



Helpful tips for successful pilot actions

VEHICLE TECHNOLOGY

- First, make an inventory of different vehicle technologies available in your country (offered by trustworthy manufacturers);
- For vehicles driving on alternative fuels (e.g. biofuels or CNG), make sure the fuel is (widely) available in your country;
- For vehicles with alternative drivetrains, make sure the necessary side-equipment is available in your country (e.g. public or private quick fill stations for electrical vehicles);
- Make sure the alternative vehicle technology is suited for the needs of the vehicle (e.g. range, speed, filling time, ...);
- Proven alternative vehicle technologies:
 - LPG-vehicles,
 - CNG-vehicles (natural gas or bio-methane),
 - biofuel vehicles,
 - electrical vehicles;
 - hybrid vehicles
- Vehicle technology available on 'regular' vehicles to reduce environmental impact:
 - particulate filter for diesel vehicles,
 - direct injection (2nd generation) for gasoline vehicles,
 - energy efficient tyres,
 - Gear Shift Indicator (GSI) (stimulates ecodriving) which is offered by a few manufacturers,
 - Start-Stop (engine is turned off when stopped → no idling) is offered by a few manufacturers,
 - adaptations to improve aerodynamics;

Some (or all) of these technologies are combined in certain 'green' models from manufacturers: Volkswagen Blue Motion, BMW Efficient Dynamics, Ford Econetic, ...

- 'Regular' heavy duty vehicles: the higher the Euro-standard, the more environmentally friendly the vehicle (it's very hard to get data regarding fuel efficiency of heavy duty vehicles);
- Alternative heavy duty vehicles: vehicles running on CNG and biofuels (modified diesel engines);
- Overviews available at: www.procura-fleets.eu (CNG-vehicles) – www.best-europe.org (bio-ethanol vehicles) – www.averre.org (electrical and hybrid vehicles).



ECODRIVING TRAININGS

- Highly qualified trainers who support the idea are a crucial factor;
- The managers should participate in the training courses to increase the employees' motivation;
- For the best possible effect the training course should take one full day. Ecodriving cannot be learned properly in one hour;
- Eco-driving trainings should not be combined with driving safety trainings because the drivers would not focus on the rather dry eco-driving lessons but on the more attractive skidding trials and other practical trainings;
- After the training courses the organisation should continue their ecodriving activities, e.g. newsletters, ecodriving-tips or ecodriving-competitions;
- It is very important to monitor the effects in order to demonstrate that the money was well spent;
- Incentives for employees (allowances or non-cash benefits) are important so that they receive at least a symbolic share in the cost savings;
- Newly purchased vehicles should be equipped with fuel economy devices.

MOBILITY MANAGEMENT

- A good moment to establish mobility management within an organisation is in context with a mile-stone development (e.g. relocation, merger...);
- Major road works and road closures can be ideal to create opportunities to try alternative modes of transport. The alternatives provided need to be offered at high quality and as easy as possible to use;
- Knowledge is power. A mobility scan is the basis for every mobility management process. Scan mobility patterns, context conditions, strengths and weaknesses of the surroundings, needs and wishes of staff and/or visitors;
- Quantitative data about the status quo make it easier to assess possible effects in the following;
- Define goals before taking up any measures. Goals should be SMARTER (**s**pecific, **m**easurable, **a**ceptable/achievable, **r**ealistic, **t**ime-bound, **e**valuated, **r**eviewed/rewarded).
- Activities can be divided into two categories: Firstly those that reduce the need to travel at all (such as teleconferencing instead of business trips); and secondly those that try to reduce the use of cars. The latter category can be further divided into those measures



that provide incentives to use alternatives to cars, and those that act as a disincentive to the use of cars;

- Senior level support for the concept of managing travel demand is crucial. Without this support some initiatives might be feasible, but mobility management will not have a long term impact within an organisation. A project 'champion' (travel manager), who oversees the whole process, can be valuable;
- Define the roles and responsibilities of the staff, senior management, and other participants such as a public transport companies, local authorities, etc. Make an agreement on who is to be involved on a daily, regular or only need to know basis. A steering group can be a helpful structure in order to achieve the goals;
- Communication is essential. Make an inventory of best possible information channels for different target groups. One-way information works in some cases, but it is recommended to be as open as possible in order to get all stakeholders involved;
- When taking up measures the same criteria as for defining goals can be used. It's important that the effects can be measured;
- Generally rewards work better than punishment. If all soft measures are failing, use a hard measure to support the soft measures (e.g. car share schemes supported by a paid parking system);
- It is important to be flexible in your choice of mobility management measures for a site and to look out for changes of circumstances, so that the range of measures can be altered as well;
- Communicate on results and reward those who achieve them.