



LowCVP's Andy Eastlake Green fleets start with green drivers

Over the last year or more we've seen lots of discussion about air quality and carbon emissions, mostly around vehicle and fuel technology, much of it focusing on 'real world' performance. Here in Westminster, though, there's more interest than ever in how the driver's style and behaviour impacts on the push for cleaner air. As readers of this magazine know very well, driving style is one of the most significant variables in terms of fuel consumption, but far less is known about how it impacts on polluting emissions. This is definitely an area in which policy makers are getting increasingly interested.

Fleet managers receive large quantities of detailed information through this magazine and at *GreenFleet* shows around the country (other sources are available!) about certified emissions for CO₂, NO_x and particulates based on laboratory tests, but with the advent of new measurement technology, it's now realistic to both measure – and maybe even model – the emissions resulting from different driving styles and operations.

As we all know, vehicle users often have a strong influence on vehicle selection for business fleet use, but at least the fleet manager has some control over this. Once the vehicles are on the road, though, it's far more difficult to assess or control the actual emissions impact. As a result, we're seeing a significant increase in interest in every aspect of driver behaviour, now with a focus on what this can deliver in terms of NO_x reduction, as well as fuel efficiency and CO₂. Future options may include eco/smarter-driving training in driving lessons and tests for new drivers, to ongoing training and assessment of driver behaviour. Vehicle manufacturers (and, possibly, after-market suppliers) will also be encouraged to include innovative technology solutions to encourage the lowest impact driving behaviours.

Drivers are an essential part of the solution to tackling poor air quality and reducing carbon emissions, so giving them the best information to both help choose the right vehicle for the job and then to use it in the most effective way for both fuel consumption and emissions, is vital. Driver information and new technology, may all be applied more vigorously in the future and new policies could, potentially, be introduced to help drive this change.

The LowCVP certainly intends to help by supplying better information as we develop the new car information standard, label and complementary systems based around the improved testing regime of the WLTP (World Light Duty Test Procedure). You will be hearing much more about this in the coming months. Once in use, it will give the fleet manager a much better idea of the fuel economy that is achievable across the whole vehicle range. If you wish to get involved in issues around the communication of the new standard, do contact us.

So, once the new government is installed after June 8th, it will have some interesting choices to make in this key policy area; it will need to decide how much to 'nudge' driving behaviour and whether more direct policy might be used to help 'steer' driving habits in the right way. In any case, it's becoming clearer that driving behaviour as well as providing the cleanest, most efficient technologies to 'help' them will feature amongst the ways we will be looking to clean our air and reduce carbon emissions in future.

FURTHER INFORMATION

Join us at the LowCVP's Annual Conference at City Hall on June 27: 'Cities in Motion; Tackling the Pollution and Climate Challenge'. Visit www.lowcvp.org.uk/events/conference17.htm