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CATCH

Carbon-Aware Travel Choice in the City, Region and World of Tomorrow

**REPORT ON CATCH INTEREST GROUP MEETING:
17-18 February 2010**



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Introduction

This document summarises the output and discussions from the first CATCH interest group meeting held in Brussels on the 17th-18th February 2010. The purpose of this document is to provide an overview of the results and follow up actions that are required by the consortium. This document also summarises the key points and wishes of the interest group members for the functionality of the platform.

1.1 CATCH the project

CATCH (Carbon Aware Travel CHOice) is a project with the ultimate aim to reduce the carbon dioxide emissions of the urban transport sector by encouraging carbon-friendly travel choices.

The overwhelming scientific consensus is that GHG emissions, and specifically CO₂, from human activities will lead to long-term climate change that is likely to exceed the capacity of people and the natural environment to adapt. The transport sector, as a major contributor to CO₂ emissions, has the potential to play a significant role in reversing the present trajectory towards permanent changes in climate. Managing emissions from cities is a common challenge faced by major cities across the world, and a challenge that is arguably best responded to at the local level in the context of local circumstances.

From this background the CATCH project was conceived.

CATCH VISION

The vision of the CATCH Project is to become the natural place to look for mobility related GHG reduction advice and information.

CATCH OBJECTIVES

To do this the CATCH Project aims to develop and disseminate a trusted and credible open knowledge platform which:

- Enhances and increases awareness of the environmental impacts of mobility and potential solutions to their management;
- Enables travellers to make timely and informed climate-friendly travel choices;
- Empowers public transport operators, city managers and other mobility stakeholders to more readily and accurately incorporate environmental opportunities and challenges into their planning and innovation processes;
- Identifies/forecasts the change in climate-friendly behaviour resulting from the introduction of financial measures or incentives targeted on GHG reduction. These measures might include taxes, user charges, carbon trading schemes, incentive/reward schemes etc).
- Links the knowledge platform to fiscal measures provided by taxes, charges and carbon trading schemes to ensure that the combination of such measures and the knowledge platform encourages behavioural change;
- Ensures that new mechanisms for funding and impact (e.g. carbon offset and trading, clean development mechanism) will be exploited, integrating the global dimension of GHG reduction with individual behavioural change;
- Enhances the transparency and public understanding of government and corporate climate change policies and thereby increases trust.

1.2 The interest group

The CATCH interest group (CIG) is in two parts: a general interest group consisting of professionals in the fields of transport and carbon management, and a core interest group which consists of five cities (mentioned below). The purpose of the CIG is to provide an arena in which to involve stakeholders in the design and dissemination of the CATCH knowledge platform. This specifically supports the definition of a knowledge platform which supports decision makers and stakeholders in making informed carbon reduction choices¹. At the time of writing, confirmed members of the Interest Group are: Richard Anderson (Imperial College), Antonella Battaglini (Potsdam Institute), Caroline Edant (Veolia Transport), Sylwia Klatka (ConVoco), Mans Lonroth (Volvo Foundation), Mark Major (European Commission, DG Env) and Andrea Ricci (ISIS).

However, despite this core element of invited experts and core interest group cities, the interest group meetings are open to all interested parties.

2 CATCH Core Interest Group Cities

There are five cities involved in the CATCH project. These cities were chosen through an open call, and chosen by the CATCH consortium based on criteria set out in the call: geographic and spatial parameters; administrative criterion (English speaking representative); local experience and potential; complementarity to existing measures; policy relevance, and expected impact of joining the CATCH project. The Core Cities have a specific role to have depth engagement with the CATCH consortium over the period of the Project to provide design input and a touchstone for debate and development.

The five cities chosen from the applications were: Baia Mare (Romania), Lisbon (Portugal), the London Borough of Hounslow (UK), Lisbon (Portugal) and Rotterdam (Netherlands).



Figure 1 CATCH core interest group cities

¹ The target of citizens/travellers is picked up in WP1 (Grounding) and WP2 (Design), and presented and discussed within the Interest Group/CIG Cities



2.1 City profiles

Baia Mare (Romania):

The Municipality of Baia Mare is located in the Northwest of Romania, with a population of almost 150,000 containing several smaller settlements around the city itself. The City Council adopted Baia Mare's Strategy for Sustainable Development in May 2009 in which they outlined several key local policy priority areas, including accessibility measures and environmental measures. Within the area itself, the *Baia Mare Urban System* has been established as an Intercommunity Development Association between the Municipality of Baia Mare, 5 towns and 9 communes bordering the city of Baia Mare. The aim of the signed agreement is to promote sustainable development in the region, with improvement of the transport infrastructure and systems as one of the main focuses. Baia Mare city itself suffers from a lack of transport infrastructure, resulting in congestion; pollution; a lack of cycling and pedestrian areas in the centre as well as a noticeable increased lack of parking availability. Plans are in place to construct a ring road to allow passage of the traffic which currently transits the city centre but at the same time enhancing the trolleybus network, increasing cycling infrastructure and managing parking strategies.

Odense (Denmark):

Odense is the "bike city of Denmark": with 187,000 inhabitants it is the third largest city in the country. Odense is located in the South of Denmark on the island of Funen. The modal split surveys since 1995 show that while cycling trips have increased (currently at about 25%), car trips have stayed roughly the same (at over 50%), and the public transport share has decreased (currently at less than 6%).

In June 2009, the City Council of Odense approved the *Traffic and Mobility Plan* for Odense City Centre. Sustainable urban transport makes up the heart of the plan. The vision is of a "coherent" city centre with focus on a good urban life. Odense will work towards connecting the various modes of transport in order to create a more sustainable traffic pattern. The plan promotes sustainable transport modes such as public transport, cycling and walking, and shows how the different modes can be combined – such as park and bike. A light rail is planned as a way of boosting public transport.

Along with the Traffic and Mobility Plan, Odense's *Climate Plan* aims for 8% reduction in CO₂ by 2012, 50% by 2025, and CO₂ neutrality by 2050. Transport plays a large part in this strategy, as 30% of current CO₂ emissions come from the transport sector. Proposals to reduce CO₂ emissions are in the following areas: improvement of public transport; increase the share of cyclists; close a major road in the centre and introduce road pricing; restructure the parking policy; cooperation with workplaces; pacification of the inner city; reloading of goods (no HGVs in city centre); promotion of alternative technology (eg electric vehicles); setting in place of a mobility office; creating a municipal plan (to have a coherent strategy for new buildings).

Both plans are in public hearing at the time of writing.

London Borough of Hounslow (UK):

The London Borough of Hounslow is one of 33 boroughs in the Greater London Area, located in West London and bordering the Heathrow airport site.

The LB Hounslow is working towards achieving beacon status for Environmental Sustainability, focussing on reducing the council's own energy consumption (and CO₂ emissions) and promoting sustainable transport to residents. London as a whole has one of the most ambitious CO₂ reduction targets in Europe – with the Mayor setting a target of a



60% reduction on 1990 levels by 2025. Behaviour change is considered to be a key tool in achieving this, particularly in terms of transport emissions.

The LB Hounslow – in parallel to all London boroughs – is currently producing a new transport strategy in 2010/2011. The transport strategy will include measures for drastic cuts in CO₂ emissions.

Lisbon (Portugal):

Lisbon is the capital of Portugal with a population of 560,000 in the city, 2.8 million in the metropolitan area and 3.6 million in the Lisbon region. The metropolitan region consists of 17 municipalities, and has been prone to increasing urban sprawl over the area. There is a large public transport network in Lisbon: including metro, tram, bus, ferries, train and lifts. There is a relatively high level of motor vehicle ownership in the city of Lisbon, with 672 vehicles per 1000 inhabitants (higher than the Portuguese national average of 572).

Current initiatives in the Lisbon Metropolitan Area include: a national electric cars project; urban journey planning and improvement of accessibility measures; measures to speed up bus traffic (average speed of public transport is currently 22.8 km/h); measures to control urban sprawl and an aim to reduce carbon dioxide emissions in the transport sector by 20% by 2020.

Rotterdam (Netherlands):

Rotterdam is a city in the province of South Holland, situated in the West of the Netherlands. The Municipality has a population of almost 600,000, and the port of Rotterdam is the largest in Europe. In March 2008, the *Vision of Rotterdam on sustainable mobility* was prepared by the Municipal Executive. One of the main objectives of this vision was to increase public transport use by 40%. Other ambitions include: a 30% increase in cycling, and a 10% increase in pedestrian trips.

The most ambitious objective is a carbon dioxide reduction of 50% by 2025 (compared to 1990 levels). Along with the modal shift measures highlighted above, Rotterdam will follow three tracks in order to achieve this carbon dioxide emission reduction target: (1) clean use of the mobility system, (2) clean and silent vehicles and (3) clean fuels. Rotterdam responds to the recent technological breakthroughs with the program “Stroomstoot”, an impulse program to speed up the market introduction of electric vehicles. As well as electro-mobility, Rotterdam also stimulates the use of clean fuels; Rotterdam now participates in the BioEthanol for Sustainable Transport (BEST) project, which deals with the market introduction of bio-ethanol (vehicles).

2.2 Reasons to be in CATCH

The five cities involved in CATCH have different drivers for their involvement in the project, with the overarching theme being improved communication about their CO₂ emission reduction strategies both to the public and to politicians. During the Interest Group meeting, the members of the CATCH consortium had the chance to discuss with three of the cities the specific reasons that they are involved in CATCH. A summary from these discussions is given below:

Odense

Odense are keen to improve the communication of their strategies both to their politicians and to their citizens. They see their involvement with CATCH can benefit them through the sharing of knowledge, and they are especially keen on the development of the visual scenarios that will be developed by the CATCH team, as a way to communicate and engage relevant parties in important decisions to be made in the city of Odense.



Although there is political will to move towards sustainable travel in the city, engagement with politicians can be improved with better dialogue, and there is willingness to engage politicians within the CATCH project also within interest group meetings.

London Borough of Hounslow

The London Borough of Hounslow, in common with all 33 London boroughs, is tasked with producing a new transport strategy in 2010/11. The CATCH project comes at the right time for the borough in terms of the fact that it can help in terms of communication strategies both to the public and to politicians. A market research study in the LB Hounslow showed a wide gap between individuals awareness of sustainable travel and what is intended for the borough, with some respondents thinking that 'sustainable travel' meant a 'car that would be able to drive forever'. The Borough is aware of the need to address this lack of awareness, and in drafting the new transport strategy, the visual scenarios to be developed by the CATCH team will in particular be useful for communicating strategies planned for the Borough. Individuals and politicians alike need to somehow visualise the link between CO2 reduction and noise / air pollution.

The strategy needs to be delivered in December, thus an optimal time to present scenarios to residents would be in September.

Lisbon

The Lisbon Metropolitan Transport Authority (LTMA) is an authority which was created last year and which brings together stakeholders from across the Metropolitan area (city council, transport operators, political entities, etc). They are currently in the process of drafting their first sustainable urban transport plan, based on the French model of the *Plan de Déplacements Urbains* which requires a period of public consultation, with a plan to deliver at the beginning of January 2012. There are two main reasons that Lisbon has become involved in the CATCH project: the first to provide improved communication to citizens in communicating the SUTP measures (primarily through the scenario modeling tool), and the second to provide a forum in which all stakeholders in (and related to) the newly formed LMTA will be able to get together to discuss sustainable mobility, and also engage politicians.

CATCH First Interest group

3 Agenda

Wednesday, 17th February			
12.45	Registration / lunch		
13.30	Introduction		Steve Cassidy, MRC McLean
13.45	COP15 & the Implications for Transport Strategies in Cities		Holger Dalkmann, TRL
14.15	European Actions to Reduce GHG Emissions from Transport		Ian Hodgson, European Commission
14.45	Information Provision and Behavioural Change	and	Dr Steve Cassidy, (in place of Dr Erel Avineri & Dr Owen Waygood, Centre for



		Transport & Society, UWE)
15.15	Coffee Break	
15.45	Ten Measures in Traffic Planning and Travel Behaviour	Dorthe Råby & Carsten Løndahl, City of Odense, Denmark
16.15	Örebro's Climate Plan for Transport	Per Elvingson, Municipality of Örebro, Sweden
16.45	The CATCH knowledge platform	Moderator: Steve Cassidy, MRC McLean
17.45	Session close	
20.00	Networking Dinner	Poivre et Sel
Thursday, 18th February		
09.30	Enabling Change: a Discussion on Institutional Barriers	Moderators: Holger Dalkmann, TRL & Dr Steve Cassidy, MRC
11.00	Coffee	
11.30	The Covenant of Mayors Initiative	Dion Wierds, Representative from Covenant of Mayors Office
12.00	Evaluation Methods for CO2	Rosemary Bailey, UWE
12.30	Lunch	
13.30	Business Opportunities for Managing Carbon in transport	James Bonner, MRC McLean
14.00	Workshop: Managing Carbon	Moderator: Steve Cassidy, MRC McLean
15.00	Close	

3.1 Presentations

3.1.1 Presentation Overview and main messages

COP15 & the Implications for Transport Strategies in Cities

CO2 emissions from the transport sector are continuing to increase, and it is clear that transport plays a clear role in tackling climate change. Although there was no binding agreement with the Copenhagen Accord, these and other climate talks set the framework for future actions. What is clear is that Europe will continue on its way to a low-carbon future, and that transport has a key role to play. Cities are crucial in creating a low carbon sustainable transport future.

View the presentation:

http://www.carbonaware.eu/fileadmin/user_upload/News_item/2_COP15Implications_Holger_Dalkmann.pdf



The Move to Low Carbon Transport

To understand how emissions reduction targets can be met, the project “EU Transport GHG: Routes to 2050?” looks at different scenarios that could achieve GHG reduction in the transport sector (by improving efficiency, de-carbonising the energy used and reducing demand). It looks at issues such as how technology is likely to deliver reduction in GHG emissions, and what are the real costs associated with a move to low carbon future (ie taking into account co-benefits) etc. Visit the website:

<http://www.eutransportghg2050.eu/cms/illustrative-scenario-tool/>

View the presentation:

http://www.carbonaware.eu/fileadmin/user_upload/News_item/3_MovetoLowCarbonTransport_IanHodgson.pdf

Information Provision and Behavioural Change

As part of the ‘grounding’ work of the CATCH project, researchers from the Centre for Transport and Society (UWE) have been investigating information provision and behavioural change. Information must be presented in an effective way to improve understanding and to motivate change. Presenting information about climate change can be tricky (CO₂ is an abstract concept, and climate change is a global problem), and needs to be targeted correctly to different audiences, as people react differently to information. The findings should be incorporated when considering trying to motivate behavioural change in the transport sector.

View the presentation:

http://www.carbonaware.eu/fileadmin/user_upload/News_item/4_InformationProvisionBehaviouralChange_UWE.pdf

10 Proposals for CO₂ Reduction Measures in Traffic Planning

The City of Odense presented 10 proposals to be introduced in the city to reduce CO₂ emissions in the transport sector. These focus around three main aims: improved public transport; increased share of cyclists and reduction of car traffic. The measures include a variety of hard (infrastructure improvements, introduction of ITS, closing down streets in city centre, etc) and soft (promotion of cycling, cooperation with workplaces, etc) measures.

View the presentation:

http://www.carbonaware.eu/fileadmin/user_upload/News_item/5_Odense_ClimatePlan_DortheCarsten.pdf

Climate Strategy for the Municipality of Örebro

The Municipality of Örebro have a climate strategy currently under public consultation. The Strategy covers all areas of emissions, although transport is a major part. The reduction targets are of 40% for the whole municipality, and 50% for the own organisation by 2020 of 2000 levels. Measures include de-carbonisation of the public transport fleet, change in parking policies, promotion of cycling and walking etc.

View the presentation:

http://www.carbonaware.eu/fileadmin/user_upload/News_item/6_OrebroCCPlan_PerElvingson.pdf



The Covenant of Mayors Initiative

The Covenant of Mayors is an initiative in which local authorities commit to going beyond the EU's 20 20 20 objectives. There are currently 100 signatories, and although transport is not the primary focus, it does play a key role for local authorities to be able to reduce their GHG emissions. The Covenant of Mayor's office helps with the drafting of sustainable energy action plans, and there are several areas where local authorities can apply for support.

View the presentation:

http://www.carbonaware.eu/fileadmin/user_upload/News_item/2_CovenantofMayors_DionWiersts.pdf

Evaluation Methods for CO2

The presentation gave an introduction to the principles of emissions modelling, and putting this into the global and local policy context: why it is important to model emissions, and why on the city level. Transport is an important area to consider in cities, although can be tricky to measure: what is important is to remain transparent in all calculations. These modelling tools can then be used to project future emissions, and can be used in helping to set and meet targets.

View the presentation:

http://www.carbonaware.eu/fileadmin/user_upload/News_item/3_EvaluationofCO2_RoseBailley.pdf

3.1.2 Participant feedback and comments

Some key issues recurred in both the presentations and the discussions. Some of these points were:

Local transport is key in tackling climate change

Two things are highlighted here: the first that the transport sector has a key role to play in tackling climate change, and secondly that actions at local level are paramount in being able to tackle climate change. This is perhaps an obvious point to highlight, but despite this, local actions are not given explicit mention in international negotiations, and at local level transport / mobility departments will quite often work separately from climate change / environment departments with sometimes negative effects. The importance of local transport in tackling climate change should be emphasised.

Co-benefits and language

The issue of presenting the co-benefits of carbon efficient mobility was a recurring theme. A sustainable transport system will bring health benefits, social inclusion, economic development and other related benefits. As such it is important that

- (i) these co-benefits are presented². For example: noise, safety, pollution, security, economic development, and as such
- (ii) the appropriate triggers and language are used to highlight these co-benefits.

² A discussion subsequent to the CIG referenced research which shows that economic development and car restraint are not mutually exclusive:

<http://cfit.independent.gov.uk/pubs/2006/stc/stc/04.htm#043>



As such it is not necessarily “mobility” that is the best “way in” – rather the benefits of sustainable mobility should be couched, for example, within: noise, safety, pollution, security, economic development.

Trust

The issue of debate around causes, impacts and remedies to CO₂ reduction in mobility were often raised. It is important to:

- (i) Provide a clear, simple and accessible presentation of facts, figures and any areas of lack of consensus/issues/debates. The presentation on ‘Evaluation Methods for CO₂’ by Rose Bailey from UWE was an example of how to achieve this and was well received.
- (ii) To present data and provide knowledge which is perceived to be reliable and valid.

Sites of reference

The attendees of the interest group were asked where they currently searched for information to support their professional work? Where they look for support? What websites they had bookmarked? The aim of this short exercise was to understand the knowledge which currently informs policy development and innovation. Below an overview of the responses, grouped into two categories: local authority representative, and ‘other’ representing consultants, researchers, and network representatives.

Type of respondent	Websites / Resources
Local authority	<ul style="list-style-type: none"> • Local knowledge • National ministries • Professional networks • ELTIS - www.eltis.org • Newsletters • Other (mentioned once): <ul style="list-style-type: none"> ○ Travelwise - www.acttravelwise.org ○ Energy Saving Trust - www.energysavingtrust.org.uk ○ PIMMS - www.pimms-eu.org ○ ASTUTE - www.astute-eu.org
Other: consultant, researcher, network representatives	<ul style="list-style-type: none"> • ELTIS - www.eltis.org • DG TREN (now DG MOVE (http://ec.europa.eu/transport/index_en.htm) and DG ENER (http://ec.europa.eu/energy/index_en.htm)) • Local knowledge / knowledge from known people / known networks • National ministries • Transport research knowledge centre - www.transport-



	<p>research.info</p> <ul style="list-style-type: none"> • BBC – https://news.bbc.co.uk and other news sites • European Environment Agency - www.eea.europa.eu • EU parliament - www.europarl.europa.eu • Professional networks (LinkedIn) • European Topic Centres • Other sites (mentioned once): <ul style="list-style-type: none"> ○ Commission for Integrated Transport - http://cfit.independent.gov.uk ○ Millennium Cities Database ○ Transport Research Board - www.trb.org ○ UITP - www.uitp.com ○ Eurostat - http://ec.europa.eu/eurostat ○ Carbon Trust - www.carbontrust.co.uk ○ Own projects ○ CIVITAS – www.civitas.org ○ World Business Council for Sustainable Development - www.wbcsd.org ○ Ademe - www.ademe.fr ○ Bridging the Gap - www.transport2012.org ○ KonSULT - www.konsult.leeds.ac.uk ○ CORDIS - http://cordis.europa.eu
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The main prioritised categories of sites references for information were as follows

Level 1:

- Local networks/professional networks³
- National Department of Transport websites – for guidance on framework

Level 2:

- Best Practice database: ELTIS, Konsult
- Research in transport: Transport Research Knowledge Centre, Transport Research Board

Level 3:

- European level information: DG TREN, EEA, European Parliament, CORDIS,...

³ In addition many participants noted that they used their own contacts and networks, via email or designated professional contact databases (eg LinkedIn).



- News sites: BBC – for gauging importance in agendas

It is of note that few participants referenced specific EC R&D projects

3.2 Workshops

3.2.1 Enabling Change

This part of the CIG meeting was lead by Steve Cassidy and Holger Dalkmann and involved the group being split into two groups to undertake a focussed discussion and feedback on two topics:

- What gaps in information are there to achieving informed carbon reduction in urban areas from mobility?
- How can we fill the gaps in the information?

A summary of the findings of the two groups is presented below:

Question: What gaps in information are there to achieving carbon reduction in urban areas from mobility?

Group 1

- Better understanding and dissemination of basic knowledge and facts on:
 - Local impacts of climate change over the short and long terms
 - Effects and evidence
 - Impacts of behaviour change

This additional information, however, needs to be carefully communicated; there needs to be a common and understandable language about sustainability supported by the appropriate tools.

- How to influence the right people - targeting:
- How to persuade politicians (possibly through training, best practice examples, offering small steps to achievement) and to raise long term political commitment against their focus on short term wins.
- How to convince engineers about the benefits of soft measures vs. physical projects.
- Consultation mechanisms to ensure buy-in from the public.

In order to influence people, there is a key issue about them *trusting* the information that they are receiving. This is particularly important when people hear conflicting messages around the subject of carbon reduction and climate change.

- Monitoring and evaluation
- Need for tools to assist evaluation. Scenarios should show “what the achievement of a target would mean” – in the language and areas of concern for key targets.
- Mechanisms for monitoring the impacts of CO₂ reductions.
- Finding appropriate solutions



- Opportunities for cost effective segmentation of the population to guide development of appropriate solutions to mobility/behavioural change.
- Currently action in the area of carbon reduction is often solution-driven (eg modal configuration and development) rather than looking to solve a specific problem, which would be a more effective direction.

Group 2

Language and messages: Users and cities all need a comprehensive understanding of carbon reduction but this can be difficult at the moment.

- There are a lot of buzz words that surround the area of sustainability and carbon reduction. If these are to be used it is essential that everyone has the same understanding of them.
- There needs to be clear explanations of the problems and solutions – this requires simple but meaningful messages. For instance there needs to be an understanding regarding how to bring about changes in travel behaviour.
- There are lots of ideas & opinions on “how it should be done” and the different ways to collect data. These need to be collated and targeted for different users

Access to appropriate information

- Clarity on national, regional, city, local and individual level to show what difference actions at each level might make.
- There is a lack of understanding as to where people can find the information that they need/want.
- Planners need support in the decision-making process – a tool that gives you criteria to gauge the sustainability of your transport policy/project would be useful.
- Simple tool for city-scale carbon assessment of transport & other sectors – for instance something that would allow planners to understand the impact of slight changes to different variables.
- Best Practice guidance and examples for transport planners that can easily be integrated into existing and future policy. Providing examples where change has happened and results have been measured – this will improve trust.
- Cost (and benefit) of new technology versus cost of behaviour changing campaigns (information) versus engineering solutions.
- Information to identify optimal solutions to particular issues.
- How to set the “boundaries” to transport activity and energy productivity.

Understanding/Knowledge Gap

- What are the CO₂ impacts of different modes including external effects
- Impact of lifestyle on CO₂ reductions – e.g. where to live based on location of services, activities and transport links.

Data

- Good data can improve the understanding of carbon reduction. It was suggested that there should be methodologies based on comparing simple available data. There is however often some difficulty in collection of data and obtaining real-time data is even more difficult.



- There needs to be an understanding about how best to get buy-in from different stakeholders to provide data/information. The media are an important source of information but it is suggested that there needs to be better understanding by the media itself regarding the interconnections of CO2 and other issues.

Question: How can we fill the gaps in the information?

Group 1

- A rich source of Links
- Video to support engagement
- Opportunities to form “Linked In” networks linked to the Platform
- Blogs

There is however a trust issue with information received via blogs or online tools such as Twitter as it is difficult for people to be sure whether the information being delivered is official or reliable.

- Best Practice Database
- Webinars on certain topics
- Publics submission of pictures – to engage public but also to use these to raise political awareness
- Scenarios

There must be a ‘raft’ of scenarios – using different criteria to look to the future, and to be used by the targets noted above. Engagement is the key: this could be strengthened by allowing citizen input.

- Models
- Search tool for cities

Group 2

- Wiki Platform by which cities would be able to add their experiences

There is however the questions of who would add to it, and how people can ask questions.

- Webinars
- Dynamic Tools & ‘What if’ scenarios
- Google maps
- GRIP carbon footprint tool
- YouTube style videos :Testimonials; Case studies; Funny videos
- Forums
- Ability to comment on news items
- Facebook linkages
- Links to Pre-existing websites containing transport information
 - E.g. “Transportdirect”, Walk It, Bristol Bike Map
 - “Wisetrip” – FP7 project to create an international multi-modal journey planner
- Downloadable screensavers



- Flickr website for pages : “Wall of Fame” – best practice examples; “Wall of Shame” – show bad examples of cities and climate change impacts
- League tables of cities and their performance.
- Knowledge base for EU standards/averages for emissions (e.g. by vehicle)

3.2.2 Green Business design

The Green Business Design Workshop was held as a conclusion to the 2 day interest Group meeting, and looked to identify potential business opportunities for the CATCH platform to become financially sustainable in the long run. As such, the aim is to ensure the ideas, initiatives and innovation of the project would be maintained beyond the project's development phase during which it will be funded by the EU Commission.

The focus of the green business design workshops was to introduce the process of identifying sources of enterprise and opportunity that the project could generate, both for itself, and for external sources. The methodology employed in this session involved an initial presentation by James Bonner of MRC McLean Hazel on potential opportunities from carbon management, followed by an interactive session chaired by Steve Cassidy with input from attendees.

The presentation by James Bonner took the following format:

1. Present some of the business effects and costs of carbon and climate change
2. What opportunities are there for CATCH to be financially sustainable?
3. What are the potential business and commercial opportunities to arise from CATCH?
4. What are the methods and opportunities to manage carbon?

The full presentation can be viewed here:

http://www.carbonaware.eu/fileadmin/user_upload/News_item/4_ManagingCarbon_JamesBonner.pdf

The presentation served as an introduction to the themes of the potential business opportunities from carbon management, with the intention of stimulating thought and input from attendees in the interactive session. Rather than informing or pinpointing what these could or would be, the presentation aimed to suggest areas and themes in which the CATCH platform may be useful/ add value/ generate interest. By not simply providing a list of definitive business opportunities both for CATCH to be financially sustainable, and markets/ products/ services it could generate, the presentation aimed to encourage independent ideas and reactions from the attendees on what they thought were potential opportunities.



Conclusions following discussion on green business design

- Carbon and business are, and will become increasingly, interconnected
- Carbon offers both risks and opportunities for business
- CATCH must add value in order to be financially sustainable - must embrace and capitalise on the opportunities
- The effects of CATCH can promote and stimulate new business and commercial opportunities
- CATCH can be involved in new and innovative forms of carbon management

4 CATCH platform functionality wish list

The overall aim of the meeting is in providing input to the design of the CATCH knowledge platform. Below are some elements which have emerged from the meeting as important functionalities of the platform, following discussions with the attendees.

Functionality	Importance	Design impact
Blogs	low	Can be deemed unprofessional, can make information seem untrustworthy. Would need careful moderation/targeting
Data Knowledge	High	The CO2 debate is often clouded by lack of understanding of debates and lack of data to back this up. Basic reviews of what are measures and what are data limitations and define the buzz words
Examples of best practise: make specific topography, modal split, economy organisational structures which differ by countries	medium	Make it easy to search best practise examples by different relevant criteria.
Interaction	High	Use of video testimonials and ability for public to submit pictures/vote/quote is strong for supporting engagement, and also proving interest to politicians
Linkages to networks	Medium	The use of existing networks is important. Cannot replace this, but maybe can expand use and informed debate via existing tools (eg Facebook)
Links to existing resources	High	Lots of good databases and knowledge sources exist. These should be linked to the Platform.
Not webinars	low	Professionals do not have much time to follow



		up on this and thus they would need to be very carefully targeted
Open up existing resources	Medium	Sometimes knowledge is hidden although sites exist. For example EC Projects are rarely searched as they are (i) not known (ii) too heavy to understand quickly. These could be opened up more/indexed.
Quantification methods (to present facts and figures to engineers, and others who want to know facts and figures)	high	Make it easy to search evaluation methods: database of methods.
Targeting	high	Distinct targets of politicians, public, officers. Use appropriate language and focus on areas of concern to them
Training advice / tools (eg how to do public consultations – how to gain trust?; how to convince politicians?)	medium	Database of training tools: think of categories.
Visual representation (basically visual scenarios)	High	Need to ensure that we can present information in a visual format where possible. Ensure that sterile targets are brought to life – what will their achievement really mean to lives/space/priorities?



5 CATCH consortium based actions

Work package	Action
ALL	Read report to review outcomes of IG meeting.
WP2 – Design	<ul style="list-style-type: none"> •Review wish list functionalities and ensure that these functionalities are considered within the design. If they are not incorporated into the design, provide clear reasoning why not. •Ensure that the key issues come across – local transport is key in tackling climate change; trust; co-benefits.
WP4 – Scenario Development	Visual scenarios came across as a key functionality of the platform as a tool for communicating sustainable transport possibilities. Ensure that the basis of the scenario is inline with requirements picked up in discussions.
WP5 – knowledge engine development	Work with WP2 to see what items in wish list are feasible.
WP7 – exploitation	Build on outcomes of first green business design workshop.
WP8 – dissemination	<ul style="list-style-type: none"> •Disseminate outcomes of meeting •Follow-up on interests of core interest group cities in future meetings.