

CARE-North



Carbon responsible transport strategies for the North Sea Area



Our atmosphere can't tell the difference between emissions from an Asian factory, the exhaust from a North American SUV, or deforestation in South America or Africa.

UN Secretary-General Ban Ki-Moon

Failure to avoid the worst effects of climate change could lead to global GDP being up to 20 per cent lower than it otherwise would be – an economic cost greater than the losses caused by two World Wars and the Great Depression.

Ex-British Prime Minister Gordon Brown

The naysayers, the folks who would pretend that this is not an issue, they are being marginalised.

US President Barack Obama.

Transport accounts for 30% of total energy consumption in the EU. With 98% dependency on oil, high oil prices influence the transport sector and stimulate improved energy efficiency, diversified supply solutions and policies to affect demand, all supported by new, innovative technologies.

European Commission, Mid-term review

of the European Commission's 2001

Transport White Paper

Developed countries should support developing countries in tackling climate change. This not only is their responsibility, but also serves their long-term interests.

Chinese President Hu Jintao

Maldivians have lived in these islands for over 2,000 years; and we don't want to trade paradise for an environmental refugee camp.

Maldives President Mohamed Nasheed

Considering the gravity of the situation we can't have one part of the world that protects the planet and another that says no without reason.

French President Nicolas Sarkozy

We have to agree on one objective – global warming must not exceed two degrees Celsius.

German Chancellor Angela Merkel

You don't need a weatherman to know which way the wind blows.

Bob Dylan

To change the world's energy model is the most significant challenge facing humanity.

Spanish Prime Minister Jose Luis Rodriguez Zapatero

Science leaves us with no choice for inaction now.

Rajendra Pachauri, IPCC Chairman

They all say 'Save The Climate' – if the climate was a bank, they would have saved it already!

Hugo Chávez, President of Venezuela

The rise in sea level that is predicted to result from climate change will particularly affect low-lying areas, such as the Dutch, German and Danish coastal zones, south-east England, and the mid-Channel ports in England and France.

EEA (European Environment Agency),

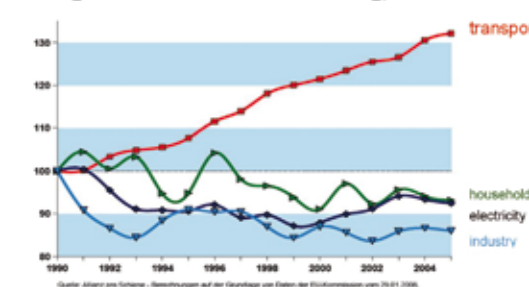
The North Sea

The CARE-North Project

CARE-North stands for Carbon responsible transport strategies for the North Sea Area. While the North Sea Region (NSR) deals with the effects of climate change, transport-related CO₂ emissions continue to increase, we face an urgent need to develop and implement carbon reduction strategies and to secure an ongoing energy supply for transport. CARE-North has developed and proposes to implement innovative carbon reduction strategies for urban and regional transport to maintain and improve accessibility in a more carbon-responsible way, and to make the NSR a leader in carbon-efficient accessibility.

The aim of CARE-North is to develop a comprehensive, strategic and practical approach to urban and regional transport/accessibility in the North Sea Region in the context of climate change and declining oil supplies. While the North Sea Region deals with the effects of climate change, the traditional understanding of transport is leading to a continued increase in CO₂ emissions, undermining other climate protection efforts. Concurrently, we are facing the impending limit of mineral oil supplies.

CO₂-emission by sectors EU₂₇ (1990-2005)



The combination of these two factors demands a re-thinking of the concept of "transport" (building more road transport infrastructure) to a broader notion of "accessibility" (citizens' ability to meet their daily social, health, personal and economic needs safely, comfortably and conveniently) as we start to adjust to a post-fossil mobility.



There is an urgent need for low-carbon accessibility strategies at the local and regional level and a comprehensive and strategic approach will reduce the economic and social vulnerability of regions when oil prices rise again. But the theme of transport is a politically and economically sensitive one and requires pioneers to lead the way toward low-carbon accessibility.

The NSR has a huge potential for innovative transport strategies which could improve the economic performance of its regions and cities in a post-fossil economy (see Lisbon Agenda), but transnational collaboration is needed both in terms of building political support and momentum, as well as in concrete terms of establishing uniform standards and infrastructure across the

region. Using shared locally or regionally adapted instruments and methods and the expertise of the various partners and other institutions, we will link existing local or regional CO₂ reduction strategies, jointly develop them into action plans.

The development of CO₂ reduction strategies for transport (phase one) will lead to implementing short-term actions and will calculate the potential of long-term actions as lighthouse/pilot actions. We compare the process in a transnational way, with cities/regions sharing the hands-on knowledge and experience gained through their local projects to provide valuable input for framework setting at the European and national levels, thus bridging the gap between policy, research and practical application by end users.

Innovative actions will be implemented as lighthouse projects and assessed, particularly for CO₂ emissions. We will disseminate the results and ideas widely throughout the duration of the project, exchanging knowledge and transnational learning not only among the CARE-North cities and partners but at a broader level. The project makes use of a wide range of communication channels to raise awareness about the theme of low-carbon transport/accessibility.

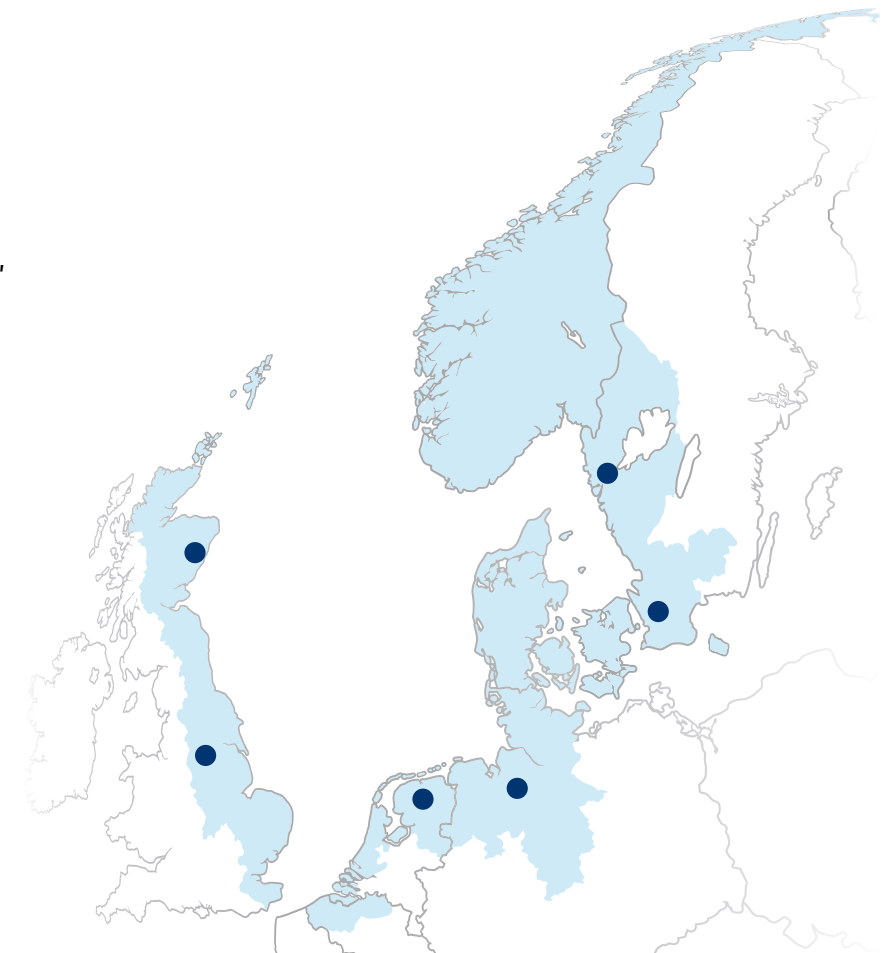


CARE-North project partners during kick-off Meeting in November 2009 in Bremen



Christian Byrith (Head of Secretariat, The North Sea Region Programme) presents the North Sea Region on the „low-carbon transport“ workshop on World EXPO 2010 in Shanghai, organized by Bremen

Involvement of citizens and the business community is part of the external communication process approach to develop low carbon accessibility strategies. Other strategies include participation in the Copenhagen Climate Change Conference in Dec 09, e-newsletters, workshops, seminars, network dissemination, database use, cooperation with third partners (EEA, city networks, North Sea Commission, etc.), and our final conference. The conference is planned for Bremen (together with ICLEI) in 2012, accompanying the Rio+20 activities. All of these together will serve to raise the profile of the NSR as a future-focused, livable, sustainable, and accessible region.



City of Bremen (SUBVE)



Christmas market in historical center



The Free Hanseatic City of Bremen is a City-State (Land) with about 670.000 inhabitants in the North of Germany – containing the cities of Bremen and Bremerhaven. The Senate Department for Environment, Construction, Transport and European Affairs (Senator für Umwelt, Bau, Verkehr und Europa) is responsible for the areas of energy, climate protection, transport and urban development in the State of Bremen.

Bremen is quite ambitious in the field of sustainable mobility and has initiated many projects on sustainable mobility. Bremen is well-known for innovative transport solutions of both passengers and goods transport and is willing to share its experience and exchange with other partners. In 2005, Bremen was awarded as "CIVITAS City of the Year", in 2007 with the "OSMOSE-award" – both forwarded by Commissioner Jacques Barrot.



Opening of mobil.punkt by Senator Loske (second from right)

Bremen developed a 'Climate and Energy Program' with the ambitious target of reducing CO₂-emissions of Bremen by 40% until 2020 (compared to 1990). This plan was politically adopted in December 2009 during the Copenhagen Climate Summit. During the preparation of this plan, it became obvious how much more in the field of transport has to be done to achieve a real strong reduction in transport related carbon emissions. The methodology of Bremen Climate and Energy Program is a pilot as well for the other CARE-North partners.

One of the two main themes Bremen is involved within the CARE-North consortium is the role and potential of electric mobility. The City of Bremen works together with the local energy provider (swb) and the Fraunhofer Institut on creating the necessary framework for implementing the necessary infrastructural and formal framework for electric vehicles, such as cars, e-bikes, pedelecs etc. As performance and range of electric vehicles are different from conventional cars, it is necessary to develop a strategy to avoid that electric vehicles will be purchased and used "on top" of the existing fleet. A special role is there for Car-Sharing, which can serve as a fall-back position for those cases when journeys are planned where a car with high range and performance (e.g. luggage volume etc.) is required.

From a city perspective the relief of the urban quarters from congestion and the high demand of parking space is one of the key problems in the field of transport today. The City of Bremen actively supports Car-sharing as an element to tackle these problems, because each car-sharing car replaces 4-8 private cars. The regained space can be used to green parts of the streets and to foster cycling and walking.

swb AG

Together with its subsidiaries and affiliates, swb AG forms the group swb. The group stands for the production and supply of energy and drinking water in Bremen and Bremerhaven. Technical services for home and business complete the comprehensive range of services. Environmental and resource protection, energy security and efficiency are equal criteria for the business decisions by swb. In order to secure energy supplies for the future, swb concentrates on a balanced mix of energy sources. Above all, it is important that energy sources are optimally utilized and that the energy produced is transported efficiently to the consumer. swb has set clear goals that are geared towards the objectives of the European Union. Compared to the reference year 2005, by 2020 swb aims to

- reduce harmful CO₂ by 20%
- increase energy efficiency by 20%
- ensure that 20% of the electricity and heat produced by swb plants comes from renewable energy

Sales in 2009 amounted to approximately 1,148.4 million. In the same year, swb employed 2,427 employees and 168 apprentices in commercial industrial and technical jobs.



First consumers at the swb-charging stations

Project objectives of swb

Electric mobility offers swb the opportunity for additional sales of renewable power and vehicle batteries could perspective be used in sufficient numbers to achieve a better balance in the fluctuations of production and demand for electricity which are increasing due to the growing share of fluctuating renewable energy production. Electric vehicles allow for a very efficient use of renewable energy in motion and low-emission, CO₂-free and resource-conserving mobility.

In the current market phase of electric mobility, swb is involved in the acquisition and exchange of expertise and experience in the European context required to join with partners and push for subsequent development in the marketing of electric vehicles.



Four CEE sockets supply green electricity for free

Implementation steps

- Demonstration of electric vehicles with OEM standard and charging infrastructure under practical conditions in swb's vehicle pool and subsequently for third parties.
- Use of green electricity
- Implementation of a user survey to assess the practicality of charging stations and vehicles.
- Analysis of target customers
- Strategy development for the expansion of the charging infrastructure
- Public relations (Innovation day, reports etc.)



the best known quartet in Bremen



ICLEI—Local Governments for Sustainability



Freiburg Minister

is an international association of local governments and national and regional local government organizations that have made a commitment to sustainable development.

To date, over 1000 cities, towns, counties, and their associations worldwide comprise ICLEI's growing membership since its foundation in 1990. ICLEI works with these and hundreds of other local governments through international performance-based, results-oriented campaigns and programs. In Europe, ICLEI is dedicated to introducing and anchoring new instruments, mechanisms and tools for municipal management, in order to ensure the unwavering implementation, effective monitoring and continual improvement of sustainable development. The protection of common goods is an important priority area to European members. ICLEI also strives to help these members answer vital questions about both people and money.

ICLEI is not only an association, but also a movement of local governments dedicated to sustainability. As the international sustainable development and environmental agency for local governments, ICLEI provides information, delivers training, organises conferences, facilitates networking and city-to-city exchanges, carries out research and pilot projects, and offers technical services and consultancy. ICLEI also provides



software and tools to help local governments achieve their sustainable development goals. Policy and advocacy are also important components of ICLEI's work. The organisation's basic premise is that locally designed initiatives can provide an effective and cost-efficient way to achieve local, national, and global sustainability objectives.

In the context of the CARE-North project, ICLEI will explore potential further collaboration and synergies with external partners and projects in order to promote and use the results of CARE-North in a transnational way. ICLEI will identify links to evolving policy processes and trends, translating the positive results and lessons learnt in the project into political recommendations at local, regional, national and European levels. The goal is to extend the benefits generated by the project beyond the North Sea region.

The 2012 Final Conference of the CARE-North project will be organised by ICLEI in Bremen, and it will serve as the platform to present the final project results. It will be conducted in the framework of the Rio+20 process. Leading up to this final event, the ideas, experiences and results of the project will be shared earlier in several conferences, including the UNFCCC COP 15 (Copenhagen, Dec. 2009), the Local Renewables Conference (Freiburg, Oct. 2010), and the ICLEI European Congress (2011).



City of Malmö

Improving the traffic environment and reducing CO₂ in Malmö

The City of Malmö has a range of programmes, targets and plans for the work being carried out in order to create a better traffic environment and reducing emissions, including the Traffic Environment Programme, Overview Plan, City of Malmö Environmental Programme 2009–2020. The city is aiming for a 40 % reduction of greenhouse gases by 2020 (compared to 1990). The Traffic Environment Programme has four focus areas: a healthier, cleaner, quieter and more efficient transport system. In order to reduce emissions a dramatic change is needed in terms of the proportion of journeys currently made by car, replacing these with more sustainable alternatives.



The campaign „No ridiculous Car Journeys“

Since 2001, the City of Malmö has been working to change attitudes and behaviours, with the aim of changing the travelling habits of those who live in Malmö. The aim is that more people should choose to walk, cycle or use public transport, instead of using their cars. Even though cars are being used less often and the development is going in the right direction, there is still much to do in order to meet the emission reduction targets.

Mobility Management in new urban areas

An on-going project in Malmö is the establishment of the neighborhood Fullriggaren close to the eco-city of the Western Harbour. This new urban area will be housing 550 apartments and approximately 6000 square meters of office space. To minimize the increase in overall car-use and emissions in the area, the City of Malmö will launch a local mobility management campaign to encourage the new inhabitants to use more sustainable modes of transportation. In addition, car sharing possibilities will be implemented and a traffic count information pillar will be installed in the area.

Improved public transports

The opening of the Citytunnel in Malmö will take place in December 2010. The Citytunnel is a newly built electrified railway that runs underneath Malmö with the objective of contributing to a more sustainable transport system, primarily by giving a greater number of people the opportunity to use public transport instead of cars. The project "Door to door" aims to promote this new opportunity, using different mobility management methods and encompassing various target groups.

Route planning in Home care system

The City of Malmö's Home service system includes 8 300 care recipients and 4 400 employees. Mostly, the bike is used to reach the care recipients but car use is also a common means of transport in daily services. By using a system for route planning and optimization, the emissions of the vehicle fleet can be reduced. By introducing EcoDriving and ISA – which work together to change driver behaviour – even further reduction might be possible.



The western harbour area is a new city district planned for a less car-dependant mobility culture



Gothenburg



City of Gothenburg

Climate compensation

In 2009, the decision was made by the city council that all city authorities and companies should compensate CO₂ emissions by measures in each organization, for example eco-driving lessons, or implementation of video conference equipment. The purpose is to reduce business trips by car and air with a climate cost fee for all authorities and companies within the municipality. The measures aim at making it possible for more employees to travel by public transport, walk or go by bike.

Sustainable fuels

In 2008 the Traffic board decided on how the city would procure sustainable fuels, including both environmental and ethical demands. The demands regard both renewable and fossil fuels. It has been implemented in contracts for fuels, garbage collection and public transport. Göteborg takes an active part in the development of procurement advice through The Swedish Environmental Management Council so that our experiences can be of use to other procurers.



Promoting clean vehicles

The City of Gothenburg has since the 90ies worked with the promotion of clean vehicles. By using a wide range of measures Gothenburg has during the last years seen a big increase in vehicles which are classified as "clean" meaning,



low emission cars, hybrids and alternative fuel driven cars. In 1998, the City introduced a parking scheme, allowing clean vehicles to park in places normally restricted, which has made clean vehicles more attractive. Gothenburg has also promoted car-sharing systems and the establishment of filling stations for alternative fuels, for the support of use and ownership of clean vehicles. To set a good example, City has minimized its ownership of petrol driven vehicles in favour of clean vehicles

Changing behaviour of citizens

Decreasing the effect on the climate from traffic and transport in Gothenburg is one of the top political priorities of the City of Gothenburg. The reduction of car journeys in favour of public transport or cycling is one of the most important tasks, and requires several different measures to be realised. Apart from continuously investing in infrastructure for public transport and information systems, a lot of work has also focused on changing the travel patterns and behaviour of the citizens. Both public campaigns and personalised "mobility coaching" has been implemented in order to persuade and support people to move away from private car use to more sustainable modes of transport.

West Yorkshire Integrated Transport Authority (Metro)

West Yorkshire is a metropolitan county in the north of England with 2.2 million inhabitants. It covers the five local authorities of Bradford, Calderdale, Kirklees, Leeds and Wakefield. Leeds is the commercial centre of West Yorkshire and of a larger city region and travel-for-work area of 2.9 million people.

Metro works on behalf of the five West Yorkshire authorities delivering a high-quality transport network. It subsidises local bus and train services, runs passenger facilities, manages ticket schemes, provides travel information, delivers transport projects and develops transport strategies. Metro is preparing a Local Transport Plan for West Yorkshire for 2011-2026 that will help deliver a sustainable transport system, tackle climate change, boost the local and national economies, and generate social benefits in quality-of-life and equal opportunities. The Plan's focus is to promote economic growth by improving low-carbon transport links.



MyBus yellow school bus scheme

Metro is involved in a number of CARE North projects.

Much of the North Sea Region's bus fleet is conventionally diesel powered and Metro is working with bus operating companies to reduce their CO₂ emissions. It is also improving its 'Drive for Skills' partnership and 'Safe and Fuel Efficient

Driving' training schemes for bus operators, particularly smaller operators.

Metro is working with schools and businesses to promote travel behaviour change, and will share learning from its successful, 150-vehicle 'Mybus' yellow school bus scheme. This will include a web-based business case model to help identify where a school bus service can deliver the optimum in modal shift, customer satisfaction and pupil behaviour improvement.



Driver training in Metro's mobile classroom

With new ticket products for commuters and advice for freight and logistics operations, Metro's 'Travel for Work' team is providing travel planning support to businesses. Activity will be targeted at key employers to achieve measurable CO₂ savings, with appropriate methodologies developed.

Metro is also leading work on 'Carbon budgets', to influence strategic investment decisions and shape the new Local Transport Plan. This work builds on the Department for Transport-supported 'Transport for Leeds' research project, which produced results that illustrated the economic (GVA) and carbon consequences of transport interventions. Transport investment schemes will be ranked by carbon reduction output, and by understanding the relative scale of carbon reduced per £ invested, and the use of carbon budgets.



Nelson Mandela Gardens, Leeds



METRO



Aberdeen City Council



Aberdeen Harbour



Aberdeen is Scotland's third largest City and home to 215,000 people. Built at the mouth of two major Scottish rivers, the Granite City owes its distinctive appearance to the famous, locally quarried and widely exported, building material. Traditional industries such as fishing and farming still flourish in and around the city but Aberdeen's buoyant economy is fuelled by the oil industry, earning the city its epithet as 'Oil Capital of Europe', and more recently as the 'Energy Capital of Europe'.

For CARE North Aberdeen City, in cooperation with Nestrans, the Regional Transport Partnership, and Robert Gordon University (RGU) are looking to address climate change and CO₂ emissions, specifically in relation to an integrated transport strategy. Through our Regional and Local Transport Strategies we plan to initiate a series of projects in order to meet our carbon emission and air quality targets.



The hub of the City: Union Street and George Street



Although schemes generated within the Interreg study would impact the whole City, the main focus is on the city centre as it forms the hub of all trips. Here, both hourly and daily concentrations NO₂ and PM₁₀ are regularly exceeded, and transport and traffic is the main contributor. For a City whose economy is based on oil there is a necessity to have active engagement with

communities, businesses and decision makers to understand which transport projects will receive public support. As such the first activity, in partnership with RGU, will focus on understanding how to gain that support whilst quantifying the carbon footprint of various transport projects. Our first project is to investigate the benefits of a Low Emission Zone (LEZ). This will be accompanied by detailed recommendations for policy adoption, as well as public and business buy-in to any specific complementary transport projects that may result.

With freight and buses causing 80% of the air quality issues, but only representing 20% of the traffic within the city centre we will look to adopt a freight and bus friendly strategy for enabling movements as quickly and efficiently as possible, whilst allowing for upgrades to newer, cleaner technologies. In tandem with this Aberdeen City will adopt parking policies that encourage the uptake of cleaner vehicles, and therefore assist in reducing the carbon and emissions impact on the City.

We will also look at projects that encourage individuals and organisations to adopt more carbon efficient lifestyles and practices including car clubs, bicycle rental schemes, bus ticket purchasing and electric charge points. For those who live outwith the City we will actively promote and market our Park & Ride and sustainable alternatives through a new travel awareness initiative, Getabout.

With active engagement and a suite of projects we anticipate Aberdeen City will not only be able to demonstrate public buy-in to some innovative carbon reduction strategies for urban transport, but also evidence impressive reductions in carbon emissions and improvements to air quality.

The Robert Gordon University

The University

The Robert Gordon University in Aberdeen is a research-informed modern institute, committed to undertaking world-leading applied research. The University aims to undertake research which informs society, and leads to positive changes in society and the environment. The research team at RGU is drawn from experts within both Aberdeen Business School and The Scott Sutherland School of Architecture and the Built Environment. The research team has a strong and widely demonstrated track record of research regarding transport policy and practice, environmental design, community engagement, life cycle analysis and the use of innovative methods to support engagement with participation in architecture and planning. They will draw on that expertise to develop innovative methodologies leading to meaningful and readily applicable methods, results, conclusions and policy recommendations.



User centred urban design in Copenhagen

Assessment of ecological and economic impacts

The work package deals with the imperative to address climate change and CO₂ emissions, specifically in relation to an integrated transport strategy. This connects directly with current EU policies on climate change, including a recognition that meeting emission targets will be

closely related to both technical and behavioural change. There is a need to connect engagement with communities, businesses and decision makers, and the technical analysis of potential projects. The work package is innovative, in that both qualitative and quantitative approaches are used in an integrated methodology, and it is clearly transnational in the application of these methods.

Year 1

The work will initially develop carbon and air quality mitigation scenarios for combinations of possible low emission zone interventions using emission factor analysis. Furthermore, the project will develop and implement a suite of public and stakeholder engagement methods to help evaluate public and stakeholder acceptance of low emission zone interventions.

Year 2

The project will develop a macro model to describe wider economic, social and geographic variables influencing regional carbon emissions system in North East Scotland, and examine impact of local transport interventions. The team will compare and contrast the effectiveness of the macro model and emission factor modelling for estimating carbon mitigated by local transport schemes. The team will also estimate the carbon mitigated, and the associated economic benefits, by setting a target of substituting 15% of all University staff travel through video and teleconferencing.

Year 3

The work will conclude with an assessment and appraisal of the CARE North work packages and interventions in reducing CO₂ (auditing and signing off the carbon mitigation data produced by partners).



Street, from the historic Castlegate



Province of Fryslân



Skyline Leeuwarden

provinsje fryslân
provincie fryslân

The Province of Fryslân.

The province of Fryslân has 646.305 inhabitants and its capital is Leeuwarden (Ljouwert), with 93.972 habitants, in the centre of the province. Fryslân distinguishes itself from the other Dutch provinces through having its own language, West Frisian.

Energy Valley

The Energy Valley area covers the provinces of Groningen, Fryslân, Drenthe and the upper part of Noord Holland. Energy Valleys main goal is to enhance the regional economic structure by expansion and concentration of energy business, energy knowledge and sustainable energy developments.



Biogas filling station in Leeuwarden

Energy Agreement

The Energy Valley provinces have closed an Energy Agreement with the national government. The goal of the agreement is to produce 40-50 MW sustainable energy and reduce 4-5 Megatons CO₂ by the end of the year 2011. A second but just as important goal of the Agreement is that it should be beneficial to the regional economy as well.

100.000 Vehicles program

The 100.000 vehicles program is one of the executive plans under the Energy Agreement. The aim is to have 100.000 vehicles moving on



Provincial cars driving on electrical propulsion

any sort of sustainable propulsion in the 3 Northern provinces by the year 2015. It is felt that by stimulating a market for sustainable (bio-)fuels and/or electrical propulsion we also stimulate the (regional) production of these fuels and therefore the regional economy.

CARE North: sustainable propulsion

Within CARE-North the province of Fryslân wants to promote and stimulate the use of sustainable propulsion. The main task's are: provide knowledge (possibilities, economical and technical) about sustainable propulsion and stimulating the main the target groups (fleet owners, private companies, public) to switch to sustainable transport.. This will be done in close cooperation with stakeholders (national and local government, fuel distribution companies, car dealers, electricity distribution companies, etc.)

Electrical propulsion

Within the Energy Valley area Fryslân is the most advanced when it comes to electric vehicles and propulsion. But even more electrical propulsion for (recreational) boats and yachts is being developed in the province. In the boating sector electrical propulsion is already commercially available. Within CARE-north the province concentrates on the building of infrastructure such as (marine) charging points.

CARE-North Work Packages

WP 9 Political recommendations

Electric vehicles for
low-impact mobility

WP 5

Low-carbon fuels
and propulsion

WP 6

Low-carbon mobility culture
- Zero Emission -
Mobility Management

WP 7

Carbon budgets and
compensation

WP 8

WP 4 Calculation of CO₂ reduction

WP 3 CO₂ Reduction strategies

WP 2 Publicity and communication

WP 1 Project management

CARE-North is assessing the potential of various measures in the field of low-carbon transport, including both technological solutions and "soft" measures. Project partners are identifying potential, risks and side-effects of various strategies on a site-by-site basis and – in a truly transnational collaboration – meeting to present and examine the different approaches. As this is a complex task, the CARE-North project is collaborating with external experts such as the Wuppertal Institute for Climate, Environment and Energy.



CARE-North workshop on CO₂ modeling, involving Dr. Karl-Otto Schallaböck (Wuppertal Institute)

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