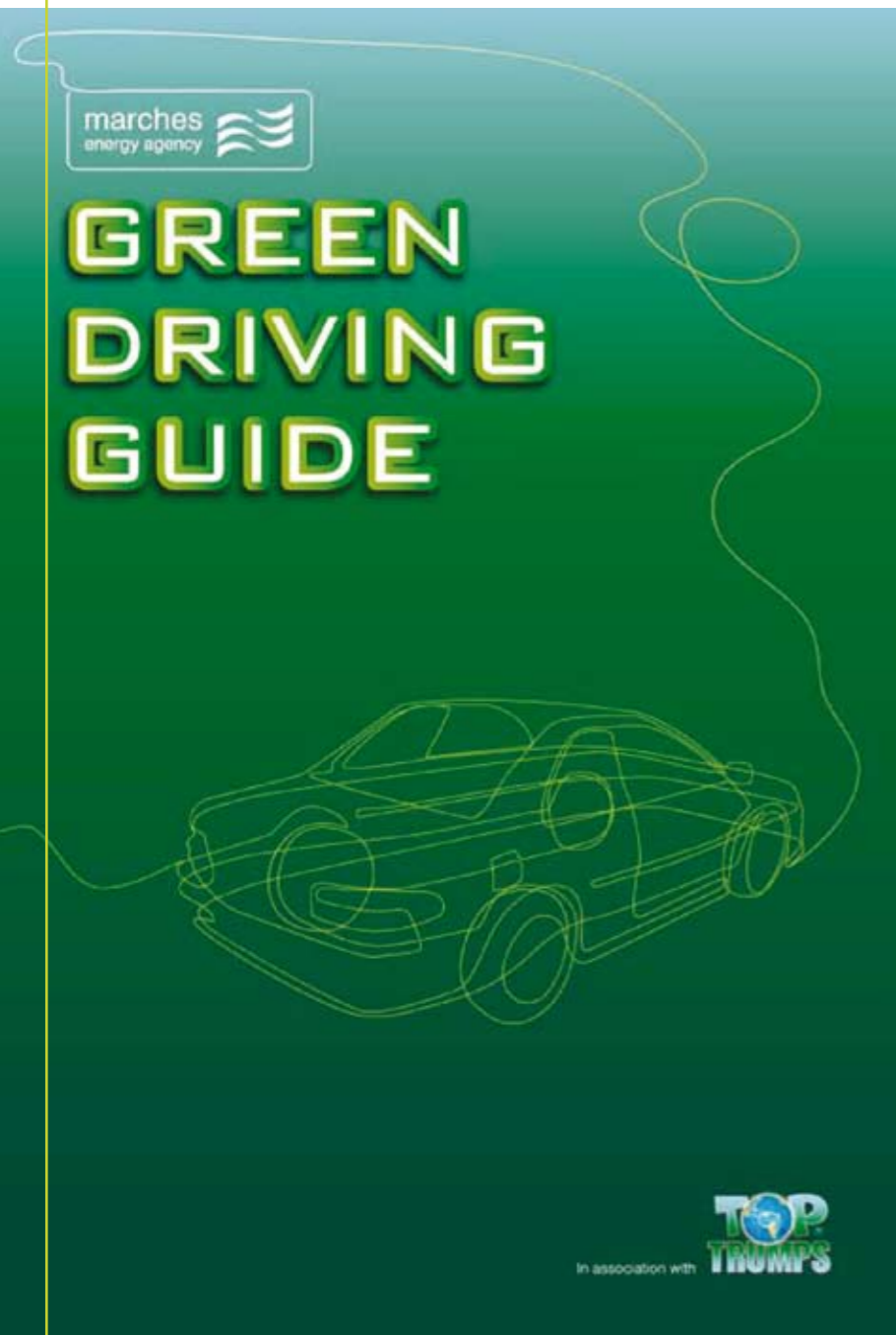


# CASE STUDY: Green Driving Guide



MEA was part of an EU wide project to increase understanding of the complex issues surrounding transport and climate change; a project involving 17 EU partners. MEA's innovative response was to produce a Green Driving Guide to support Eco Vehicles Top Trumps and distribute it nationally.

The Green Driving Guide gives an overview of transport issues including eco-driving, walking and cycling and inspiring alternative transportation in the workplace. The guides have been distributed to 1000 organisations in the UK. Copies can be obtained by contacting MEA's carbon forum ([info@carbonforum.org](mailto:info@carbonforum.org))

## getting the message across

| audience  | topics covered   |
|---|--|
| fleet managers<br>travel advisors<br>travel plan coordinators<br>local authority officers | <ul style="list-style-type: none"><li>• eco vehicles</li><li>• eco-driving techniques</li><li>• alternative fuels</li><li>• company transport policies</li><li>• walking and cycling</li><li>• car share schemes</li></ul> |

The project was supported by the EU Competence Programme, Toyota, Honda, Vectrix, Organic Power, The Green Bus and Blooming Futures.

