

# Eco-Driving

## for Fleet Managers



Why focus on eco-driving?  
What difference does it make?  
Managing an 'Eco-Fleet'



# Why focus on eco-driving?

## Air quality

Globally, CO<sub>2</sub> emissions from transport is projected to double by 2050 if current trends continue.

Poor air quality and CO<sub>2</sub> emission increase the risk of heart and respiratory diseases. It is also a leading cause of climate change.

Governments across the world are introducing new measures to tackle the problem. Including placing financial penalties on high-emission vehicles and introducing congestion charging.

## Fuel and maintenance costs

Eco-driving uses less fuel and reduces fuel dependency. Fuel prices are rising so why not pay less?

Companies that promote eco-driving also typically spend less on vehicle maintenance costs as there is reduced wear and tear.

## Safety

Road crashes represent a significant burden on businesses.

Eco-driving enables a more relaxed driving style, without any loss of time. It is therefore simply safer driving.

# What difference can it make?



## Eco-driving is smarter, fuel-efficient driving.

The UDRIVE project in Europe is a study to find out about driver behaviour and identify new approaches and methods to improve road safety and reduce vehicle emission levels.<sup>1</sup>

The study involved monitoring 125 car drivers (13,200 hours of driving) and 41 truck drivers (6,000 hours of driving).

The study found a **40% difference** in fuel consumption due to:

- Different personal driving styles
- Different vehicle conditions
- Different traffic conditions

Eco-driving typically increases fuel efficiency by 5% - 33%.

Investing in better vehicles and training drivers to use eco-driving techniques can save your company money and reduce emissions.

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<sup>1</sup> ERTICO ITS programme overseen by SWOV, NL

# Managing an 'Eco-Fleet'



## 1. Create an eco-driving culture

- Make eco-driving part of your company's overarching safety strategy.
- Communicate to staff and stakeholders the benefits of eco-driving and why it's necessary.
- Regularly monitor and evaluate the impact of your strategy from an eco-driving perspective.

## 2. Choose clean, safe vehicles

- Select vehicles with the best fuel economy.
- Select smaller vehicles when possible – small vehicles use less fuel.
- Make trucks more aerodynamic and safer with air flow deflectors.

### 3. Keep track of fuel use

- Record distance traveled and fuel used each time the vehicle is filled up
- Note conditions and actions that increase or decrease fuel use
- Remember: little improvements can make a big difference over time!



### 4. Keep track of drivers

- Keep a record of fuel use by each driver in a fleet.
- Make sure they are all trained in eco-driving - see our 'Eco-driving: guidance for drivers' pamphlet
- Reward the 'best' drivers and give extra training to poor performers.

# Eco-driving: 10 good habits for drivers

1. Prepare your journey efficiently
2. Reduce speed
3. Drive consistently and smoothly
4. Start slow and easy
5. Anticipate - avoid using brakes
6. Choose the correct gear
7. Coast downhill when possible
8. Don't idle to engine
9. Use air conditioning sensibly
10. In hot weather, keep the car cool

*For more detail and learning on eco-driving and occupational road safety management see our 'Eco-driving: guidance for drivers' pamphlet or visit [www.easstacademy.org](http://www.easstacademy.org).*

**Eco-driving  
reduces  
emissions,  
reduces  
energy  
dependency,  
is safer and  
saves money.**