

Save money and fuel
by **SMARTER** DRIVING



Subsidised driver training
for employees



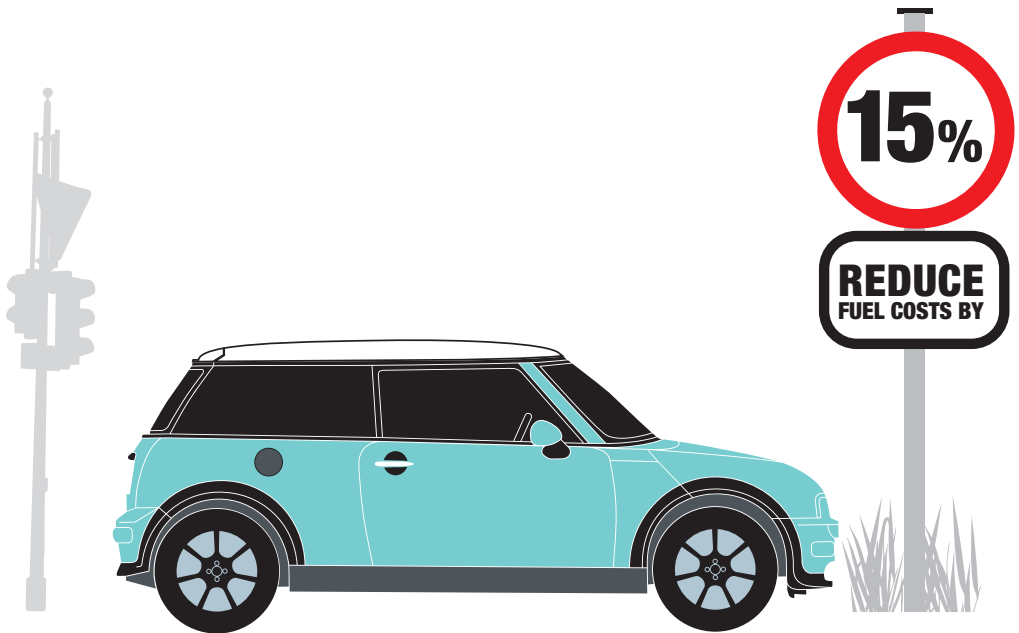
energy saving trust®

Smarter driving for smarter organisations

There is a simple way to help your employees improve fuel economy and cut fuel costs – **it's called smarter driving.**

We all like to think we are good drivers. But by making some simple changes to the way you drive you can improve your fuel consumption by around 15 per cent.

Smarter driving can be implemented by everyone so whether your employees are driving for business or personal reasons, this style of driving will help save money on fuel bills.





What are the benefits?

Smarter driving training offers the following benefits:

- Lowers fuel costs for all staff including company car drivers. Smarter driving techniques lead to an average 15 per cent reduction in fuel consumption which adds up to typical annual savings of between £200 and £250 per person*
- Helps employees save money and supports them in doing their bit for the environment, also boosting staff morale
- Reduces the likelihood of accidents by encouraging a safer driving style and also leads to less wear and tear on vehicles
- Demonstrates your organisation's commitment to the environment and enhances your corporate social responsibility reputation
- Generates local PR opportunities

** Based on a car travelling 12,000 miles per year*



Making it happen

The Energy Saving Trust will set up the training and provide support to make sure it is delivered efficiently and with minimum disruption. We will bring highly experienced driving instructors to your site and run the training sessions from the company car park, or wherever is most convenient, and staff will be back at their desks within a hour. We will also provide the car, fuel and insurance. All that we ask of you is that you sign up at least 24 staff to take part in the training.

The next steps

To find out more contact us on **0845 602 1425** and we will take you through the practical steps involved in delivering the training.





Smarter driving in action – training to help reduce fuel costs

Working with partners in the UK and Europe the Energy Saving Trust has conducted extensive research on the technical and behavioural issues associated with improving fuel consumption. Using this knowledge we have designed a short training course to help drivers reduce their fuel consumption and carbon emissions. The emphasis on greater awareness and anticipation also brings safety benefits.

The training takes place behind the wheel with a qualified driving instructor and is delivered in just 50 minutes. **But the short duration of the training does not compromise its effectiveness: the first 2000 drivers to take the course reduced their fuel consumption by an average of more than 15 per cent.**

Each driver completes a given circuit twice, once before and once after training. MPG is measured for both circuits so that drivers can see for themselves how much they save. The Energy Saving Trust then presents each driver with a certificate showing their percentage reduction in fuel consumption and stating how much money this would save per year. All figures are tailored for the individual employee's annual mileage and current car.



Smarter driving training – the results

“Smarter driver training has been easy to implement and the first round has seen an impressive 20 per cent reduction in fuel consumption. We plan to put between 200 - 500 employees through the course so the potential financial savings are massive for us and our staff.”

Scott Jones, Head of Facilities and Environment FIH, Hampshire NHS Trust

Find out more

To find out how to set up smarter driving training for your staff contact the Energy Saving Trust on **0845 602 1425** or access: www.energysavingtrust.org.uk/smarterdriving

