

"CLEAN CARS, PLEASE"

Agenzia Napoletana Energia e Ambiente (ANEA), Italy

Summary

The aim of the project "Clean Cars, Please", carried out by the local authority in Naples (Provincia di Napoli) together with the Naples Agency for Energy and the Environment (ANEA), was that of photographing the actual level of efficiency, in environmental terms, of the vehicles circulating in the Naples area. An advertising campaign was also carried out to stress the importance of keeping one's car in a good condition in order to improve air quality and save fuel.

Within the framework of the "Clean Cars, Please" campaign over 2000 gas exhaust tests were carried out on the road; of these 1105 (55 %) present quantities of polluting gases over the legal limit, whereas the remaining 897 tests (45 %) detected emissions within the legal limit.

End-user area	Target Audience	Technical
<input type="checkbox"/> New buildings	<input checked="" type="checkbox"/> Citizens	<input type="checkbox"/> Energy efficiency
<input type="checkbox"/> Refurbishment of buildings	<input type="checkbox"/> Households	<input type="checkbox"/> Heating
<input checked="" type="checkbox"/> Transport and mobility	<input type="checkbox"/> Property owners	<input type="checkbox"/> Cooling
<input type="checkbox"/> Financial instruments	<input type="checkbox"/> Schools and universities	<input type="checkbox"/> Appliances
<input type="checkbox"/> Industry	<input type="checkbox"/> Decision makers	<input type="checkbox"/> Lighting
<input type="checkbox"/> Legal initiatives (municipal regulations, directives, etc)	<input type="checkbox"/> Local and regional authorities	<input type="checkbox"/> CHP
<input type="checkbox"/> Planning issues	<input type="checkbox"/> Transport companies	<input type="checkbox"/> District Heating
<input type="checkbox"/> Sustainable communities	<input type="checkbox"/> Utilities	<input type="checkbox"/> Solar energy
<input type="checkbox"/> User behaviour	<input type="checkbox"/> ESCOs	<input type="checkbox"/> Biomass
<input type="checkbox"/> Education	<input type="checkbox"/> Architects and engineers	<input type="checkbox"/> Wind
<input type="checkbox"/> Other	<input type="checkbox"/> Financial institutions	<input type="checkbox"/> Geothermal
	<input type="checkbox"/> Other	<input type="checkbox"/> Hydro power
		<input checked="" type="checkbox"/> Other (Vehicle efficiency)

Context

The actual transport system in Italy is founded mainly on the individual transport on road in person and commodities that is become the principal cause of noise pollution and atmospheric and of elevated energetic use in the urban centres.

Such problem is particularly felt in the metropolitan area of Naples due to, among the other, the seniority of the circulating fleet and the scarce propensity of the drivers to effect a constant maintenance of the one's car.

In such context is inserted the project "Clean Car, Please", organised by the Province of Naples in collaboration with the Neapolitan agency energy and environment (ANEA).

Objectives

The main aim of the project "Clean Cars, Please" are:

- Get a "picture" of the real efficiency of the circulating cars in province of Naples;
- Increase the awareness of the drivers on the importance of a correct regulation of the car aimed at reducing the harmful issues and the consumption of fuel;
- Inform the municipal administrations on the environmental impact of the traffic and on the possible initiatives to improve the air quality.

Process

The principal phases of the initiative is:

1. *Information*: turned to the citizens with the diffusion of information leaflet, posters, creation of a web page;
2. *Free controls of vehicle's exhaust gas*: organisation of free check of exhaust gas in four municipalities of the province of Naples (Casoria, Castellammare di Stabia, Portici and Torre del Greco) carried out by technicians of the ANEA, with the co-operation of the main producers of gas analysers;
3. *Training course*: training for the municipal technicians on the air pollution and fuel consumption due to car traffic,
4. *Data Analysis and Presentation*: data entry, statistic analysis of the data for the evaluation of the efficiency of the circulating fleet and presentation of the results with the final report and during a congress event.

Thanks to the collaboration of the municipal policemen 24 control days have been realised and during these days in special "infopoint" the drivers have been informed about the conditions of their cars and on the technical interventions aimed at reducing air pollution and fuel consumption.

Then thanks to the collaboration of a local firm, a tasting of coffee has been offered, and then, a coffee gift pack of 250 grams was given to all car drivers with the positive result after the examination of exhaust gas.

The energetic and environmental benefits coming from a correct maintenance of the vehicle are the following:

- Reduction of the polluting issues with consequent improvement of the air quality;
- Reduction of about the 5 % of the fuel consumption,
- Reduction of the 50 % of the probability of damages to component main points for the safety.

Financial resources and partners

The initiative has been financed from the province of Naples with an amount of 25 keuro. The campaign has been managed from the Neapolitan agency energy and environment (ANEA) that has been responsible for the organisation and for the realisation of all the phases of the project with the co-operation of the partners that have furnished the gas analysis instrumentation (A.C. Serves, Bosch, Campania utensili, Sider) and the tasting of the coffee (Cafè do Brasil).

Results

From the comparison between the data related to the circulating cars in the local and national territories, we can declare that in province of Naples there are older cars and, then more polluting, in comparison with the rest of Italy. In fact provincial car fleet is constituted by the 76% of gasoline cars registered before the 1992 against the national data of the 53%.

ANEA has organised 2000 checks on road; of this 1105 (55%) present values greater than law limit, resulting then negative, and the remainders 897 verifications (45%) show values of the polluting issues within the law limits. Dividing the total number of cars in the basis of fuel type (gasoline, diesel and LPG) and calculating the percentage of the positive results for the three car categories, it is possible to observe that the more elevated percentage with negative result is the LPG fuelled cars (more of the 70 %), while the gasoline cars are the second ones with 54%; for the diesel cars, instead, the percentage of negative results is around the 49%. These data depend on the age of circulating cars and on the insufficient attention that the drivers turn to the maintenance of their vehicle. In a lot of Italian cities many experiences have been carried out aimed at reducing the polluting issues from car traffic such as the obligation of the annual verification of the exhaust gas.

Lessons learned and repeatability

The project "Clean Cars, Please" may be easily organised in other contexts taking in account that the Italian and European transport systems are both founded on the individual transport on road of passengers and goods.

The successful factors of the initiative are:

- A effective informative campaign;
- The collaboration of the local municipal bodies;
- The availability of qualified personnel in the use of instruments for the exhaust gas analysis;
- The definition of the methodology for the exhaust gas tests.

The Province of Naples and ANEA, after the success of the last edition, have promoted, for the year 2003, the same campaign involving 13 municipalities (Arzano, Acerra, Afragola, Marano, Caivano, Casalnuovo, Frattamaggiore, Pozzuoli, San Giorgio a Cremano, Torre Annunziata, Ercolano, Pomigliano d'Arco, Nola), giving life to the greatest campaign about car emissions never effected in province of Naples.

Besides the promoter bodies have established to widen exhaust gas tests even to the motorcycles, taking in account their number and their incidence on the air quality.

ANEA is available to give information about the project "Clean Car, Please" to all agencies or associations that would like to organize a similar project.

Contact for more information:

Organisation / Agency:	ANEA – Agenzia Napoletana Energia e Ambiente
Main contact:	Michele Macaluso
Address:	Via Toledo 317 - 80132 NAPOLI
Tel:	+39 081 409 459
Fax:	+ 39 081 409 957
E-mail:	aneainfo@tin.it
Web Site:	www.anea.connect.it