

What is Carbon Quids™?

Carbon Quids™ is a unique currency designed to encourage people to think about sustainable travel choices. When people make a more environmentally friendly travel choice, like catching the bus or cycling to work instead of driving a private car, they earn Carbon Quids™. These can then be exchanged for exciting rewards obtained by investment from the private sector.

A Proven Solution

During the run-up to European Mobility Week in 2007, South Yorkshire launched Carbon Quids™ as a response to increasing public awareness about environmental issues. People kept notes of their walking and cycling habits and collected their bus tickets to show how they had travelled during a three-week period to earn Carbon Quids™.

The event was incredibly popular with hundreds of local people queuing to redeem their Carbon Quids™ and over 43,000 hits on the dedicated website in just over a month. The scheme was supported by local retailers and businesses, who kindly invested over £65,000 of goods and vouchers to be used as rewards. The media, including local BBC television news, also reported on the scheme.

The Carbon Quids™ pilot was awarded the 2007 UK Travelwise Award for Best Travel Awareness Event. Carbon Quids™ was also nominated by the UK Department for Transport as the UK's entry for the 2007 European Mobility Week Awards which are considered by the European Commission. Carbon Quids™ was ultimately shortlisted as one of Europe's leading examples of how the public could be encouraged to think sustainably and change their travel habits.

Can Carbon Quids™ help me?

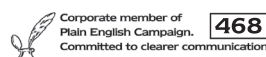
Since the invention and successful launch of Carbon Quids™ Counter Context has been working with partners across the country to developing this exciting concept. We are currently working on delivering behavioural change programmes that successfully measure sustainable travel choices at the local and national level.

In particular, we are currently developing Carbon Quids™ programmes that are aimed at:

- meeting DaSTS objectives.
- supporting LTP3.
- promoting existing infrastructure - including existing public transport services, car clubs, walking and cycling.

In keeping with our aim to work in true partnership with public sector organisations, we have also invested heavily in considering cost-effective Smartcard solutions meaning Carbon Quids™ can be stored electronically. We have also put in place legal documentation allowing local authorities to use Carbon Quids™ under the terms of a non-exclusive royalty free license. This gives public sector organisations the opportunity to develop Carbon Quids™ solutions using a combination of internal and external resources.

If you would like to learn more about how Carbon Quids™ can help you deliver your sustainable transport and smarter choices strategies, please contact Alexis Krachai at alexis.krachai@countercontext.com



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