

A sustainable driver safety program 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 oxides 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%.

### Use Cleaner Vehicles and Fuels



- Use the lowest emission, most efficient vehicles for the job.
- Switch to hybrid or fully electric vehicles as appropriate/available.
- Use sustainably produced biofuels, if suitable/available.

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

- Identify and reward eco-friendly behavior
- Measure individual driver savings in CO2 emissions (% and grams) and EV battery consumption (%)
- Quantify organizations' ESG contributions
- Enable easy, ready-made ESG reporting
- Reduce risky driving behavior by up to 89%
- Reduce CO2 emissions/EV battery consumption by up to 20%

### Slow Down

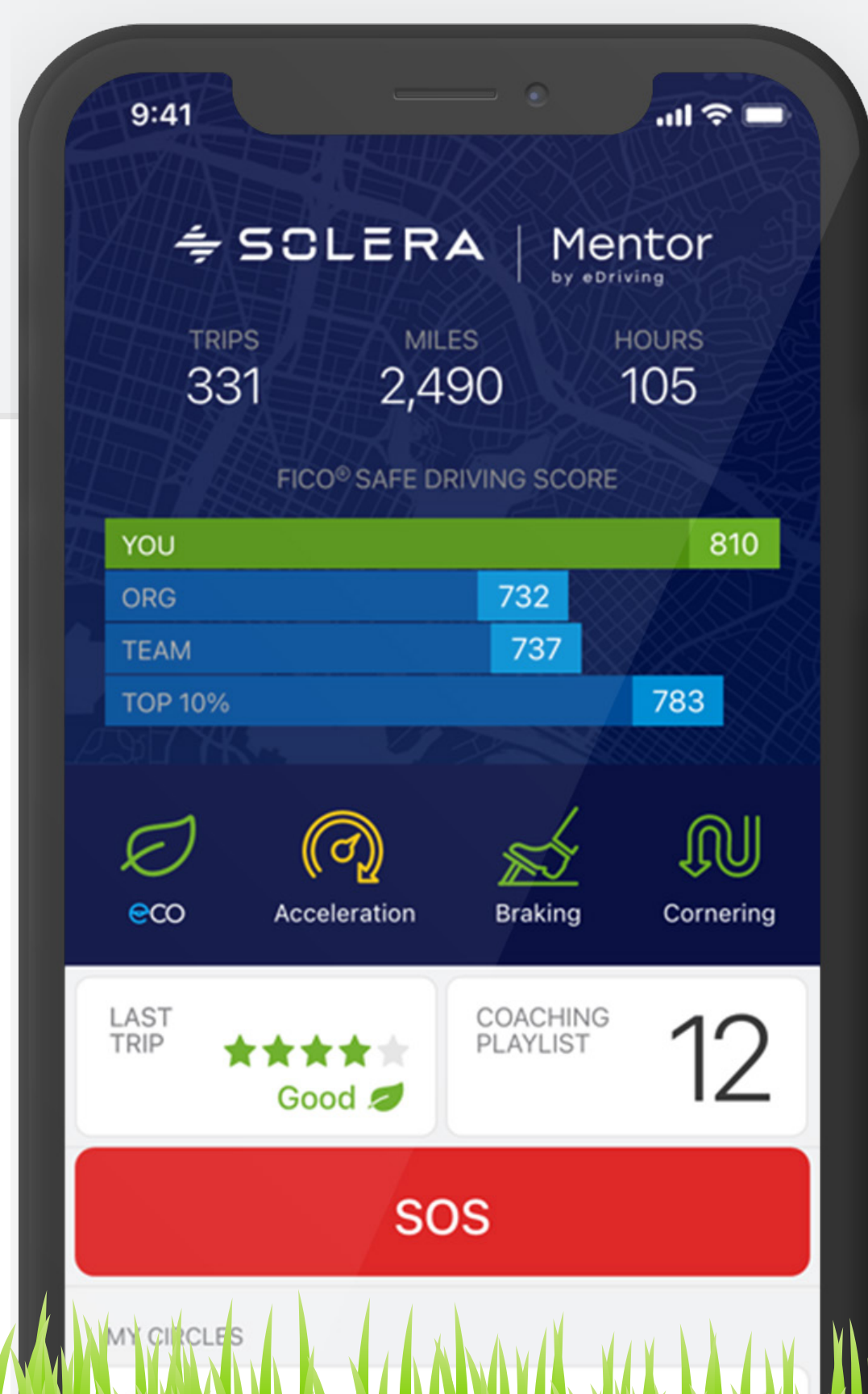


- 75% of drivers will compromise on speed in order to reduce emissions.  
Source: Eurobarometer Survey, Future of Transport
- Over about 60 mph / 96 km/h fuel consumption increases significantly. At 70 mph / 112 km/h your vehicle uses up to 25% more fuel than it would at 60 mph / 96 km/h.
- Use cruise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

### 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.



E

Eliminate unnecessary trips.

C

Carry out routine vehicle checks and regular maintenance.

O

Optimize routes.

D

Driving behaviors 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.