



The 229th IDEC Asia Seminar

Carbon Aware Travel Choice (CATCH): Communicating Transport CO₂ and Influencing Perceptions

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IDEC Large Conference Room
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OUTLINE

The European Commission Framework Partnership 7 project Carbon Aware Travel Choice (CATCH; www.carbonaware.eu) has created a knowledge platform to help with communicating transport CO₂ emissions in urban centres. There are currently nearly 150 European cities with city-level transport CO₂ emissions estimates available through the “My City” tool that allows for comparison and ranking. The theory-based development of the tool has been led by researchers at the University of the West of England, Bristol. Principal investigator Dr. Erel Avineri and lead researcher Dr. Owen Waygood have studied how the communication of transport CO₂ can be informed from behavioural theories. Example questions include: How well do people understand CO₂ information? How strongly are they influenced by the context of its presentation? Does it matter how environmentally motivated they are? In this seminar, Dr. Owen Waygood will introduce the CATCH project and its tools, and then explain some key findings from the research and how it could be applied in any field where CO₂ information is communicated. Contributions and ideas for the CATCH project are most welcome.