

Participation at European Road Safety Day with VVCR Europe ecodriving simulator Nicosia, 25 July 2012 thanks to FIA

The European Commission and the EU Rotating Presidency (Ministry of Communications and Works of Cyprus) organised a conference titled 'Active involvement of Youth in Road Safety' for the fourth European Road Safety Day. The conference took place on 25th of July 2012, in Nicosia, Cyprus.



Implementation of the Eco Driver Assessment

The Eco-Driver Assessment is aimed at all drivers with a licence to drive a car. In practice, the assessment is used for drivers who drive a lot in their jobs, such as company car drivers, lorry drivers, taxi drivers and drivers of emergency service vehicles (police, fire service, ambulance service).

The Eco-Driver Assessment is an online instrument containing statements about driving a car in specific circumstances. The participants indicate the extent to which they exhibit the behaviour described in the statement by giving an answer on a scale ranging

from “almost never” to “almost always.” There are two variants of the assessment questionnaire: one for driving in a car with a manually-operated gearbox and one for driving in a car with an automatic gearbox.

The final result is an index – “Your Eco Driving Score” – and a profile that says something about whether the driving behaviour helps to limit fuel consumption and to prevent the emission of harmful emissions and CO₂. This label does not say everything about the driver’s actual fuel consumption, but it does say a lot about the individual driving style, which is one of the factors that determines fuel consumption.



The Eco Driver Assessment is available in all 13 languages of the partner countries and can be found via <http://assessments.driverportal.org/User/Create>.

Project partner



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GREECE

Initial ecodriving situation in the country

The Greek ECOWILL partner CRES has been promoting ecodriving in Greece for more than 12 years through various European and national projects. Starting with the ECLAB project in 2001 and followed by TREATISE, ECODRIVEN, FLEAT, INTERACTION and ECOWILL, CRES promotes ecodriving by participating in/organising a large number of workshops, events, exhibitions etc. CRES also secures media coverage through press releases and the use of promotional material. In the framework of the above projects, pilot training seminars for driving instructors and drivers have been implemented. In 2007, CRES launched and coordinated – in cooperation with the Ministry of Transport – the successful national ecodriving campaign (www.ecodriving.gr) which is still active today.

Since 2009, ecodriving techniques have been part of the theoretical part of novice drivers' examinations with 13 ecodriving questions. However, ecodriving training seminars in the practical level were, prior to the ECOWILL project, limited to pilot schemes mainly because of the lack of certified ecodriving trainers and funding. The ECOWILL project and the close collaboration with the PanHellenic Association of Driving Instructors significantly helped to further integrate ecodriving both for the theoretical and practical driving education in Greece.



National ecodriving website

National implementation

The main target audience of the ECOWILL project in Greece were private licensed drivers and learner drivers in driving schools. A secondary target was awareness-raising on ecodriving for driving

instructors and encouraging them to attend a train-the-trainer seminar.

The ECOWILL project and ecodriving in general was promoted during the project period with the help of the PanHellenic Association of Driving Instructors (PADI). PADI played a key role in choosing 12 suitable master trainers and in encouraging driving instructors to include ecodriving in their training courses.

During the project, there was very high interest in ecodriving seminars both from drivers and trainers, mainly because of the high fuel prices in Greece, which are among the highest in the EU. As a result, 50 driving instructors (including the 12 master trainers) have been certified as ECOWILL trainers and 750 drivers were trained in ecodriving.

Short duration training for licenced drivers was a new and unknown training course in Greece and this was the main barrier that meant that fewer licenced drivers than expected took part in the training. The main marketing strategy for licensed drivers was special offers and discounts to licensed drivers.

The dissemination and marketing strategy was based on the existing national campaign website and stakeholders network (www.ecodriving.gr). The marketing material used for drivers and seminar participants were leaflets, stickers, car first-aid kit, car sunshades and LED torches. ECOWILL and ecodriving techniques and training opportunities were presented in various events, workshops and through the media (see the following chapters).

ECOWILL in WRC “Rally Acropolis” 2013

CRES, in cooperation with the tire company MICHELIN, presented the ECOWILL project and ecodriving also in some parallel events of the international Rally Acropolis 2013.





In the service park of the rally in Loutraki, thousands of spectators had the chance to test their ecodriving skills in simulators under the guidance of a virtual trainer. . They also received information (leaflets and stickers) on the project.

ECOWILL in the 4th National Conference of Driving Instructors



ECOWILL objectives and results in Greece were presented at the 4th national conference of the PanHellenic Conference of Driving Instructors which was organised by the PanHellenic Association of Driving Instructors (PADI) in March 2013 in Thessaloniki. More than 200 driving instructors and other stakeholders were informed about the opportunity to attend ECOWILL Train-the-seminars. Moreover, there was an open discussion on the options for CRES and PADI to further promote

ecodriving jointly and request for funding for more Train-the-trainer seminars.



Project partner



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The Centre for Renewable Energy Sources and Saving (CRES) is the Greek national entity for the promotion of renewable energy sources, rational use of energy and energy conservation

POLAND

Initial ecodriving situation in the country

In Poland, the principles of ecodriving are not yet included in the curriculum for driving education, nor is ecodriving part of the examination for any driving licence category. In the opinion of many experts, the low popularity of ecodriving in Poland is due to the lack of activities for a more effective popularisation of such a modern, safe and environment-friendly driving technique.

ECODRIVEN, a previous project funded by the Intelligent Energy Europe programme, was launched in 2006 and was also implemented in Poland. Due to the activities within the ECODRIVEN project, ecodriving became more popular in Poland: in 2007, Szkoła Auto, supported by Skoda Auto Poland, initiated a huge media campaign for ecodriving. The term 'ecodriving' eventually became familiar to the Poles.



However, after a few years of trying to make ecodriving more popular among drivers, the effects are rather poor. Only some thousand drivers participated in the ecodriving training courses which were held both for private and commercial drivers. Since 2000, however, ecodriving training has been introduced for truck drivers by the Polish

representatives of DAF, MAN, Mercedes and Scania, as well as by the Polish bus manufacturer Solaris. Ecodriving has also been included in the obligatory training curricula for preliminary and periodic qualification of truck and bus drivers. The ecological motives, as well as the promise of driving safer traffic through ecodriving, are generally not taken seriously by most of drivers in Poland, despite the commonly enthusiastic opinions of those who have participated in the training and apply the driving principles on a daily basis. The breaking of mental barriers is and will be the critical factor for success of ecodriving training in Poland.

Project implementation

The ECOWILL short-duration training was mainly targeted at private drivers in Poland. Additionally some training took place for drivers of large fleets, including Coca-Cola and the Warsaw public transport operator, where some traffic controllers were also trained.



25 ECOWILL trainers were trained in Poland by the end of the ECOWILL project. A total of more than 500 licensed drivers were trained with ECOWILL short-duration training.

The ideas and activities of the ECOWILL project are expected to go on after the end of the project as many further driving schools have already reported to be interested in cooperation.

Promotion campaign "Eco Street Race"

The promotion campaign "Eco Street Race" was organised in Warsaw by ECOWILL partner KAPE in cooperation with TOYOTA Okęcie Co., one of the biggest Toyota dealers in Poland. This marketing campaign included leaflets, brochures, give-aways, CDs and promotion on KAPE's website as well as promotion on Facebook and other social media.



KAPE also ran a PR campaign that achieved some good press coverage. Moreover, the campaign started to promote an ecodriving competition, the "Eco Cup of Poland", which will take place, after the ECOWILL project ends, in the three biggest cities of Poland: Wrocław, Krakow and Gdansk.



Efforts to integrate ecodriving into driving school curricula and driving examination

Within the lifetime of the ECOWILL project, the Polish Ministry of Transport carried out legislative works related to the implementation of the European directive on driving examination (2006/126/WE). However, the remarks and comments which were made both by KAPE and by representatives of driving schools have eventually been not taken into account into the new Polish regulation so far.

Ecodriving training in Bielsko-Biala

A rather large roll-out of ECOWILL training is planned for the city of Bielsko-Biala in the southern region of Poland. Representatives of Bielsko-Biala and five further municipalities nearby intend to carry out ECOWILL training for 200 drivers of both private and commercial vehicles. Negotiations had not been finalised at the time of writing this report.

Project partner

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CZECH REPUBLIC

Initial ecodriving situation in the country

The initial status of ecodriving education in the country was characterised by the practical absence of targeted education of ecodriving techniques for class B learner drivers as well as its explicit testing by driving examiners (neither theoretical, nor practical). The national legislation regarding driving exams for class B drivers prescribed only to be able to use his/her car, among other, with regard to the protection of the environment – which in practice was often limited to proper car maintenance. Moreover, the general opinion is that ecodriving is an

advanced driving technique that cannot be taught effectively to learner drivers. Thus, professional ecodriving courses for passenger car drivers before the ECOWILL project were offered to licensed drivers only, and on a very limited extent (conducted by only one institution and annually no more than several tens of courses). The impact of the preceding EU-supported initiative ECODRIVEN onto primary education of learner drivers of passenger cars in the country was minimal, largely because its focus had been primarily on experienced drivers (via a mass-media campaign organised).



Standardised written protocol from short-duration training brought additional value

The strategy which the Czech partner SEVEN followed within the ECOWILL project, was defined in close contact with the Ministry for Transportation of the Czech Republic. The first pillar of the strategy was, that, given the current market status quo, both driving instructors and also driving examiners were invited to an initial Train-the-trainer seminar. The objective was that both target groups receive the initial education and understand well how to teach and verify ecodriving capabilities in practice. In September 2011, selected representatives coming from diverse relevant institutions (e.g. driving instructors from different parts of the country, driving examiners from several regional administrations, and also teachers from specialized educational bodies) underwent the initial three-day training led by ECOWILL partner DVR, accompanied also by several representatives of the Ministry itself as “observers”.

That on the one hand lowered the basic group of “master trainers” who really took part in the realisation of further train-the-trainer seminars and short-duration training below the envisioned number (8 instead 12) but on the other hand, helped in achieving long-term project goals.

The second pillar of the national implementation strategy was to enlarge the initial number of qualified driving instructors who should actively participate in achieving the goal of 500 short-duration training courses and to secure their nation-wide availability. In order to happen so, two further train-the-trainer seminars were organised during 2011 and 2012 with the active help of local ecodriving experts, beside the master trainers. Eventually there were more than thirty driving instructors from the whole country certified as ECOWILL trainer. These additional train-the-trainer seminars proved the importance of giving new driving instructors a proper education “how to

teach ecodriving”. Furthermore, the seminars also illustrated the need for a more advanced explanation of ecodriving principles in order that trainers understand well their importance – actually they needed to be convinced at first that ecodriving is an important and practicable way of driving.

The third pillar of the national strategy built on the fact that short-duration training needs to be attractive and practical for a successful market introduction – both for trainers and drivers. Therefore, beside the common format of short-duration training as developed within the ECOWILL project, it proved to be useful that trainers have in place a common methodology of how to assess the drivers’ performance objectively and how to document it to the drivers in an easy-to-understand format. After a number of intensive discussions, a common written protocol was eventually developed allowing assessing the performance of participants of short-duration training in ten specific areas. Both a quantified evaluation (1 to 7) and also energy classes (G to A) were used for this protocol. This tool proved to be a really good choice which was ultimately appreciated by both trainers and drivers.

Internet portal and side competitions

To secure a proper management and monitoring, a common internet portal was established (www.uspornajizda.cz) at which interested drivers could register on-line for short-duration training. The summarised results of all courses were published on this portal too, and for registered participants the

copies of their protocols from their courses were made accessible as well.

To display the results from their courses, the participants were required to complete an electronic feedback form in which they were asked to share their opinion about the usefulness of the training. The results of this survey proved to be very positive as the large majority (> 95 %) of participants were satisfied or very satisfied with the course and thought that the training helped them a lot in improving their fuel efficiency. Most participants also intended to recommend the training to their friends and relatives.

To incentivise the ECOWILL trainers and also prospective interested participants, side competitions were announced for the best performing coach and also for the best participant in the short-duration training. The intermediate results were displayed at the web portal, along with news and other project-related information.

Activities to sell ECOWILL training to drivers

A field in which the activities in the Czech Republic somehow lagged behind the expectations was a campaign on national-level which did not have very much success despite a lot of endeavour was put into it by ECOWILL partner SEVEN. Instead, the large majority of participants of short-duration training were actually secured by the driving schools themselves – obviously, they were closer to the target group. On the other hand, the provision of subsidies for conducting the first 500 ECOWILL training courses (in the amount of 20 EUR per course) proved to be an effective tool motivating the trainers to actively offer and conduct courses. Some of the driving schools eventually engaged were so convinced of the usefulness of short-duration training that they continued actively marketing the courses even after subsidies were not available any more. In order to help them marketing short-duration training on a commercial basis in the future, SEVEN published a promotional publication including all positive results of the training. The results related not only to improvements in fuel consumption but also included long-term effects which were collected via interviews with drivers conducted several months after the training (see some examples on the following page).

National partner companies (namely Skoda Auto, Michelin, CE Solutions) contributed considerably to the successful project implementation in Czech Republic.

David Jelen
insulation worker



I have a feeling, that the course how to drive more efficiently brings real effects. I managed to significantly lower long-term fuel consumption (by nearly 1.8 l/100km) and moreover, I think, that my newly attained driving style is in favour of my „metallic pet“. And one thing further – I learnt to keep the speed limits which used to be quite problematic for me in the past. Many thanks for the course. I hope that my performance will continue to improve since as I guess, a certain potential does still exist.



Denisa Lepšová
student

As a student I must commute from my home town (Třebon) to Prague on average four times a month, the skills I got thanks to Ecowill course help me to save more than 120 EUR annually.



Eva Miličková
physician

I stick to the advise that any useless increase in car speed is actually like throwing money out of the window.

Compulsory ecodriving education for learner drivers: first steps taken in the right direction

As for the implementation of ecodriving into compulsory education for learner drivers (class B), the strategy had to respect the fact that the current system of learner drivers' education and testing in the Czech Republic is largely dysfunctional and the responsible Ministry plans its complete overhaul it as of 2015 or 2016. As part of the system change, the Ministry considered introducing ecodriving principles explicitly as one of indispensable driving capabilities, which must be taught and examined. However, since the amended Directive on driving examination (2006/126/EC) has been valid since 2013 and introduces the obligation to test the knowledge of ecodriving during the practical part of the exam of class B learner drivers as soon as of 2014, it was necessary to take action earlier.

SEVEN agreed with key personnel of the Ministry to make use of know-how which was developed within the ECOWILL project and extend it gradually towards both target groups (driving instructors and driving examiners). This will be done qualitatively then quantitatively in order to establish "healthy roots" for the planned system change.

The initial steps in implementing the new EU-legislation will be done throughout the year 2013, when the first 100 driving examiners (corresponding to one fifth of all examiners) will undergo a several-hour long education which is based on harmonised ECOWILL methodology. Further driving examiners will attend similar training in the following years. This can

be seen as one of the most concrete success stories of the ECOWILL project in the Czech Republic.

New association of driving instructors

Furthermore, a new nation-wide association of driving instructors which are duly educated for teaching ecodriving techniques (in line with the harmonised standards as defined within the ECOWILL project) has been established to secure the proper implementation of the project goals within driving schools. The association was founded by the certified ECOWILL trainers with support of SEVEN. It will function as (1) a common platform for information exchange between members, (2) a contact point for the public which is interested in ecodriving or would like to undertake an short-duration training, (3) it will be responsible for the organisation of further train-the-trainer seminars for driving instructors, and (4) it will also secure that ecodriving is ultimately taught and tested in line with the recommended standards (based on the ECOWILL blueprint). Thus, the association will strongly help to fulfil the envisioned goals of the ECOWILL project.

Project partner



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HUNGARY

Initial ecodriving situation in the country

In Hungary, ecodriving elements were only partially integrated in the learner driver education for category B at the beginning of the project. There were some private initiatives regarding ecodriving training for licensed drivers. However, there was no central regulation or guidance on the content and structure of such courses. There were no ecodriving related competitions or events in Hungary at all. Road shows and campaigns were (and still mainly are) focusing on road safety measures and technical developments. Most of the stakeholders which were interviewed as part of ECOWILL back in 2010 agreed that ecodriving could indeed be included more into the learner and licensed driver education in the country.

In addition to the limited integration of ecodriving in the learner driver education, there were also structural changes going on in the driving education in the country that made the local adaption of ecodriving quite challenging for the Hungarian ECOWILL partner Geonardo.

Project implementation in Hungary

The original targets of the project for Hungary were to certify 12 master trainers and 12 additional driving instructors. Additionally, 500 short duration training courses for licensed drivers were to be organised. In order to reach these targets, Geonardo established some cooperation with the main national stakeholders: The National Transport Authority (NTA) which is responsible for the implementation of driving education and examination in Hungary under the Ministry of National Development; the main driving school associations (MAISZ and JASZKOE); and the driving schools and companies which were already offering ecodriving courses or were planning to do so in the near future (Groupama Garancia, Vezetéstechnikai Centrum, Hungarian Auto Club and Leaseplan Hungary). The support of the international project partners made establishing contacts with the relevant local stakeholders easier: MAISZ and JaSzKOE are member of EFA, NTA is member of CIECA and the Hungarian Auto Club is member of FIA.

The National Transport Authority welcomed the project initiatives and was looking forward to receiving monitoring data on fuel consumption

savings which were not available in the country before.

Eventually, the main driving school associations and the Hungarian Auto Club agreed to conduct ECOWILL short duration training. The courses were offered mainly free of charge. However, some instructors charged a minimal registration fee from the clients. After taking part in the training, the users were generally very satisfied with the quality of the course. They were also convinced about its usefulness.



Járővezető-Szakoktatók és
Képzőszervek
Országos Egyesülete

As a result of the cooperation with the local partners, all project targets have been achieved in Hungary. The main results of the project have been presented on a local steering group meeting organised in Budapest in April 2013 at which all main stakeholders participated. Different options for integrating ecodriving into the B category learner driving education in light of the recent changes in the relevant EU Directive have been discussed and presented to the Transport Authority. The Authority is open to future legislative changes. However, due to the strict time frame of the project, decisions can be made only after the end of the project.

Local certified ECOWILL instructors and examiners

In Hungary, 23 driving instructors and examiners were educated to become master trainers, meaning they can train and certify further instructors and examiners. This is due to the fact the two train-the-trainer seminars instead of one have been organised with DVR. Thus it was ensured that a comprehensive mixture of delegates from different organisations (driving school associations, driving schools, auto club) as well as examiners (National Transport

Authority) will have the opportunity to build on the ECOWILL results.



Additionally, these 23 trainers cover the whole country in geographic terms. This structure will make it possible to provide ECOWILL content to relevant stakeholders regarding driving education and examination in Hungary in the future.

Marketing for short-duration training – Awareness raising campaign

Geonardo has launched a Hungarian website dedicated to the local ECOWILL activities (trainers, available short duration training, ecodriving techniques and the project itself) available in Hungarian: www.okovezetes.hu.



This website with online registration functionality was the base for the local ecodriving campaign; online

advertisement, radio interviews, presentations and participation in different events; e.g. car free days, or the 'Travel and Drive Safely during a Lifetime' Campaign of the Hungarian Autoclub. The ECOWILL trainers and driving schools also carried out their own sales and marketing activities, particularly directed at their former learner drivers. Thanks to these efforts – especially that all information was available in Hungarian – as well as to the support of several partners, a significant part of the Hungarian target groups was reached.



Project partner



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LITHUANIA

Initial ecodriving situation in the country

Before the start of the ECOWILL project in 2010, there were virtually no activities regarding ecodriving training for licensed drivers going on in Lithuania. Exceptions were the annual 'Eco-Rally' and some occasional events arranged by car dealers and other organisations.

The first **Eco-rally** was organised in 2003 by the public company „Saugus ratas“. The longest rally so far (563.7 km) took place in 2006. In this year the same route was also ridden by cyclists. The main goal of the rally is to use the least amount of fuel to drive the defined route.

In October 2010, the **“Vilnius CO₂ Green Drive”** event took place. This included a parade of the newest and most intriguing electric vehicles, which were equipped with colour coded GPS tracking devices, a huge virtual CO₂ sign was “painted” in Vilnius.



Vilnius CO₂ Green Drive route

Before the ECOWILL project there was only one organisation in Lithuania which provided ecodriving training for licensed drivers – the 'EcoDrive Academy'. The partners and the main sponsors of this training were JSC „Autobrava“ (FIAT representative in Lithuania) and the car magazine „AutoBild“. The Academy provided training both for private individuals and company drivers. The training consisted of both theory and practical driver training.

Launch of ECOWILL in Lithuania

The ECOWILL activities in Lithuania brought together various stakeholders: policy makers, driving instructors, examiners and licensed drivers willing to develop their ecodriving skills. The main objective of

the project was the integration of ecodriving principles and content into the national driving school curricula of Lithuania. For this task, 12 highly qualified instructors were certified in train-the-trainer seminars by DVR. These 12 Lithuanian master trainers then provided training for 24 further driving instructors from six different Lithuanian cities. These instructors obtained the ECOWILL certificates which allow them to offer short duration ecodriving training for licensed drivers.



Short Duration ecodriving Training

In total, 500 short-duration training courses were provided in the four biggest cities of Lithuania: Vilnius, Kaunas, Klaipėda and Šiauliai. The training was offered to the clients free of charge. The main provider of training was the Driving school 'Ecodriving.LT'. The drivers trained were predominantly fleet drivers from both the public and private sector. Marketing for fleet managers included messages such as costs, CO₂ emissions and safety.



The majority of drivers, especially fleet drivers from state institutions (Ministry of Transport, Ministry of Environment, Vilnius Municipality) were surprised by the extent of their own fuel savings and by the fact

that the ecodriving techniques can be learned in just one hour.

ECOWILL changes people's minds

ECOWILL increased awareness and changed the attitude of trainees towards ecodriving. 57 % of respondents to the question "Has the training favoured your opinion on ecodriving?" answered yes. Interest in short-duration training in Lithuania was so high that the demand for short-duration training exceeded the number of scheduled training courses.

Successful campaigning in the internet

ECOWILL ideas have reached a large group of Lithuanian society: licensed drivers, state institutions, academic society and general public. The campaign was promoted in various ways including leaflets, brochures, articles in journals and publications in the Internet, but the greatest success came from promotion on the social website Facebook. Posts with ecodriving quizzes counted for 144 likes and 178 shares. As a result of Facebook activities, a publishing house contacted COWI with proposing to include a chapter on ecodriving in their newest edition of the Road Rules.



Optimistic perspectives of ecodriving in Lithuania

In February 2013, a steering group of stakeholders of ECOWILL met in the premises of the Ministry of Transport and Communications to discuss the integration of ECOWILL principles and content into the driving school curricula and examination. The meeting brought together policy makers, representatives of driving schools and the examination authority. All the participants of the steering group had been involved in the project activities from the very beginning of the project and show a very positive attitude towards the further implementation of ECOWILL principles. The examination authority confirmed that ecodriving would be included in the driving test in Lithuania already in autumn 2013. Moreover, a new teaching programme for driving instructors as well as learner drivers is in the final stage of preparation.

Project partner

COWI

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COWI Lietuva, UAB (former COWI Baltic), a 100% subsidiary of COWI A/S, was established in February 1996 as a result of the expansion of COWI's activities in Lithuania starting as early as 1991. COWI Lietuva's experience covers 20 years of close co-operation with international experts from COWI and local partners, primarily in the fields of environment, including waste management, energy, design of building engineering installations, construction supervision, transport etc. Our consulting engineering services have been provided to the satisfaction of both, private clients and international financial institutions as well as donor organisations.

CROATIA

Initial ecodriving situation in the country

In Croatia, ecodriving for licensed drivers is a very new concept and, before the launch of the ECOWILL project, was not known to a wider audience, except for driving experts and professionals. There was just one private company selling ecodriving training for licensed drivers within a safe-driving course. Other than that, no other ecodriving training was available in Croatia.

Although some theoretical information about ecodriving has been included in driving school materials since 2008, at the start of the ECOWILL project most instructors didn't know how to implement ecodriving in practical driving instructions.

Currently there is another project dealing with ecodriving in Croatia called "Ecodriving is cool!". This project was started by the school for road traffic and transportation in Zagreb and it is also financed with EU grants. The goal of this project is to educate teachers about the benefits of ecodriving so they can share their knowledge with their students.

Creation of a national infrastructure of trainers

When the ECOWILL project started three years ago there weren't any ecodriving trainers in Croatia. After the end of the project there are 67 trainers of 4 different partner organisations in 7 different cities. The Croatian ECOWILL partner EIHP established a

good cooperation with the Croatian Auto Club (HAK) – 59 certified ECOWILL trainers come from HAK. All Croatian regions are now covered with highly qualified and ECOWILL certified ecodriving trainers.

Within the scope of the ECOWILL project, all national driving examiners were educated. The examiners also came from HAK which is the only entity in charge for carrying out driving tests in Croatia. Moreover, the examiners who are in charge for the further education of driving instructors have been trained and certified to be ECOWILL trainers.

EIHP also organised train-the-trainer seminars for 14 ECOWILL master trainers for truck and bus drivers (C&D category vehicles).

EIHPs efforts to support the further integration of ecodriving into the curricula for driving education and driving examination were supported well by the amended European Directive on driving license standards, the ECOWILL blueprint and the support of ECOWILL partners EFA and CIECA. While not having been an EU member country yet, Croatia was very keen to be in accordance with the EU regulations and directives.

The ECOWILL blueprint document was translated into Croatian language and serves as the main guideline for the Croatian Auto Club regarding the implementation of ecodriving into national the driving school programme and curriculum.



In the coming years, more than 1,000 driving instructors from all around Croatia, will be trained by the Croatian Auto Club (HAK) corresponding with ECOWILL standards.

Boosting ecodriving in Croatia as an important topic

In 2012, EIHP created an extensive Ecodriving marketing campaign. The design of the campaign comprised of major Croatian landmarks from seven different cities. This visual identity was displayed on all marketing materials. Also a slogan "DOK VOZIM – ŠTEDIM!" was created – in English this means "While I am driving – I am saving!". EIHP also established a national website on ecodriving – www.ekovoznja.hr, providing overall information about ecodriving in Croatia.



Information and news about the ECOWILL project were disseminated through over 100 press releases (TV reports, radio, print, web site articles and Facebook pages), reaching over 4 million people. ECOWILL was mentioned in TV-news bulletins six times and in radio broadcasts twelve times. Due to these activities, more than 3 million radio listeners and over 3,5 million TV viewers have been reached.



Marketing and promo materials....

The continuous work on building a reputation for ECOWILL resulted in EIHP receiving the award for the best educational ecological project in Croatia on the DM Green City award contest, out of 33 projects that applied.

Conferences and events....



...and award for the best eco educational project

ECOWILL was presented at nine public events in four different cities. Four of them were organised on the main square in Zagreb. At these events, an ECOWILL stand provided high visibility for the project. The Croatian ECOWILL team answered a lot of questions from members of the public regarding ecodriving and disseminated a few thousand leaflets and other promotional materials.

Rollout of ecodriving short-duration training

Within the ECOWILL project, 500 licensed drivers were educated to become ecodrivers. Most of the training was provided free of charge (without any subsidies provided by EIHP but just because of the great cooperation with the Croatian partners which wanted to offer training courses for free to citizens). However, 144 places were sold on the market.

Drivers tended to be very sceptical before their training, but all of them proved to be very happy with the training and the results afterwards. The feedback from trainers was also very positive.

EIHP found that drivers in Croatia are currently not willing to pay for ecodriving training. This can be explained by the fact that ecodriving is a new and fairly unknown training concept. However, EIHP believes that there is a market for short-duration

training for fleet drivers. The Croatian Environmental protection and energy efficiency Fund recently announced that there will be incentives available for ecodriving training in the future. This is expected to increase the demand for ecodriving training significantly.



The ECOWILL Croatia team secured funding for a National Ecodriving Campaign under the Second National Energy Efficiency Action Plan for Croatia in 2013. This was accepted as a measure for saving in transport – energy efficient transport.

Project partner



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Supporting partners



ITALY

Initial ecodriving situation in the country

Italy lacked real guidelines or specific policies which aim to reduce pollution and emissions of greenhouse gases through increased awareness of citizens and businesses regarding the proper maintenance of vehicles and the adoption of a correct driving style. The problem was and still is, that practically all activities are left to private initiatives as there are no programmes, directives or policies aimed specifically at the goals of reducing fuel consumption and emissions.

The institutional intervention was limited to the publication of the “Annual guide on fuel savings and the carbon dioxide emissions of cars”, drawn by the Ministry of the Economic Development jointly with the Ministry of the Environment and the Ministry of Infrastructure and Transport. The document was implemented in Italy in 2003. The guide offered drivers useful information regarding purchasing new cars. In general it aims to contribute to reducing greenhouse gas emissions and energy saving. Besides guidelines regarding road safety the guide also provides information on standard consumption and CO₂-emissions of all car models on sale. Moreover, this guide offers a list of 10 ecodriving rules.

Project implementation in Italy

The Italian partner, Consorzio TRAIN, with support of the Italian driving school association UNASCA, organised some train-the-trainer seminars for driving instructors all over the country, resulting in 91 certified ECOWILL trainers in Italy.

Besides making driving instructors interested in the train-the-trainer seminars, TRAIN tried to promote short duration training with several activities, including:

- Promoting the project at events, even if these were not strictly related with transport issues, but were attended by representative of the public administration (i.e. representatives from the central government, regions or municipalities), The objective was to establish contacts and to promote cooperation with public authorities who could support and promote the project's activities.
- Contacting private fleet managers, promoting the Golden Rules of ecodriving and the ECOWILL short-duration training. Besides passenger car

fleets, TRAIN also tried to contact the managers of truck fleets.

- Contacting the Italian Ministry of Transport to seek their support for the ECOWILL project.

Unfortunately these strategies did not result in much success as there were no short duration training courses marketed by Consorzio TRAIN and also no steering committee for the integration of ecodriving into driving education and testing was established. This is thought to be due to the poor economic and general situation of Italy. Regarding fleet managers, TRAIN found that many Italian companies already organise specific courses on the reduction of fuel consumption for their drivers internally, and are thus not interested in courses given by external experts.

Educating a large number of driving instructors

Thanks to the efforts of Consorzio TRAIN and the driving school association UNASCA, a total of 72 driving instructors were educated and certified as ECOWILL instructors.



Project partner



Consorzio TRAIN

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SPAIN

Initial ecodriving situation in the country

Back in 2004, the Spanish Energy Agency (IDAE) got the commitment to introduce ecodriving in Spain within the framework of some EU funded projects on ecodriving such as ECODRIVEN and TREATISE. In the first stage (2004-2006), IDAE aimed to market ecodriving to private drivers and also to establish cooperation with insurance companies, automobile clubs and driving school associations. The second phase (2008-2012) focused on the implementation of ecodriving into driving school curricula for learner drivers, driving instructors and driving examiners in Spain.

In 2006, IDAE launched the so called PAE+ plan, which included subsidised ecodriving training through public tenders all over Spain. In order to audit the grants, monitoring tools and certificates were used. Up to now, these subsidised courses (which are usually 100% subsidised) are the basis of ecodriving in Spain, making the public tenders an important source of business for providers. The major provider of ecodriving courses in Spain are the Spanish ECOWILL partner RACC (Automobile Club of Catalonia), CNAE (National Driving School Association), CEA (European Car Commission), FORMASTER and TORCAL (networks of driving schools).



Boosting ecodriving in driving schools



The ECOWILL project in Spain had a very clear commitment regarding its main objective: to boost the implementation of ecodriving in driving school curricula and the driving test. To reach this goal RACC cooperated with different stakeholders such as the national driving school association (CNAE), the Directorate General of Traffic

(DGT), and the National Energy Agency (IDAE).

All stakeholders served as an 'ecodriving lobby' in order to encourage public administrations and decision makers to make use of the findings and materials of the ECOWILL project. As a side effect, the stakeholders mentioned above supported the creation of an infrastructure of ecodriving trainers. Furthermore, a new certification system used by public administrations regarding ecodriving training

seminars (both directed at driving instructors and licensed drivers) was created.

One obstacle found during this implementation was the current economic situation in Spain and also the lack of standardised ecodriving skills and knowledge among national driving instructors.

From January 2013, the use of the ecodriving techniques during the practical test, has been a mandatory requirement to obtain a driving license in Spain

Creation of a national infrastructure of trainers

A side effect of the integration of ecodriving into driving schools is the necessity to standardise the way ecodriving is taught. Thus, RACC focussed on creating a national infrastructure of driving instructors under the ECOWILL principles both for learner and licensed drivers. In total, 42 driving instructors from all around Spain were certified as ECOWILL trainers. Additionally, six examiners from DGT, which is the

only entity responsible for driving tests in Spain, were also certified.



The impact of these activities after the end of the project is clearly foreseeable. All stakeholders involved have agreed to continue training and certifying further driving instructors and examiners following the ECOWILL standards, allowing a nation-wide standardisation of the contents imparted in driving education and in the practical driving test. More than 250 driving instructors from RACC will be certified by 2014, and more than 8000 driving instructors from CNAE will be able to get involved. Moreover, examiners will be certified by DGT as part of a further education programme in the next few years.

In the next years, more than 250 driving instructors from all around Spain, will be trained under ECOWILL protocols

Implementation of ecodriving in driving schools

The largest achievement in Spain within the ECOWILL project has been the definitive implementation of ecodriving contents into driving school curricula which was officially reached in the beginning of 2013. Subsequently, ecodriving has to be considered in the theoretical test and, what's more, ecodriving techniques have been introduced as pass/fail criteria in the practical driving test.



Ecodriving short-duration training for private drivers

More than 500 short-duration training courses were provided in Spain to private drivers and fleet drivers. The key messages included were cost savings, safety and environmental friendly driving. The feedback of the participants can be summarized in three words: personalised, practical and quick. ECOWILL training will continue in Spain after the end of the project, as more than 250 further short-duration training courses are already scheduled for 2013 and 350 training courses for 2014. It is expected that these numbers will increase in line with the growing number of certified ECOWILL trainers.



Project partner

RACC

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GERMANY

Initial ecodriving situation in Germany

Germany, under the lead of ECOWILL partner DVR and its associated members, has a long history and tradition in ecodriving. Various training concepts were developed and evaluated, and ecodriving was already implemented in testing and teaching procedures of professional driving school education back in 1999. Over the last decade, there have been a lot of activities in order to improve and harmonise ecodriving content in the education and testing of learner drivers. Furthermore, some standards for ecodriving training for licensed drivers have been established. Yet, there was still room for improvement.

History of Ecodriving Education by DVR

Short facts:

- Total **>50.000 people** trained, **all target groups** (1-8 h training duration),
- **>10.000 people** trained via **short-duration training** starting in 2001
- **~7.500 driving instructors** qualified and certified
- **Roll-out of short-duration training in cooperation** with Ford and others
- **Measurements** of training effects: **10-25%** reduction of fuel consumption
- **Savings of professional drivers** around **6-8 %**
- Continuous **feedback & evaluation** of various concepts
- Driving instructors' **Qualification & (Re-) Certification**



Implementation strategy

Within the ECOWILL project, DVR created a detailed national communication and implementation strategy for the ECOWILL project (especially regarding driving school education) and the roll-out of short-duration training. The major objective was to establish a sustainable structure for the roll-out of short-duration training. Therefore DVR planned and conducted training activities and communication activities addressing various stakeholders, which can be described as top-down approach. DVR tried from the beginning of the project to involve the German Driving School Association in project activities but also approached other important member organisations of DVR, e.g. representatives of DGUV, the German Social Accident Insurance and ministry officials, and external organisations, e.g. fleet managers and companies, to support a bigger roll-out at a later stage and most importantly on a long term basis. ECOWILL short-duration training was marketed both for fleet and for private drivers, with a special focus on the target group of young drivers.

General experiences and lessons learnt

Points that worked well in Germany included:

- Involving stakeholders by training them directly on short-duration training proved to be a very

effective way to promote the idea of ecodriving (esp. for fleets and journalists)

- Short-duration training at big public events is a powerful communication tool
- Convincing DVR partners on new concepts

Roadblocks

- Since ecodriving has a long tradition in Germany, it was not so easy to convince driving instructors on the new training concept as provided by ECOWILL
- Several conflicts of interest
- Small market for unsubsidised training (private drivers)

General achievements

- 34 ECOWILL master trainers qualified
- 45 ECOWILL trainers qualified
- 1,386 drivers (fleet and private) trained
- ECOWILL content integrated in to DVR quality standards and training programs
- ECOWILL content incorporated in the mandatory further education of driving instructors
- Successful ecodriving Campaign initiated

Short-duration training roll-out / stakeholder involvement

1,386 drivers, including some high ranking stakeholders, were trained at several events. The biggest events were the International Transport Forum (Leipzig) in cooperation with FIA and the Automobil International Trade Fair (Leipzig) in cooperation with VDIK (Association of Importing Car Manufacturers).



Communication/ campaigning

DVR fostered the business case for short-duration training, trying to encourage ECOWILL qualified trainers to actively market training to private drivers and other target groups. This initiative is supported by the umbrella campaign “Fahr ECOistisch” including short web clips/mobile phone clips addressing three different target groups.



Driving School Education

Mandatory further education of driving school instructors

Together with the German Driving School Association DVR developed an ECOWILL module for the mandatory further education of driving instructors. The module has been implemented since February 2013 and will be taken by all 20,000 German driving instructors by 2016.

Activities and impact after the end of the project

- The ECOWILL short-duration training will be continuously rolled-out in:
 - regular DVR fleet training activities (the short-duration training concept is part of the subsidised training portfolio)
 - Integration in seminars of the German Social Accident Insurance (DGUV)
 - large public events (like Auto Mobil International trade fair “AMI” in Leipzig)
 - continuous ECOWILL qualified trainer activities

- ECOWILL content has been included in the mandatory further education of driving instructors (since February 2013)
 - By 2016 all 20.000 German driving instructors will be updated according to ECOWILL results and output educating 800.000 learner drivers each year
- On-going ecodriving campaign

Project partner



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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."