



# The ECOWILL project

Ecodriving – Widespread Implementation for  
Learner Drivers and Licensed Drivers

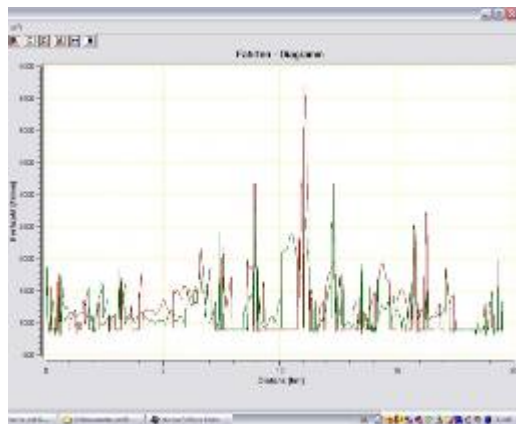


# Facts & Basics

- Project duration: May 2010 – April 2013
- Follow-up of the European projects
  - ECO-DRIVING EUROPE (2001-2004)
  - Ecodriven (2006-2008)
- Coordinator: Austrian Energy Agency (AEA)
- Funded by the Intelligent Energy Europe programme of the European Union

# What is Ecodriving?

- Also known as 'modern driving' or 'smarter driving'
- Safe and smart style of driving
- More energy-efficient vehicle procurement
- Technology based, supports modern engine technology
- Narrowing the gap between real world and test cycle results



# Positive Effects of Ecodriving

- Average decrease in fuel consumption and CO<sub>2</sub> emissions by 5-15%
- Reduced noise (due to lower revs)
- Positive effects on traffic safety: up to 40% fewer accidents
- Lower maintenance costs (e.g. brakes, tyres)
- Increase in comfort (less shifting gears, less braking, less stress)
- Contributes to EU CO<sub>2</sub> emission targets



# Ecodriving Education

- Full day / half day or one hour
- Theoretical and practical part
- Comparisons of fuel consumption before / after training
- Certificates
- Virtual trainings on simulators



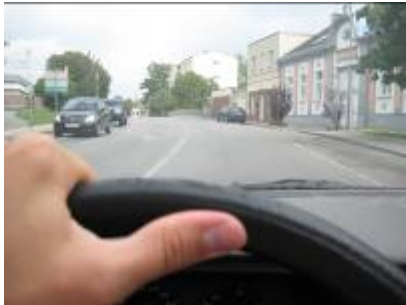
# Ecodriving Campaigns



- Brochures
- Competitions
- Events
- Media



# The 'Golden Rules' of Ecodriving



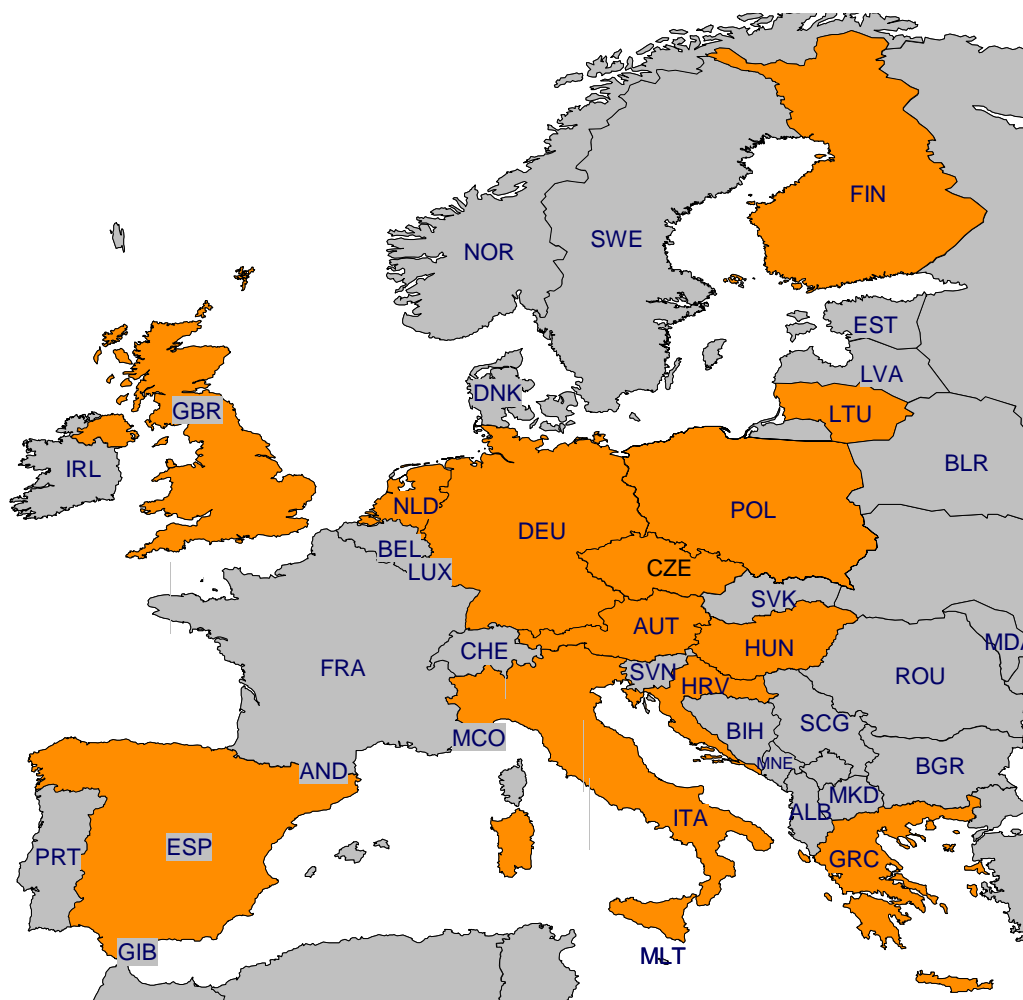
- Anticipate traffic flow (try to avoid braking)
- Maintain a steady speed at low RPM
- Shift up early (at low revs)
  - cars at approx. 2,000 rpm
  - you may skip gears
- Check tyre pressures frequently
- Consider any extra energy required costs fuel and money
  - Use air conditioning and electrical equipment wisely



# The 'Silver Rules' of Ecodriving

- Fuel-saving starts with choosing a low-emission car
- Avoid short car trips and consider alternative means of transport
- Drive-off immediately after starting the engine; do not warm up the engine by idling
- Switch-off the engine at longer stops
- Close windows when driving at higher speeds
- Use low friction oils and low energy tyres (EU labeling)
- Check your car regularly and have it serviced
- Make use of fuel saving in-car devices (revolution counter, on-board computer, cruise control)

# ECOWILL: Activities in 13 Countries



Activities take place both in:

- Countries where an advanced ecodriving system has already been established
- Countries with poor or no ecodriving experience.



# 15 Project Partners

AT Austrian Energy Agency

UK Energy Saving Trust

FI Motiva Oy

NL VVCR Europe

EL CRES

PL KAPE

CZ SEVEn

HU Geonardo Ltd.

LT COWI Lietuva

HR EIHP

IT Consorzio TRAIN

ES RACC Foundation

DE DVR

European Driving School  
Association (EFA)

Federation Internationale de  
l'Automobile (FIA)



# Advisory Board

Assisting and consulting the project consortium

- NL Agency
- Ford of Europe
- CIECA – International Commission for Driver Testing Authorities
- ACEA – European Automobile Manufacturers' Association
- LeasePlan Corporation
- Quality Alliance Eco-Drive (Switzerland)
- National Association of Swedish Driving Schools



# Background

- There are big differences in the EU as to how ecodriving is incorporated into the driving school curricula and the driver tests
- In some countries ecodriving is already part of the driver test and thus of driving lessons
- The way in which ecodriving is being educated and examined, however, differs a lot
- In some EU countries no attention is paid at all to ecodriving in both driving lessons and the driver tests
- The existing educational institutions (driving schools + advanced driver trainings) rarely offer trainings for licensed drivers



# Target Groups

- Learner and novice drivers
- Licensed drivers
- Driving schools and driving instructors
- Driving test authorities
- Policy makers
- Automobile clubs
- Fleet operators
- Other potential multipliers and stakeholders



# Main Objectives

- Integration of ecodriving in driving school curricula and driving tests
- Establishment of minimum standards for contents and set up of ecodriving trainings and train-the-trainer seminars
- Establishment of an ecodriving infrastructure which will keep the approach alive after the end of the project
- Use of the existing education infrastructure (driving schools + advanced driver trainings) for short-duration ecodriving trainings designed for licensed drivers

# Main Steps

- Investigation into the current status of ecodriving
- Standardised interviews with stakeholders
- Implementation of minimum standards for ecodriving trainings and trainer education
- Education of driving instructors and establishment of ecodriving infrastructure **started**
- Ecodriving campaigns directed at licensed drivers
- Monitoring of the effectiveness of ecodriving trainings



# Achieved Results

- Qualitative interviews with 257 stakeholders and multipliers
- Overview on the status of Ecodriving in all partner countries
- Identification of potential benefits and obstacles for relevant target groups
- Compilation of updated Ecodriving tips, taking into account most recent engine developments
- Application of quality standards for ecodriving trainings and train the trainer seminars
- Conduction of train-the-trainer seminars directed at driving instructors in all participating countries



# Expected Results

- Harmonisation of Ecodriving in driving school curricula and driving tests
- Training of at least 500 driving instructors
- Educating >1,000,000 learner and novice drivers according to ECOWILL standards
- Involvement of 1,500,000 licensed drivers
- Conducting at least 10,500 ecodriving trainings for licensed drivers
- 5-10% less fuel consumption of participants of ecodriving courses

# Don't forget

The only way to really drive eco-friendly  
is without a car!





# Contact



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