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**Transport Demand Management:
Insights from Eco-Driving and Corporate
Mobility Management**

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OECD

Leipzig


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TRANSPORT and ENERGY

The Challenge of Climate Change




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Outline

- Eco-Driving: Background
- Eco-Driving: Impacts
- Eco-Driving: Role for Governments?
- Corporate Mobility Management: ITF Research Conclusions



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Eco-Driving: 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.
- ▶ Decelerate smoothly by releasing the accelerator in time, leaving the car in gear
- ▶ Monthly check of tyre pressure
- ▶ Use in-car devices: revolution counter, onboard computer, cruise control, shift indicator, tyre pressure monitor, etc.
- ▶ Reduce or eliminate idling
- ▶ Windows closed at high speed, roof rack off if unused, keep unnecessary weight out of boot.

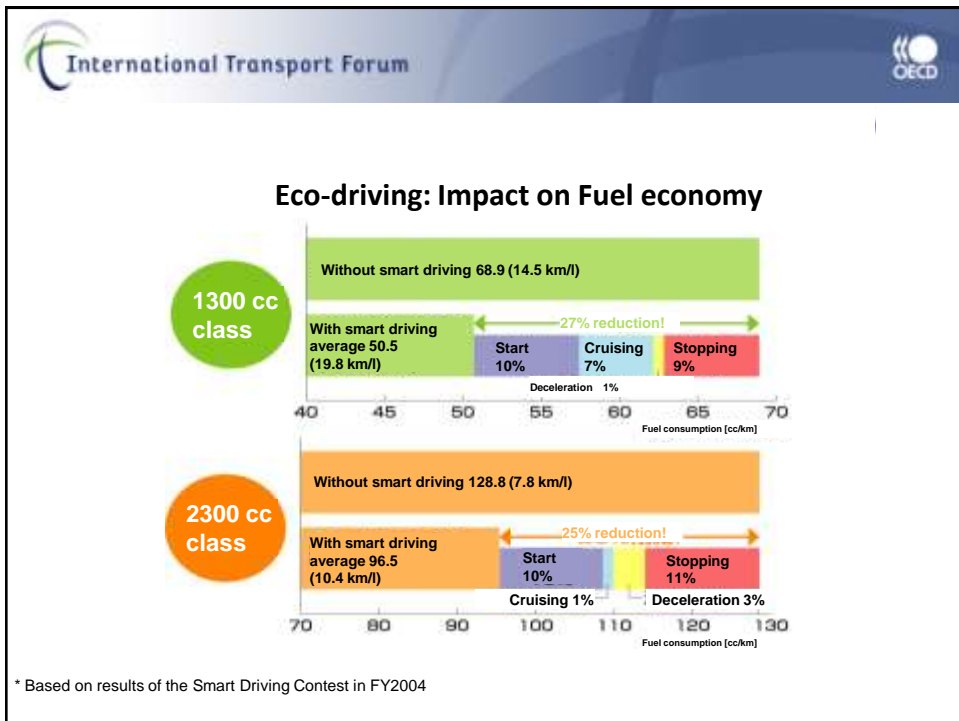
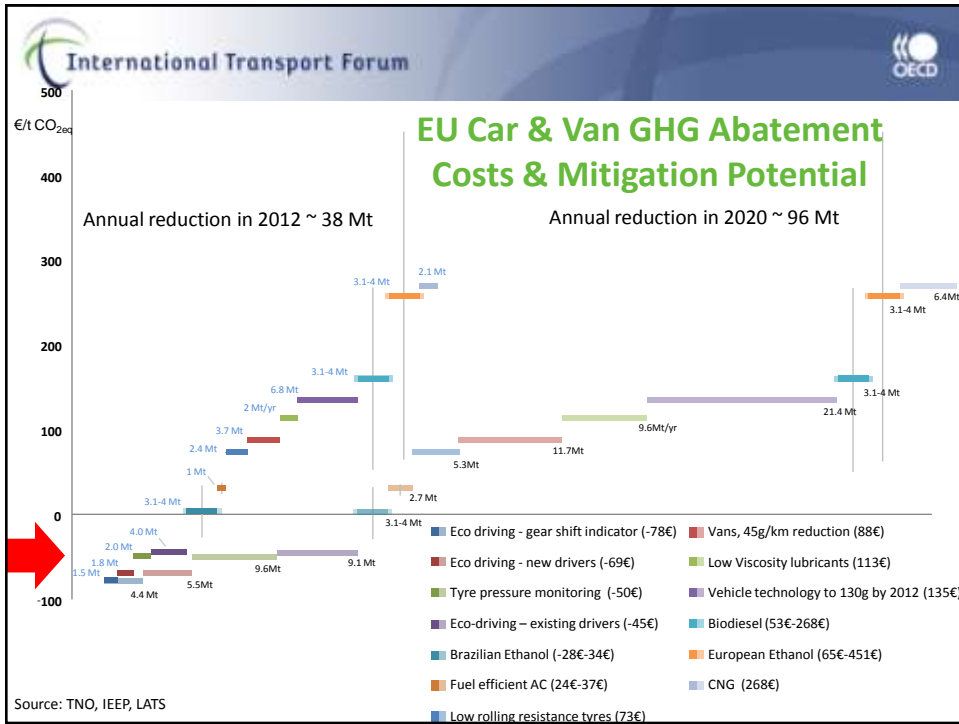



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► **How big are CO2 savings**

- 5-15% cars, buses, trucks
- Best drivers 30-50%
- Long term without feedback 5%
- Higher with feedback instrumentation


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Examples of In-Vehicle Eco-driving” Feedback Devices






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► How big are CO2 savings

- 5-15% cars, buses, trucks
- Best drivers 30-50%
- Long term without feedback 5%
- Higher with feedback instrumentation
- 5% with feedback instruments alone
- Target in Austria/NL 10% of all transport sector emissions
- Trains DB intercity achieved 5%
- Waterways potential 15%




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- ▶ **Do we need government intervention?**
 - Many fleet operators do it themselves
 - Many more join with support, as up front costs more visible than savings
 - Private drivers need help, government or clubs
 - Platforms of stakeholders work best



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- ▶ **Government Measures**
 - Information – build ecodriving brand

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Looking for A class drivers


www.hetnieuwerijden.nl

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► **Government Measures**

- Information – build ecodriving brand
- Training
 - Partnerships
 - Part of learner driver training
 - Driving instructor training
 - Part of test criteria for commercial and general driver licenses
- Fiscal incentives for in car instruments and for 8th gear?



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- ▶ Cost Euros 7/tCO₂
- ▶ Central not secondary part of CO₂ strategy
- ▶ Key to stimulating other measures – logistics management, car purchase choice, even household energy saving
- ▶ Monitor to justify, but
 - Don't overspend on monitoring
 - Don't make levels of proof higher than for emissions regulations or biofuels



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EU legislation

- ▶ EC Cars and CO₂ policy : don't treat ecodriving as a poor alternative but as a central complement to regulations
- ▶ Parliament's Resolution sets an unnecessarily tough standard of proof
- ▶ Driver licensing could go further and make ecodriving a test criteria

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- Eco-Driving: Background
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- Eco-Driving: Role for Governments?
- **Corporate Mobility Management: ITF Research Conclusions**


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Corporate Mobility Management

- ▶ Why Target Companies/Employers?
- ▶ Key Tool: The Mobility Plan
 - Analysis of current situation
 - Targets
 - Measures
 - Responsibilities
 - Workplan
 - Ex-post assessment
- Plans can be voluntary or mandatory, can also be used as “bargaining chips”

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Corporate Mobility Management: Impacts

- ▶ Not often quantified
- ▶ Magnitude of impact can be significant (-15%-20% drive alone)
- ▶ Impact often linked to other changes (e.g. relocation)
- ▶ Avoided parking costs a significant driver.

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Corporate Mobility Management: Motivations

- ▶ Don't expect altruism
- ▶ Pressure from regulations (e.g. PDE)
- ▶ Cost pressure:
 - Congestion
 - Employee/customer parking
- ▶ No internal accounting mechanisms that can pick up on CMM benefits
- ▶ No support from upper management
- ▶ Mobility Management Support facilities can help.



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Corporate Mobility Management: Role for Government?

- ▶ *Quid-pro-quo* bartering (esp. regarding minimum parking regs. and zoning constraints. (e.g. Zurich).
- ▶ CMM plans for large traffic generators in the context of urban mobility plans (France)
- ▶ Fiscal treatment of free parking and work travel.
- ▶ Important: Groups of companies and Chambers of Commerce may be the correct echelon for action in some instances (Portland, Grenoble).




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Thank You

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