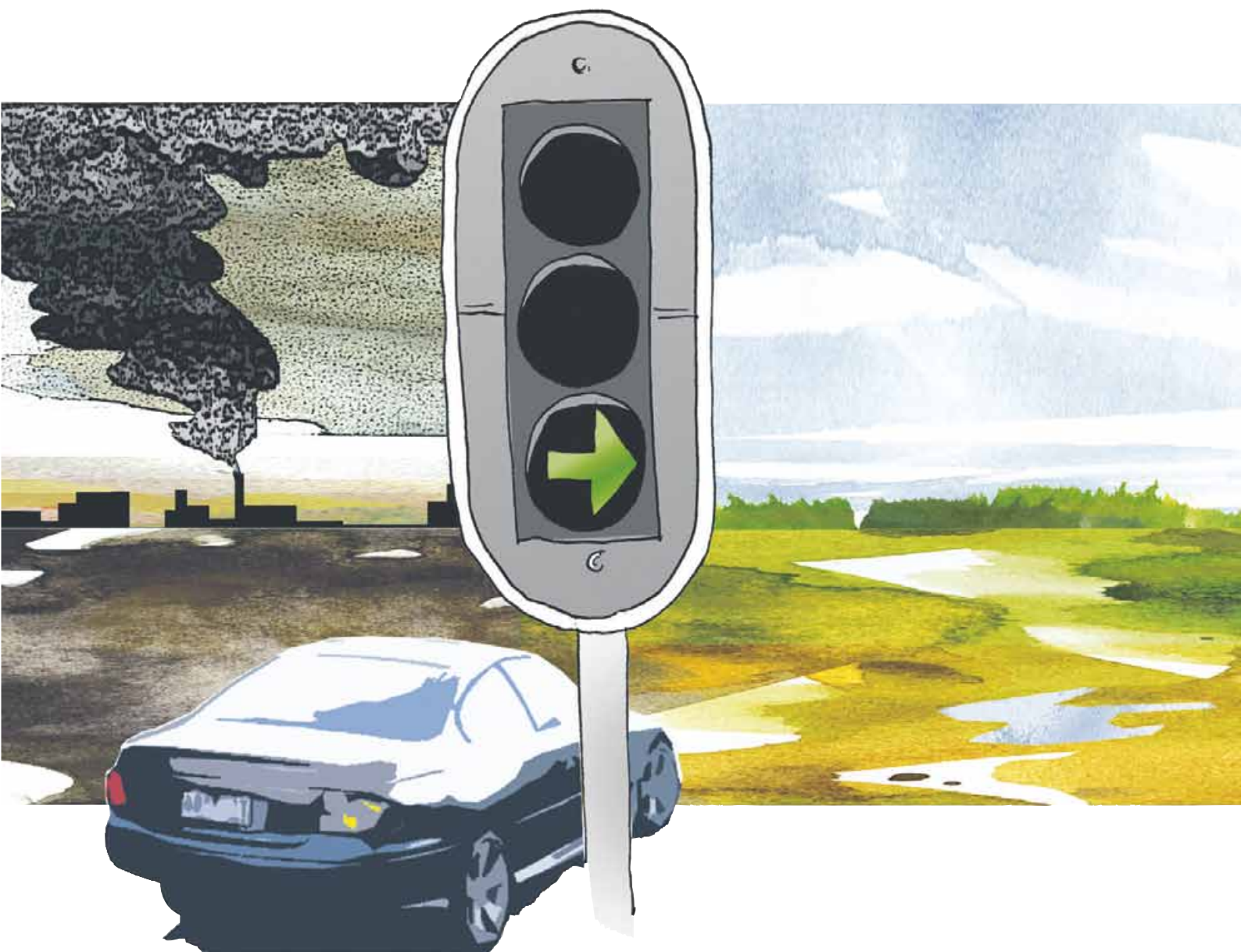


# Clean Drive Action 2010 - 2013 Final Report



**CLEANDRIVE**

- A Campaign for Cleaner Vehicles in Europe



# Contents

1. Summary.....	3
2. Background .....	4
3. The Action Model .....	5
4. Establishment of Local and National Groups.....	6
5. Action plans and training program.....	8
6. Campaigns.....	10
6.1 Clean Drive in UK: Getting Your Own House in Order Campaign.....	11
6.2 Clean Drive in Sweden - IKEA EV DAY and benchmarking Campaign .....	14
6.3 Clean Drive in Greece - Clean Vehicle brochure dissemination Campaign .....	16
6.4 Clean Drive in Germany - Eco Race Campaign .....	18
6.5 Clean Drive in France - Ecodriving Campaign .....	20
6.6 Clean Drive in Ireland - Internet advertisement Campaign .....	22
6.7 Clean Drive in Italy - Big vehicle exhibition Campaigns.....	24
6.8 Clean Drive in Slovenia - Movie on TV Campaign .....	26
6.9 Clean Drive in Latvia - Clean Drive in the Baltics Campaign .....	28
7. Results .....	30
8. Lessons learnt .....	35
9. Clean Drive partnership .....	36



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# 1. Summary

**IN EUROPE**, the objective is clear, the emissions of carbon dioxide from new cars has to be reduced.

The Clean Drive Action is a Campaign for increased sale of more energy- and climate-efficient vehicles (green cars) in Europe. It involves an important target group: car dealers, car rental and car leasing companies for achieving the overall EU objective of 130 grams of fossil CO<sub>2</sub>/km on average from new car sales to 2012-2015.

The Clean Drive Campaign is based upon an Action Model tested in a Swedish pilot project and has been implemented in nine EU countries with ten partners; Sweden, Germany (two partners), Greece, France, Slovenia, Latvia, Ireland, Italy and UK during three years, 2010-2013.

In 2007 the average emissions from new car sales in the EU-25 were 158 grams of fossil CO<sub>2</sub>/km. To reach the 130 g CO<sub>2</sub>-target requires a reduction of around 20-25 percent in total, or around 3 percent per year to 2015.

By using the Clean Drive Action Model and supporting car dealers with environmental knowledge and coordination of joint activities, the experience is that the participating car dealers feel more comfortable to discuss environmental issues with their customers and also recommend them to purchase cars with lower carbon emissions and cars that are powered more by renewable fuels. More results:

- 102 local car dealers have been involved in the Clean Drive Action.
- 98 of them are satisfied with the support from the project and its partners.
- 210 car salesmen have successfully passed the Clean Drive training course and received a certificate
- 81 common and 305 individual campaigns have been implemented which have reached almost one million participants (971 524)



- By participating car dealers:
  - The CO<sub>2</sub>-emissions from new cars sold has in average decreased from 158 g/km in 2009 to 137 g/km in 2012. This is a decrease with 19 g/km and over 13 percent or 4,5 percent per year.
  - The sale of cars emitting under 120 g CO<sub>2</sub>/km has tripled from 11,6 percent in 2009 to 33,2 percent in 2012.

The car dealers that pioneer new technologies and meet new consumer and regulatory requirements, will fare much better than those that, at the last moment, try to convert. The green car trend is here to stay - and those car dealers who have most to offer in this area attract more customers.

Together with these car dealers we make Europe and its cars greener!

*Jonas Lööf  
Coordinator Clean Drive Action  
Project Manager  
Energy Agency for Southeast Sweden*

## 2. Background

# CLEANDRIVE

**THE CLEAN DRIVE ACTION** is a Campaign for increased sale of cleaner vehicles in Europe. The project is implemented in nine EU-countries with ten partners; Sweden, Germany (two partners), Greece, France, Slovenia, Latvia, Ireland, Italy and UK. The overall goal is to show that engaged car dealers (the main target group) are important to reach the overall EU-target of maximum 130 g CO<sub>2</sub>/km on average in new cars sold between 2012-2015.

The aim of the Clean Drive Campaign is to support car dealers, car rental and car leasing companies and similar businesses, which are in the position to recommend cars to customers, to be a part of the solution and also prepare their businesses for a greener future.

In 2007 the average new cars sold in EU-25 emitted 158 g fossil CO<sub>2</sub>/km. To reach the 130 g CO<sub>2</sub>-objective we need a decrease of around 20 percent in total, or 2-3 percent per year to 2015.

The challenge is tough but there is also a big potential:

If all customers bought the best car in every "size" the CO<sub>2</sub>-emissions and energy consumption from new car already today have the potential to be 25 percent lower shows that the goal is fully achievable with a combination of behavioral (for example increased awareness, better information materials, higher motivation etc) and technological (continuously better cars) measures. This development goes hand in hand with a more competitive European car-manufacturer industry.

Following parts have been implemented during the action:

1. 10 Local Action Group with in average ten car dealers, car leasing and car rental companies have been established in each partner country (two in Germany).
2. The members in these Local Action Groups have implement an Action Plan where 1) the current situation (the current sale of cars according to in first case CO<sub>2</sub>-emissions on average before the project was started) has been decided and 2) a goal to be better has been set up (sell cars with lower CO<sub>2</sub>-emissions, at least a decrease of 3 percent per year in average).
3. A strong National Supporting Network have been established in each partner country with in average 10 key actors that have supported the members in the Local Action Groups.
4. A training program, based upon demand, have been elaborated and implemented
5. Campaign activities have been planned and implemented to recommend customers to purchase cleaner vehicles.
6. The results of decreased CO<sub>2</sub>-emissions and energy consumption from new sold cars by the participating actors have been monitored, evaluated and disseminated.

Clean Drive is an EU-action funded by the Intelligent Energy for Europe program.

# 3. The Action Model

**THE CLEAN DRIVE ACTION** is based upon a working model tested in Sweden with good results. It is structured like a management system (4 steps) and aims to support car dealer businesses to increase their sale of cleaner vehicles. Implementation of the Action Model in each partner country has improved the model to be disseminated to other EU-countries.

*Step 1: Where are you now?* - Analysis of the current situation of your business concerning the sustainability of sold cars.

*Step 2 Workshop* - Planning and training to meet the future markets, customer needs, marketing for more sustainable cars etc. Implementation of Acton Plans containing goals for the sale of cleaner vehicles, decreased CO<sub>2</sub>-emissions etc.

*Step 3: Marketing* - Planning and implementation of campaigns (testdriving, Ecodriving, exhibitions etc.) to attract new customers.

Networking - Exchange experiences with other progressive businesses and actors.

*Step 4: Monitoring & Evaluation* - Monitor the activities continuously. Evaluate what changes could be achieved after the campaign?



## 4. Establishment of Local and National Groups



**THE AIM OF** the Clean Drive Action was to support the main target group: car dealers, car rental and car leasing companies and similar businesses, that are in the position to recommend cars to customers, to prepare for a greener future.

To be able to support the main target group, each partner established a Local Action Group with in average ten car dealers, car leasing and car rental companies.

*But why should car dealers take part in an action like Clean Drive?*

*What is the benefit?*

New vehicles, new environmental standards, increasing fuel prices and changing customer expectations will be a big challenge in the future. Clean Drive offers support to adapt to the future demand and attract new customer groups. As a member of the Clean Drive Action, the car dealers enables to access important networks (strong national supporting net-

works were also established inside the Clean Drive Action with national manufacturer associations, car dealer associations, Ministry of transport, environmental organizations etc.), with valuable competencies and experiences from all over Europe, and also included workshops, common campaigns, coaching and training activities, press contacts etc.

The process to involve local car dealers was harder than expected. As the Clean Drive Action was planned many letter of intents were received from car dealer businesses to participate. But when the action eventually started some of them had went bankruptcy and some other had changed situations due to harder economic perspective.

During continuous and intensively efforts the consortium partners have been successful to gather a satisfying number of Local Action Group members and National Supporting Network members, which was the base for the whole project and the Action Model could fully be implemented.

Some car dealers saw the benefit to participate directly:

*“ We are obviously interested in selling more environmentally friendly cars, and each project that aims to support on how we can sell more environmentally friendly cars is good ”*

- Benny Holmgren, president of Holmgrens Car in Sweden

### Local Action Group Members (LAG)

Country	Target: Number of expected LAG members	Result (Reached number)
Sweden	10	16
Germany (2 partners)	20	21
Greece	10	7
France	10	6
Slovenia	10	7
Latvia	10	17
Ireland	10	11
Italy	10	8
UK	10	9
<b>Total</b>	<b>100</b>	<b>102</b>

### National Supporting Network Members (NSN)

Country	Target: Number of expected NSN members	Result (Reached number)
Sweden	10	19
Germany	10	24
Greece	10	10
France	10	2
Slovenia	10	10
Latvia	10	14
Ireland	10	11
Italy	10	9
UK	10	14
<b>Total</b>	<b>90</b>	<b>113</b>

# 5. Action plans and training program

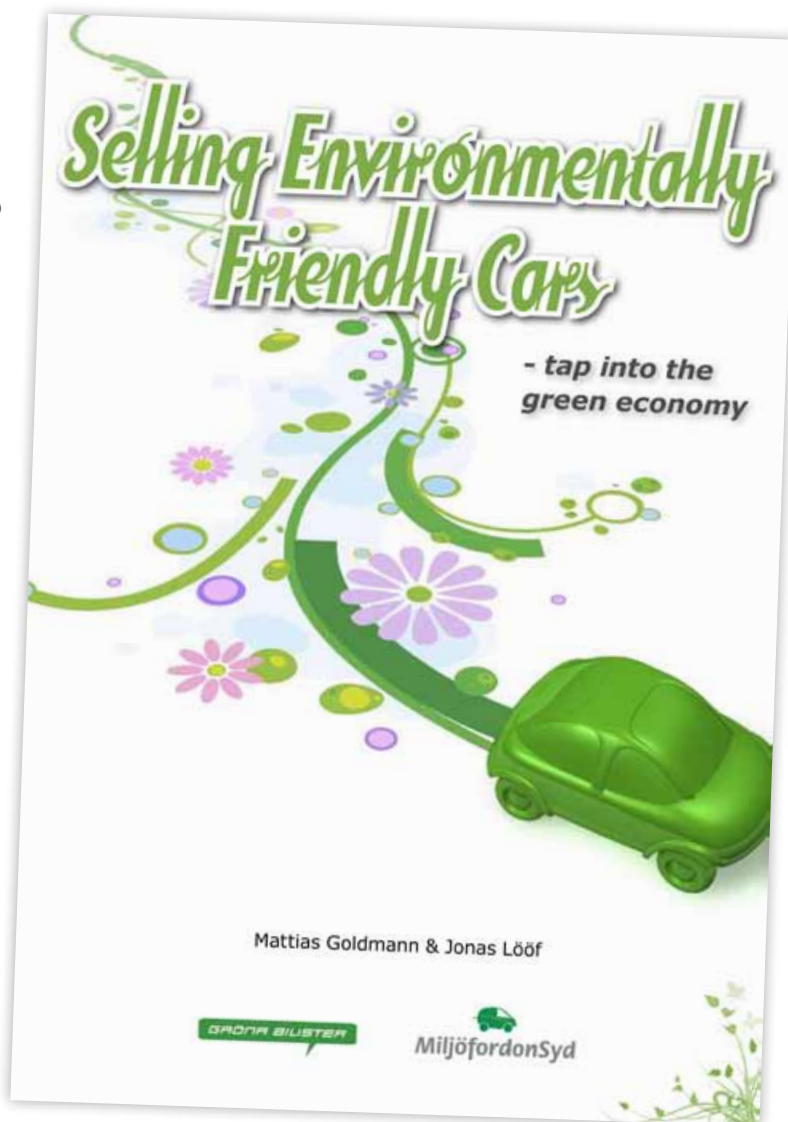
## Action plans

The base in the Action model is to get the car dealers to work in a systematically and controlled way to sell increased number of cleaner vehicles. An important part is to support the Local Action Group members to implement an action plan each where; 1) the current situation is analysed (invention of the previous year's sales of new cars and determine the average carbon dioxide emissions) and 2) set a measurable target to be better (sell cars with lower CO<sub>2</sub>-emissions, at least a decrease of 3 percent per year in average to be able to meet the 130 g CO<sub>2</sub>/km EU-overall target). Then add up with longer term targets for 2015 and 2020.

## Training program

To be able to reach the set targets for decreasing CO<sub>2</sub>-emissions and sale of cleaner vehicles increased knowledge about cleaner vehicles, EU-directives/legislation, new technologies etc. is important. A survey regarding demand for training by the car dealers was performed in the beginning of the Clean Drive Action. This resulted in a developed training program for a face-to-face training. The final course structure consists of 4 "toolbox" sections:

1. EU-level: Introduction to the environmental situation, goals and targets.
2. Clean Drive: what is cleaner vehicle, overview of existing technologies, scope and demand of the emerging car market in Europe.
3. Local / regional / national situation: challenges, opportunities, obstacles - this part of the training course should reflect specific features of the current situation and future prospective at local level in each project partner-country.
4. Implementing the Clean Drive Working Model:  
How to sell the benefits of Low Emission Vehicles?  
How to motivate different categories of customers to buy cleaner vehicles?



An e-learning version of the training has been developed to be able to involve more car dealers as a complement to the face-to-face training program. Also a car dealer guidebook in all partner languages has been developed which has been very appreciated and disseminated to over 1000 car dealers.

To implement the training program in a similar and controlled way in all the partner countries, two tutors per partner has been introduced and trained in the training program.

The training has been offered to all participating car dealers to let their car salesmen take part. All salesmen who successfully have passed the training have received a certificate.



CLEANDRIVE

## Certifikat

Härmed intygas att


# Ola Petersson

genomgått Clean Drive certifieringsutbildning  
*Sälja miljöbil: Satsa på miljö - tjäna pengar!*



Trained persons = number of certificates.

Växjö april 2013

  
Jonas Löf  
Coordinator Clean Drive  
Stledare Energikontor Sydost

Country	Target: Number of trained persons	Result (Reached number)
Sweden	30	50
Germany	30	23
Greece	30	9
France	30	6
Slovenia	30	22
Latvia	30	29
Ireland	30	20
Italy	30	20
UK	30	31
<b>Total</b>	<b>300</b>	<b>210</b>

Climateeffektiva  
Europe

 INTELLIGENT ENERGY  
EUROPE

## 6. Campaigns

**TO BE ABLE** to reach the set goals also a Campaign and Marketing Plan by each Local Action Group member has been implemented to present what they will do for activities/Campaigns during the project time. The target was to implement in total 30 common and 300 individual Campaigns in the nine partner countries during the three years Clean Drive Action. The result reached was 81 common and 305 individual campaigns.

Examples from good implemented campaigns in all partner countries can be seen later in this chapter.

In total the implemented campaigns reached almost one million participants (971 524) where near 30 per cent (289 353) were satisfied with the information, around 2 per cent (17 679) actively tested any offer (Ecodriving, testdriving, consultations etc) which resulted in 1 253 concrete investments in clean vehicles according to information from participating car dealers.



<i>Country</i>	<i>Target: Number of individual campaigns</i>	<i>Target: Number of common campaigns</i>	<i>Results individual campaigns</i>	<i>Results common campaigns</i>
Sweden	30	3	43	22
Germany	30	3	80	4
Greece	30	3	5	15
France	30	3	27	16
Slovenia	30	3	38	6
Latvia	30	3	33	4
Ireland	30	3	12	6
Italy	30	3	24	3
UK	30	3	43	5
<b>Total</b>	<b>300</b>	<b>30</b>	<b>305</b>	<b>81</b>

## 6.1 Clean Drive in UK: Getting Your Own House in Order Campaign

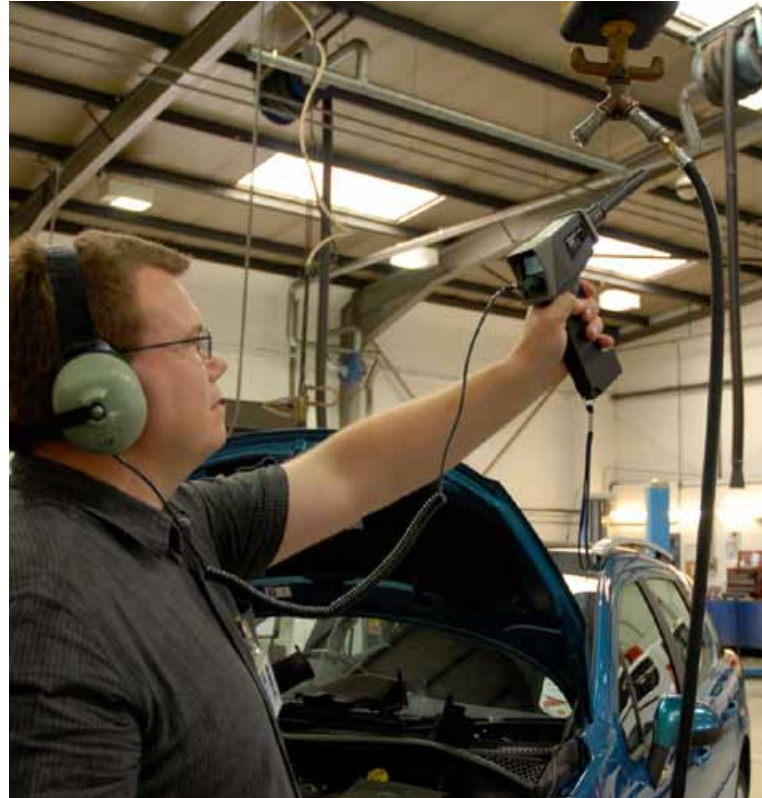
**SEVERN WYE TOOK** the same approach for engaging with car dealerships (referred to as the 'Local Action Group' or LAG) with an aim to court participation as the rest of the Clean Drive consortium - via an invitation by letter (with the accompanying project leaflet), email, personal appointment and cold calling. This was not well received and was met by silence, suspicion and scepticism. In conclusion it was thought that car dealerships were not used to support from organisations outside the car industry. And the mention of 'training' brought further negativity towards participation since they suffered from 'training fatigue' forced upon them by the manufacturers and trade bodies.

In consultation with members of an established UK 'National Support Network' - a group of individuals represented by motor industry academic institutions, trade bodies and consultants - we started again with a completely different approach which became our first year campaign. To gain trust with the car dealerships, we offered free premises audits which looked at the potential for energy saving and opportunities for energy generation through renewable energy technologies. The findings of which were presented by a comprehensive report (with action plans), and in some cases PowerPoint presentations.

The argument was clear. How could the dealership justifiably promote and sell low emission vehicles when the buildings in which they occupy were energy 'hungry and 'wasteful'?

Following on from the reports many of the participating dealerships made energy saving improvements for example; replacing inefficient lighting with low energy equivalents, improvements to heating installations and repairs to compressed air systems. And in one instance one of the LAG members installed an air-source heat pump.

Now with a trusted relationship, in partnership with the dealerships, Severn Wye was able to move forward with the marketing and training side of the Clean Drive project with relative ease.



*Severn Wye's Matt Williams conducting a compressed air leak test at a Ford Dealership*



Dealer Principle for Warners Peugeot Chris Smart receiving their 'Dealership of the Year 2010-11' award from Severn Wye's Stuart Davies for achieving 15 per cent energy saving across the business



***Interview with Mr. Stuart Davies,  
Senior Project Manager with Sev-  
ern Wye Energy Agency about Clean  
Drive implementation in UK:***

***The biggest success?***

Following the detailed opinion surveys carried out with both the UK's Local Action Groups (car dealerships) and National Support Network (experts in the field of low emission transport), it was felt that the best marketing tactic to try engage with members of the (car buying) public was to initiate eco-driving techniques at the car dealership showrooms. In response to this Severn Wye was able to loan an eco-driving simulator from the national energy agency, Energy Saving Trust, and adopted a 'Top Gear' style leader-board competition where following 45 minutes of tuition and simulation the best drivers won prizes.

***The biggest challenge?***

Initially the biggest challenge was to get 'buy-in' to the project from the car dealerships since they were not used to 'outsiders' offering support. Other project challenges included trying to increase additional footfall over and above the norm at dealerships with a very small marketing budget at the Clean Drive open days. And, whilst the 'classroom' element of the Clean Drive training was received with moderate success, encouraging dealership's to participate in the eLearning modules of the Clean Drive training has proved to be unsuccessful.



***The most important experience?***

When the project model isn't working in all parts as originally planned in the respective country, try to understand why and adapt in way which is most useful to the project actors but still staying true to the project ethos. This way you will achieve the most positive results.

## 6.2 Clean Drive in Sweden - IKEA EV DAY and benchmarking Campaign



### **IKEA Electric Vehicle Campaign**

Together with a well-known actor like IKEA it is possible to attract many of the leading manufacturers to participate and show their clean and energy efficient vehicles on an electric vehicle event. This is extra important when the market is very young and the vehicles are not available yet at the local car dealers. When a big company like IKEA is interested and invites to an innovative and interesting day about the newest technology and vehicles it is attractive. It is not only attractive for manufacturers and car dealers but also for the biggest and most interested customer groups like municipalities and companies to visit such an event.

The aim of the day was to make a big event with 1) a lot of electric vehicles located at the same place at the same time, 2) present the latest news in the area for increased knowledge and 3) an arena for experience exchange between manufacturer and car dealers and interested and potential customers.

More than 300 potential consumers participated in the Campaign and led to a lot of leads for the participating car dealers. Such events make car dealers

to see benefits to tap into the green economy and sell cleaner vehicles.

### **Benchmarking Campaign by municipalities**

Municipalities and county councils are buying only a few thousand cars a year, so it's not really a particularly important market for car sales, except in small towns where a relocated public agency can be a dominant buyer.

However, the purchasing and leasing requirements by municipalities, are a benchmark for the rest of society, and the demands placed on the municipality vehicle purchases are likely to become general a few years later. It is therefore important for the car dealers to be aware of the new demands on municipality cars.

Although municipalities have no legal requirement that push them to buy environmentally friendly vehicles, their choices are important as they affect businesses and individuals follow suit.

An annual campaign has been implemented to highlight the purchase of municipalities and county councils, which also gives a lot of media cover each year.



**Botkyrka received the award of the best clean vehicle municipality in 2012. The County Council of Örebro received the award as best clean vehicle county council 2012.**

This Campaign is an investigation which benchmark all Swedish municipalities and county councils car fleets which push them to work harder and purchase continuously cleaner vehicles every year. The result is also valuable for the car dealers as a base to offer municipalities cleaner vehicles that can help them to be better.

The annual follow-up in 2012 shows (compared to 2011):

- the proportion of clean vehicles by municipalities increased from 60 to 63 percent
- the proportion of clean vehicles by county councils increased from 77 to 83 percent
- CO<sub>2</sub>-emissions decreased by 3,7 percent which corresponding to a reduction of about six grams CO<sub>2</sub>/km and car.
- This give a total CO<sub>2</sub>-reduction about 2700 ton and 200 000 Euros in reduced fuel costs per year.
- Many municipalities will completely phase out the fossil-fuel powered cars and government authorities should in principle just purchase and lease clean cars.

### **Interview with Mr. Jonas Lööf, Energy Agency for Southeast Sweden about Clean Drive implementation in Sweden:**

#### *The biggest success?*

To be able to implement the Clean Drive Action Model by 96 (almost 100) car dealers from nine different countries during recession times in Europe and receive that 92 car dealers are satisfied with the support and to have participated in the Clean Drive Action.

#### *The biggest challenge?*

To motivate car dealers to see all benefits in selling clean vehicles. They are very conservative and “business as usual” seem more comfortable than go for a greener strategy.

#### *The most important experience?*

The experience of that the car market is more differentiated in different EU-countries than expected. This experience made it extra important to find adapted solutions for more or less each country and bigger task. Thanks to a very strong, creative and well working consortium, solutions on all different situations were able to find.



## 6.3 Clean Drive in Greece - Clean Vehicle brochure dissemination Campaign

**IN ORDER TO** “assist” the Clean Drive Campaigns carried out in Greece both in the individual car dealer and in national levels, a brochure with brief, yet important, information about clean vehicles and alternative fuels was designed, created and printed in 200.000 copies. This was an easy-to-read and rather attractive triptych, with updated and trendy information on clean vehicles aiming to solve some “mysteries” and answering the most common questions of potential customers.

These brochures were provided to a large range of target groups:

- all the members of the Greek Local Action Group (5,000 to each one of them), being car dealers who either used them as informative material given to the potential clean vehicles clients/buyers, or as “give out” material presented in an especially established stand dedicated to the “Clean Drive” project, in their respective showrooms;

- all the members of the Greek National supporting network (NSN), in order to circulate them through their already established dissemination of information channels.

It is important to mention here that, one of the Greek National Supporting Network (NSN) members members, namely the “Attikes Diadromes S.A.” (the company that has undertaken the operation and maintenance of Attica Tollway), has pledged to circulate a very large number of these brochures (50,000 copies) to the subscribers of the “e-pass” tolls service. But the rest of the NSN members also can be very helpful on that “campaign”, as for example the Laboratory of Electric Machines & Power Electronics of NTUA has access to NTUA’s 14,000 students and staff, the Municipality of Maroussi to its more than 70,000 inhabitants, etc.





## *Interview with Dr. Charalampos Malamatenios, Head of CRES Training Department, about Clean Drive implementation in Greece:*

### *The biggest success?*

Through the Clean Drive Project's activities, the salesmen / car dealers realised that, since in Greece the car market in general is decreasing whereas the clean vehicle market is relatively increasing, selling clean vehicles is the only option for them to remain in business. Another "success story" that can be mentioned is the proper choice of the National Supporting Network members in Greece. Indeed, the NSN members were very enthusiastic on the "Clean Drive" concept and provided a lot of help through various ideas for carrying out the campaigns in the most effective way, their participation in the webinar that was held during the project, as well as through the exploitation of their dissemination channels during the lifetime of the project.

### *The biggest challenge?*

The car market is one of the most affected by the economic recession sectors in Greece. About 3000 dealerships have closed since 2010, while the remaining ones were - in most cases - forced to drastically reduce their employees. So, the biggest challenge faced was to persuade the main target group of Clean Drive; cars salesmen / dealers, to leave their jobs even for a couple of hours in order to participate in the project's activities. As it was mentioned from one potential member of the Local Action Group, a car dealer who was contacted to join the LAG, but he finally didn't manage to do so: "If the Clean Drive Project had been started a couple of years ago, it would have been of great success! But now...."

### *The most important experience?*

Apart from the challenges and critical situations already described as regards the Greek car market, what made us retrieving forces and move ahead with the project's implementation was the enthusiasm with which the members of the NSN embraced the action and the strong support we had from them during all project's phases. Also, the car dealers/salesmen themselves, which in the beginning were



rather restrained as regards the project's objectives and actions, in the end, especially after providing them with the campaign materials produced in the frame of the project, turned to really keen supporters of the "clean / green vehicles" concept and committed to keep on promoting them.

## 6.4 Clean Drive in Germany - Eco Race Campaign



### Spritspartipps

Mit den folgenden Tipps können Sie den Verbrauch schnell um 10 - 20% reduzieren. So freuen sich die Umwelt und Ihr Geldbeutel.



- 1 Früh hochschalten, niedrigtourig fahren**  
Beim Beschleunigen früh hochschalten und während der Fahrt im niedrigen Drehzahlbereich bleiben.
- 2 Vorausschauend fahren**  
Häufiges Bremsen und Gas geben vermeiden. Die Routen gut vorplanen, um Suchfahrten und Mehrverbrauch zu vermeiden.
- 3 Schubabschaltung nutzen**  
Moderne Motoren verbrauchen keinen Sprit, wenn der Fahrer bei eingelegtem Gang vom Gas geht. So kann man mit der richtigen Gangwahl elegant die Geschwindigkeit anpassen ohne zu bremsen.
- 4 Anlassen und sofort losfahren**  
Wenn der Motor läuft, gleich losfahren. Den Sitz und die Spiegel sollte man vor dem Anlassen einstellen.
- 5 Motor aus ab 15 Sekunden**  
Schon nach wenigen Sekunden lohnt es sich den Motor auszuschalten, z.B. an Bahnübergängen, Ampeln oder im Stau.
- 6 Ballast und Dachträger**  
Unnötiges Gewicht im Kofferraum und alle Dachträger erhöhen den Verbrauch erheblich.

### Eco Race

A successful way to address the environmental message is to organise a fuel saving competition or an Eco Race. The Eco Race was one part of the overall campaign Eco-Challenge that was organized by the German Clean Drive partners and the nine car dealerships of the MOTHOR group. The event took place on September 1, 2012. The main goal of the Eco Race was to massively promote the environmental products of the MOTHOR car dealerships with a focus on green cars, such as the VW Polo Blue Motion, eco services and fuel saving products. The event was combined with a big flea market that is organized by the car dealer annually attracting some



*Winning trio in Eco-Challenge*



*Team picture fuel saving quiz*

10,000 visitors. Besides other attractions the Eco Race was the major activity.

The fuel-saving competition with the new VW Polo Blue Motion took place on a predefined round trip with a length of 40 km. This rally was announced via local and regional press. The first prize consisted of a weekend in a 5\*hotel in Wolfsburg, the VW Auto-stadt, in combination with a visit of the factory and a Bundesliga game of VfL Wolfsburg. Test drivers could register for the contest and drive the route in several weeks in August. On September, 1st the finalist of the race had to compete in a Fuel-Saving Quiz to become the Fuel-Saving Champion and winner of the Eco-Challenge. In total 29 participants took part in the race and test drove the VW Polo Blue Motion on the route. The winner achieved an average of fabulous 2.7 litres/100 km, followed by 2.9 and 3.1 litres. Later on the competition was done by a similar way by car dealers in Saxony and on a climate protection event near Munich.

### *Interview with Mr. Tobias Kipp, Team red and Mrs. Thekla Heinel, BSU about Clean Drive implementation in Germany:*

#### *The biggest success?*

The cooperation with the participating car dealers was successful in many ways. The Clean Drive team provided valuable input for their business development and the car dealers used the campaign elements in a creative way. The car dealers gave a very positive feedback, so a first step is done in order to modify traditional structures.



#### *The biggest challenge?*

To find and motivate this very important group of car dealers, who are willing to act as front runners in the business, was the biggest challenge of the project.

#### *The most important experience?*

It is necessary to build on a network of car dealers and car manufactures in order to address a wider target group. The dependency of car dealers from car manufactures is very high in Germany, so in case it will be possible in the future to get car manufactures on board, it will be possible to address car dealers more comprehensive and with a bigger response. Moreover the topic of green cars needs to be included in the education of young car dealers so that they have a more advanced knowledge. Beside the aspects of energy efficiency this will also be an aspect of competitiveness in the future.



## 6.5 Clean Drive in France - Ecodriving Campaign



**ECODRIVING AS** a good example of Campaign to increase the interest for environmental issues and cleaner vehicles and stimulate a discussion on this theme between car dealers and customers as potential buyers of cleaner vehicles.

The idea of Ecodriving training session is to enable the car dealers in mixing real experience and selling argument.

Implementing a ecodriving training session is easy but you need at least half a day. The practical training has 3 phases: 1h30 theoretical phase, followed by a practice phase of 1h30 and a feedback session of 30 minutes. A group of 4 people can share the



training session in a same car so that they get the possibility to exchange on their impression. The expert is defining a route that will take highway, small roads and city centers to have a wide range of driving type.

This training is a very good complement to the usual brand training session that is more about the car but not about driving it in an efficient way. Most car dealers were very interested by the concept and some also planned to train their whole staff. Eco driving on simulator is also a good experience, but often more expensive as the material has to be rented and delivered as well as managed by an expert.

Prioriterre also organised another campaign of Clean Drive Open Doors with eco driving simulators and low emission cars exhibition. In order to gather sales managers during these events, prioriterre bought the list of enterprises to the local CCI (commerce and industry chamber) to be able to send private invitation to the sales department. 200 enterprises were listed. Phone calls were also made to boost the participation. It was a way to help the participating car dealers to get in touch with new potential customers interested in cleaner vehicles and enterprises managing an important vehicles fleet. The Clean Drive Open Doors gave an added value to already existing open doors by bringing new information to the customers.

### *Interview with Mrs. Anne-Sophie Masure, Prioriterre, about Clean Drive implementation in France:*

#### *The biggest success?*

The biggest success was the cooperation with the participating car dealers to organize campaigns that would fit their needs and give them opportunity to stimulate their interest in clean vehicles as well as their sales potential.

#### *The biggest challenge?*

The biggest challenge was to attract for us a new target group: car dealers. We had to work harder on finding the good perspective to interest car dealers in participating.



#### *The most important experience?*

To have a good communication action towards the decision makers and citizens is also important. Car dealers and manufacturers are now developing new technologies to decrease their emissions. We have to shift even more the awareness raising from who sells to who buys and exploit the capacity of the companies to answer the new market demand.

## 6.6 Clean Drive in Ireland - Internet advertisement Campaign



**KEVIN O' LEARY GROUP** is the Opel dealer in Clonmel, County Tipperary and they also hold dealerships elsewhere in Ireland. The dealership has a range of Clean cars with 75 percent of their fleet falling into Tax bands A and B. With new car sales at a severe low due to the recession in Ireland the dealership were very happy to talk about alternative ways to advertise. The dealership traditionally advertises on local radio and in local newspapers. As there was a gap in internet advertising it was agreed with the manager, Willie Butler that the dealership would avail of a Google Ad words campaign which would run between June and August of 2012.

Using appropriate and targeted key words is very important in these campaigns and suitable choices enables Google to target potential customers searches; words used were green cars, eco cars, tax band A cars, fuel efficient cars, environmentally friendly cars, electric cars, fuel saving, fuel economy and low emissions. The campaign aimed to 'drive' traffic to their website and placed the dealership at the top of Google search results achieving ad positions vary-

ing between first and second place on the Google search list. In so doing the campaign created awareness about the dealership and their range of Clean cars. Over the campaign 265,313 adverts appeared on computer screens in Tipperary and close to 200 customers clicked and searched further. Willie Butler was able to evaluate searches by time, by car or by search terms used and this was very valuable information on their electronic prospective customers.

This campaign increased website visitors, informed people of their fuel efficient cars, increased the number of people visiting the dealership, increased test drives of their fuel efficient cars and according to the O'Leary Group increased sales of their Tax Band A and B vehicles.



*Profile of the 265,313 clicks, a gap in the middle exists where no adverts were placed proving that the ads TEA placed were successful.*

## *Interview with Dr. Vincent Carragher, Energy Manager with Tipperary Energy Agency about Clean Drive implementation in Ireland:*

### *The biggest success?*

The biggest success of Clean drive in Ireland was the Eco Car and Motor Show held on November 10th 2012 in Thurles where Clean drive car dealers exhibited at least 3 Clean cars to the general public. The Lord Mayor attended and presented the training certificates and the performance awards to the dealers and this demonstrated their Clean Drive status to the public. Significant radio and newspaper coverage was leveraged by TEA and events, free tea, coffee and snacks, competitions, draws and prizes for the public motivated participation. Hundreds of people attended the Eco Motor Show over the 4 hour duration showing strong interest in the most fuel efficient cars and one dealer sold 6 Clean cars. Increased brand awareness was promoted for the car dealers as stockists of Clean cars in Tipperary.

### *The biggest challenge?*

The biggest challenge was definitely the busy nature of the car dealers life and their complete focus on selling cars. It was difficult to engage with them but we adopted the UK idea and offered free energy audits for their premises. This motivated the car dealers to get involved as in the recession they feel the costs of their energy bills severely. With persistence and hard work we managed to train our car dealers and a car company and they were all very happy with the marketing campaign support offered by Clean Drive.



### *The most important experience?*

The most important experience for TEA was the realisation that even though we had difficulty initially engaging the car dealers that sharing this problem with the Clean Drive consortium really helped. We were able to take SWEA's suggestion and implement it in Ireland and this with the training and campaign benefits provided strong participation from the car dealer group.

## 6.7 Clean Drive in Italy - Big vehicle exhibition Campaigns



### Ruote e Motori Show 2012

“Ruote e Motori Show” represents the largest exhibition dedicated to cars and motorcycles of the centre-south Italy. It has been organized by the LancianoFiera consortium and it has reached the eighteenth edition.

The event foresees inside an exhibition area for the last model of cars and motorcycles of the best brands and outside a race area. Each year this event sees the participation of thousands and thousands people. Some Clean Drive Local Action Group members (LAG) organised the second local marketing campaigns by the participation at the motor show, where they promoted the respective new clean vehicles and distributed booklets, brochures and other materials. The event is open for the public and it saw the participation of over 50 companies, among which 8 car dealers, with the presence of about 12.000 visitors.

This kind of events assure great interest among car dealers, media and end-consumers. It was a great

success for the project since it represents a very important occasion to give relevant information about clean cars and stimulate the purchase of green vehicles.

### Ateracer 2012

Ateracer was a motoring event which took place in Atessa (Val di Sangro) for the second edition. In 2012 the event has been focused on the green vehicles thus it represented an important occasion to promote the Clean Drive action both by the arrangement of one stand and by the TV spreading. The event saw the possibility for the visitors to test the new low emissions vehicles and to get more information about this type of car as well as to spread the Clean Drive concept.

The marketing campaign was arranged and planned in cooperation between the LAG members participating and the organisation. The event was marketed by the support of National Supporting Network (NSN) members that promoted the exhibition by their own web sites and by the distribution of flyers





in their front offices. Moreover ALESA promoted the event via website and using a Renault Twizy put at disposal from Colanero Motor Company for its local movements.

In addition the participation of regional and local TV allowed to reach a wide public and increase the interest towards this event and the clean vehicles. 4.000 visitors and TV services resulted in an important occasion for the participating car dealers to make contacts with potential customers. This means also increase the awareness about the green vehicles and encourage the development of this market. To match the passion for the race with the possibility to test new vehicles represents a very effective way to attract a large audience and to realise a perfect promotional campaign for the car dealers.

### Clean Drive corner

The LAG members, which have the permanent and daily opportunity to face the end-consumers, have the crucial task to inform and persuade them about the rightness and effectiveness of the choice of clean vehicles. Thus, they are the point of contact for the distribution of booklets, brochures and other materials promoting clean vehicles. In each car dealer office has been fitted out with a “Clean Drive Corner” presenting logo and materials related to the Clean Drive project in order to warrant high visibility to the project and its benefits.

## Interview with Mr. Antonio Di Nunzio, General Manager A.L.E.S.A. Srl about Clean Drive implementation in Italy:

### The biggest success?

Good mix of media tools used in the realisation of the common campaigns and the excellent wide-spread of the «Clean Drive message» by the use of radio and TV. The participation in some events such as «ATERACER» and «Ruote&Motori Show», out of the scheduled actions. Moreover each car dealer arranged a “Clean Drive” corner in its showroom where the action was promoted (for the whole duration of the action); the use of the Italian version of trendsketcher by the LAGs members during their «open days».

### The biggest challenge?

The difficulty (from the side of car dealers) to organize individual events in addition to those scheduled by their factories (“open day”, etc.).

### The most important experience?

The target identified by the project, while offering the advantage of being in direct contact with the end consumer, has the major drawback of not having sufficient autonomy of decision in respect to the mother company. An interesting upgrade of Clean Drive



project should be an attempt to involve directly the mother companies and exploit their capacity to have a good lobbying action towards the national governments or completely change the target and address the action towards citizens, investing on their sensitisation. It means to shift the attention from who sells to who buys and exploit the sensibility of the companies about the new market demand.

## 6.8 Clean Drive in Slovenia - Movie on TV Campaign



Winner of Eco-rally - LAG member AC Lovše



President of the National Council Blaz Kavcic and Minister for the Environment Dr. Roko Žarnič

**TOGETHER WITH** GEA TV GI ZRMK produced three movies with over half an hour of TV program about project Clean Drive and about green and clean cars. GEA TV is a medium that combines the good minded people, young at heart and full of energy, and interesting ideas. Television is in the service of the people and for the people who care for the environment, coexistence between peoples, solidarity and concern for quality and healthy life. Promotion and education for the youngest and less young people, learning about green environment are the main goals of GEA TV.

Movies presents: the Clean Drive project, the situation of the automotive industry (sales, pollution etc.), eco-friendly vehicles, tips for safer and cleaner driving and our Local Action Group (LAG) partners with "green" cars. Movies were recorded in collaboration with our LAG partners and represent their views on the introduction of clean vehicles for sale. In addition to the presentation of the project Clean Drive movies present the deployment of "clean" technologies in car industry, the national and global statistical data about car sales, the national policy in this area and highlights of the two Eco Rallies implemented in Slovenia.

In the third movie is also an interview with Mr. Ivo Boscarol, who is speaking about clean vehicles, giving support to the project. Mr. Boscarol is the founder of the Pipistrel, a company that produc-

ing ultra-light planes and has received three NASA prizes, including the NASA Green Flight Challenge in 2011. At the end of the clip Mr. Andrej Pečjak participate, electric cars constructor, who won the 14th rally Monte Carlo with his home-made electric Dacia Sandero in 2013.

Movies were broadcast on regular program of GEA TV (twice a week in prime viewing time) and in program of local televisions (VTV, VAS KANAL, TV PRIMORKA, GORENJSKA TV). Movies are shown in all LAG partner's shops and are also available on internet:

<http://www.youtube.com/watch?v=0cAtiNAPJ78&feature=youtu.be>

<http://www.youtube.com/watch?v=JjNeow37ass&feature=youtu.be>

[http://www.youtube.com/watch?v=Hz2kf\\_6pWEk&feature=youtu.be](http://www.youtube.com/watch?v=Hz2kf_6pWEk&feature=youtu.be)



## Eco-rally

The idea of Eco-rally is simple. It is a way to combine a test run of normal and also green cars how to drive very fuel efficiently over a specific distance. The Eco-rally was to promote more environmentally friendly driving, which is also more economical. Saving and rational behavior in terms of fuel consumption is now one of the priorities.

Together with our subcontractor the Society of Planet Earth (Planet Zemlja) we organized two Eco Rallies. In first Eco Rally there was over 25 teams participated with than seven brands of vehicles. On the road, driving through more than 200 km, the participants argued that the safe and efficient driving is environmentally friendly.

Eco Rally promotes environmentally friendlier driving, which at the same time consumes less fuel. Saving and rational behavior in terms of fuel consumption is now one of the priorities. How to save fuel was one of the things tested during the rally. Participants shared the experience among themselves as well as with others. Saving fuel directly reduces the burden upon the environment in which we live, and economical driving is also safer. The first Eco Rally consisted of driving on the highway, in urban areas and over a rather hilly roads. Participants were using vehicles with diesel, gasoline and hybrid drive, and with masses from 1000 kg to almost 2000 kg. Almost half of the car crews consisted of three or four members. Despite all the facts the rally announced, no one surpassed the average consumption of 7 litres of fuel per 100 kilometres. Cars for the "race" have been loaned by LAG members, which saw an opportunity to promote efficient and clean drive.

Mr. President of the National Council Blaz Kavcic, Minister for the Environment Dr. Roko Žarnič, General Secretary of the National Council, General Secretary and the Secretary of Ministry for Environment, safe driving instructor Brane Kuzmič, representatives from Croatia and Bosnia and Herzegovina took part together with a caravan of 25 vehicles of seven brands with over 50 participants in total.



## *Interview with Mr. Miha Tomšič, project manager, GI ZRMK about Clean Drive implementation in Slovenia:*

### *The biggest success?*

The biggest success in Slovenia was organisation of two Eco Rally's which have been very well covered in media, and the general public showed great interest for environmental issues through those events. Due to the Clean Drive activities and Eco Rally success the media started to put more stress on the necessity of the introduction of cleaner vehicles.

### *The biggest challenge?*

The biggest challenge is to convince the car salesmen that their future is in the sale of clean vehicles. The economic crisis should not be an excuse for worse sales results.

### *The most important experience?*

At the beginning of the project it was necessary to invest an enormous amount of energy that we have to convince our partners to participate in this project. But when partners saw that their cooperation in the project was bringing certain advantages, working with them became a real pleasure. Anyhow, this is a great success in these difficult times of crisis.

## 6.9 Clean Drive in Latvia - Clean Drive in the Baltics Campaign

One of the important Riga Managers School (RMS) achievements in the Clean Drive project is an organisation and implementation of the international conference “Clean Drive in the Baltics” with more than 100 participants. The conference was held on February 14- 15, 2013 and was aimed to reach the following goals:

- to present Clean Drive project (Intelligent Energy Europe programme) an EU initiative on the increase of car sales with low CO<sub>2</sub>-emission
- to discuss an influence of various factors - economic, ecological, psychological, administrative - on the development of “green” transport
- to consider different options for compromising between various interests of “green” transport market stakeholders
- to increase customers’ awareness of actual and prospective advantages of “green” car use including modern traditional technologies as well as electrical, hybrid, alternative fuel transport
- to promote involvement of different groups of population in Clean Drive movement
- to stimulate central and municipal bodies take an active part in the improvement of “green” cars sales and purchases
- to promote including of “green” transport topic in the National Development Plan of Latvia
- to disseminate the Clean Drive Action Model to countries outside the consortium partner countries (Estonia and Lithuania) and a way to increase the experience exchange between the countries in the Baltics about cleaner vehicles

Conference proceedings could be found here: <http://www.rmsforum.lv/public/29765.html?from=categories>



*Clean Drive award is presented to SEB Leasing for their campaign on supporting purchase of cars with CO<sub>2</sub>-emission below 130 g/km*



*Stefan Nilsson, motor journalist, one of the conference speakers, is convinced: dramatic changes in the EU car market will happen very soon.*



## *Interview with Mr. Alexander Gamalayev, Senior Consultant, Riga Managers School, about Clean Drive implementation in Latvia:*

### *The biggest success?*

At the beginning of the project clean vehicles (hybrid, electric, those using alternative fuel) were considered as something exotic in Latvia, being discussed theoretically, not as something suitable for practical use. Now discussions regarding suitability of different versions of cleaner vehicles for Latvia are run regularly with rational arguments. This raise of awareness in close future changes in car market among other factors resulted from consistent work of car dealers who include CO<sub>2</sub>-emission level in their discussions with customers and marketing materials.

### *The biggest challenge?*

Car manufacturers and distributors pay not so much attention to promotion of cleaner vehicles in such small European countries as Latvia as soon as EU demands for mitigating CO<sub>2</sub> emission do not refer directly to particular countries. Another challenge was sharp economic and financial crisis which forced car dealers to think first of all about survival thus promoting those car models which could bring large immediate profit. Another side of the crisis is low purchasing power of the population restricting their capabilities to buy cleaner vehicles.

### *The most important experience?*

Taking into account above mentioned challenges car dealers successfully implemented indirect approach-



es to promote cleaner vehicles such as discussing Total Cost of Ownership with customers thus stressing economic advantages of cleaner vehicles. Also installation of LPG equipment with guarantees into newly sold cars may be considered as an intermediate step to introduce cleaner vehicles. But the most important experience is that extensive successful introduction of cleaner vehicles could be implemented only through creation of the whole supply/purchase chain - from legislative support to creation of efficient infrastructure for cleaner vehicles.

# 7. Results

**THE MAIN OBJECTIVES** of the Clean Drive Action were to:

1. show that the participating car dealers could meet the the EU-overall target: 130 g CO<sub>2</sub>/km in average in new sold cars, by 2012 (first step)?
2. show that participating car dealers on average doubled the sale of cars that emit under 120 g CO<sub>2</sub>/km to 2012 (baseline is 2008 = 16 percent of the total sale)
3. show the effect of Clean Drive in terms of reduced CO<sub>2</sub>-emissions and energy consumption as a part of the solution to reach the EU 20 percent energy efficiency goal to 2020 as well as the 10 percent biofuel goal in the transport sector by 2020.
4. show an improved Clean Drive Action Model that is both possible to adapt and disseminated all over Europe both during the project time and after the end of the project

*Are participating car dealers able to meet the the EU-overall target: 130 g CO<sub>2</sub>/km in average in new sold cars, by 2012?*

The EU has a target for the average new passenger car to emit less than 130 grams of carbon dioxide per kilometre (g CO<sub>2</sub>/km) by 2015. Within this



*Prize award to Lijas bil for best reduction of CO<sub>2</sub>-emission in average by new sold cars in 2012 compared to 2009 - a decrease with 43,2 g CO<sub>2</sub>/km on average.*

overall target individual manufacturers have specific targets, calculated using the average mass of their fleet. This means that the vehicle fleet can stay diversified by allowing higher emissions from heavier cars than from lighter vehicles.

The targets will be gradually phased in to apply to an increasing proportion of cars - 65 percent of the fleet is taken into account for 2012 targets, rising to 100 percent in 2015. Manufacturers have an additional longer term target of 95 g CO<sub>2</sub>/km by 2020.

## Simulation of a 4,5 percent annual decrease until 2020

Year	g CO <sub>2</sub> /km
2012	137,1
2013	130,9
2014	125,0
2015	119,4
2016	114,0
2017	108,9
2018	104,0
2019	99,3
2020	94,9

## Average CO<sub>2</sub>-emissions per partner country (participating car dealers)

	2009	2010	2011	2012
Germany	168,9	168,2	163,6	141,5
Greece		143,1	129,7	127,0
Irland	140,0	135,0	128,0	122,0
Italy	149,9	135,8	147,6	138,6
Latvia	181,1	168,9	157,9	157,0
Sweden	166,6	153,4	143,0	137,3
Slovenia	154,2	146,9	142,3	137,1
UK	147,7	143,0	142,0	136,4



When the Clean Drive Action was planned, the base year was 2007 where the average new sold car in EU-25 emitted 158 g CO<sub>2</sub>/km. To reach the 130 g CO<sub>2</sub>-objective a decrease around 20-25 percent in total or around 3 percent per year to 2015 is necessary.

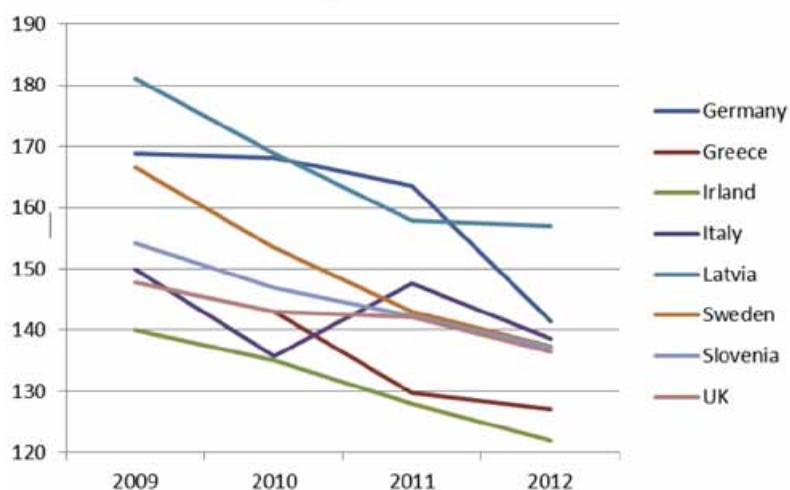
The average CO<sub>2</sub>-emissions from new sold cars by participating car dealers in Clean Drive, that has been possible to analyse, shows a decrease from 158 g/km in 2009 to 137 g/km in 2012. This is a

decrease with 19 g/km and over 13 percent in total or 4,5 percent per year.

Statistics for both average CO<sub>2</sub>-emissions and masses from new sold cars by participating Clean Drive car dealers are only available in Sweden. Interestingly the average CO<sub>2</sub>-emissions of 137,3 g/km by participating car dealers in Sweden with an average mass of 1530,5 kg fulfilling the EU-directive for 2015 by 2012!

A continued annual decrease by 4,5 percent, by

**Average CO<sub>2</sub>-Emission**



### Cars that emits < 120 g CO<sub>2</sub>/km (in percent)

	2009	2010	2011	2012
France	-	38,0	38,0	-
Germany	2,7	2,6	4,2	16,0
Greece	-	12,1	32,5	36,9
Ireland	12,0	38,0	44,0	57,0
Italy	20,4	28,4	30,0	33,8
Latvia	1,3	5,8	6,2	11,4
Sweden	15,0	23,9	32,5	42,0
Slovenia	7,2	16,2	15,7	28,8
UK	22,5	28,8	30,4	40,0
<b>Total</b>	<b>11,6</b>	<b>21,5</b>	<b>25,9</b>	<b>33,2</b>

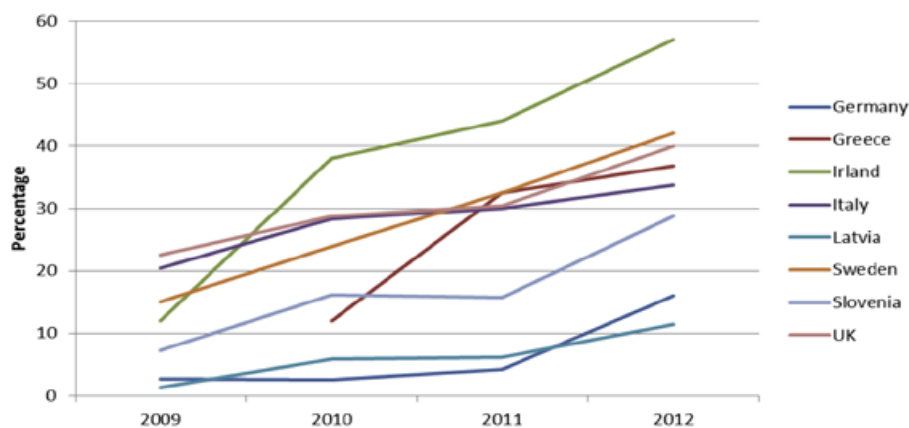
Clean Drive car dealers, means that the long-term target 95 g/km by 2020 will be reached.

*Are participating car dealers able to double the sale of cars that emit under 120 g CO<sub>2</sub>/km by 2012 (baseline is 2008 = 16 percent of the total sale)?*

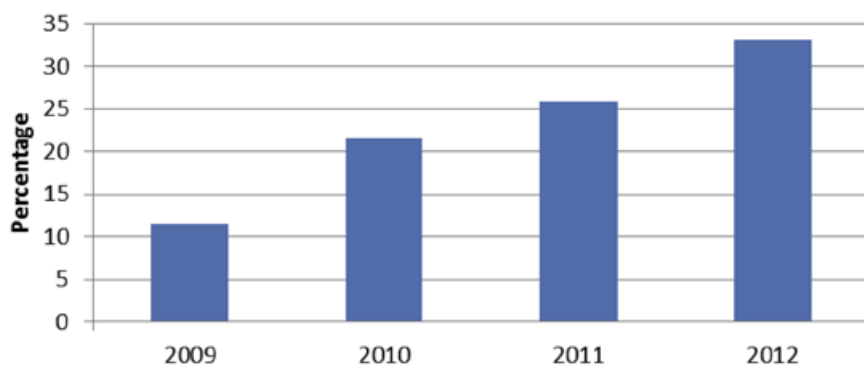
When the Clean Drive Action was planned, the baseline for the target of doubling the sale of cars that emit under 120 g CO<sub>2</sub>/km is the year 2008 (= 16 percent of the total sale of new cars).

Statistics for the sale of cars emitting under 120 g CO<sub>2</sub>/km by Clean Drive car dealers has developed from 11,6 percent in 2009 to 33,2 percent in 2012. It results in a tripled sale of low emitting cars by the car dealers in Clean Drive and a result that also

### Percentage of Vehicles with CO<sub>2</sub>-Emission <120g



### Average Percentage of Vehicles with CO<sub>2</sub>-Emission <120g in all Participating Memberstates





fulfills the target a doubled sale from a baseline of 16 percent.

*What is the effect of Clean Drive in terms of reduced CO<sub>2</sub>-emissions and energy consumption?*

Calculation of the reduced CO<sub>2</sub>-emissions and energy consumption from an Action can be done in different ways. Taking into account the decrease in CO<sub>2</sub> in terms of reduced g CO<sub>2</sub>/km on average from new sold cars by participating car dealers results in a reduction of 10 226 ton CO<sub>2</sub> and 39 GWh or 3376 toe energy saved per year.

If this progress reached during the Clean Drive Action is extrapolated to 2020 it results in a decrease of 30 500 ton CO<sub>2</sub> and 117 GWh or 10070 toe in energy saved per year.

The result is calculated on the number of sold cars in the year 2012 by the car dealers participating in Clean Drive, 32 098 cars in total or 334 cars per participating car dealer. Each car is also calculated to run 15 000 km on average per year.

*What about an improved Clean Drive Action Model that will be both possible to adapt and disseminate all over Europe after the end of the project?*

The Clean Drive Action Model tested in a Swedish pilot project has been implemented in an European perspective and improved during the lifetime of the Clean Drive Action. The Model contains of necessary elements like 1) analysis of current situation, 2) workshop for setting goals and planning of required training, 3) implementation of campaigns to be able to reach the set goals and 4) monitoring and evaluation of the progress.

**Challenges faced during the implementation:**

The first and most important challenge was to get car dealers onboard to participate and work with the environmental message. On the other hand when they are on board they are satisfied (98 of 102 car dealers) with all the support provided through the Clean Drive approach.

A second challenge was to get data from the sale of new cars to be able to conduct the current analysis. Car dealers are reluctant to share

statistical information outside their companies. One way to overcome this is to guarantee dealership confidentiality. As can be seen dealership data is amalgamated to show improvement on a Country by Country basis.

A third challenge is that car dealers are surprisingly dependent on the manufacturer, even if they are independent companies with own strategies. They are in almost every discussion referring to the strategies by the car manufacturers and that they receive all required training, information and help that they need from them. The participating car dealers have showed an interest for adapted training from the Clean Drive Action (a third party perspective).

A fourth challenge is that the car market works differently between European countries in terms of type of cars purchased (size of cars, engines, fuels etc.), incentives for more environmentally friendly cars, taxes etc. which also have meant a need for adapted solutions in each Clean Drive partner country.

A fifth challenge is that the car dealers seem to be very busy and have more or less no time for other things than “business as usual”. This affects the participation by the car dealers in workshops, trainings,

<i>Number of cars represented in the statistics</i>				
<i>Partner country</i>	<i>2009</i>	<i>2010</i>	<i>2011</i>	<i>2012</i>
Germany	1400	1716	1772	1951
Greece		13282	17985	4251
Ireland	792	1462	1561	1133
Italy	10199	9372	7582	5268
Latvia	2667	3663	6232	6509
Sweden	5771	7794	8003	6578
Slovenia	5890	6365	6032	5006
UK	1380	1413	1324	1402
<b>Total</b>	<b>28099</b>	<b>45234</b>	<b>50675</b>	<b>32098</b>



meetings etc. which did the planning of common campaigns and experience exchanges harder for the Clean Drive partners in each country.

A sixth challenge has been the recession in the European economy that affects the car market significantly. On the other hand in times of recession the customers are more interested in cost effective solutions that means that they automatically purchase cars with lower fuel consumption - this correlates with the aim of Clean Drive Action.

The Clean Drive Consortium has tackled all challenges that showed up with intensive efforts and different adapted solutions. Everything from individual workshops for general managers, garage energy analysis, workshops for planning and setting of goals, individual training and coaching activities, help with planning of common campaigns, dissemination of good examples and experiences from other car dealers and other countries, etc.

However the most effective way to convince car dealers to participate and be a part of the solution for a greener Europe is to show facts on increased potential and real sale of cleaner vehicles. Then they start to see benefits of tapping into the new greener economy and the work with environmental issues and cleaner vehicles become more natural and also a part of their strategy to survive both in short and long term perspective.

*The Clean Drive Action shows that:*

- by supporting car dealers with environmental knowledge and coordination of joint activities, the experience is that the participating car dealers

feel more comfortable to discuss environmental issues with their customers and also recommend them to purchase cars with lower carbon emissions and cars that are powered more by renewable fuels

- working more strategically with green cars is becoming more important for car dealers as the market is increasing for greener cars. An active environmental program is an important part to show its responsibility. To invest in environmental conditions also gives opportunities to generate business, increase market shares, increase sales and improve margins. With public opinion increasing for environmental issues it may eventually even become a pure matter of survival! It is hence more natural and obvious to the dealer to work on a reduced environmental impact, hand in hand with better business.
- environmentally interested car dealers are one important part of the solution for an increased introduction of cleaner vehicles and a greener Europe.
- the Clean Drive Action Model works in an European perspective (maybe it needs to be a little bit adapted into national car market situation) and is possible to disseminate to all EU-countries.

## 8. Lessons learnt



**DURING THE** Clean Drive Action a lot of challenges and lesson learnt have been experienced. In this chapter a short summary of lessons learnt is listed.

- It is important with a strong consortium where challenges can be discussed and adapted solutions found. The Clean Drive Consortium has worked very creatively and constructively and managed challenge by challenge during the lifetime of the Action.
- To involve car dealers and help them to sell cleaner vehicles and tap into a greener economy takes time - it is important to have patience!
- To be able to involve car dealers in the process for a greener Europe it is important to show the business case and benefits with cleaner vehicles - this makes the car dealers and salesmen more comfortable to participate in different campaigns and promote cleaner vehicles
- It is harder to sell the environmental message to car dealers in crisis time.
- It is important to involve the top management by the car dealers (general manager, owner etc.) in the process - when they see the benefits they can

decide about necessary changes.

### *Identified improvements in the implementation process of the Clean Drive Concept:*

- Better availability of statistics of data from new sold cars would be very helpful in terms of monitoring progress. Maybe a common European register should be developed where it is possible to get data and conduct analysis of the sale per brand, on national level and also divid down to local car dealer level.
- Better support and involvement from manufacturers and national car dealer organisations would help to legitimate the importance for local car dealers to take part
- A common clean vehicle definition and more common incentives all over Europe for cleaner vehicles would harmonise the car market in the EU and help the whole value chain to move more quickly in a cleaner direction: Manufacturers, car dealers and customers.

# 9. Clean Drive partnership

The partnership in Clean Drive represented ten partners and nine countries - with a good geographical spread: from south and north and east and west. For more information contact your local Clean Drive Partner.



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# CLEANDRIVE

- A Campaign for Cleaner Vehicles in Europe

