

EPOMM awards – 2015

Best International Policy Transfer Awards

It is one of the central aims of EPOMM to support exchange and learning on Mobility Management between European countries. For this reason, EPOMM has introduced the Best International Policy Transfer Award – that rewards the best policy or best practise transfer between different entities from different countries.

Application Form

This application form should be completed and sent back to EPOMM: info@epomm.eu by **27 February 2015**

Please provide names and contact details of the main organisations involved in the transfer:

If the transfer is between more than 2 entities, please give details

Between which entities is the transfer?

	Exporting entity¹:	Importing entity²:
Organisation Name:	The Austrian Energy Agency (AEA) mandated by the Austrian Federal Ministry Agriculture, Forestry, Environment and Water Management (BMLFUW) to carry out EcoDriving trainings	The United Nations Development Programme (UNDP)/ Global Environmental Facility - Ministry of Transport of the Russian Federation project "Reducing GHG emission from road transport in Russia's medium-sized cities".
Contact Person	Robin Krutak Sophie Limbeck	Ms. Rimma Filippova, Deputy Manager of project
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Type of entity: Tick category		
	Municipality:	Municipality:
	<input checked="" type="checkbox"/> Ministry:	<input checked="" type="checkbox"/> Ministry:
	EU Project partner:	EU Project partner:
	Transport Authority:	Transport Authority:
	Other:	Other:

EPOMM Award 2014		Max score	Word limit
1	<p>What is your project about? Please present a "strategic vision" of your project showing how the transferred measure is integrated in a broader strategy</p> <p>The concept of EcoDriving is based on more than ten years of practical experience of the AEA, demonstrating the enormous advantages of EcoDriving - the fuel saving, modern driving style and it's great potential to improve transport's health and environmental balance by saving energy and reducing greenhouse gas emissions, reducing health risks from hazardous air pollutants and enhancing traffic safety by a forward looking, relaxed driving style.</p> <p>EcoDriving is part of the Austrian "klimaaktiv mobil" initiative of the BMLFUW, carried out by the AEA, offering EcoDriving trainings for professional drivers and fleet operators.</p> <p>At the steering committee meeting of the THE PEP Member States in 2012 it was decided to initiate a partnership for promoting EcoDriving on a national or local level as a suitable instrument for sustainable mobility.</p>	5 points	200 words

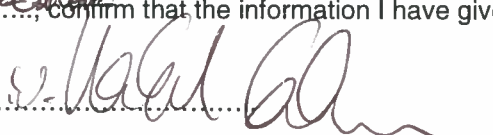
¹ The "exporting entity" supports the implementation of a measure in another entity in another country

² The "importing entity" works to implement a new measure/policy coming from the exporting entity

	<p>As sustainable mobility is also the goal of the project “Reducing GHG emission from road transport in Russia’s medium-sized cities”, - implemented by the UNDP Russia in cooperation with the Ministry of Transport of the Russian Federation and Global Environmental Facility, an EcoDriving Training in Kaliningrad in September 2014 was conducted. The training was organised by the AEA and UNDP Russia.</p>		
2	<p>Why do you think your project is entitled to apply to the award on Best Practice Transfer? What is innovative / original in your project?</p> <p>The EcoDriving concept combines saving of resources, energy efficiency and improvement of ecology. This is supported by the results from EcoDriving trainings and practice all over Europe. The trainings demonstrate that car, truck and bus drivers can easily achieve fuel reductions of 5–15% and CO2 reduction of 5-15% in average by applying an energy efficient driving style. A long-term evaluation of an Austrian bus carrier proved fuel savings of 6.5% equal to a reduction of diesel consumption of 2 million litres per year (statistically significant). At the EcoDriving training in Russia fuel reduction of up to 44 % was observed during the training in Kaliningrad.</p> <p>Moreover, environmentally responsible driving techniques increase road safety (by 40% less road accidents), reduce maintenance costs due to reduced wear of tires, breaks and motor and reduce stress of the driver during driving due to more relaxed driving style. Eco-driving principles training is still very weak in Russia and thus innovative.</p> <p>To enable efficient transfer of know-how on EcoDriving training the Train-the-Trainer and the Coaching method were used, ensuring an individual training of the participants. The method will allow that participants to teach EcoDriving principles and practices to their novice drivers or colleagues.</p>	5 points	300 words
3	<p>Please describe the transferred measure and how it enhances Mobility Management locally / regionally / nationally Which area of MM is covered? Are there wider stakeholders involved?</p> <p>EcoDriving is a key element for mobility management as it increases efficiency of transport. The training workshop on EcoDriving was based on education and training measures for the target group of driving instructors and drivers of bus fleet companies. The goal was to show the participants the importance and advantages of EcoDriving to improve mobility behaviour.</p> <p>For a successful transfer of the EcoDriving training the following know-how elements were defined:</p> <ul style="list-style-type: none"> • Integration of EcoDriving principles as standardised trainings in the education of novice drivers • Awareness rising of the bus drivers for the various advantages of EcoDriving, • establish cooperation with fleet operators to train company drivers • setting-up of an EcoDriving task force with experts in the country, here: Russia • establish a process for developing and promoting a common understanding of the EcoDriving rules • develop a certification scheme with qualification criteria for trainers • monitor the results of the EcoDriving trainings – right from the very beginning 	5 points	300 words

	<ul style="list-style-type: none"> organise practical driving trainings under real driving conditions to supplement guidelines and EcoDriving tips with good practice! <p>These measures enhance Mobility Management at a company level, as it provides the pillars of a modern, eco-friendly driving style as part of sustainable mobility. They support the goal of efficient and sustainable transport and use of resources, reducing fuel consumption and CO₂ emissions.</p> <p>To allow the know-how transfer on a national level several political stakeholders were involved, e.g. Ministry of Transport of the Russian Federation to participate in a workshop.</p>		
4	<p>What was the methodology for the transfer? What partners were brought together? How was the importing measure identified? In what form did the transfer take place? How many months did it take to start to finish?</p> <p>The measure was transferred in a three-day training workshop (21 –23 September 2014) including theory and practice of EcoDriving. The seminar consisted of two thematic blocks.</p> <p>First block “EcoDriving basics”:</p> <ul style="list-style-type: none"> Definition and content of EcoDriving Ecological and economic background and motivation for EcoDriving Advantages of EcoDriving and traffic safety How to apply and integrate EcoDriving into the driving style Technical support of EcoDriving <p>The second block “the specifics of EcoDriving for buses” focused on EcoDriving with heavy duty vehicles.</p> <p>The practical part was organised as accompanied driving following a training route with coaching information from the EcoDriving Master Trainers. On the last drive each participant had to coach another colleague on EcoDriving using the coaching method. This way the participants showed that the principles of EcoDriving had been understood.</p> <p>Partners:</p> <ul style="list-style-type: none"> driving school instructors from St. Petersburg, the Leningrad Region, Smolensk, and of the Kaliningrad municipal minibus taxi company two EcoDriving Master Trainers of Austria UNDP Russia (organisation) Austrian Energy Agency (organisation) municipal minibus taxi company OOO Marshrutnoye Taksi (providing buses for the practical training) CityPoint and Omnicomm companies (technical support for collecting data on fuel consumption at practical training) <p>Duration: February – December 2014</p>	5 points	200 words
5	<p>Is there political level and / or senior officer support from the <u>importing entity</u>? Is there an elected person involved in the process? What is his/her role? Is there a senior officer involved in the process? What is his/her role? What kind of support was provided: information? Availability of staff? Other?</p> <p>The training was supported by:</p>	5 points	100 words

	<ul style="list-style-type: none"> • Kaliningrad City Administration (administrative support) • All-Russian Public and State Organisation DOSAAF in Kaliningrad (the training was hosted at their facilities) • Implementation group of the United Nations Development Programme/ Global Environmental Facility – Ministry of Transport of the Russian Federation project "Reducing GHG emission from road transport in Russia's medium-sized cities" 		
6	<p>Is there political level and / or senior officer support from the <u>exporting</u> entity?</p> <p>The training was supported by:</p> <ul style="list-style-type: none"> • Federal Ministry of Agriculture, Forestry, Environment and Water Management, Department Mobility and Transport (two representatives facilitated the know-how transfer to political stakeholders on political framework for EcoDriving) • Federal Branch Association of Driving Schools (promotion of EcoDriving in cooperation with Austrian Energy Agency, provision of two Master Trainer for EcoDriving training in Kaliningrad) 	<i>5 points</i>	<i>100 words</i>
7	<p>How can you quantify the success of the transfer?</p> <p>Have there been any measurable effects yet on transport behaviour (e.g. modal split) as a result of the importing measure being adopted? What are the implications for the future?</p> <p>The Success of the know-how transfer on EcoDriving has been measured by comparing the fuel consumption before and after the EcoDriving training, which resulted in an average of 30% of fuel reduction. After the training the trainees had to pass a test in EcoDriving theory and practice the coaching of EcoDriving. The results have been evaluated and together discussed.</p> <p>The theory test focused on the advantages of EcoDriving and their quantifying effect:</p> <ul style="list-style-type: none"> • reduce costs (fuel, maintenance, wear) • avoid polluting emissions • reduce noise • reduce accidents risks • enhance comfort while driving <p>The practice of coaching was evaluated as it is crucial for the successful implementation of EcoDriving in future. The participants can train others by the EcoDriving principles and should get organised to develop trainings under real driving conditions and EcoDriving guidelines for novice drivers.</p> <p>The project will induce some adjustments to the approved Russian government Decree No1408 dated December 26, 2013; notably, as a subsection on EcoDriving principles in the professional training programs for drivers.</p> <p>Furthermore, the training courses resulted in the agreement of OOO Marshrutnoye Taksi company to carry out regular training courses on EcoDriving.</p> <p>A similar Project with EcoDriving training is planned in Kazan city for 2015.</p>	<i>5 points</i>	<i>200 words</i>

<p>8</p>	<p>Please cite one key success factor which made the measure import work well.</p> <p>The coaching method which was trained in individualised training has proven to be well taken by the participants and to be very successful in communicating EcoDriving principles.</p> <p>The quantification by measuring fuel reduction was another factor for the success. The figures demonstrated the observed fuel reduction and showed the successful practical implementation of EcoDriving. The analysis of the data collected resulted in fuel savings of up to 44% (16 litre before / 9 litre after the training).</p> <p>Considering that the mini-bus drivers are responsible for purchasing the fuel, this would result in a cost saving of up to 300 euro each month.</p>	<p>5 points</p>	<p>100 words</p>
	<p>I, Benjamin ^{LEONIE} confirm that the information I have given in this form is true</p> <p>Signature..... </p>		

THANK YOU!

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