



ABOUT ECOSTARS

ECOSTARS Europe promotes more efficient and cleaner freight and passenger transport. ECOSTARS Europe sets up seven fleet recognition schemes in six countries, and supports the original scheme in South Yorkshire, UK.

TAILOR-MADE SUPPORT

Each ECOSTARS scheme rates vehicles and operating practices using simple star rating criteria, to recognise levels of environmental and energy savings performance. Operators then receive tailor-made support to ensure the fleet is running as efficiently and economically as possible, to help them progress to higher ratings within the scheme.

DEVELOPING COMMON SCHEME STANDARDS ACROSS EUROPE

Development of ECOSTARS schemes is guided by a European external reference group building on the existing common scheme standards. The project will also produce a guide for local authorities on setting up local ECOSTARS schemes so that the lessons from the project can be used in the future.

ECOSTARS Europe is a 3 year project funded by the Intelligent Energy Europe (IEE) II Programme for 2010. The project commenced in June 2011 and is due to finish in May 2014.

www.ecostars-europe.eu

EDITORIAL

Achieving cleaner transport: Seven new ECOSTARS Fleet Recognition Schemes in Europe!

It has been one year since the European Commission-funded project ECOSTARS Europe kicked off. The objective: Build on the positive experiences of the original "ECO Stars" fleet recognition scheme in South Yorkshire and provide cities and regions across Europe with a means to engage with fleet operators on environmental performance. The result one year later: Common scheme standards have been developed and five new local ECOSTARS schemes in four European countries have been launched, two more will kick off later this year.

In this newsletter you will be updated on the ECOSTARS European reference group and have a closer look at ECOSTARS in Cantabria as this issue's "Scheme in the Spotlight". You can also read about the very different conditions under which the local ECOSTARS schemes operate, and on a further two schemes recently launched in the UK that sourced different public funds to run ECOSTARS in their local area.

ECOSTARS is keen to provide advice and support to other local authorities and stakeholders that are interested to get involved in ECOSTARS. So don't miss the opportunity to meet the ECOSTARS team directly at ECOMM in Frankfurt on 12-15 June 2012!

We look forward to meeting you and wish you a pleasant read!

ECOSTARS Europe



The ECOSTARS project newsletter is released twice a year.

To regularly receive ECOSTARS news subscribe online:

<http://ecostars-europe.eu/en/Secure-Area/Create-Profile/>

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SIX NEW ECOSTARS FLEET RECOGNITION SCHEMES HAVE BEEN LAUNCHED IN THE PAST SIX MONTHS ACROSS EUROPE. SEE WHO THEY ARE:

ECOSTARS BASQUE REGION, ES



With the presence of about 50 stakeholders from the transport sector, ECOSTARS in the Basque region was launched in 14 February in Donostia-San Sebastián. Inaugural scheme member Donosti Bus explained during the event how San Sebastian's public transport operator was convinced by ECOSTARS from the very first moment: "Cooperation is a major benefit as well as the scheme's help to compare, develop and improve", said Gerardo Lertxundi. www.ecostars-euskadi.org

ECOSTARS CANTABRIA, ES



Cantabria is a region in northern Spain where the population is widely distributed and road transport is dominant. ECOSTARS was launched on 29 February 2012 in Santander and just three months later, all the major companies in the region already joined the scheme. The region's transport director Fermin Llaguno-Mazas, said that "only through motivating initiatives such as ECOSTARS, which make all the stakeholders operate in the same direction, we can achieve our goals." www.ecostars-cantabria.es

ECOSTARS EDINBURGH, UK



Edinburgh presented award certificates to its inaugural members during its launch event in January 2012, including a bakery company, a newspaper distributor, a backpacker travel and luxury tour operator. "To make a significant impact on air quality in Edinburgh and to preserve our city for future generations, we need operators to take responsibility for the emissions their vehicles generate", said Councillor Mackenzie. www.ecostars-edinburgh.org

ECO STARS GEDLING, UK



Gedling launched "ECO Stars" in March based on the UK's national Clean Air Fund grant. Whilst not a partner in the EU co-funded project the Borough has adopted the common approach and has launched a local scheme as part of a series of measures to reduce pollution along an arterial transport route into the city of Nottingham. Bids for funding have also been made by neighbouring authorities to extend the geographic scope of the Gedling "ECO Stars" scheme. www.gedling.gov.uk/ecostars/

ECOSTARS OSTRAVA, CZ



In Ostrava, air quality significantly suffers due to the effect of inversion weather conditions which increase the negative effects of emissions from industry and transport. To reduce the impact of road transport on air pollution ECOSTARS Ostrava was launched in February 2012. Through ECOSTARS, Ostrava wants to recognise transport operators demonstrating ecological responsibility. www.ecostars-ostrava.cz

ECOSTARS SOUTH EAST SWEDEN, SE



In South East Sweden, ECOSTARS was launched by the Energy Agency in March with an evening seminar. Organised in conjunction with Alwex Transport in Växjö, who is a member of the European reference group in the ECOSTARS project, it brought together a number of operators already working on energy efficiency. The lively discussion approved that there is a need for a platform to exchange ideas for haulers in Sweden. www.ecostars-sydst.se

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PUBLIC TRANSPORT PROVIDER DPO IS OSTRAVA'S FIRST ECOSTARS MEMBER

City of Ostrava offered the first membership of the local ECOSTARS scheme to its main city public transport provider, DPO.

The modal share of public transport in Czech cities is between 50-60% therefore it seemed a natural choice for ECOSTARS Ostrava's first scheme member to be the city's main public transport provider DPO. DPO is a traditional transport operator which provides service for more than 300,000 citizens. The city centre is mainly covered with 272 tramways and 64 trolleybuses (2012), while buses link the urban centre with the surrounding communities.

The 309 buses of the DPO fleet have been assessed by the transport research centre CDV who performed their first ECOSTARS technical audit, carefully considering all indicators. Besides four electro powered buses in the fleet, 24 vehicles were rated with four stars. CDV now opens the discussion within the European ECOSTARS community how to deal with vehicles powered by electro engines such as trolley buses.

www.ecostars-ostrava.cz

SOUTH YORKSHIRE'S 5 STAR FLEETS AWARDED AT CLEARER FUTURE CONFERENCE



South Yorkshire's five star operators were presented at the 7th Clearer Future Conference. Here the Clearer Future Conference 2010. (Photo: Care4air, Sheffield)

South Yorkshire celebrated ECO Stars fleets that have attained the highest 5 star rating at the 7th Clearer Future Conference: Air Quality in 2012. The awarded vehicle fleet owners operate the cleanest vehicles in the most efficient way to improve air quality and the quality of life for residents of South Yorkshire.

The presentations to operators were made at the 7th Clearer Future Conference on May 30 2012 hosted by Doncaster Metropolitan Borough Council in South Yorkshire. The event brought together transport operators, environmental officers, planners, health professionals, consultants, and those with an interest in clean air and carbon reduction to encourage networking cross communication and highlight best practice.

The conference also heard about the success of the ECO Stars scheme in South Yorkshire and its expansion to other areas of the UK and Europe. They learned about the developments with the scheme assessment criteria and star rating which are being enhanced to cater for the newer, greener vehicles appearing in South Yorkshire and across Europe.

The event was sponsored by a number of local organisations including Doncaster and Barnsley authorities. Care4Air is a partnership between the four South Yorkshire local authorities and is funded by the South Yorkshire Local Transport Plan. It aims to provide individuals, organisations, schools and businesses with information that will enable them to 'do their bit' to improve air quality.

See here the list of awarded operators in South Yorkshire:

www.care4air.org/ecostars/members.html

www.care4air.org/ecostars/

ITALIAN TRANSPORT WORLD CURIOUS ABOUT ECOSTARS PARMA



ECOSTARS Parma sees a lot of interest from the Italian transport community. (Photo: Municipality of Parma)

While the official launch of the ECOSTARS scheme in Parma is scheduled for September 2012, stakeholder support for the scheme is already significant. A good number of enterprises, counting for a total number of almost 4.000 vehicles by now, support ECOSTARS in Parma.

A number of fleet operators have announced their intention to join the scheme ranging from the local public transport operator TEP with 450 vehicles, the hospital with 40 vehicles to IREN (Energetic Company Utility of the Emilia-Romagna Region) with 1,381 vehicles and the local health company ASL with 236 vehicles.

The Italian Association of International Couriers Planes AICAI that groups the most important transport companies (DHL, FedEx, SDA, TNT, UPS) has expressed strong interest for the initiative, as well as FERCAM, one of the largest logistic companies in Italy, with more than 2.200 vehicles. The transport council of the Industrial Union of Parma grouping the most important local transport companies will register at least 50 vehicles.

With the scientific, logistic and know-how support of the Italian Transport and Logistic Institute of Bologna (ITL) the municipality of Parma is currently preparing the scheme's launch in September 2012, following the election of Parma's new administration. Articles on ECOSTARS published in transport magazines across the country confirm the interest of the Italian transport community on the ECOSTARS recognition scheme, including freight and fleet operators, companies involved in sustainable mobility and environmentalists.

www.ecostars-parma.org

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SIX FLEETS RATED 5 STARS IN EDINBURGH



Two of Edinburgh's Council fleets newest additions: two Mercedes "hot box" trucks which are used to carry and offload hot road surface materials. (Photo: Mercedes)

With thirteen members and a total of 1681 vehicles, the ECOSTARS Edinburgh team are impressed with the quality and quantity of recruits to the scheme. The City of Edinburgh Council also registered its own fleet of 741 vehicles.

Six of the thirteen members are rated as 5 star operations. One of those, NEXT Distribution Ltd, registered ten vehicles with ECOSTARS Edinburgh, all of which received a 5 star rating. Despite their 5 star rating, NEXT strive to improve performance and, working with Volvo, introduced an intensive driver training programme to improve fuel efficiency. The programme focuses on actions to reduce engine idling, excess engine load and increase coasting. It's hoped that this will further increase fuel efficiency by up to two percent.

Two of the fleets in the scheme account for 83% of the vehicles registered; they are Lothian Buses with 649 vehicles and the City of Edinburgh Council with 741 vehicles.

Lothian Buses, a 4 star operator, is the largest bus operator in Edinburgh. They aspire to be one of the UK's greenest bus fleets through investment in new vehicles and retro fitting of older buses to reduce emissions. They already run 15 diesel hybrid double deck buses and recently invested in 10 new hybrid single deck buses featuring engine off at idle devices. Lothian Buses ensure that the lowest emitting vehicles are targeted to those areas of the City where air pollution is of most concern.

The City of Edinburgh Council's fleet is the largest one registered with the scheme. The Council has an extensive programme to deliver efficiencies and secure fuel savings. For instance, Telematics systems have been installed in approximately 5% of vehicles and if successful Telematics will be rolled out further across the fleet.

Recruitment since the start of the project has proceeded well in Edinburgh - we hope that this continues.

www.ecostars-edinburgh.org

TEN FLEET OPERATORS REWARDED IN CANTABRIA



The Regional Minister for Industry, Tourism and Trade Eduardo Arasti congratulated the fleet operators who joined ECOSTARS Cantabria (photo: CTL Cantabria)

On 18th May 2012, ten fleet operators in Cantabria received their ECOSTARS participation diploma. The event was organised to reward the participation of the different operators involved in ECOSTARS.

Operators, who have already had their operational assessment, received their award certificate with their ECOSTARS star rating. The gathering was chaired by the Regional Minister for Industry, Tourism and Trade, Mr. Eduardo Arasti and the General Director for Transport and Communications, Mr. Fermín Llaguno. The event was supported by the Transport Business Association of Cantabria (Aetrac) and the Intelligent Energy Europe programme.

The Minister congratulated the participants and the response of the transport sector with their performance in terms of sustainability, efficiency and commitment to society. He also stressed that the brand ECOSTARS "intends to become a reference both at European level and in Spain, spreading not only in Cantabria, but in other regions such as Asturias, Basque Country and La Rioja".

The awarded operators were: Transportes Arniella, Grupo Alsa, Autobuses la Cantábrica de Comillas, Hergupe, Norbert Dentressangle Gerposa, Transportes Hermanos Laredo, Transportes Lasarte, Transportes Margut, Santander Urban Transport Company and N.R. Ruiz.

www.ecostars-cantabria.es

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ECOSTARS REFERENCE GROUP PREPARES FOR ROTTERDAM



The European ECOSTARS reference group meets in Rotterdam in June.

Part of the ECOSTARS approach is to bring in external experts from across Europe to provide different viewpoints on the development of the scheme and also specific advice and support for local implementation.

The external experts take part in the ECOSTARS Reference Group which next meets in Rotterdam in early June 2012. The core group of experts are drawn from national, regional and local governments as well as fleet operators, environmental bodies and complementary EC funded projects.

The format for the Rotterdam meeting will be to review progress and challenges in each of the seven case study sites supported by the project and then a series of discussions on different topics including:

- How could ECOSTARS be locally linked into other activities (urban distribution centres, low emission zones, other forms of fleet recognition, transport initiatives, ISO 14001 accreditation, etc.)
- What are the most appropriate strategies for encouraging different market niches of fleet operator to become scheme members?

If you are interested in contributing your expertise to future reference group meetings then please apply to the Reference Group Chair, Fredrik Orwen at Fredrik.Orwen@wspgroup.se

FURTHER ECOSTARS SCHEMES IN THE UK IDENTIFY NEW FUNDING SOURCES



The launch partners in Gedling receive their certificates (Pictured left to right): Gedling Borough Council (3 stars), Trent Barton Buses (4 stars), Nottingham City Transport (4 stars) and Frank Key (Builders Merchants) (3 stars). (Photo: Gedling Borough Council)

Two additional local authorities in the UK have launched ECOSTARS schemes in 2012 based on the success of the concept elsewhere. These schemes have sourced different public funds to deliver fleet recognition schemes locally.

New ECOSTARS schemes launched in Gedling Borough in Nottinghamshire and the Borough of Thurrock on the north bank of the Thames to the East of London. These two schemes, both being funded outside of the European ECOSTARS project, have successfully applied for separate sources of grant funding. As ECOSTARS delivers multiple benefits of better air quality, improved resident health, reduced carbon emissions and a more efficient local economy it can fit into different strands of public funding.

Different Funding sources identified

Gedling ECOSTARS is being funded by a Clean Air Fund grant from the UK Government's Department for Environment, Food and Rural Affairs (DEFRA). This provides seed funding for the first twelve months of the scheme to help improve air quality emissions from transport fleets in the Borough. Alternative sources of funding are being sought to continue the scheme into the future which may also include expanding into neighbouring areas of Nottinghamshire.

"Less pollution for us, money saved for them"

At Gedling's launch event Cllr Jenny Hollingsworth from the Gedling Borough Council said: "Pollution is becoming more of an issue wherever you are, but particularly on main routes where there is lots of standing traffic. I am delighted that we are able to help local businesses to not only tackle this problem which affects us all, but also to support them to become more cost effective and efficient, which means less pollution for us and money saved for them." In contrast, the Thurrock ECOSTARS scheme will operate until at least March 2015 as part of a package of measures part-financed by the UK Local Sustainable

Transport Fund (LSTF). The LSTF is a UK Government fund for public and private sector partnerships to deliver the twin goals of reducing locally generated carbon and making the local economy more efficient. ECOSTARS is being introduced as part of the freight strand of the LSTF activity which also includes the provision of SAFED driver training and the establishment of a local Freight Quality Partnership.

For more information contact Mark Fell on coordinator@ecostars-europe.eu

BUILDING EXPERTISE AND CAPACITY ACROSS EUROPE



Auditors were trained to award vehicle and star rating correctly in London this year. (Photo: TTR)

The second training event for ECOSTARS technical auditors was held in January in London with delegates from the UK and Czech Republic.

The ECOSTARS Europe project has a mission to grow the expertise across Europe required to operate local ECOSTARS schemes. A key skillset is that of carrying out the technical audits of new and existing members. At the end of the one day training session the delegates sit an assessment to verify that they have understood how to:

- Audit a new or modified membership application
- Award vehicle and operational star ratings correctly
- Produce a tailored 'road map' (action plan) for improving the fuel efficiency and cleanliness of the member's operation

New auditors are also subject to sampling checks on their technical audit work over the course of the project. This will ensure that consistent auditing takes place across all the ECOSTARS schemes. The next training session will be in early 2013.

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“THE LAUNCH OF A NEW IDEA IS ALWAYS A CHALLENGE”



Mr. Fermin Llaguno-Mazas is General Director for Transport and Communications in the region of Cantabria since 2011. He has been involved in ECOSTARS Cantabria from the beginning.

Located in the very north of Spain, Cantabria faces the challenge of being a peripheral region with a highly dispersed population. With a large dependency on road transport the region decided to set up a regional ECOSTARS scheme to encourage fleet operators to adopt a more sustainable approach. Mr. Fermin Llaguno-Mazas is General Director for Transport and Communication in Cantabria and here he tells us about ECOSTARS as a model for greater sustainability in road transport.

ECOSTARS: Do freight and passenger fleet operators have enthusiasm for Cantabria's ECOSTARS scheme?

Yes, for us it has been a great source of satisfaction to see the interest raised by ECOSTARS in Cantabria. The main business associations and companies, both in the field of freight and passengers, have welcomed the project enthusiastically and are excellently involved in its development. The project was officially launched just 3 months ago and all the major companies in the region have already been incorporated.

ECOSTARS: What has been Cantabria's main motivation to be involved with ECOSTARS?

Cantabria is a region which is highly dependent on road transport for the economic development. This dependence, without infrastructure developments, leads us to seek other solutions, in line with our policy of sustainable transport, allowing both the reduction of emissions and the public awareness of the necessity to move towards a culture in which energy efficiency in transport is a priority. ECOSTARS is a great opportunity to achieve these objectives, and makes it possible to meet and exchange experiences at European level, which will undoubtedly enrich our knowledge and open new possibilities.

ECOSTARS: Has it been a challenge to support and establish ECOSTARS in Cantabria?

The launch of a new idea is always a challenge. However, at present, any proposal involving a reduction of emissions and operating costs and, in line with European policies, bringing an improvement of the image in the transport sector, will be welcomed both by the Regional Government of Cantabria, which I represent, and businesses and professionals.

“ *ECOSTARS should allow us to combine growth with sustainability* ”

In Cantabria we wanted to go a little beyond the requirements of the project and together with the certification system for vehicles and companies, we wanted to undertake a thorough analysis of the situation of the sector at energy level. The audits carried out in the companies come with individual recommendations, adapted to the situation of each company, hoping that their managers will take action to improve their energy efficiency.

ECOSTARS: What impacts will have been delivered through ECOSTARS three years from now?

Predicting the future is complicated, especially in an environment like the current one, marked by uncertainty and rapid development of technologies. ECOSTARS should certainly be a model, an example to lead the guidelines of what we should value

to get a more sustainable road transport in three areas: economic, social and environmental.

While we are talking about a key sector for economic growth in Europe we cannot forget that road transport is a major source of emissions and energy consumption and increasingly expensive. ECOSTARS should allow us to combine growth with sustainability and raise awareness among producers on the impossibility of dissociating these two terms.

ECOSTARS: What advice can you give to other cities and regions which are interested in setting up ECOSTARS schemes?

Cantabria's example should encourage other regions to join ECOSTARS schemes. At European level there is currently no equivalent quality seal to certify that a transport fleet complies with the minimum energy efficiency standards. Why not ECOSTARS?

ECOSTARS: Thank you very much for this interview, Mr. Llaguno-Mazas!

“ *Cantabria's example should encourage other regions to operate ECOSTARS schemes* ”

Mr. Fermin Llaguno-Mazas is General Director for Transport and Communication in the region of Cantabria since 2011. He is responsible for ensuring the adequate provision of transport services in the region as well as the introduction of innovative measures aiming at improving the transport network. He is an industrial engineer and has developed his professional career in Telefonica, the main communications services provider in Spain. He became Telefonica's Head Manager for Cantabria in 2006 and has been in charge of a wide range on projects in the field of ICT, such as Smart Santander or the development of broadband in rural areas. From the very beginning, Mr. Llaguno-Mazas has been involved in the launch and development of ECOSTARS Cantabria, always supporting the initiative from the institutional side and providing valuable support.

CALENDAR

7 June 2012
2nd ECOSTARS Reference Group meeting in Rotterdam, Netherlands

12-15 June 2012
Visit the ECOSTARS stand at ECOMM in Frankfurt!
www.ecomm2012.eu

February 2013
ECOSTARS Reference Group meeting in Parma, Italy

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