The ECOWILL Project

ECOWILL's Endorsement:

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."
The ECOWILL Project

(ECOWILL) ECODriving – Widespread Implementation for Learner Drivers and Licensed Drivers, aims to stimulate the mass roll-out of ECODriving training across Europe. The project focuses on short duration training and e-learning tools for drivers of passenger car and vans. Therefore, a network of specifically educated and certified driving instructors has to be established throughout Europe. ECOWILL also promotes the integration of ECODriving into driving school education and examination in all 13 partner countries.

Benefits of ECODriving

ECODriving is about adopting driving techniques that get the most out of modern vehicles and engines. ECODriving reduces fuel consumption, saves money and reduces CO₂ emissions. The focus on greater anticipation also means ECODriving brings safety benefits and enhanced comfort for passengers.

Safety

- Improved road safety
- Enhanced driving skills

Environmental

- Reduced greenhouse gas emissions (CO₂)
- Fewer local air pollutants
- Noise reduction

Financial

- Lower fuel consumption (5-15% in the long-term)
- Lower vehicle maintenance costs
- Reduced accident costs

Social

- More responsible driving
- Less stress while driving
- Greater comfort for drivers and passengers

Golden Rules

Whilst always working on the basis of “safety first”, the application of the “Golden Rules of ECODriving”, outlined below, leads to a highly fuel-efficient, smart and relaxed driving style and lower emissions.

1. Anticipate Traffic Flow
   Read the road as far ahead as possible.

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 at approximately 2,000 RPM.

4. Check Tyre Pressures Frequently
   At least once a month and before driving at high speed. For correct pressure check with your car’s manual.

5. Consider Any Extra Energy Required Costs Fuel and Money
   Use air conditioning and electrical equipment wisely and switch it off if not needed. All ancillary power is converted from extra fuel burnt; it doesn’t work “for free”.

In addition to the Golden Rules, a list of Silver Rules is available at www.ecodrive.org

ECOWILL training

ECOWILL Short Duration Training for cars and vans up to 3.5 t GVW consists of about an hour’s one-to-one on-the-road training. Fuel consumption is measured and compared to demonstrate the savings.

In addition to the ECOWILL project, there is also Ecodriving-qualified and ECOWILL-certified training with significant and sustainable savings.

ECOWILL Training is also indispensable for fleets

1. ECODriving techniques relevant to businesses
   a. up to 10% long-term fuel savings
   b. less wear and tear
   c. fewer accidents

2. Cost-effective training
   a. reasonable price combined with significant and sustainable savings
   b. short duration – approx. one hour per employee – means minimum disruption
   c. customized to trainees’ individual needs

3. Highly experienced and ECOWILL-certified trainers
   a. strong focus on driver acceptance of the techniques
   b. coaching principles to encourage drivers to implement ECODriving
   c. long-term effects