THE PEP Partnership on Eco-driving

Nina Pickl, klima:aktiv mobil eco-driving program
Austrian Energy Agency

What is Ecodriving?

- Safe and smart style of driving
- Promotion of purchase of energy efficient vehicles
- Technology based, supports modern engine technology
Positive Effects of Ecodriving

- Average decrease in fuel consumption and CO₂ emissions by short term up to 20%, sustainable long term effect 5-10%
- Reduced noise (less rpm’s)
- Positive effects on traffic safety: up to 40% less accidents
- Lower maintenance costs (e.g. brakes, tyres)
- Less stress (less shifting gears, less braking)

Eco-driving Program Austria

- Launched in 2004 by the Austrian Ministry of Agriculture, Forestry, Environment and Water Management.
- Eco-driving is integral part of the Austrian klima:aktiv mobil program to promote climate friendly mobility
- Eco-driving is backed as part of the packages of measures in the national strategies on energy and climate protection.

Main elements and activities of Austrian Eco-driving program
- Training and Certification scheme of trainers and driving schools
- Eco-driving trainings for drivers in vehicle fleets (cars and vans, trucks, buses, trains, agricultural tractors)
- Eco-driving for learner drivers & implementation in driver education
- Awareness campaigns with eco-driving competitions
Austrian Eco-driving Facts

Pioneer Project: Postbus Company - Results

- training for 2800 drivers, 2100 busses, 3 years of monitoring
- 6.5% fuel consumption
- 2 Mio litres diesel p.a.
- 5000 tons CO$_2$ p.a.
- € 2.8 Mio fuel costs p.a. saved

Facts Eco-driving in Austria:

- 980 Eco-driving trainers certified, 260 fleets were trained
- in total 20,000 training participants and 90,000 learner drivers p.a.
- 5-20% fuel saved per trained driver
- 20 Mio l Diesel, 50,000 t CO$_2$, 500t NOx, 4t PM p.a.

Trainers & Training

- Handbook and seminars:
  - passenger cars (DVD available)
  - trucks & busses
  - tractors

- Certification of trainers:
  - seminar for trainers from driving schools and automobile clubs
  - 2 day seminar in theory and practice

- Eco-driving trainings for fleets:
  - one day training
  - 8-12 participants
  - 2-3 trainers
  - theory and practical part!
EU-project ECOWILL

- 2010-2013
- AEA: coordinator of 13 national partners
- International partners: ACEA, CIECA, EFA, FIA, Ford, Leaseplan
- Focus 1: Ecodriving for learner drivers
- Focus 2: Short duration trainings (~1h) for licensed drivers

ECOWILL – Main Steps

- Development and national implementation of standards for ecodriving trainings and trainer education
- Integration of Ecodriving into driving school curricula and driving tests
- Education of driving instructors and establishment of training capacity
- Ecodriving campaigns directed at licensed drivers
- Monitoring of the effectiveness of ecodriving trainings
- Website: www.ecodrive.org
Successful pilot test at THE PEP conference in Moscow! (June 2012)

- Austrian Mastertrainer and Russian Driving Instructor
- real traffic driving in the surroundings of the conference hall
- 30 minutes Eco-driving
- all lessons were booked!
- very positive feedback from participants
- most of them were able to reduce the fuel consumption by 10%!

THE PEP Partnership Ecodriving

Target of partnership:

- contribute to realization of potential of Eco-driving and reduce CO₂, air pollutants and fuel costs!
- promotion of Eco-driving on a pan European scale using THE PEP partnership
- raise awareness among driving instructors, fleet drivers and private drivers

Scope:

- support to build up Eco-driving initiatives in THE PEP member states
- build up a certification scheme for trainers
- capacity building training infrastructure and information campaign

Benefits for partners:

- less emissions from transport sector through Eco-driving trainings
- win-win situation as environmental pollutants are reduced and costs are saved!
THE PEP Partnership Ecodriving

The content

Austrian Energy Agency as competence centre for Eco-driving could provide different services:

- build up of training schemes for drivers of passenger cars, trucks & busses and tractors
- certification of trainers in partner country
  - appr. 3 day training course for one category
  - 12 participants per group
  - theory and practice
- certification of master trainers in partner country
  - appr. 4 day training course
- support during implementation phase

THE PEP Partnership Ecodriving

Next steps

- agreement on THE PEP Partnership for Eco-driving in the steering committee
- start of development of detailed packages (Q1 2013)
- invitation to interested member states to present the detailed content of the partnership during a one day THE PEP training workshop in Austria (Q2 2013)
- definition of specific country cooperations with interested member state
- start of concrete training cooperations
Contact

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