

ECO Stars  
Presentation to  
Urban Freight  
The Last Mile Challenge for Cities  
26<sup>th</sup> September 2014  
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Transport & Travel Research Ltd



# Contents

- How the Scheme Started
- Why ECO Stars
- Main Benefits
- Funding
- The Concept
- How it Works
- Evaluation
- Developments



# South Yorkshire Care 4 Air

- Declared AQMA s across South Yorkshire authorities
- Recognised the benefits of best practise, inter-departmental working and strong partnerships
- Provided a banner/brand under which projects/ideas could be developed and launched
- Mechanism for campaigns to promote positive messages



# South Yorkshire ECO Stars

- Efficient Cleaner Operations Stars
- Developed by the 4 South Yorkshire authorities with Barnsley MBC as lead authority
- Developed as part of a 'Toolkit of Measures' to tackle Air Quality
- Scheme attractive to fleet operators
- Funding received from South Yorkshire LTP, NHS Barnsley & Defra
- Commenced in Aug 2008, launched in Jan 2009

**SAVE £££££**  
PER VEHICLE IN FUEL COSTS

**ECO**  
Stars Fleet  
Recognition  
Scheme

★★★★★

Do you manage buses, coaches, vans or HGV's?

- \* Free scheme
- \* Improved fuel efficiency
- \* Save money
- \* Reduced emissions
- \* Get tailor made support

Whether you operate 1 vehicle or 1,000 vehicles, find out more about becoming an ECO Stars operator. Call the ECO Stars team today on 01543 416 416 and quote "Gazette" [www.care4air.org/ecostars](http://www.care4air.org/ecostars)

# Why ECO Stars

- Heavy Duty Vehicles significant emitter of traffic pollution
- Needed to positively engage with the heavy duty vehicle fleet community to reduce emissions where possible
- Desired to build trust, recognise existing good practice whilst encouraging further emission reduction
- Required a scheme without a barrier for increased economic activity
- Scheme that was easy to join



ECO Stars Fleet  
Recognition Scheme



# Authority Benefits

- A positive intervention to improve Air Quality
- Reduced emissions have benefits for public health
- Reduced operating costs contribute to economic growth
- Conduit to industry engagement in hard to reach sectors



ECO Stars Fleet  
Recognition Scheme





# Operator Benefits

- **Recognition** at both vehicle and management level for current operational practices
- **Advice** on measures which could help to improve performance (AQ, GHG, £)
- **Opportunities** to raise profile with other operators, customers & local communities
- **Membership** package:
  - Star rating Certificate
  - ‘Road map’ for operational & environmental efficiency
  - Ongoing guidance to progress



# Funding

- Defra Air Quality Grant
- EU Intelligent Energy Europe Funding
- Internal Local Authority
- Local Enterprise Partnership
- Local Sustainable Transport Funds
- Local Transport Plan
- Mayor of London
- NHS - Public Health
- Scottish Government





# How it Works

- Free local membership scheme
- Managed by cities or regions for operators of commercial vehicle fleets (trucks, vans, coaches and buses)
- Recognition of best practice in clean, energy and cost efficient operations
- Guidance and advice provided on how further improvements can be achieved



# How it Works

- Member vehicles and operating practices are assessed
- To recognise levels of environmental and energy saving performance
- A star rating is applied

**Fleet Composition**



**Fuel Management**



**Driver Skills Development**



**Vehicle Specification  
& Preventative Maintenance**



**IT Support Systems**



**Performance Monitoring  
& Targeting**



**ECO Stars Fleet  
Recognition Scheme**



# Member Application & Assessment

- Recognition for individual vehicles
  - Euro engine standard, plus Booster stars
    - A) types of fuel used (& exhaust after-treatment if Euro III or older)
    - B) in-cab technology
- Recognition for overall operation
  - Percentage of fleet achieving minimum star ratings
  - Evidence of fuel management programme, driver skills development, vehicle specification and maintenance, use of operational support systems and performance monitoring



# Evaluation

- Conducted as part of the EU Project
- Survey of members to assess:
  - Reasons for joining the scheme
  - Ease of participation
  - Savings in emissions that could be attributed to ECO Stars membership



ECO Stars Fleet  
Recognition Scheme



# Evaluation

## Reason to join – Primary Responses

- To decrease fuel costs (30% of respondents)
- To improve their public profile (30% of respondents)
- To reduce CO<sub>2</sub> emissions (20% of respondents)
- To reduce air pollution emissions (15% of respondents)
- To improve their profile towards clients (5% of respondents)

## Savings

- CO<sub>2</sub> – 23K tonnes per year
- NO<sub>x</sub> – 228 tonnes per year
- PM<sub>10</sub> – 9 tonnes per year





# ECO Stars Taxi

- Includes both hackney carriage and private hire



- Vehicles are essentially passenger cars
- 2 schemes live and an additional funded



# ECO Stars Scheme UK Coverage

- South Yorkshire
- Mid Devon
- Mid Devon Taxi
- Nottingham Urban Area
- Thurrock
- City of York
- Warrington
- Sefton (Port of Liverpool)
- Dundee
- Dundee Taxi
- Edinburgh
- Falkirk
- North Lanarkshire
- South Lanarkshire
- Fife
- Glasgow



# ECOSTARS Scheme EU Coverage

- Basque region (ES)
- Cantabrian region (ES)
- Ostrava (CZ)
- Parma (IT)
- Rotterdam (NE)
- South East Sweden (SE)



# Current Active Interest

- Staffordshire Air Quality Group (Fleet)
- South Oxfordshire and the Vale (Fleet)
- Chiltern and South Buckinghamshire (Fleet and Taxi)
- Warrington (Taxi)
- Falkirk (Taxi)
- London Borough of Sutton (Fleet)
- London Borough of Croydon (Taxi)
- Royal Borough of Greenwich (Fleet)



ECO Stars Fleet  
Recognition Scheme

The logo features a red rounded rectangle with white text. Below the rectangle is a dark blue horizontal bar containing five white stars.



# Taking ECO Stars to a Wider Audience

## Sainsbury's tops national green rating poll for its depots and road fleet

0 Comment(s) Posted in Operational carbon



Sainsbury' celebrates as largest single fleet eco star affiliate with over

## Sainsburys – July 2014

← → <http://www.fleetnews.co.uk/news/2014/7/31/south-yorkshire-police-gain-eco-stars-a>

### South Yorkshire Police gain Eco Stars accreditation

31/07/2014 in News Home

Was this article useful?

Click the thumbs up >

South Yorkshire has become first police force to join a scheme that helps to improve transport-related air quality.

ECO Stars is a free scheme that encourages vehicle fleet operators to improve efficiency, reduce fuel consumption and reduce emissions.

South Yorkshire Police has so far had 162 vans and larger vehicles rated by the

## Fleet News- July 2014

**Efficient and Cleaner Operations in South Yorkshire**

The award winning South Yorkshire ECO Stars Fleet Recognition Scheme provides a FREE/NOF scheme for local authorities looking to tackle their Air Quality issues and fleet operators wanting to improve their operational and environmental performance.

Along with other Councils in the UK and the EU, the authorities in South Yorkshire have tough air quality targets to meet. South Yorkshire's issues relate to nitrogen dioxide (NO2) and fine particles, eg PM10, a significant proportion of which have been attributed to the volume of diesel engine vehicles operating on its roads. The South Yorkshire authorities led by Barnsley Metropolitan Council are pursuing a range of measures to improve air quality, among them the ECO Stars Fleet Recognition Scheme. With collaborative working and introduction of voluntary measures, the scheme allows the councils to reach out to fleet operators, promoting significant improvements.

South Yorkshire ECO Stars is currently funded through a combination of EU Local Sustainable Transport Funding (LSTF) and Barnsley Public Health and encourages fleet operators of all sizes to improve efficiency, reduce fuel consumption and emissions, which all help improve local transport related air quality. And most importantly to operators, it's free to join.

When joining, members have their vehicles and overall fleet rated by industry experts to assess their current performance, both operational and environmental, and achieve an ECO Stars rating of between 1 and 5. A bespoke 'Road Map' is then produced containing tailor-made guidance to help improve the efficiency of their fleet.

ECO Stars was launched in South Yorkshire in 2009 and now has 16 members including logistics giant DHL, 366 and Malabar Logistics, bus and coach operators such as Stagecoach and First, supermarkets Asda and Sainsbury's and a whole host of other nationally recognised companies. The scheme has since expanded and is now being run by local authorities across the UK in York, Edinburgh, Fife, Mid Devon, Nottinghamshire, Thurrock, Dundee, North Lanarkshire, Warrington and Seton.

ECO Stars National Scheme Manager Ann Beddoes from Barnsley Metropolitan Council said, "With almost 300 members across the UK, ECO Stars has proved to be an effective tool for local authorities to communicate with operators of commercial vehicle fleets. I would encourage other local authorities to consider running the scheme."

ECO Stars is a brilliant example of the public and private sector working together to bring about genuine and sustained improvements in both working practices and environmental performance. It is a scheme that we are extremely proud of in South Yorkshire." Dan Jarvis, MP for Barnsley Central, speaking on the 5th anniversary of ECO Stars.

Regional Party Campaigns Manager Caroline Fox (left) and representatives of Clogpar Logistics and Almaton - South Yorkshire ECO Stars are, and 75th members.

For more information, contact Ann Beddoes at Barnsley Metropolitan Council on 01226 772632

The ECO Stars scheme is managed by specialist transport consultants, Transport & Travel Research Ltd. Visit [www.ttr-td.com](http://www.ttr-td.com) for more information.

## Total Politics – March 2014

**ECO Stars Fleet Recognition Scheme**



# Website

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ECO Stars

HOME ABOUT US SOUTH YORKSHIRE UK SCHEMES PARTNERS LOCAL AUTHORITIES

**SAVE £2,300\***  
PER VEHICLE IN FUEL COSTS  
**APPLY NOW**

### ECO Stars Fleet Recognition Scheme

Efficient & cleaner operations for HGV's, buses, coaches and vans

- About ECO Stars**  
What the scheme is and why you should join  
[LEARN MORE](#)
- South Yorkshire**  
Where ECO Stars began and still going strong five years later  
[LEARN MORE](#)
- ECO Stars for Vans**  
How van operators can save XXXXXX with the help of ECO Stars  
[LEARN MORE](#)
- Latest Members**  
Who's Joined in June  
[LEARN MORE](#)

**Latest News**

- North West sees first ECO Stars in Warrington
- First Port ECO Stars scheme launches in Salford
- Colt's ECO Stars make funding milestone

**Testimonials**

"We are really proud to receive 4 stars with the ECO stars scheme, which reflects our commitment to improving environmental performance as a sustainable transport provider."

**ECO Stars Fleet Recognition Scheme**



Any Questions

Contact

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