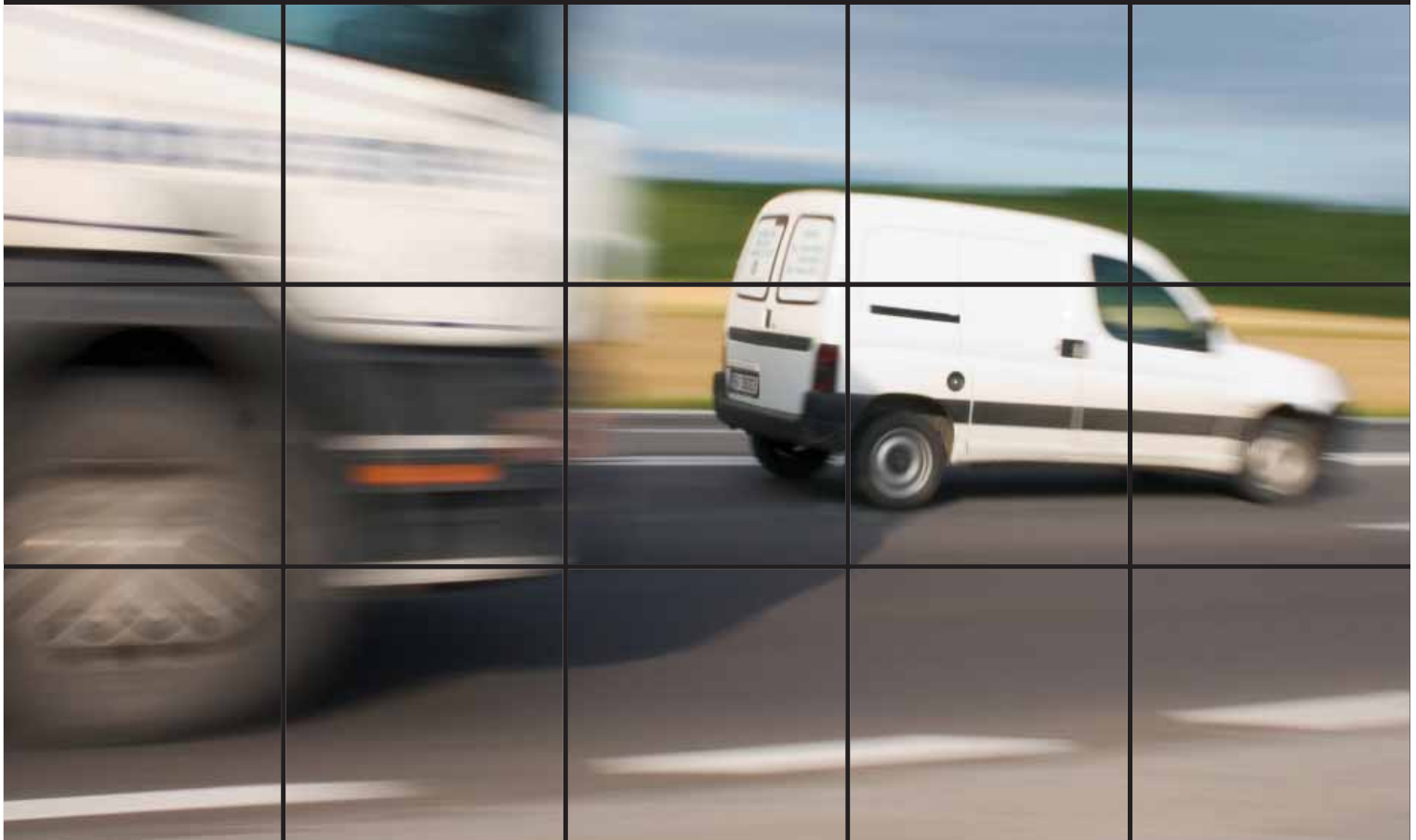




Energy and climate change
Air and water quality
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waste management
Sustainable transport
Innovation and knowledge transfer
Sustainability

Case Study:

**AEA Helps Van
Drivers Save Over
£3 Million in Fuel**



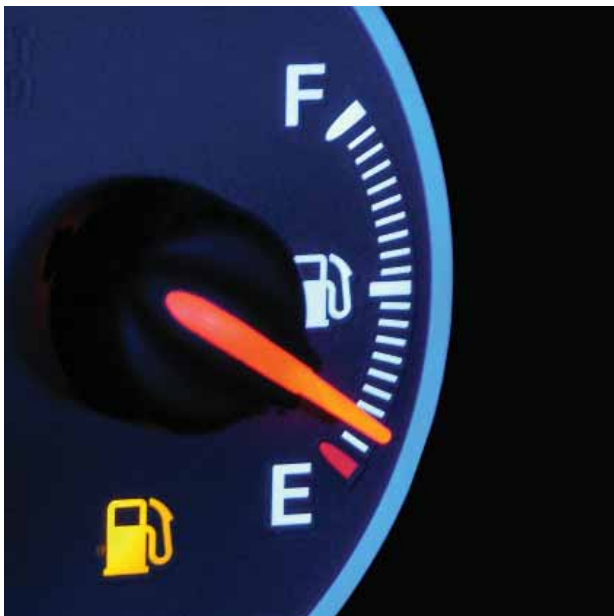
Sustainable Transport

Case Study: AEA Helps Van Drivers Save Over £3 Million in Fuel

Background

During 2003, UK Light Commercial Vehicle (LCV) activity accounted for some 58 billion kilometres (Department for Transport (DfT) statistics). Over 90% of this distance was in connection with collection and delivery of goods, travel between home and workplace, or journeys between jobs. LCVs play an important role in the countries economy.

SAFED (Safe and Fuel Efficient Driving) for vans is a programme, funded by the DfT, which delivers one-day training courses involving a mix of classroom and on the road tuition, which aims to reduce accident rates, reduce fuel use and reduce vehicle and driver stress.



Issue

AEA was tasked with a number of key objectives, namely, to recruit 7,500 drivers and a network of 300 trainers to the SAFED programme; and to position the SAFED standard in the sector so that van operators perceive and value its benefits, whilst also preparing for its continued commercial provision beyond the scope and timescales of the funding period.

Results

Results from the programme show that the 7,500 drivers trained in the SAFED techniques averaged

“It is calculated that these benefits can equate to a £500 fuel savings per vehicle, depending on mileage, which is a significant impact on industry.”

an improvement in MPG of over 24% on the day, up to 60% reduction in driver faults, 34% reduction in the number of gear changes and a 1.5% reduction of journey time. It is calculated that these benefits can equate to a £500 fuel savings per vehicle, depending on mileage, which is a significant impact on industry. The programme also achieved high levels of awareness in the media.

Solution

At the outset of the project, AEA conducted an extensive market research study in order to understand the key audiences, their behaviours and the communication channels they could be reached. From this, a comprehensive marketing plan was put together, utilising the full marketing mix. Using our skilled IT professionals, AEA developed an on-line database, which all trainers could access and which would automatically generate reports and manage finances for the project.

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