

Market Research 2006: Environment Examples

Summary of current examples of participation around environment / environmental issues via internet

WP2.4 Market Research

Deliverable 2.4.1

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Abstract (for dissemination)	<p>This report accompanies the full Picture of Now 2006 research report delivered to Participate as part of WP2.4 Market Research. This contains brief descriptions and links to the following projects:</p> <ul style="list-style-type: none"> • Examples of Initiatives and online publications around environment & environmental issues • A cross section of sites that range from the entirely passive that deal purely with imparting information and advice, through various participatory levels including the use of footprint calculators and other online tools, to sites that are participation led, introducing users to projects external to the site itself.
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About this report

This report accompanies the full Picture of Now 2006 research report delivered to Participate as part of WP2.2 Business Modelling. This contains brief descriptions and links to the following projects:

- [Examples of Initiatives and online publications around environment & environmental issues](#)

A cross section of sites that range from the entirely passive that deal purely with imparting information and advice, through various participatory levels including the use of footprint calculators and other online tools, to sites that are participation led, introducing users to projects external to the site itself. The overall work package WP2.2 objectives are as follows:

To use current market knowledge combined with findings from user trials and the Task 2.1 Service Identification outputs to develop generic business models for exploitation in the media and communications industry around pervasive and ubiquitous services.

Activity 2.2.1 Picture of Now Research

The goal of this Activity is to pool this knowledge through partner workshop and desk research covering business / technology / market research of current landscape. This Activity will deliver a report of primary areas of interest related to pervasive and ubiquitous computing.

Activities

- [Desk research / interviews into specific areas of participation, environment and pervasive computing. The key themes were identified from interview analysis from Task 2.1.1 and Plenary workshop.](#)
- [Picture of Now Research report and presentation](#)

Note: The related weblinks quoted are good as of end November 2006 unless otherwise indicated.

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1 Environment Statistics

What are the environmental issues that matter most to people? A 2001 DEFRA survey from a representative sample of the English population found the issues *currently* considered ‘very worrying’ were essentially local¹:

- Disposal of hazardous waste (66 per cent)
- Effects of livestock methods (including BSE) (58 per cent)
- Pollution in rivers (55 per cent)
- Pollution in bathing waters and beaches (52 per cent)
- Traffic exhaust fumes (52 per cent)
- Loss of plants and animals in the UK (49)

Global issues were seen as less concerning though there were still high proportions of respondents who are ‘very worried’ about them:

- Ozone layer depletion (49 per cent)
- Tropical forest destruction (48 per cent)
- Climate change (46 per cent)
- Acid rain (34 per cent)

Interestingly, people thought that in twenty years’ time many of these things would improve. Although they thought climate change would be the second most worrying environmental issue by then, the percentage of people citing this was slightly lower at 44%. (Traffic congestion and related issues would be most worrying of all in 2021 with 52% citing this issue.)²

As a reality check, the same report also revealed that when asked “*What are the 2 or 3 things which you would say most affect your (you and your household`s) quality of life?*” only 11% mentioned ‘Environment / Pollution’ – well behind ‘Money’ (48%), ‘Health’ (34%) or ‘Crime’ (24%).³

There's a great tradition in Britain of amateur natural historians which is alive and well:

- The RSPB has over 1,000,000 members⁴
- The Woodland Trust has over 150,000 members⁵

¹ <http://www.defra.gov.uk/environment/statistics/pubatt/ch4conc.htm> last accessed 14 August 2006

² <http://www.defra.gov.uk/environment/statistics/pubatt/kf/pakf08.htm> last access 14 August 2006

³ <http://www.defra.gov.uk/environment/statistics/pubatt/ch2qol.htm> last accessed 14 August 2006

⁴ <http://www.rspb.org.uk/about/> last accessed 15 September 2006

⁵ <http://www.woodlandtrust.org.uk/findoutmore/factsheet.htm> last accessed 15 September 2006

2 Climate Change: Twenty Four Hours with Google

2.1 The 40 percent House

- Address: <http://www.40percent.org.uk/>

Site that outlines a strategy to cut UK residential energy consumption by 60% through modifying the existing housing stock. There are seven pilot projects on the site that show the strategy in action. The aim is to provide comfortable homes for all while encouraging the development of a sustainable energy industry.

2.2 BBC Climate

- Address: <http://www.bbc.co.uk/climate/>

Educational site containing basic information and games to promote environmental awareness. Also hosts a participatory distributed computing experiment in the same vein as “SETI At Home” that uses participants’ spare computing power to predict future climate change.

2.3 BBC Environment

- Address: <http://www.bbc.co.uk/info/environment/>

Compilation of white papers/charters that lists current BBC ecological initiatives

2.4 Best Foot Forward

- Address: <http://www.bestfootforward.com/>

Commercial site for a company that trains companies and individuals to reduce their ecological footprint. Includes a footprint calculator that enables users to alter their lifestyle parameters to modify environmental effects.

2.5 BP

Address: <http://www.bp.com/sectiongenericarticle.do?categoryId=9008317&contentId=7015263>

BP’s official site that has all the usual tips on energy saving and details of BP’s environmental projects. Includes a set of tools that enables users to interpret BP’s environmental data and a very nicely designed carbon footprint calculator.

2.6 Breathing Earth

- Address: <http://www.breathingearth.net/>

CO2/Demographics map that tracks births and deaths, and CO2 emissions worldwide in real-time. Nicely designed and but more of a curiosity than anything.

2.7 Carbon Calculator

- Address: <http://www.carboncalculator.co.uk/>

Calculator built by Warwick University that offers tips on how to reduce the user’s ecological impact based on the specific answers given in the questionnaire.

2.8 Carbon Footprint

- Address: http://www.carbonfootprint.com/about_us.html

Environmental advice site for consumers and businesses that encourages contributions from users in the form of e-mail correspondence. Includes a calculator that estimates a carbon footprint based on household fuel bills and annual travel. Also has links/adverts for alternative utility suppliers/eco friendly appliances etc and details of carbon offset projects.

2.9 The CarbonNeutral Company

- Address: <http://www.carbonneutral.com/pages/climatechange.asp>

Long running consultancy which assists organisations in tracking, measuring and reducing their ecological impact and CO2 footprint. Very professional outfit with huge resources to affect a company's ecological policy.

2.10 Commonwealth Secretariat

- Address: http://www.thecommonwealth.org/news/155159/public_participation_vital_to_dealing_with_climate.htm

Article about the Seychelles government claiming that the only way to effect climate change is for governments across the Commonwealth to work with the public.

2.11 Earth Day Footprint Quiz

- Address: <http://www.ecofoot.org/>

Asks a series of 15 questions and then extrapolates from that how many planet earths would be needed if everyone lived like the user. Good example of how to take different data types to create one coherent answer. Also gives sound practical advice on how to reduce personal ecological impact.

2.12 Energy Saving Trust

- Address: <http://www.est.org.uk/>

Government funded non-profit organisation that promotes energy efficiency and the use of renewable energy sources. Includes advice for businesses and individuals on various issues including transport and housing, and also a very interesting section on local community projects.

2.13 Ethical Man

- Address: http://news.bbc.co.uk/1/hi/programmes/newsnight/ethical_man/default.stm

Part of BBC2's Newsnight website that tracks the efforts of one man to live "ethically" for a year. Includes a blog, Q&A section, archive material and links to relevant organisations. Also includes an electricity calculator where users can try and balance the UK's future energy demands against ecological impacts.

2.14 Friends of the Earth

- Address: <http://www.foe.co.uk/living/quiz/index.html>

Official site of Friends of the Earth that includes practical tips on how to lead a greener lifestyle as well as fairly lightweight quizzes and games for gaining an understanding of environmental issues. Also includes a forum and facilities to get involved with Friends of the Earth's own projects.

2.15 Green Facts

- Address: http://www.greenfacts.org/studies/climate_change/index.htm

Belgian site that aims to take scientific consensus reports and translate make them accessible to the layperson in many different languages. A resource site for reports rather than an initiative seeking to affect climate change itself. Very thorough though.

2.16 The Hadley Centre

- Address: <http://www.metoffice.com/research/hadleycentre/feedback.html>

Met Office site for climate change research. Hard fact orientated and more suited to professional research than public access. Very good resource for official papers and reports.

2.17 The Open University

- Address: http://www.open2.net/home/view?entityID=32740&jsp=themed_learning%2Fmenu&sessionID=-1162912789842&entityName=object

Series of essays and articles on wide ranging environmental issues including climate change. Accessible and authoritative. Links to other related sites but no real facilities for interaction with the information.

2.18 Parliamentary Office of Science & Technology

- Address: http://www.parliament.uk/parliamentary_offices/post/new.cfm

Resource site for Government papers that includes, among other subjects, papers on Climate Change and Carbon Footprinting.

2.19 Safe Climate

- Address: <http://www.safeclimate.net/>

A business focussed joint initiative between the World Resources Institute and the Center for Environmental Leadership in Business that aims to enable businesses to take action on climate change. Includes a very thorough carbon calculator that requires significant effort on the part of the user.

2.20 Style Will Save Us

- Address: <http://www.stylewillsaveus.com/>

Green orientated lifestyle/fashion magazine with an upmarket, glamorous image. Includes tips on living green and a forum where people can express their opinions on any number of fashion related green issues.

2.21 Sustainable Development

- Address: <http://staging.ltsotland.org.uk/lts/sustainabledevelopment/findresources/globalfootprint/learners/footprintcalculator/index.asp>

Excellent Scottish educational site that includes a number of different calculators that cover a range of environmental concerns such as food, transport and waste. Users can work with their school to track

and reduce its environmental impact. The calculator scores of both individuals and schools can be compared.

2.22 Three Acorns

- Address: <http://www.threeacorns.co.uk/>

Personal and professional website of Donnachadh McCarthy: environmental activist, footprint consultant and all round good guy. Site lists Donnachadh's personal concerns and professional services.

2.23 The World Wildlife Fund

- Address: <http://www.wwf.org.uk/core/>

General ecology site that also includes advice on how to live green. Interesting participatory model in that through joining members become part of a community that can affect climate change but primarily through donations. Fairly standard model. Also includes details of events members can attend.

ABOUT PARTICIPATE

Participate explores convergence in pervasive, online and broadcast media to create new kinds of mass-participatory events in which a broad cross-section of the public contributes to, as well as accesses, contextual content - on the move, in public places, at school and at home.

Participate is a three year collaborative Research and Development project, supported through the Technology Programme with grant funding from the Department of Trade and Industry (DTI) and the Engineering and Physical Sciences Research Council (EPSRC).

Our consortium blends expertise in online services, pervasive computing, broadcast media, sensors, event design and management, and education. Our partners are BT, Microsoft Research Cambridge, BBC, Blast Theory, ScienceScope, University of Nottingham and the University of Bath.

For more information on Participate please visit:

<http://www.participateonline.co.uk/>

For more information on the Technology Programme and EPSRC please visit:

http://www.dti.gov.uk/innovation/techprioritiesuk/about_the_programme/index.html

<http://www.epsrc.ac.uk/>

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