

THE PEP Steering Committee  
Geneva, 15.11.2012



# THE PEP Partnership on Eco-driving

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



**THE PEP** Transport, Health and Environment  
Pan-European Programme  
United Nations Economic Commission for Europe (UNECE)  
World Health Organization Regional Office for Europe (WHO/Europe)



## What is Ecodriving?

- Safe and smart style of driving
- promotion of purchase of energy efficient vehicles
- Technology based, supports modern engine technology



**THE PEP** Transport, Health and Environment  
Pan-European Programme  
United Nations Economic Commission for Europe (UNECE)  
World Health Organization Regional Office for Europe (WHO/Europe)



## Positive Effects of Ecodriving

- Average decrease in fuel consumption and CO<sub>2</sub> 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)

**THE PEP**

Transport, Health and Environment  
Pan-European Programme

United Nations Economic Commission for Europe (UNECE)  
World Health Organization Regional Office for Europe (WHO/Europe)



UNECE / Europe

United Nations



## 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

**THE PEP**

Transport, Health and Environment  
Pan-European Programme

United Nations Economic Commission for Europe (UNECE)  
World Health Organization Regional Office for Europe (WHO/Europe)



UNECE / Europe

United Nations



## 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<sub>2</sub> 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<sub>2</sub>, 400t NOx, 4t PM p.a.

**THE PEP**

Transport, Health and Environment  
Pan-European Programme

United Nations Economic Commission for Europe (UNECE)  
World Health Organization Regional Office for Europe (WHO/Europe)



## 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!



**THE PEP**

Transport, Health and Environment  
Pan-European Programme

United Nations Economic Commission for Europe (UNECE)  
World Health Organization Regional Office for Europe (WHO/Europe)



## 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



**THE PEP**

Transport, Health and Environment  
Pan-European Programme

United Nations Economic Commission for Europe (UNECE)  
World Health Organization Regional Office for Europe (WHO/Europe)



## 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](http://www.ecodrive.org)

**THE PEP**

Transport, Health and Environment  
Pan-European Programme

United Nations Economic Commission for Europe (UNECE)  
World Health Organization Regional Office for Europe (WHO/Europe)



## 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**

Transport, Health and Environment  
Pan-European Programme

United Nations Economic Commission for Europe (UNECE)  
World Health Organization Regional Office for Europe (WHO/Europe)



## THE PEP Partnership Ecodriving



### Target of partnership:

- contribute to realization of potential of Eco-driving and reduce CO<sub>2</sub>, 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**

Transport, Health and Environment  
Pan-European Programme

United Nations Economic Commission for Europe (UNECE)  
World Health Organization Regional Office for Europe (WHO/Europe)



## 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**

Transport, Health and Environment  
Pan-European Programme

United Nations Economic Commission for Europe (UNECE)  
World Health Organization Regional Office for Europe (WHO/Europe)



## 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

**THE PEP**

Transport, Health and Environment  
Pan-European Programme

United Nations Economic Commission for Europe (UNECE)  
World Health Organization Regional Office for Europe (WHO/Europe)



## Contact



Peter Wiederkehr, Dr.Sc.  
Ministry for Agriculture, Forestry,  
Environment, Water  
Division Transport, Mobility, Environment, Water  
Vienna, Austria  
peter.wiederkehr@lebensministerium.at



Nina Pickl and Robin Krutak  
Austrian Energy Agency,  
klima:aktiv mobil ecodriving program  
Austria  
spritsparen@energyagency.at



[www.klimaaktivmobil.at](http://www.klimaaktivmobil.at)

[www.spritpar.at](http://www.spritpar.at)

[www.ecodrive.org](http://www.ecodrive.org)

**THE PEP**

Transport, Health and Environment  
Part-European Programme  
United Nations Economic Commission for Europe (UNECE)  
World Health Organization Regional Office for Europe (WHO/Europe)

