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THEME 7 - TRANSPORT

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CATCH

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

REPORT ON CATCH INTEREST GROUP MEETING:
14 June 2011

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Introduction

This document summarises the output and discussions from the third CATCH interest group meeting held in Brussels on the 14 June 2011. 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 CO_2, 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 CO_2 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: Joanna Kucal (in lieu of Sylwia Klatka (CONVOCO), as well as representatives from the CATCH Core Interest Group cities: Adrian Webb (LEPT), Carlos Gaivoto (Lisbon) and Mihai Grecu (Baia Mare).

Given the timing of the event, several interest group members could not make it to the meeting, as there were many other events in June 2011. Due to the importance of the timing for the CATCH project, and the launch of validation and evaluation activities, the date could unfortunately not be changed to accommodate all of the interest group members. Additionally, due to the technical nature of the meeting, the meeting was only open to interest group members, and not to a wider public to ensure that the discussions were focused on technical aspects.

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 Third Interest Group Meeting

3   Agenda

14 June 2011

09.00-09.30	Welcome coffee	
09.30-11.15	Introduction	Dr Steve Cassidy, MRC McLean Hazel, CATCH project coordinator
	Introduction to the project	*With* Milan Novkovic,
	Overview of the functionalities of the CATCH platform	Q-Sphere and
	CATCH Scenario Tool	Mario Castangia,
	Platform Management Group	Systematica
	"Hands-On" demonstration	
	Run-through of platform	
11.15-11.30	Coffee Break	
11.15-12.45	Evaluation of the platform	
	Session 1: Does the knowledge platform help to change behaviours?	Dr Erel Avineri & Dr Owen Waygood, UWE
	Introduction: Validation of the knowledge platform	Marta Sedano, SICE
12.45-13.45	Lunch	
13.45-15.15	Platform Management Group & what's next	
	Working of the Platform Management Group	Dr Steve Cassidy, MRC McLean Hazel
	Ensuring CATCH continues: how best to move forward?	Dr Steve Cassidy, MRC McLean Hazel
	Round-up of the day's activities	
15.00-15.30	End of IG meeting	
15.00-17.00	Consortium Meeting: implications of meeting for CATCH platform	CATCH consortium members
19.30-22.00	Dinner	

3.1   Presentation Overview and main messages

Session 1: Introduction

This session started with a quick introduction from all of the participants. The session looked at an overview of the platform, activities performed since the previous meeting and main results & achievements. A description of the project stages: the deployment phase, and validation and evaluation phases as well as the activities related to each phase were explained.

A "walk-through" of the current stage of the CATCH platform was given by Milan Novkovic of project partner Q-Sphere. Milan introduced the CATCH platform and current capabilities, as well as future extensions which are planned (e.g. extension to other browsers, links with Skype, Google-based search functions).

Mario Castangia presented the co-benefit tool. He explained that this was an interactive motivational tool, that will soon be integrated into the main CATCH platform. Again further extensions that the tool will develop were highlighted.

Following these presentations, participants were invited to use the tools themselves to better understand and explore the functionalities. They were guided by members of the CATCH consortium.

Session 2: Evaluation and Validatioin

Erel Avineri from UWE, introduced the evaluation work of the project, and how CIG members input could be used to better improve the design. The evaluation will run along three strands:

- Evaluation (does catch achieve its objectives in changing behaviour?)
- Improving design (inputs will be integrated)
- Inputs to inform the exploitation process (improvements which can used in the future)

Marta Sedano from SICE introduced the validation work, including input to be received and outcomes.

Further information on evaluation was presented but Owen Waygood from UWE. He provided questionnaires and a discussion followed whereby CIG participants gave their feedback.

Session 3: Platform Management Group

Steve Cassidy from MRC, and CATCH project coordinator presented the CATCH Management Group. He explained that the main role of this group was for strategic guidance, and to give the possibility of the Interest Group Cities to really shape the content of the platform. Comments from the PMG will be made by e-mail. The PMG ToR were presented and accepted, and can be found in Appendix A. The decision on who will chair the PMG is still pending.

Session 4: Exploitation / Green Business Design Workshop

Umberto Pernice and Steve Cassidy presented ongoing work to do with the exploitation of CATCH following the end of the project in January 2012. A benchmarking grid which aims to assess functions and services of existing RTD projects and tools covering aspects common

to CATCH was presented. Discussion to better understand gaps that CATCH can cover and how to position CATCH functions/services was conducted.

3.1.1   Participant feedback and comments

Some key issues recurred in both the presentations and the discussions. Some specfifc feedback includes that below.

On the design of the platform

The "coolbar", naming and tagging should be more intuitive and better reflect logic for using the platform. In fact, the platform needs to simple and intuitive to use and when you land on the home page, you should understand immediately how to use the platform. The different tabs / buttons need to be task orientated to link back to the behavioural change aspect.

On the scenario tool

Quite difficult to interpret some of the data as it's currently presented. Several specific suggestions were given. The data presentation should be simplified (fewer colours, fewer things going on in each graph), and be more intuitive to understand. We should not forget about the 'bigger picture' of moving to low carbon transport.

On exploitation

As a possible exploitation route, it was suggested to position CATCH as a one stop platform supporting decision-making for practitioners involved in Sustainable Urban Development Plans (SUMP). Content, data and name of categories in the platform could take into account such a positioning.

Synergies with projects based on creating awareness on impact of Transport in Climate-Change through Nationally Appropriate Mitigation Actions (NAMA) were discussed (particularly TRANSfer project and MAPPER).

General comments

It was agreed that the interactive tools really helped the platform, making it more interesting to use, and helped to set CATCH apart. However, in communicating the core message of CATCH, messages must be clearer highlighting that all cities need to reduce their transport carbon emissions, and that *everyone* needs to take action.

4   CATCH development

Discussions with the participants of the meeting include several tips in the development of the knowledge platform:

- The interactive nature of the platform is well received, but must come across more evidently.
- The platform needs to be more user-friendly and intuitive to use.
- Presentation of data needs to remain simple and easy to understand. Remove some elements if there is too much in one picture.

- Don't forget our core message: the need for moving to low carbon transport systems, and that we need to make sure that all city representatives and visitors to the platform are faced with this message.

4.1.1   CATCH consortium based actions

Work package	Action
WP1 – Grounding	Write up outcomes of evaluation discussion and communicate to relevant WPs.
WP3 – Database design	Include comments about data which was / was not included in development of database. UFRJ to liaise with UWE for providing data from Brazilian Cities
WP4 – Scenario Development	Build on comments regarding design, and liaise with WP1 for feedback from their session on evaluation. Need of translating the platform in some other languages, at least the co-benefit tool. (Action: UFRJ to provide support in translation into Portuguese)
WP5 – knowledge engine development	Build on comments for development of platform including interactivity and intuitiveness of using platform.
WP6 – Validation	Continue to communicate with core Interest Group cities about the requirements for validation following release of the platform.
WP7 – exploitation	Consider how to better include the development of SUMPs in CATCH. Look at links with NAMA through possibilities of external presentations, and inclusion in final conference.
WP8 – dissemination	Disseminate outcomes of meeting. Follow-up on interests of core interest group cities in future meetings.

Annex 1 – PMG Terms of Reference

CATCH Project: Platform Management Group
TERMS OF REFERENCE: 27 MAY 2011

Introduction

The CATCH Project aims to define a knowledge platform to support sustainable mobility in cities and regions of tomorrow. The platform has been designed based on detailed behavioural research and the active engagement of CATCH Interest Group members, and in particular the Core Interest Group (CIG) Cities.

These CIG cities have attended Interest Group meetings, took part in workshops at Interest Group meetings, and, importantly, have hosted visits from the CATCH design team. These visits aimed to develop design guidance built on the requirements of Core Cities.

One of the emerging requirements from these engagement and design activities was the expressed interest from cities to have some "ownership" in the content and ongoing development of the Platform. As such the Design Guidance developed (*D 2.1 Interim Design Guidance*) included the recommendation for a Platform Management Group PMG.

PMG Aims:

The specific PMG Aims are specified below covering three functions: **Strategic Guidance**: (Aims 1); **Content Management**: (Aims 2, 3, 4, 6); **CATCH Exploitation**: (Aim 5):

1. To ensure the CATCH Platform is developed in line with potential user needs and that these are reflected in the final Design Guidance;
2. To provide guidance on coverage of information and data, highlight gaps, and agree focuses for timely information in Platform;
3. To validate content (updates and deletion), thus maintaining external user trust;
4. To support content input via their own networks, thus ensuring Platform utility;
5. To input to discussions regarding the direction, organisation and management of the Platform post-EC funding and its possible exploitation;
6. To agree and monitoring design standards (colour schemes, fonts, etc).

Organisation and Membership:

It is recommended that the PMG reports to the Management Board.

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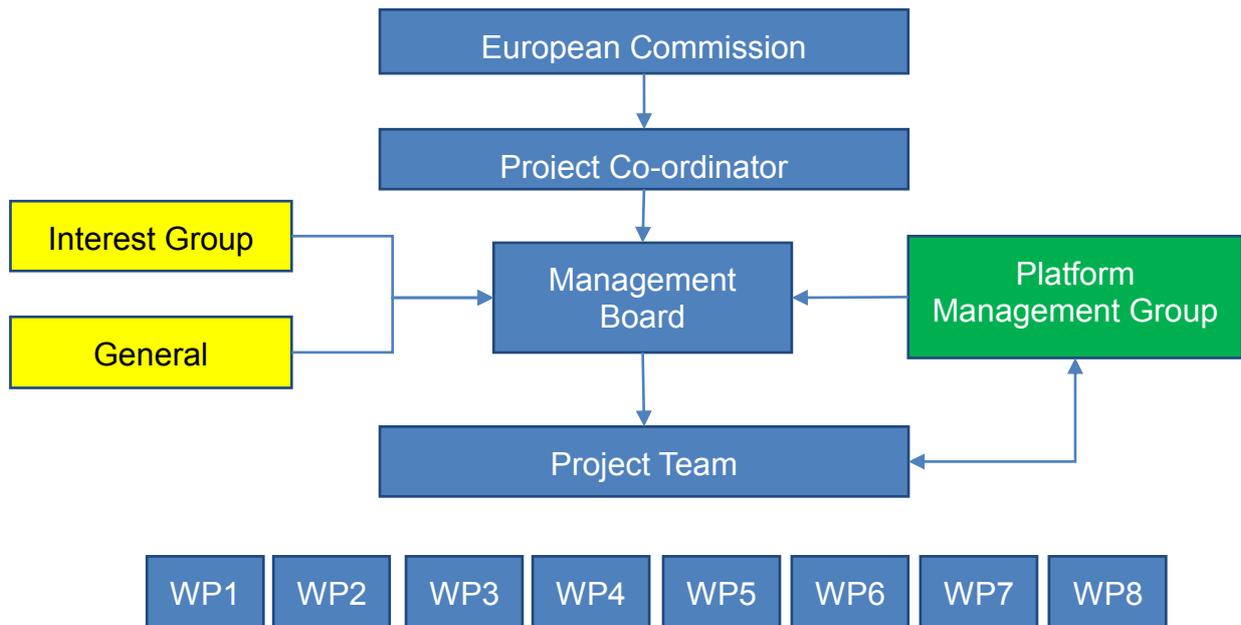
The following membership of the PMG is proposed:

All Core Interest Group City representatives: one to Chair
CATCH Management and Exploitation Team Member: MRC
CATCH Technical Team Representative: SICE
CATCH Dissemination Team Representative: UWE
CATCH Public Transport Expert: UITP

MRC to provide administration services to access the knowledge platform to PMG.

Other CATCH Project members will provide *ad hoc* input (eg content recommendations) as appropriate.

Activities and Timing:
It is estimated that the level of input required from CIG cities will be approximately 1 hour on-line input per month plus attendance at PMG sessions which will form part of the CATCH Interest Group Meetings (June 2011 (Brussels) and December 2011 (venue to be determined).

Content Management Activities will be managed via the Platform itself as well as via emails. PMG members will have high level access rights to access the platform to validate content. Two key validation rounds are planned: June/July and September 2011.

The Project work space/wiki as a central location for project members to contribute to. PMG members should have access to the project workspace.

The Brussels Interest Group meeting scheduled on the 14th of June will be the first PMG meeting where Platform Access will be provided and initial topics and validation presented for discussion and agreement.