

Project Fact Sheet

Created: October 2007 /updated: May 2009

Rewarding and Recognition Schemes for Energy Conserving Driving, Vehicle procurement and maintenance (RECODRIVE)

Programme area: – Transport, Energy-efficient transport
Status: – ongoing

Coordinator: – Forschungsgesellschaft Mobilität, Austrian Mobility Research
 FGM AMOR, Austria
 E-mail: gcebrat@fgm.at
 Tel: +43 / 316 / 81 04 51-35

Partners:

– Rathgeb KG, Austria	– IVECOL Consult Ltd., Bulgaria
– IDEC S.A., Greece	– TRT Trasporti e Territorio Srl, Italy
– BESEL S.A., Spain	– Western Norway Research Institute, Norway
– Fleet Company GmbH, Germany	– University of Maribor, Slovenia
– Uniunea Romana de Transport Public, Romania	

Website: www.recodrive.eu www.fleetconsulting.info

Objective: – Fuel saving in fleets by merging ecodriving initiatives, good fleet management including procurement and maintenance and logistics optimization practice

Benefits:

- Reduce fuel consumption and save money
- Contribute to fleet/company image via audited sustainable fleet management

Keywords: – Fleets, fuel saving, ecodriving, rewarding

Duration: – 10/2007– 03/2010

Budget: – € 1.181.032,- (EU contribution: 50%)

Contract number: EIE/07/204/SI2.466848

RECODRIVE



Short description

RECODRIVE stands for merging existing Ecodriving initiatives with good fleet management and logistics optimization practice to push fuel saving in fleets beyond 10%. Fleets from partners and associated entities have acted as demonstrators and show cases for high mileage and/or high specific consumption fleets. Energy conservation champions were trained to advise the procurement departments about specifying vehicles, monitoring schemes for drivers applying ECODRIVING. In addition workshops for employees on servicing vehicles (tire pressure, air and fuel filter etc.) were prepared. Interest groups and alliances of fleet owners disseminated the RECODRIVE concept and invited other fleet owners to act as followers receiving the RECODRIVE certificate. Workshops and symposia were used to develop sectoral policies e.g. addressing stakeholders. Policy guidelines will be developed in order to support the policy makers. Guidance for fleet owners are set up to support creation of recognition and rewarding schemes for drivers, procurement and maintenance staff. A multi-lingual knowledge hub, implemented as an internet-based communication and information platform, tools supporting the training of drivers, the procurement of on-board and fuel management devices, dos and don'ts for the set-up of recognition and rewarding schemes and a topical support desk to help fleet owners were implemented in the course of the project.

Expected and/or achieved results

Energy controlling i.e. fuel management has a direct effect on the strategic orientation, the process quality and the planning of fleets. We are targeting significant CO₂ savings surpassing 10% comprising also procurement and maintenance. RECODRIVE has finalised the base line analysis and set-up the demonstrators. Activities like the web site, events or mailing of the published newsletters help to:

- Raise the awareness for sustainable fleet management amongst fleet managers and other stakeholders
- Present downloadable rewarding and recognition schemes and audit schemes to commercial fleet owners
- Raising the awareness for sustainable fleet management amongst fleet managers and other stakeholders
- Presentation of tested rewarding and recognition schemes and audit schemes to commercial fleet owners
- A reference manual will comprise ready to use
 1. Rewarding and recognition schemes for the different segments and fleet types
 2. Audit schemes for sustainable fleet management
- Multimedia content is presented at the project's website including tips and recommendations
- Energy controlling i.e. fuel management shall have direct outcome on the strategic orientation, the process quality and the planning of fleets
- The demonstrators have shown savings ranging from

Lessons learnt

The project demonstrators gave a very valuable validation of the projects assumptions covering a plenitude of fleet types. The fuel savings were in the envisaged range with top indicated values of 22,5% but an average of 7.5%. The really high savings including procurement of new fuel saving vehicles or changing logistics are out of reach in those short projects, and absence was also influenced by the economic crisis which had hit Europe. The expected savings are feasible, larger savings need more time with regards to the exchange of the fleets vehicles. The lessons learned are presented for the covered fleet types:

Company cars

The most effective measure is the downsizing/power limitation of engines since vehicle sizes are seen as personal valuation of the employees.

Regional/Long Distance Freight

The technical measures are very application specific. Tractor aerodynamics shall adapt to the semi-trailer type. Rewarding and recognition schemes need to centre around ecodriving indicators if load and weather conditions are varying heavily.

Urban Freight

Traffic conditions do vary with the time of the day and rewarding schemes should account for that.

Local Public Transport

Monitoring: fuel consumption measures are not usual in some public transport companies; data is available, but not adequately analysed and used by the management. With rotating/changing working hours the fuel monitoring will deliver valid average values. Technical measures shall include automatic gear boxes and air condition control. Outsourced maintenance shall be included in the monitoring and rewarding.

Regional Public Transport

Ecodriving Training shall include more technology since in/retarders are used.

General Findings:

Maintenance is to be included. Driver training only is not enough - it has to be combined with optimisation of maintenance (air filter cleaning, tire pressure control...) and routes. Some parts of fleet management are still untouched! Vehicle procurement has still to be developed further, since it has to be in line with the transport demands. Continuous effort is needed to keep the intelligence in the fleet. Continuous training is required - due to high fluctuation of drivers (no impact of directive 2003/59/EC yet). Rewarding has two faces. Monetary rewarding schemes can be major motivators but should not be seen as part of the payroll. Long-term results depend on the continuous commitment of the management. Rewarding is a sensitive issue; it has to be in line with the company's culture not to create undesired side effects. High Quality Fleet Management needs a platform. Fleet management - should also be stimulated/rewarded. Knowledge Exchange amongst fleets is needed.

Moving from ecodriving to RECODRIVING means entering into sustainability of fuel savings.