

Background

**1. At its meeting on 29 November, the Chair of the Sustainability Committee requested further details of the eco-driving programme in the Netherlands to inform the Committee's current inquiry into carbon reduction by transport.**

Eco-driving

**2. Eco-driving is a term used to describe initiatives that support energy efficient use of vehicles by reducing fuel consumption and greenhouse gas emissions. Initial results show that eco-driving is a cost-effective way of reducing CO<sub>2</sub> emissions through behavioural change of consumers.**

Eco-driving in the Netherlands

**"Background"**

**3. The Dutch national eco-driving programme 'Het Nieuwe Rijden' stems from national policy documents targeting CO<sub>2</sub> emissions in traffic and transport. The programme is implemented by SenterNovem, the Dutch national energy agency, on behalf of the Dutch Ministry of Transport and in co-operation with the Ministry of Environment. The programme runs from 1999 to 2010 and costs around €35 million.**

**"Aims of the programme"**

**4. In general, the programme aims to motivate drivers and fleet owners to purchase and drive their vehicles more energy-efficiently and recently the scope of the programme was expanded to trains. More specifically, the programme focuses on:**

**encouraging Dutch motorists to modify their driving behaviour and thereby reducing their fuel use by up to 20 per cent;**

**incorporating fuel-saving driving behaviour into driving school curricula by training instructors and examiners;**

**influencing car purchasing behaviour, for instance through use of energy labels at car dealers;**

**promoting the importance of correct tyre pressure, potentially saving over 100 million litres of fuel per year; and**

**encouraging the use of fuel-saving in-car devices, such as econometers, on-board computers, cruise controls, speed and revolution limiters and sophisticated gear shift indicators.**

5. More than 30 consumer and retail organisations, mainly in the transport and car business, have signed an agreement to implement eco-driving activities and to promote the message to target groups.

6. The programme is supported by a corporate communication and marketing strategy, which found that environmental concerns alone were not enough of an incentive to change behaviour. Instead, marketing and promotion focus on individual benefits, such as cost reductions, safety, comfort and enjoyment of driving. Eco-driving is also presented as the driving style most compatible with modern engine technology.

"Evaluation "

7. The programme is evaluated annually using a specially developed monitoring methodology, approved by the Dutch Governmental Institution on Environment Protection. A diagram of the evaluation process is below.

<b>Programme</b>	<b>Projects</b>	<b>Output</b>	<b>External process</b>	<b>Effect of programme</b>
Financial investments	• Content	Participation rate	Autonomous developments	• Avoided CO <sub>2</sub> emissions
Labour costs	• Results	Effectiveness	• Other implemented policy measures	• Cost-effectiveness
	• Costs	Efficiency rates		

**8. As the programme involves a long-term investment, an interest rate for the money invested is included in the calculations.**

9. Recent estimates suggest that by 2010, the programme will meet its target of saving over 1.5 million tonnes of CO<sub>2</sub> emissions in the Netherlands. **Such an outcome, it is claimed, would mean that saving one tonne of CO<sub>2</sub> emissions costs less than €10**, making it one of the most cost-effective ways of reducing CO<sub>2</sub> emissions. Estimates also suggest there are positive effects on road safety, traffic noise and driver stress.

**"Conclusions"**

**10. SenterNovem suggest it is evident that the government gets value for money by implementing an eco-driving programme and that, alongside technical measures, proves to be successful in meeting policy targets on the reduction of**

**CO<sub>2</sub>** emissions. They also estimate that drivers can cut fuel use by nearly a third through eco-driving.

Eco-driving in other countries

**11. Austria, Belgium, Finland, the Czech Republic, Germany, Greece and Poland, among other countries, have similar, although less-established, eco-driving projects.**

**12. In 2006, the United Kingdom Government announced that eco-driving was to be made part of the driving test from 2008 in a bid to cut polluting emissions, save money and make driving safer. Learner drivers will be assessed on their abilities as part of the practical exam, although they will not be passed or failed on their ability or inability to eco-drive.**

**13. Further information can be found at:**

[http://www.senternovem.nl/english/products\\_services/towards\\_a\\_better\\_environment/eco-driving\\_in\\_the\\_netherlands.asp](http://www.senternovem.nl/english/products_services/towards_a_better_environment/eco-driving_in_the_netherlands.asp)

<http://www.hetnieuwerijden.nl/english.html>

<http://www.telegraph.co.uk/motoring/main.jhtml?xml=/motoring/2006/05/27/mfeco227.xml>