

# Carbon **A**ware **T**ravel **C**hoice



## **CATCH**

### Introduction

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February 2010 - Brussels





## 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	
<b>Next Train</b>				
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	

AAA Southampton Pl 11:24

Airport Travel Information Screen

# The issue that we face



## News Front Page



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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.

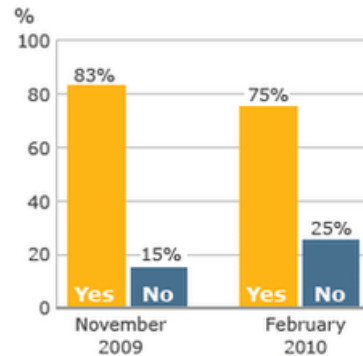
The percentage of respondents who said climate change was a reality had fallen from 83% in November to 75% this month.

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](http://www.catch-project.eu)



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