



Project Fact Sheet

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European Campaign On improving DRIVING behaviour, ENERGY efficiency and traffic safety (ECODRIVEN)

Programme area:	STEER, Policy measures for more energy efficient transport
Status:	Ongoing
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Partners:	Energy Saving Trust, UK Motiva Oy, Finland Austrian Energy Agency, Austria Centre for Renewable Energy Sources, Greece Bond Beter Leefmilieu, Belgium Krajowa Agencja Poszanowania Energii, Poland Stredisko pro Efektivni Vyuzivani Energie, Czech Republic Regie Autonome des Transports Parisiens, France
Website:	www.ecodrive.org
Objective:	Promote an energy efficient and safer driving style-behaviour (Eco-Driving) with a European-wide campaign
Benefits:	More energy savings and road transport safety through optimised driving behaviour
Keywords:	Ecodriving, energy, safety
Duration:	01/2006 – 12/2008
Budget:	€ 1,440,040 (EU contribution: 50%)
Contract number:	EIE/05/007



Short description

ECODRIVEN is a synchronised European-wide ecodriving campaign aiming at drivers of passenger cars, delivery vans, lorries and buses in 9 EU countries.

During a one year campaigning period end-users will be regularly presented with Ecodriving activities within their familiar social environment, which will stimulate them to reflect on and optimise their driving behaviour in a safe and energy-efficient manner. The campaign is based on a bottom-up approach through European-wide local and regional collaborations of the ECODRIVEN consortium with relevant national and local stakeholders such as car dealers, fuel companies, touring clubs, drivers' associations, driving schools, municipalities, SMEs and hauliers etc. who will support campaign activities and disseminate campaign material.

The consortium will be assisted by an Implementing Expert Committee in the development and implementation of the campaigning activities and materials. The committee consists of representatives of Ford Europe, BP, the FIA, the German Road Safety Council DVR, ACEA, CIECA, EFA, GE Fleet Services, TNT and the Dutch Ministry of Transport.

Expected and/or achieved results

- One year campaign in all participating countries supported by a network of collaborations with national/local and international actors and companies.
- At least 2,500,000 drivers will be stimulated to drive more safe and energy-efficient.
- 0.5 Million tonnes of CO₂ and significant amounts of other emissions from road transport, will be avoided until 2010

- Until now, in 9 partner countries, more than 130 national and local stakeholders from public administration, private companies and NGOs have been stimulated to support the ECODRIVEN campaign activities
- The project has already succeeded in involving important (umbrella) organisations like Ford Europe, BP, the FIA, the German Road Safety Council DVR, ACEA, CIECA, EFA, GE Fleet Services and TNT. These organisations will be crucial for the implementation and results of the campaign
- ECODRIVEN and ecodriving in general have been presented by SenterNovem in relevant international conferences and events (ECOMM conference, ARVAL ecodriving conference in Paris and energy efficiency event in Slovenia)

Lessons learnt

The project only started in 2006. It is however possible to draw the following preliminary conclusions related to the project implementation:

- It is noted that potential stakeholders have high interest in ecodriving and in project participation. They see the marketing opportunities and the economical and commercial benefits and seem to be fond of using both the ECODRIVEN and the IEE logo in communication material.
- In most cases, potential stakeholders need clear and specific details from national project partners about their role in campaign activities in order to determine their level of participation. This takes a lot of effort by the project partners.