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Shooting Stars across Europe

How to achieve cleaner transport in European cities and regions? The ECOSTARS scheme recognises fleet operators' efforts to save energy and provides authorities with a method of environmental engagement with fleet operators of HGVs, buses, coaches and vans.

Seven new ECOSTAR Fleet Recognition schemes are currently being launched across Europe. The schemes provide free environmental assessments and advice to major freight and passenger fleet operators who join the schemes as members.

The new ECOSTARS schemes in Edinburgh (UK), Parma (IT), Rotterdam (NE), Southeast Sweden (SE), Ostrava (CZ), Cantabria (ES) and the Basque region (ES) are based on replicating the successes of the existing schemes in South Yorkshire and Mid-Devon (UK). The original scheme was developed by local authorities in South Yorkshire (UK) as part of a regional Air Quality Initiative and now covers over 5,500 vehicles and has been publicly welcomed by a number of prominent fleet operators. ECOSTARS Europe was subsequently developed and aims at faster introduction of vehicles using clean fuel technologies, the promotion of eco-driving skills as well as knowledge and experience transfer.

Increase Energy Efficiency

The new schemes are targeting a joint saving of 112,005t CO₂e/year by 2014.

The launch events in each location are bringing together organisations from the road freight and passenger transport sectors to discuss the benefits that ECOSTARS offers including energy efficiency and reduced emissions.

At the launch of the Edinburgh scheme, the European Project Coordinator Mark Fell said: “ECOSTARS provides an opportunity for local and regional governments to work with industry in a collaborative manner, to reduce fuel use and pollutants whilst increasing economic efficiency”.

The ECOSTARS schemes are open to all fleet operators of lorries, vans, buses and coaches running into the participating regions.

The scheme can also be implemented in any local or regional environment looking to increase engagement with industry to reduce air pollutants and carbon emissions together. <END>

Notes to editors

- ECOSTARS is a free, voluntary scheme providing recognition and tailor-made support on environmental best practice to operators of goods vehicles, buses and coaches whose fleets serve Edinburgh. The scheme rates vehicles and the operation of a fleet using a star award system to recognise and improve levels of environmental performance.
- The scheme is co-financed by the twelve project partners and the European Commission under the Intelligent Energy Europe programme as part of the European ECOSTARS project – www.ecostars-europe.eu
- More information about the scheme, local schemes and events:
<http://www.ecostars-europe.eu>
- Photos for press:
<http://ecostars-europe.eu/en/Downloads/Press-photos/>

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