



**Ministry of Transport, Public Works and Water Management
(The Netherlands)**

Ecodriving as a policy to reduce emissions

**22 November 2007, International Transport Forum,
Jeroen van den Berg, Coordinator Dutch ecodriving programme
“Het Nieuwe Rijden”**





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NL eco-driving programme

- Programme to positively influence attitude and behaviour of car users and fleet owners: to drive more calm and comfortable
- Profit: lower costs (and less CO₂-reduction) and more traffic safety
- Co-operation in a platform with more than 30 consumer and retail organisations (AA, Shell, BP, fleetowners etc.)



Driving style recommendations

- **Shift up as soon as possible:
2000 – 2500 revolutions/minute**
- **Maintain a steady speed, using the highest gear possible**
- **Look ahead as far as possible and anticipate to surrounding traffic. When you have to slow down or to stop, decelerate smoothly by releasing the accelerator in time, leaving the car in gear**
- **Monthly check of the tension of the tyres**
- **Usage of the in-car apparatus: revolution counter, onboard computer, cruise control**



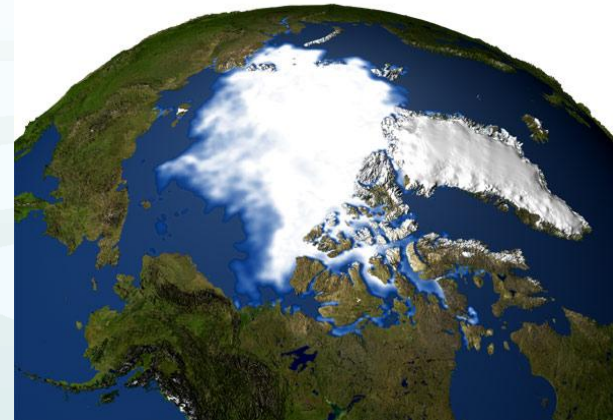
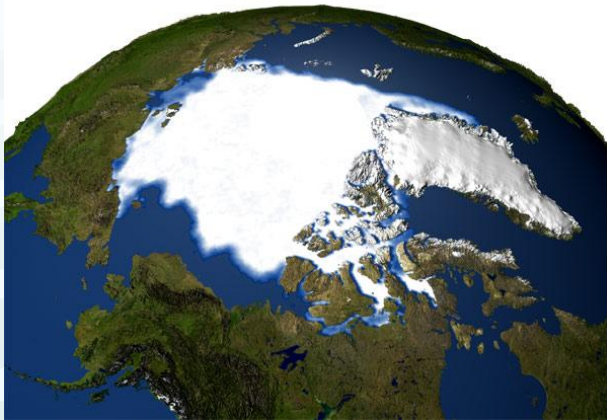
Existing NL ecodriving programmes (1999 – 2010)

- **1999 – 2010**
 - **Budget: +/- €24 M**
 - **Results In 2006:**
 - CO2 reduction of 0,3 Mton directly related to programme activities;
 - CO2 reduction of 0,6 Mton resulting from all programme related elements (driving style, tyre pressure, on-board fuel saving devices);
 - **Cost-effectiveness: € 7 per Ton CO₂ emission avoidance**
 - **Main line of the programme:**
 - Training of driving instructors and examiners (B and C/E)
 - Information/training for licensed drivers
 - Campaigns: tyre pressure checks
 - Fiscal promotion of fuel saving on-board devices
 - Energy label for new cars
 - Ecodriving mass media campaign





Melting icecap of the North Pole



1979.....and 24 years later.....2003

- Increase in melting process
- Total melting would cause + 7 m sea level
- Irreversible melting as of + 1.5°C



Netherlands Climate goals (1)



Kyoto Protocol:

- National reduction target CO₂ emissions of - 6% related to basic year 1990
 - Subgoal for transport sector: +30%



Netherlands post Kyoto Climate goals for 2020:

- Post Kyoto (national) climate and energy policy ambitions Dutch government for 2020:
 - Reducing CO₂ emissions by 30% (compared to 1990)
 - Improving energy efficiency by 2% per annum
 - Increasing share of renewable energy to 20%



Subgoal for transport sector: **Back to the level of 1990**

» This means a reduction of about 30%



Netherlands Climate goals (2)

	1990	2010	2020 forecast	2020 target	<i>Reduction</i>
Built Environment	30 Mton	27	27	17	10
Industry / power plants	93 Mton	105	132	74	58
Transport (maritime shipping and aviation not included)	30 Mton	40	46	30-34	12-16
Agriculture	9 Mton	9	7	5	2
Clean Development Mechanism/Joint implementation		-15			
Total	215	215	246	150	96





The Dutch strategy for CO₂ reductions in transport sector

- **Integral approach: using all available instruments, and aiming at all effective impact types;**
- **High dependency on European source policy for carbon intensity and vehicle efficiency;**
- **National focus on joint action with private sector and NGO's:**
- **Stimulating ecofriendly behaviour**
 - immediately increase energy efficiency → Ecodriving
 - create a market pull for efficient products and to speed up innovation (new “Car of the Future” programme)





Impact types vs. Policy instruments



-- Instruments ----- Impact types --	Regulation	Fiscal instruments	Information and cooperation
Energy intensity ➤Efficiency vehicles ----- ➤Efficiency of driving behaviour	Cap on average emissions from all new passenger cars ----- <i>Ecodriving in drivers education</i>	Differentiation annual circulation tax ----- <i>→Tax incentive on in car instruments</i>	Ecolabel ----- <i>→Ecodriving</i>
Alternative fuels (carbon intensity)	Minimum percentage of biofuels	Lower or higher CO ₂ tax on transport fuels	
Demand for Transport (transport volume)	Urban planning	Road pricing	Transport efficiency programme

Planned and projected Ecodriving programmes (2008 – 2011)

- **2008- 2011**

- Additional budget
- Additional results in 2011 and long term results in 2020?
- Main line of the additional programme:
 - Ecodriving in the standard drivers education and examination
 - Intensification of mass media campaign
 - Broader disposition of ecodriving training possibilities





Conclusions

- **Ecodriving has been an important part of the Dutch climate change mitigation policy in the Transport sector showing concrete results and attractive cost effectiveness;**
- **The Netherlands CO2 reduction goals have become much more ambitious in the Transport sector;**
- **The budget and the expectations of the Ecodriving programme have increased. Ecodriving is needed additionally to European source policy like a cap on average emissions from all new passenger cars.**
- **In the next years we will work towards further consolidation of ‘ecodriving habits’ in the transport sector**
- **Ecodriving fits well into the national strategy on climate change because of the focus on stimulation of ecofriendly behaviour and cooperation with network of partners**



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