

# CATCH

## Carbon Aware Travel CHOICE



### Welcome!

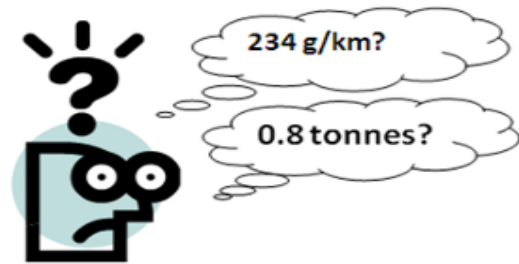
The CATCH project has the ultimate aim of reducing the carbon dioxide (CO<sub>2</sub>) emissions from the urban transport sector. The CATCH team is building an online knowledge platform which will provide information relating to travel behaviours and climate change impacts, including examples of good practice for reducing emissions from the sector. The platform will also feature tools to personalise the travel-related CO<sub>2</sub> reduction potential of the visitor to the site. This newsletter is an update of the status of where we are in the development of the knowledge platform: from the behavioural research that grounds the design of the platform and the database structure underlying scenario development, to the design of the platform itself—based of course on user requirements.

### Grounding the Project: Behavioural Research (WP1)

The first deliverable of the project was the [Behavioural Inception Report](#) which examined how people react to information on climate change, why they seek out information, and potential ways to create desirable behavioural change. Among the theories discussed were the *theory of planned behaviour*, *stages-of-change*, and *choice architecture* or "nudges".

Research based on findings from that initial report was conducted at the start of the year and results were recently compiled in the *Research and Design Report*. Quantitative and qualitative research was conducted to investigate gaps highlighted in the research and the needs of the project. Surveys and focus groups were used to investigate how people respond to different presentation formats of CO<sub>2</sub> information with consideration to both understanding and motivation to reduce car use. Within the survey, several different influences were investigated such as *stage-of-change* (with respect to personal CO<sub>2</sub> production), *information anchors*, and *gain/loss framing*.

Along with presenting information in clearer ways, the research looked at several points directly relevant to the outputs of the project such as climate change as well as non-environmental motivations to change and practitioner needs. Initial findings from that research have been compiled and will be presented in an up-coming report entitled *Research and Design*.



*The behavioural research shows that understanding CO<sub>2</sub> information can be tricky*

### Scenario development (WP4)

WP4, led by UNIPA, aims to illustrate how alternative solutions and behaviours (at a range of aggregations) impact upon GHG emissions and climate change and to provide information on climate-friendly travel scenarios.

WP4 is structured into three tasks, one of which (task 4.1 "Scenario Dependency Scoping") has started to define a methodology for developing policy scenarios. This project defines policy scenarios as visualisations based on estimates of GHG emission reductions that can be realised from the implementation of a set of policies that either avoid, shift or improve travel demand to lower carbon behaviours. The scenario development includes the identification of a set of factors and indicators (both GHG emissions and co-benefits) associated with specific policy packages

## The Interest Group

An interest group has been set up to define the development and direction of the knowledge platform. The first CATCH Interest Group meeting took place in February. The meeting brought together representatives from local government, research, consultancy and European and international networks to discuss the international, European and national dimensions of GHG reduction strategies, and what the CATCH platform can offer to help move towards sustainable mobility. Some key points relevant to the design of the knowledge platform were highlighted following the interest group meeting:

- Local transport is key in tackling climate change
- The issue of presenting the co-benefits of carbon efficient mobility appeared as a recurring theme
- Trust: information sources must be trusted

You can read more about the interest group meeting in the [summary report](#).

**The next interest group meeting will take place in The Hague on 15-16 November 2010.** The Hague is also hosting the [WALK21 International Conference](#) in this week with obvious interest to CATCH

The next interest group meeting will include:

- Presentations from the CATCH partners
- Presentations from external experts
- Demonstration of a prototype of the knowledge platform
- Interactive sessions / discussions



## CATCH Cities

There are 5 cities involved in the CATCH project. These five cities are core interest group partners, and they are Baia Mare (Romania), Lisbon (Portugal), London Borough of Hounslow (UK), Odense (Denmark) and Rotterdam (Netherlands).



The CATCH team will interact with the core interest group cities at the end of June and beginning of July (with onsite visits or telephone conferences) to further understand the needs of the cities, present the work that we have done so far and discuss further the plans of the cities involved in the project.

Particularly, we will be presenting work from WP2—the design work package—where we have taken user requirements and grounding work to create some mock-ups of the platform that we will present to the cities and other stakeholders to further understand their requirements. Following this feedback, we will further refine the design, and present further mock-ups of the knowledge platform at the 2nd Interest Group meeting in November.



## Designing the knowledge platform (WP2)

WP2 started from the preliminary results and outcomes of the grounding phase and of the first core interest group meeting, conducted during the period September 2009 – February 2010.

Project partner Systematica helped to draw up a methodology combining CATCH objectives, desired end users and platform visual options.

These options aim to interact with the user through specific messages and information that relate to transport and CO<sub>2</sub> issues especially at city and neighbourhood level.



The efficacy of each option has been assessed against a set of behavioural criteria outlined in the grounding work. Currently, the technical feasibility of each visual options is being assessed and data requirement issues are being analysed and addressed.

Systematica outlined a number of possible visualisation prompts (specifications) for each option and summarised these in a catalogue. WP2 is currently designing the concept schematic of the CATCH platform with its main components and the catalogue visual options are being placed into this scheme.

At the moment Systematica is further specifying two core options and developing relevant use cases, by simulating possible platform-users interactions and designing the resulting visual messages. All designed messages will have to motivate users, raise awareness on transport and CO<sub>2</sub> links, and play a role in bringing about change in travel behaviour and in policy making.

At the end of June, Systematica will take part in the city visits where it will present platform options and navigation paths to stakeholders. These visits will be the occasion to further assess city and stakeholders needs and to re-shape the CATCH platform options accordingly.

## Greenhouse Gas Database underpins the CATCH platform (WP3)

WP3 (GHG database), led by UNIPA, has a central role in the CATCH project. The work package is split up into two tasks: *database design and realisation*, and *data collection*, both oriented towards the development of a database of "GHG emissions and transportation performance" supporting the CATCH platform. The GHG database will collect and store data on transport and other areas (e.g. health, safety, community/social engagement, social space, budget) needed for three interconnected aims, as follows:

- to enable the generation of scenarios stimulating a change of citizens lifestyle aimed at reducing the emission of CO<sub>2</sub> related to their travel choices and helping city-stakeholders to evaluate the effects of their policies on reducing CO<sub>2</sub> emissions;
- to estimate the level of CO<sub>2</sub> associated to different policy scenarios;
- to enable the performance of several functions of the CATCH platform: for example representing "co-benefit" function (i.e. how other areas such as health can also benefit from carbon reduction schemes in transport).

Both tasks of WP3 are currently under development. In particular, the following activities are in progress:

- development of a more detailed understanding of data needed to support several functionalities of the CATCH platform (from WP2) and policy scenarios (from WP4);
- exploration of the level of involvement of cities in the data collection process through contact with the CATCH core interest group cities;
- assessment of interactions with other CATCH components such as the content management system and best practice database.

## Upcoming events and important dates

### • **Second CATCH Interest Group Meeting**

**This will take place on 15-16 November 2010 in The Hague**

Apart from our [core interest group](#), other professionals interested in carbon reduction in the transport sector are welcome to attend. An agenda will be made available closer to the time. For any information, please contact [aclark@polis-online.org](mailto:aclark@polis-online.org)

***Some other interesting events relevant to the CATCH project include:***

- Workshop: a Global Transport System in a Low Carbon Society, Brussels. 23rd June Organised by the Institution for Transport Policy Studies
- Towards Car Free Cities, York (England). 28th June Organised by Carfree UK
- IV World Congress of Cities for Mobility, Stuttgart. 4th July Organised by Cities for Mobility
- World Conference on Transport Research, Lisbon. 11th July Organised by WCTR
- Urban Transformation: Controversies, Contrasts and Challenges, Istanbul. 12th July Organised by International Planning History Society
- Networks for Mobility—V International Symposium, Stuttgart. 30th September Organised by University of Stuttgart
- European Week of Regions and Cities, Brussels. 4th October Organised by EC.
- 11th International Walk21 Conference, The Hague. 17-19th November

## The CATCH Consortium



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