

# **FLEAT**

Grant agreement EIE/07/007/SI2.466261

## **D2.3. Overview networking activities**

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## 1 OBJECTIVE & CONTEXT

The objective of the FLEAT project is to promote energy efficient fleet management. The networking activities are very important for the success of the FLEAT project. They will guarantee that the different target audiences are met in the different stages of the project: knowledge building, recruitment of pilot fleets and knowledge transfer. This document contains an overview of the network activities for the first 10 months of the project duration. It is the first in a series of 3 reports with the overview of networking activities.

The format of the network events has been developed in the network strategy. In the description of work a target has been set for the number of network activities by year. Two types of networking activities are foreseen: events and meetings aimed at dissemination knowledge on FLEAT project and energy efficient fleet management and meetings dedicated to the recruitment of pilot fleets for the pilot projects. During the first period of the project, partners have been very active in the networking with the aim of presenting FLEAT to the stakeholders and recruiting fleet operators for the pilot actions.

It was planned to include partnership agreements with the 31 planned pilot fleets in this first report. Unfortunately it takes more time than anticipated to create these partnerships and have a written commitment of the fleet operator. 8 pilot fleets committed themselves (see annex 2). As a description of the partners of pilots is foreseen in month 16 (Deliverable 4.1) we propose annexing the letters to this deliverable.

## 2 OVERVIEW OF THE NETWORK ACTIVITIES

### 2.1 Planned activities

Input for the networking activities is the outcome of three previous tasks in the project:

1. The inventory that consortium partners did of existing and potential networks
2. The interviews with key-actors that all partners undertook (D2.1)
3. The network strategy (D2.2)

In the network strategy the targets for networking and the target groups for the network activities have been established:

- Lease fleets
- Utility vehicle fleets
- Public transport fleets
- Public fleets

Furthermore, the strategy defines as what are networking events. This definition was necessary to concentrate energy on those events which have the most potential to yield results, i.e. pilot actions.

Network activities contain:

- A meeting agenda with clear objectives
- An audience that exists of representatives of the target groups and/or stakeholders
- Participants at the meeting that are relevant to the project, i.e. they belong to the defined target groups
- A presentation of FLEAT (if relevant with project presentation)
- A clear outcome of the meeting resulting in actions for FLEAT partners and other stakeholders

In the description of work, targets are set for network activities. This report contains the results of the 54 events that took place in this year, the first 10 months of the FLEAT project. The two follow up reports will contain the information of the next two years.

	M1-12	M13-24	M25-30	Total
VITO	10	10	5	25
AEA	2	2	2	6
TRT	4	4	3	11
IPA	3	3	2	8
Geonardo				0
BAUM	8	8	3	19
Senternovem	12	12	8	32
CRES	3	2	1	6
Mobiel 21				0
BEMAG	2	2	1	5
RFOL	10	10	4	24
Total	54	53	29	136

Table 1: number of other networking activities per year and per partner

## 2.2 Realisation of Activities

In year one, as planned, there have been 66 network activities. There were both small events which contained but a small number of potential pilot fleets, to ensure 1 to 1 network, as seminars where many participants could get a glance of the projects to reach as many people as possible.

Not all activities for the first year have been realised, but it is only month 10, and in the next two months the rest of those will be realised.

	First year	Realised until month 10
VITO	10	7
AEA	2	5
TRT	4	1
IPA	3	(2 without report)
Geonardo		
BAUM	8	24
Senternovem	12	15
CRES	3	6
Mobiel 21		5
BEMAG	2	1
RFOL	10	2
Total	54	66

Table 2 Realisation vs planning

When looking at the participants of the events one can see that all target groups were about evenly matched. Furthermore a number of intermediaries were present, that could go on to reach more possible participants after the event.

A number of network events were seminars where the philosophy of the project was outlined and discussed and the Fleat concept was put into broader perspective. An example of this was the Seminar “Move for Climate” from the Flemish chamber of Commerce.

Target	Events aimed at them
Public Transport	18%
Public fleets	27%
Lease fleets	23%
Utility Fleets	23%
Intermediaries	9%

Table 3: distribution of target groups by the events aimed at them.

### 3 OUTCOME OF THE NETWORK ACTIVITIES

The network activities were very different in both size and shape. It is difficult to draw many conclusions from the activities. This section is meant to show the highlights of the main topics discussed.

- Many companies have problems with the funding of pilot projects. The fleet consortium is looking how to facilitate these companies.
- A number of potential pilot projects want to make a scan of their fleet, looking at the possibilities for their fleet to save fuel.
- Some companies have problems with releasing the data, necessary for monitoring the results.
- A number of companies want to use this opportunity to improve the telematics of their fleet, both for efficiency and for other reasons.
- There were companies who were interested if a way was found to give the driver to feedback about their driving style and the resulting fuel consumption
- 9 projects have signed up as pilots.
- Belgian park managers were interested, but needed more information, especially about the financing. There is a risk small companies can't participate.
- Romania has focussed on two companied : one of them represents municipal public transport and the other one is a small company operating in international goods transport.

The reports of the activities are in Annex I.

### 4 FLEAT EXPERT COMMITTEE

The FLEAT consortium is being assisted by a Fleet Expert Committee (FEC). The FEC consists of a selected group of experts from relevant areas, organisations and companies. The members of the FEC are thinking along with the FLEAT consortium and see to it that the pilots, the tools and the deliverables will be relevant, realistic and feasible. The FEC has multiple roles as a:

- Sound board/feedback group
- Co-steering group
- Co-decidors (deliverables, materials)
- Co-initiators of activities
- Co-network builders
- Co-communicators

The FEC consists of the following members:

1. Andrea Bottazzi, ATC (public transport company)/IT
2. Brian Frissyn / Roger Nguyen, GE Capital Solutions (leasing company)/NL
3. Stefan Defraigne, Fleet owner Flemish Government/BE
4. Gunter Glück, Leaseplan/DE
5. Emma Cliffe, Department for transport/UK

On Wednesday 19 March 2008 the 1<sup>st</sup> FEC meeting was held at the SenterNovem office in Utrecht, the Netherlands. The main objectives of the meeting were to get to know each other and to introduce the FEC members to the contents and the context of the FLEAT project and to the various roles of the FEC. This resulted in engaged and lively discussions and it clearly showed that the expertise and experience of the FEC members will be valuable for the FLEAT project.

Main items discussed and suggestions made:

- The toolbox and other material should be in accordance with the practical needs of fleet operators. Another theoretical approach is not wanted/needed.
- The toolbox should come with a manual that directs the fleet owner towards the right tool
- The presented partnership agreement for pilot fleets is too tight and will put fleet owners off. The FEC members gave some recommendations on how to further improve the agreement (external communication of the company's name and data only when permitted). This document is not legally binding. The improvements have been made and the FEC members have meanwhile approved the revised agreement
- An additional document, in this case legally binding, should clarify the financial details and the issues regarding communication

The next day a FEC member attended the morning session of the FLEAT consortium partners, to meet with the members of the Project Management Committee (PMC).

## 5 PILOTS

(Potential) pilot fleets have to meet a number of criteria. The official ones are:

- Pilots actions have to be completed by November 2009
- Minimum size of a pilot fleet is 200 vehicles (if more than 31 pilots are part of the project, the fleet size could be smaller). The pilots can be smaller, if results have the potential of being extended towards 200 vehicles or more.
- Detailed insight in the energy-efficiency performance of the fleet before the start of the pilot
- Willingness to compile a control group of an equivalent composition of vehicles, to be used as a reference to the experimental group (this will not always be possible)
- Preparedness to collect and share data during the running period of the pilot
- Willingness to share information on the national and international level, possibly by giving a presentation as a best practice case
- Preparedness to sign a letter of intent in which they commit themselves to take part as a pilot fleet

The non-official criteria for selection are:

- Innovativeness of the pilot action
- Company that is relatively well-known. Involving a well-known company of a famous brand e.g. will contribute to getting more exposure for the FLEAT project and its results and will therefore contribute to the dissemination.
- Subjective risk analysis/estimation of how hard or easy it is going to be to implement the pilot actions and to obtain solid data. The skilled consortium partners will get an accurate feeling about this during the project.

At the moment 8 pilots have been signed up, but many parties have declared they are interested. Still, a number of technical, financial and organizational barriers have to be overcome to start the pilots.

Currently the following companies have signed up:

- BTR signed a letter of intent for a pilot with electric vehicles and hybrids (partner in charge BAUM)
- Weleda signed a letter of intent a pilot with their lease fleet (partner in charge BAUM)
- Holcim signed a letter of intent a pilot with their lease and utility fleet (partner in charge BAUM)
- Datec signed a letter of intent a pilot with their lease fleet using electric vehicles and hybrids (partner in charge BAUM)
- Adidas signed a letter of intent for a pilot with their lease fleet using gas driven vehicles
- Husmann. A bus company from Austria will participate and train its customers (partner in charge: Bemag)
- Leaseplan Hellas, a lease company from Greece will participate. This will entail training of 6 drivers, with potential spin off to 500 vehicles. (partner in charge: CRES)

The letters of intent can be found in Annex II.

Discussions with possible pilot fleets are ongoing by the different partners responsible for setting up pilot actions. Table 4 gives an overview of ongoing discussions with fleet operators aimed at recruitment of pilot fleets.

	VITO	<p>VITO is now in the phase of contract negotiations with these companies:</p> <p><b>BESIX</b> (250 company cars): the current fleet will be analysed regarding environmental impact, and a green car policy will be developed in order to increase the environmental performance.</p> <p><b>KBC</b> (1000 company cars): a web-application focussing on giving feedback regarding ecodriving-behaviour of the drivers will be implemented</p> <p><b>TNT</b> (500 utility vehicles): ecodriving courses will be given to the drivers, and driving parameters will be monitored by means of an on board data logger</p> <p>A 4<sup>th</sup> fleet would consist of a <b>consortium of companies</b> (&gt; 200 vehicles), located on the same industrial estate. Project proposal is currently being prepared: ecodriving courses will be given to the drivers, and driving parameters will be monitored by means of an on board data logger</p>
	A.E.A.	<p>In the period several pilot fleets were identified:</p> <p>The <b>Austrian Railways</b> are interested to carry out several measures with different fleet types:</p> <ul style="list-style-type: none"> <li>▪ Ecodriving with passenger cars (&gt;200), utility vehicles (120) and railed vehicles (to be defined)</li> <li>▪ Pilot projects with the use of energy efficient vehicles (passenger cars)</li> </ul> <p>Furthermore AEA is planning to carry out the following measures with <b>ÖBB Postbus</b>, the bus fleet of the Austrian Railway Group (total fleet: &gt;2000 buses):</p> <ul style="list-style-type: none"> <li>▪ bus on demand: buses will only go to stops aside of the main routes if customers push a button at the stop</li> <li>▪ improved vehicle scheduling: long articulated buses shall only be used in peak hours</li> <li>▪ improved internal temperature: efficient heating and cooling</li> <li>▪ useage of lightweight buses</li> </ul>

		AEA expects to sign the partnership agreements for these pilot actions in September 2008. Some more recruitment meetings are planned.																																								
	TRT	TRT is actually in contact with SAN PELLEGRINO and the <b>Nestlé Waters Group</b> (and its road transport subsidiary KOINE') for their involvement in the FLEAT Italian pilot action. It will be focused on logistic optimisation, innovative vehicles, alternative fuels and ecodriving. After having targeted a technical proposal, also the financial proposal was sent. Negotiations are expected to be concluded in September 2008.																																								
	IPA	Our attention was focused on <b>two large companies</b> that could be interested in applying pilot actions. We discussed with them only informal. More and detailed discussions will be taken again when the pilot actions will be defined and designed according to the FLEAT toolkit.																																								
	BAUM	<p>Resulting from the networking activities performed in WP2, different candidates were selected:</p> <table border="1"> <thead> <tr> <th colspan="5"><b>Recruitment meetings</b></th> </tr> <tr> <th>No.</th> <th>Organisation</th> <th>Type of organisation</th> <th>Date</th> <th>Result of networking activity (LOI yes/no; status 08.2008)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>Adidas AG</td> <td>Private fleet of company cars and fleet of utility vehicles</td> <td>10.07.2008</td> <td>LOI</td> </tr> <tr> <td>2.</td> <td>BTR-Logistik GmbH</td> <td>Utility vehicles</td> <td>2<sup>nd</sup> quarter 2008</td> <td>LOI</td> </tr> <tr> <td>3.</td> <td>DATEV eG</td> <td>Private fleet of company cars</td> <td>2<sup>nd</sup> quarter 2008</td> <td>LOI</td> </tr> <tr> <td>4.</td> <td>Geberit Deutschland GmbH</td> <td>Private fleet of company cars</td> <td>2<sup>nd</sup> quarter 2008</td> <td>LOI</td> </tr> <tr> <td>5.</td> <td>Holcim (Deutschland) AG</td> <td>Private fleet of company cars and fleet of utility vehicles</td> <td>2<sup>nd</sup> quarter 2008</td> <td>LOI</td> </tr> <tr> <td>6.</td> <td>Weleda AG</td> <td>Private lease fleet (company cars)</td> <td>4.3.2008</td> <td>LOI</td> </tr> </tbody> </table> <p>The companies are interested in different measures aiming at reducing the CO2 emissions of their fleets. It is the next step to discuss, based on the outcomes of WP3, the most appropriate measures with the fleet operators.</p>	<b>Recruitment meetings</b>					No.	Organisation	Type of organisation	Date	Result of networking activity (LOI yes/no; status 08.2008)	1.	Adidas AG	Private fleet of company cars and fleet of utility vehicles	10.07.2008	LOI	2.	BTR-Logistik GmbH	Utility vehicles	2 <sup>nd</sup> quarter 2008	LOI	3.	DATEV eG	Private fleet of company cars	2 <sup>nd</sup> quarter 2008	LOI	4.	Geberit Deutschland GmbH	Private fleet of company cars	2 <sup>nd</sup> quarter 2008	LOI	5.	Holcim (Deutschland) AG	Private fleet of company cars and fleet of utility vehicles	2 <sup>nd</sup> quarter 2008	LOI	6.	Weleda AG	Private lease fleet (company cars)	4.3.2008	LOI
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	SenterN	There will be probably pilots with <b>DSM, Accenture, Kone elevators.</b>																																								
	CRES	<p>CRES is currently in the phase of negotiations for contracting pilot actions with the following companies:</p> <p><b>Public Power Corporation</b> (PPC S.A.) (1600 vehicle and utility vehicles).</p> <p><b>ILPAP</b> (Public trolley bus transport company) (366 vehicles – detailed negotiations ongoing for performing ecodriving training as pilot action for about 10 drivers in 2 trolleys).</p> <p><b>ETHEL</b> (Public bus transport company in Athens) (2085 buses) – ongoing negotiations for determining number of drivers that will probably participate in ecodriving pilot action.</p> <p><b>Hellenic Post</b> (Public post company) (estim. 300 vehicles, need further details). Under negotiations for participation in ecodriving pilot action.</p> <p><b>Procter &amp; Gamble</b> (225 vehicles) – Under negotiations for participation</p>																																								

		<p>in ecodriving pilot action</p> <p><b>Leaseplan Hellas</b> (lease company – 5000 vehicles) – under negotiations for participation in ecodriving pilot action.</p>
	M21	<p><b>KBC Bank</b> (1000 company cars): M21 will provide a mobility management and communication strategy for the 10 largest facilities, focusing on performance enhancement of existing schemes and the introduction of site-specific measures.</p> <p><b>Price Waterhouse Coopers</b> (lease fleet): contacts were promising. We expect to be able to go into negotiations after the summer break. Focus will be on mobility management .</p> <p>Flemish Government (public fleet): no results so far.</p>
	BEMAG	<p>As in Austria there are no such big bus companies as requested in the FLEAT project we concentrated on recruiting networks. Out of one contact during the last months an interesting project has come up: the <b>PT network Verkehrsverbund Vorarlberg</b>, which runs about 250 buses in line operation will (in cooperation with T.I.G.) develop and implement a specific onboard tool which will allow to compare consumption data of all drivers of the network. Data will be sent via GPRS to a central server to which all stakeholders have an online access.</p> <p><b>Husmann Reisen</b> will implement an onboard device which will help to monitor and compare the consumption of their drivers. Ecodriving courses might follow this measure.</p>

Table 4: overview of networking aimed at recruitment of pilot fleets

## **6 ANNEXES**

### **6.1 Annex I**

#### **Reports of the networking activities**

### 6.1.1 BAUM\_KROMBACHER 2 February 2008

#### Meeting agenda:

→ compare “report on the interview”

Date of the interview: 26.02.2008

Organisation: Krombacher Brauerei Bernhard Schadeberg GmbH & Co. KG

Name: Dr. Franz-J. Weihrauch

Function: Public Relations

Type of organisation: utility vehicles  
(lease, utility vehicles, public transport, public, policy makers)

Objective of networking meeting  
(recruitment meeting or other networking activity)

Recruitment meeting

Report on the interview

- Presentation of the project and its benefits.

Follow up: actions for FLEAT partner en stakeholder

- Possibilities are exploren in the near future

### 6.1.2 BAUM\_ Deutsche Telekom AG march 2008

#### Meeting agenda:

→ compare “report on the interview”

Date of the interview: March 2008 (several dates in March 2008)

Organisation: Deutsche Telekom AG

Name: Claudia Schwab  
Function: Environmental Management

Name: Martin Müller  
Function: Fleet Management

Type of organisation: utility vehicles  
(lease, utility vehicles, public transport, public, policy makers)

Objective of networking meeting  
(recruitment meeting or other networking activity)

- Recruitment meeting

Report on the interview

- 1<sup>st</sup> meeting (04.03.2008): Presentation of the project and its benefits and invitation to get involved.
- 2<sup>nd</sup> meeting (07.03.2008): discussion of the necessary requirements to become a pilot fleet and to participate in the project.
- 3<sup>rd</sup> meeting (12.03.2008): Discussion about the involvement of the possible organisation in the project.
- 4<sup>th</sup> meeting (26.03.2008): discussion of details regarding the possibility of the organisation to get involved in FLEAT. Discussion of questions concerning the number of vehicles of the fleet of the organisation and of the fields of interests concerning possible pilot actions.

Follow up: actions for FLEAT partner en stakeholder

- Telekom did forward the information concerning the project to DeTeFleet Services GmbH (see separate document).

### 6.1.3 BAUM\_Weleda AG 4 march 2008

#### Meeting agenda:

Date of the interview: 4.3.2008

Organisation: Weleda AG

Name: Holger Biller

Function: Environmental Management

Type of organisation: Private lease fleet of company cars  
(lease, utility vehicles, public transport, public, policy makers)

Objective of networking meeting  
(recruitment meeting or other networking activity)

- Recruitment meeting

#### Report on the interview

- Presentation of the project and its benefits
- Invitation to get involved.
- Discussion of the fields of interests and possible foci for pilot actions:
  - New vehicle technology
    - Electronic power trains
    - Hybrids
    - Environmental friendly procurement of vehicles
  - Alternative fuels
    - Different biofuels (plant oil, biodiesel, bio-ethanol, BtL, Biogas)
    - Natural gas
  - Mobility management
    - Reduction of company travels
    - Reduction of the use of the vehicles
  - Eco-driving measures
    - Monitoring the driving behaviour
  - Communication
    - Measures aiming at rising awareness amongst the employees
    - Participation in a network for exchanging experiences
    - Presentation of the pilot actions at national and international level
- Signature of the Letter of Intend

Follow up: actions for FLEAT partner en stakeholder

- In the following, details for possible pilot actions will be discussed.

#### 6.1.4 BAUM\_ WAREMA GmbH april 2008

##### Meeting agenda:

→ compare “report on the interview”

Date of the interview: April 2008

Organisation: WAREMA GmbH

Name: Mr. Zehner

Function: Safety and Environment Manager

Type of organisation: private fleet  
(lease, utility vehicles, public transport, public, policy makers)

Objective of networking meeting  
(recruitment meeting or other networking activity)

Recruitment activities

##### Report on the interview

- First contact to WAREMA GmbH by the B.A.U.M. GmbH
  - Information about the FLEAT project and benefits of participation (see text of the Email in German below)
  - Leaflet “project information FLEAT” in German
  - e-mail from Mr. Zehner to B.A.U.M. consult Munich: Cancellation of participation

##### Follow up: actions for FLEAT partner en stakeholder

- Possibilities are explored in the near future

**Mailing to Mr. Zehner, WAREMA**

Hallo Herr Zehner,  
ich hoffe, dass Sie seit der letzten ÖKOPROFIT-Rezertifizierung wiederum viele schöne und einträgliche Umweltschutzmaßnahmen gefunden und umgesetzt haben.  
Vielleicht ist es in Sachen Maßnahmenfindung lohnenswert, sich Ihren Fuhrpark noch einmal genauer anzusehen. Hierbei würde das EU-Projekt FLEAT (FLEet Environmental Action & AssessmentT) helfen, das Unternehmen und Kommunen darin unterstützt, ihre Fahrzeugflotten und Fuhrparks energieeffizient und zukunftsorientiert zu betreiben. Beiliegend finden Sie eine Kurzbeschreibung des Projektes, bei dem B.A.U.M. mitwirkt. Bei Interesse kontaktieren Sie bitte meine Kollegin Stefanie Hofmann (089 / 18935 – 250, s.hofmann@baumgroup.de), die Ihnen weitere Fragen gerne beantwortet. Ansonsten hoffe ich, dass wir uns spätestens anlässlich der nächsten ÖKOPROFIT-Rezertifizierung wiedersehen.  
Für die Beantwortung von Rückfragen stehe ich jederzeit gerne zur Verfügung.

Mit freundlichen Grüßen

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### 6.1.5 BAUM\_ IKEA Deutschland GmbH & Co. KG april/june 2008

#### Meeting agenda:

→ compare “report on the interview”

Date of networking meeting: April to June 2008

Organisation: IKEA Deutschland GmbH & Co. KG

Name: Mareke Wieben  
Function: Environmental Management

Type of organisation: utility vehicles  
(lease, utility vehicles, public transport, public, policy makers)

Objective of networking meeting  
(recruitment meeting or other networking activity)

- Recruitment meeting (Aim: further information on the project)

Report on the interview

- 1<sup>st</sup> meeting (24.04.2008):
  - Presentation of the project and its benefits.
  - Invitation to get involved.
- 2<sup>nd</sup> meeting (19.06.2008):
  - Repeated invitation to get involved.
  - Up-date on the status of the project.

Follow up: actions for FLEAT partner en stakeholder

- Possibilities are exploren in the near future

### 6.1.6 BAUM\_ BTR-Logistik GmbH 2nd quarter 2008

#### Meeting agenda:

→ compare “report on the interview”

Date of the interview: 2<sup>nd</sup> quarter 2008

Organisation: BTR-Logistik GmbH

Name: Volkart Konsulke

Function:

Type of organisation: private fleet of utility vehicles  
(lease, utility vehicles, public transport, public, policy makers)

Objective of networking meeting  
(recruitment meeting or other networking activity)

- Recruitment meeting

Report on the interview:

- Presentation of the project and the benefit of participating in it.
- Discussion of the fields of interests and possible foci for pilot actions:
  - New vehicle technology
    - Electronic power trains
    - Hybrids
    - Environmental friendly procurement of vehicles and parts of vehicles
  - Alternative fuels
  - Eco-driving measures
  - Communication
- Signature of the Letter of Intend

Follow up: actions for FLEAT partner en stakeholder

- In the following, details for possible pilot actions will be discussed.

### 6.1.7 BAUM\_ DATEV eG 2nd quarter 2008

#### Meeting agenda:

→ compare “report on the interview”

Date of the interview: 2<sup>nd</sup> quarter 2008

Organisation: DATEV eG

Name: Harald Oelschlegel

Function:

Type of organisation: private fleet of company cars  
(lease, utility vehicles, public transport, public, policy makers)

Objective of networking meeting  
(recruitment meeting or other networking activity)

- Recruitment meeting

Report on the interview

- Presentation of the project and the benefit of participating in it.
- Discussion about measures already implemented by the company:
  - Motivation of the employees to buy CO2 saving vehicles (bonus-malus is added to the leasing rate).
- Discussion of the fields of interests and possible foci for pilot actions:
  - New vehicle technology
    - Electronic power trains
    - Hybrids
  - Alternative fuels
    - Information about the availability, applicability, costs
    - Natural gas
  - Mobility management
    - Reduction of the use of the vehicles
  - Communication
    - Measures aiming at rising awareness amongst the employees
- Signature of the Letter of Intend

Follow up: actions for FLEAT partner en stakeholder

- In the following, details for possible pilot actions will be discussed.

### 6.1.8 BAUM\_ Geberit Deutschland GmbH 2nd quarter 2008

#### Meeting agenda:

→ compare “report on the interview”

Date of the interview: 2<sup>nd</sup> quarter 2008

Organisation: Geberit Deutschland GmbH

Name: Klaus Gilmer

Function:

Type of organisation: private fleet of company cars  
(lease, utility vehicles, public transport, public, policy makers)

Objective of networking meeting  
(recruitment meeting or other networking activity)

- Recruitment meeting

#### Report on the interview

- Presentation of the project and the benefit of participating in it.
- Discussion about measures already implemented by the company:
  - Binding lowering rate for the use of fuel and for CO2-emissions (minus 20% between 2007 and 2012).
  - Contingent of diesel-vehicles more than 95%.
- Discussion of the fields of interests and possible foci for pilot actions:
  - New vehicle technology
    - Hybrids
  - Alternative fuels
    - Natural gas
  - Mobility management
    - Reduction of business travels
    - Reduction of the use of the vehicles
  - Eco-driving measures
    - Training of drivers
    - Monitoring the driving behaviour
  - Communication
    - Measures aiming at rising awareness amongst the employees
    - Participation in a network for exchanging experiences
- Signature of the Letter of Intend

Follow up: actions for FLEAT partner en stakeholder

- In the following, details for possible pilot actions will be discussed.

### 6.1.9 BAUM\_Holcim (Deutschland) AG 2nd quarter 2008

#### Meeting agenda:

Date of the interview: 2<sup>nd</sup> quarter 2008

Organisation: Holcim (Deutschland) AG

Name: Christian Schuldt

Function: Leiter Logistik

Type of organisation: private fleet of company cars and of utility vehicles (lease, utility vehicles, public transport, public, policy makers)

Objective of networking meeting  
(recruitment meeting or other networking activity)

- Recruitment meeting

#### Report on the interview

- Presentation of the project and the benefit of participating in it.
- Discussion about measures already implemented by the company:
  - Training of drivers
  - Monitoring of the vehicles,
  - Use of biodiesel,
  - Incentive programme for drivers,
  - Modernisation of the fleet.
- Discussion of the fields of interests and possible foci for pilot actions:
  - Alternative fuels
    - Different biofuels
    - Natural gas
  - Eco-driving measures
    - Training of drivers
    - Monitoring the driving behaviour
  - Communication
    - Measures aiming at rising awareness amongst the employees
    - Participation in a network for exchanging experiences
    - Presentation of the pilot actions at national and international level
- Signature of the Letter of Intend

Follow up: actions for FLEAT partner en stakeholder

- In the following, details for possible pilot actions will be discussed.

### 6.1.10 BAUM\_Cities for Mobility mei/july 2008

#### Meeting agenda:

→ compare “report on the interview”

Date of the interview: May - July 2008

Organisations: Cities for Mobility

Name: Dr. Rainer Rothfuß  
Function: Coordinator of International Relations

Organisations: Municipality of Stuttgart

Name: Mr. Steimer  
Function: Mayor Office, City of Stuttgart

Name: Mr. Wiedemann  
Function: Division manager of the vehicle garages of the tramway of the city Stuttgart (Unternehmensbereichsleitung Kraftfahrzeug / Werkstätten der Stuttgarter Stadtbahn)

Type of organisation: public transport  
(lease, utility vehicles, public transport, public, policy makers)

Objective of networking meeting  
(recruitment meeting or other networking activity)

- Recruitment meeting (aim: recruiting the public transport fleet of Stuttgart)

#### Report:

- Discussion with Dr. Rothfuß (Cities for Mobility, Coordinator of International Relations) about the possible participation of the city of Stuttgart.  
Exchange of information about current projects of the city of Stuttgart in the field of mobility. Medium of contact persons of the city council and of the municipal transport companies.
- 2<sup>nd</sup> June 2008, World Congress of the global network “Cities for Mobility” : Exchange of information about the project FLEAT and its benefits for the city of Stuttgart. Recommendation to contact Dr. Schairer, the mayor for security (Bürgermeister für Sicherheit und Ordnung) of the city of Stuttgart.
- Contact Dr. Schairer: Information about the project FLEAT and its benefits, short questionnaire regarding the main interests of the city of Stuttgart.
- Discussion with Mr. Steimer (office of the mayor) about the participation of the city of Stuttgart at the project FLEAT.  
Mr. Steimer is very positive regarding the possible participation of the city of Stuttgart in the project FLEAT. According to him, there are two possible sections of the city of Stuttgart that might be suitable for the participation in the project:
  - The city council
  - The tramway of the city of Stuttgart  
As Stuttgart is very hilly; the tramway is very energy intensive. The city council wants to deeply think about how modern technologies can contribute to save energy in this field.

- 10<sup>th</sup> June 2008: sending documents (LOI and short questionnaire about main interestes) to Mr. Steimer
- 30<sup>th</sup> July 2008: Telephone call with Mr. Steimer who forwarded B.A.U.M. to Mr. Wiedemann regarding the city tramway and who called off the participation of the city council because the management of the city council is currently changing and that it is too early for the project.
- 7<sup>th</sup> August 2008: Telephone call with Mr. Wiedemann, director of the tramway of Stuttgart: presentation of the project FLEAT and its benefits

Follow up: actions for FLEAT partner and stakeholder

- Further discussions about possible pilot actions and the signature of the LOI with Mr. Wiedemann are about to follow in the short term.

Zusage zu LOI

### 6.1.11 BAUM\_DeTeFleet-Services GmbH Bonn 8 mei 2008

#### Meeting agenda:

→ compare “report on the interview”

Date of the interview: 08.05.2008

Organisation: DeTeFleet-Services GmbH Bonn

Name: Mr. Müller

Function: promotion director

Type of organisation: lease (leasing company)

Policy maker

Objective of networking meeting  
(recruitment meeting or other networking activity)

- Recruitment meeting and
- other networking activity (aiming to find a way to cooperate in the FLEAT project)

Report on the interview:

- After the first discussion between B.A.U.M. Consult and DeTeFleet-Services, the leasing company was interested both in participating in the project and cooperate with B.A.U.M. for the recruitment of the fleets.
- Due to the fact, that LeasePlan, an important competitor of DeTeFleet-Services, is in the FEC, DeTeFleet-Services decided not to participate and contribute to the FLEAT project. Nevertheless, the company is interested and would like to be informed about the results of the project.

Follow up: actions for FLEAT partner and stakeholder

- B.A.U.M.: Invitation of DeTeFleet to a congress organised by the B.A.U.M. network about sustainable mobility in companies.
- B.A.U.M. tries to find a region in which DeTeFleet could implement electronic vehicles.

### 6.1.12 BAUM\_Freelancer in the field of sustainable mobility june 2008

#### Meeting agenda:

→ Compare “report of the interview”

Date of the interviews: June 2008

Organisation: Freelancer in the field of sustainable mobility

Name: Mrs. Theissen

Function: formerly Managing Director of the Salzburger Verkehrsverbund GmbH, Austria

Type of organisation: public transport  
(lease, utility vehicles, public transport, public, policy makers)

Objective of networking meeting  
(recruitment meeting or other networking activity)

- Other networking activities (aiming at recruiting public transport fleets and increasing knowledge about needs of public transport fleets)

#### Report on the interview

- 1<sup>st</sup> meeting at the B.A.U.M. Umweltpreisverleihung (B.A.U.M. ceremony for the environmental award)
  - Short presentation of B.A.U.M. and the project FLEAT and its benefits for participating fleets
  - Short presentation of Mrs. Theissen, her current activities, networks and experiences with fleet management
  - Discussion about the needs of public fleets
  - Decision to meet again in Munich in July 2008
- 2<sup>nd</sup> meeting in Munich at the office of B.A.U.M. Consult GmbH
  - Prosecution of the discussion about the needs of public fleets
  - Discussion about the materials of the project FLEAT
  - Discussion about the short questionnaire about the interests of the fleet operators (whether also suitable for public fleets)
  - Discussion about possible municipal fleet operators that might be interested in taking part in the FLEAT (Karlsruhe, Hannover, Köln)
- Following the 2<sup>nd</sup> meeting
  - B.A.U.M. has sent email to Mrs. Theissen with Letter of Intend (master) and questionnaire
  - Mrs. Theissen contacted responsible persons of the public fleets of Karlsruhe, Hannover and Cologne, informed them about FLEAT and the benefits of participating in the project.
    - Short report in German about the interview with Mr. Neiß from the “Hannoversche Verkehrsbetriebe” / ÜSTRA (see below).

Follow up: actions for FLEAT partner and stakeholder

- B.A.U.M. is currently waiting for reactions by the three contacted public fleet operators.

**Short report in German about the interview with Mr. Neiß (ÜSTRA)**

Vorstandsvorsitzenden der ÜSTRA ist Herr Andre Neiß. Er war recht aufgeschlossen und hat zugesichert, seinen Busverantwortlichen unsere Projektbeschreibung zwecks "kritischer aber wohlwollender" Prüfung weiterzuleiten. Da die ÜSTRA auf dem Gebiet der umweltschonenden Fahrzeugantriebe sehr aktiv ist (sie betreiben Deutschlands größte Gasbusflotte und haben in der letzten Woche den ersten Hybridbus in Betrieb genommen), wären sie ein sehr guter Projektpartner.

### 6.1.13 BAUM\_Antalis GmbH June 2008

#### Meeting agenda:

→ compare “report on the interview”

Date of the recruitment activity: June 2008

Organisation: Antalis GmbH

Name: Mrs. Judith Hufsky

Function: Marketing

Type of organisation: private fleet / lease fleet  
(lease, utility vehicles, public transport, public, policy makers)

Objective of networking meeting  
(recruitment meeting or other networking activity)

Recruitment meeting

Report on the interview: s

- Mailing within the B.A.U.M. network (German text of the Mail see below)
  - Short information about the FLEAT project and benefits of participation (see text of the Email in German below)
  - Leaflet “project information FLEAT” in german
  - LOI with short questionnaire regarding the interests for implementing pilot actions
- Response by Mrs. Hudsky (German text of the mail see below)
  - Asked for contacts in other European Countries, as those might be interesting for associated companies.

Follow up: actions for FLEAT partner and stakeholder

- Mail to Mrs. Hufsky with information about the FLEAT partners in the other European Countries.

**Mailing within the Network of B.A.U.M.**

Sehr geehrte Damen und Herren,

wir möchten Ihnen als B.A.U.M-Mitgliedsunternehmen die Teilnahme am FLEAT-Projekt empfehlen.

FLEAT (FLeet Environmental Action & AssessmenT) ist ein EU-Projekt, das Kommunen und Unternehmen dabei unterstützt, ihre Fuhrparks energieeffizienter und zukunftsorientierter zu betreiben.

Wir wissen, dass Ihr Unternehmen dem Thema Klimaschutz sehr aufgeschlossen gegenübersteht und dass bereits viele Aktivitäten im Gange sind. FLEAT kann dazu einen weiteren Beitrag leisten. Fuhrparks, die an FLEAT teilnehmen, setzen Maßnahmen zur CO<sub>2</sub>-Minderung um, die sie aus einem international erarbeiteten Maßnahmenkatalog auswählen können. Die Umsetzung dieser Maßnahmen findet 2009 statt. Ziel ist es, die gemachten Erfahrungen als Best Practice - Beispiele aufzubereiten und international zu verbreiten. Unser Netzwerkpartner B.A.U.M. Consult ist deutscher Projekt-Partner und Betreuer der Pilotflotten. Wir können die teilnehmenden Fuhrparks/Fahrzeugflotten im Rahmen des Projektes unterstützen, in dem wir bei Auswahl und Zuschnitt der Maßnahmen helfen, Zugang zum derzeitigen Stand der Technik verschaffen, den Umsetzungs- und Monitoringprozess begleiten und die Aktivitäten durch entsprechende Medienarbeit in der Öffentlichkeit darstellen. Zudem haben Projekt-Teilnehmer die Möglichkeit, sich auf Veranstaltungen und Kongressen zu nachhaltiger Mobilität darzustellen.

Wir würden uns sehr freuen, wenn Ihr Unternehmen als eine von 6 deutschen Pilotflotten teilnehmen würde.

Wenn Sie Interesse an einer Teilnahme haben, bitte wir Sie, die beigefügte unverbindliche Interessenbekundung samt Kurzfragebogen zurückzusenden. Daraus können wir Ihre Interessenschwerpunkte ersehen und dann gemeinsam mit Ihnen bzw. den entsprechenden Verantwortlichen in Ihrem Hause eine geeignete Vorgehensweise und maßgeschneiderte Maßnahmen definieren.

Für Fragen steht Ihnen gerne zur Verfügung:

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Über Ihre Mitwirkung würden wir uns sehr freuen.

Mit freundlichen Grüßen  
B.A.U.M. e.V.

Bundesdeutscher Arbeitskreis für Umweltbewusstes Management (B.A.U.M.) e. V.  
Vorstand: Professor Dr. Maximilian Gege (Vorsitzender)  
Dr. Peter C. Mohr (stellv. Vorsitzender, Schatzmeister)  
Martin Oldeland  
Eingetragen beim Vereinsregister des Amtsgerichts Hamburg Nr. VR 11468  
Ust. IdNr.: DE 118713439  
B.A.U.M. ist vom Finanzamt als gemeinnützig anerkannt, Spenden sind steuerabzugsfähig.

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**Response: Antalis GmbH**

Hallo Frau Hofmann,

vielen Dank für die Ankündigung zu diesem Projekt.

Können Sie mir sagen wer die Projekte in den jeweiligen anderen europäischen Ländern betreut.  
Ich denke das könnte auch interessant für einige unserer Schwestergesellschaften sein.

Herzliche Grüße  
Judith Hufsky

i.V. Judith Hufsky  
Marketing

-----  
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-----

Sitz der Gesellschaft: Frechen, Amtsgericht Köln, HRB 32654  
Geschäftsführer: Dr. Ingo Osterheld, Bernd Reckmann, Hervé Poncin

#### 6.1.14 BAUM\_ersol Solar Energy AG june 2008

##### Meeting agenda:

→ compare “report on the interview”

Date of the recruitment activity: June 2008

Organisation: ersol Solar Energy AG

Name: Mrs. Janina Broscheit

Function: Senior Manager Corporate Communications

Type of organisation: private fleet / lease fleet  
(lease, utility vehicles, public transport, public, policy makers)

Objective of networking meeting  
(recruitment meeting or other networking activity)

Recruitment meeting

##### Report:

- Mailing within the B.A.U.M. network (German text of the Mail see below)
  - Short information about the FLEAT project and benefits of participation (see text of the Email in German below)
  - Leaflet “project information FLEAT” in German
  - LOI with short questionnaire regarding the interests for implementing pilot actions
- Response by Mrs. Broscheit (German text of the mail see below)
  - Erosol has no real fleet with the necessary size and for which it is worth to participate in FLEAT.

Follow up: actions for FLEAT partner and stakeholder

- None

### Mailing within the Network of B.A.U.M.

Sehr geehrte Damen und Herren,

wir möchten Ihnen als B.A.U.M-Mitgliedsunternehmen die Teilnahme am FLEAT-Projekt empfehlen.

FLEAT (FLeet Environmental Action & AssessmenT) ist ein EU-Projekt, das Kommunen und Unternehmen dabei unterstützt, ihre Fuhrparks energieeffizienter und zukunftsorientierter zu betreiben.

Wir wissen, dass Ihr Unternehmen dem Thema Klimaschutz sehr aufgeschlossen gegenübersteht und dass bereits viele Aktivitäten im Gange sind. FLEAT kann dazu einen weiteren Beitrag leisten. Fuhrparks, die an FLEAT teilnehmen, setzen Maßnahmen zur CO<sub>2</sub>-Minderung um, die sie aus einem international erarbeiteten Maßnahmenkatalog auswählen können. Die Umsetzung dieser Maßnahmen findet 2009 statt. Ziel ist es, die gemachten Erfahrungen als Best Practice - Beispiele aufzubereiten und international zu verbreiten. Unser Netzwerkpartner B.A.U.M. Consult ist deutscher Projekt-Partner und Betreuer der Pilotflotten. Wir können die teilnehmenden Fuhrparks/Fahrzeugflotten im Rahmen des Projektes unterstützen, in dem wir bei Auswahl und Zuschnitt der Maßnahmen helfen, Zugang zum derzeitigen Stand der Technik verschaffen, den Umsetzungs- und Monitoringprozess begleiten und die Aktivitäten durch entsprechende Medienarbeit in der Öffentlichkeit darstellen. Zudem haben Projekt-Teilnehmer die Möglichkeit, sich auf Veranstaltungen und Kongressen zu nachhaltiger Mobilität darzustellen.

Wir würden uns sehr freuen, wenn Ihr Unternehmen als eine von 6 deutschen Pilotflotten teilnehmen würde.

Wenn Sie Interesse an einer Teilnahme haben, bitte wir Sie, die beigefügte unverbindliche Interessenbekundung samt Kurzfragebogen zurückzusenden. Daraus können wir Ihre Interessenschwerpunkte ersehen und dann gemeinsam mit Ihnen bzw. den entsprechenden Verantwortlichen in Ihrem Hause eine geeignete Vorgehensweise und maßgeschneiderte Maßnahmen definieren.

Für Fragen steht Ihnen gerne zur Verfügung:

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Über Ihre Mitwirkung würden wir uns sehr freuen.

Mit freundlichen Grüßen  
B.A.U.M. e.V.

Bundesdeutscher Arbeitskreis für Umweltbewusstes Management (B.A.U.M.) e. V.  
Vorstand: Professor Dr. Maximilian Gege (Vorsitzender)  
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---

**Response: ersol Solar Energy AG**

Sehr geehrte Frau Hofmann,

wir verfügen derzeit noch nicht über einen wirklichen Fuhrpark. Daher ist eine Beteiligung nicht möglich.

Mit freundlichen Grüßen

---

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Senior Manager Corporate Communications  
ersol Solar Energy AG

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### 6.1.15 BAUM\_Faber-Castell Production GmbH June 2008

#### Meeting agenda:

→ compare “report on the interview”

Date of the recruitment activity: June 2008

Organisation: Faber-Castell Production GmbH

Name: H. Belch

Function:

Type of organisation: private fleet / lease fleet  
(lease, utility vehicles, public transport, public, policy makers)

Objective of networking meeting  
(recruitment meeting or other networking activity)

Recruitment meeting

#### Report:

- Mailing within the B.A.U.M. network (German text of the Mail see below)
  - Short information about the FLEAT project and benefits of participation (see text of the Email in German below)
  - Leaflet “project information FLEAT” in German
  - LOI with short questionnaire regarding the interests for implementing pilot actions
- Response by Mr. Belch (German text of the mail see below)
  - First answer to the request was that it is not the right point of time for the improvement of the fleet, as the fleet management is currently being re-organised and that the optimisation regarding the environment would be the next step.

Follow up: actions for FLEAT partner and stakeholder

### **Mailing within the Network of B.A.U.M.**

Sehr geehrte Damen und Herren,

wir möchten Ihnen als B.A.U.M-Mitgliedsunternehmen die Teilnahme am FLEAT-Projekt empfehlen.

FLEAT (FLeet Environmental Action & AssessmenT) ist ein EU-Projekt, das Kommunen und Unternehmen dabei unterstützt, ihre Fuhrparks energieeffizienter und zukunftsorientierter zu betreiben.

Wir wissen, dass Ihr Unternehmen dem Thema Klimaschutz sehr aufgeschlossen gegenübersteht und dass bereits viele Aktivitäten im Gange sind. FLEAT kann dazu einen weiteren Beitrag leisten. Fuhrparks, die an FLEAT teilnehmen, setzen Maßnahmen zur CO<sub>2</sub>-Minderung um, die sie aus einem international erarbeiteten Maßnahmenkatalog auswählen können. Die Umsetzung dieser Maßnahmen findet 2009 statt. Ziel ist es, die gemachten Erfahrungen als Best Practice - Beispiele aufzubereiten und international zu verbreiten. Unser Netzwerkpartner B.A.U.M. Consult ist deutscher Projekt-Partner und Betreuer der Pilotflotten. Wir können die teilnehmenden Fuhrparks/Fahrzeugflotten im Rahmen des Projektes unterstützen, in dem wir bei Auswahl und Zuschnitt der Maßnahmen helfen, Zugang zum derzeitigen Stand der Technik verschaffen, den Umsetzungs- und Monitoringprozess begleiten und die Aktivitäten durch entsprechende Medienarbeit in der Öffentlichkeit darstellen. Zudem haben Projekt-Teilnehmer die Möglichkeit, sich auf Veranstaltungen und Kongressen zu nachhaltiger Mobilität darzustellen.

Wir würden uns sehr freuen, wenn Ihr Unternehmen als eine von 6 deutschen Pilotflotten teilnehmen würde.

Wenn Sie Interesse an einer Teilnahme haben, bitte wir Sie, die beigefügte unverbindliche Interessenbekundung samt Kurzfragebogen zurückzusenden. Daraus können wir Ihre Interessenschwerpunkte ersehen und dann gemeinsam mit Ihnen bzw. den entsprechenden Verantwortlichen in Ihrem Hause eine geeignete Vorgehensweise und maßgeschneiderte Maßnahmen definieren.

Für Fragen steht Ihnen gerne zur Verfügung:

Stefanie Hofmann  
Marketing & Kommunikation

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Über Ihre Mitwirkung würden wir uns sehr freuen.

Mit freundlichen Grüßen  
B.A.U.M. e.V.

Bundesdeutscher Arbeitskreis für Umweltbewusstes Management (B.A.U.M.) e. V.  
Vorstand: Professor Dr. Maximilian Gege (Vorsitzender)  
Dr. Peter C. Mohr (stellv. Vorsitzender, Schatzmeister)  
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Eingetragen beim Vereinsregister des Amtsgerichts Hamburg Nr. VR 11468  
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B.A.U.M. ist vom Finanzamt als gemeinnützig anerkannt, Spenden sind steuerabzugsfähig.

**Response: Faber-Castell Produktion GmbH**

Sehr geehrte Frau Hofmann,

vielen Dank, dass Sie mit diesem Thema an uns gedacht haben! Aus heutiger Sicht ist der Zeitraum für uns sehr ungünstig, da wir derzeit unser Fuhrpark-Management erst grundlegend technisch neu organisieren und danach steht die Optimierung - auch hinsichtlich Umwelt - auf dem Plan.  
Möglicherweise können wir dann von den Ergebnissen des FLEAT-Projektes etwas übernehmen.

Schöne Grüße aus Stein!

H. Belch

A.W. Faber-Castell Produktion GmbH  
Nürnberger Str. 2  
90546 Stein  
Geschäftsführer: Harald Schiefnetter, Martin Reim  
Sitz: Stein, HR B: 6527, Amtsgericht Fürth  
Tel: +49 (0) 911 9965-0  
Fax: +49 (0) 911 9965-856

### 6.1.16 BAUM\_VIVIVOM-INTERNATIONAL GmbH June 2008

**Meeting agenda:**

→ compare “report on the interview”

Date of the recruitment activity: June 2008

Organisation: VIVIVOM-INTERNATIONAL GmbH

Name: Mr. Günter Schlagowski

Function:

Type of organisation: private fleet / lease fleet  
(lease, utility vehicles, public transport, public, policy makers)

Objective of networking meeting  
(recruitment meeting or other networking activity)

Recruitment meeting

Report:

- Mailing within the B.A.U.M. network (German text of the Mail see below)
  - Short information about the FLEAT project and benefits of participation (see text of the Email in German below)
  - Leaflet “project information FLEAT” in German
  - LOI with short questionnaire regarding the interests for implementing pilot actions
- Response by Mr. Schlagowski (German text of the mail see below)
  - Asked for further information
  - Information about the activities by VIVICOM regarding the efficiency of business trips and offer to use the software of VIVICOM (aiming at the improvement of the efficiency of business trips)

Follow up: actions for FLEAT partner and stakeholder

### Mailing within the Network of B.A.U.M.

Sehr geehrte Damen und Herren,

wir möchten Ihnen als B.A.U.M-Mitgliedsunternehmen die Teilnahme am FLEAT-Projekt empfehlen.

FLEAT (FLeet Environmental Action & AssessmenT) ist ein EU-Projekt, das Kommunen und Unternehmen dabei unterstützt, ihre Fuhrparks energieeffizienter und zukunftsorientierter zu betreiben.

Wir wissen, dass Ihr Unternehmen dem Thema Klimaschutz sehr aufgeschlossen gegenübersteht und dass bereits viele Aktivitäten im Gange sind. FLEAT kann dazu einen weiteren Beitrag leisten. Fuhrparks, die an FLEAT teilnehmen, setzen Maßnahmen zur CO<sub>2</sub>-Minderung um, die sie aus einem international erarbeiteten Maßnahmenkatalog auswählen können. Die Umsetzung dieser Maßnahmen findet 2009 statt. Ziel ist es, die gemachten Erfahrungen als Best Practice - Beispiele aufzubereiten und international zu verbreiten. Unser Netzwerkpartner B.A.U.M. Consult ist deutscher Projekt-Partner und Betreuer der Pilotflotten. Wir können die teilnehmenden Fuhrparks/Fahrzeugflotten im Rahmen des Projektes unterstützen, in dem wir bei Auswahl und Zuschnitt der Maßnahmen helfen, Zugang zum derzeitigen Stand der Technik verschaffen, den Umsetzungs- und Monitoringprozess begleiten und die Aktivitäten durch entsprechende Medienarbeit in der Öffentlichkeit darstellen. Zudem haben Projekt-Teilnehmer die Möglichkeit, sich auf Veranstaltungen und Kongressen zu nachhaltiger Mobilität darzustellen.

Wir würden uns sehr freuen, wenn Ihr Unternehmen als eine von 6 deutschen Pilotflotten teilnehmen würde.

Wenn Sie Interesse an einer Teilnahme haben, bitte wir Sie, die beigefügte unverbindliche Interessenbekundung samt Kurzfragebogen zurückzusenden. Daraus können wir Ihre Interessenschwerpunkte ersehen und dann gemeinsam mit Ihnen bzw. den entsprechenden Verantwortlichen in Ihrem Hause eine geeignete Vorgehensweise und maßgeschneiderte Maßnahmen definieren.

Für Fragen steht Ihnen gerne zur Verfügung:

Stefanie Hofmann  
Marketing & Kommunikation

B.A.U.M. Consult GmbH  
Gotzinger Str. 48-50  
81371 München

Tel. +49-89-18935-250  
Fax +49-89-18935-199  
E-Mail [s.hofmann@baumgroup.de](mailto:s.hofmann@baumgroup.de)

Über Ihre Mitwirkung würden wir uns sehr freuen.

Mit freundlichen Grüßen  
B.A.U.M. e.V.

Bundesdeutscher Arbeitskreis für Umweltbewusstes Management (B.A.U.M.) e. V.  
Vorstand: Professor Dr. Maximilian Gege (Vorsitzender)  
Dr. Peter C. Mohr (stellv. Vorsitzender, Schatzmeister)  
Martin Oldeland  
Eingetragen beim Vereinsregister des Amtsgerichts Hamburg Nr. VR 11468  
Ust. IdNr.: DE 118713439  
B.A.U.M. ist vom Finanzamt als gemeinnützig anerkannt, Spenden sind steuerabzugsfähig.

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**Response: VIVICOM-INTERNATIONAL GmbH**

Sehr geehrte Frau Hoffmann,

bitte senden Sie mir die Unterlagen mit Preisen etc. zu, damit ich sehen kann wie sich dieses preislich und organisatorisch auswirken kann.

Zugleich erinnere ich an die wesentlich größere CO2 Reduzierung, der Effizienz bei Geschäftsreisen. Habe Euch die Nutzung der Software VIVICOM angeboten. Ihr Chef weiß darüber Bescheid. Nur keine Reaktion bis heute.

Mit freundlichem Energiespargruß  
Günter Schlagowski  
g.schlagowski@vivicom.de

### 6.1.17 BAUM\_Hermes Logistik GmbH & Co. KG 2 June 2008

**Meeting agenda:**

→ Compare “report of the interview”

Date of the interview: 02.06.2008

Organisation: Hermes Logistik GmbH & Co. KG

Name: Dr. Johannes Merck

Function: Director Corporate Responsibility

Type of organisation: Logistic company with utility vehicles / fleet

Objective of networking meeting  
(recruitment meeting or other networking activity)

- Recruitment meeting and other networking activity

Report on the interview:

- Presentation of the project FLEAT and the benefits to participate in it.
- Discussion about the possibilities and benefits for Hermes Logistik GmbH & Co. KG to participate in the FLEAT pilot actions.
- Furthermore, it was discussed whether and how, Hermes Logistik GmbH & Co. KG could be integrated in the network focussing on sustainable mobility in companies (the sustainable mobility leadership forum), which will be established after the congress about sustainable mobility in the beginning of 2009.

Follow up: actions for FLEAT partner en stakeholder

- Hermes Logistik GmbH & Co. KG will check its possibilities and the benefits for participating in the pilot actions of the FLEAT project.

### 6.1.18 BAUM\_DB rent GmbH (part of the business segment DB Fuhrpark) juli 2008

**Meeting agenda:**

→ compare “report on the interview”

Date of the recruitment activity: July 2008

Organisation: DB rent GmbH (part of the business segment DB Fuhrpark)

Name: Mr. Preusser

Function:

Type of organisation: private fleet / lease fleet  
(lease, utility vehicles, public transport, public, policy makers)

Objective of networking meeting  
(recruitment meeting or other networking activity)

Recruitment meeting

Report:

- First contact at the Bahn-Workshop (Workshop of the Deutsch Bahn AG) between B.A.U.M. and Mr. Preussen (DB rent GmbH), short talk concerning the FLEAT project
  - Short information about the FLEAT project and benefits of participation
- Follow up-email from B.A.U.M. network to Mr. Preussen
  - Further information about the FLEAT project and benefits of participation (see text of the Email in German below)
  - Leaflet “project information FLEAT” in german
  - LOI with short questionnaire regarding the interests for implementing pilot actions

Follow up: actions for FLEAT partner and stakeholder

- Response by DB rent GmbH is expected in the short-term

### Mailing through the Network of B.A.U.M.

Sehr geehrter Herr Preußner,

beim Bahn-Workshop in Halle hatte ich Ihnen schon avisiert, Ihnen zum FLEAT-Projekt eine Info zukommen zu lassen. Wir möchten Ihnen die Teilnahme am FLEAT-Projekt empfehlen. FLEAT (FLEet Environmental Action & AssessmenT) ist ein EU-Projekt, das Kommunen und Unternehmen dabei unterstützt, ihre Fuhrparks energieeffizienter und zukunftsorientierter zu betreiben.

Wir wissen, dass Ihr Unternehmen dem Thema Klimaschutz sehr aufgeschlossen gegenübersteht und dass bereits viele Aktivitäten im Gange sind. FLEAT kann dazu einen weiteren Beitrag leisten.

Fuhrparks, die an FLEAT teilnehmen, setzen Maßnahmen zur CO2-Minderung um, die sie aus einem international erarbeiteten Maßnahmenkatalog auswählen können. Die Umsetzung dieser Maßnahmen findet 2009 statt. Ziel ist es, die gemachten Erfahrungen als Best Practice – Beispiele aufzubereiten und international zu verbreiten.

Unser Netzwerkpartner B.A.U.M. Consult ist deutscher Projekt-Partner und Betreuer der Pilotflotten. Wir können die teilnehmenden Fuhrparks/Fahrzeugflotten im Rahmen des Projektes unterstützen, in dem wir bei Auswahl und Zuschnitt der Maßnahmen helfen, Zugang zum derzeitigen Stand der Technik verschaffen, den Umsetzungs- und Monitoringprozess begleiten und die Aktivitäten durch entsprechende Medienarbeit in der Öffentlichkeit darstellen. Zudem haben Projekt-Teilnehmer die Möglichkeit, sich auf Veranstaltungen und Kongressen zu nachhaltiger Mobilität darzustellen.

Wir würden uns sehr freuen, wenn Ihr Unternehmen als eine von 6 deutschen Pilotflotten teilnehmen würde.

Wenn Sie Interesse an einer Teilnahme haben, bitte wir Sie, die beigefügte unverbindliche Interessenbekundung samt Kurzfragebogen zurückzusenden. Daraus können wir Ihre Interessenschwerpunkte ersehen und dann gemeinsam mit Ihnen bzw. den entsprechenden Verantwortlichen in Ihrem Hause eine geeignete Vorgehensweise und maßgeschneiderte Maßnahmen definieren.

Für Fragen zu FLEAT steht Ihnen gerne zur Verfügung:

Stefanie Hofmann  
Marketing & Kommunikation

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Gotzinger Str. 48-50  
81371 München

Tel. +49-89-18935-250  
Fax +49-89-18935-199  
E-Mail s.hofmann@baumgroup.de

Über Ihre Mitwirkung würden wir uns sehr freuen.

Mit freundlichen Grüßen  
B.A.U.M. e.V.

Bundesdeutscher Arbeitskreis für Umweltbewusstes Management (B.A.U.M.) e. V.

Vorstand: Professor Dr. Maximilian Gege (Vorsitzender)

Dr. Peter C. Mohr (stellv. Vorsitzender, Schatzmeister)

Martin Oldeland

Eingetragen beim Vereinsregister des Amtsgerichts Hamburg Nr. VR 11468

Ust. IdNr.: DE 118713439

B.A.U.M. ist vom Finanzamt als gemeinnützig anerkannt, Spenden sind steuerabzugsfähig.

### 6.1.19 BAUM\_Switchmobility GmbH 3 July 2008

#### Meeting agenda:

→ Compare “report of the interview”

Date of the interview: 03.07.2008

Organisation: Switchmobility GmbH

Name: Rainer E. von Taxis

Function: Sales manager Southern Germany

Type of organisation: producer of small electronic vehicles (LUXX-mobiles)

Objective of networking meeting  
(recruitment meeting or other networking activity)

- Other networking activity (aim: Establishment of a network of different stakeholders having relevant roles in the field of electronic mobility).

Report on the interview:

- Presentation about the project FLEAT, the possibilities to participate and the benefits of participating in the project (compare presentation attached (“FLEAT presentation B.A.U.M. 2<sup>nd</sup> quarter 2008”))
- Discussion about the opportunities to implement LUXX-Mobiles (electronic vehicles produced by Switchmobility)

Follow up: actions for FLEAT partner en stakeholder

- B.A.U.M. will check this opportunity for the implementation of LUXX-mobiles in the region of Allgäu

### 6.1.20 BAUM\_Cities of mobility network 3 july 2008

#### Meeting agenda:

→ Compare “report of the interview”

Date of the interview: 03.07.2008

Organisation: Cities of mobility network

Name: Rainer Rothfuß

Function: Coordinator of international relations

Type of organisation: policy makers  
(lease, utility vehicles, public transport, public, policy makers)

Objective of networking meeting  
(recruitment meeting or other networking activity)

- Other networking activities (Aim: to further elaborate the network of B.A.U.M. of municipalities engaged in sustainable mobility).

Report on the interview

- Presentation about the project FLEAT and its benefits (see presentation (“FLEAT presentation B.A.U.M. 2<sup>nd</sup> quarter 2008”).
- Discussion about electronic mobility in cities focussing on questions such as pollution, traffic-management, planning, climate change.
- Mr. Rothfuß emphasised the specific strengths of electronic vehicles in urban contexts and predicts that the technology will start in cities in the near future.

Follow up: actions for FLEAT partner and stakeholder

- Because of the close relations between the institution “cities for mobility” and the city of Stuttgart, Mr. Rothfuß supports B.A.U.M. to gain the city of Stuttgart as participant in the project FLEAT (compare sheet about the networking activities with the city of Stuttgart).

### 6.1.21 BAUM\_Bundesverband Solare Mobilität 3 July 2008

#### Meeting agenda:

→ Compare “report on the activity”

Date of the interview: 03.07.2008

Organisation: Bundesverband Solare Mobilität

Name: Thomic Ruschmeyer  
Function: President

Name: Tommy Egel  
Function:

Type of organisation: Policy maker

Objective of networking meeting  
(recruitment meeting or other networking activity)

- Other Networking activity (aiming at discussing technical problems concerning infrastructure for e-mobility in cities)

Report on the activity:

- Presentation about the project FLEAT, the possibilities to participate and the benefits of participating in the project (compare presentation attached (“FLEAT presentation B.A.U.M. 2<sup>nd</sup> quarter 2008”)).
- Follow up-discussion with Thomic Ruschmeyer:  
Discussion about the opportunities to enforce the use of electronic vehicles (esp. “pedelecs” (electronic bikes)) and to build the infrastructure to charge the batteries for electronic vehicles) in cities.

Follow up: actions for FLEAT partner and stakeholder

- Collect information about experiences (best practise examples) about how to install “filling stations” for electronic vehicles.
- B.A.U.M. and the Bundesverband Solare Mobilität will check the opportunity to enforce the use of electronic vehicles and to build the infrastructure to charge the batteries in the region “Allgäu”.

### 6.1.22 BAUM\_Switchmobility GmbH 3 July 2008

#### Meeting agenda:

→ Compare “report on the interview”

Date of the interview: 03.07.2008

Organisation: IAV GmbH - Ingenieurgesellschaft Auto und Verkehr

Name: Peter Rauleder

Function: Director

Type of organisation: producer of traffic controlling systems

Objective of networking meeting  
(recruitment meeting or other networking activity)

- Other networking activity aiming to win technical partners for mobility management

Report on the interview:

- Presentation about the project FLEAT, the possibilities to participate and the benefits of participating in the project (compare presentation attached (“FLEAT presentation B.A.U.M. 2<sup>nd</sup> quarter 2008”).
- Discussion about the opportunities to implement innovative mobility management systems

Follow up: actions for FLEAT partner and stakeholder

- B.A.U.M. will check the possibility to implement an innovative mobility management system in the region “Allgäu”.
- Collect information about experiences (best practise) with the installation of GPS-modules for monitoring of battery charging

### 6.1.23 BAUM\_Mc Bike Radmarkt Leonberg 3 July 2008

#### Meeting agenda:

→ Compare “report of the interview”

Date of the interview: 3.7.2008

Organisation: Mc Bike Radmarkt Leonberg

Name: Dirk Pelger

Function: marketing director

Type of organisation: Trading company for pedelecs

Objective of networking meeting  
(recruitment meeting or other networking activity)

- Other networking activity aiming at recruiting technical partners to implement pedelecs in pilot fleets participating in FLEAT.

Report on the interview

- Discussion about the possible target groups of pedelecs (electronic bikes)
- Mr. Pelger gave an overview about the technical state of the art of the development of pedelecs. Result: B.A.U.M. will check this opportunity in the region of Allgäu.

Follow up: actions for FLEAT partner en stakeholder

- Compile a survey about the state of the art of pedelecs (electronic bikes).
- Compile a survey about how to implement pedelecs in public administrations, focussing on best practice examples).

### 6.1.24 BAUM\_adidas AG 10 July 2008

#### Meeting agenda:

→ compare “report of the interview”

Date of the interview: 10.07.2008

Organisation: adidas AG

Name: Dieter Prohaska

Function: Fleet management director

Type of organisation: private fleet of lease vehicles and fleet of utility vehicles

#### Objective of networking meeting

- recruitment meeting

#### Report of the interview:

- Presentation about the project and the benefits of participating in it.
- Discussion about the measures already taken by adidas:
  - Preparation to position the fleet of adidas according to CO2 emissions.
- Analysis of the demands of support to optimise the fleet of the adidas AG. The main interests of the adidas AG are the following:
  - New vehicle technology
    - Environmental friendly procurement of vehicles
  - Alternative fuels
    - Natural gas
  - Eco-driving measures
    - Training of drivers
    - Monitoring the driving behaviour
  - Communication
    - Measures aiming at rising awareness amongst the employees
    - Participation in a network for exchanging experiences
    - Participation in a network for exchanging experiences
- Signature of the Letter of Intend

#### Follow up: actions for FLEAT partner and stakeholder

- Meeting between adidas AG and B.A.U.M. Consult. Aim: discussion of possible pilot actions.

#### Mail with information to adidas AG:

Sehr geehrter Herr Prohaska,  
zunächst bedanke ich mich für Ihre Bereitschaft am FLEAT-Projekt teilzunehmen und Ihr Vertrauen, unserer Kooperation gegenüber anderen Optionen diese Aufmerksamkeit zu widmen.

Zum weiteren Vorgehen gebe ich Ihnen im Anschluss an unser Telefonat heute Nachmittag folgende Informationen:

Sie hatten Interesse zu folgenden Pilot-Maßnahmen angegeben:

#### 1 Umweltfreundliche Beschaffung von Fahrzeugen:

Hierzu gibt es bereits ausgearbeitete Kaufberater sowohl zum PKW- als auch zum Nutzfahrzeugbereich. Anliegend finden Sie eine pdf vom VCD, die die Bewertungskriterien der Auto-Umweltliste beschreibt. Und eine Topten-Liste. Die aktuelle vollständige Liste 2008/2009 erscheint am 23.8.2008. Ich werde diese gebührenpflichtige Liste, in der aktuelle 350 Modelle bewertet sind, dann für Sie besorgen und zur Verfügung stellen. Solange können Sie auch unter folgenden internet-Seiten einmal stöbern:

<http://www.besser-autokaufen.de/transporterkaufberatung.html>

<http://www.besser-autokaufen.de/>

Weitere Anreizmodelle, um Dienstwagenauswahl in die umweltgerechte Richtung zu lenken (z.B. Downsizing) kann ich Ihnen zu einem späteren Zeitpunkt einmal vorstellen.

#### 2. Alternative Treibstoffe:

Hier interessierten Sie sich für Erdgas

Um sich grundsätzlich über die Vorteile (Umwelt und Wirtschaftlichkeit) zu informieren, empfehle ich Ihnen [www.gibgas.de](http://www.gibgas.de)

Speziell zum Standort Herzogenaurach können wir konkreter ins Gespräch kommen. Meiner Recherche zu Folge sind die Stadtwerke grundsätzlich an dem Bau einer Erdgastankstelle (Standort offen, könne n der Nähe ihre Outlets liegen) interessiert. Da der Vorlieferant allerdings keine finanziellen Anreize gibt, stockt die Sache, Wenn Sie als potentieller Großkunde hier eine Bereitschaft signalisieren, könnte der Stein ins Rollen kommen. Also hier könnten wir konkret auch die Infrastruktur vor Ort beeinflussen. Als Nachteil ist allerdings zu sagen, dass es zum Deutschlandweiten Tanken keine SystemTankkarte gibt die überall gültig ist. Andere Flottenbetreiber haben diese Nachteile aber bereits individuell gelöst, was ich Ihnen ggf. weiterleiten könnte.

#### 3. Im Bereich Eco-driving- Maßnahmen

Werde ich Ihnen bis Ende August eine Liste zusammenstellen von möglichen Schulungsanbietern, bei denen Sie diese Maßnahmen durchführen können. Im Rahmen des Projektes kann dies nicht finanziert werden.

Auch hier gibt es interessante Vorbilder, wie europäische Partner Ihre Mitarbeiter auf die Nutzung öffentlicher Verkehrsmittel lenken.

#### 4. Zur Kommunikation

Wir werden im nächsten Jahr eine Konferenz zu dem Thema veranstalten, auf der Sie sowohl Ihre Pilotmaßnahme vorstellen können, als auch von den Best-Practise-Beispielen anderer profitieren können. Auf weiteren Kommunikationsmaßnahmen können wir bei unserem Gespräch im August noch mal eingehen.

#### 5. Dokumentation

Um nachvollziehen zu können, welchen (vorher-nachher)-Effekt die Pilotmaßnahmen in ihrem Betrieb ausgelöst haben, werden wir uns in unserem Gespräch bei Ihnen vor Ort auf die Erfassung bestimmter Parameter verständigen, z.B: aktueller Verbrauch Ihrer Flotte, die wir teilweise für Sie auch hinsichtlich der Umweltrelevanz auswerten (CO<sub>2</sub>-Ausstoß oder ä.). Auch ökonomische Effekte sind in der Betrachtung.

Eine genaue Vorschlags-Liste mit geeigneten Parametern, die unsere europäischen Partner erarbeiten wollen, liegt mir selbst auch noch nicht vor:

#### 6. Zum Zeitplan

Nach meinem Urlaub werde ich mich Anfang August bei Ihnen zwecks Terminabsprache (Ende August bei Ihnen vor Ort) bei Ihnen melden. Bis dahin hoffe ich die angesprochene Auto-

Umweltliste mitbringen zu können und die sogenannte Toolbox also so ein umfanglich Beratungshandbuch zu verschiedenen Fragen umweltgerechten Flottenbetriebes (allerdings auf englisch), das unsere europäischen Partner derzeit erarbeiten. Im Anhang finden Sie auch eine englische Skizze (FLEAT-Manual), zu welchen Bereichen Hilfestellungen ausgearbeitet werden. Bei unserem Treffen sollten wir uns auf konkrete Pilotaktionen verständigen, die Ihnen besonders wichtig sind und bei denen wir Ihnen tatsächlich weiterhelfen können. Auch Ihre Wünsche zur Kommunikation können wir dabei klären.

Ende 2008 / Anfang 2009 sollten Sie mit der Maßnahme starten und zu Beginn die Parameter der Ausgangssituation erfassen. Da wir im Rahmen des Projektes nur einer geringen Zahl von Flotten dieses individuelle Betreuungsangebot machen, werden wir unsere Unterstützung auch Ihrem Bedarf entsprechend ausrichten, d.h. die nötigen Hilfestellung können wir entlang der Umsetzung anpassen.

Ich hoffe, ich konnte Ihnen fürs Erste meine Vorstellung von unserer künftigen Zusammenarbeit etwas veranschaulichen. Ich freue mich auf unser persönliches Gespräch Ende August und verbleibe mit besten Grüßen auch an Ihren Kollegen,

Michael Wedler

B.A.U.M. Consult GmbH  
Gotzinger Str. 48/50  
81371 München

Tel.: +49 (0)89 189 35 210  
mobil: 0175 22 64 654  
Fax: +49 (0)89 189 35 199  
m.wedler@baumgroup.de

## 6.1.25 BEMAG

### Meeting agenda:

Meeting Agenda and Invitation

Liebe Bemag / EE Mitglieder

Der Termin und der Ort für das Treffen aller Teilnehmer an den EU – Projekten steht jetzt fest.  
Wir treffen uns am **13.August** im **Bräuhaus Maxlrainer in der Aiblingerstraße 1 D-83104 Tuntenhausen.**

Wir möchten pünktlich um 9:00 mit dem Programm beginnen.

Begrüßung

Referate von Hr. Ferner der Fa. TOP zum Thema Biodiesel oder Pflanzenöl als Treibstoff für Busflotten

sowie Hr. Kolb von der Fa. Mixtelematics über Telematiclösungen zur Treibstoffreduktion und Fahrerüberwachung als Lösungsansätze zur Reduktion von CO<sup>2</sup> Emissionen.

Herr Gremm zum Thema Fahrerschulung

Internetlinks:

[www.tpogmbh.de](http://www.tpogmbh.de)

[www.mixtelematics.com](http://www.mixtelematics.com)

Wir möchten den Teilnehmerkreis bewusst eher klein halten, damit es auch zu Diskussionen und Erfahrungsaustausch kommen kann.

Bitte teilt mir bis 31.7. mit wie viel Personen ihr an der Veranstaltung teilnehmen werdet. Solltet ihr persönlich verhindert sein schickt bitte eine kompetente Vertretung.

Kosten entstehen nur für die persönliche Verpflegung und eventuelle Übernachtung.

Übernachtungsmöglichkeit: **Hotel "Zur Post". Gehrerstr. 83059 Kolbermoor. Tel. (08031)91085**

Mail: [r.herold@bemag.at](mailto:r.herold@bemag.at)

Web: [www.bemag.at](http://www.bemag.at)

GF Alois Rathgeb \* FN 267809g \* Firmenbuch Innsbruck \* Ust - Id: ATU61385879

<p>Objective of networking meeting Information of the BEMAG Members about the state of the art of FLEAT, Dissertations about CO<sup>2</sup>-relevant topics: -Mr. Ferner from TOP "Biofuels or vegetable oil as fuel for busfleets", -Mr. Kolb from Mixtelematics "Telematic solutions for reduction of fuel consumption and driver monitoring as a possibility to reduce CO<sup>2</sup>-emissions". -Mr. Gremm "Driver training"</p>
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Report on the interview  
Will be transmitted after the meeting

Follow up: actions for FLEAT partner and stakeholders

### 6.1.26 CRES meeting Hellenic Post

#### Meeting agenda:

10:00 – 10:30	Presentation of CRES Dept of Environment & Transport
10:30 – 11:00	Presentation of Hellenic Post and FLEAT relevant info (fleet size)
11:00 – 11:30	Presentation of FLEAT and relevant opportunities – Give sales document – discuss on pilot action
11:30 – 12:00	Discussion on possible contacts within ETHEL to optimise participation in FLEAT project.

Date of the interview: 15/07/2008

Organisation: Hellenic Post

Name: Mrs Triviza

Function: Head Marketing Dept

Type of organisation: Public  
(lease, utility vehicles, public transport, public, policy makers)

Objective of networking meeting  
(recruitment meeting or other networking activity)

Recruitment meeting for possible participation of Hellenic Post in a FLEAT related pilot action  
(possibly ecodriving).

#### Report on the interview

Mrs Triviza initially was given an oral presentation on CRES and its functions. After that Mrs Triviza gave a rough estimation on the Hellenic Post fleet size (about 500 vehicles in total, about 50 of them passenger cars and the rest mostly light duty vehicles). However she suggested asking the experts for accurate numbers, therefore she will forward relevant e-mail.

Mrs Triviza is very positive on the prospect of collaboration with the frame of FLEAT, however the final decision has to be taken by the CEO of the company.

#### Follow up: actions for FLEAT partner en stakeholder

We shall receive data on the fleet size as well as fuel consumption data (if available) and will prepare another presentation for the CEO of the company. Obviously a second meeting will be required.

### 6.1.27 CRES meeting Proctor & Gamble

#### Meeting agenda:

##### Agenda

15:00 – 15:15	Presentation of CRES Dept of Environment & Transport
15:15 – 15:30	Presentation of Procter & Gamble and FLEAT relevant info (fleet size etc)
15:30 – 15:45	Presentation of FLEAT and relevant opportunities – Give sales document – show format of letter of agreement for pilot action.
15:45 – 16:00	Discussion on possible contacts within Procter & Gamble to ensure participation in FLEAT project.

Date of the interview: 11/07/2008

Organisation: Procter & Gamble Hellas

Name: Mrs Marinela Paida  
Function: Greece IFPM Country Manager

Name: Mr Chatzipanagos Ioannis  
Function: Facilities team

Participation from CRES: M. Zarkadoula, N. Ntaras

Type of organisation: Lease  
(lease, utility vehicles, public transport, public, policy makers)

Objective of networking meeting  
(recruitment meeting or other networking activity)

Recruitment meeting for possible participation of Procter & Gamble in a FLEAT related pilot action (possibly ecodriving).

Report on the interview

Mrs Paida needs more details regarding the financial cost of participating in a pilot action, since this is not funded by the project.

Follow up: actions for FLEAT partner en stakeholder

Details will be given as requested and wait for the company's answer.

### 6.1.28 CRES meeting ETHAL

#### Meeting agenda:

##### Agenda

10:00 – 10:30	Presentation of CRES Dept of Environment & Transport
10:30 – 11:00	Presentation of ETHEL and FLEAT relevant info (fleet size)
11:00 – 11:30	Presentation of FLEAT and relevant opportunities – Give sales document – discuss on pilot action
11:30 – 12:00	Discussion on possible contacts within ETHEL to optimise participation in FLEAT project.

Date of the interview: 13/05/2008

Organisation: ETHEL (thermal buses public fleet transport)

Name: Mr Tsamparlis Nikolaos  
Function: President

Name: Mrs Kanouta Vassiliki  
Function: Special Consultant

Participation from CRES: M. Zarkadoula, G. Zoidis

Type of organisation: Public transport  
(lease, utility vehicles, public transport, public, policy makers)

Objective of networking meeting  
(recruitment meeting or other networking activity)

Recruitment meeting for possible participation of ETHEL in a FLEAT related pilot action (possibly ecodriving).

#### Report on the interview

Mrs Zarkadoula and Mr Zoidis on behalf of CRES gave a presentation and informed the president of ETHEL Mr Tsamparlis on FLEAT and the possibility of participation in a pilot action. Mr Tsamparlis and Mrs Kanouta are interested in training a major part or even all of their drivers in ecodriving through FLEAT.

#### Follow up: actions for FLEAT partner en stakeholder

Financial details must be reviewed on the cost of training before proceeding.

### 6.1.29 CRES Meeting ILPAP

#### Meeting agenda:

##### Agenda

10:00 – 10:30	Presentation of CRES Dept of Environment & Transport
10:30 – 11:00	Presentation of ILPAP and FLEAT relevant info (fleet size etc)
11:00 – 11:30	Presentation of FLEAT and relevant opportunities – Give sales document – show format of letter of agreement for pilot action.
11:30 – 12:00	Discussion on possible contacts within ILPAP to ensure participation in FLEAT project.

Date of the interview: 17/04/2008

Organisation: ILPAP (trolley public fleet transport)

Name: Mr Panagiotis Kanelopoulos  
Function: President

Name: Mr Lykos Dimitris  
Function: Maintenance Supervisor

Participation from CRES: M. Zarkadoula, G. Zoidis

Type of organisation: Public transport  
(lease, utility vehicles, public transport, public, policy makers)

Objective of networking meeting  
(recruitment meeting or other networking activity)

Recruitment meeting for possible participation of ILPAP in a FLEAT related pilot action (possibly ecodriving).

#### Report on the interview

Mrs Zarkadoula and Mr Zoidis on behalf of CRES gave a presentation and informed the president of ILPAP Mr Kanelopoulos on FLEAT and the possibility of participation in a pilot action. Mr Kanelopoulos is very positive regarding such a participation – collaboration and suggested to further discuss the issue in more detail with the company's special consultant Mr. Sofianopoulos.

#### Follow up: actions for FLEAT partner en stakeholder

Arrange a meeting with Mr. Sofianopoulos

### 6.1.30 CRES Meeting ILPAP

#### Meeting agenda:

##### Agenda

10:00 – 10:30	Presentation of CRES Dept of Environment & Transport
10:30 – 11:00	Presentation of ILPAP and FLEAT relevant info (fleet size etc). Review of previous meeting with Mr. kanelopoulos
11:00 – 11:30	Presentation of FLEAT and relevant opportunities – Give sales document – show format of letter of agreement for pilot action.
11:30 – 12:00	Discussion on possible contacts within ILPAP to ensure participation in FLEAT project as well on details of the pilot action.

Date of the interview: 10/06/2008

Organisation: ILPAP (trolley public fleet transport)

Name: Mr Alexandros Sofianopoulos  
Function: Special Consultant

Participation from CRES: M. Zarkadoula, G. Zoidis

Type of organisation: Public transport  
(lease, utility vehicles, public transport, public, policy makers)

Objective of networking meeting  
(recruitment meeting or other networking activity)

Recruitment meeting for possible participation of ILPAP in a FLEAT related pilot action (possibly ecodriving).

Report on the interview

Mrs Zarkadoula and Mr Zoidis reviewed the meeting with the president of ILPAP Mr Kanelopoulos on FLEAT and the possibility of participation in a pilot action.  
There has been a discussion with Mr Sofianopoulos on details of a possible action.  
All participants concluded that such a pilot action (ecodriving for drivers of trolley buses) would require 1-2 vehicles (in total of 360) and availability of about 10 drivers.

Follow up: actions for FLEAT partner en stakeholder

Wait for signature of Letter of Agreement on behalf of ILPAP.

### 6.1.31 CRES Meeting Leaseplan Hellas

#### Meeting agenda:

##### Agenda

09:00 – 09:15	Presentation of CRES Dept of Environment & Transport
09:15 – 09:30	Presentation of Leaseplan and FLEAT relevant info (fleet size etc)
09:30 – 09:45	Presentation of FLEAT and relevant opportunities – Give sales document – show format of letter of agreement for pilot action.
09:45 – 10:00	Discussion on possible contacts within Leaseplan to ensure participation in FLEAT project.

Date of the interview: 16/07/2008

Organisation: Leaseplan Hellas (lease company)

Name: Mrs Elina Tzourou  
Function: International Coordination Manager & Marketing Supervisor

Name: Mr Karasavvas  
Function: Commercial director

Participation from CRES: M. Zarkadoula, N. Ntaras, G. Zoidis

Type of organisation: Lease company  
(lease, utility vehicles, public transport, public, policy makers)

Objective of networking meeting  
(recruitment meeting or other networking activity)

Recruitment meeting for possible participation of Leaseplan in a FLEAT related pilot action (possibly ecodriving).

#### Report on the interview

Mrs Zarkadoula, Mr Ntaras and Mr Zoidis discussed with Mrs Tzourou and Mr Karasavvas on a demonstrative / preliminary pilot action on ecodriving training to 6 of Leaseplan staff members, in order to persuade them to transfer their (positive ) experiences to their customers and that way attract fleets for execution of FLEAT pilot actions.

#### Follow up: actions for FLEAT partner en stakeholder

The demonstrative ecodriving training seminar lasted 2 days (16 & 17 July 2008) and remarks at the end of the training from Leaseplan have been very positive.

### 6.1.32 AEA Meeting Hofer

**Meeting agenda:**

- Presentation of the FLEAT project by the Austrian Energy Agency
- Discussion and identification of potential pilot projects and barriers

Date of the meeting: 4<sup>th</sup> April 2008

Organisation: **Hofer GmbH** (large supermarket chain)

Name: Mr Weber

Function: Division Manager Logistics

Type of organisation: utility vehicles

Objective of networking meeting  
Recruitment meeting  
Presentation of the FLEAT project, identification of potential pilot projects

Report on the interview  
  
Hofer GmbH is interested in ecodriving activities, but it is not possible to deliver the necessary data for monitoring due to a nondisclosure policy regarding all data by the company. Therefore Hofer GmbH will not be participating in the project.

Follow up: actions for FLEAT partner and stakeholder  
  
None

### 6.1.33 AEA Meeting Federal Ministry

**Meeting agenda:**

1. FLEAT presentation
2. Possible pilots
3. Actions

Date of the meeting: 17<sup>th</sup> June 2008

Organisation: **Federal Ministry of Agriculture, Forestry, Environment and Water Management**  
49 participants (see list of participants attached)

Type of organisations: lease, utility vehicles, public transport, public, policy makers, consulting agencies, energy agencies, mobility agencies

Objective of networking meeting  
Networking activity  
Start of the initiative "Fuhrpark der Zukunft" (Fleet of Tomorrow)

Report on the interview

The workshop was organised by the Federal Ministry of Agriculture, Forestry, Environment and Water Management, which is co-financing the FLEAT project.

The objectives of FLEAT and options to carry out pilot projects within FLEAT were presented in a presentation by Mr Robin Krutak, Austrian Energy Agency. Furthermore the partnership of the Austrian Railways with FLEAT was presented in a press conference, which was held in context of the workshop, by Mr Peter Klugar, executive chairman of the ÖBB-Holding AG (Austrian Railways).

There have been other presentations regarding offerings of the ministry for fleets and a "consulting-café" offering advice in all energy relevant topics for fleets.

Follow up: actions for FLEAT partner en stakeholder

The Austrian Railways Group will be carrying out pilot projects in the FLEAT project in the fields energy efficient vehicles and Ecodriving.

Other fleet managers who have been participating in the workshop will be contacted.

The relevant stakeholders of the ministry will be informed about the progress of the FLEAT project.

### 6.1.34 AEA Meeting Leaseplan

**Meeting agenda:**

- Presentation of the FLEAT project by the Austrian Energy Agency
- Presentation of the GreenPlan Activities by Leaseplan
- Options for co-operation

Date of the meeting: 20<sup>th</sup> June 2008

Organisation: **Leaseplan**

Name: Renato Egger  
Function: Operations Director

Name: Thomas Ullrich  
Function: Product Development Manager

Type of organisation: lease, utility vehicles

Objective of networking meeting Networking activity Presentation of the FLEAT project, identification of options for co-operation
---

Report on the interview  Leaseplan is the world's market leader on management of company cars and the biggest brand-independent fleet manager in Austria. The initiative GreenPlan includes similar topics as in FLEAT (for further information in english see <a href="http://greenplan.graymatter.co.uk/">http://greenplan.graymatter.co.uk/</a> ). Leaseplan is interested in the FLEAT project and will offer the participation in the project to the fleet managers they are advising.
--

Follow up: actions for FLEAT partner and stakeholder  Austrian Energy Agency will contact Leaseplan again in September 2008.
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### 6.1.35 AEA Meeting OBB Postbus

**Meeting agenda:**

- Presentation of the FLEAT project by the Austrian Energy Agency
- Discussion and identification of potential pilot projects

Date of the meeting: 2<sup>th</sup> July 2008

Organisation: **ÖBB-Postbus GmbH** (busfleet of Austrian Railway Group)

Name: Ewald Koller  
Function: Division Manager Technics and Logistics

Name: Sabina Wessely  
Function: Division Manager Organisation and Communication

Name: Chrysanth Ebner  
Function: Division Manager Product Management

Type of organisation: public transport

Objective of networking meeting  
Recruitment meeting  
Presentation of the FLEAT project, identification of potential pilot projects

Report on the interview

This was the second recruitment meeting with stakeholders of ÖBB-Postbus GmbH. The project has been presented and discussed earlier in a recruitment meetings with the authorised person for education and the authorised person for procurement. In this meeting 3 relevant stakeholders were participating. Main topic: identification of suitable pilot actions  
Outcomes: ÖBB-Postbus GmbH is interested to participate in the FLEAT project and to carry out several measures in the field mobility management:

- bus on demand: buses will only go to stops aside of the main routes if customers push a button at the stop
- improved vehicle scheduling: long articulated buses shall only be used in peak hours
- improved internal temperature: efficient heating and cooling
- useage of lightweight buses

Follow up: actions for FLEAT partner and stakeholder

Another meeting will take place in August 2008 with the objective to identify concrete application areas for the planned pilot projects.  
The partnership agreement will be signed in September 2008.  
Pilot actions will be carried out.

### 6.1.36 AEA Meeting ÖBB Holding

**Meeting agenda:**

- Presentation of the FLEAT project by the Austrian Energy Agency
- Presentation of earlier ecodriving activities by the Austrian Railways Group
- Discussion and identification of potential pilot projects

Date of the meeting: 9<sup>th</sup> July 2008

Organisation: **ÖBB Holding AG** (Austrian Railways)

Participants: 7 stakeholders of ÖBB Holding AG and 4 different sub-organisations (see proceedings)

Type of organisation: lease, public transport, utility vehicles

Objective of networking meeting Recruitment meeting Presentation of the FLEAT project, identification of potential pilot projects
---

Report on the interview  This was the third recruitment meeting with stakeholders of the Austrian Railways Group. The project has been presented and discussed earlier in two recruitment meetings with the authorized persons for sustainability and environment. In this meeting 9 relevant stakeholders of the different sub-organisations of the ÖBB-Holding AG (Austrian Railways Group) were participating. Main topic: identification of suitable pilot actions Results: The Austrian Railways are interested to carry out several measures with different fleet types: <ul style="list-style-type: none"><li>▪ Ecodriving with passenger cars (&gt;200), utility vehicles (120) and railed vehicles (to be defined)</li><li>▪ Pilot projects with the use of energy efficient vehicles (passenger cars)</li></ul> Furthermore the partnership of the Austrian Railways with FLEAT was presented in a press release (attached) by Mr Peter Klugar, executive chairman of the ÖBB-Holding AG (Austrian Railways).
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Follow up: actions for FLEAT partner en stakeholder  The partnership agreement will be signed in August or September 2008. Pilot actions will be carried out.
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### 6.1.37 Senternovem meeting BPQTRANS

**Meeting agenda:**

- Welcome
- Fleat Project
- Pilots
- Cooperation
- Letter of Intent

Date of the interview: 29 January 2008

Organisation: Qtrans, British Petroleum, General Electric

'patricia@Qtrans.nl'; 'frits.wondergem@ec1.bp.com'; 'job.van.harmelen@tnt.com';  
'brian.frissyn@ge.com'

Name: Patricia de Wilde  
Function: Consultant Qtrans

Name: Frits Wondergem  
Function: Advisor BP

Name: Brian Frissyn  
Function: Advisor General Electric

Type of organisation:  
(lease, utility vehicles, public transport, public, policy makers)  
Utility Vehicles

Objective of networking meeting  
(recruitment meeting or other networking activity)

It was a recruitment meeting to see if pilots were possible

Report on the interview

The meeting consisted of discussions if pilots were possible

Qtrans needed more finance. They want to offer green leasing to small companies.

GE opted for a role in the FEC

BP didn't want a pilot

Follow up:

The stakeholders have looked into the possibilities of a pilot. There weren't any at the moment

### 6.1.38 VITO meeting Flemish-Brabant

**Meeting agenda:**

1. FLEAT presentation
2. Possible pilots
3. Actions

Date of the interview: 14/12/2007

Organisation: Province of Flemish – Brabant, Chamber of Commerce Vilvoorde and Leuven, Business Park managers from Haasrode, Tienen, Landen, Aarschot, InterLeuven.

Name:  
Function:

Name:  
Function:

Type of organisation:  
(lease, utility vehicles, public transport, public, policy makers)

Objective of networking meeting

FLEAT was presented to attendants, followed by a discussion on feasibility, possible bottlenecks and opportunities for cooperation.

Important issue was the funding of the pilot actions. Pilot actions are now paid for by FLEAT for 50% and require an equal share from the companies. This was addressed as a big problem for companies. According to most of the attendants, companies are not willing to pay for a pilot action.

Addresses, phone numbers and names were exchanged. All attending parties expressed their interest to work together in the future and keep each other posted

Report on the interview

Follow up: actions for FLEAT partner en stakeholder

### 6.1.39 M21 meeting VOKA

**Meeting agenda:**

1. FLEAT presentation
2. Possible pilots
3. Actions

Date of the interview: 01/03/08

Organisation: VOKA (Chamber of Commerce)

Name: Joris De Belder  
Function: VOKA Kempen

Name: Kathleen Mariën  
Function: VOKA

Type of organisation:  
(chamber of commerce)

Objective

Getting in contact with possible candidates  
Getting a clear picture on how to approach companies for FLEAT

Report on the interview

VOKA was interested in the project but had some some remarks on the financial side of the story. They recommended us to come up with a very good benefits package for the pilot actions. They thought it will be difficult to convince companies to invest money into a pilot action.

VOKA agreed to send us a few names and contacts of companies whom they think would be interested.

Follow up: actions for FLEAT partner en stakeholder

Contacts and names. Was done by VOKA

#### 6.1.40 M21 meeting KBC

**Meeting agenda:**

1. FLEAT presentation
2. Possible pilots
3. Actions

Date of the interview: 30/04/08

Organisation: KBC (bank)

Name: Werner Franck  
Function: Director Sales and Marketing KBC Autolease

Name: Gilbert De Hertog  
Function: head of HR and Finance KBC Bank and Insurance

Type of organisation: Lease vehicle fleet

Objective of networking meeting  
On this recruitment meeting the boundaries for a pilot action in FLEAT were set.

Report on the interview  
We agreed to send a bid with clear costs and benefits to KBC Bank. KBC already signed a letter of intent but will decide on this bid whether they will sign a partnership agreement or not.

Follow up: actions for FLEAT partner en stakeholder  
Result of approval to be expected in September 2008.

### 6.1.41 M21 meeting PWC

**Meeting agenda:**

1. FLEAT presentation
2. Possible pilots
3. Actions

Date of the interview: 29/05/08

Organisation: Price Waterhouse Cooper

Name: Caroline Pauwels  
Function: HR

Name:  
Function:

Type of organisation: lease fleet

Objective:  
recruitment meeting

Report on the interview

The project was introduced. PWC was interested and will discuss it internally. Results to be expected in September

Follow up: actions for FLEAT partner en stakeholder

Documents on the project were sent.  
Internal discussion ongoing.

### 6.1.42 M21 meeting Vandembrouck/Parliament

**Meeting agenda:**

1. FLEAT presentation
2. Possible pilots
3. Actions

Date of the interview: 29/05/2008

Organisation: Flemish Government

Name: Joris Vandembroucke  
Function: member of parliament, commission of mobility

Name:  
Function:

Type of organisation:  
(lease, utility vehicles, public transport, public, policy makers)

Objective of networking meeting  
recruitment meeting

Report on the interview  
  
The project was introduced and explained. Mr Vandembroucke was very interested and promised to raise the issue in the Commission of Mobility. No results so far.

Follow up: actions for FLEAT partner en stakeholder  
  
They look into further possibilities

### 6.1.43 VITO Network event 9/11/07

#### Networking activity

Roundtable 'Ecodriving and efficient fleet management'

#### Meeting agenda:

Different presentations, among which a presentation on the FLEAT-project by VITO

Date of the event: 09 November 2007

Organisation: Bond Beter Leefmilieu (ngo grouping different environmental organisations)

Name: Tobias Denys

Function: VITO, FLEAT partner

Type of organisation: among the attendees were fleet operators, policy makers, ngo, etc.

#### Objective of networking meeting

Give a presentation about the FLEAT-project

#### Report on the event:

Presentation of FLEAT project and objective of pilot actions: target fleets are large fleets of companies that have already interest in investing in sustainable fleet management.

Presentation resulted in several contacts of interested fleet owners and lease companies, as well as a journalist from a specialised magazine (Fleet & Business)

#### Follow up: actions for FLEAT partner

- VITO will contact BESIX (construction company with a fleet of > 200 passenger cars) to discuss possibilities regarding a pilot project
- VITO will contact Fleet & Business in order to publish an article in the magazine

#### 6.1.44 VITO Network event 14 november 2007

##### Networking activity

Seminar 'Klimaatbewust mobiel? Het kan!' / Move for Climate, demonstrating possibilities of a climate aware mobility management by giving best practices

##### Meeting agenda:

Several best practices presentations on mobility management

Date of the event: 14 November 2007

Organisation: VOKA Vlaams Brabant (Chamber of Commerce)

Name: Tobias Denys

Function: VITO, FLEAT partner

Type of organisation: mainly fleet operators

##### Objective of networking meeting

Networking with interested fleet owners

##### Report on the event:

Different presentations were given regarding mobility management. Prizes were given to the *best in class*, companies that participated in an awareness raising campaign by the Chamber of Commerce of Vlaams Brabant: 'Move for Climate'.

##### Follow up: actions for FLEAT partner en stakeholder

- VITO will contact TNT Belgium (courier service) to discuss possibilities regarding a pilot project

#### 6.1.45 VITO Network event 26 november 2007

##### Networking activity Flemish Climate Conference

##### Meeting agenda:

1. FLEAT presentation
2. Possible pilots
3. Actions

Date of the event: 26 November 2007

Organisation: Flemish Government

Name: Rosine Van Oost  
Function: Flemish Government, Climate policy

Name: Tania Van Mierlo  
Function: Flemish Government, Transport policy

Name: Gilbert De Hertog  
Function: Fleet manager KBC

Name: Leen Govaerts (VITO), Peter Wilbers (Senternovem)  
Function: FLEAT partners

Type of organisation: policy makers, fleet operators

##### Objective of networking meeting

The Flemish Government organises the Climate Conference in follow up of the Flemish Climate policy plan. Two focus of the day are the two sectors (housing and transport) which face serious challenges to reduce CO<sub>2</sub>-emissions. Session on energy efficient fleet management is organised to discuss possible policy measures for promoting energy efficient fleet management.

##### Report on the event:

The session on energy efficient fleet management was attended by +/- 40 participants (policy makers and fleet operators). Three possible measures to promote energy efficient fleet management and the possibility for introduction in Flanders were discussed:

- Platform for energy efficient driving behaviour (inspired on the Dutch Nieuwe Rijden platform)
- Programme for consultancy towards private fleet owners on energy efficient fleet management
- Promotion of mobility package for companies that includes alternative modes in the mobility package offered to employees

During networking time, contacts were made with possible fleet operators for FLEAT pilot actions.

Follow up: actions for FLEAT partner en stakeholder  
Meeting with Flanders Chamber of Commerce to discuss recruitment of fleet operators for FLEAT pilot actions  
Follow up of conclusions of Flemish Climate conference for further implementation policy measures in revised Climate action plan directed to energy efficient fleet management.

#### 6.1.46 TRT Network Nestlè Waters Group

##### Agenda

1. FLEAT presentation
2. Possible pilots
3. Actions

NESTLE' WATERS Sustainable Logistics Workshop  
Madone (BG) - Italy

Date of the interview: 20-03-2008

Organisation: Nestlè Waters Group – Madone (BG)

Type of organisation: production and distribution of bottled waters;

##### **Objective of networking meeting**

FLEAT and IEE programme presentation to Logistic Managers of the Nestlè Waters Group (networking activity)

##### **Report on the networking activity**

Several representatives and logistic managers in several Nestlè Waters branches and subsidiaries attended the workshop with the aim of discussing the Group's strategy and prospective solutions for sustainable logistic.

TRT was invited together with representatives from IVECO and VOLVO.

The powerpoint presentation by Enrico Pastori is given in attachment to this report.

Invited speakers had their presentations singularly to the participants. The role of TRT and FLEAT was discussed in conjunction with the availability o test vehicles (HDV) from IVECO or VOLVO for the Italian pilot action. Representatives from other branches gave their support/suggestion to the Italian branch SANPELLEGRINO and its transport provider Koinè to better design and implementing the pilot action.

##### **Follow up:**

Detailed technical proposal to the Italian branch.

#### 6.1.47 VITO Network event 18 april 2008

##### Networking activity

Steering group of the Platform 'Ecological, Energy Efficient and Safe Driving behaviour and Sustainable Fleet Management', also called 'Ecodriving and Sustainable Fleet Management'.

##### Meeting agenda:

Introduction of the Platform and the members of the Steering Group

Date of the event: 18 April 2008

Organisation: Bond Beter Leefmilieu (ngo grouping different environmental organisations)

Name: Tobias Denys

Function: VITO, FLEAT partner

Type of organisation: among the members of the steering group are policy makers, ngo (environment and road safety).

##### Objective of networking meeting

Represent VITO and the FLEAT-project

##### Report on the event:

The Platform has as objective to group the different key actors regarding ecodriving and sustainable fleet management in Flanders/Belgium, in other words to form an open network on these topics. This will be done by developing a website (with a newsletter, information, links, ...), organising events (seminars, round tables, ...) on different topics, etc.

##### Follow up: actions for FLEAT partner

- no immediate actions. VITO will participate actively in the Platform, and FLEAT will provide valuable input but will also have a forum for dissemination actions.

#### 6.1.48 VITO meeting BESIX

##### Networking activity

Meeting BESIX - VITO

##### Meeting agenda:

- Presentation of FLEAT project (VITO)
- Discussion on cooperation for FLEAT pilot actions

Date of the event: 28 April 2008

Organisation: BESIX

Name: Bart Van Wieringen

Function: BESIX, Engineer Environment

Name: Tobias Denys

Function: VITO, FLEAT partner

Type of organisation: construction company

##### Objective of networking meeting

Discuss cooperation of BESIX in pilot action

##### Report on the event:

Presentation of FLEAT project and objective of pilot actions.

Discussion on what topic a FLEAT pilot action might have for BESIX.

Result: BESIX would like to make an inventory of their fleet, analyse the environmental performance of the fleet by means of several indicators (eg. ecoscore, CO2-emissions, ...). BESIX would also like to integrate environmental criteria in its car policy.

##### Follow up: actions for FLEAT partner en stakeholder

- VITO will prepare a project proposal regarding the inventory and analysis of the fleet, as well as integrating criteria in the car policy (end of 05/2008)

#### 6.1.49 VITO meeting TNT

##### Networking activity

TNT

##### Meeting agenda:

- Presentation of FLEAT project (VITO)
- Discussion on cooperation for FLEAT pilot actions

Date of the event: 28 April 2008

Organisation: VITO

Name: Piet Pyren, Hans Drnic, Rob Van Vulpen

Function: TNT: Industrial engineer, Environmental coordinator, Purchase manager

Name: Tobias Denys

Function: VITO, FLEAT partner

Type of organisation: courier service

##### Objective of networking meeting

Discuss cooperation of TNT in pilot action

##### Report on the event:

Presentation of FLEAT project and objective of pilot actions.

Discussion on whether TNT Benelux would like to participate in a pilot action. TNT Netherlands is already quite active regarding pilot actions, and is not interested in the exposure and networking possibilities FLEAT offers. TNT Netherlands seems reluctant to participate, TNT Belgium has more interest, since they lack pilot actions and exposure. They prefer to participate in a European project with trustworthy partners (such as VITO). First idea is to have an ecodriving course organised for one of their depots, and monitor the driving behaviour during longer time by means of an on board datalogger.

##### Follow up: actions for FLEAT partner and stakeholder

- another meeting is to be held, at the VITO-office (beginning of 06/2008)
- TNT Belgium will check what the possibilities are

### 6.1.50 VITO & M21 Network event KBC

#### Networking activity

Meeting KBC Autolease & KBC Bank – VITO & Mobiel 21

#### Meeting agenda:

- Presentation of FLEAT project (VITO & Mobiel 21)
- Discussion on cooperation for FLEAT pilot actions

Date of the event: 30 April 2008

Organisation: KBC Autolease & KBC Bank

Name: Werner Franck

Function: KBC Autolease, Director Sales and marketing

Name: Gilbert Dehertog

Function: KBC Bank, Head HR Finances

Name: Tobias Denys

Function: VITO, FLEAT partner

Name: Jan Christiaens

Function: Mobiel 21, FLEAT partner

Type of organisation: lease company and bank

#### Objective of networking meeting

Discuss cooperation of KBC Bank in pilot action, together with their lease company

#### Report on the event:

Presentation of FLEAT project and objective of pilot actions.

Discussion on what topic a FLEAT pilot action might have for KBC Bank.

Result: KBC Bank would like to have a feedback system for their drivers, in order to inform them on their fuel consumption (via a web application). This way the effect of the course on ecodriving might have a larger impact. KBC Bank would also like to extend their mobility management measures to further decrease their CO2-emissions.

#### Follow up: actions for FLEAT partner

- VITO will prepare a project proposal regarding the feedback system (beginning of 06/2008)
- Mobiel 21 will prepare a project proposal regarding the extension of the mobility management measures (beginning of 06/2008)

### 6.1.51 VITO Network event TNT

#### Networking activity

Meeting TNT - VITO

#### Meeting agenda:

- Presentation of FLEAT project (VITO)
- Discussion on cooperation for FLEAT pilot actions

Date of the event: 16 June 2008

Organisation: TNT

Name: Piet Pyren, Hans Drnic, Thomas Goossens

Function: TNT: Industrial engineer, Environmental coordinator, Industrial engineer

Name: Tobias Denys

Function: VITO, FLEAT partner

Type of organisation: courier service

#### Objective of networking meeting

Discuss cooperation of TNT in pilot action

#### Report on the event:

Presentation of FLEAT project and objective of pilot actions.

Discussion on whether TNT Belgium would like to participate in a pilot action. Preliminary idea of the previous meeting (to have an ecodriving course organised for one of their depots, and monitor the driving behaviour during longer time by means of an on board datalogger) is withheld. TNT has this type of dataloggers installed in their vehicles, but not fully connected.

#### Follow up: actions for FLEAT partner and stakeholder

- another meeting is to be held between technical people, discussing the possibilities of the already installed data logger (representatives from VITO, TNT, and technology provider must be present) (beginning of 07/2008)
- Based on the outcome of the technical meeting, a project proposal will be prepared (ASAP)

### 6.1.52 SenterNovem meeting TNT

#### Meeting agenda:

Date of the interview: 3-12-2007

Organisation: TNT

Name: Job van Harmelen  
Function: Advisor

Name: Karin tn Hage  
Function: Advisor

Type of organisation: utility vehicles  
(lease, utility vehicles, public transport, public, policy makers)

Objective of networking meeting:  
(recruitment meeting or other networking activity)

The main goal is to see if TNT is interested in the FLEAT project or in one of the other projects of SenterNovem.

#### Report on the interview:

- Introduction of the FLEAT project.
- Possibilities for cooperation: The fleet of TNT consist of trucks, minivans and cars. They all have a tracking system linked to individual drivers. TNT could also be part of the FEC.
- Explanation of pilot actions: A relevant pilot for TNT would be a project on ecodriving. The data from the tracking system can be used in a (joined) research by SenterNovem. Especially data from truck drivers and minivan drivers will be interesting.
- Possible barriers for participation: There might be some reserve in signing a letter of commitment and in providing the tracking data for SenterNovem.
- Suggestions: none.

Follow up:  
Actions for FLEAT partner en stakeholder.

TNT will discuss in internally to see if a pilot is possible  
Result: It isn't

### 6.1.53 SenterNovem Network event 14 december 07

#### Meeting agenda:

Date of the interview: 14/12/2007

Organisation: Province of Flemish – Brabant, Chamber of Commerce Vilvoorde and Leuven, Business Park managers from Haasrode, Tienen, Landen, Aarschot, InterLeuven.

Name:  
Function:

Name:  
Function:

Type of organisation:  
(lease, utility vehicles, public transport, public, policy makers)

#### Objective of networking meeting

FLEAT was presented to attendants, followed by a discussion on feasibility, possible bottlenecks and opportunities for cooperation.

Important issue was the funding of the pilot actions. Pilot actions are now paid for by FLEAT for 50% and require an equal share from the companies. This was addressed as a big problem for companies. According to most of the attendants, companies are not willing to pay for a pilot action.

Addresses, phone numbers and names were exchanged. All attending parties expressed their interest to work together in the future and keep each other posted

#### Report on the interview

#### Follow up: actions for FLEAT partner en stakeholder

### 6.1.54 Senternovem meeting Shell

**Meeting agenda:**

1. Fleet presentation
2. Possible pilots
3. Actions

Date of the interview: 4 April 2008

Organisation: Shell

Name: Ewout Rooda  
Function: Fuels Category Manager - Benelux

Name: Klaas Engelsma  
Function: Communications Manager Benelux & France

Name: Iris Lacorn  
Function: Global Monitoring & Tracking Retail Fuels & Forecourt

Type of organisation: fuel & energy company  
(**lease, utility vehicles**, public transport, public, policy makers)

Objective of networking meeting  
(recruitment meeting or other networking activity)  
  
recruitment meeting (intermediary party)

Report on the interview

- Introduction to the FLEAT project
- Explanation of pilot actions
  - Shell is interested in participating in a FLEAT pilot on ecodriving
  - Shell has companies as clients to monitor a.o. their gas use, with the objective to save energy
  - They have a number of client companies that might be interested in a pilot project on ecodriving
  - Monitoring would not be difficult because Shell has an administrative system in use for these clients
- Possible barriers for participation
  - The cost of training

Follow up: actions for FLEAT partner and stakeholder

- SN will send Shell more information on FLEAT, to that they can inform their clients

### 6.1.55 SenterNovem meeting Prodrive

**Meeting agenda:**

1. Fleet presentation
2. Possible pilots
3. Actions

Date of the interview: april 11, 2008

Organisation: Prodrive

Name: Joris Smulders  
Function: Salesmanager

Name: Suzan Reitsma  
Function: Advisor (SenterNovem)

Type of organisation: drive style trainer  
(**lease**, utility vehicles, public transport, public, policy makers)

Objective of networking meeting  
recruitment meeting

Report on the interview

This was a first meeting with prodrive to see if prodrive and Fleet could help each other. It wasn't clear yet wat Fleet hadf to offer. The meeting resulted in good intentions and a new meeting when thing were more clear.

Prodrive has created a module to show the effectiveness of drive style trainings. This could be very useful for the pilots in the fleet projects. Due to their role as trainer they have unique links to the field.

Follow up: actions for FLEAT partner en stakeholder

Fleet partner SenterNovem will look into the possibilities to help possible pilots. There will be a new meeting when this is clear.

### 6.1.56 SenterNovem Network event 26 may 2008

**Meeting agenda:**

1. FLEAT presentation
2. Possible pilots
3. Actions

Date of the interview: 26-05-08

Organisation: local governments

Name:

Bart van Loon, gemeente Dordrecht, Policy Advisor

Robert de Bruijn, VCC ZHZ, Policy Advisor

Erna Hilbers, Miliedienst IJmond, Policy Advisor

Paul Vonk, gemeente Amsterdam, Policy Advisor WvdV Amsterdam

Frederik Leenders, gemeente Utrecht, Policy Advisor

Michiel de Voogd, gemeente Tilburg , projectmanager WvdV Tilburg

Marion Meijer, Milieuddefensie, coordinator WvdV

Organisation: SenterNovem

Name:

Vivienne Tersteeg, advisor

Alex Mellema, advisor:

Type of organisation:

(lease, utility vehicles, public transport, public, **policy makers**)

Objective of networking meeting  
(recruitment meeting or other **networking activity**)

The meeting was an initiative by SenterNovem & Sustainability Platform to organise meetings with companies for the European Mobility Week on the theme "handling mobility differently". Regions will organise their own seminars and use each others ideas to create one message.

The municipalities will use the following themes: greener fleets, smart work, training and cooperation with leading companies. They will use this meetings for setting up Fleet pilots.

Follow up: actions for FLEAT partner en stakeholder

- 24-06-2008; next meeting

### 6.1.57 SenterNovem meeting Terberg

**Meeting agenda:**

1. FLEAT presentation
2. Possible pilots
3. Actions

Date of the interview: Tuesday 5 June 2008

Organisation: Different parties, from local government to SME

Name: Susan W.M. van den Berg

Function: Advisor SenterNovem

Type of organisation:

(lease, **utility vehicles, public transport**, public, **policy makers**)

Objective of networking meeting  
(recruitment meeting or other networking activity)

networking activity

Report on the interview

SenterNovem organise every year and conference in which interesting projects will be introduced to its broad clientele. "Het Nieuwe Rijden", an eco-driving stimulation program was also present. The goal was to enthuse different visitors of this conference to start eco-driving or to spread the word in their own organisation.

Follow up: actions for FLEAT partner en stakeholder

Visitors that want to introduce eco-driving toward their organisation can contact the program. If it's an interesting party for FLEAT than it will be reported.

### 6.1.58 SenterNovem meeting Yacht

**Meeting agenda:**

1. FLEAT presentation
2. Possible pilots
3. Actions

Date of the interview: 19 June 2008

Organisation: Yacht

Name: de heer Bernhard Peters  
Function: HRM

Name: Alex Mellema  
Function: Advisor SenterNovem

Type of organisation: Staffing and Recruiting  
(lease, utility vehicles, public transport, public, policy makers)

Objective of networking meeting  
(recruitment meeting or other networking activity)

recruitment meeting

Report on the meeting

- Introduction to the FLEAT project
- Explanation of pilot actions
  - Yacht has a big fleet, around 3,000 cars (including Randstad and other subsidiaries)
  - Yacht might be interested in an ecodriving project, after first testing ecodriving on the simulator
  - Communication important to promote pilot and ecodriving
- Possible barriers for participation
  - The cost of training

Follow up: actions for FLEAT partner and stakeholder

- SenterNovem will send information on FLEAT
- In September 2008 further discussions

### 6.1.59 SenterNovem Network event 1 July 2008

**Meeting agenda:**

1. FLEAT presentation
2. Possible pilots
3. Actions

Date of the meeting: Tuesday 1 July 2008

Organisation: CITO, Prodrive Training, Green Dino, VTL, VVCR, Leaseplan Netherlands, ANWB test- and training centre and GREENLease/TerBerg Leasing

Name: Susan W.M. van den Berg  
Function: Advisor SenterNovem

Type of organisation:  
(lease, utility vehicles, public transport, public, policy makers)

Objective of networking meeting  
(recruitment meeting or other networking activity)  
networking activity

Report on the interview  
This was a meeting about the possibilities to introduce new training methods of Eco-driving to different parties varying from civilians to companies. With as goal more people in the Netherlands will be trained in Eco-driving.

Follow up: actions for FLEAT partner en stakeholder  
SenterNovem will try to find better ways to win more civilians and companies by for example to tender for ideas. The best ideas will be implemented.

### 6.1.60 SenterNovem meeting TNO

**Meeting agenda:**

4. Fleet presentation
5. TNO presentation
6. Possible pilots
7. Actions

Date of the interview: 3 July 2008

Organisation: TNO

Name: Suzanne de Vos-Effting  
Function: CSR officer TNO

Name: Leendert van Ingen  
Function: Head of Operations Service Center TNO

Name: Sonja Munnix  
Function: Advisor SenterNovem

Type of organisation: research institute  
(lease, utility vehicles, public transport, public, policy makers)

Objective of networking meeting  
(recruitment meeting or other networking activity)  
  
recruitment meeting

Report on the interview

- Introduction to the FLEAT project
- Introduction on TNO fleet and goals on sustainability
  - Energy & buildings as sustainable as possible
  - Sustainable purchasing important
  - Mobility as sustainable as possible
  - TNO fleet consists of 250 – 300 lease cars
  - Two lease companies, Athlon & ING Carlease
  - Also some rental cars for employees to use
- Explanation of pilot actions
  - TNO is interested in participating in a FLEAT pilot on ecodriving
  - Possibly at first a part of the total fleet, those that drive most kilometers
  - After the first results the project can then be increased to the total fleet
  - Corporate communication is very important to TNO
  - Monitoring will be fairly easy, because they have this knowledge in the house and want to use their staff for monitoring to get internal support
  - TNO is also looking at the possibilities to set up a leasing policy only allowing A/B/C label cars to be leased
- Possible barriers for participation
  - The cost of training
  - Convincing the Board of Directors to invest in this project

- Signing the partnership agreement (because it all makes it very formal)

Follow up: actions for FLEAT partner and stakeholder

- SN will send TNO more information on setting up leasing policy
- SN will send TNO a report on an ecodriving project of a similar company, to demonstrate what kind of information they could get from this
- TNO will think about pilot project and discuss internally

**6.1.61 SenterNovem Network event 15 July 2008**

**Meeting agenda (FLEAT part of the meeting):**

- 8. FLEAT presentation
- 9. Fleet management operations
- 10. Possible FLEAT pilots
- 11. Actions

Date of the event: 15 July 2008

Participants

Name	Organisation
Dhr. C. Hoefsloot	PhoneHouse
Jack Knol	CapGemini
Fred Reinhard	KPN
Rogier van den Berg	DHV
Annemarie Imbens	CliniClowns
Henk Bölten	Rohde & Grahl BV
Jan Lugtenberg	Van Hoogevest Ontwikkeling BV
Peter Ingels	Berghotel Amersfoort BV
Henk van Nieuwkerk	Klomp Verenigde Bedrijven BV
Ton de Gans	Drukkerijk de Gans
Henny Kuipers	Theo Pouw groep

Type of organisation: diverse  
(lease, utility vehicles, public transport, public, policy makers)

Objective of networking meeting  
(recruitment meeting or other networking activity)

other networking activity

Report on the interview

- Introduction to the FLEAT project
- Fleet management operations and company policy, some interesting items:
  - Energy efficiency or ecodriving is not yet part of policy of participating companies, some have policy on A/B/C labelled cars
  - Half of the fleets is operated by lease, the other half is operated by a special fleet management company that serves as an intermediary between company and lease
  - Companies with utility vehicles are very interested in energy efficiency but do not have much time or money to invest
- Explanation of pilot actions
  - Some companies might be interested, but most companies are too small (fleets do not meet the target number)
- Possible barriers for participation
  - The number of cars in the fleet
  - The cost of training

Follow up: actions for FLEAT partner and stakeholder

- SN will send more information on FLEAT and possible ecodriving projects
- Participating companies will think about it

**6.1.62 SenterNovem Network event 16 July 2008**

**Meeting agenda (FLEAT part of the meeting):**

- 12. FLEAT presentation
- 13. Fleet management operations
- 14. Possible FLEAT pilots
- 15. Actions

Date of the event: 16 July 2008

Participants

Name	Organisation
Edwin Besseling	Besseling
Seref Karaaslan	Coolcat
Fred Vis	Dierenpark Amersfoort
Dhr. M. Tomassen	Amercon
Anneke van Egmond	Lysias Consulting Group
Dhr. D. Nagelkerke	Van den Berg Drukkerij
Wim Dijkgraaf	ProAm BV
M. van Dijk	UTS Van der Lee
Philip Drontmann	Twynstra Gudde

Type of organisation: diverse  
(**lease, utility vehicles**, public transport, public, policy makers)

Objective of networking meeting  
(recruitment meeting or other networking activity)

other networking activity

Report on the interview

- Introduction to the FLEAT project
- Fleet management operations and company policy on energy efficiency, some interesting items:
  - Half of the participating companies have run projects on ecodriving
  - Repetition is vital to keep on saving fuel
  - Positive attitude of top management is crucial to success
  - Case studies on saving results are necessary to start projects
  - Intermediary parties could be important to win them over
- Explanation of pilot actions
  - Some companies might be interested, but all companies are too small (fleets do not meet the target number)
- Possible barriers for participation
  - The number of cars in the fleet
  - The cost of training

Follow up: actions for FLEAT partner and stakeholder

- SN will send more information on FLEAT and possible ecodriving projects
- Participating companies will think about it (not for FLEAT pilots because fleets not big enough)

### 6.1.63 SenterNovem meeting DSM

**Meeting agenda:**

1. FLEAT presentation
2. Possible pilots
3. Actions

Date of the interview: 30 July 2008

Organisation: DSM

Name: Mr Dr. Alrik P. Los  
Function: Associate Scientist Genetics

Name: Alex Mellema  
Function: Advisor SenterNovem

Type of organisation: industry  
(lease, utility vehicles, public transport, public, policy makers)

Objective of networking meeting  
(recruitment meeting or other networking activity)  
  
recruitment meeting

Report on the interview

- General introduction to Het Nieuwe Rijden program (Dutch ecodriving program) and on the possibilities and effects for companies. Explanation on the project 'Slimmer Werken'. Possibilities for cooperation
- Introduction to the FLEAT project
- Explanation of pilot actions
  - DSM might be interested in an ecodriving project, after the first positive test on ecodriving on the simulator
  - Monitoring essential as the way for internal convincement
- Possible barriers for participation
  - The cost of training
  - Convincing of Board of Directors

Follow up: actions for FLEAT partner and stakeholder

- SenterNovem will send information on FLEAT, ecodriving trainings and training institutes
- DSM will discuss possibilities for pilot internally

### 6.1.64 SenterNovem meeting Prodrive

**Meeting agenda:**

1. Fleet presentation
2. Possible pilots
4. Actions

Date of the interview: august 8, 2008

Organisation: Prodrive

Name: Joris Smulders  
Function: Salesmanager

Name: Rick Lindeman  
Function: Advisor (SenterNovem)

Type of organisation: drive style trainer  
(lease, utility vehicles, public transport, public, policy makers)

Objective of networking meeting  
recruitment meeting

Report on the interview

Smulders explained there were two leads for possible pilots

- The company Kone was interested in a pilot for its elevator engineers
- The company accenture was interested in a pilot for its consultant

Follow up: actions for FLEAT partner en stakeholder

Fleet partner SenterNovem will support prodrive in helping to set up a pilot with these organisations by helping with the monitoring and facilitating it. The monitoreing approach etc. have been sent.

The stakeholder will act as intermediary between Fleet and the pilot organisations.

### 6.1.65 RFOL Networking activity , meeting

#### Meeting agenda:

- Introduction
- Presentation of current projects for usage of more energy efficient transports (including FLEAT)
- Discussion: How can RFOL and the municipality of Örebro cooperate in this area in order to exchange experiences and make the work more efficient?

Date of the meeting: 3<sup>rd</sup> April 2008

Organisation: Municipality of Örebro

Name: Per Elvingson  
Function: Process manager

Name: Tomas Bergkvist  
Function: Planner

Type of organisation: public/ policy makers  
(lease, utility vehicles, public transport, public, policy makers)

#### Objective of networking meeting

The objective of the meeting was to find ways for RFOL and the municipality of Örebro to exchange experiences and to find solutions for more energy efficient transports in the region.

#### Report on the meeting

The municipality of Örebro presented some of their projects. One of the projects aims to influence the employees of companies to travel more environmentally sustainable. This project is related to the FLEAT project, and experiences from these two projects should be exchanged. The municipality of Örebro has also made a transport plan for its organisation. They are also working with ways to follow up travelling policies for employees.

#### Follow up:

RFOL will hold a seminar about car pools the 8<sup>th</sup> of May 2008.

RFOL will keep the municipality of Örebro updated of the outcomes of the FLEAT pilot actions.

RFOL and the municipality will also continue their cooperation for more energy efficient transports in the region.

### 6.1.66 RFOL Networking activity 2, seminar

#### Agenda of seminar:

- Introduction, RFOL
- Presentation of the FLEAT project
- City Car Club, a commercial car pool company, presents its car pool concept
- Sunfleet , another commercial car pool company, presents its car pool concept
- How can a company be a part of a car pool?
- The municipality of Linköping presents their experiences from both running their own car pool and later using the service from a commercial car pool company.
- David Larsson, RFOL, presents a suggestion for the municipalities to join in the purchase of the service of a car pool.
- Discussion

Date of the seminar: 8<sup>th</sup> May 2008

Main target group: the municipalities of the region

Type of organisation: policy makers/ public  
(lease, utility vehicles, public transport, public, policy makers)

#### Objective of networking meeting

The objective of the seminar was to encourage the municipalities to be a part of a car pool.

The objective was also to find more contacts for input to the FLEAT project and dissemination of the outcome of the FLEAT pilot actions.

#### Report on the seminar

Two commercial car pool companies presented their concepts. A later discussion about the possibilities of the municipalities to join in the purchase of a car pool was held. The municipality of Örebro will most probable purchase the service of a car pool during the later part of 2008. The municipality of Lindesberg is also interested in either purchase the service or to start their own car pool.

#### Follow up:

RFOL will maintain the communication with the new contacts for gaining input to the project and for dissemination of the results of the project.

## **6.2 Annex II**

### **Partnership agreements**