



Taking eco-driving into the mainstream

A new model for eco-driving

In the past five years Energy Saving Trust has delivered eco-driver training to 35,000 business drivers to help them drive more efficiently. An easy and effective way to see immediate results, eco-driving training delivers average fuel savings of 15 per cent on the day of training and up to 6.2 per cent in the long-term, helping fleets to achieve both financial and environmental benefits. There are safety benefits too – the training promotes road awareness and smooth vehicle handling, which means there is less wear and tear and fewer accidents. This year, Energy Saving Trust is putting its foot on the pedal to accelerate the adoption of eco-driving nationwide. The delivery model for training has been redesigned and the Energy Saving Trust is now supporting driver training companies across the UK to introduce eco-driving to their courses.



Accelerating the benefits

“We’ve been able to train around 8,000 drivers a year so far,” explains Bob Saynor, Driver Training Consultant at Energy Saving Trust. “Working through the UK’s extensive network of training organisations we can multiply that figure dramatically.” One of the first companies to sign up to deliver eco-driver training is AA DriveTech. It incorporated Energy Saving Trust’s proven eco-driving methodologies and techniques into its own one-day Real World Driving course, which is completed by more than 1,500 business drivers every year.

“Real World Driving is about giving individuals the techniques and skills to drive safely, considerately and within the law,” says Tony Betancourt, who is responsible for designing AA DriveTech’s training courses. “With our new focus on eco-driving, they will now drive more fuel efficiently too. This is what our clients want – to meet their environmental commitments and to reduce their cost of doing business.”

Surely that’s what every organisation wants? Energy Saving Trust and its training partners believe the time is right for eco-driving to enter the mainstream. “Eco-driving is the future,” confirms Tony. “I’m confident that in the next few years it will be a natural component of any driver training course.”

By fostering the development of eco-driver training, Energy Saving Trust has made this large-scale adoption possible. AA DriveTech is one of ten training organisations to adopt the Energy Saving Trust’s techniques within the first few months of the accelerated roll out. More will surely follow.

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Proven to work

Energy Saving Trust eco-driver training is proven to work. In 2013, Imtech Traffic & Infra, a European technical services provider delivering solutions for the traffic and infrastructure markets, asked the Energy Saving Trust to provide eco-driving training to 230 of its drivers in the UK. Six months on, fuel consumption across its fleet was down 4.3 per cent, representing an annual saving of around £70,000. And, of course, the carbon footprint of the fleet fell by a commensurate amount.

“Our drivers average 30,000 miles a year,” explains Imtech’s QHSE Systems & Process Leader, Daniel Newcombe. “Fuel is the biggest contributor to our carbon footprint and we’re determined to use less.”

Like many companies Imtech is committed to reducing its carbon footprint, not just because it’s the right thing to do, but because customers demand it. “A lot of our work is for local authorities or central government who, along with many private sector firms, monitor their suppliers’ carbon performance closely,” says Daniel. “Increasingly, our ability to win business and keep it will depend on continued carbon reduction.” Fortunately, Imtech is doing well on this score. For the last five years it has comfortably hit its five per cent annual carbon reduction target. “In 2013, eco-driver training made a significant contribution to that success,” says Daniel.

Highlights

- ✔ 35,000 drivers trained so far
- ✔ Roll out to UK driver training firms set to accelerate adoption
- ✔ AA DriveTech alone expects to train more than 1,500 people a year
- ✔ Companies experience long-term fuel savings of up to 6.2 per cent



If you'd like to train your drivers in eco-driving or if you're interested in signing up to be an eco-driving training provider, visit our website

**[www.energysavingtrust.org.uk/
Organisations/Transport](http://www.energysavingtrust.org.uk/Organisations/Transport)**

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