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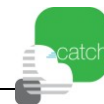
**SEVENTH FRAMEWORK PROGRAMME
THEME 7 - TRANSPORT
COLLABORATIVE PROJECT – GRANT AGREEMENT N. 234094**



CATCH

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

**REPORT ON CATCH INTEREST GROUP MEETING:
15-16 November 2010**



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Introduction

This document summarises the output and discussions from the second CATCH interest group meeting held in The Hague on the 15-16 November 2010. The purpose of this document is to provide an overview of the results and follow up actions that are required by the consortium.

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 choices. Members of the Interest Group present at this meeting were: Rory Maxwell (in lieu of Richard Anderson (Imperial College), Caroline Edant (Veolia Transport), and Mark Major (European Commission, DG Climate Action), as well as representatives from the CATCH Core Interest Group cities: Mark Frost (London Borough of Hounslow), Carlos Gaivoto (Lisbon), Dorthe Råby (Odense) and Mihai Grecu (Baia Mare).

However, despite this core element of invited experts and core interest group cities, the interest group meetings are open to all interested parties. A full participant list for this second Interest Group meeting is given in Annex 1.

2 CATCH Core Interest Group Cities

There are four 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 indepth engagement with the CATCH consortium over the period of the Project to provide design input and a touchstone for debate and development.

The four cities chosen from the applications were: Baia Mare (Romania), Lisbon (Portugal), the London Borough of Hounslow (UK), and Odense (Denmark). A fifth city, Rotterdam, was also originally a member of this group, but was forced to pull out due to budgetary problems, following a change of government in the city.



Figure 1 CATCH Core Interest Group cities



CATCH Second Interest Group Meeting

3 Agenda

Monday, 15th November 2010

12.00	Lunch in foyer	
13.00	Welcome	
		Dr Steve Cassidy, MRC McLean Hazel, CATCH project coordinator
		Mr. Rabin Baldewsingh, Alderman for sustainable The Hague, Healthcare, Media and Organisation
13.20	Low carbon transport: an international perspective	
	International climate policy and examples of best practice	Holger Dalkmann, TRL
	Low carbon transport in the Handan Municipality (China)	Dr Li Guanjuan & Boyong Wang, Handan Municipality, China
	View from Brazil	Andrea Santos, Executive Secretary, Brazilian Panel on Climate Change
14.40	Development of the CATCH knowledge platform	
	Information on transport alternatives - How to make it effective through 'Choice Architecture'	Dr Owen Waygood & Dr Erel Avineri, UWE
	Knowledge Management	Dr Steve Cassidy, MRC McLean Hazel & Milan Novkovic, Q-Sphere
15.30	Coffee in foyer	
16.00	Engaging Users	Mario Castangia, Systematica
16.20	CATCH platform design (interactive session)	Mario Castangia, Systematica & Dr Steve Cassidy, MRC McLean Hazel
17.30	Close	
18.00	Aperitif and discussion with CATCH core interest group cities (until 19.30)	Closed event
20.00	Dinner	



Tuesday, 16th November 2010

09.00	Coffee	
09.30	CO ₂ reduction in a changing economic climate	
	Introduction from The Hague	Toine Molenschot, Urban Development Department, City of The Hague
	Economic benefits of CO ₂ reduction in the Public Transport sector	Heather Allen, UITP
	Towards a reduction in transport CO ₂ emissions in Hounslow <i>OR</i> How to justify reducing carbon when you've got no dollar left	Mark Frost, Senior Transport Planner, London Borough of Hounslow
11.00	Coffee	
11.30	Capitalising on co-benefits	James Bonner, MRC McLean Hazel
13.00	Lunch	
14.00	Close	

3.1 Presentation Overview and main messages

Day 1, Session 1: Low carbon transport: an international perspective

This session focused on an international angle with regard to low carbon transport: identifying possible solutions, challenges and gaps needed to be bridged with particular reference to China and Brazil. An overview of the three presentations in this session is given below.

Title: International Climate Policy, and Examples of Best Practice

Presenter: Holger Dalkmann, TRL

Overview of presentation: Although this presentation concerned international climate policy, the reference was particularly to Asian countries. Asian cities do not have climate policy at the top of their priorities, and instead are concerned about raising the quality of life in their cities: benefits in terms of shift to a low carbon transport culture can be brought through with reference to the co-benefits (particularly reducing congestion, and air pollution), with the primary aim to increase the economic output of their cities, and raise the quality of life. The National Appropriate Mitigation Actions (NAMAs) were discussed and the key drivers and barriers for low carbon transport in Europe compared to developing countries presented. An overview of how CATCH can contribute to overcoming the barriers was presented, as well as some good practice examples from China and Brazil.

View presentation:

www.carbonaware.eu/fileadmin/user_upload/IG_meeting/1_DALKMANN_International_policy_perspectives.pdf

Title: Low Carbon Transport in the Handan Municipality

Presenter: Boyong Wang, Handan Municipality, China



Overview of presentation: The Handan Municipality in China is a member of the CATCH consortium. The presentation provided an overview of the need for low carbon transport in the city, and also some measures introduced in the city in improving the transport system. Again, the main driver for low carbon transport is not particularly the reduction of carbon, but of other co-benefits. They are keen to improve their transportation system, and are looking for ways this can best be done.

View presentation:

www.carbonaware.eu/fileadmin/user_upload/IG_meeting/2_WANG_Low_carbon_transport_in_Handan_Municipality.pdf

Title: View from Brazil

Presenter: Andréa Santos, Brazilian Panel for Climate Change

Overview of presentation: An overview of the climate change policy in Brazil was given. With regard to transport, Brazil sees a large shift to biofuels, with rising demand for this alternative fuel set to increase over the next period. Other plans include improvement of the efficiency of the vehicle fleet, and promotion of eco-driving. An overview of emissions in Brazil was also shown for a variety of cases.

View presentation:

www.carbonaware.eu/fileadmin/user_upload/IG_meeting/3_SANTOS_View_from_Brazil.pdf

Day 1, Session 2: Knowledge Platform Development

This session focussed on the development of the knowledge platform, with attention on how some of the gaps raised in the previous sessions could be filled. The two presentations gave an overview of how the CATCH knowledge platform development has taken into account research done by the project, and how this development is progressing.

Title: Information on Transport Alternatives: How to make it effective through choice architecture

Presenter: Dr Erel Avineri and Dr Owen Waygood, Centre for Transport and Society, UWE

Overview of presentation: This presentation gave an overview of the research carried out to show how 'choice architecture' can frame the way in which individuals process the information given to them. The researchers have done desk studies, surveys, and focus groups to understand how messages about CO2 reduction in transport are taken in, leading to guidance on how communication of CO2 information should best be done in tools such as the CATCH knowledge platform. The key to choice architecture is to remember that it is not just the content of information that is important, but also the context. This research is then guiding the design of a number of aspects of the CATCH platform.

View presentation:

www.carbonaware.eu/fileadmin/user_upload/IG_meeting/4_AVINERI_WAYGOOD_Choice_Architecture.pdf

Title: Knowledge Management

Presenter: Dr Steve Cassidy, MRC McLean Hazel and Milan Novkovic, Q-Sphere

Overview of presentation: As highlighted by the presentations in session 1, a barrier in shifting to low carbon economy is in getting access to relevant information. Managing information is central to the CATCH platform, not just in its content, but in how it is organised



and managed, and the context in which it is presented (see previous presentation). This presentation gave an overview of how information on the CATCH platform will be organised within the final product, and how the quality of information will be controlled by a “platform management group”.

View presentation:

www.carbonaware.eu/fileadmin/user_upload/IG_meeting/5_CASSIDY_knowledge_management.pdf

Title: Engaging Users

Presenter: Mario Castangia, Systematica

Overview of presentation: This presentation gave an overview of how work from researchers at UWE (see first presentation in this session) could be implemented within an engaging interface in the CATCH platform. This process involved defining the target groups, creating some examples based on the research and getting feedback from the target groups to further refine the product. The process in which this was done is highlighted. The next stage developed after this process was then presented in an interactive session that is discussed in section 3.2 of this report.

View presentation:

www.carbonaware.eu/fileadmin/user_upload/IG_meeting/6_CASTANGIA_Engaging_users.pdf

Day 2, Session 1: Carbon Reduction in a Changing Economic Climate

Given the budgetary restrictions imposed on local authorities following the financial crisis, at the same time as ambitious carbon reduction strategies, how can cities cope? This session looks at the types of policies that are in place in cities to reduce carbon reduction, as well as some information about how financing can be secured, particularly in the public transport sector.

Title: The Hague - Overview

Presenter: Toine Molenschot, The Hague

Overview of presentation: The Hague has an ambitious strategy to be CO₂ neutral by 2040, with measures in the transport sector including: 40% increase in public transport patronage, increase in the modal share of cycling and of walking. Transport accounts for 13% of total CO₂ emissions in The Hague, so is already reasonably low, but improvements can be made. An overview of the Hague's plans in terms of sustainable mobility was presented, from modal shift to integrated planning and introduction of new forms of mobility.

View presentation:

www.carbonaware.eu/fileadmin/user_upload/IG_meeting/1_MOLENSCHOT_Overview_sustainable_transport_The_Hague.pdf

Title: Sustainable Financing of Public Transport

Presenter: Heather Allen, UITP

Overview of presentation: Good public transport is key to the economic development of cities. Cities cannot function without public transport, and financing public transport should not be seen as a drain on public resources, but as a way in investing in the economy and



quality of life in the city. New models for public financing need to be introduced based on good practices around the world.

View presentation:

www.carbonaware.eu/fileadmin/user_upload/IG_meeting/2_ALLEN_sustainable_financing_public_transport.pdf

Title: How to justify reducing carbon when you've got no \$ left

Presenter: Mark Frost, London Borough of Hounslow

Overview of presentation: An overview was given of how the financial crisis is affecting the London Borough of Hounslow, and how Hounslow plans to cut carbon from transport within the framework of the Mayor of London's Strategy. The Borough is interested in engaging with the public in order to help make decisions about the priorities for transport. It has been found that environmental concerns are reasonably high among residents in the Borough, which helps to get public and political support behind sustainable transport policies. In order to secure funding, external funding sources have been sought. A problem they have found is that (paradoxically) some of the most cost effective measures are the most politically difficult.

View presentation:

www.carbonaware.eu/fileadmin/user_upload/IG_meeting/3_FROST_How_to_reduce_carbon_when_youve_got_no_dollar.pdf

Day 2, Session 2: Green Business Design Workshop – Capitalising on Co-benefits

To ensure the financial sustainability of the project, a plan must be made as to how CATCH can survive beyond the end of the project. "Green Business Design" sessions are held together with all of the interest group meetings to discuss how this can be achieved, also based on the discussion held during the rest of the interest group meeting. Conclusions from the previous meetings are given below.

Conclusions from previous meeting (18 February 2010)

- 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.

This, the second of the green business design workshops, built on these conclusions, and also brought in new ideas. An overview of the presentation given is written below.

Title: Capitalising on CATCH and co-benefits

Presenter: James Bonner, MRC McLean Hazel

Overview of presentation: The Green Business Design Workshop took place in a 90 minute session as the final presentation of the interest group meeting. Following the presentations and workshops over the previous two days which looked at the objectives, development and design work that had been on going in the platform, it was intended as an opportunity to



promote and discuss potential paths that the final platform could develop into, both integrating the project's ongoing development into existing areas of research and business to extend its usability, and also into some new business products and areas.

The presentation initially considered an outlook to some of the significant upcoming European and global events and policy milestones in the areas of carbon reduction and transport – which are therefore relevant to the CATCH project – as an indication to which particular areas the project could become involved in.

With the outcomes from the first Green Business Design Workshop in February 2010 having indicated that there are numerous integrated business opportunities that CATCH could be involved in, a number of efforts have been made to ensure that the ongoing development of the platform was in harmony with a number of evolving areas of business and research. An overview of the key aspects of the CATCH platform, and where they might integrate with such tools, was presented as such:

- Dynamic content
 - Disseminated through the online content collection tool 'Stumbleupon' and other social media channels.
- Reliable data
 - Combining primary data collection and existing and developing secondary online data sources.
- Engaging interface
 - Developing user focused visual tools to present content and data.
- Trusted Brand
 - New channels of engagement using social media to gain users' trust in the platform.

Having discussed a number of the key aspects of the CATCH platform which are being developed throughout its life as an EU Commission funded project, the next stage was to present some of the potential areas which the platform might develop into, and become an integral part of, in the period after the project has concluded in January 2012. With initial contact and interest already having been developed in a number of these areas, they are examples of the potential opportunities in which the platform could ensure its long term sustainability (including financially) beyond its period of funding. These included:



- Digital Archiving
 - Protection of valuable and relevant online content including by developing partnerships with other parties.
- Participatory Budgeting
 - Involving local people in making decisions on the spending and priorities for a defined public budget.
- Dissemination channel for EU projects
 - Using the dissemination channels and networks developed by CATCH for forthcoming EU projects.
- Low Carbon Transport Market Place
 - Developing an online marketplace for suppliers and consumers of aspects of a low carbon transport network.
- City carbon footprinting service
 - Service to calculate the carbon footprint of cities, developing into trading place for carbon commitments
- Schools platform
 - Develop a targeted version of the platform for schools and young people, linking with educational curriculums and projects.

These potential opportunities were linked to specific areas where they could be exploited or developed in the period after the project has been completed, with reference to forthcoming areas of policy and global events which had been highlighted. To conclude the workshop, a discussion was opened up to the audience to gain some of their insights and perspectives on these products and areas of development- from which some very useful positive and constructive feedback was gained. Some specific feedback included:

- A carbon footprinting service may be a useful opportunity for development, but it would be difficult to get involved with the EU-ETS scheme.
- Participatory budgeting seen as a particularly useful application for the CATCH platform if it can be tailored and integrated into a participatory budgeting format.
- A schools/young persons CATCH platform or development seen as a worthwhile and useful opportunity.
- The similarities of CATCH with the British Library project 'Growing Knowledge' was seen as an exciting opportunity for future development.
- Particular positive reaction to the potential use of a 'Flickr' account as part of the social media tools used by CATCH. This could provide positive or negative visual examples of the co-benefits and public transport in action.
- Suggestion that a function is developed that would allow a user (particularly a practitioner) to download the outputs and information that is presented in CATCH, particularly from the visual tools and from the GHG database, in a format that could be used in reports and presentations.

View presentation:

www.carbonaware.eu/fileadmin/user_upload/IG_meeting/4_BONNER_Capitalising_on_CATCH.pdf



3.1.1 Participant feedback and comments

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

Co-benefits and language

This issue also came up at the previous interest group meeting. Again, 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 presented. For example: noise, safety, pollution, security, economic development, and as such
- (ii) the appropriate triggers and language are used to highlight these co-benefits.

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.

Since the previous meeting, this has been developed: with a ‘co-benefit’ tool in the CATCH platform, and co-benefit fact sheets developed to explain the links between low carbon mobility and 6 different co-benefit areas: health, safety, planning, community, time and budget.

Point of comparison

Another key point brought up is that of comparison: cities may find it difficult to compare their strategies with cities who are not located close to them (geography and culture being two important factors that separate cities). How can cities learn from each other when they do not see the immediate links: how can we present information that can be of use to them? This is a factor that needs to be considered carefully in the platform so that users can get the most out of information that will be on it.

Budget cuts are problematic, but there are ways around them

In this time of economic austerity, budget cuts are taking place across the globe. However, there are ways to continue implementing low carbon transport strategies. Infrastructure changes, and alternative fuels tend to be very expensive to implement, but there do exist different funding mechanisms. Schemes which are cheaper to implement can be politically difficult, so the key is getting citizen and political support and communicating well the importance of low carbon transport to these groups.

3.2 Workshops

3.2.1 Interactive session on the co-benefit tool prototype

Presentation

During the afternoon session, a demonstration took place where the first prototype of the co-benefit visual tool was presented to two groups of meeting participants. The tool shown was

still in its early stages of development, yet at a level able to explain the interactive functionalities envisaged for the final version (due in May 2011). Among the many platform functionalities that will be made available to the users, this tool aims to provide a visually appealing navigation experience that promotes a culture of sustainable mobility and triggers motivation to adopt low carbon mobility strategies and habits. The prototype is still available for view at the following web address: www.systematica.net/catch/index.html¹.

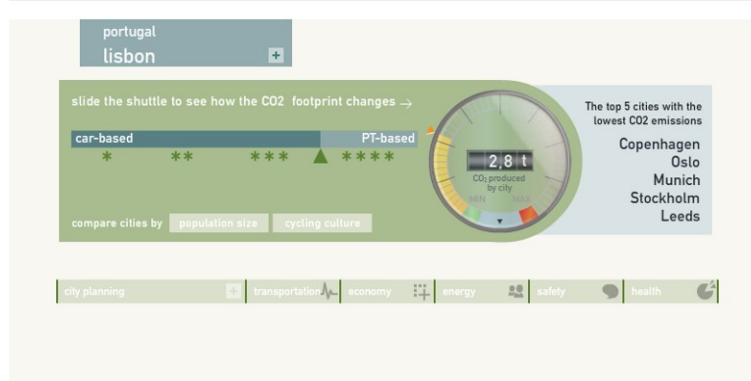
The demonstration focused on a simple navigation path where the user was able to interact with the following interfaces:

- 1) **Which is your city?** This is a visual interface where the user can select a city from a pre-loaded list or visually from a map (as shown in the following screen dump)



This interface offers a scrollable list of cities from which one per time can be selected. This action leads the user to the second screen/interface, described below.

- 2) **Co-benefit dashboard** (see screen dump below). The selection of a city brings the user to visualise the co-benefit dashboard where the selected city is initially positioned, though a pointer, in a scale that is based on current modal split.



¹ Accessed 13 December 2010



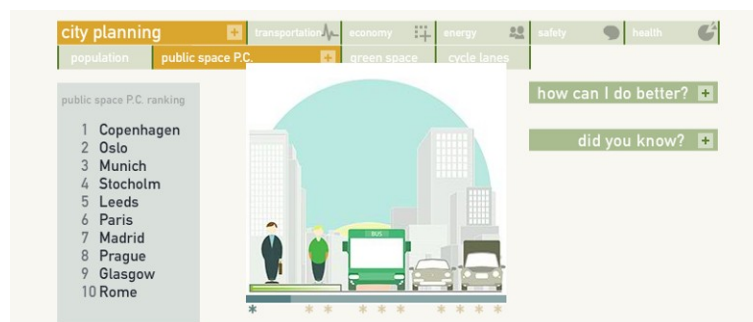
A **carbon-o-meter** animation was also shown which dynamically indicates the yearly carbon dioxide emissions per city per capita as the pointer is slid on the scale. Due to development and data gathering constraints, the positions and the values shown were approximate or, in some cases, fictitious. Other currently static parts of the interface (to become dynamic in the final release) were explained to the audience:

2a) a CO₂ city ranking beside the meter which would show best performing cities and those who perform slightly better than the selected one;

2b) a filtering functionality that would enable the users to compare the city they selected with a subset of similar cities, according to the chosen criterion. Given example of filters were: population size, population growth rates, cycling culture, geographical locations, etc;

2c) a co-benefit menu bar from which the user can select a co-benefit area which is relevant for their interests or research. The final version of the tool will cover the six co-benefits also described in the factsheets: community, time, planning, budget, health, and safety;

2d) a menu bar for the selection of a specific co-benefit indicator (the prototype enables the user to select, for example, the public space per capita under the city planning co-benefit).



The value of the indicator for any selected city was shown through a widget animation, which is meant to visually convey the performance of the selected city as regards the chosen indicator. As data gathering and tool development are still in an early stage, values shown were fictitious. This animation is sided by a range of supporting options:

2di) city ranking for the chosen indicator. Albeit still not working, the audience was presented with a range of interactive “city options”, as shown below:





When fully implemented, these options will aggregate and display a wide range of platform content (good practices, case studies, image galleries, videos, networking details and so on) related to the selected indicator and to the comparison city (from the ranking).

2dii) “how can I do better” option, which intends to aggregate and bring to the fore relevant good practices and case studies which specifically address the actual performance and position in ranking of the selected city for the chosen indicator.

2diii) “did you know?” option, which aims to collate and bring afore a list of questions and answers which specifically relate to the actual performance and position in ranking of the selected city for the chosen indicator.

3) “Find a similar city” was the third screen/interface shown to the audience (screen dump below). It was explained that this is envisaged for those users who will not find the city they want in the scrollable list (and hence in the database).

The screenshot shows a web interface for finding a similar city. At the top left, there is a button labeled 'add city'. Below it, the heading 'tell us about your city' is displayed. The form consists of five input fields arranged in two columns: 'Name', 'GDP value', 'Modal split', 'Geographical location', and 'Population'. Each field has a small downward arrow icon to its right. At the bottom of the form, there are two navigation buttons: 'back to cities' on the left and 'go to dashboard' on the right.

The aim of this interface is to let the user input some key values for their city (GDP per capita, modal split, geographic location and population size) so as to enable the tool to work out the most similar city which is available in the database. The user would then be able to see in the dashboard how the most similar city is performing, both in terms of carbon emissions and co-benefit indicators. The CATCH design team also explained that this interface could be used as simulator for potential/future scenarios (which actual city will I be most similar to in five years' time, if population and the GDP grow according to current rates and if modal split remains unvaried or worsens?).

Feedback

Key points raised during feedback were as follows:

- There was full buy-in to the concept of searching for good practice city examples based on performance against a certain indicator or policy goal. Obtaining the full picture, or “story” of the good practice example was seen to be useful. However, it was stressed that it would be particularly useful for the user to obtain the conclusion to the story. Some form of cost benefit or other form of evaluation would be desirable behind each example. This would provide a better conclusion to the stories presented. The Brazilian representative noted that this would be of interest in less developed countries – indeed details of costs would be of particular interest.



- The carbon-o-meter was well received. Some comments were made concerning the wish to have another widget which was not CO₂ based. Participants noted that CATCH's approach that stressed co-benefits was appropriate, as CO₂ was not always the focus. However, if this is indeed the case, maybe there was a need not always to focus on the CO₂ widget (carbon-o-meter).
- General information within the examples/"stories" would be useful e.g. links to suppliers, links to the local public transport companies.
- It was noted that cities could perform well in terms of some indicators (such as modal split) but still have poor air quality. This was not seen to be a problem *per se*.
- A generic requirement to be able to compile reports ("auto-report"/print screen function) based on the CATCH Platform was expressed by a UK local authority, and re-iterated by other delegates. Thus the various indicator rankings/carbon-o-meter and city examples could be printed/downloaded and inserted in working documents to target audiences within and beyond the authorities themselves. This could increase the utility and maximise the impact of the platform.

3.2.2 Focus groups on information provision

Previous work in WP1 focused on citizens and the presentation of CO₂ information. Other key stakeholders and users of the CATCH platform and tools will be city representatives such as transport practitioners. In order to better understand how information should be presented to this group to increase motivation towards reducing CO₂ outputs from transport, focus groups were conducted around two surveys. The two surveys were the same apart from the actual numbers that were presented so that analysis of responses could be later conducted. Each focus group dealt with one of the two surveys.

General results are summarised here, with a more detailed report to follow that will first be made available to the design team, and then posted on the CATCH website for general use.

Although all of the individuals involved in the focus groups were transport professionals with some relation to sustainable transport, only roughly 10% had sufficient background knowledge to interpret whether a certain mass of CO₂ per capita was large/small, or good/bad. This highlights that even for practitioners, additional contextual information is necessary when presenting CO₂ emissions.

Both groups responded that having information such as the average amount for similar cities wouldn't motivate action if the amount was only slightly above (or perceived to be). A key aspect was ranking cities; in particular those that a city felt were their competitors/peers. For some representatives, this meant actually comparing between different areas of a city, which was likely linked to political structure and responsibilities towards transport provision occurring at that level. Therefore, ranking came out as a key motivator, but only if one was below average.

The strongest response was to a recommended level. If the amount was recommended by an authoritative group then this would work well, though having a policy goal on a smaller scale relevant to the city would also impact interpretation and motivation.



The use of trees to represent CO₂ in more concrete terms was not well received as it was presented. For decision makers, this was felt to not be scientific enough. A number of problems with only presenting the trees per capita necessary were: didn't "speak to me", felt that 10 or 12 trees could easily be planted somewhere or that they already existed, that this gave the feeling that no transport change was necessary. However, once people started to think in terms of actually representing trees on an aggregate level for cities (e.g. 10 trees per capita for a city of one million would be 10 million trees) might be more effective. Future research should consider this, and potentially representing the space needed with respect to space available.

Overall, the survey and focus groups should be extremely beneficial to the CATCH products. The engagement from the participants was of high quality with good critical comments and inputs.

3.2.3 Evaluation and Validation: discussion with core Interest Group city representatives

UWE introduced their responsibilities towards evaluation such as insuring that how the platform and tools were being developed increased awareness and created motivation to change.

SICE presented the core Interest Group with the proposed validation framework and testing plan. SICE communicated the importance of their active contribution to the project in order to validate the first prototype of the CATCH platform as it becomes available. The cities feedback and input would define the final version that will be officially realised to them at the end of the project.

Up and coming milestones and development progress were introduced. The cities were also provided with details on their expected participation under WP6 as well as on the schedule and timing for the testing milestones. CIG cities agreed to participate in the activities planned in order to validate functionalities and operation of the platform. (Further information on this planning included under D6.1)

4 CATCH development

Discussions with the participants of the meeting include several tips in the development of the knowledge platform (please read full report for further information):

- The co-benefit approach is well-received. It is agreed that this is a good way to represent messages on carbon reduction in mobility.
- The ranking of cities needs to be well thought out to work properly, if not represented properly, this can reduce the motivation for action.
- The platform management group which supervises content on the platform must be open and credible, in order to form an authoritative source of information.
- Information on the platform is most useful if it is precise (including, for example, costs and evaluation), and also easily exportable.


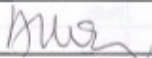
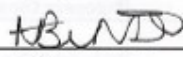
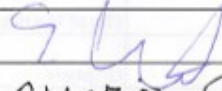

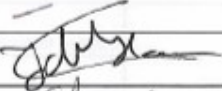
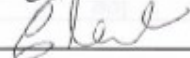
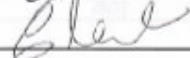


4.1.1 CATCH consortium based actions

Work package	Action
ALL	Read report to review outcomes of IG meeting.
WP1 – Grounding	Write up outcomes of focus group and communicate to relevant WPs.
WP3 – Database design	No relevant actions.
WP4 – Scenario Development	Build on comments regarding design (from interactive session), and liaise with WP1 for feedback from their focus group session.
WP5 – knowledge engine development	Build on comments for CMS.
WP6 – Validation	Continue to communicate with core Interest Group cities about the requirements for validation. Next meeting to focus more heavily on validation aspects.
WP7 – exploitation	Continue to build on outcomes of green business design workshops.
WP8 – dissemination	<ul style="list-style-type: none"> • Disseminate outcomes of meeting. • Follow-up on interests of core interest group cities in future meetings.



Annex 1 – participant list

CATCH Interest Group Meeting The Hague 15-16 November 2010			
Surname	Name	Organisation	Signature
Allen	Heather	UITP	
Avineri	Erel	UWE	Erel Avineri
Binsted	Anne	TRL	
Bonner	James	MRC McLean Hazel	James Bonner
Bridgeman	Gary	International Road Transport Union	
Cassidy	Steve	MRC McLean Hazel	
Castangia	Mario	Systematica	Mario Castangia
Clark	Anna	Polis	Anna Clark
Dalkmann	Holger	TRL	
Dattani	Ilesh	Q-Sphere	
de Haan	Jurgen	KpVV	
Edant	Caroline	Veolia Transport	



Frost	Mark	London Borough of Houslow	<i>[Signature]</i>
Gaivoto	Carlos	LMTA	<i>[Signature]</i>
Gaunjuan	Li	Handan Municipality	<i>[Signature]</i>
Greco	Mihai	Baia Mare Municipality	<i>[Signature]</i>
Kloth	Melanie	Polis	<i>[Signature]</i>
Konijnendijk	Theo	RET	<i>[Signature]</i>
Major	Mark	European Commission	<i>[Signature]</i>
Maxwell	Rory	Imperial College	<i>[Signature]</i>
McGeever	Jim	London European Partnership for Transport (LEPT)	<i>[Signature]</i>
Molenschot	Toine	City of The Hague	<i>[Signature]</i>
Novkovic	Milan	Q-Sphere	<i>[Signature]</i>
Paiva	Lincoln	Green Mobility	<i>[Signature]</i>
Pascanu	Ecaterina	European Commission	<i>[Signature]</i>
Pernice	Umberto	UNIPA	<i>[Signature]</i>
Råby	Dorthe	Odense Komune	<i>[Signature]</i>
Ricci	Andrea	ISIS	<i>[Signature]</i>

Santos	Andrea	UFRJ	<i>[Signature]</i>
Sedano	Marta	SICE	<i>[Signature]</i>
Tutert	Bas	University of Twente	<i>[Signature]</i>
Wang	Boyong	Handan Municipality	<i>[Signature]</i>
Waygood	Owen	UWE	<i>[Signature]</i>
Wetmore	John	Perils For Pedestrians Television	<i>[Signature]</i>
Yerushalmi	Galit	Modi'in Municipality	<i>[Signature]</i>

Massing Arjan The Hague