



# Evaluation and monitoring as an instrument for policy-decision-making

Paris, Ecodriving workshop

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# Eco-driving in the Netherlands

- **Start-up in 1999**
- **1e period: 1999 – 2004**
  
- **Investment: 25 mln NLG ( € 11,3 mln)**
- **2e fase: € 10 mln (2004 – 2008)**
- **3e fase: € 11 mln (2006 – 2010)**
- **4e fase: € 15 mln (2008 – 2012)**
  
- **Total: € 47,3 mln**

# CO<sub>2</sub>-reduction by eco-driving (HNR)

## Targets CO<sub>2</sub>-reductie

- HNR 1e fase: 0,9 Mton (in 2010)
- HNR 2e fase: 0,4 Mton extra (1,3)
- HNR 3e fase: 1,5 Mton (total in 2010)
- HNR 4e fase: X Mton (total in 2012)

# How the annual monitoring works?

- **Using information of specific ecodriving projects (more than 50)**
- **Using a telephone survey comprising over 1.000 consumers**
- **Using research results concerning the effects of the mass media campaign (dosis-response)**
- **Using available statistical information concerning fuel consumption and fuel sales (trends and deviations)**

# Results and cost-effectiveness

**Result in 2005: 0,5 Mton**

**Result in 2006: 0,6 Mton**

**Relates to the target in 2010: 1,5 Mton  
and in 2012: X Mton CO<sub>2</sub>-reduction**

**Cost-effectiveness**

**for the government:**

**€ 7 / ton CO<sub>2</sub> emission avoidance**

# Policy-decision-making proces

- The results of the program had a positive impact → they were that promising that policy-makers (board of directors) choose to spend more money for the program
- The second and third fase of the program were born
- The target was more CO<sub>2</sub>-reduction in 2010 (and 2012)
- Changing behavior is cheap compared to investments in wind and solar

# More activities

- A communication program on television and radio (the Dukes of Hasselt)
- Using the partners for disseminate the principles of eco-driving
- Free publicity by tv, radio and newspapers
- Tyre-pressure actions when people go out for holidays

# Social impacts of eco-driving

- **67% of the population knows about eco-driving and 35% uses the new driving style**
- **In 2008 eco-driving is part of the exams of the driving license**
- **A platform of 37 partners supports eco-driving and communicates actively with its own members**
- **Eg: ANWB (AA) with 3.5 milion members, Consumer-organization, Shell, BP, tyre-organizations. Lease-companies, etc**
- **The message about eco-driving from them is more trustfull and well understood**

# The future of eco-driving

- **CO<sub>2</sub>-compensation by planting trees or stimulating projects with renewable energy or energy-saving**
- **There is discussion about broadening the scope: Consolidation actual program**
- **Intensifying mass media campaign**
- **Shell asks to make the connection with the public transport (mobility management) in case of traffic jams**
- **When you buy a car you can choose for a more energy-efficient one. To influence the people, is that a task for eco-driving?**
- **Promoting the use of biofuels**
  - **INTEGRATED APPROACH**

# Program Clean and Energy-saving

- **The new kabinet Balkenende IV designed a new program: Clean and energy-saving**
- **Three goals:**
  - 30% CO<sub>2</sub>-reduction in 2020 compared to 1990
  - Energy-saving of 2% / year (20% in 2020)
  - 20% renewables

**One of the measures is eco-driving 4<sup>e</sup> fase  
with € 15 mln in the period 2008 - 2010**

**→ Many chances**