



**POWER**  
Low Carbon Economies



**INTERREG IVC**  
INNOVATION & ENVIRONMENT  
REGIONS OF EUROPE SHARING SOLUTIONS



**European Union**  
European Regional Development Fund

## ANNEX 2

### Best practice Identified and transferred

| Section  | Indication of content  |
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| <b>1 Title of the best practice</b>                  | Smarter Choices: Big Green Commuter Challenge (BGCC)   |
| <b>2 Precise theme/issue tackled by the practice</b> | Reducing CO <sub>2</sub> emissions from commuter traffic in urban areas through voluntary employer lead, smarter choices measures.   |
| <b>3 Objectives of the best practice</b>             | <p>To provide guidance on how to raise awareness and acceptance amongst commuters of reducing their CO<sub>2</sub> emissions from traveling to work. The specific objectives of the best practice are to :</p> <ul style="list-style-type: none"> <li>Inform municipalities and employers of how to:</li> <li>Increase proportion of journeys using sustainable modes</li> <li>Decrease single occupant vehicle journeys</li> <li>Encourage individuals to explore healthier options</li> <li>Recognise/reward these individuals/groups</li> <li>Monitor the transport carbon intensity savings related to the measures.</li> </ul>  |
| <b>4 Location</b>                                    | Portsmouth, UK   |
| <b>5 Detailed description of the best practice</b>   | <p>This best practice concerns reducing CO<sub>2</sub> emissions from commuter and business travel in urban areas by raising the awareness and acceptance of the need for modal shift to more sustainable forms of transport. This scheme, run by Portsmouth City Council, has already been set up and has some data available from previous years. Results from last year (2010) showed that a total of 1195 people took part in the scheme from 32 different organisations. Overall, the total number of miles saved were 78,000 as well as total emissions savings of 28,832 kg of CO<sub>2</sub>. The bus was the most popular mode for commuters whereas the train and car sharing were the most popular for business travel. Of 1029 people asked, 63% stated that they would continue to travel using this new more sustainable mode.</p> <p>The scheme is being enhanced by revising the emissions savings formulae calculations, producing a bespoke spreadsheet template to calculate transport carbon intensity impacts directly from the survey data and by looking specifically at the reduction in emissions due to the scheme. Portsmouth University have worked with Portsmouth City Council and have revised the survey in order to better record carbon savings. The</p> |

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|   | <p>spreadsheet produced by the University enables the data collected to be automatically translated into measures of carbon savings. Follow up survey work is being carried out by the University with a number of scheme participants to further enhance voluntary smarter choices programmes in the future.</p> <p>At our recent workshop in November, the Big Green Commuter Challenge which forms the basis of the Pilot study was presented by Amanda Morris (Travel Plan Officer, Portsmouth City Council).</p> |
| <b>6 Evaluation</b>                             | The evaluation not only looks at the carbon savings of such scheme but also evaluates the political, economic, and legal constraints involved in the implementation of such a large scale, voluntary, smarter choices scheme.   |
| <b>7 Lessons learnt from the best practice</b>  | Copies of the presentations made at our recent workshop regarding best practice in this area are available on the CURE, University of Portsmouth website (See <a href="http://www.port.ac.uk/departments/academic/architecture/CURE/2010/tracit/">http://www.port.ac.uk/departments/academic/architecture/CURE/2010/tracit/</a> )   |
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| <b>9 Other possible interesting information</b> |   |
| <b>10. Best practice transferred</b>            | Best practice from the scheme will be disseminated alongside that of the LUTI scheme over the period October 2010 to September 2011 in line with the programme specified in the agreement. This dissemination will involve the dissemination of the pilot study report as well as other dissemination documentation being produced.   |