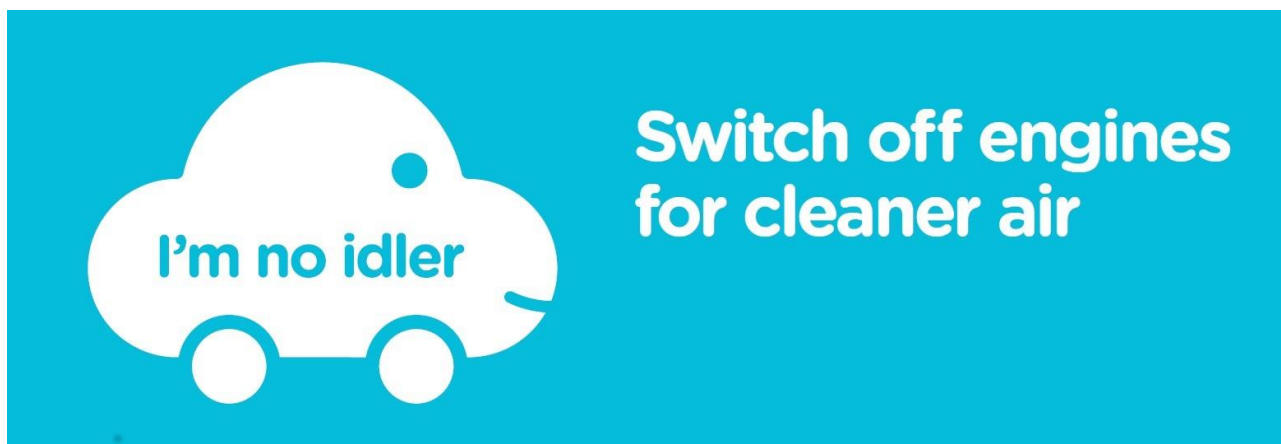


Idling Action London: Engines Off Toolkit



An anti-idling driver education and campaign guide for use by businesses

Overview

Air pollution is the largest environmental risk to health¹. Research by Environmental Research Group at Imperial College London estimated it contributed to around 4,100 early deaths in 2019 in London², and it's proven to cause illnesses ranging in severity from eczema and itchy eyes, through to cancer and lung disease.

Leaving engines running while stationary for longer than a minute is known as 'idling'. Idling is nearly always unnecessary and it's a source of pollution. Encouraging drivers to switch off by educating them about the health impacts of air pollution is a simple way to instantly reduce vehicle emissions in London.

The Idling Action project, led by the City of London Corporation and Camden Council and funded by the Mayor of London's Air Quality Fund, is a partnership of 31 London authorities working together to educate drivers on the dangers of idling and to help them understand their role in making the air we breathe healthier for all Londoners. The project started in October 2019 and has involved running air pollution anti-idling workshops with schools, and engaging drivers directly to ask them to switch off their engines at regular idling action events.

Engines off campaign

Idling Action London's #EnginesOff campaign is **a public pledge for businesses and local authorities to reduce vehicle emissions and tackle avoidable air pollution by asking their fleet drivers and employees to avoid idling their vehicles wherever possible.**

"Idling can use up to 2 litres of fuel per hour, emitting over 5.26kg of CO₂."

(Source: DfT Freight Best Practice)

"Idling for just 30 seconds produces twice as much pollution and wastes more fuel than switching off and restarting your engine." (Source: Transport Research Laboratory, 2020)

This driver education and pledge toolkit provides businesses, who want to reduce their vehicle emissions and support our campaign, with all the information and resources needed to adopt, implement and communicate anti-idling practices. By taking these simple actions, you will help to protect the health of your workers, drivers and the wider public whilst saving money through fuel efficiency.

This toolkit covers the following steps you can take to support our campaign and reduce your vehicle emissions

1. Implement supporting policies
2. Educate your drivers
3. Promote the campaign
4. Take part in an Idling Action event
5. Evaluation
6. Further resource

¹ WHO 2014 <http://www.who.int/mediacentre/factsheets/fs313/en/>

² Environmental Research Group, Imperial College London 2019. London Health Burden of Current Air Pollution and Future Health Benefits of Mayoral Air Quality Policies. http://erg.ic.ac.uk/research/home/resources/ERG_ImperialCollegeLondon_HIA_AQ_LDN_11012021.pdf

1. Supporting policies

The first step to addressing idling in your fleet and business is to create an anti-idling policy - to outline the intention and purpose of your commitment to anti-idling, as well as to detail what the employees and fleet drivers of the company must adhere to and why. A working engine idling policy - properly communicated and effectively managed - will have an immediate and measurable impact that will reduce the levels of pollution emitted by the business's vehicles and operations.

Provided in this toolkit are template engine idling policies which can be easily adapted. These are located in the resource folder and are entitled:

- 1. Template Engine Idling Policy
- 1. Template Engine Idling Policy small business

Also included in this toolkit is a template green vehicle procurement and management policy, which can be adapted and used to communicate a company's wider intention to reduce its vehicle emissions by adopting sustainable fleet management (one aspect of which is effective driver behaviour). The template is also located in the resource folder, entitled:

- 1. Template Green Vehicle Procurement and Management Policy for Business

2. Driver anti-idling education

Having developed your policy(ies) to support the reduction of vehicle emissions by tackling driver behaviour, it's important your drivers are educated, and your employees are told what they should be doing and why. We have created our Idling Action driver education materials to ensure that fleet, business drivers, and/or employees who drive to work, are armed with the information needed to understand why a simple action like switching off their engines prevents avoidable air pollution and improves the air we breathe, whilst saving fuel and money. Driver education concludes by asking the drivers to take the Drivers Pledge.

The education materials cover:

1. The importance of clean air
2. The main pollutants and their sources
3. How pollution exposure is connected to health conditions
4. Explanation of idling
5. The legal basis of idling
6. Myth busting facts
7. Idling pledge

How to undertake driver education? There are several ways this can be delivered to your staff:

- 1) You can arrange for the Idling Action team to deliver a free live workshop (either in person or online) to your drivers and/or employees by getting in contact with us at info@idlingaction.london. This would be a great opportunity to ask any questions. The workshop can also be delivered to managers

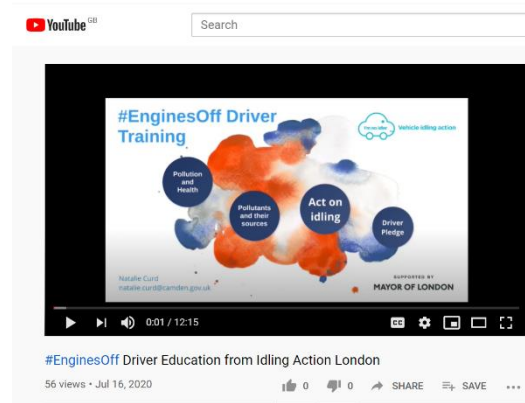
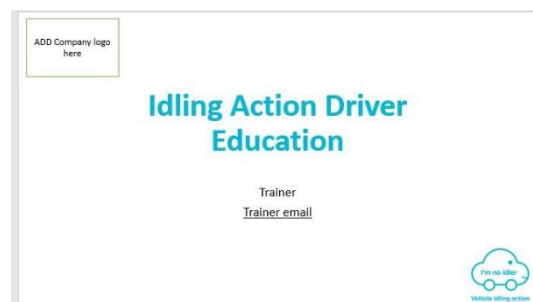
as a 'train the trainer' session.

- 2) A template PowerPoint presentation can be found in this toolkit, which can be adapted to include your company logo and additional information relevant to your fleet. The presentation can then be given to your employees by an appropriate manager or included in any regular training that is done with employees. This can be found in the resource folder entitled:

2. Template Driver Education presentation for Business

- 3) Alternatively, you can download our 10 minute training video [here](#) which employees can view.

The video is a great option for those drivers who may not be available for a live session, or to act as a reminder to drivers of the importance of always switching their engines off. It can also be shared to all staff through internal comms to help raise awareness.



- 4) Finally, there is a template toolbox talk, which contains the key learning points and can be incorporated into any meetings or regular health and safety updates / briefings. This can be found in the resource folder entitled:

2. Template Engines Off Toolbox Talk

Also included in the toolkit is our Drivers Pledge, which staff can commit to once the training is completed. This can be found in the toolkit's #EnginesOff Branding folder.



3. Promote the Campaign

Communicating your anti-idling actions and support for the campaign will help to remind those employees not to idle their engines. It is also important to share the good work that you are doing to reduce emissions and improve air quality with your industry, the communities in which you operate and your customers. Included in this toolkit are a range of communication materials and resources for you to utilise and can be found in the following folder and document:

- #EnginesOff Branding folder
- 3. Comms Resources for Business doc

What can you do?

- You can print the **Engines Off stickers** to display in all your vehicles, or alternatively we can send you a FREE supply of stickers (please get in touch – info@idlingaction.london).
- Add our **Idling Action logo** to the corporate social responsibility section of your website.
- Display our **posters** in staff rooms and at depots. These can be printed from the toolkit or we can send you some in the post. They can act as reminder to your employees to switch off their engines.
- Use the **social media posts**, downloadable from the toolkit, to tell your customers about your pledge and implementation of your engine idling policy.
- Add your company logo to our **supporters page** on www.idlingaction.london/business by emailing info@idlingaction.london
- **Let the media know** that you have committed to Engines Off by using the template press release in the toolkit.
- Remind your employees about the pledge and your support for #EnginesOff by sharing the **internal newsletter article** / **post the video** on your intranet or e-learning portal.

4. Take part in an Idling action event

You can take further action on idling by taking part in your own Idling Action event to spread the message to other drivers about the importance of switching off when parked on the street where they live, or near their place of work. An action event brings together members of staff who are keen to improve local air quality. After being trained up to be Idling Action champions, your volunteers will be confident to engage with drivers who are idling their engines, educate them about the impact of pollution on public health, and encourage them to switch off now and in the future.

Our Idling Action event toolkit provides businesses with useful advice and tools to deliver their own events. You can find out more and download our business Idling Action event toolkit from the Idling Action [website](http://www.idlingaction.london).

Alternatively, we can help you deliver an event in partnership with our project team. Please do get in touch for more information info@idlingaction.london.

5. Evaluation

Idling Action London would like to understand the reach of the #EnginesOff campaign and how you have used the toolkit to educate your drivers and take simple, positive actions within your business or organisation to tackle avoidable vehicle emissions caused by idling vehicle engines.

We would be most grateful if you could fill in a very short evaluation form <https://forms.gle/mFsbp7tPK1DXya5h9>. The information will help to inform future campaigns and help us to make improvements to our free resources.

6. Further Resources

There are additional resources available, which may be useful to implement, especially when adopting sustainable fleet practices and anti-idling policies within your organisation.

Fleet Management and Driver Training

- Ensuring training for drivers is a great way to raise awareness of the importance of efficient driving, from the point of fuel efficiency, minimising air pollution and carbon emissions, and road safety. The Energy Saving Trust provides subsidised Ecodriving Training³, which has been found to deliver a long-term saving of 6% on fuel costs for drivers who receive the training.
- Energy Saving Trust's Fleet Management Toolkit⁴ provides information and resources to help you lower your costs while reducing the carbon emissions from your organisation's vehicles and employee travel.
- Energy Saving Trust's Fleet Health Check tool⁵ estimates your organisation's carbon footprint and recommends ways to improve this.

Membership and Campaigns

- Global Action Plan's Clean Van Commitment⁶ is a public pledge to move to zero-tailpipe vans in UK cities by 2028. This does not represent a cost or penalty to organisations who pledge their support. By declaring a commitment to zero emission van fleets by 2028, fleet operators are sending a collective signal of demand to vehicle manufacturers, and are giving the government, local authorities and energy providers' confidence to implement supporting infrastructure and policies. To find out more and sign up, visit www.cleanvancommitment.org
- The Zero Emissions Network (ZEN) helps businesses and residents in the London boroughs of Tower Hamlets, Hackney and Islington to reduce emissions, improve local air quality and save money. The network is free to join and offers free advice and services to increase sustainable transport and change travel behaviours. ZEN's offers include cycle training, electric vehicle trials and bike

³<https://energysavingtrust.org.uk/transport/ecodriving/subsidised-ecodriving-training>

⁴<https://energysavingtrust.org.uk/transport/fleet/fleet-management-toolkit>

⁵<https://www.fleethealthcheck.org.uk/>

⁶<https://www.globalactionplan.org.uk/clean-air/clean-van-commitment>

maintenance courses.

- The Clean Vehicle Retrofit Accreditation Scheme (CVRAS) - LowCVP and the Energy Saving Trust have developed a certification scheme to approve technologies that can be retrofitted to diesel vehicles to reduce NOx and PM emissions and achieve Euro 6 / VI equivalent standards. The Clean Vehicle Retrofit Accreditation Scheme (CVRAS) covers black taxis, vans, trucks, buses, refuse collection vehicles and trucks. Technologies already accredited include exhaust after treatment technology, selective catalytic reduction, engine replacement to battery electric powertrain, repower and conversion to LPG and repower with Euro VI engine. The CVRAS scheme has been recognised under the following air quality policies: Clean Air Zones (England and Wales), the Ultra-Low Emission Zone (London) and Low Emission Zones (Scotland). The scheme is managed by the Energy Saving Trust, with technical support from LowCVP. Full details of CVRAS, accredited technologies and suppliers are available from the [CVRAS website](#). To support CVRAS, LowCVP has created a [guide](#) that explains the retrofit technologies on the market and their application in different vehicle segments, with supporting vehicle operator case studies, an outline of how they are accredited and the UK air policy framework driving the uptake of retrofit solutions.
- British Safety Council's Time to Breathe campaign and Canairy app - Time to Breathe calls on employers, policy-makers and regulators to start taking seriously the risk of ambient air pollution to the health of outdoor workers. If you care about the health of outdoor workers, Time to Breathe is the campaign for you. Their free pollution app [Canairy](#), built in partnership with [Imperial College, London](#) will help outdoor workers reduce their exposure to air pollution. You can apply for the app [here](#). Time to Breathe's research explores the evidence and assesses what actions the Government, employers and stakeholders should take to minimise the health impacts of pollution on outdoor workers. For more information, visit <https://www.britsafe.org/campaigns-policy/time-to-breathe-air-pollution-campaign/time-to-breathe/>