Carbon Aware Travel CHoice

Including the carbon dimension in transport-related urban policies and in individual travel choices through an open knowledge platform

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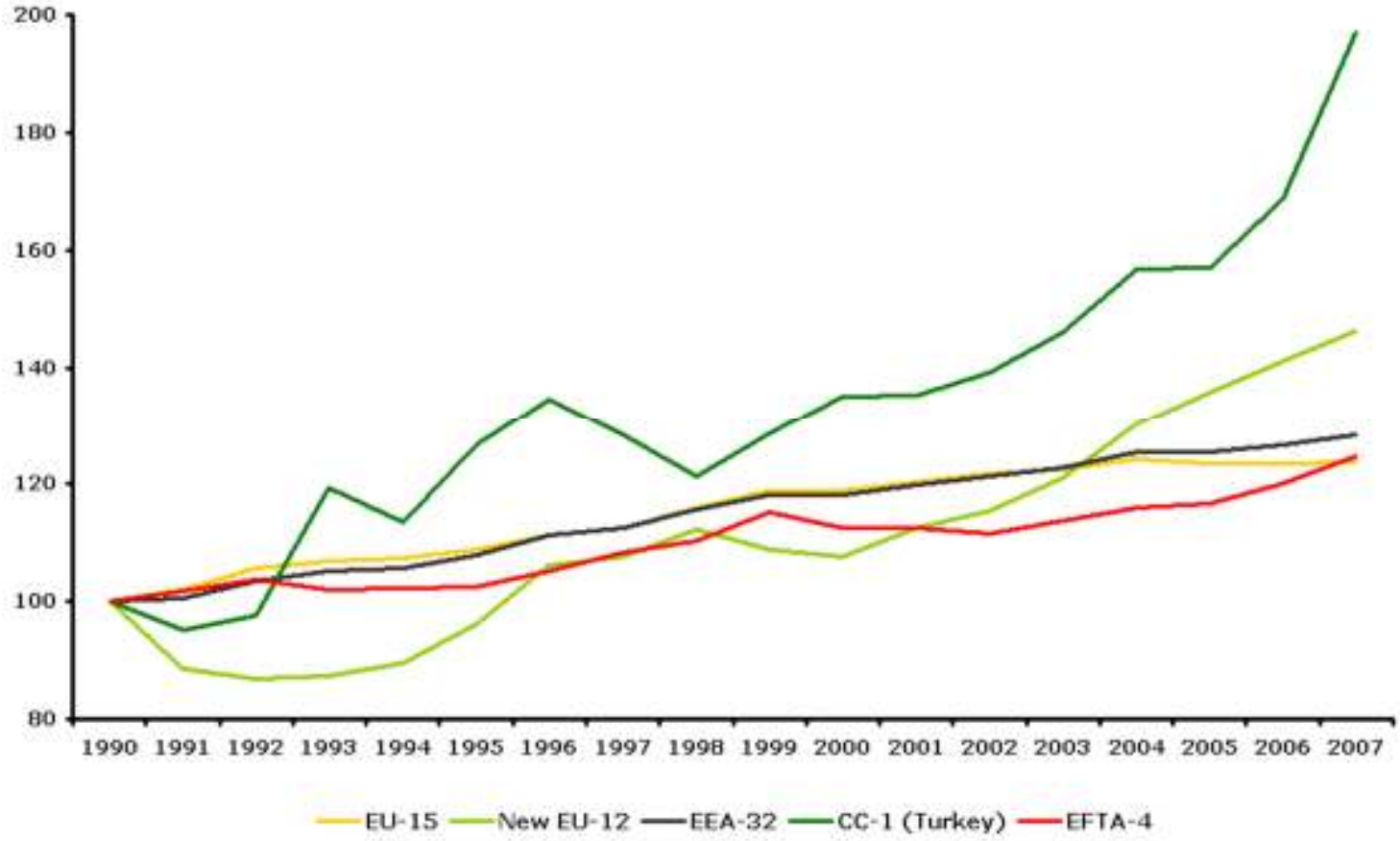
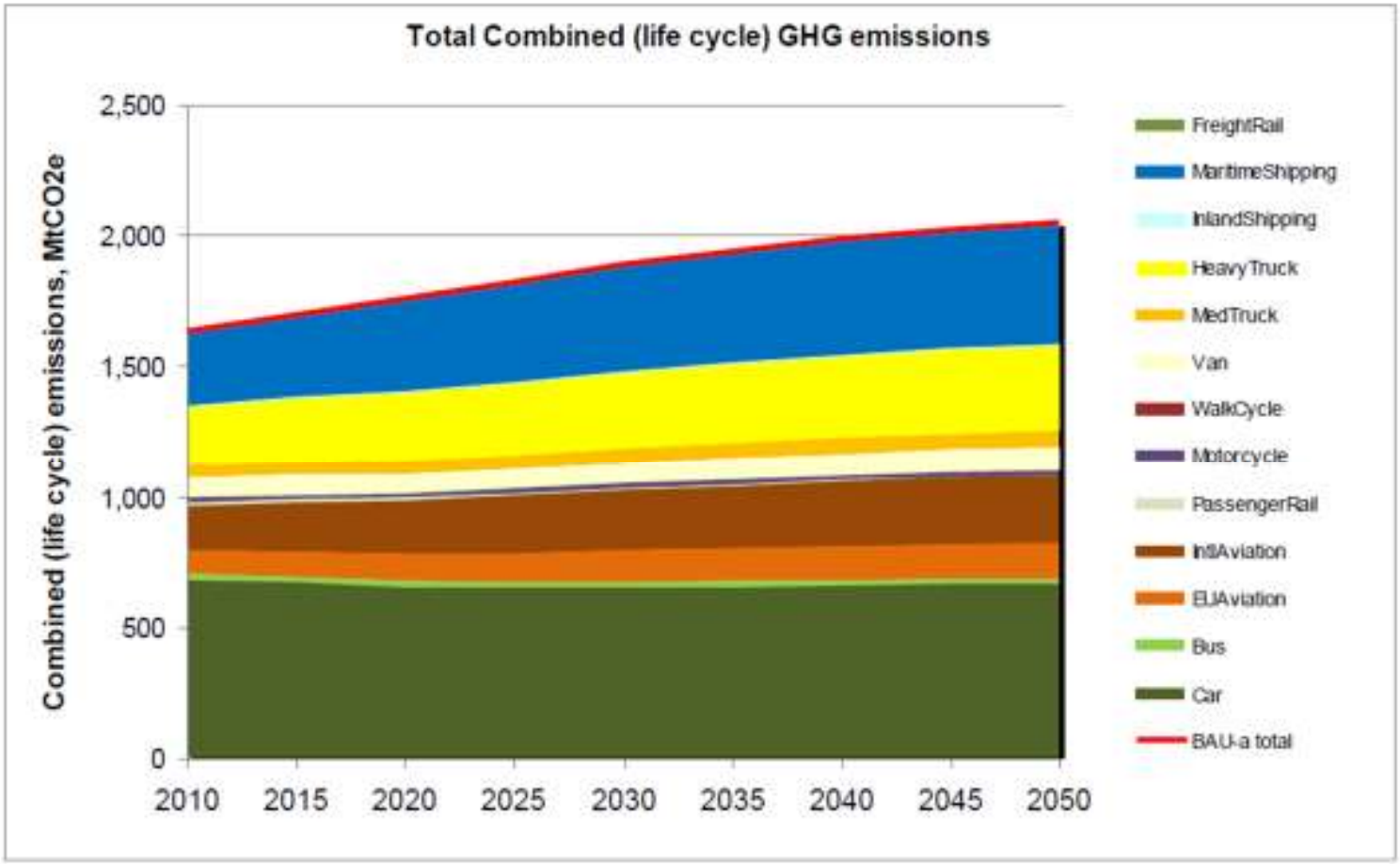
10th September 2010, CEMR Transport WG Meeting, Brussels

Transport emissions going up & up...



Source: TERM report 2009, EEA

What if we do nothing?



Source: SULTAN Illustrative Scenarios Tool, developed for this project

Climate and the Transport sector

- 13% of Greenhouse Gas (GHG) emissions
- 23% of energy related CO_2 emissions
- 71% of total GHG emissions are from urban areas

The problem

- (Urban) transport sector needs to de-carbonise
- Technology is not enough (although is still needed...)
- Need modal shift, and demand management too!
- Need to do something, but how?

It is essential that both technical and non-technical options are taken up[1]

1. **Towards the decarbonisation of the EU's transport sector by 2050. Final report from project *EU Transport GHG: Routes to 2050.* June 2010**

It's about reducing CO_2 emissions

CATCH will

develop a knowledge platform that will help urban stakeholders in moving to a less carbon intensive transportation system.

Target groups

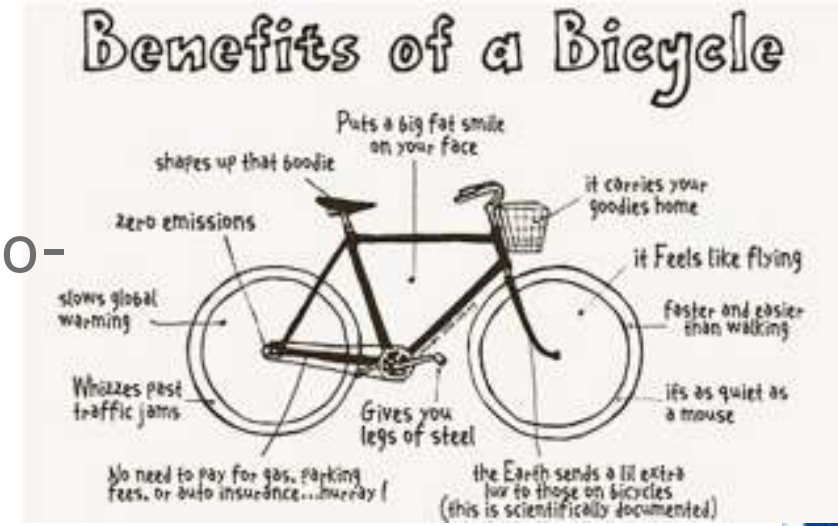
- Informed users
  - Environmental impacts of policies.
  - Plug knowledge gaps.
  - How to incite behavioural change.

- General public
  - Impact of travel behaviour on carbon emissions.
  - Encourage behavioural change.

Informed users – you!

- Help in reducing carbon dioxide from urban transport.
  - Case studies
  - Methodologies
  - Links

- How to communicate the need for low carbon travel to citizens and politicians.
- Information on links to co-benefit areas.



It's not just the information

Think about how information is presented.

How do people process information?

How do we engage and change traveller behaviour?

Too much information!

Context matters

Gain / loss framing

People tend to feel and behave differently when information is presented (or "framed") in terms of gains or losses. The framing of outcomes could "nudge" towards a specific choice

Commuting choices

by car: 25 minutes

cycling: 20 minutes

By car: 25 minutes

Cycling: you will save 5 minutes on your journey

Cycling: 20 minutes

By car: your journey will take you 5 minutes longer

Do people really understand CO_2?

- CO_2 is an abstract concept that few people *really* understand

For a 5 mile trip is 230 g of CO_2
Sustainable ☐☐☐☐☐☐☐ Unsustainable ☐ don't know

For a 5 mile trip is 132 g of CO_2:
Sustainable ☐☐☐☐☐☐☐ Unsustainable ☐ don't know

For a 5 mile trip is 500 g of CO_2:
Sustainable ☐☐☐☐☐☐☐ Unsustainable ☐ don't know

For a 5 mile trip is 500 g of CO_2:
Sustainable ☐☐☐☐☐☐☐ Unsustainable ☐ don't know

For a 5 mile trip is 1100 g of CO_2:
Sustainable ☐☐☐☐☐☐☐ Unsustainable ☐ don't know

For a 5 mile trip is 3000 g of CO_2:
Sustainable ☐☐☐☐☐☐☐ Unsustainable ☐ don't know

How to sort the information?

- Find out what's wanted.
- Simple as possible.
- Access to a lot of data and information.
- Streamlining of information.

CATCH knowledge platform

GOOD PRACTICE DATABASE

VISUAL OPTIONS & TOOLS

LINKS TO DATA & INFORMATION

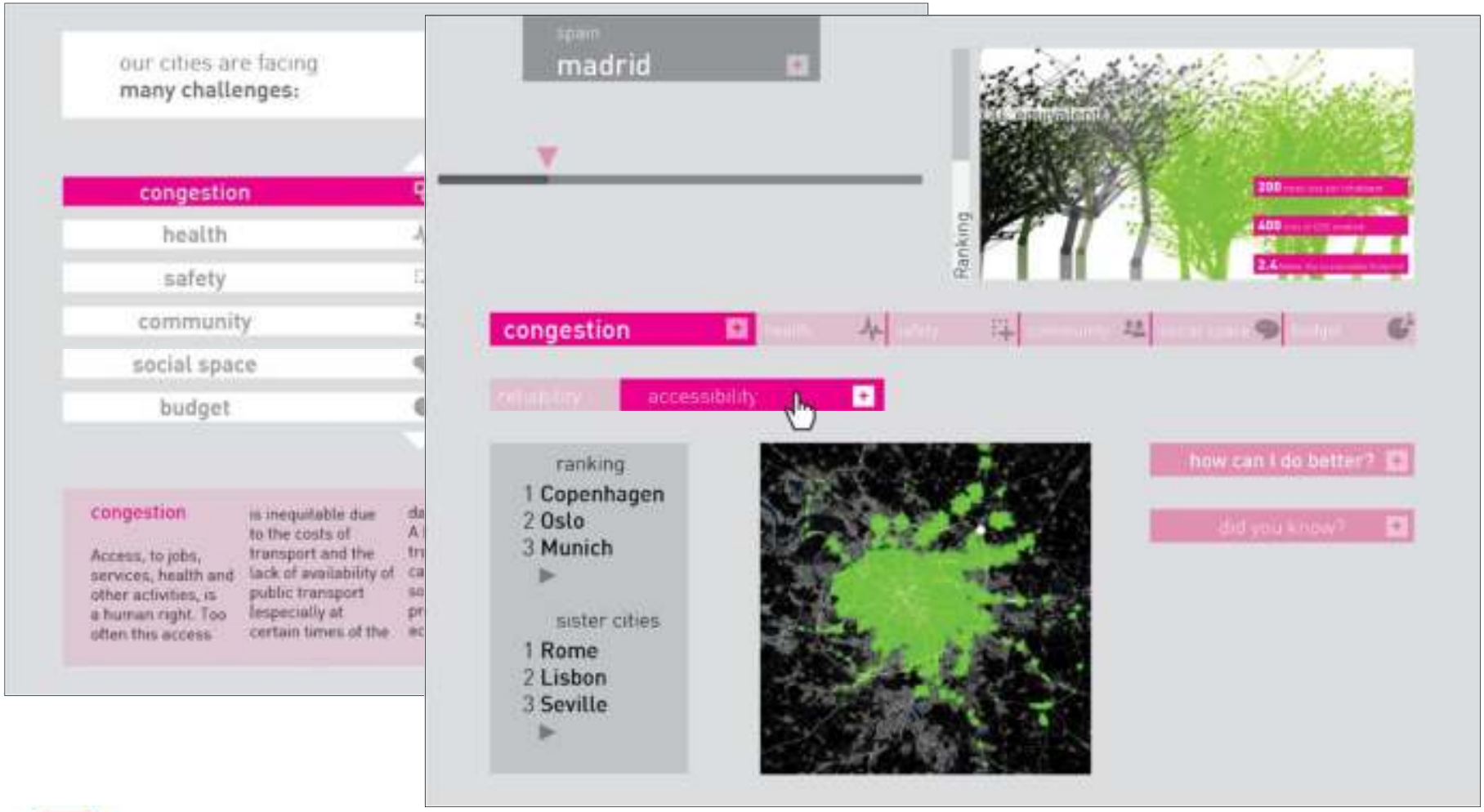
Good (and bad) practice database

- Information on city-level policies & reduction of CO_2 emissions.
- Find relevant information on cities that are 'similar' on
  - What's worked
  - What hasn't
  - Co-benefit areas

Links to information and data

- Large amount of information
- Relevancy
- Careful categorisation
- “Platform management group”

Visual options and tools



How to update?

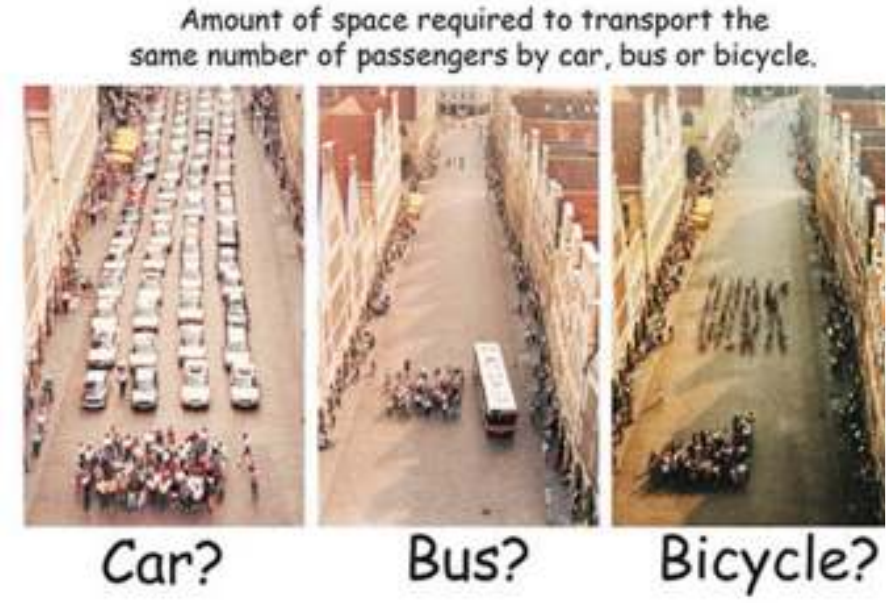
- The platform is ‘open’
- New content to be added continuously
- Quality control from platform management group

What's next

- Further development and testing
- Validation
- Evaluation

Also tools for individuals

- Not just another carbon calculator!
- Impact on "my city"



- Understand impacts of transport choices

CATCH
(Carbon Aware Travel CHoice)

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

Thank you!

For more information:

www.carbonaware.eu

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