



United Nations Environment Programme

برنامج الأمم المتحدة للبيئة • 联合国环境规划署
PROGRAMME DES NATIONS UNIES POUR L'ENVIRONNEMENT • PROGRAMA DE LAS NACIONES UNIDAS PARA EL MEDIO AMBIENTE
ПРОГРАММА ОРГАНИЗАЦИИ ОБЪЕДИНЕННЫХ НАЦИЙ ПО ОКРУЖАЮЩЕЙ СРЕДЕ

INFORMATION NOTE

For information only
Not an official record

UNEP teams up with the car industry to promote Internet-based Greening Driving campaign

PARIS, 22 August 2002 - Stressing the importance of behavioural changes as well as technical solutions when rethinking current transport patterns, Klaus Toepfer, UNEP's Executive Director, welcomed the launch of a new Greener Driving campaign as an important initiative to help combat the world's growing environmental problems.

"The new campaign promotes a smart and effective driving style that, put into practice, has the potential to decrease stress, increase road safety, and reduce fuel consumed per litre driven by up to 25%," said Toepfer. "It will also help reduce emissions of local air pollutants and carbon dioxide," he said.

The new campaign, which will be launched on the internet-based Virtual Exhibit at next weeks' Johannesburg World Summit on Sustainable Development, is jointly run by the United Nations Environment Programme (UNEP) and several sponsors from the automotive industry, including BMW, Deutscher Verkehrssicherheitsrat, Ford, Renault and Michelin. It aims to promote "greener driving" contributing to what some experts call "sustainable mobility."

The first "spot" of the campaign is about "mobility mix", which concerns individual choice of means of transport. It encourages use of the most efficient mode of transport within specific traffic situations and personal needs, including public transport and non-motorised transport modes.

View the campaign spot on the internet at: <http://www.uneptie.org/energy/greener-driving/>

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UNEP Information Note: Paris 2002/8