

EcoDriver Fleet Efficiency Program

Save money, fuel and maintenance simply by changing the way you drive

What is the EcoDriver Program?

Put simply, EcoDriving is changing the way you drive to reduce the amount of stress on your vehicle, saving fuel and reducing maintenance requirements. EcoDriving also reduces stress on drivers as they become more aware of their surroundings and have more time to make decisions.

The EcoDriver Fleet Efficiency Program is a driver education and behaviour change program developed by the South East Councils Climate Change Alliance (SECCCA) with partner Strategix Training Group. The aim is to support organisations to improve the efficiency of their fleet through driver education and deliver financial, health and environmental benefits.

While not yet widespread in Australia, EcoDriving programs are particularly prevalent in the European Union due to high fuel prices.

How does it work?

The EcoDriver Program is delivered in-house by a skilled trainer. It combines theoretical learning that explores the science of EcoDriving and driver psychology using case studies, with one-on-one practical skill development and experience. Drivers are taught techniques such as progressive gear shifting and braking, smooth operating, scanning ahead and optimum speeds.

The new behaviours are reinforced through evaluation and ongoing formal and informal dialogue between the trainer and participants over the following months. The skilled trainer can also advise more broadly on vehicle use and selection to further optimise savings.

What are the results?

An independent trial of the EcoDriver Program was conducted by the Strategix Training Group with 12 drivers across three local councils. Drivers were observed on a predetermined route and their fuel use measured. They then undertook the full education program before driving the route a second time.

The trial resulted in a 17% reduction in fuel consumption, 55% reduction in brake use and 20% reduction in gear use. This in turn reduces servicing costs and carbon emissions.

Further, the drivers also said they felt more relaxed, less stressed and had greater confidence navigating and reading traffic. For organisations with branded fleet vehicles, this may also be perceived positively by the public.

- ✓ Save money
- ✓ Cut fuel consumption
- ✓ Lessen vehicle wear and tear
- ✓ Reduce carbon emissions
- ✓ Improve driver relaxation and safety



You choose which of your vehicles to use

What would a 10-15% reduction in fuel consumption save your business?



Watch the video online at www.seccca.org.au/projects/eco-driver

What does the Program include?

The EcoDriver Program can be tailored to the needs of your organisation, however it typically involves a small group of about 5-8 drivers a day. It has been designed to only require 2.5 hours of each driver's time, allowing them to undertake normal duties for the remainder of the day.

The course consist of a 60 minute classroom session with all participants, followed by one-on-one practical driver training, and another 30 minute classroom session with all participants at the conclusion of the day.

The training is supported with a full suite of resources including a DVD, website, driver handbooks, program framework and evaluation methodology.

What does it cost?

Options for organisations interested in the EcoDriver Fleet Efficiency Program include:

- License fee including the supply and use of program resources;
- In-house staff training provided by SECCCA;
- 'Train the trainer' programs for organisations that wish to use their own in-house trainer; and
- Refresher training.

Costs will vary depending on the option selected, number of participants and location of the organisation.

Unlike other companies offering similar programs, SECCCA is a non-profit organisation focussed on delivering a high quality, effective program at low cost to as many organisations as possible in order to achieve maximum environmental outcomes.

Organisations are responsible for Occupational Health and Safety, ensuring vehicles are roadworthy, fuelled and in good working order, and drivers are insured and appropriately licenced.

About SECCCA

The South East Councils Climate Change Alliance (SECCCA) supports communities, businesses and industries in the south east region to respond and adapt to the impacts of climate change.

We are a network of eight councils committed to delivering high-quality, innovative projects and research programs at a regional level.

Member Councils include the Shires of Bass Coast, Baw Baw, Cardinia and Mornington Peninsula, and Cities of Bayside, Casey, Dandenong and Kingston. Find out more at www.seccca.org.au



Participants discuss the results they achieve



Recording fuel consumption after ecodriving trial

Further information

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