The ECOWILL project

Ecodriving – Widespread Implementation for Learner Drivers and Licensed Drivers

Supported by INTELLIGENT ENERGY

Date of creation: November 2010
Facts & Basics

• Project duration: May 2010 – April 2013

• Follow-up of the European projects
  – 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 CO₂ 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 CO₂ 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

<table>
<thead>
<tr>
<th>Country</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>AT</td>
<td>Austrian Energy Agency</td>
</tr>
<tr>
<td>UK</td>
<td>Energy Saving Trust</td>
</tr>
<tr>
<td>FI</td>
<td>Motiva Oy</td>
</tr>
<tr>
<td>NL</td>
<td>WCR Europe</td>
</tr>
<tr>
<td>EL</td>
<td>CRES</td>
</tr>
<tr>
<td>PL</td>
<td>KAPE</td>
</tr>
<tr>
<td>CZ</td>
<td>SEVEEn</td>
</tr>
<tr>
<td>HU</td>
<td>Geonardo Ltd.</td>
</tr>
<tr>
<td>LT</td>
<td>COWI Lietuva</td>
</tr>
<tr>
<td>HR</td>
<td>EIHP</td>
</tr>
<tr>
<td>IT</td>
<td>Consorzio TRAIN</td>
</tr>
<tr>
<td>ES</td>
<td>RACC Foundation</td>
</tr>
<tr>
<td>DE</td>
<td>DVR</td>
</tr>
<tr>
<td></td>
<td>European Driving School Association (EFA)</td>
</tr>
<tr>
<td></td>
<td>Federation Internationale de l'Automobile (FIA)</td>
</tr>
</tbody>
</table>
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

Reinhard Jellinek (Project Coordinator)
Austrian Energy Agency
Mariahilfer Straße 136
1150 Vienna, Austria

Tel. ++43 / 586 15 24-138
reinhard.jellinek@energyagency.at

www.ecodrive.org