



Region I

# 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



## 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)

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



# 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.)

<b>Safety</b>
Improve road safety / Enhance driving skills
<b>Environmental</b>
Reduce greenhouse gas emissions (CO2) / air pollutants / Noise
<b>Financial</b>
Save fuel / money (5-15% in the long-term)
Lower vehicle maintenance costs
Reduce costs of accidents
<b>Social</b>
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!

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

