

A sustainable driver safety programme helps to improve employee safety and contribute towards environmental targets.



## THE Problem

Gas-powered, internal combustion engines create the greenhouse gas, carbon dioxide (CO2).

CO2 contributes to climate change/global warming, poor air quality, and damaging health conditions.

Other harmful gases, such as nitrogen and sulfur oxides, are also released.



According to the United Nations, **close to a quarter** of energy-related global greenhouse gas emissions **come from transportation**.

## THE Solution

# Defensive Driving IS Eco-Driving

### Easy Does It

- > Generally, the less frequently you brake, the better your fuel economy.
- > Avoid excessive acceleration and braking by not driving too fast, leaving plenty of space in front of your vehicle, and anticipating what's ahead.
- > Aim to reach your vehicle's top gear quickly and smoothly. Accelerating too slowly is inefficient because lower gears require more fuel.
- > Idling for > 10 seconds uses more fuel and produces more emissions than stopping and restarting your engine.
- > Aggressive driving, such as speeding off from a stationary position or hard braking, increases fuel consumption by up to 37%.

### Slow Down

- > 75% of drivers will compromise on speed in order to reduce emissions.  
Source: Eurobarometer Survey, Future of Transport
- > Over about 60 mph / 96 km/h fuel consumption increases significantly. At 70 mph / 112 km/h your vehicle uses up to 25% more fuel than it would at 60 mph / 96 km/h.
- > Use cruise control on highways to maintain appropriate, consistent speed.

### Reduce Total Miles/ Kilometres Driven

- > Plan the most efficient route to avoid unnecessary delays.
- > Make multiple deliveries/appointments on a single trip, wherever possible.
- > Eliminate unnecessary trips.

### Use Cleaner Vehicles and Fuels

- > Use the lowest emission, most efficient vehicles for the job.
- > Switch to electric vehicles (EVs) if appropriate/available.
- > Use sustainably produced biofuels, if suitable/available.

### Mentor with EcoDrive powered by Greater Than can help:

- > Identify and reward eco-friendly behaviour
- > Measure individual driver CO2 emissions as % and grams
- > Quantify organisations' ESG contributions
- > Reduce risky driving behaviour by up to 89%
- > Reduce CO2 emissions by up to 20%
- > Decrease collisions by up to 67%



- E** Eliminate unnecessary trips.
- C** Carry out routine vehicle checks and regular maintenance.
- O** Optimise routes.
- D** Driving behaviours can affect fuel consumption and safety.
- R** Remember to combine trips, if possible.
- I** Idling uses more fuel and produces more emissions.
- V** Vehicle speed affects fuel consumption.
- I** Implement a defensive style of driving.
- N** Not following too closely helps to avoid harsh braking.
- G** Generally, the less frequently you brake, the better your fuel economy.