

# FLEAT Pilot Actions

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# fleat

Fleet Environmental Action and Assessment



# Importance of fleets

- Increasing share of corporate vehicles
  - approx. 36% of all vehicles are owned by companies
  - Over 80% of large companies (> 100 employees) finance at least one corporate vehicle
    - Regional differences: Poland 98%, France 60%
- Corporate vehicles are replaced more frequently than privately owned vehicles
  - Period of use:
    - 3,7 years in large companies (< 500 employees)
    - 5,2 years in very small companies (> 10 employees)



# Characteristics of fleets (1)

- Not only utility vehicles for specific business purposes (e.g. goods transport) but also more and more passenger cars
- Increasing use of vehicles for both business and private purposes
- Costs are not carried by users
  - More difficult to influence energy efficient travel behaviour

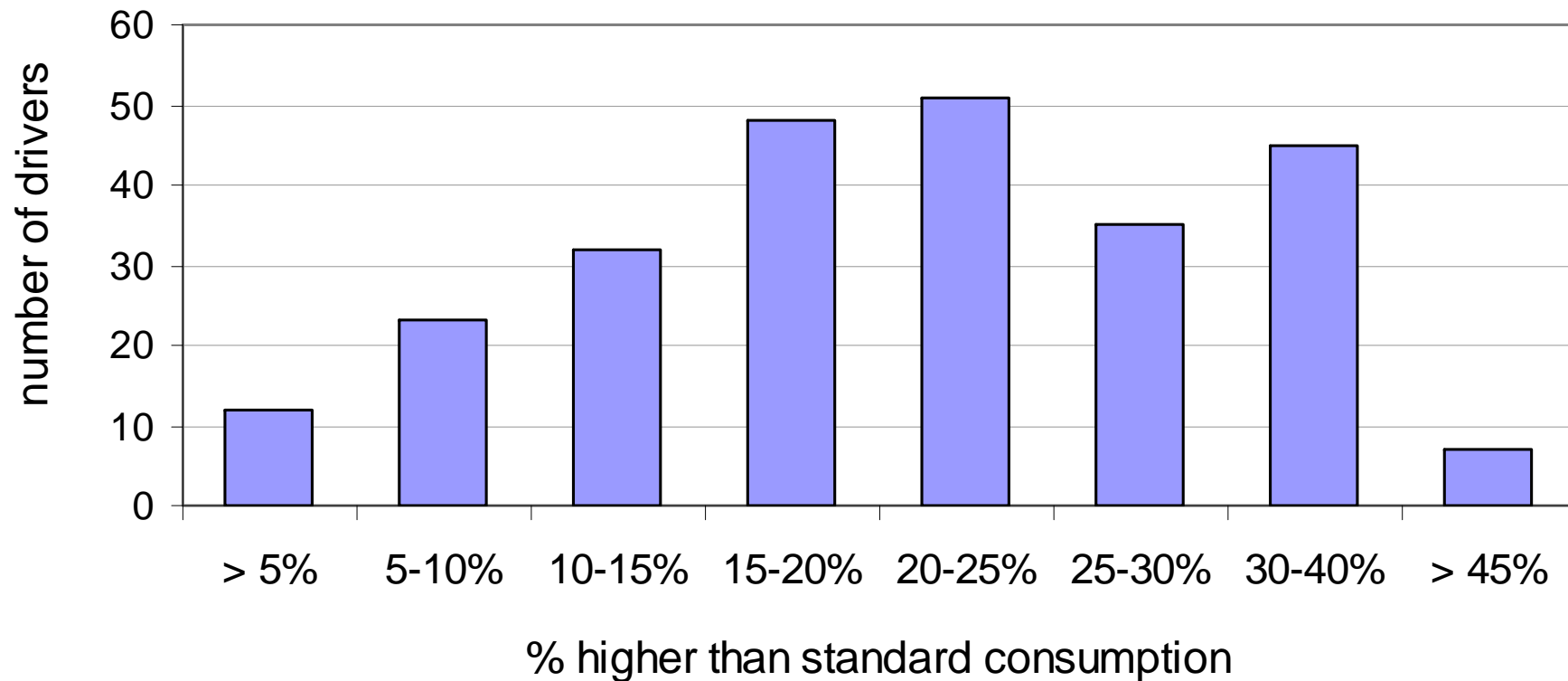
## Characteristics of fleets (2)

- Different decision process
  - Fleet management has a more rational (cost driven) approach compared to private purchase behaviour
  - No preference for downsizing or alternative fuels or propulsion systems
  - Fleet managers worry that drivers might be opposed to such changes



# Example of a German fleet – consumption of 250 vehicles for 9 months

Variation of drivers consumption to  
standard consumption



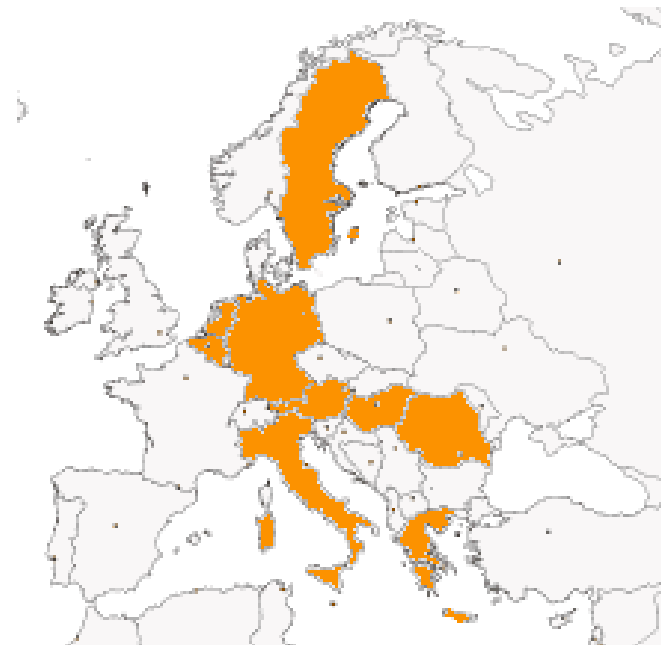
## Opportunities of fleets

- Fleets are managed centrally
  - opportunities for more energy efficient fleet management
  - bigger impact on the market
- Actions for energy efficient fleets can inspire private vehicle users
  - for instance, actions for public fleets and public transport fleets serve as suitable models of good practice



# The FLEAT pilot actions

- Implementation of measures for energy efficient fleet management
- Focused on the reduction of energy consumption and CO<sub>2</sub>-emissions of fleets
- Pilot actions for 38 fleets
- 11 partners, 9 countries
- Period: 2008 – 2009



## 3 types of pilot Actions

### 1. Vehicle technology

- use of energy efficient vehicles

### 2. Ecodriving

- use of vehicles in an energy efficient way

### 3. Mobility management

- use of vehicle fleets in an energy efficient way



# 4 types of fleets

1. Private lease fleets  
(passenger cars)
2. Private utility vehicle fleets  
(vans, trucks, ...)
3. Public fleets  
(fleets of public authorities)
4. Public transport fleets  
(buses)



# Variety of measures

	Veh. technology	Ecodriving	Mob. Management	<i>total</i>
private	5	6	1	12
utility vehicles	2	6	1	9
public	2	1	3	6
public transport	3	7	0	10
<i>total</i>	12	20	5	37

## Example 1: Vehicle technology – Private fleet (Austria)

- ÖBB Holding AG
  - Holding company of the Austrian Federal Railways Group
  - approx. 4,000 passenger cars in total fleet
  - pilot tests with hybrid, CNG and electric vehicles
  - ecodriving trainings for 250 drivers



## Example 2: Vehicle technology – utility vehicles (Germany)

- Hamburg Wasser
  - water supply and sewerage company of the city of Hamburg
  - approx. 800 utility vehicles in total fleet
  - purchase of 80 CNG trucks
  - feed in of self-produced bio-methane into the gas grid of the city of Hamburg
  - use of virtual bio-methane as carbon neutral fuel



## Example 3: Ecodriving – buses (Austria)

### Verkehrsverbund Vorarlberg

- 48 drivers in pilot action
- standardised ecodriving–training tool
- Installation a rewarding and recognition scheme
- Dissemination of the results to other companies



## Example 4: Veh. Technology & Ecodriving – buses (Italy)

- TRT Trasporti e Territorio, Italy
  - 50 buses in pilot action
  - development of an ecodriving training module and embedment in the annual training programme
  - constant on-board monitoring of a bus route in Cesena:
    - fuel consumption,
    - service interventions,
    - driver shifts, etc.



## Example 5: Mob. Management – private cars (Belgium)

- KBC Bank and Insurance
  - Approx. 1,000 vehicles in fleet
  - Green Lease Procurement
  - Implementation of mobility management measures:
    - avoiding car trips – car pooling, videoconferences, ...)
    - promotion of cycling – allowances, facilities, insurance)
    - promotion of public transport – free pt tickets, free shuttle service (42 trips, 1,400 subscribers daily)
  - Use of MAX SUMO as a monitoring tool ([www.max-success.eu](http://www.max-success.eu))



# Contact

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