

# ecoDriver: being eco or feeling eco?

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 *Centro Ricerche Fiat*

16-17 March 2016

Mercedes-Benz Museum, Stuttgart

Co-funded by



[www.ecodriver-project.eu](http://www.ecodriver-project.eu)



*ecoDriver*  
*Final Event*

# being eco is a global need

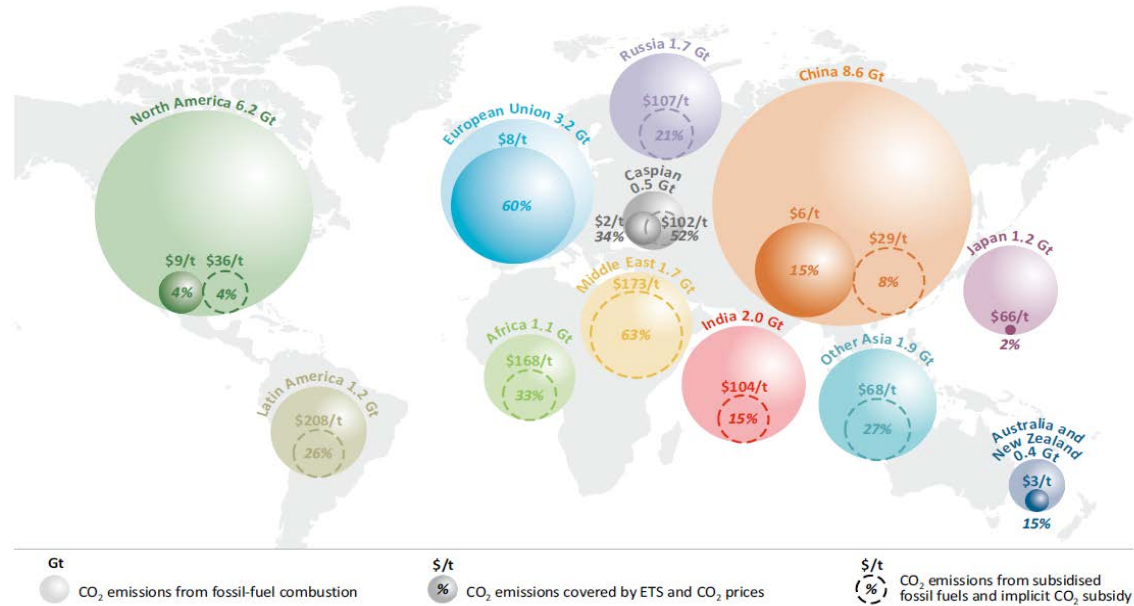
## 2015, United Nations Climate Change Conference, COP 21

- 👣 The key result is to limit the global warming, by 2100, compared to pre-industrial, to below 2 degrees Celsius.
- 👣 The goal to limit temperature increase with 2 degrees was however supplemented in the adopted version of the Paris Agreement, with the statement that parties "pursue to" limit the temperature increase to 1.5 degrees Celsius.



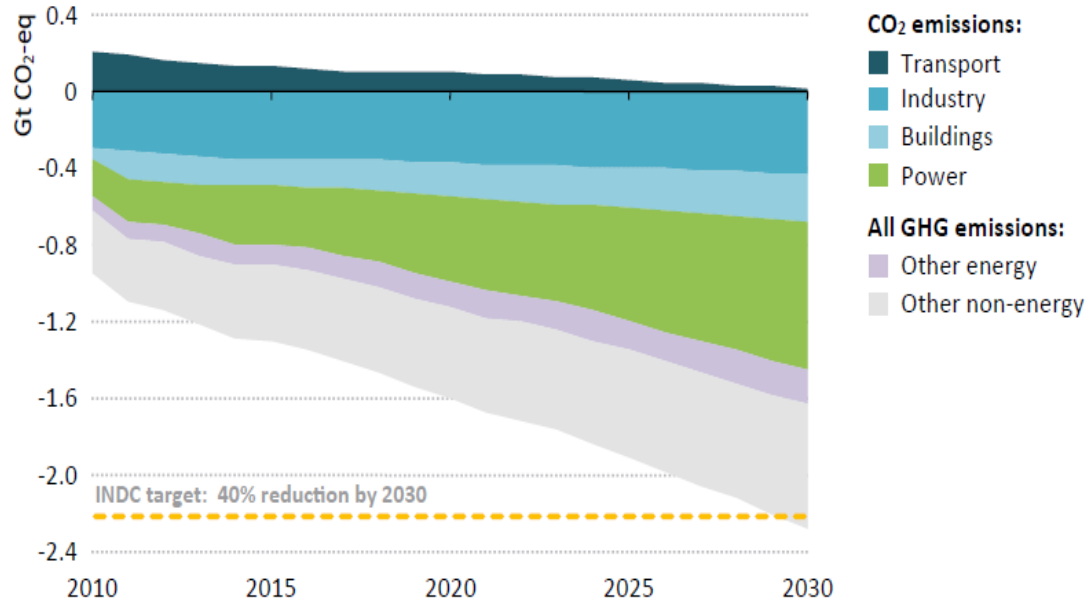
# being eco is a global & regional need

## Energy related CO<sub>2</sub> emissions, World Energy Outlook, 2014



# being eco is a “todo” for all sectors

European Union greenhouse-gas emissions reductions, World Energy Outlook, 2015



# being eco is a “todo” for transport

## EU28 Regulation on CO2 emissions

[http://ec.europa.eu/clima/policies/transport/vehicles/cars/index\\_en.htm](http://ec.europa.eu/clima/policies/transport/vehicles/cars/index_en.htm)

### 2021 target

- 👣 By 2021, phased in from 2020, the fleet average to be achieved by all new cars is 95 grams of CO2 per kilometre.
- 👣 The 2021 target represents a reduction of 40% compared with the 2007 fleet average of 158.7g/km.

[update Jan. 2016]

# ACEA is joining forces



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# ACEA a multi-stakeholder initiative

## FUEL OPTIONS

alternatives for cars and light commercial vehicles, i.e. electrically chargeable vehicles, liquid biofuels, natural gas and biogas

## ITS Intelligent Transport Systems

predictive map-based applications, traffic and travel information, traffic management and control

## ROAD INFRASTRUCTURE

measures for a sustainable upgrade

## ECO-DRIVING

pre- and post-trip techniques and driving techniques

# «eco driving»

One question to the Audience



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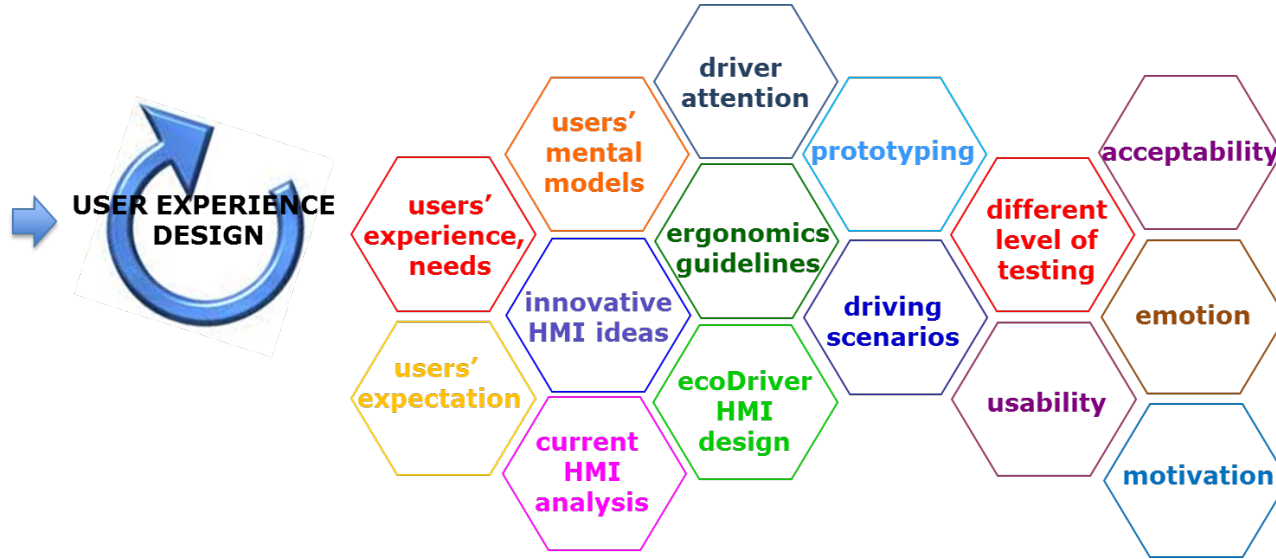
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# ecoDriver user experience design

ecoDriver solutions deliver drivers effective feedbacks on green driving facilitating the adoption of eco driving styles.



# ecoDriver from being eco to feeling eco



Maximize acceptance by adapting the eco-driving HMI to the driving style, traffic conditions, powertrain, and vehicles



Test the effectiveness of nomadic and built-in navigation systems in encouraging green driving



Maintain or even enhance driver safety while providing eco-driving support



Scale-up the results to Europe and carry out a social cost-benefit analysis

**Thank-you!**

**[www.ecodriver-project.eu](http://www.ecodriver-project.eu)**

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