



Österreichisches Umweltzeichen

Short Version of the Austrian
Eco-Label Guidelines UZ 59

Driving Schools

Automobile traffic is one of the most serious environmental and energy problems of our time. It is based almost exclusively on fossil fuels, impairs the local and global climate and claims enormous amounts of resources and land area. For most of the mileage by cars, there are more environmentally friendly, healthier and more cost-effective alternatives. Driver training should make people aware of that fact.

Schools with the eco-label therefore emphasise the educational aspect, high-quality training and its role of providing a model for mobility. High-quality, well-prepared instructional content, multimedia course design and the use of first-class didactic and pedagogic methods are aimed at making the greatest possible contribution to responsible behaviour in terms of transportation and mobility.

Instrumental issues such as the climate, environment, energy and the risk of accidents, as well as low-fuel-consumption driving and multimodal mobility are skilfully integrated into the instruction, while avoiding extra driver training costs whenever possible.

Beyond this, the special quality of an eco-labelled driving school is what potential cooperating partners and customers are quick at identifying thanks to its organisational culture, its exemplary fleet of vehicles and, in general, its exemplary approach to energy and resources. Annual information events to publicise these achievements complete the picture.

The criteria which have been developed cover the quality of both the content and the teaching methods used in the training, as well as the organisational culture, the vehicle fleet and the premises of the driving school. The desired standards can be implemented prudently and continually developed.

Eco-labelled driving schools combine quality of use and the environment in a special way. Thanks to successive optimisation, they benefit from competitive advantages.

The eco-label clearly plays a role in the decisions people make who view driver training as something more than a way to get to use a vehicle. Such people take the opportunity to teach more rational, healthy and environmentally friendly behaviour in terms of mobility, which at the same time helps meet the household budget objectives.

Advantages for Driving Schools

- Quality is evidenced by the registered logo
- Unique selling point, especially in the early phase of awarding of labels
- Comparative competitive advantages
- Attracts ecologically minded, quality-conscious affluent customers
- Independent audit boosts confidence
- Trademark protection through market supervision and sanctions
- Participation in self-marketing of the eco-label
- Support from the Eco-Label Marketing Agency
- Growing prominence and number of eco-labelled products, schools and services
- Possibility of networking and cooperating on the subject of the environment with transport operators, bicycle clubs, car-sharing undertakings, researchers, municipalities, etc.
- Savings on energy and resources with gradual optimisation
- Creates new meaning through increased importance among the public

Advantages for students of the driving school

- Quality training
- Reduced risk of accidents, especially in the first few years
- Driving skills with low fuel consumption (every 5th to 10th tank for free)
- Driving with an electric car
- Benefits of multimodal mobility
- A bit of personality development

For products with the eco-label, see:

www.umweltzeichen.at

For further information, contact one of the following eco-label institutions:

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