

# case study

## Carbon Capability

### Interactive toolkit linking lifestyle with carbon use

#### Project Summary

**Problem:** people are increasingly aware of climate change but are not yet making significant changes to their lifestyles and habits in order to reduce their carbon footprint.

**Solution:** an interactive media that encourages links between lifestyle changes and carbon emissions.

#### Partnership

- University of East Anglia, 5\*\* rated School of Environmental Sciences
- Global Action Plan, a national environmental charity based in London

#### Aims

To reduce carbon emissions by raising awareness and thus behavioural change through interactive media. The partners will achieve this by promoting the Driving Efficiency Simulator a computer based tool for teaching vehicle users to drive in a carbon efficient manner.

#### Inspiration

Simple changes in the way people lead their lives can achieve significant reductions in carbon emissions. For instance, vehicles that are well maintained and driven efficiently can considerably reduce carbon dioxide emissions.

#### Innovation

By practicing on the Driving Efficiency Simulator, users will learn how to drive in a fuel-efficient manner and how to manage the car with fuel efficiency in mind. For example, during the simulation, the driver will be informed of changes in efficiency and can choose one adjustment to make to their car, such as topping up the air in the tyres or removing the roof rack. Fuel price will be displayed and so the driver is also encouraged to consider the cost benefits of slower driving and the fuel efficiency of different models.



#### The Driving-Efficiency Simulator:

- 1 Using the car simulator each player will drive a set journey with certain constraints.
- 2 The car has a small tank and limited fuel so the driver must be as fuel-efficient as possible in order to reach the next garage.
- 3 During the simulation, onscreen tips such as "Begin to slow now" or "Easy on the accelerator" will flash up to offer guidance.
- 4 By having realistic pedals and a journey that involves mixed types of roads, such as motorway, countryside and town driving, the driver will learn not only that smooth driving aids fuel efficiency but also what such driving actually feels like in practice.

#### Development

In the first year, the project will generate a revenue stream by hiring out the simulator to organisations. This will be tested by over 1,200 people. Global Action Plan will provide Carbon Connections with 20% royalties on net income from any booking fees from hiring out the products.



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**Carbon Connections** is HEIF-funded investment project utilising £3 million for carbon reduction activities. Based at the UEA, Carbon Connections supports innovative projects in carbon reduction using a partnership model. The aim is to facilitate knowledge transfer between universities and research laboratories and the business community to speed commercial development of carbon-saving projects, whether technological or behavioural in focus.