

Welcome to this PEACOX Newsletter

The aim of this newsletter is to inform scientists, developers, experts and interested audience that work in the field of personal transportation and the wider public about achievements and results reached within the EU-funded PEACOX project.

In this edition:

- PEACOX-workshop at the ITS World Congress in Vienna – „Smarter on the way“
- Study: Presentation of Carbon Dioxide Emissions Information for Smartphone Applications (Brazil, Caulfield, Rieser-Schüssler 2012)

PEACOX presence at the ITS World Congress in Vienna – „Smarter on the way“

The ITS World Congress will take place from 22nd to 26th of October 2012 in Vienna and focuses on the benefits of information transport solutions for several modes of transportation by connecting customers and encouraging sustainability.

The ITS World Congress provides experts as well as the public audience (public day on 25th of October 2012) with around 1,000 expert presentations, an exhibition hall of more than 15,000 square metres and numerous demonstrations.

The PEACOX consortium is highly involved in the presentation-, exhibition- and demonstration programme. ITS Vienna Region has its own exhibition booth integrated in the ITS Austria booth and will present PEACOX as one of its most ambitious research projects.

For more information about the ITS World Congress, go to: www.itsworldcongress.com.

Workshop with related projects - "User- and eco-friendly travelling solutions"

In the PEACOX-project a workshop will be organized for an exchange of knowledge with experts, interested scientists and researchers who work in related projects funded by EU FP7 ICT 2011: 6.6 (Low carbon multi-modal mobility and freight transport).

The workshop will take place in Vienna during the ITS World Congress (on 24 October 2012). The aim of the workshop is to share experience, to discuss and work together on the following topics:

- Usability of traffic information systems
- Future challenges and directions in ICT-based navigation and transport systems
- Requirements of ICT-based navigation and transport systems
- The importance of environmentally awareness in travel contexts
- Possibilities for reducing environmental impact of personal transportation
- Platform architectures of ICT-based navigation and transport systems
- A common book-publication

The joint book publication is to ensure that interested experts and the wide public will also benefit from the discussions and conclusions of the PEACOX workshop.

Study: Presentation of Carbon Dioxide Emissions Information for Smartphone Applications

Mobile journey planners offer information related to potential trips, suggested routes, trip costs, real-time public transport information, information about carbon emissions and environmental impact of a trip. It is important that there is:

- no information overload for the user
- information on emissions have to reach the user's attention
- emissions information is clearly presented and easily understood
- information must be personally relevant for the user

A study was carried out to examine how carbon emissions information could be integrated into a smartphone-application. Four different methods of presenting trip information were examined, a survey was conducted in form of an online-questionnaire (457 responses were received, sample was not representative).

Method 1: „Basical Numerical Method“: Simple numerical information regarding the emissions (presented in terms of kilograms of CO₂) with no additional information. Result: This method was easiest to understand.

Method 2: „Light Bulb Method“: Same information as method 1, as well as additional information (to help respondents to put their emissions into a context), accompanied by images of lightbulbs which increased together with emissions. Result: This method was also easy to understand.

Method 3: „Carbon Budget Method“: Same information as method 1 as well as additional information regarding a daily carbon budget. Result: This method was also easy to understand.

Method 4: „Traffic Light Method“: Same information as the previous three methods, but information on carbon emissions was omitted. Method 4 provided respondents with a traffic light colour coding system with red (highest emitting mode), yellow and green (lowest emitting mode) lights. Result: This method was hardest to understand for the users.

Presenting information on carbon emissions in a simple numerical form appears to be the method that is the easiest one to understand and has also the most influence on individual's behaviour (Method 1). There is also a high level of practicability for methods that help respondents to put their emissions into context (Methods 2 and 3). If there is less information given to the user a method might be hard to understand (method 4).

Authors: William Brazil, Brian Caulfield, Nadine Rieser-Schüssler (2012). Presentation of Carbon Dioxide Emissions Information for Smartphone Applications.

Contact to PEACOX project

For more information about the PEACOX project take a look at the project website at <http://www.peacox-project.eu> or contact the project administrator.

Project partners of the PEACOX project are:

1. CURE - Center for Usability Research and Engineering (A)
2. FLUIDTIME Data Services GmbH (A)
3. TMX - Telematix Software a.s. (CZ)
4. ETHZ – Swiss Federal Institute of Technology Zurich (CH)
5. TCD – Trinity College Dublin (IRL)
6. ICCS – National Technical University of Athens (G)
7. ITS- ITS Vienna Region (A)
8. TOMTOM INTERNATIONAL BV (NL)

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Please forward this newsletter to people that might be interested in the project!