

## ***Forum "Driving style and in-car devices", 16 April 2008.***

### **Energy Efficient Driving Style and In-car Devices**

The aim of the 2<sup>nd</sup> Open Forum of the e-TREAM platform is to exchange ideas and discuss relevant topics concerning the principles of "Energy Efficient Driving Style and In-car Devices", which is more widely known as "Ecodriving" ("Eco" referring to both "economical" and "ecological"). Experienced operators and experts will also attend and provide assistance. The session will start on the **16<sup>th</sup> of April at 3 PM CET**. Just enter the system with your user login / password and go to the **Forums area of the English platform**. The session will be in the English language. The e-TREAM partners will be happy to meet you there.

### **What is ecodriving?**

Ecodriving is a smart way of driving, which contributes to reduce fuel consumption, the emission of green house gases and accident rates. Ecodriving is an adapted driving style, which best fits modern engine technology. Ecodriving means smart, smooth and safe driving at lower engine speeds (1,200 - 2,500 revolutions per minute), which saves 5-10% fuel on average. And all these without an increase in travel time.

### **Developments in engine technology**

New developments in engine technology have made possible a new, more efficient and more attractive way of operating passenger cars, lorries and busses. This way of optimised vehicle operation is called ecodriving. Most of the driving techniques of ecodriving are also applicable to older vehicles. Ecodriving offers benefits for drivers of private cars, company cars, lorries and busses and for fleet owners as well: cost savings, increased safety, more comfort and fuel savings. Several European countries have implemented a more or less successful programme on ecodriving.

Novice drivers can be taught ecodriving very well

### **Elements of Ecodriving**

Ecodriving comprises the following five elements:

- Ø Educating novice drivers;
- Ø Re-educating licensed drivers;
- Ø Fuel saving in-car devices;
- Ø Tyre pressures;
- Ø Purchasing behaviour (e.g. car labelling).

All five are integral elements of conscious and responsible vehicle handling. Energy-efficient purchasing behaviour and energy-efficient driving behaviour two ends of the same awareness process. Ecodriving means optimising energy-efficiency through driving behaviour and the purchase of a fuel-efficient car, lorry or bus. Ecodriving also means optimising trip efficiency through frequent checks of tyre pressures and the use of fuel-efficiency improving in-car devices.

 **Poster : Tobias Kipp** Posted : April 16, 2008 at 02:01 PM

Welcome to our second forum!The focus today is on projects with the aim to reduce fuel consumption by educating the drivers. Now please enter your name and maybe your institution, than all participants know who takes part in the discussion today. Please post questions and comments anytime, this will make our session more vital.

 **Poster : Char. Malamatenios** Posted : April 16, 2008 at 02:02 PM

Hello, is anybody here???

 **Poster : Tonev Todor** Posted : April 16, 2008 at 02:03 PM

Hello fro Bulgaria

 **Poster : Char. Malamatenios** Posted : April 16, 2008 at 02:05 PM

Hello Mr Tonev! Wellcome. Nice to meet you here Tobias! Any other visitor currently on-line?

 **Poster : Irene Tsakiridou** Posted : April 16, 2008 at 02:07 PM

Hello from Greece - Anatoliki S.A. Dr. KONSTANTINOU & Irene are here!

 **Poster : Νὸεῦῖᾶ Ἰᾶᾶῖᾶ-Ἰεὸᾶεῖῖᾶ** Posted : April 16, 2008 at 02:07 PM

Stilyana Savova,

Hello to everybody. It is my pleasure to participate in this forum

 **Poster : Tobias Kipp** Posted : April 16, 2008 at 02:08 PM

Charalampos, is your colleague already with you?

 **Poster : Jörg D. Sträussler** Posted : April 16, 2008 at 02:08 PM

I own a car with automatic gear and automatic speed keeping (tempomat). I can save about 10% fuel by switching off the tempomat and control speed and gas "by foot".

Jörg

 **Poster : Jorge Reis Cordeiro** Posted : April 16, 2008 at 02:08 PM

Good afternoon.

Jorge, from OEINERGE, Portugal, is also here!

I'm curious about today's meeting, since I'd like to advance with some eco-driving sessions for the Municipality drivers, and I'd like to see if anyone here has any experience on this?

 **Poster : Loic Lepage** Posted : April 16, 2008 at 02:09 PM

Hi everybody, this is Loic from prioriterre !

 **Poster : Jonas Lööf** Posted : April 16, 2008 at 02:09 PM

Hello from Sweden /Jonas

 **Poster : Fátima Meseguer** Posted : April 16, 2008 at 02:10 PM

Hello

this is Fátima, from Spain

 **Poster : Tobias Kipp** Posted : April 16, 2008 at 02:10 PM

Hello Jorge,

did you already start with some activities? Than your first experiences would be interesting!

 **Poster : Muhammad Shoaib** Posted : April 16, 2008 at 02:11 PM

Helo everybody,

This is Shoaib from Abu Dhabi, United Arab Emirates, interested to learn new things.

 **Poster : Loic Lepage** Posted : April 16, 2008 at 02:11 PM

As I said the last time We (prioriterre) own an hybrid car that is a really good tool to teach and to learn ecodriving as this car needs to be well-eco-driven to be efficient!

 **Poster : Char. Malamatenios** Posted : April 16, 2008 at 02:12 PM

First of all, please let me mention that finally this sudden change of "meeting place" worked! Gregory is indeed with me and ready to provide any feedback requested!

 **Poster : Elena Simeonova** Posted : April 16, 2008 at 02:12 PM

Hello everybody,

this is Elena from Bulgaria.

 **Poster : Tobias Kipp** Posted : April 16, 2008 at 02:12 PM

Dear Loic,

so you did already some education on this car? What was your approach?

 **Poster : Ñòèëÿíà Ñàâîâà-Ìèðàéëîâà** Posted : April 16, 2008 at 02:12 PM

Stilyana Savova, Bourgas Regional Agency for Energy Management, Bulgaria

Hi Jorge,

In Bulgaria, particulary in the Bourgas region there is no such practices to teach the municipal drivers how to drive eco. It is very interesting if somebody from other Agencies has such practices to share it wigh us.

I would like to ask is there such practicies to teach the driver before to get the driving licens how to drive with eco style.

 **Poster : Toney Todor** Posted : April 16, 2008 at 02:13 PM

I am agree with Loic , the hibrid car are most efficiency

 **Poster : Jorge Reis Cordeiro** Posted : April 16, 2008 at 02:13 PM

Tobias,

We haven't started with any activities so far. We will conduct an energy audit, and afterwards I would like to propose some "lessons" to the drivers. I was hoping someone here had some experience or suggestions.

I remember seeing an eco-driving software somewhere...

 **Poster : Binyo Dimitrov** Posted : April 16, 2008 at 02:14 PM

Hello everybody,

This is Binyo from DLAEM, Dobrich, Bulgaria.

 **Poster : Radosny Raddoslaw.M** Posted : April 16, 2008 at 02:14 PM

Hello here Radoslaw/Poland/Daeis

 **Poster : Tobias Kipp** Posted : April 16, 2008 at 02:16 PM

So Gregory, I would like to ask you to present some information about your Eco-Driving activities in Greece.

**Poster : Gregory Zoidis** Posted : April 16, 2008 at 02:16 PM

Nice to meet you all!

My name is Gregory Zoidis from CRES. I am Mr. Malamatenios colleague.

 **Poster : Lefteris Giakoumelos** Posted : April 16, 2008 at 02:17 PM

Hello everybody,

This is Lefteris from Greece

 **Poster : Fátima Meseguer** Posted : April 16, 2008 at 02:17 PM

Regarding to Jorge's question, the AER organised last september a eco-driving course. It was divided in ten sessions with a duration of four hours each one.

 **Poster : Char. Malamatenios** Posted : April 16, 2008 at 02:19 PM

Nice to see that the concept of "Ecodriving" is so interesting to so many people/participants... I'd like to ask my colleague Gregory Zoidis, who was a main contributor in the TREATISE Project and is currently running the Ecodriving campaign in Greece to tell us a few words about his previous experience in the field and how this campaign is carried out in Greece (and/or in other countries, if he has such information).

Bob, are you with us?

 **Poster : Jorge Reis Cordeiro** Posted : April 16, 2008 at 02:20 PM

Fátima,

TEN sessions? FOUR hours each? I'm stunned! If I manage to convince them to pay attention for... ten minutes, I'll be happy. :)

How did the students react? With enthusiasm and collaboration?

Which was the approach to each session? (Topics)

 **Poster : Nikolay Angelov Posted : April 16, 2008 at 02:21 PM**

Hello to everybody!

I am Nikolay from Bulgaria

 **Poster : Stilyana Savova Posted : April 16, 2008 at 02:22 PM**

Stilyana Savova

Fatima,

Could you distribute to us this lessons, or it is impossible.

 **Poster : Loic Lepage Posted : April 16, 2008 at 02:22 PM**

Agree with Fatima, It seems a huge training session, is there any practical sessions, of driving I mean?

 **Poster : Loic Lepage Posted : April 16, 2008 at 02:24 PM**

In my mind the best thing is to train the driving-school to eco-driving and to integrate the eco-driving way of life as a full part of the driving license exam.

 **Poster : Tonev Todor Posted : April 16, 2008 at 02:24 PM**

This lessons will be really interesting for me, how can I receive it?

 **Poster : Gregory Zoidis Posted : April 16, 2008 at 02:26 PM**

The interest of the people in Greece about Ecodriving is very high at the moment. We have launched our national campaign in late September 2007. We have produced leaflets and ecodriving manuals for drivers along with some other promotional material such as stickers, tools and we are demonstrating the EcoDrive virtual trainer produced in the framework of the TREATISE project. At the moment we have participated in about 10 energy and transport related events and we had about 5 interviews in national TV and radio.

 **Poster : Ana Pereira Posted : April 16, 2008 at 02:26 PM**

Hello,

Ana from Portugal, here. Eager to learn. :-)

 **Poster : Tonev Todor Posted : April 16, 2008 at 02:28 PM**

Hello Anna

 **Poster : Tobias Kipp Posted : April 16, 2008 at 02:29 PM**

Gregory,

who were your target groups? Private drivers only or also professional drivers (municipality, business)?

 **Poster : Gregory Zoidis Posted : April 16, 2008 at 02:31 PM**

Moreover the ECODRIVEN project which is a synchronized ecodriving campaign in 9 EU countries is really "hot". The ECODRIVEN project comitee (including) CRES has established a wide network of supporters including many organisations such as FIA, ACEA, OECD and companies such as BP, Leaseplan etc.

 **Poster : Bob Saynor Posted : April 16, 2008 at 02:32 PM**

Hello all

This is Bob Saynor from Energy Saving Trust, London. And formerly TREATISE coordinator. Sorry I'm a bit late!

 **Poster : Tonev Todor Posted : April 16, 2008 at 02:33 PM**

Hello Bob

 **Poster : Tobias Kipp Posted : April 16, 2008 at 02:34 PM**

Hello Bob,

great that you managed to join us. Maybe you can provide us some experiences you gained during the TREATISE project?

And of course you should mention the website, where we can find more information.

 **Poster : Katarzyna Grecka Posted : April 16, 2008 at 02:34 PM**

I am here too - Katarzyna

 **Poster : Gregory Zoidis Posted : April 16, 2008 at 02:35 PM**

Hello Tobias,

The main target group are car drivers however bus and truck drivers are also part of the ecodriving agenda. Right now we are producing educational DVDs and manuals for coach and truck drivers. At early May we will have practical ecodriving training courses for buses and trucks on the road

 **Poster : Bob Saynor Posted : April 16, 2008 at 02:38 PM**

Well the TREATISE ecodriving manual can be downloaded from [www.treatise.eu.com](http://www.treatise.eu.com) - then go to the Download page of the relevant country.

We also developed the ecodriving virtual trainer i.e. simulator software. I'm afraid we've

used up all our free copies of this but it can still be bought from the Dutch software developers for 30 euros by emailing them at [info@vvcr.nl](mailto:info@vvcr.nl)

 **Poster : Tobias Kipp** Posted : April 16, 2008 at 02:38 PM

Gregory,

which institutions and actors in Greece support your Eco-Driving activities?

Or do you have to promote this in Greece all alone? Maybe you can provide some recommendations who should get involved.

 **Poster : Jorge Reis Cordeiro** Posted : April 16, 2008 at 02:38 PM

A few months ago, when I arrived at Lisbon' airport, I caught a taxi with a Bulgarian driver.

I found it amazing when I started seeing that he turned the car off in the red lights!

It was probably the most visible eco-driving attitude that I saw around here.

Personally, I try to drive constantly at 90 km/h (well.... outside residential areas, of course!), because I learned somewhere that the speed/gas consumption obeys to a "Gauss curve", and 90 km/h is the "perfect correlation".

All true?

 **Poster : Bob Saynor** Posted : April 16, 2008 at 02:38 PM

Well the TREATISE ecodriving manual can be downloaded from [www.treatise.eu.com](http://www.treatise.eu.com) - then go to the Download page of the relevant country.

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 **Poster : Katarzyna Grecka** Posted : April 16, 2008 at 02:40 PM

Does it mean that you have a separate courses for those who have already the driving licence? If so how many hours has a course and how much they have to pay for it?

 [Reply](#)

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**Poster : Tobias Kipp** Posted : April 16, 2008 at 02:41 PM

Bob,

on an event I was able to test such Eco-Driving simulators, looking similar to a Go-Cart in front of a flat screen.

If this was part of your project it would be interesting where you did get them (and if they are affordable)?

 **Poster : Bob Saynor** Posted : April 16, 2008 at 02:43 PM

Regarding most efficient speed. I have good data from the UK Department for Transport that shows for most cars the most efficient speed is about 70-80 kph. (if you'd like a copy of this

I can email it to you)

At the Energy Saving Trust when we quote examples about reducing speed we quote that at 85mph (135kph) a car uses about 25% more fuel than at 70mph (112 kph). We quote this example because we think people are more likely to take notice of this advice than if we talk about the most efficient speed being 70-80kph

 **Poster : Becko Todorov Posted : April 16, 2008 at 02:43 PM**

Hello

 **Poster : Gregory Zoidis Posted : April 16, 2008 at 02:44 PM**

CRES has established a network of policy makers, stakeholders, companies etc. which support the promotion of ecodriving in Greece. A workshop took place in 14<sup>th</sup> of March 2007 with all the members of network in order to organise the national campaign scheme. CRES decided that the targets of the project are succeeded more efficiently by the organisation of draft meetings, bilateral meetings and communication via e-mails and phone calls instead of official workshops. The most important supporters of the greek ecodriving campaign are:

- Greek Ministry of Transport and Greek Ministry of Development.
- Hellenic Petroleum Marketing Companies Association (SEPPE)
- Greek Automotive Club (ELPA)
- "Zografos" Driving Institute and other Driving Schools
- Greek Federation of Driving Schools (POEEAM)
- The Road Safety Institute (IOAS)
- AIG Insurance company
- LeasePlan
- Road Safety institute of Athens Municipality and other municipalities of the greater Athens and Greece
- Urban Transport Organisation of Athens (OASA)
- Hellenic Institute of Transportation Engineers
- Car manufacturers like Toyota and Fiat
- Urban Bus Company of Athens (ETHEL)

 **Poster : Bob Saynor Posted : April 16, 2008 at 02:45 PM**

Hello Tobias

I'm not sure if that was our simulator or not. Where was the event? At EST we do have a wooden go-cart/car that we use to display the ecodriving simulator, but I'm afraid this is just a one-off thing that we had made up for our own use. The simulator itself runs off a pc and we usually have it hooked up to a big flat screen. It also uses a pc steering-wheel and pedal set that you can buy from any pc gaming shop for about 70 euros

 **Poster : Tobias Kipp Posted : April 16, 2008 at 02:46 PM**

Would be interesting how much fuel we could save in Germany, if we had a speed limit at all, even if it is 130 Km/h.

 **Poster : Jorge Reis Cordeiro Posted : April 16, 2008 at 02:47 PM**

Bob, I'd be very interested in receiving that e-mail.

Specially if it goes "against" everything I've read on the subject.

Could you please send me some info to: jorge (dot) cordeiro (at) oeinerge (dot) pt

Thank you very much.

 **Poster : Char. Malamatenios Posted : April 16, 2008 at 02:47 PM**

In order to facilitate a little bit our discussion, I must inform you that the Module about "Driving style and in-car devices" that we have prepared for e-TREAM is based basically on the materials of Ecodriving developed for TREATISE! That's was the scope of e-TREAM (whichever the case), to use already existing / previously developed materials to be passed to the potential users in an e-learning format...

 **Poster : Bob Saynor** Posted : April 16, 2008 at 02:49 PM

Hello Jorge. Yes, I'll email it to you shortly

 **Poster : Jörg D. Sträussler** Posted : April 16, 2008 at 02:50 PM

Hi Bob, I would also like to receive your information by e-mail [js@baltef.de](mailto:js@baltef.de) Thanks Jorg

 **Poster : Tobias Kipp** Posted : April 16, 2008 at 02:52 PM

Bob,

maybe the simulator was from the Ecodriven project ([www.ecodrive.org](http://www.ecodrive.org)). I saw the thing on the Energy Week in Brussels this year.

But I think it is a valuable information that these things do not have to cost too much money.

 **Poster : Loic Lepage** Posted : April 16, 2008 at 02:52 PM

Dear Bob, I tried too driving 20kph minus than the speed limit in France with the help of the speed regulator of my car and it's amazing (110 kph instead of 130 kph) the savings you can do (100 kms more with a full tank)!

 **Poster : Tobias Kipp** Posted : April 16, 2008 at 02:55 PM

Bob,

what are your recommendations for somebody, who wants to start such a project?

 **Poster : Char. Malamatenios** Posted : April 16, 2008 at 02:59 PM

Dear participants,

Here is message that our colleague Fatima from the Agencia Energetica de la Ribera wants to send (but she cannot do that at the moment... She'll tries to be with us again prety soon!):

Sorry for the delay in answering, but I'm having problems with the connection (again...).

I mean than we arranged ten different sessions of four hours lasting each one. There were no more than ten students in each session. The attendants were really happy because it was more practical than theoretical.

The sessions were structured that way:

First, there were a theoretical introduction about eco-driving. Then every student drive the car (the one provided by the teachers) the way they usually do. Then, they came back to the classroom where the teachers explain them the mistakes committed and how can they be solved with eco-driving. And finally, the students took the car again to put into practice the eco-driving advices. Moreover, the car registred the fuel consumption, so you could check the saving after driving in a efficient way.

 **Poster : Jörg D. Sträussler** Posted : April 16, 2008 at 03:01 PM

Dear Loic, you may have saved even more if you had switched out your automatic speed keeper and had tried it with a "sensitive foot". Jorg

 **Poster : Bob Saynor Posted : April 16, 2008 at 03:02 PM**

Hi Tobias, all

The simulator developed under TREATISE is the same one that has been further refined under Ecodriven (ecodrive.org).

Regarding establishing ecodriving projects: I am increasingly convinced that the most effective way is to get people "behind the wheel" for a hands-on ecodriving lesson as soon as possible, even if only for very short duration lessons of perhaps 30 mins to one hour. Wolfgang Hennig of Ford's ecodriving programme is a big advocat of these "ecodriving snacks" and I think he's right. (though of course there is also a place for mass-media campaigns to bring the subject to people's attention in the first place...

 **Poster : Gregory Zoidis Posted : April 16, 2008 at 03:05 PM**

(Hello Bob!)

Ecodriving has no sense when driving above 100-110 kph. Don't forget that fuel consumption usually after 80kph is increased per  $V^2$ . For example if you speed up from 100kph to 110kph then energy consumption is not increasing at the same proportion of 10%. It is much higher.

 **Poster : Silva Joana Posted : April 16, 2008 at 03:08 PM**

Hi, Joana from Portugal

 **Poster : Tonev Todor Posted : April 16, 2008 at 03:08 PM**

I think that the simulator it is good way for for increase ecodriving style. It is good to distribute to the people.

 **Poster : Bob Saynor Posted : April 16, 2008 at 03:10 PM**

But just being pragmatic.... a high proportion of drivers on motorways/highways (in the UK at least) drive at 135kph or more so if we can just get these drivers to slow down to 110kph then that would save a massive 25% of CO2.

I think if we tried to get these drivers to slow down much more than that they'd just laugh at us and ignore us! (though I guess some do that anyway ;-)

 **Poster : Tobias Kipp Posted : April 16, 2008 at 03:10 PM**

Dear Bob, dear Gregory,

what do you think were the main problems or obstacles you had to face during the implementation of the project?

How did you solve them?

 **Poster : Jörg D. Sträussler Posted : April 16, 2008 at 03:13 PM**

IN Germany we would be glad to bring drivers from 160 down to 130 kph. In fact our government seems to be very inconsequent when it comes to transport related CO2 saving. Jorg

 **Poster : Muhammad Shoaib Posted : April 16, 2008 at 03:14 PM**

I think 25% reduction of CO2 is not possible for every vehicle on the road. How it is considered for old-age vehicles or produced before year 2000 or so? Shoaib.

 **Poster : Bob Saynor Posted : April 16, 2008 at 03:15 PM**

I think one of the biggest problems in promoting ecodriving is that people THINK they know it all anyway - even though they don't! By this I mean that when you talk about the ecodriving techniques many people are sceptical and think that's how they were taught when they were 17 anyway. As to how to overcome this, well the best way is to get people behind the wheel for a lesson. But i suppose the next best thing is at least to be aware of this if you're talking to / training people and be quite robust about the fact that most people do not in practice drive in the way that we're advocating.

 **Poster : Fátima Meseguer Posted : April 16, 2008 at 03:17 PM**

I think one important thing to make drivers be efficient is not only teach them eco-driving but get a change of attitude. Here, in Spain, people considers that the most agresive and the faster you are the better driver you are. And eco-driving is the opposite.

 [Reply](#)

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**Poster : Bob Saynor Posted : April 16, 2008 at 03:20 PM**

The figure of 25% saving from slowing down from 85mph to 70mph (136kpg to 112kpg) - comes from the AA Motoring Trust and is an average of two vehicles, one large family car and one supermine. Both post-2000. So it is data from a good source, but only from a sample of two vehicles! (where as the most efficient speed data I referred to earlier is more robust as it's from a large sample).

 **Poster : Tobias Kipp Posted : April 16, 2008 at 03:27 PM**

Bob, Gregory,

is it possible to provide some information about results of your projects (car drivers involved, estimated CO2 reduced etc.)?

 **Poster : Gregory Zoidis Posted : April 16, 2008 at 03:29 PM**

I totally agree with Fatima. I think that the most important Ecodriving rule is first to change your driving attitude. This was the most difficult part of the project. Many people seeked for a "magical" solution for reducing fuel costs without changing their driving style. Escpecially the tip for changing gears in lower revolutions was an issue of constant debate with the drivers. Moreover from my experience many drivers do not know that if you let your car coasting with gear the fuel consumption is zero.

 **Poster : Lefteris Giakoumelos Posted : April 16, 2008 at 03:33 PM**

Dear participants,

What is your opinion about Eco-driving for motorcycles?

In Greece there are a lot of people driving motorcycles, especially in Athens, where traffic is a huge problem and there is not enough space for parking. Are there any Eco-driving rules for the "two wheels" transportation?

 **Poster : Gregory Zoidis Posted : April 16, 2008 at 03:42 PM**

Starting from the older project we had an ecodriving project with urban bus drivers in Athens. The energy consumption during the day of the training was 10.4% and 4.7% during the whole project in real traffic conditions. Concerning the TREATISE project we had a pilot action with a fleet of delivery vans with 15% fuel saving and avoidance of 7.8 tonsCO<sub>2</sub>/year/driver. The ECODRIVEN results are not yet available however they are expected to be significant due to the fact that it is a national campaign

 **Poster : Gregory Zoidis Posted : April 16, 2008 at 03:42 PM**

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 **Poster : Tobias Kipp Posted : April 16, 2008 at 03:42 PM**

Again I want to encourage all users to post questions!

I think it is a great opportunity to have experts here, who have a lot of experiences.

 **Poster : Tobias Kipp Posted : April 16, 2008 at 03:44 PM**

I just found another question to Bob and Gregory:

Do you have information about the long term effects of the training? Do the drivers keep their new behaviour or do they fall back to their old bad habit after a while?

 **Poster : Bob Saynor Posted : April 16, 2008 at 03:45 PM**

I don't have any experience of trying to promote ecodriving for motorbikes. But I think I remember Peter Wilbers (coordinator of Ecodriven project) saying that in the Netherlands their experience/belief is that motorbike riders are particularly unresponsive / uninterested in ecodriving because one of the main reasons people ride motorbikes is for the acceleration and speed. Though maybe in Athens and some cities a lot of people ride motorbikes as a practical means of transport, in which case what I've said might not apply...

 **Poster : Bob Saynor Posted : April 16, 2008 at 03:49 PM**

Tobias, I know the Dutch Consumer Organisation carried out a study of 6000 private drivers that evaluated effectiveness one year after an ecodriving campaign. This reported long-term savings of 7%.

 **Poster : Gregory Zoidis Posted : April 16, 2008 at 03:52 PM**

Actually during a recent IEA Ecodriving workshop in Paris there was a conclusion that the ecodriving energy saving potential is

Short term:Fleets 5-15%, training for individuals 20-50%

Mid term (3 years): 5%

Long term: No sufficient data

More info at ([http://www.iea.org/Textbase/work/workshopdetail.asp?WS\\_ID=333](http://www.iea.org/Textbase/work/workshopdetail.asp?WS_ID=333))

 **Poster : Gregory Zoidis Posted : April 16, 2008 at 04:01 PM**

Dear Lefteris,

I have never had an experience with Ecodriving for motorbikes. However as an engineer i can tell you that the rules for reducing fuel consumption are the same for all engines. Keep your motorcycle revolutions low, do not accelrate hard, leave your motorbike coast with a high gear. check your tyre pressure frequently and the fuel consumption will drop. Of course in motorcycles safety always comes first. This is also the case for cars but in motorbikes this is more important. First safe-drive then eco-drive

 **Poster : Char. Malamatenios Posted : April 16, 2008 at 04:07 PM**

Dear all,

I believe that a very fruitful and interesting discussion is made here. There are a lot of questions and many proper answers provided. However, as time has passed (it was scheduled that this FORUM was going to last for about 2 hours), I propose to start closing the discussion. So, I guess that an answer to the main Question: "How a successful ECODRIVING campaign can be implemented" is still pending. Can Bob and/or Gregory provide us some "guidelines" for that?

 **Poster : Tobias Kipp Posted : April 16, 2008 at 04:07 PM**

I think safety is an interesting topic. As far as I know, the smooth driving style of Eco-Driving leads to less accidents and a less aggressive driving style. I remember an example from a company in Hamburg who educated their drivers. They achieved a lot of savings, but the biggest part not because of the reduced fuel consumption but they had much less accidents and vehicle damages.

Does somebody have more information?

 **Poster : Gregory Zoidis Posted : April 16, 2008 at 04:11 PM**

Copy-pasted from [ecodrive.org](http://ecodrive.org)

"Eleven month after ECO-DRIVING trainings, the German company HAMBURGER WASSERWERKE effected fuel consumption reductions of more than 6%, accidents and related costs could be deminished by more than 25%.

ECO-DRIVING programmes prove to be very cost-effective. The Dutch ECO-DRIVING programme results in a cost-effectiveness of about 5 EURO per avoided ton of CO2-emissions over a period of 10 years.

CANON COMPANY in Switzerland trained the ECO-DRIVING style with 350 service car drivers in VSZ VELTHEIM. The drivers reduced fuel consumption by 6.1%, had 22% more km per accident and 35% less accidents in total."

 **Poster : Bob Saynor Posted : April 16, 2008 at 04:19 PM**

Yes the environmental and the safety messages are often combined. For example in the UK's SAFED programme, which stands for Safe and Fuel Efficient Driving. Also in the long-

running Dutch national campaign that promotes both environment and safety. The reasons are the less aggressive driving style, the emphasis on greater anticipation and avoiding high speeds.

Regarding initiating campaigns, I would say

1) research your audience and work out what general messages they will be most receptive to i.e. environment, financial savings, or safety. In the UK we still generally think the money saving side is the best way to promote our campaigns.

2) Try to be consistent with the tips that you give. Also be realistic and don't over-state claims.

3) Concentrate on the key ecodriving tips that are: a) change up between 2000-2500rpm; b) greater anticipation to avoid unnecessary acceleration. This point also includes when decelerating step off the accelerator as early as possible but staying in gear ; c) slow down to avoid excessive speed. Fine to mention all the other tips as well, but concentrate on these three as they make the greatest difference in real-life

4) If your budget allows and if appropriate try to include short-duration ecodriving lessons as well as campaign information.

 **Poster : Char. Malamatenios Posted : April 16, 2008 at 04:19 PM**

Is there anybody coming outside Europe that wants to ask something our experts?

 **Poster : Gregory Zoidis Posted : April 16, 2008 at 04:22 PM**

In my opinion the key to a successful ecodriving campaign is the involvement of the appropriate national stakeholders. Ministries of transport, Touring clubs, Driving schools, fuel companies and other well known car-related bodies will be some of the most appropriate supporters for a successful campaign. Car drivers are too many to be all trained in ecodriving. (Perhaps the new EU directive will make obligatory the rules of ecodriving in the novice drivers training procedure. ). It is necessary to involve central government and well-known organisations for a period of at least 5 years to spread the message of ecodriving. At least this was the case in successful national campaigns in the Netherlands, Germany, Spain etc

 **Poster : Char. Malamatenios Posted : April 16, 2008 at 04:25 PM**

So, there is an Ecodriving campaign held in Germany too! Tobias, are you aware about it?

 **Poster : Gregory Zoidis Posted : April 16, 2008 at 04:28 PM**


I forgot to point out the involvement of company fleets of all kind of vehicles. Over the last decade more and more companies are trying to reduce the fuel costs and therefore are very interested in ecodriving. 5% saving for an individual driver may not be that much in terms of fuel costs but 5% for a company with e.g 1,000 vehicles may be hundreds of thousands euros every year. So, company fleets are a very promising target group.

 **Poster : Tobias Kipp Posted : April 16, 2008 at 04:29 PM**

I know there are some initiatives, but I do not know much details.

 **Poster : Bob Saynor Posted : April 16, 2008 at 04:29 PM**

I have to leave shortly I'm afraid. Nice to meet you all! Bob

 **Poster : Bob Saynor Posted : April 16, 2008 at 04:29 PM**

I have to leave shortly I'm afraid. Nice to meet you all! Bob

 **Poster : Tobias Kipp** Posted : April 16, 2008 at 04:34 PM

Thanks for your contribution Bob!

Also many thanks too Gregory and all other participants of our session.

Now after much more than the anticipated 2 hours we have to come to the end of the official part of our second forum. Of course the forum will still be open for your comments and questions even afterwards. I hope you enjoyed the discussion and gained some valuable information. If you have and ideas what could be improved or topics that can be presented in one of the following forums, please let us now. Send your comments to [tobias.kipp@team-red.net](mailto:tobias.kipp@team-red.net). Thank you for joining us. Have a nice afternoon and good bye.

 **Poster : Char. Malamatenios** Posted : April 16, 2008 at 04:39 PM

Thanks to all participants and special thanks to our "special guests"! Quite interesting discussion. Hope to see/meet you all in the next Forum (it will be announced soon).

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**Poster : Gregory Zoidis** Posted : April 16, 2008 at 04:46 PM

It was quite an interesting discussion for me, too! More information about ecodriving and the ECODRIVEN campaigns please visit [www.ecodrive.org](http://www.ecodrive.org)

Best regards

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