

# THE PEP PARTNERSHIP ON ECODRIVING

## Guidelines for EcoDriving programs

Suggestions and recommendations for Establishing National  
EcoDriving Initiatives

DRAFT VERSION JUNE 2018

### 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