

 **Carbon Aware Travel Choice**



Carbon Aware Travel Choice

The CATCH Project

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Polis

18th March 2010, UBC Meeting, Gdynia



- European network of cities and regions working on urban transport innovation
- Founded in 1989
- Around 70 members
- Current president: Dresden
- Management Committee: 10 members
- Office in Brussels, 9 employees

Mission



- Promote innovation in transport
 - Encourage the exchange of experiences and the transfer of knowledge between local and regional authorities and transport-related organisations in Europe
 - Actively support the participation of Polis members in European projects in order to make research and innovation in transport accessible to cities and regions
 - Act as communication channel to the European institutions for cities and regions on urban and regional transport issues



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Core Themes



Mobility & Traffic Efficiency

Intelligent transport systems, network management, cooperative systems...

Safety & Security

Road safety, security of transport systems...

Environment & Health

Air quality, soft modes, noise reduction, clean vehicle procurement...

Social & economic aspects

Accessibility of public transport, financing of transport...

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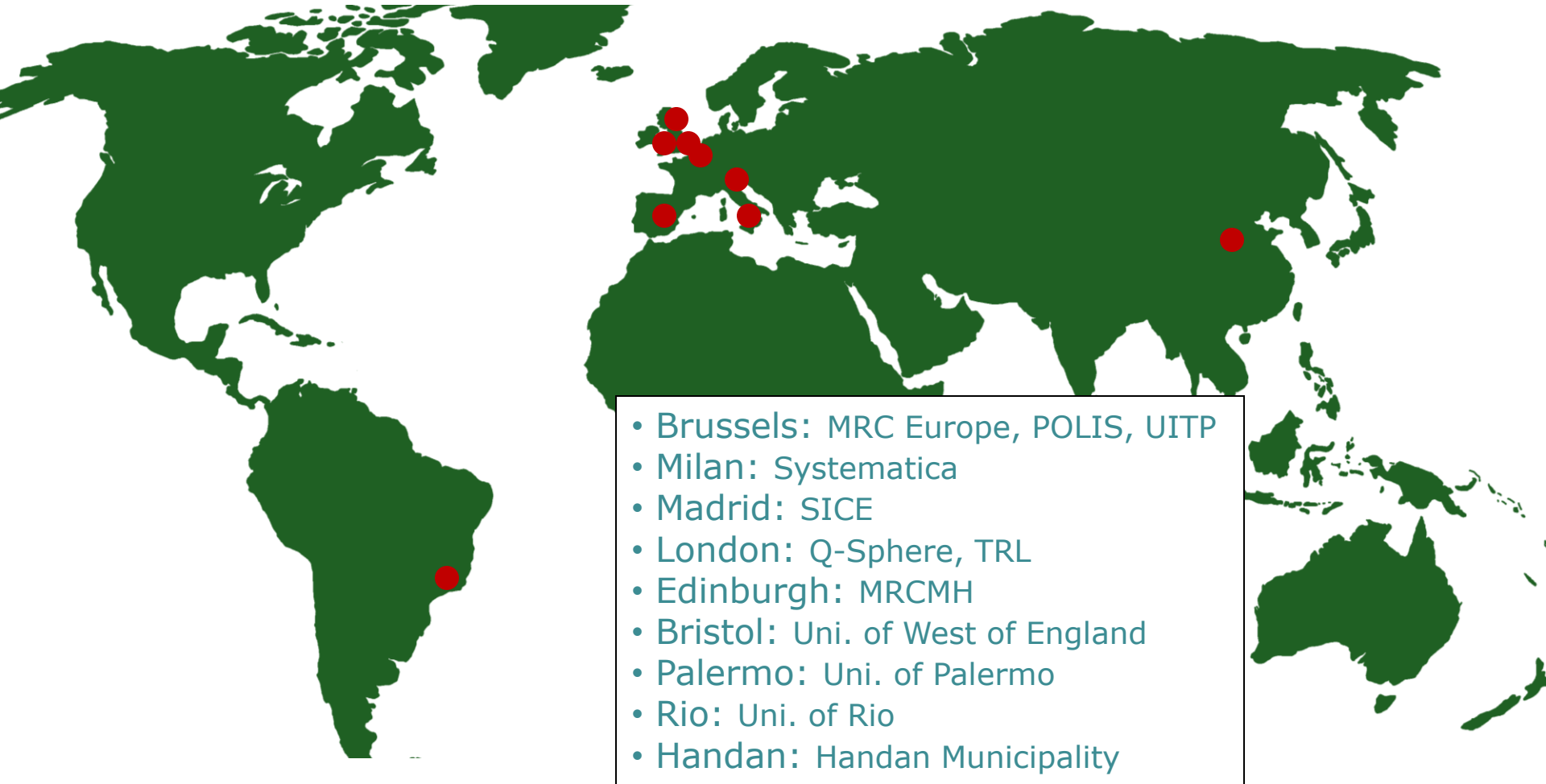
The CATCH project



- Funded by DG RTD
- Start Aug 2009
- Finish Jan 2012
- 30 months
- Budget €2 million



≡ The CATCH Partners



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≡ The CATCH knowledge platform



Develop a knowledge platform for Carbon reduction in cities

A screenshot of the EurActiv website from November 17, 2009. The page features a yellow header with the EurActiv logo and navigation menu. The main content area is titled "HOME ► TRANSPORT & SERVICES" and includes several news articles. The top article is "Dutch plan to charge car drivers by the kilometre", which includes a photo of traffic and text stating that Dutch drivers will be the first in Europe to pay for driving by the kilometre. Other articles include "Logistics 'undervalued' in EU", "EU relieved as GM drops disputed Opel sale", and "EU carmakers receive mixed sustainability grade". A sidebar on the left lists various policy sections such as "Transport & Services", "Air safety management in the EU", and "Greening logistics".

A knowledge platform is in essence a clever web site.

That semantically searches out content and displays it in a smart way.

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CATCH knowledge platform



Provide means to communicate effectively to citizens the need to change travel behaviour

Provide data and scenarios on future possible transport paradigms



Assess user's path to carbon reduction

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The issue that we face



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Page last updated at 12:02 GMT, Sunday, 7 February 2010

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Climate scepticism 'on the rise', BBC poll shows

The number of British people who are sceptical about climate change is rising, a poll for BBC News suggests.

The Populus poll of 1,001 adults found 25% did not think global warming was happening, an increase of 10% since a similar poll was conducted in November.

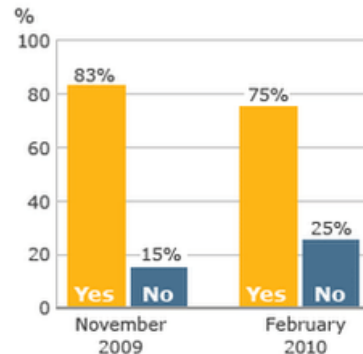
The percentage of respondents who said climate change was a reality had fallen from 83% in November to 75% this month.

And only 26% of those asked believed climate change was happening and "now established as largely man-made".

The findings are based on interviews carried out on 3-4 February.

In November 2009, a similar poll by Populus - commissioned by the Times newspaper - showed that 41% agreed that climate change was happening and it was largely the result of human activities.

Do you think global warming is taking place?



Source: BBC/Populus

CLIMATE CHANGE

KEY STORIES

- ▶ Embattled climate chief supported
- ▶ Climate body admits glacier error
- ▶ India attacks UN climate warning
- ▶ Climate data row man steps down
- ▶ Key powers in climate compromise
- ▶ World media reacts to climate deal

ANALYSIS



Profile: Rajendra Pachauri

Climate change head under pressure over report errors

- ▶ What 'ClimateGate' means
- ▶ Harrabin: Reforming the IPCC
- ▶ Why did Copenhagen fail to deliver?

BACKGROUND

- ▶ Atmospheric change over 800,000 years
- ▶ Climate change glossary

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Just providing information is not enough

How do people perceive CO₂ and climate change information?

How do we frame our messages?

How do we engage and change traveller behaviour?

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≡ Grounding: some key points

- People act in different ways
- Context matters
- CO₂ is an abstract concept that few people *really* understand

For a 5 mile trip is 230 g of CO₂

Sustainable Unsustainable don't know

For a 5 mile trip is 132 g of CO₂:

Sustainable Unsustainable don't know

For a 5 mile trip is 500 g of CO₂:

Sustainable Unsustainable don't know

For a 5 mile trip is 500 g of CO₂:

Sustainable Unsustainable don't know

For a 5 mile trip is 1100 g of CO₂:

Sustainable Unsustainable don't know

For a 5 mile trip is 3000 g of CO₂:

Sustainable Unsustainable don't know



CATCH cities & Interest Group



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≡ Where do we go from here?



Grounding

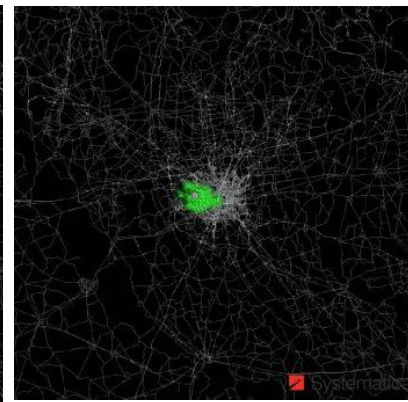
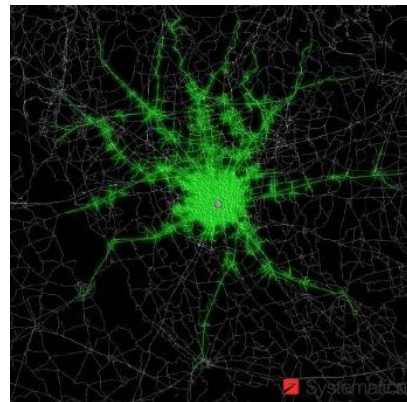
Design

Scenario development

Knowledge engine develop.

System Validation

Cities and stakeholders will be involved through a minimum of 4 meetings. As well as interactive communication and cooperation from consortium members



Source: Systematica

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 **Thank you!**



For more information:

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