

ECOWILL Implementing eco-driving on a wide scale

Road Safety Day 2012 Cyprus

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The ECOWILL project

- Full title: Ecodriving Widespread Implementation for Learner Drivers and Licensed Drivers
- Funded by the Intelligent Energy Europe programme of the European Union
- Project duration: May 2010 April 2013
- Budget: ~ 3,000,000 euros
- Coordinator: Austrian Energy Agency (AEA)

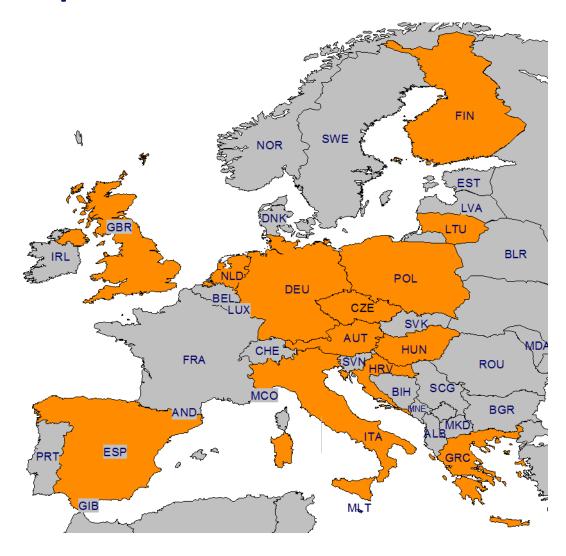


Main Activities

- Compilation of updated eco-driving tips
 - taking into account most recent engine developments
- Establishment of minimum standards for contents and set up of eco-driving seminars
 - Train-the-trainer seminars
 - Short duration trainings for passenger car drivers
- Education and certification of driving instructors
- Eco-driving campaigns directed at licensed drivers
- (Further) integration of eco-driving into driving school curricula and driving tests



15 partners, 13 countries





Two subjects covered

Short duration trainings

- Full- or half day trainings are too long for many drivers (i.e. fleets)
- Specific skills of trainers needed (i.e. coaching method)



Driving school education

- Harmonisation of eco-driving contents in driving school curricula
- Inclusion of eco-driving into driving tests
- Consortium includes EFA (European Driving Schools' Association) and CIECA (International Commission for driver testing)

Category B driving licence only!



ECOWILL materials freely available

Comprehensive handbooks for train-the-trainer seminars in 13 languages

- Compendium for eco-driving education in driving schools
- Handbook for short duration trainings
- European standard for short duration training
- Eco-driving contents Golden Rules and Silver Rules
- Assessment questionnaire for drivers (can be used before and after the training session)





Golden Rules

- Anticipate Traffic Flow Read the road as far ahead as possible and anticipate the flow of traffic
- Maintain a steady speed at low RPM Drive smoothly, using the highest possible gear at low RPM
- Shift up early Shift to higher gear at approximately 2,000 RPM Consider traffic situation, safety needs and vehicles specifics
- Check tyre pressures frequently, at least once a month and before driving at high speed
- Consider any extra energy required costs fuel and money
 use air conditioning and electrical equipment wisely and switch
 it off if not needed, avoid dead weight and aerodynamic drag.



Success factors for eco-driving

Benefits

- Eco-driving easily saves 10-15% fuel reduction on average
 - Possible cost savings correspond to up to 300 Euros per year
 - Suited for next generation of vehicles (Hybrids, EVs etc.)

Safety
Improve road safety / Enhance driving skills
Environmental
Reduce greenhouse gas emissions (CO2) / air pollutants / Noise
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



Myth busting

Addressing existing concerns

- Eco-driving doesn't decrease the travel-time
- Eco-driving isn't bad for the engine, but suits modern engine technology. Eco-driving considerably reduces car maintenance costs
- Eco-driving doesn't decrease the fun of driving (mostly about avoiding braking, so do we have fun when braking?)
- Eco-driving is by all means applicable in daily driving, in the city, in the country, on motorways,...

...Eco-driving is cool!



- Competition = motivation: Motivate drivers to monitor fuel consumption / competing against one another
- Celebrities endorsement:



Alex Wurz (F1 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".



Jean Todt (FIA President): "Driving with respect for the conservation of energy and the environment has become a priority for all motorists. This why I warmly endorse the ECOWILL project as it empowers all drivers, whether expert or beginners, to take the future in their own hands."



Promote ECOWILL trainings in your country!

