



Carbon **A**ware Travel **C**HOICE

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Why CATCH?



The transport sector accounts for 23% of total CO₂ emissions and is the only sector for which emissions are continuing to increase. Climate change is a global problem which requires global solutions, but these need to be translated into specific strategic actions at the local level for CO₂ emission reduction to become a reality. In terms of the urban transport sector, there is a lack of reliable information resources to help decision-makers support their citizens to make informed climate-friendly travel choices and to ultimately deliver a reduced carbon footprint from transport in their cities.

Making Travel Choices Carbon-Aware



CATCH stands for Carbon-Aware Travel Choice, and is a project that aims to develop a resource that will raise awareness amongst urban stakeholders of GHG (greenhouse gas) problems and local and international policy potentials to reduce the CO₂ contribution of their overall GHG emissions from urban transport. CATCH will develop an online knowledge platform that will enable local decision-makers to move their city's population towards less carbon intensive transportation. It will do this in three ways:

- by developing tools to help decision makers understand the nature of the problem and solutions to transport related carbon emissions in their city;
- by highlighting effective instruments and actions to reduce carbon emissions in their city grounded in a real understanding of how to achieve behavioural change towards sustainable travel, and;
- by highlighting best-practice approaches to exploit available knowledge.

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The CATCH knowledge platform



The CATCH project will develop a trusted and credible online knowledge platform primarily aimed at decision-makers, but also for citizens, businesses, planners, and other mobility stakeholders in cities. The platform will provide information, including examples of good practice, and also a tool to personalise the potential travel-related CO₂ reduction of the visitor to the site. The CATCH team will consult with stakeholders about the design and content of the CATCH knowledge platform – primarily through the CATCH Interest Group.

CATCH Interest Group



An Interest Group has been set up to help define the development and direction of the CATCH knowledge platform. The Interest Group consists of representatives of local governments across Europe, the NGO sector, business sector, and research arena in the fields of carbon and environmental management and transport.

In parallel to Interest Group meetings, Green Business Design Workshops will be held to review potential approaches to exploiting the behavioural change triggers required to bring about carbon-friendly travel choices (eg carbon trading, taxing, charging).



CATCH cities

There are five cities that are actively involved in the CATCH project: these cities are Core Interest Group members who are interested in greenhouse gas reduction strategies for the urban transport sector. These cities will provide invaluable input to the project in helping to design and test the knowledge platform. The five cities involved in the CATCH project are: Baia Mare (Romania), Lisbon (Portugal), the London Borough of Hounslow (UK), Odense (Denmark) and Rotterdam (Netherlands).

How can you get involved?



To find out what's going on in the CATCH project, and to get involved, join the CATCH mailing list!

There is a core element to the Interest Group, but the meetings are open to interested parties. If you would like to attend any CATCH meetings, or would like more information, then get in touch! You can do so by visiting the website, or contacting the project coordinator (details on back page).

The CATCH Consortium



The CATCH consortium consists of 11 partners from across the world. It is coordinated by the urban mobility consultancy **MRC McLean Hazel**, and supported by the international networks **Polis** (European network of cities and regions) and **UITP** (International Association of Public Transport). Academic expertise is provided by **COPPE** (Transport Engineering Programme) at the Federal University of Rio de Janeiro, the **Centre for Transport & Society** (CTS) at UWE (University of West of England, Bristol), **UNIPA** (University of Palermo) along with expert advice from the **Transport Research Laboratory** (TRL) and input from the municipality of Handan located in the Hebei province in China. The knowledge platform development is driven by the software service providers **Q-Sphere**, the reference system integrator **SICE** (Sociedad Ibérica de Construcciones Eléctricas) and the engineering & architectural consulting firm **Systematica**.



For more information on the project, visit:

www.carbonaware.eu

Or contact the project coordinator:

James Bonner, MRC McLean Hazel

james.bonner@mrcmh.com

+44 (0)131 226 1045



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