

Evaluation Dutch national ecodriving programme *Het Nieuwe Rijden* 2007

The Dutch national ecodriving programme *Het Nieuwe Rijden* has been established to contribute to the Dutch efforts to reach the Kyoto agreement. This has been set down in national policy documents targeting CO₂ emission reductions from traffic and transport. The programme is based on a long-term strategy for the period 1999 until 2010. The programme has been implemented by SenterNovem, an agency of the Dutch Ministry of Economic Affairs, on behalf of the Dutch Ministry of Transport and in collaboration with the Ministry of Environment. The programme aims to engage (professional) drivers and fleet owners to purchase and drive passenger cars, delivery vans, lorries and trains in a more energy-efficient and safer way. The programme creates conditions and organisational and logistic structures to achieve CO₂ emission reductions. The impact of the ecodriving programme is being evaluated annually. This factsheet presents the results of the 2007 evaluation. The evaluation has been conducted by Goudappel Coffeng and PricewaterhouseCoopers. This evaluation is based on an effect analysis of implemented ecodriving projects and activities and on a telephone survey encompassing over 1,000 licensed drivers.

The Dutch national ecodriving programme *Het Nieuwe Rijden* comprises numerous ecodriving projects, as well as communication and research activities. In 2007 communication activities concerned e.g.:

- TV commercials
- Radio commercials
- Ads in newspaper/magazines
- Internet (130,000 hits)
- Ecodriving game (2,500 downloads)
- Workshops and conferences
- Distribution of promotional material

Recognition and application

Figure 1 shows the development in recognition of the Dutch ecodriving brand *Het Nieuwe Rijden* since the start of the programme. The overall level of recognition (both spontaneous and prompted) has increased from 18% up to 80% since 2000. The majority of the interviewed drivers has some kind of picture of the contents of *Het Nieuwe Rijden*. The extent to which the driving style tips are being applied, is measured by asking the drivers to what extent they recognise a set of three main driving style tips as their own driving behaviour. Figure 1 also shows that in 2007 more than 70% of the drivers apply one or more driving style tips. Around 30% apply all three. People recognising the brand *Het Nieuwe Rijden* apply the driving style tips more frequently. The application of the driving style tips has been increasing since 2000 but 2007 showed a slight but insignificant decrease compared to 2006.

Figure 1 additionally shows an increasing trend in the frequency of checking tyre pressure. Around 35% of the drivers monthly check their tyre pressure. There seems to be no significant difference between people recognising and not recognising the brand *Het Nieuwe Rijden*.

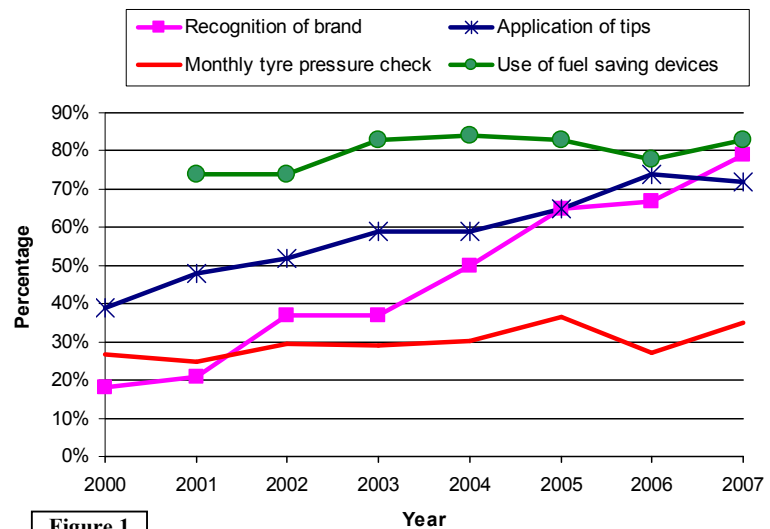


Figure 1

There has been an increase in the number of licensed drivers that own a car equipped with some kind of fuel saving devices between 2006 and 2007 (38% versus 45%). Only 14% of the licensed drivers owned a car that was equipped with fuel saving devices in 2000. The extent to which the fuel saving device is being used while driving showed a slight decrease between 2005 and 2006. But it is back at the 2005 level again in 2007. 83% of the people frequently used their fuel saving in-car device(s) in 2007.

CO₂ emissions

The estimate of the CO₂ effects of the *Het Nieuwe Rijden* programme are based on 1) the number of licensed drivers that have been reached by the *Het Nieuwe Rijden* programme and 2) a telephone survey amongst over 1,000 licensed drivers. The increase in the application of ecodriving results in a decrease in the CO₂ emissions of passenger cars by almost 0.5 Mton in 2007. This decrease is not fully attributable to the *Het Nieuwe Rijden* programme, because also other factors may have influenced the application of ecodriving. Factors like the increased fuel prices. It is assumed that the attributable effect to the *Het Nieuwe Rijden* programme in 2007 is a bit over 0.2 Mton (see Figure 2). This amount is slightly higher than in 2006. Besides passenger cars, the Dutch ecodriving programme has also succeeded in decreasing the CO₂ emissions of trucks and busses by 0.1 Mton. The cumulative effect of the *Het Nieuwe Rijden* programme is therefore over 0.3 Mton. In 2007 the CO₂ effect of the increased application of ecodriving is between 0.6 and 0.7 Mton.

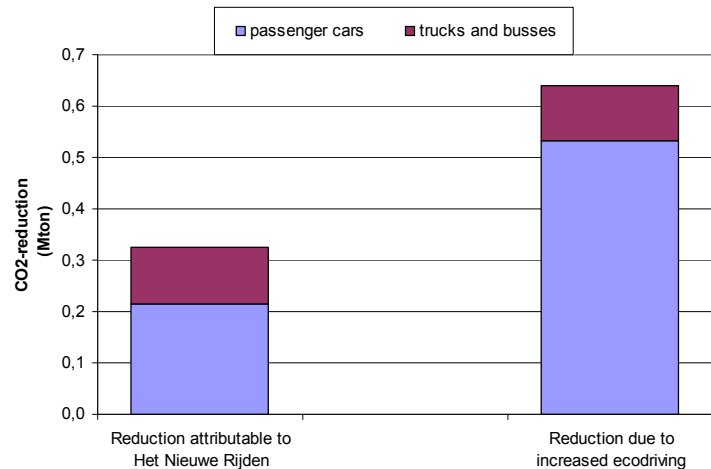


Figure 2

Results achieved and forecasted

The left bars in each set in Figure 3 show the achieved CO₂ reductions resulting from ecodriving applications in general. The right bars of each set indicate the minimum attributable effect of the *Het Nieuwe Rijden* programme. In general, almost 50% of the ecodriving effect can be attributed to the *Het Nieuwe Rijden* programme. Figure 3 also shows the target for the *Het Nieuwe Rijden* programme in 2010, being 1.5 Mton of which 1.15 Mton must be delivered by changes in driving style, tyre pressure and the use of in-car devices. It is evident that the *Het Nieuwe Rijden* programme has to be further intensified in order to meet the 2010 target.

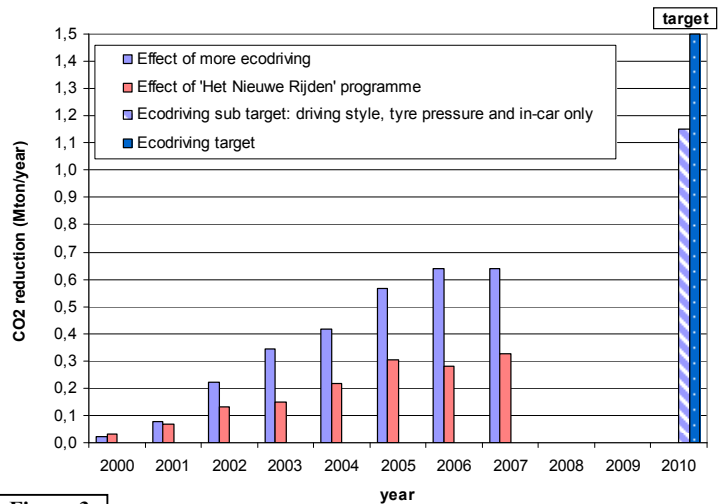


Figure 3

Cost-effectiveness of the programme

In 2007, the total costs of the *Het Nieuwe Rijden* programme amounted to 2.9 million Euros. Combined with the attributable CO₂ emission reduction of 0.3 Mton, the cost-effectiveness of the *Het Nieuwe Rijden* programme is 10 Euros per ton CO₂ reduction. When also the loss of part of the government taxes is included, the cost-effectiveness amounts to 200 Euros per ton CO₂ reduction.

Further information on (the evaluation of) the Dutch national ecodriving programme *Het Nieuwe Rijden*:

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- More information on ecodriving programmes: www.hetnieuwerijden.nl and www.ecodrive.org