr) which is still active today.

Since 2009, ecodriving techniques have been part of the theoretical part of novice drivers' examinations with 13 ecodriving questions. However, ecodriving training seminars in the practical level were, prior to the ECOWILL project, limited to pilot schemes mainly because of the lack of certified ecodriving trainers and funding. The ECOWILL project and the close collaboration with the PanHellenic Association of Driving Instructors significantly helped to further integrate ecodriving both for the theoretical and practical driving education in Greece.



National ecodriving website

National implementation

The main target audience of the ECOWILL project in Greece were private licensed drivers and learner drivers in driving schools. A secondary target was awareness-raising on ecodriving for driving

instructors and encouraging them to attend a train-the-trainer seminar.

The ECOWILL project and ecodriving in general was promoted during the project period with the help of the PanHellenic Association of Driving Instructors (PADI). PADI played a key role in choosing 12 suitable master trainers and in encouraging driving instructors to include ecodriving in their training courses.

During the project, there was very high interest in ecodriving seminars both from drivers and trainers, mainly because of the high fuel prices in Greece, which are among the highest in the EU. As a result, 50 driving instructors (including the 12 master trainers) have been certified as ECOWILL trainers and 750 drivers were trained in ecodriving.

Short duration training for licenced drivers was a new and unknown training course in Greece and this was the main barrier that meant that fewer licenced drivers than expected took part in the training. The main marketing strategy for licensed drivers was special offers and discounts to licensed drivers.

The dissemination and marketing strategy was based on the existing national campaign website and stakeholders network (www.ecodriving.gr). The marketing material used for drivers and seminar participants were leaflets, stickers, car first-aid kit, car sunshades and LED torches. ECOWILL and ecodriving techniques and training opportunities were presented in various events, workshops and through the media (see the following chapters).

ECOWILL in WRC “Rally Acropolis” 2013

CRES, in cooperation with the tire company MICHELIN, presented the ECOWILL project and ecodriving tips in some parallel events of the international Rally Acropolis 2013.





In the service park of the rally in Loutraki, thousands of spectators had the chance to test their ecodriving skills in simulators under the guidance of a virtual trainer. . They also received information (leaflets and stickers) on the project.

ECOWILL in the 4th National Conference of Driving Instructors



ECOWILL objectives and results in Greece were presented at the 4th national conference of the PanHellenic Conference of Driving Instructors which was organised by the PanHellenic Association of Driving Instructors (PADI) in March 2013 in Thessaloniki. More than 200 driving instructors and other stakeholders were informed about the opportunity to attend ECOWILL Train-the-seminars. Moreover, there was an open discussion on the options for CRES and PADI to further promote

ecodriving jointly and request for funding for more Train-the-trainer seminars.



Project partner



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The Centre for Renewable Energy Sources and Saving (CRES) is the Greek national entity for the promotion of renewable energy sources, rational use of energy and energy conservation

POLAND

Initial ecodriving situation in the country

In Poland, the principles of ecodriving are not yet included in the curriculum for driving education, nor is ecodriving part of the examination for any driving licence category. In the opinion of many experts, the low popularity of ecodriving in Poland is due to the lack of activities for a more effective popularisation of such a modern, safe and environment-friendly driving technique.

ECODRIVEN, a previous project funded by the Intelligent Energy Europe programme, was launched in 2006 and was also implemented in Poland. Due to the activities within the ECODRIVEN project, ecodriving became more popular in Poland: in 2007, Szkoła Auto, supported by Skoda Auto Poland, initiated a huge media campaign for ecodriving. The term 'ecodriving' eventually became familiar to the Poles.



However, after a few years of trying to make ecodriving more popular among drivers, the effects are rather poor. Only some thousand drivers participated in the ecodriving training courses which were held both for private and commercial drivers. Since 2000, however, ecodriving training has been introduced for truck drivers by the Polish

representatives of DAF, MAN, Mercedes and Scania, as well as by the Polish bus manufacturer Solaris. Ecodriving has also been included in the obligatory training curricula for preliminary and periodic qualification of truck and bus drivers. The ecological motives, as well as the promise of driving safer traffic through ecodriving, are generally not taken seriously by most of drivers in Poland, despite the commonly enthusiastic opinions of those who have participated in the training and apply the driving principles on a daily basis. The breaking of mental barriers is and will be the critical factor for success of ecodriving training in Poland.

Project implementation

The ECOWILL short-duration training was mainly targeted at private drivers in Poland. Additionally some training took place for drivers of large fleets, including Coca-Cola and the Warsaw public transport operator, where some traffic controllers were also trained.



25 ECOWILL trainers were trained in Poland by the end of the ECOWILL project. A total of more than 500 licensed drivers were trained with ECOWILL short-duration training.

The ideas and activities of the ECOWILL project are expected to go on after the end of the project as many further driving schools have already reported to be interested in cooperation.

Promotion campaign "Eco Street Race"

The promotion campaign "Eco Street Race" was organised in Warsaw by ECOWILL partner KAPE in cooperation with TOYOTA Okęcie Co., one of the biggest Toyota dealers in Poland. This marketing campaign included leaflets, brochures, give-aways, CDs and promotion on KAPE's website as well as promotion on Facebook and other social media.



KAPE also ran a PR campaign that achieved some good press coverage. Moreover, the campaign started to promote an ecodriving competition, the "Eco Cup of Poland", which will take place, after the ECOWILL project ends, in the three biggest cities of Poland: Wrocław, Krakow and Gdansk.



Efforts to integrate ecodriving into driving school curricula and driving examination

Within the lifetime of the ECOWILL project, the Polish Ministry of Transport carried out legislative works related to the implementation of the European directive on driving examination (2006/126/WE). However, the remarks and comments which were made both by KAPE and by representatives of driving schools have eventually been not taken into account into the new Polish regulation so far.

Ecodriving training in Bielsko-Biala

A rather large roll-out of ECOWILL training is planned for the city of Bielsko-Biala in the southern region of Poland. Representatives of Bielsko-Biala and five further municipalities nearby intend to carry out ECOWILL training for 200 drivers of both private and commercial vehicles. Negotiations had not been finalised at the time of writing this report.

Project partner



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CZECH REPUBLIC

Initial ecodriving situation in the country

The initial status of ecodriving education in the country was characterised by the practical absence of targeted education of ecodriving techniques for class B learner drivers as well as its explicit testing by driving examiners (neither theoretical, nor practical). The national legislation regarding driving exams for class B drivers prescribed only to be able to use his/her car, among other, with regard to the protection of the environment – which in practice was often limited to proper car maintenance. Moreover, the general opinion is that ecodriving is an

advanced driving technique that cannot be taught effectively to learner drivers. Thus, professional ecodriving courses for passenger car drivers before the ECOWILL project were offered to licensed drivers only, and on a very limited extent (conducted by only one institution and annually no more than several tens of courses). The impact of the preceding EU-supported initiative ECODRIVEN onto primary education of learner drivers of passenger cars in the country was minimal, largely because its focus had been primarily on experienced drivers (via a mass-media campaign organised).



Standardised written protocol from short-duration training brought additional value

The strategy which the Czech partner SEVEN followed within the ECOWILL project, was defined in close contact with the Ministry for Transportation of the Czech Republic. The first pillar of the strategy was, that, given the current market status quo, both driving instructors and also driving examiners were invited to an initial Train-the-trainer seminar. The objective was that both target groups receive the initial education and understand well how to teach and verify ecodriving capabilities in practice. In September 2011, selected representatives coming from diverse relevant institutions (e.g. driving instructors from different parts of the country, driving examiners from several regional administrations, and also teachers from specialized educational bodies) underwent the initial three-day training led by ECOWILL partner DVR, accompanied also by several representatives of the Ministry itself as “observers”.

That on the one hand lowered the basic group of “master trainers” who really took part in the realisation of further train-the-trainer seminars and short-duration training below the envisioned number (8 instead 12) but on the other hand, helped in achieving long-term project goals.

The second pillar of the national implementation strategy was to enlarge the initial number of qualified driving instructors who should actively participate in achieving the goal of 500 short-duration training courses and to secure their nation-wide availability. In order to happen so, two further train-the-trainer seminars were organised during 2011 and 2012 with the active help of local ecodriving experts, beside the master trainers. Eventually there were more than thirty driving instructors from the whole country certified as ECOWILL trainer. These additional train-the-trainer seminars proved the importance of giving new driving instructors a proper education “how to

teach ecodriving”. Furthermore, the seminars also illustrated the need for a more advanced explanation of ecodriving principles in order that trainers understand well their importance – actually they needed to be convinced at first that ecodriving is an important and practicable way of driving.

The third pillar of the national strategy built on the fact that short-duration training needs to be attractive and practical for a successful market introduction – both for trainers and drivers. Therefore, beside the common format of short-duration training as developed within the ECOWILL project, it proved to be useful that trainers have in place a common methodology of how to assess the drivers’ performance objectively and how to document it to the drivers in an easy-to-understand format. After a number of intensive discussions, a common written protocol was eventually developed allowing assessing the performance of participants of short-duration training in ten specific areas. Both a quantified evaluation (1 to 7) and also energy classes (G to A) were used for this protocol. This tool proved to be a really good choice which was ultimately appreciated by both trainers and drivers.

PROTOKOL
o výsledku kurzu hospodárné jízdy ECOWILL

Jméno účastníka: _____ Značka a model vozidla: _____ Normalizované spotřeby paliva: _____
(ml/km / ml/100km / km/litrové)

Výsledky hodnocení 1. (+) a 2. (x) kola

Parametr	Energetická třída (Dodaná hodnocení)						
	G	F	E	D	C	B	A
Ata podle procenta ušetřené provozu až do začátku hospodárné jízdy							
Plynulost jízdy							
Výběr řádných rychlostních stupňů							
Výběr řádné kinetické energie vozidla							
Z správné brzdění sly motoru							
Sledování dopravní situace (přechodování)							
Výběr řádné techniky vyklonění vozidla							
Přibližná spotřeba paliva na trasu: 1. kolo: _____ 2. kolo: _____ l							
Přibližná rychlost na trase: 1. kolo: _____ 2. kolo: _____ km/h							
Tarifikace a stavění zájezd hospodárné jízdy*							

*Kategorie parametrů nejsou pro veřejnost přístupné

Dvaletový výsledek: _____ Hlavní doporučení ke zlepšení: _____ Dvaletový výsledek: _____

V _____ dne _____ Lektor: _____
Podpis účastníka: _____

Sponsored by:

Internet portal and side competitions

To secure a proper management and monitoring, a common internet portal was established (www.uspornajizda.cz) at which interested drivers could register on-line for short-duration training. The summarised results of all courses were published on this portal too, and for registered participants the

copies of their protocols from their courses were made accessible as well.

To display the results from their courses, the participants were required to complete an electronic feedback form in which they were asked to share their opinion about the usefulness of the training. The results of this survey proved to be very positive as the large majority (> 95 %) of participants were satisfied or very satisfied with the course and thought that the training helped them a lot in improving their fuel efficiency. Most participants also intended to recommend the training to their friends and relatives.

To incentivise the ECOWILL trainers and also prospective interested participants, side competitions were announced for the best performing coach and also for the best participant in the short-duration training. The intermediate results were displayed at the web portal, along with news and other project-related information.

Activities to sell ECOWILL training to drivers

A field in which the activities in the Czech Republic somehow lagged behind the expectations was a campaign on national-level which did not have very much success despite a lot of endeavour was put into it by ECOWILL partner SEVEN. Instead, the large majority of participants of short-duration training were actually secured by the driving schools themselves – obviously, they were closer to the target group. On the other hand, the provision of subsidies for conducting the first 500 ECOWILL training courses (in the amount of 20 EUR per course) proved to be an effective tool motivating the trainers to actively offer and conduct courses. Some of the driving schools eventually engaged were so convinced of the usefulness of short-duration training that they continued actively marketing the courses even after subsidies were not available any more. In order to help them marketing short-duration training on a commercial basis in the future, SEVEN published a promotional publication including all positive results of the training. The results related not only to improvements in fuel consumption but also included long-term effects which were collected via interviews with drivers conducted several months after the training (see some examples on the following page).

National partner companies (namely Skoda Auto, Michelin, CE Solutions) contributed considerably to the successful project implementation in Czech Republic.

David Jelen
insulation worker



I have a feeling, that the course how to drive more efficiently brings real effects. I managed to significantly lower long-term fuel consumption (by nearly 1.8 l/100km) and moreover, I think, that my newly attained driving style is in favour of my „metallic pet“. And one thing further – I learnt to keep the speed limits which used to be quite problematic for me in the past. Many thanks for the course, I hope that my performance will continue to improve since as I guess, a certain potential does still exist.



Denisa Lepšová
student

As a student I must commute from my home town (Trebou) to Prague on average four times a month, the skills I got thanks to Ecowill course help me to save more than 120 EUR annually.

Eva Miličková
physician



I stick to the advise that any useless increase in car speed is actually like throwing money out of the window.

Compulsory ecodriving education for learner drivers: first steps taken in the right direction

As for the implementation of ecodriving into compulsory education for learner drivers (class B), the strategy had to respect the fact that the current system of learner drivers' education and testing in the Czech Republic is largely dysfunctional and the responsible Ministry plans its complete overhaul it as of 2015 or 2016. As part of the system change, the Ministry considered introducing ecodriving principles explicitly as one of indispensable driving capabilities, which must be taught and examined. However, since the amended Directive on driving examination (2006/126/EC) has been valid since 2013 and introduces the obligation to test the knowledge of ecodriving during the practical part of the exam of class B learner drivers as soon as of 2014, it was necessary to take action earlier.

SEVEn agreed with key personnel of the Ministry to make use of know-how which was developed within the ECOWILL project and extend it gradually towards both target groups (driving instructors and driving examiners). This will be done qualitatively then quantitatively in order to establish "healthy roots" for the planned system change.

The initial steps in implementing the new EU-legislation will be done throughout the year 2013, when the first 100 driving examiners (corresponding to one fifth of all examiners) will undergo a several-hour long education which is based on harmonised ECOWILL methodology. Further driving examiners will attend similar training in the following years. This can

be seen as one of the most concrete success stories of the ECOWILL project in the Czech Republic.

New association of driving instructors

Furthermore, a new nation-wide association of driving instructors which are duly educated for teaching ecodriving techniques (in line with the harmonised standards as defined within the ECOWILL project) has been established to secure the proper implementation of the project goals within driving schools. The association was founded by the certified ECOWILL trainers with support of SEVEn. It will function as (1) a common platform for information exchange between members, (2) a contact point for the public which is interested in ecodriving or would like to undertake an short-duration training, (3) it will be responsible for the organisation of further train-the-trainer seminars for driving instructors, and (4) it will also secure that ecodriving is ultimately taught and tested in line with the recommended standards (based on the ECOWILL blueprint). Thus, the association will strongly help to fulfil the envisioned goals of the ECOWILL project.

Project partner



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HUNGARY

Initial ecodriving situation in the country

In Hungary, ecodriving elements were only partially integrated in the learner driver education for category B at the beginning of the project. There were some private initiatives regarding ecodriving training for licensed drivers. However, there was no central regulation or guidance on the content and structure of such courses. There were no ecodriving related competitions or events in Hungary at all. Road shows and campaigns were (and still mainly are) focusing on road safety measures and technical developments. Most of the stakeholders which were interviewed as part of ECOWILL back in 2010 agreed that ecodriving could indeed be included more into the learner and licensed driver education in the country.

In addition to the limited integration of ecodriving in the learner driver education, there were also structural changes going on in the driving education in the country that made the local adaption of ecodriving quite challenging for the Hungarian ECOWILL partner Geonardo.

Project implementation in Hungary

The original targets of the project for Hungary were to certify 12 master trainers and 12 additional driving instructors. Additionally, 500 short duration training courses for licensed drivers were to be organised. In order to reach these targets, Geonardo established some cooperation with the main national stakeholders: The National Transport Authority (NTA) which is responsible for the implementation of driving education and examination in Hungary under the Ministry of National Development; the main driving school associations (MAISZ and JASZKOE); and the driving schools and companies which were already offering ecodriving courses or were planning to do so in the near future (Groupama Garancia, Vezetéstechnikai Centrum, Hungarian Auto Club and Leaseplan Hungary). The support of the international project partners made establishing contacts with the relevant local stakeholders easier: MAISZ and JaSzKOE are member of EFA, NTA is member of CIECA and the Hungarian Auto Club is member of FIA.

The National Transport Authority welcomed the project initiatives and was looking forward to receiving monitoring data on fuel consumption

savings which were not available in the country before.

Eventually, the main driving school associations and the Hungarian Auto Club agreed to conduct ECOWILL short duration training. The courses were offered mainly free of charge. However, some instructors charged a minimal registration fee from the clients. After taking part in the training, the users were generally very satisfied with the quality of the course. They were also convinced about its usefulness.



Járővezető-Szakoktatók és
Képzőszervek
Országos Egyesülete

As a result of the cooperation with the local partners, all project targets have been achieved in Hungary. The main results of the project have been presented on a local steering group meeting organised in Budapest in April 2013 at which all main stakeholders participated. Different options for integrating ecodriving into the B category learner driving education in light of the recent changes in the relevant EU Directive have been discussed and presented to the Transport Authority. The Authority is open to future legislative changes. However, due to the strict time frame of the project, decisions can be made only after the end of the project.

Local certified ECOWILL instructors and examiners

In Hungary, 23 driving instructors and examiners were educated to become master trainers, meaning they can train and certify further instructors and examiners. This is due to the fact the two train-the-trainer seminars instead of one have been organised with DVR. Thus it was ensured that a comprehensive mixture of delegates from different organisations (driving school associations, driving schools, auto club) as well as examiners (National Transport

Authority) will have the opportunity to build on the ECOWILL results.



Additionally, these 23 trainers cover the whole country in geographic terms. This structure will make it possible to provide ECOWILL content to relevant stakeholders regarding driving education and examination in Hungary in the future.

Marketing for short-duration training – Awareness raising campaign


Geonardo has launched a Hungarian website dedicated to the local ECOWILL activities (trainers, available short duration training, ecodriving techniques and the project itself) available in Hungarian: www.okovezetes.hu.



This website with online registration functionality was the base for the local ecodriving campaign; online advertisement, radio interviews, presentations and participation in different events; e.g. car free days, or the 'Travel and Drive Safely during a Lifetime' Campaign of the Hungarian Autoclub. The ECOWILL trainers and driving schools also carried out their own sales and marketing activities, particularly directed at their former learner drivers. Thanks to these efforts – especially that all information was available in Hungarian – as well as to the support of several partners, a significant part of the Hungarian target groups was reached.



Project partner



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LITHUANIA

Initial ecodriving situation in the country

Before the start of the ECOWILL project in 2010, there were virtually no activities regarding ecodriving training for licensed drivers going on in Lithuania. Exceptions were the annual ‘Eco-Rally’ and some occasional events arranged by car dealers and other organisations.

The first **Eco-rally** was organised in 2003 by the public company „Saugus ratas“. The longest rally so far (563.7 km) took place in 2006. In this year the same route was also ridden by cyclists. The main goal of the rally is to use the least amount of fuel to drive the defined route.

In October 2010, the “**Vilnius CO₂ Green Drive**” event took place. This included a parade of the newest and most intriguing electric vehicles, which were equipped with colour coded GPS tracking devices, a huge virtual CO₂ sign was “painted” in Vilnius.



Vilnius CO₂ Green Drive route

Before the ECOWILL project there was only one organisation in Lithuania which provided ecodriving training for licensed drivers – the ‘EcoDrive Academy’. The partners and the main sponsors of this training were JSC „Autobrava“ (FIAT representative in Lithuania) and the car magazine „AutoBild“. The Academy provided training both for private individuals and company drivers. The training consisted of both theory and practical driver training.

Launch of ECOWILL in Lithuania

The ECOWILL activities in Lithuania brought together various stakeholders: policy makers, driving instructors, examiners and licensed drivers willing to develop their ecodriving skills. The main objective of

the project was the integration of ecodriving principles and content into the national driving school curricula of Lithuania. For this task, 12 highly qualified instructors were certified in train-the-trainer seminars by DVR. These 12 Lithuanian master trainers then provided training for 24 further driving instructors from six different Lithuanian cities. These instructors obtained the ECOWILL certificates which allow them to offer short duration ecodriving training for licensed drivers.



Short Duration ecodriving Training

In total, 500 short-duration training courses were provided in the four biggest cities of Lithuania: Vilnius, Kaunas, Klaipėda and Šiauliai. The training was offered to the clients free of charge. The main provider of training was the Driving school ‘Ecodriving.LT’. The drivers trained were predominantly fleet drivers from both the public and private sector. Marketing for fleet managers included messages such as costs, CO₂ emissions and safety.



The majority of drivers, especially fleet drivers from state institutions (Ministry of Transport, Ministry of Environment, Vilnius Municipality) were surprised by the extent of their own fuel savings and by the fact

that the ecodriving techniques can be learned in just one hour.

ECOWILL changes people's minds

ECOWILL increased awareness and changed the attitude of trainees towards ecodriving. 57% of respondents to the question "Has the training favoured your opinion on ecodriving?" answered yes. Interest in short-duration training in Lithuania was so high that the demand for short-duration training exceeded the number of scheduled training courses.

Successful campaigning in the internet

ECOWILL ideas have reached a large group of Lithuanian society: licensed drivers, state institutions, academic society and general public. The campaign was promoted in various ways including leaflets, brochures, articles in journals and publications in the Internet, but the greatest success came from promotion on the social website Facebook. Posts with ecodriving quizzes counted for 144 likes and 178 shares. As a result of Facebook activities, a publishing house contacted COWI with proposing to include a chapter on ecodriving in their newest edition of the Road Rules.



Optimistic perspectives of ecodriving in Lithuania

In February 2013, a steering group of stakeholders of ECOWILL met in the premises of the Ministry of Transport and Communications to discuss the integration of ECOWILL principles and content into the driving school curricula and examination. The meeting brought together policy makers, representatives of driving schools and the examination authority. All the participants of the steering group had been involved in the project activities from the very beginning of the project and show a very positive attitude towards the further implementation of ECOWILL principles. The examination authority confirmed that ecodriving would be included in the driving test in Lithuania already in autumn 2013. Moreover, a new teaching programme for driving instructors as well as learner drivers is in the final stage of preparation.

Project partner

COWI

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COWI Lietuva, UAB (former COWI Baltic), a 100% subsidiary of COWI A/S, was established in February 1996 as a result of the expansion of COWI's activities in Lithuania starting as early as 1991. COWI Lietuva's experience covers 20 years of close co-operation with international experts from COWI and local partners, primarily in the fields of environment, including waste management, energy, design of building engineering installations, construction supervision, transport etc. Our consulting engineering services have been provided to the satisfaction of both, private clients and international financial institutions as well as donor organisations.

CROATIA

Initial ecodriving situation in the country

In Croatia, ecodriving for licensed drivers is a very new concept and, before the launch of the ECOWILL project, was not known to a wider audience, except for driving experts and professionals. There was just one private company selling ecodriving training for licensed drivers within a safe-driving course. Other than that, no other ecodriving training was available in Croatia.

Although some theoretical information about ecodriving has been included in driving school materials since 2008, at the start of the ECOWILL project most instructors didn't know how to implement ecodriving in practical driving instructions.

Currently there is another project dealing with ecodriving in Croatia called "Ecodriving is cool!". This project was started by the school for road traffic and transportation in Zagreb and it is also financed with EU grants. The goal of this project is to educate teachers about the benefits of ecodriving so they can share their knowledge with their students.

Creation of a national infrastructure of trainers

When the ECOWILL project started three years ago there weren't any ecodriving trainers in Croatia. After the end of the project there are 67 trainers of 4 different partner organisations in 7 different cities. The Croatian ECOWILL partner EIHP established a

good cooperation with the Croatian Auto Club (HAK) – 59 certified ECOWILL trainers come from HAK. All Croatian regions are now covered with highly qualified and ECOWILL certified ecodriving trainers.

Within the scope of the ECOWILL project, all national driving examiners were educated. The examiners also came from HAK which is the only entity in charge for carrying out driving tests in Croatia. Moreover, the examiners who are in charge for the further education of driving instructors have been trained and certified to be ECOWILL trainers.

EIHP also organised train-the-trainer seminars for 14 ECOWILL master trainers for truck and bus drivers (C&D category vehicles).

EIHPs efforts to support the further integration of ecodriving into the curricula for driving education and driving examination were supported well by the amended European Directive on driving license standards, the ECOWILL blueprint and the support of ECOWILL partners EFA and CIECA. While not having been an EU member country yet, Croatia was very keen to be in accordance with the EU regulations and directives.

The ECOWILL blueprint document was translated into Croatian language and serves as the main guideline for the Croatian Auto Club regarding the implementation of ecodriving into national the driving school programme and curriculum.



In the coming years, more than 1,000 driving instructors from all around Croatia, will be trained by the Croatian Auto Club (HAK) corresponding with ECOWILL standards.

Boosting ecodriving in Croatia as an important topic

In 2012, EIHP created an extensive Ecodriving marketing campaign. The design of the campaign comprised of major Croatian landmarks from seven different cities. This visual identity was displayed on all marketing materials. Also a slogan "DOK VOZIM – ŠTEDIM!" was created – in English this means "While I am driving – I am saving!". EIHP also established a national website on ecodriving – www.ekovoznja.hr, providing overall information about ecodriving in Croatia.



Information and news about the ECOWILL project were disseminated through over 100 press releases (TV reports, radio, print, web site articles and Facebook pages), reaching over 4 million people. ECOWILL was mentioned in TV-news bulletins six times and in radio broadcasts twelve times. Due to these activities, more than 3 million radio listeners and over 3,5 million TV viewers have been reached.



Marketing and promo materials....

The continuous work on building a reputation for ECOWILL resulted in EIHP receiving the award for the best educational ecological project in Croatia on the DM Green City award contest, out of 33 projects that applied.

Conferences and events....



...and award for the best eco educational project

ECOWILL was presented at nine public events in four different cities. Four of them were organised on the main square in Zagreb. At these events, an ECOWILL stand provided high visibility for the project. The Croatian ECOWILL team answered a lot of questions from members of the public regarding ecodriving and disseminated a few thousand leaflets and other promotional materials.

Rollout of ecodriving short-duration training

Within the ECOWILL project, 500 licensed drivers were educated to become ecodrivers. Most of the training was provided free of charge (without any subsidies provided by EIHP but just because of the great cooperation with the Croatian partners which wanted to offer training courses for free to citizens). However, 144 places were sold on the market.

Drivers tended to be very sceptical before their training, but all of them proved to be very happy with the training and the results afterwards. The feedback from trainers was also very positive.

EIHP found that drivers in Croatia are currently not willing to pay for ecodriving training. This can be explained by the fact that ecodriving is a new and fairly unknown training concept. However, EIHP believes that there is a market for short-duration

training for fleet drivers. The Croatian Environmental protection and energy efficiency Fund recently announced that there will be incentives available for ecodriving training in the future. This is expected to increase the demand for ecodriving training significantly.



The ECOWILL Croatia team secured funding for a National Ecodriving Campaign under the Second National Energy Efficiency Action Plan for Croatia in 2013. This was accepted as a measure for saving in transport – energy efficient transport.

Project partner



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Supporting partners



ITALY

Initial ecodriving situation in the country

Italy lacked real guidelines or specific policies which aim to reduce pollution and emissions of greenhouse gases through increased awareness of citizens and businesses regarding the proper maintenance of vehicles and the adoption of a correct driving style. The problem was and still is, that practically all activities are left to private initiatives as there are no programmes, directives or policies aimed specifically at the goals of reducing fuel consumption and emissions.

The institutional intervention was limited to the publication of the “Annual guide on fuel savings and the carbon dioxide emissions of cars”, drawn by the Ministry of the Economic Development jointly with the Ministry of the Environment and the Ministry of Infrastructure and Transport. The document was implemented in Italy in 2003. The guide offered drivers useful information regarding purchasing new cars. In general it aims to contribute to reducing greenhouse gas emissions and energy saving. Besides guidelines regarding road safety the guide also provides information on standard consumption and CO₂-emissions of all car models on sale. Moreover, this guide offers a list of 10 ecodriving rules.

Project implementation in Italy

The Italian partner, Consorzio TRAIN, with support of the Italian driving school association UNASCA, organised some train-the-trainer seminars for driving instructors all over the country, resulting in 91 certified ECOWILL trainers in Italy.

Besides making driving instructors interested in the train-the-trainer seminars, TRAIN tried to promote short duration training with several activities, including:

- Promoting the project at events, even if these were not strictly related with transport issues, but were attended by representative of the public administration (i.e. representatives from the central government, regions or municipalities), The objective was to establish contacts and to promote cooperation with public authorities who could support and promote the project's activities.
- Contacting private fleet managers, promoting the Golden Rules of ecodriving and the ECOWILL short-duration training. Besides passenger car

fleets, TRAIN also tried to contact the managers of truck fleets.

- Contacting the Italian Ministry of Transport to seek their support for the ECOWILL project.

Unfortunately these strategies did not result in much success as there were no short duration training courses marketed by Consorzio TRAIN and also no steering committee for the integration of ecodriving into driving education and testing was established. This is thought to be due to the poor economic and general situation of Italy. Regarding fleet managers, TRAIN found that many Italian companies already organise specific courses on the reduction of fuel consumption for their drivers internally, and are thus not interested in courses given by external experts.

Educating a large number of driving instructors

Thanks to the efforts of Consorzio TRAIN and the driving school association UNASCA, a total of 72 driving instructors were educated and certified as ECOWILL instructors.



Project partner



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SPAIN

Initial ecodriving situation in the country

Back in 2004, the Spanish Energy Agency (IDAE) got the commitment to introduce ecodriving in Spain within the framework of some EU funded projects on ecodriving such as ECODRIVEN and TREATISE. In the first stage (2004-2006), IDAE aimed to market ecodriving to private drivers and also to establish cooperation with insurance companies, automobile clubs and driving school associations. The second phase (2008-2012) focused on the implementation of ecodriving into driving school curricula for learner drivers, driving instructors and driving examiners in Spain.

In 2006, IDAE launched the so called PAE+ plan, which included subsidised ecodriving training through public tenders all over Spain. In order to audit the grants, monitoring tools and certificates were used. Up to now, these subsidised courses (which are usually 100% subsidised) are the basis of ecodriving in Spain, making the public tenders an important source of business for providers. The major provider of ecodriving courses in Spain are the Spanish ECOWILL partner RACC (Automobile Club of Catalonia), CNAE (National Driving School Association), CEA (European Car Commission), FORMASTER and TORCAL (networks of driving schools).



Boosting ecodriving in driving schools



The ECOWILL project in Spain had a very clear commitment regarding its main objective: to boost the implementation of ecodriving in driving school curricula and the driving test. To reach this goal RACC cooperated with different stakeholders such as the national driving school association (CNAE), the Directorate General of Traffic (DGT), and the National Energy Agency (IDAE).

All stakeholders served as an 'ecodriving lobby' in order to encourage public administrations and decision makers to make use of the findings and materials of the ECOWILL project. As a side effect, the stakeholders mentioned above supported the creation of an infrastructure of ecodriving trainers. Furthermore, a new certification system used by public administrations regarding ecodriving training

seminars (both directed at driving instructors and licensed drivers) was created.

One obstacle found during this implementation was the current economic situation in Spain and also the lack of standardised ecodriving skills and knowledge among national driving instructors.

From January 2013, the use of the ecodriving techniques during the practical test, has been a mandatory requirement to obtain a driving license in Spain

Creation of a national infrastructure of trainers

A side effect of the integration of ecodriving into driving schools is the necessity to standardise the way ecodriving is taught. Thus, RACC focussed on creating a national infrastructure of driving instructors under the ECOWILL principles both for learner and licensed drivers. In total, 42 driving instructors from all around Spain were certified as ECOWILL trainers.

Additionally, six examiners from DGT, which is the only entity responsible for driving tests in Spain, were also certified.



The impact of these activities after the end of the project is clearly foreseeable. All stakeholders involved have agreed to continue training and certifying further driving instructors and examiners following the ECOWILL standards, allowing a nationwide standardisation of the contents imparted in driving education and in the practical driving test. More than 250 driving instructors from RACC will be certified by 2014, and more than 8000 driving instructors from CNAE will be able to get involved. Moreover, examiners will be certified by DGT as part of a further education programme in the next few years.

In the next years, more than 250 driving instructors from all around Spain, will be trained under ECOWILL protocols

Implementation of ecodriving in driving schools

The largest achievement in Spain within the ECOWILL project has been the definitive implementation of ecodriving contents into driving school curricula which was officially reached in the beginning of 2013. Subsequently, ecodriving has to be considered in the theoretical test and, what's more, ecodriving techniques have been introduced as pass/fail criteria in the practical driving test.



Ecodriving short-duration training for private drivers

More than 500 short-duration training courses were provided in Spain to private drivers and fleet drivers. The key messages included were cost savings, safety and environmental friendly driving. The feedback of the participants can be summarized in three words: personalised, practical and quick. ECOWILL training will continue in Spain after the end of the project, as more than 250 further short-duration training courses are already scheduled for 2013 and 350 training courses for 2014. It is expected that these numbers will increase in line with the growing number of certified ECOWILL trainers.



Project partner



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GERMANY

Initial ecodriving situation in Germany

Germany, under the lead of ECOWILL partner DVR and its associated members, has a long history and tradition in ecodriving. Various training concepts were developed and evaluated, and ecodriving was already implemented in testing and teaching procedures of professional driving school education back in 1999. Over the last decade, there have been a lot of activities in order to improve and harmonise ecodriving content in the education and testing of learner drivers. Furthermore, some standards for ecodriving training for licensed drivers have been established. Yet, there was still room for improvement.

History of Ecodriving Education by DVR

Short facts:

- Total **>50.000 people** trained, **all target groups** (1-8 h training duration),
- **>10.000 people** trained via **short-duration training** starting in 2001
- **~7.500 driving instructors** qualified and certified
- **Roll-out of short-duration training in cooperation** with Ford and others
- **Measurements** of training effects: **10-25%** reduction of fuel consumption
- **Savings of professional drivers** around **6-8 %**
- Continuous **feedback & evaluation** of various concepts
- Driving instructors' **Qualification & (Re-) Certification**



Implementation strategy

Within the ECOWILL project, DVR created a detailed national communication and implementation strategy for the ECOWILL project (especially regarding driving school education) and the roll-out of short-duration training. The major objective was to establish a sustainable structure for the roll-out of short-duration training. Therefore DVR planned and conducted training activities and communication activities addressing various stakeholders, which can be described as top-down approach. DVR tried from the beginning of the project to involve the German Driving School Association in project activities but also approached other important member organisations of DVR, e.g. representatives of DGUV, the German Social Accident Insurance and ministry officials, and external organisations, e.g. fleet managers and companies, to support a bigger roll-out at a later stage and most importantly on a long term basis. ECOWILL short-duration training was marketed both for fleet and for private drivers, with a special focus on the target group of young drivers.

General experiences and lessons learnt

Points that worked well in Germany included:

- Involving stakeholders by training them directly on short-duration training proved to be a very

effective way to promote the idea of ecodriving (esp. for fleets and journalists)

- Short-duration training at big public events is a powerful communication tool
- Convincing DVR partners on new concepts

Roadblocks

- Since ecodriving has a long tradition in Germany, it was not so easy to convince driving instructors on the new training concept as provided by ECOWILL
- Several conflicts of interest
- Small market for unsubsidised training (private drivers)

General achievements

- 34 ECOWILL master trainers qualified
- 45 ECOWILL trainers qualified
- 1,386 drivers (fleet and private) trained
- ECOWILL content integrated in to DVR quality standards and training programs
- ECOWILL content incorporated in the mandatory further education of driving instructors
- Successful ecodriving Campaign initiated

Short-duration training roll-out / stakeholder involvement

1,386 drivers, including some high ranking stakeholders, were trained at several events. The biggest events were the International Transport Forum (Leipzig) in cooperation with FIA and the Automobil International Trade Fair (Leipzig) in cooperation with VDIK (Association of Importing Car Manufacturers).



Communication/ campaigning

DVR fostered the business case for short-duration training, trying to encourage ECOWILL qualified trainers to actively market training to private drivers and other target groups. This initiative is supported by the umbrella campaign “Fahr ECOistisch” including short web clips/mobile phone clips addressing three different target groups.



Driving School Education

Mandatory further education of driving school instructors

Together with the German Driving School Association DVR developed an ECOWILL module for the mandatory further education of driving instructors. The module has been implemented since February 2013 and will be taken by all 20,000 German driving instructors by 2016.

Activities and impact after the end of the project

- The ECOWILL short-duration training will be continuously rolled-out in:
 - regular DVR fleet training activities (the short-duration training concept is part of the subsidised training portfolio)
 - Integration in seminars of the German Social Accident Insurance (DGUV)
 - large public events (like Auto Mobil International trade fair “AMI” in Leipzig)
 - continuous ECOWILL qualified trainer activities

- ECOWILL content has been included in the mandatory further education of driving instructors (since February 2013)
 - By 2016 all 20.000 German driving instructors will be updated according to ECOWILL results and output educating 800.000 learner drivers each year
- On-going ecodriving campaign

Project partner



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A vertical arrangement of three testimonials. Each testimonial consists of a small, square portrait of the speaker on the left and a block of text on the right. The text is in a green, sans-serif font, with the speaker's name and title in bold. The background of the entire testimonial section is a light grey color.

Jean Todt, FIA President:
"Driving with respect for the conservation of energy and the environment has become a priority for all motorists. This is why I warmly endorse the ECOWILL project as it empowers all drivers, whether expert or beginners, to take the future in their own hands."

Alexander Wurz, 24 Hours Le Mans Driver:
"Ecodriving is smart, safe and efficient. It's also a very relaxing driving style, which doesn't mean losing any time in reaching your destination. The best way to learn Ecodriving is to undergo individual training, adapted to your individual needs".

Vahid Daemi, CEO LeasePlan:
"Ecodriving training not only creates awareness for a more environmentally friendly way of driving, it also provides practical tips for drivers. Apart from the positive influence on the environment, this can also lead to significant cost savings for our clients."