ECO Stars Presentation to **Urban Freight** The Last Mile Challenge for Cities 26th September 2014 Jim Chappell **Transport & Travel Research Ltd**



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South Yorkshire Care 4 Air

- Declared AQMA s across South Yorkshire authorities
- Recognised the benefits of best practise, interdepartmental 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



* Free scheme

* Improved fuel efficiency

- * Save money
- * Reduced emissions
- * Get tailormade 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 "Gazetle" www.care4air.org/ecostars

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







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









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







O Stars Fleet cognition Scheme

Member Application & Assessment

- Recognition for individual vehicles
 - Euro engine standard, plus Booster stars
 - A) types of fuel used (& exhaust aftertreatment 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







Evaluation

Reason to join – Primary Responses

- To decrease fuel costs (30% of respondents)
- To improve their public profile (30% of respondents)
- To reduce CO₂ emissions (20% of respondents)
- To reduce air pollution emissions (15% of respondents)
- To improve their profile towards clients (5% of respondents)

Savings

- CO₂ 23K tonnes per year
- NO_x 228 tonnes per year
- PM₁₀ 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)

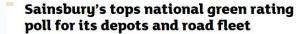


Current Active Interest

- 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)



Taking ECO Stars to a Wider Audience







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

Sainsburys – July 2014



tables ECO Store Day cognition Scheme provides a "Win,Win? scheme for al authorities looking to tackle their Air Quality issues if fleet operators wanting to improve their operational

ther Councils in the UK and the EU, the authoritie rkshine have tough air quality targets to meet. South issues relate to nitrogen dioxide (NOa) and fine io, a significant p suing a range of mes allows the councils to reach out to fle

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cluding logistics giants DHL, 3663 and Malcolm and coach operators such as Stagecoach and kets Asda and Sainsbury's and a whole host o d and is now being run by local authorities acr ork, Edinburgh, Falkirk, Mid Devon, Nottingha orities across th

ECO Stars is also part of the EU's Intelligent Energy Europe me. The in case study areas, in five other EU countries. Around 400 transpor businesses have been audited and advised for free, helping then ncy of the equiv



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Total Politics – March 2014





Stars accreditation

31/07/2014 in News Home

South Yorkshire has to join a scheme that helps to improve transport-related air

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

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

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

South Yorkshire Police gain Eco

Fleet News-July 2014



reduce emissions

Website





Any Questions

Contact jim.chappell@ttr-ltd.com

