



WORKSHOP ON ECODRIVING

22-23 November 2007
IEA Headquarters,
9 rue de la Fédération
75015 Paris

PROVISIONAL PROGRAMME



OBJECTIVE OF THE WORKSHOP

The Workshop is designed to provide support for policy-makers in developing and implementing schemes to promote ecodriving. The aim is to bring together ecodriving experts and policy and decision makers to examine country experience in promoting ecodriving throughout the transport sector, and in particular, to explore successful practices in integrating ecodriving into national transport policies.

BACKGROUND

Ecodriving is a term used to describe initiatives that support energy efficient use of vehicles. It is a way of driving that reduces fuel consumption and greenhouse gas emissions. Smart and safe driving techniques can lead to significant fuel savings. Ecodriving is a cost-effective way of reducing CO₂ emissions because it is based on measures to alter behaviour of consumers. Several studies suggest that efficiency measures in the transport sector can be more cost effective than some measures in other sectors, if measures altering behaviour changes are taken into account. It is also noted that potential stakeholders have high interest in ecodriving as they see the marketing opportunities and the economical and commercial benefits. Ecodriving is closely linked to manufacturer strategies for equipping vehicles with new in-car equipments, such as gear shift indicators. Ecodriving has become an integral part of transport sector emissions reduction strategies in several countries. It remains, however, in the margins of transport policy development in many other countries.

EXPECTED OUTCOMES

The Workshop findings will serve as input to the 2008 International Transport Forum on *Energy for Transport: The Challenge of Climate Change* to be held in Leipzig in May 2008. The International Energy Agency will also draw on the findings in the preparation of recommendations to G8 Heads of State at the 2008 G8 summit. At a European level, the Workshop also builds on European Commission recommendations for promoting ecodriving in the context of their February 2007 Communication on a CO₂ emissions reduction strategy for passenger cars and light-commercial vehicles.

ORGANISERS

The Workshop is co-organized by the International Transport Forum, the International Energy Agency, the Dutch Ministry of Transport, and the international Ecodriven platform.

REGISTRATION

The Workshop is free of charge. Due to the limited space available, however, submit the attached registration form prior to 5th November 2007.

CONTACT

For more information about this event, please contact:

The International Transport Forum

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PROVISIONAL PROGRAMME

Thursday 22. November 2007

Session 1. Building a successful approach to ecodriving

10:00	Opening and introduction to the workshop <i>Jack Short, International Transport Forum</i>
10:10	Ecodriving programme in the Netherlands <i>Jeroen van den Berg, Netherlands</i>
10:30	The Austrian ecodriving framework <i>Robert Thaler, Austria</i>
10:50	Evolution of fuel efficient driver education <i>Charles Crispim, Canada</i>
11:10	DISCUSSION
11:30	BREAK
12:00	Japanese ecodriving initiatives <i>Japanese government</i>
12:20	Driving style of the future <i>Jochen Lau & René Schaarschmidt, Germany</i>
12:40	DISCUSSION
13:00	LUNCH

Session 2. Policies and strategies to promote ecodriving in different modes

14:30	Great savings every kilometre <i>Gugge Häglund, Håkan Johansson, Sweden</i>
14:50	The Austrian program for busses and HDV's <i>Peter Wiederkehr, Austria</i>
15:10	Commercial fleet in Canada <i>Charles Crispim, Canada</i>
15:30	DISCUSSION
15:50	BREAK
16:20	Energy efficient driving on rail <i>Julia Halbach, Deutsche Bahn</i>
16:40	Ecodriving in inland waterways <i>Martin Koopmans, Netherlands</i>
17:00	DISCUSSION

17:30 WORKSHOP ADJOURNS

Friday 23. November 2007

Session 3. Communications and partnership programmes

09:30	Communications campaigns within the EU <i>Peter Wilbers, SenterNovem</i>
09:50	Shell fuel economy campaign <i>Shell</i>
10:10	Ecodriving devices in HDV's <i>Isuzu Motors Limited</i>
10:30	DISCUSSION
10:50	BREAK
11:20	View of European automobile manufacturers <i>European Automobile Manufacturers' Association</i>
11:40	FIA and car clubs <i>Fédération Internationale de l'Automobile</i>
12:00	DISCUSSION
12:30	LUNCH

Session 4. Measuring, monitoring and evaluating ecodriving initiatives

14:00	Possibilities for evaluating ecodriving initiatives <i>Martin Lee-Gosselin, Université Laval, Québec</i>
14:20	Impact of in-car instruments on driver behaviour <i>Ken Kurani, University of California, Davis</i>
14:40	Benefits of ecodriving on the air quality <i>Alper Unal, EMBARQ/World Resources Institute</i>
15:00	DISCUSSION
15:20	BREAK
15:50	Maintaining behavioural change <i>Jonathan James, UK Freight Best Practice</i>
16:10	How to monitor 'soft' behaviour <i>Henk Wardenaar, Netherlands</i>

16:30 – 17:30 DISCUSSION AND CONCLUSIONS

Ecodriving simulators / virtual trainers available during the Workshop

WORKSHOP REGISTRATION FORM

(PLEASE NOTE REGISTRATIONS CLOSES ON 5th November, 2007)

PARTICIPANT DETAILS

NAME		SURNAME	
JOB TITLE			
ORGANISATION			
ADDRESS LEVEL 1			
ADDRESS LEVEL 2			
CITY		POST CODE	
STATE		COUNTRY	
CONTACT NUMBER		EMAIL ADDRESS	

SUBMIT YOUR REGISTRATION TO THE INTERNATIONAL TRANSPORT FORUM BY:



TO THE SECRETARIAT:

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