THE PEP PARTNERSHIP ON ECODRIVING

Guidelines for EcoDriving programs

Suggestions and recommendations for Establishing National EcoDriving Initiatives

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SUGGESTED TABLE OF CONTENT

Introduction

- Reminder – why EcoDriving?
- Reminder – how to EcoDrive
- The THE PEP partnership on EcoDriving

1. Ensure longevity of the EcoDriving initiative

- Establish of a task force leading the programme
- Embed the programme into an long-term strategy (including long-term funding)
- Ensure promotion for EcoDriving trainings
- Funding by third-parties

2. Get expertise and experts

- Investigate into the current status of EcoDriving
- Make use of external experience
- Establish a consortium of EcoDriving master trainers
- Set standards for train-the-trainer seminars
- Qualify and certify EcoDriving trainers (Train the Trainers)

3. Emphasise all the benefits of EcoDriving (and not only saving fuel costs)

4. Understand the importance of practical trainings

- EcoDriving tips vs practical training
- General structure of practical trainings
5. Plan the roll-out of EcoDriving training courses
   - Identify your key target groups
   - Identify your key messages
   - Produce marketing materials and promote EcoDriving trainings
   - Get company fleets involved
   - Prepare certificates for participants of EcoDriving training courses
   - Calculate individual effects on an annual basis
   - Advise how to increase the longevity of benefits
   - Advise to constantly monitor fuel consumption
   - EcoDriving competitions
   - Training for private drivers vs. training for company drivers

6. Understand the barriers and how to overcome them
   - Factors affecting driving Style
   - Main obstacles to EcoDriving
   - What makes a great EcoDriving trainer?
   - Success factors for driver trainings for company fleets

7. Involve training programmes for drivers of different vehicles
   - Full day EcoDriving trainings for drivers of passenger cars
   - Short duration trainings for drivers of passenger cars
   - Structure of short-duration EcoDriving trainings
   - The coaching method
   - EcoDriving trainings for drivers of heavy-duty vehicles

8. EcoDriving with electric vehicles
   - Why you should focus on EVs
   - “Undercover” EcoDriving training
   - Get familiar with specifics of EVs which are important for EcoDriving

9. Integration of EcoDriving into driving education for learner / novice drivers

ANNEXES

1. Executive Summary for policy makers for framework requirements and recommendations

2. Overview on websites, handbooks and literature, links to established European EcoDriving programmes