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-  NL Agency
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-  ACEA –European Automobile Manufacturers’ Association
-  LeasePlan Corporation
-  Quality Alliance Eco-Drive (Switzerland)
-  National Association of Swedish Driving Schools

**PARTNERS:**



**Coordinated by:**

Austrian Energy Agency  
 Reinhard Jellinek  
 Reinhard.Jellinek@energyagency.at  
 Mariahilfer Straße 136  
 A-1150 Vienna, Austria  
 Tel: +43 1 5861524-138

[www.ecodrive.org](http://www.ecodrive.org)



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## ECODRIVING – The Concept

**ECO**driving means smarter and more fuel-efficient driving.

**ECODRIVING** represents a new driving culture that makes best use of advanced vehicle technologies, while improving road safety. An important component of sustainable mobility, Ecodriving considerably contributes to climate protection and pollution reduction.

## ECODRIVING – The Benefits

### SAFETY

- Improve road safety
- Enhance driving skills

### ENVIRONMENTAL

- Reduce greenhouse gas emissions (CO<sub>2</sub>)
- Fewer local air pollutants
- Noise reduction

### FINANCIAL

- Save fuel / money (5-15% in the long-term)
- Lower vehicle maintenance costs
- Reduce costs of accidents

### SOCIAL

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

## ECOWILL – The Project

**ECO**driving **W**idespread **I**mplementation for **L**earner Drivers and **L**icensed Drivers

**ECOWILL** aims to increase the number of Ecodriving training programmes in Europe. The project focuses on implementing short duration training sessions (of one hour) and e-learning solutions for drivers of passenger cars and van/light commercial vehicles (LCV)  $\leq 3.5t$  GVM\*. Between May 2010 and April 2013, ECOWILL intends to conduct Ecodriving training programmes for licensed drivers in 13 European countries (Austria, Croatia, Czech Republic, Finland, Germany, Greece, Hungary, Italy, Lithuania, Poland, Spain, the Netherlands and United Kingdom).

\*Gross vehicle mass



### WHAT CAN YOU DO RIGHT NOW?

Learn about Ecodriving activities in the United Kingdom

Contact:  
Bon Saynor  
Energy Saving Trust  
bob.saynor@est.org.uk  
Tel. +44 20 7222 0101

[www.energysavingtrust.org.uk/smarterdriving](http://www.energysavingtrust.org.uk/smarterdriving)

Visit the Ecowill website:  
[www.ecodrive.org](http://www.ecodrive.org)