



The ECOWILL project

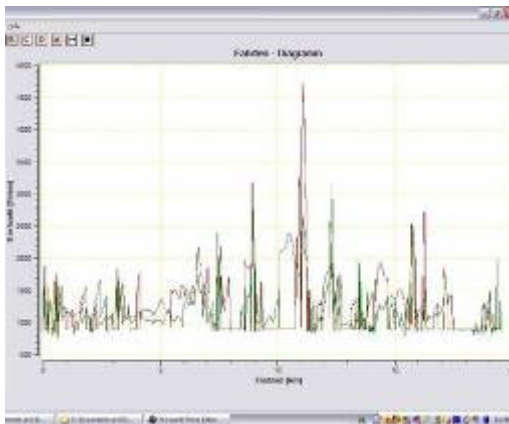
**Ecodriving – Widespread Implementation for
Learner Drivers and Licensed Drivers**

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 CO₂ emissions by 5-15%
- Reduced noise (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



Ecodriving – Main Tips (1)



- Shift up as soon as possible (at low revs)
 - cars 2,000 - 2,500 rpm
 - trucks \leq 1,500 rpm, you may skip gears
- Maintain a steady speed (in highest gear possible)
- Decelerate smoothly (release the accelerator in time, leaving the car in gear)
- Anticipate traffic flow (try to avoid braking)

Ecodriving – Main Tips (2)



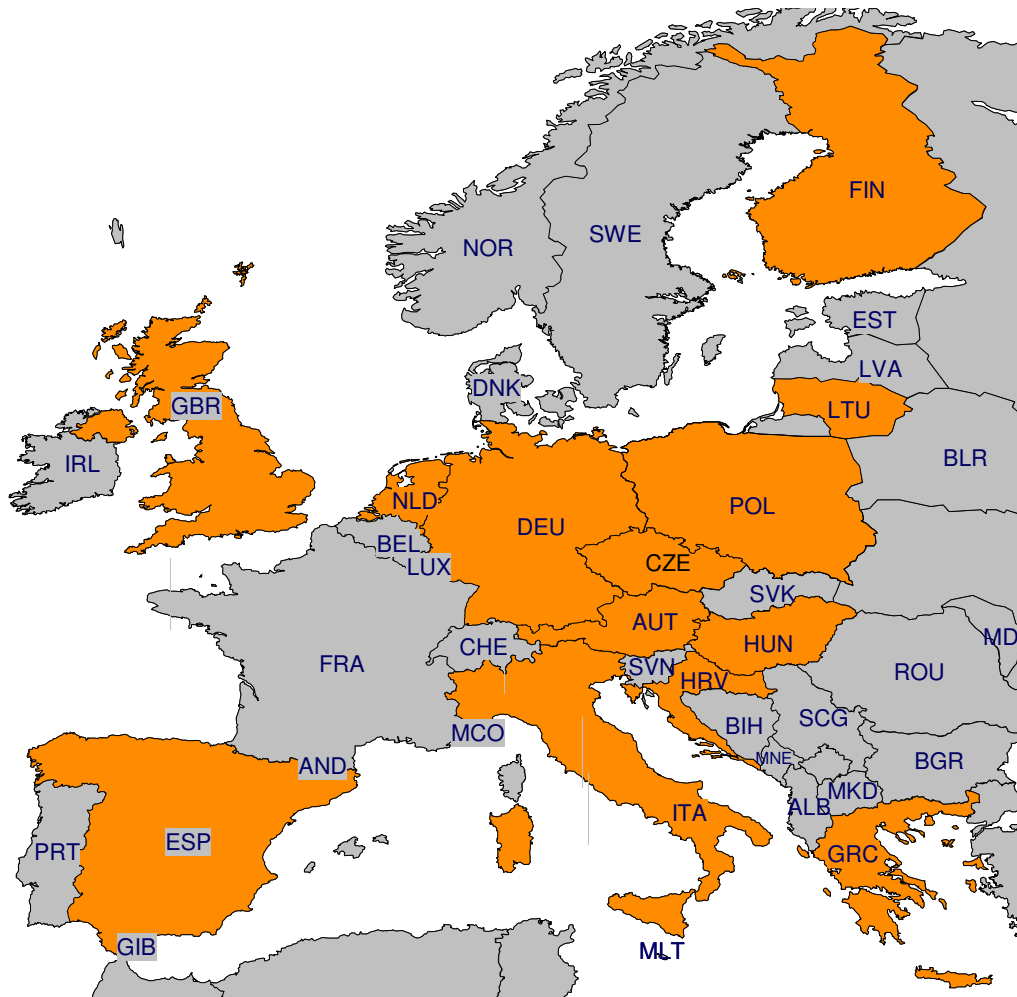
- Don't break (highway) speed limits

- Check tyre pressures monthly



- 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
- Ecodriving campaigns directed at licensed drivers
- Monitoring of the effectiveness of ecodriving trainings



Expected Results

- Harmonisation of ecodriving in driving school curricula and driving tests
- Application of quality standards for ecodriving trainings and instructor education
- Training of at least 500 driving instructors
- Educating 10,000,000 learner and novice drivers
- 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
- In total avoidance of 8 Mtons CO₂ emissions until 2015

Don't forget

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





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