

## **Executive Summary for policymakers on EcoDriving framework requirements and recommendations**

### **(Annex I to the forthcoming publication by the Partnership on EcoDriving)**

In order to take advantage of the numerous and diverse benefits of EcoDriving, the THE PEP Partnership on EcoDriving emphasizes the following core recommendations for decision makers and political representatives:

(1) EcoDriving, or modern driving, fulfils important needs: more safety and driving comfort, lower operating costs and CO<sub>2</sub> emissions. Or, in short: more quality of life. To implement EcoDriving, no expensive investments in infrastructure or new technologies are necessary.

(2) In order to establish an EcoDriving initiative in a country, a specific organization or body needs to be set up and be made responsible for all aspects of EcoDriving, as set out in these guidelines: the compilation of EcoDriving standards and handbooks; the creation of a consortium of lead trainers; the training of driving instructors; the evaluation of (pilot) training courses, the roll-out of training courses for professional drivers; promotional campaigns for private drivers; possibly subsidized training courses; and the integration of EcoDriving into driving education and examinations for learner drivers.

(3) While EcoDriving is generally easy to apply, it needs to be taught to drivers in a professional way. Such EcoDriving training courses for licensed drivers should be given by experienced and qualified driving instructors and must include driving on public roads and the use of monitoring devices that give direct feedback on fuel consumption.

(4) As marketing for EcoDriving training courses proved to be effective for companies, training courses for licensed drivers should focus at the start on company fleets, first targeting bus and truck drivers due to the high fuel consumption and high mileage of their vehicles.

(5) The modern and correct operation of vehicles, including the core EcoDriving techniques, should be fully integrated into driving education and examinations for learner drivers. The best way of doing so is to give instruction on EcoDriving right from the start of driver training. With this approach, more and more private drivers, who are otherwise hard to motivate to take additional courses, will apply EcoDriving.

(6) EcoDriving needs to be considered as the one and only correct and recommended driving style, which is also energy-efficient. It should not be seen in contrast to “classic” or ordinary driving, but as a driving style for all drivers, all vehicles and all traffic conditions.

(7) Today, state-of-the-art engine technology simplifies driving. EcoDriving should be considered as the modern driving style that suits modern engines and advanced vehicle technologies.

(8) Furthermore, EcoDriving should be included in official long-term national policies or strategies in order to ensure the longevity of a national EcoDriving initiative.

(9) A special focus should be put on EcoDriving for electric vehicles as the perfect way to extend their range. Electric vehicle training needs to be both product and EcoDriving training, as drivers want and need to understand their electric vehicle’s controls, modes and displays, e.g., how to make the best use of regenerative braking.

(10) EcoDriving has to be put back on the priority list of European Union research programmes in order to facilitate the exchange of know-how, transfer experiences to starter countries and further develop EcoDriving for new vehicles such as electric ones.

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