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Promoting Cleaner Vehicle Movements in your City or Region: ECOSTARS Fleet Recognition Scheme

Connolly, Ann; Gelová, Eva
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Promoting Cleaner Vehicle Movements in your City or Region: ECOSTARS Fleet Recognition Scheme

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Towards Cleaner Road Transportation

Presented by:

Ann Connolly (The City of Edinburgh Council, UK):

ann.connolly@edinburgh.gov.uk

Eva Gelová (CDV, CZ): eva.gelova@cdv.cz

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Full title: ECOSTARS Europe

Acronym: ECOSTARS

Project start date: June 2011 **End date:** May 2014

www.ecostars-europe.eu



Supported by

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Presentation Content

- What is the ECOSTARS scheme?
- ECOSTARS as a tool of co-operation
- ECOSTARS assessment criteria
- ECOSTARS Europe Project
- ECOSTARS beyond the project
- ECOSTARS in Ostrava
- ECOSTARS in Edinburgh
- Conclusions



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What is the ECOSTARS Scheme?

- The original scheme in South Yorkshire
- Main aim of ECOSTARS = cleaner air
- Motivation to participate:
 - Benefits for administrations
 - Benefits for transport operators
 - Benefits for citizens



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ECOSTARS as a tool of co-operation

- Co-operation among city/region administration, operator and auditor
- Recruitment, assessment, certificates
- Vehicle stickers, logo for company use, promotion of results by the project and the administration
- Road Map = tailored recommendations
- Company progress monitoring in time
- Additional services (seminars etc.)



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ECOSTARS assessment criteria

- Based on engine EURO standards plus alternative fuels use and operational enhancement
- Focussed on 'standardised' assessment of:
 - A specific vehicle
 - A whole fleet
 - A company operation



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ECOSTARS Europe Project (1)

- June 2011 to May 2014
- Seven new local schemes:
 - Edinburgh (UK)
 - Parma (IT)
 - Rotterdam (NE)
 - Southeast Sweden (SE)
 - Ostrava (CZ)
 - Cantabria (ES)
 - Basque Region (ES)



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ECOSTARS Europe Project (2)

- ECOSTARS external reference group
- Tool kit and common scheme standards
- Full guide on project completion
- www.ecostars-europe.eu



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ECOSTARS beyond the project

- Other new UK schemes:
 - Gedling
 - Mid-Devon
 - Thurrock
 - Falkirk
 - York (launch imminent)
 - Others expressing interest
- Use of guide on project completion
- Use of consultancy



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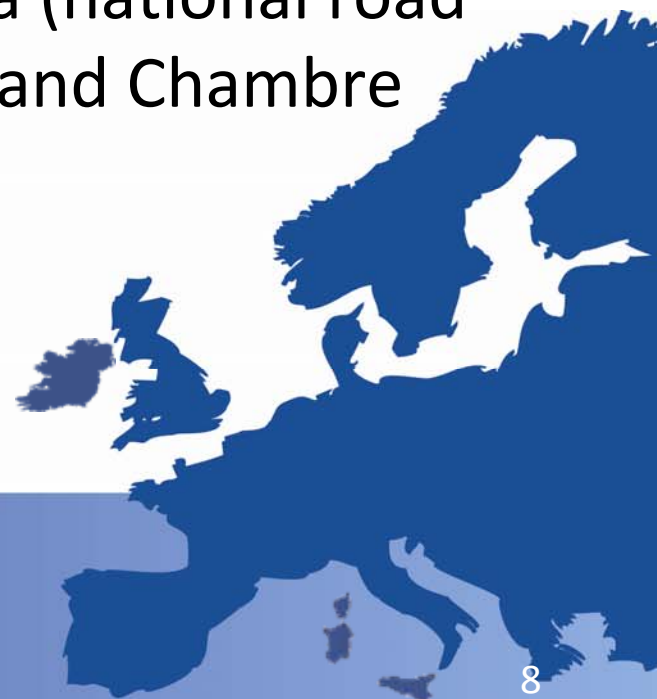
ECOSTARS in Ostrava (1)

- Ostrava has heavy problems with air quality in days of inversion weather
- Co-operation with ČESMAD Bohemia (national road hauliers association, regional office) and Chambre of Commerce (regional office)



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ECOSTARS in Ostrava (2)

- Membership
- Newsletters
- www.ecostars-ostrava.cz





ECOSTARS in Edinburgh

- Local administration wish to improve air quality by voluntary means
- Progress with scheme
- How members have made progress
- Newsletters and workshops
- www.ecostars-edinburgh.org



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Members success rewarded



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Conclusions

- A voluntary, free way to save fuel and reduce emissions
- Benefits for all
- ECOSTARS – a ready made scheme
- Transferable to your area
- Unique recognition at all sites
- A deployment guideline planned



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Contact information

- To discuss a possible new ECOSTARS scheme in your city/region, the coordinating institute:
 - TTR (Transport & Travel Research Ltd, London)
 - <http://www.ttr-ltd.com>
 - Mark Fell
 - mark.fell@ttr-ltd.com
- Support from existing schemes
- ECOSTARS Europe 2



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Thank you

Thank you very much for your attention!



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