

 **Carbon Aware Travel Choice**



CATCH

Introduction

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The project

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



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The CATCH Partners



- Brussels: MRC Europe, POLIS, UITP
- Milan: Systematica
- Madrid: SICE
- London: Q-Sphere, TRL
- Edinburgh: MRCMH
- Bristol: Uni. of West of England
- Palermo: Uni. of Palermo
- Rio: Uni. of Rio
- Handan: Handan Municipality



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CATCH Vision



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

A digital display board at an airport showing train information. It has columns for Location, Train, Bus, Motorway, and Ferry. The screen shows the next train to Platform 1 and Platform 2.

Location	Train	Bus	Motorway	Ferry
Manchester Piccadilly (Reading)	11:22	due 11:26		Platform
London Waterloo (Winchester)	11:38	On time	SOUTH WEST	1
Romsey	11:44	On time	SOUTH WEST	
London Waterloo (Winchester)	12:03	On time	SOUTH WEST	
London Waterloo (Winchester)	12:08	On time	SOUTH WEST	
Next Train				
Salisbury	Now	On time	SOUTH WEST	Platform
Bournemouth (Southampton)	9 mins	On time	SOUTH WEST	2
Weymouth (Southampton)	11:42	On time	SOUTH WEST	
Poole (Southampton)	12:08	On time	SOUTH WEST	
Weymouth (Southampton)	12:15	On time	SOUTH WEST	

BSA Southampton Pl 11:24

Airport Travel Information Screen

The issue that we face



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Climate scepticism 'on the rise', BBC poll shows

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

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

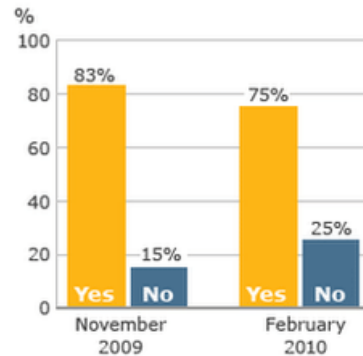
The percentage of respondents who said climate change was a reality had fallen from 83% in November to 75% this month.

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

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

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

Do you think global warming is taking place?



CLIMATE CHANGE

KEY STORIES

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

ANALYSIS



Profile: Rajendra Pachauri

Climate change head under pressure over report errors

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

BACKGROUND

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

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Just providing the information isn't enough



How do people perceive CO2 and climate change information?

How do we frame our messages?

How do we engage and change traveller behaviour?



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What are we trying to achieve?



- Develop a knowledge engine for Carbon reduction in cities

A knowledge engine is in essence a clever web site.

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



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User Design – Wish List

- Profiling questions (behaviour, attitudes, SEG)
- Testimonials – Trust
- Scenarios & What ifs
- Links – carbon calculators
- Information – causes CO2
- Quoting and Voting
- Networking
- FAQs – eg funding



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Role of the interest group

- provide stakeholder engagement for user requirements work;
- assess and modify pilot plans and support trials of the Platform (and support evaluation activities)
- provide stakeholder engagement and platform validation via the Interest Group; support dissemination activities.
- Carbon Audit: visits to understand needs

☰ What CATCH can do for you.



- Provide the means to communicate effectively to your citizens the need to change travel behaviour.
- Provide data and scenarios on future possible transport paradigms
- Assess your path to carbon reduction

The path to CATCH



WP1 Grounding

WP2 Design

WP3 GHG Database

WP4 Scenario development

WP5 Knowledge engine

WP6 System Validation

WP7 Exploitation

WP8 Dissemination

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

 **Thank you!**



For more information:

www.catch-project.eu



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