

ECOSTARS

NEWSLETTER

20 DECEMBER 2011



ABOUT ECOSTARS

ECOSTARS Europe promotes more efficient and cleaner freight and passenger transport vehicle movements by providing recognition, guidance and advice to operators of commercial vehicle fleets. ECOSTARS Europe has set up seven Fleet Recognition Schemes in six countries, and supports the continued development of the original ECOSTARS scheme in South Yorkshire, in the United Kingdom.

TAILOR-MADE SUPPORT

Each ECOSTARS scheme will rate vehicles and operating practices using simple star rating criteria, to recognise levels of environmental and energy saving performance. Operators will 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.

BENEFITS FOR FLEET OPERATORS JOINING AN ECOSTARS SCHEME

- ★ Free advice as to how operational efficiency can be improved.
- ★ Subject to the nature of improvements, operators may benefit from reduced fuel use and associated costs.
- ★ Recognition for operators exhibiting best practice in vehicle and fleet management.
- ★ Featured marketing and promotional activities.
- ★ Raised profile of operators as environmentally responsible service providers.

DEVELOPING COMMON SCHEME STANDARDS ACROSS EUROPE

Development of ECOSTARS schemes will be guided by a European Wide Reference Group, with common scheme standards to be established. The project will also produce a guide for Local Authorities into setting up 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

Fostering the shift to cleaner transport: That is the ECOSTARS Fleet Recognition Scheme!

The European Commission-funded project ECOSTARS Europe was developed out of a local initiative: Cities and regions across Europe face increasing problems with air pollution through road traffic. Local authorities in South Yorkshire, UK, recognised this issue and set up the first "ECO Stars" scheme as part of a regional air quality initiative. Since 2009, fleet operators have been encouraged to invest in and improve their fleets' environmental performance. The scheme now covers over 5,500 vehicles with a second ECOSTARS scheme subsequently launched in Mid Devon, UK early in 2011.

The ECOSTARS Europe project was developed to replicate the positive experiences of South Yorkshire and to foster the shift to cleaner road transport fleets across Europe. ECOSTARS provides public recognition and visibility for operators of commercial vehicles who are actively taking steps to improve efficiency, reduce fuel consumption and reduce their impact on local air quality.

Seven new local schemes in six European countries will be developed within the project. In addition, the project is keen to provide advice and support to other local authorities that are interested in getting involved in ECOSTARS!

This newsletter will inform you bi-annually about progress and upcoming events in the ECOSTARS project and the different ECOSTARS schemes. Go to www.ecostars-europe.eu and register to our mailing list to ensure you are kept informed!

We wish you a pleasant read of this first issue of the ECOSTARS newsletter!



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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VEOLIA'S FLEET AWARDED 5 STAR STATUS IN SOUTH YORKSHIRE



Veolia provides recycling and waste services for residents on behalf of Sheffield City Council. (Photo: Veolia Environmental Services)

Veolia has gained the maximum 5 star rating by ECOSTARS South Yorkshire. It was raised from 4 to 5 stars by removing older vehicles from the fleet and replacing them with 10 refuse collection vehicles fuelled by compressed natural gas (CNG).

The key efficiency elements of road transport operations (fuel management, driver skills development, vehicle specification/maintenance, use of support systems and performance management) were all declared as being in place when Veolia Environmental Services became a South Yorkshire ECOSTARS member in September 2009.

Veolia was the 14th organisation to join the scheme, achieving a 4 star rating. The assessment and road map suggested that "replacement of older vehicles within your fleet would help to further improve your operational efficiency and environmental performance".

Veolia Environmental Services has since upgraded and has been awarded 5 star status for its cleaner, greener refuse collection vehicles (RCVs). The 5 star status recognises Veolia's commitment to improving local air quality in Sheffield by reducing fuel consumption and emissions. The greener vehicles produce 20% less CO₂ than traditional vehicles, dramatically reducing their carbon footprint and impact on local air pollution.

Steve Fawley, fleet manager at Veolia Environmental Services, commented: "We are proud to have achieved a 5 Star rating through the Eco Stars Fleet Recognition Scheme. The CNG vehicles are an example of how Veolia is working to improve the local environment in Sheffield whilst taking advantage of the latest technology to reduce vehicles emissions."

CLEAN BREAD DELIVERY AND ENERGY EFFICIENT TRAVEL TOURS ACROSS SCOTLAND



The bakery company Greggs was the first member of ECOSTARS in Edinburgh. (Photo: Greggs)

The Edinburgh ECOSTARS scheme is off to a good start and to date has recruited members from both the freight and passenger transport sectors.

"Greggs are always looking to lower their emissions and save on fuel. ECOSTARS Edinburgh helps keep us in close contact with Edinburgh Council and will also give us some extra support. After making contact by email and a call, things moved quickly", says a representative of Greggs, the first fleet that joined ECOSTARS Edinburgh. Greggs is a bakery company with over 1400 retail outlets nationally. 15 vehicles operate in the Edinburgh area, which have received a four star rating.

Haggis Adventures, a backpacker travel company, and Highland Explorer Tours that offer luxury coach tours to the Scottish Highlands, registered their 10 buses to join the ECOSTARS fleet – which received a 5 star rating. The latest recruit is City Circle Coaches, a luxury coach hire company, have 17 vehicles and have just been awarded a five star rating. "City Circle UK Ltd is proud to be associated with the Edinburgh ECOSTARS Scheme", says Irvine Long, Manager of the Edinburgh branch of City Circle coaches. "Going forward we at City Circle envisage many advantages to being part of this scheme as it falls into criteria form our existing clients, and will help to build new relations."

The latest recruits to the Edinburgh scheme are Lothian Buses, Clipper Logistics and Pollock (Scotrans). Edinburgh will launch its scheme on 26 January in the Business Centre of the City Chambers in Edinburgh's Royal Mile. At this occasion, the awards and certificates will be presented to the inaugural members. Fleet operators who wish to attend should contact ECOSTARS Edinburgh: ecostars@ttr-ltd.com.

MAJOR BUS COMPANIES JOIN ECOSTARS CANTABRIA



Bus of "La Cantabrica" in Comillas (Cantabria). (Photo: CTL Cantabria)

The two major bus companies ALSA and Autobuses La Cantabrica de Comillas are the first members to benefit from ECOSTARS in Cantabria.

The ECOSTARS scheme in Cantabria forges ahead and welcomes its first scheme members: ALSA runs more than 70 % of regional public transport, with more than 120 vehicles. Autobuses La Cantabrica de Comillas is the oldest bus Company in northern Spain. Both bus companies decided to join ECOSTARS.

Both companies have held meetings with the Regional Transport Department and CTL Cantabria where the project guidelines and the local implementation plan was presented. Following the meetings, comprehensive fleet databases have been created and Cantabria's auditors visited both companies to provide more detailed information about ECOSTARS and to obtain more accurate data about energy efficiency procedures.

ECOSTARS in Cantabria will be formally launched at the beginning of February 2012 in Cantabria's capital Santander. The Regional Director of Transport or the Regional councillor of Industry, Innovation and Transport, as well as the General Manager of CTL Cantabria are expected to be the presiding.

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ECOSTARS PRESENTED AT INTERNATIONAL CONFERENCES

CIVINET UK & Ireland Convention and this year's CIVITAS Forum are among the first platforms to inform the European mobility community about the ECOSTARS project.

Since the ECOSTARS project kicked off in June 2011 the mobility community across Europe has been informed at several conferences. Project co-ordinator Mark Fell presented the project in June 2011 in London at the CIVINET UK & Ireland Network Second Annual Sustainability Convention. In October, ECOSTARS was presented at this year's CIVITAS Forum in Funchal, Portugal and at the C-Liege knowledge sharing workshop in Barcelona. In order to reach out to cities, regional authorities and transport operators, ECOSTARS material informed the audience of the 2011 Polis Conference in Brussels, Belgium, the Intelligent Cities Expo in Hamburg, Germany, and the final conference of the SUGAR project in Bologna, Italy.

Download the ECOSTARS leaflet:

<http://ecostars-europe.eu/en/upload/Deliverables/D4.2%20ECOSTARS%20Leaflet.pdf>

Download the presentations:

<http://ecostars-europe.eu/en/News/ECOSTARS-at-conferences/>

INCLUDING DIVERSE USER PERSPECTIVES: THE ECOSTARS REFERENCE GROUP



The first meeting of the ECOSTARS reference group took place in November 2011 in Kalmar, Sweden. (Photo: WSP)

Members of the ECOSTARS reference group met for the first time: Representatives of transport operators, authorities and associations came together in Kalmar, Sweden in November 2011.

In order to develop a successful and sustainable star rating-scheme that takes the actual users' views into account, ECOSTARS has established a reference group. The group consists of public and private stakeholders that are spread across the partner countries. There will be a core group of about twelve persons meeting twice a year physically or virtually and a number of additional persons available for consultation of different documents being developed during the course of the project. The reference group consists of transport operators, national authorities, haulage associations, other related EU-projects, etc.

Members of the ECOSTARS reference group met for the first time in Kalmar, Sweden, in mid-November. Among the participants were representatives from ALWEX (Transport operator in South East Sweden), from the Swedish Transport Administration and Grupo EVE Bilbao.

Clean vehicles and clean fuels were addressed with remarkable input from the Swedish Transport Administration and the Swedish Energy Agency who presented current solutions and development as well as trends for the future and from. Currently, the first round for feedback on the scheme definition is out for consultation among the stakeholders in the reference group.

If you are interested to join the reference group, please contact Fredrik Orwén, WSP:
Fredrik.orwen@wspgroup.se

AUDITOR TRAINING ENSURES ECOSTARS RATINGS TO THE SAME STANDARDS ACROSS ALL EUROPE

15 logistics experts from across Europe gathered together in London, UK on 13th December to complete the ECOSTARS Technical Auditor accreditation programme.

In each ECOSTARS scheme, scheme member's vehicles and operating practices will be rated by technical auditors to recognise levels of environmental and energy savings performance. The accreditation programme helps to ensure that member applications to all ECOSTARS schemes are assessed and awarded star ratings to the same standards. Attendees were briefed on the six 'pillars' of operational efficiency which the scheme rewards and encourages. The programme included workshop discussions and a qualification test for all attendees seeking to gain accreditation.

Project Coordinator Mark Fell (TTR) said "it was great to see the technical representatives from the eight schemes come together and share both their enthusiasm and industry expertise with the training team. The level of engagement from these experts with the accreditation programme indicates a real enthusiasm for the ECOSTARS concept."

The auditing for the different schemes will itself be audited on a regular basis over the next two years to ensure that consistency between schemes is retained. This will be supported by a regular refresher training course for accredited auditors.



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ECO STARS TO REDUCE ROAD TRANSPORT'S IMPACT ON LOCAL AIR QUALITY IN SOUTH YORKSHIRE



Supermarket retailer Sainsbury's receives a five-star operator award outside Barnsley Town Hall, South Yorkshire
(photo: Barnsley Metropolitan Borough Council)

The European funded ECOSTARS project was set up on the basis of the first "ECO Stars" scheme in South Yorkshire, UK, which was developed as part of a regional Air Quality Initiative. As this issue's "ECOSTARS scheme in the spotlight" you can read more about South Yorkshire's way to success and prospects for the future.

The Award winning ECO Stars (Efficient and Cleaner Operations) Fleet Recognition Scheme in South Yorkshire, launched in 2009 helps South Yorkshire's HGV, LGV, bus and coach fleet operators gain recognition for their commitment to improving efficiency, reducing fuel consumption and reducing emissions – all helping to improve local air quality and support economic growth. The scheme has been so successful that it has been rolled out in Mid Devon, with active interest in the scheme being shown by other local authorities in the UK such as The City of York and Gedling Council in Nottinghamshire.

The scheme is managed on a day to day basis by Transport & Travel Research Ltd. (TTR) who are fleet management specialists, on behalf of the South Yorkshire ECO Stars partners who are the four South Yorkshire local authorities of Barnsley,

Rotherham, Doncaster, Sheffield and the South Yorkshire Passenger Transport Executive. Barnsley has taken the coordination role in terms of the ongoing strategic development of the scheme. This involves regular liaison with TTR, as well as chairing and administering the monthly Steering Group meetings.

“ Vehicle fleet operators receive their individual best practice road map with suggestions on how they could improve their performance, including measures to reduce idling, improving driver incentive schemes and expanding their key performance indicators.

Key to the ECO Stars scheme is the bespoke 'Road Map' action plan developed for each new member to help them progress to a higher star rating level. The 'Road Map' is a free efficiency review of each business undertaken by TTR.

On first joining the scheme, vehicle fleet operators receive their individual best practice road map with suggestions on how they could improve their performance, including measures to reduce idling, improving driver incentive schemes and expanding their key performance indicators.

With no sign-up fee, help through the application process and tailor-made support for each individual company, fleet operators across South Yorkshire can improve their fleet profile through:

- ★ Fuel management
- ★ Developing driver skills
- ★ Vehicle specification and maintenance
- ★ Use of IT support systems
- ★ Fleet performance monitoring

"Joining the scheme offers operators the opportunity to cut costs by up to £2,300 per vehicle and improve environmental performance by cutting fuel consumption", says Donald Chalker, Scheme Manager. The ECO Stars South Yorkshire scheme has in excess of 5,000 vehicles signed up operated by 39 members, who include household names such as Sainsbury's, Next, Archbold Logistics, Stagecoach Yorkshire, First South Yorkshire, as well as Local Authority fleets and other local fleet operators.

On becoming a member of ECO Stars operators could take some or all of the following actions to improve their star rating:

- ★ Development of a robust fuel management system to reduce environmental impacts (emissions)
- ★ Enhanced programme of driver skills development, to promote safe and efficient driving to reduce fuel consumption and improve operational efficiency
- ★ Preventative maintenance to enhance fuel efficiency
- ★ Implementation and/or enhancement of IT based fleet management and support systems to effectively manage overall fleet performance leading to reduce costs and environmental impacts
- ★ Proposals to inform the ongoing development of organisational KPI s

In June 2011 a three year Business Plan was developed building on the experience of the first two years of operation and the recommendations contained an independent scheme evaluation report. It sets out additional activities that are required to support scheme growth and development during that period. This additional activity includes the following actions which together form a coherent package of linked measures which will maximise the impact of the scheme going forward. They are:

- ★ Review of the scheme assessment criteria to incorporate industry changes since the scheme began
- ★ Promotion of the updated scheme through targeted communications and marketing activity.
- ★ Production of enhanced road maps which will be designed to drive further improvements in air quality with operators and for the residents of South Yorkshire.
- ★ A quantitative and qualitative assessment framework for measuring the benefits of the ECO Stars Scheme.
- ★ Implementing an ECO Stars scheme for taxis, will grow the scheme in a different direction, through applying the ECO Stars principles to a new transport sector.

For more information on ECOSTARS in South Yorkshire, visit <http://www.care4air.org/ecostars/index.html>.

CALENDAR

18 January 2012:
Launch of ECOSTARS
Basque region in Bilbao

26 January 2012:
Launch of ECOSTARS
Edinburgh

February 2012:
Launch of ECOSTARS
Parma

February 2012:
Launch of ECOSTARS
Cantabria in Santander

February 2012:
Launch of ECOSTARS
South East Sweden

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

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