

Report to Partnership Meeting 7 February 2014

EUROPEAN PROJECTS

REPUTE

Purpose of Report

To provide Members with information on the REPUTE Project and seek approval for HITRANS to join the project as an Associate Partner working with IRRI and allocate budget for our work within the project.

Background

International Resources and Recycling Institute (IRRI) are lead partner in the INTERREG IVB Atlantic Area REPUTE Project. REPUTE is an acronym for Renewable Public Transport Enterprise.

IRRI approached HITRANS in Autumn 2014 to establish if HITRANS would be interested in partnering (as an Associate Partner) IRRI in the REPUTE project. This initial approach was facilitated by colleagues in Transport Scotland who were aware of HITRANS involvement in a number of EU projects and thought there would be benefits from IRRI making contact with HITRANS.

Who are International Resources and Recycling Institute (IRRI)

International Resources and Recycling Institute (IRRI) is an independent environmental charity, established in 2005, which is active in working with the public, private and academic sectors on the development and implementation of innovative partnership projects to address resource use, with a focus on sustainable transport, renewable energy, water, resource use and energy.

It is governed by an independent board of Trustees who come from the Private, Public and Academic sectors. IRRI exists to seek practical and innovative solutions to improve global resource use.

IRRI was involved in its first European Project (Ecowatsa – NPP) in 2005 as a sub contractor before becoming a partner in ReRegions and European Waste Management projects in 2006. From 2008 onwards IRRI has been actively involved as Lead Partner and partner in 7 different European Interreg Projects, covering NPP, Interreg IVC, North Sea Region and Atlantic Area as well as being the lead partner in a Scottish Government funded project in Malawi.

IRRI's experience as a lead partner is increasing and we are currently the lead partner in the WARES NPP Project as well as previously being the Lead Partner in the SMALLEST Project. Both of these projects are classified as being strategic in nature and have been relatively high profile in their own right.

IRRI has recently been awarded the D2D project as Lead Partner (North Sea Region) and has received matched funding from HIE for this project with all of its activity within Scotland in the Highlands and Islands region.

IRRI is also currently working on a sustainable transport project called BATTERIE (Atlantic Area region) which they are working as external experts. This project forms part of the basis for the REPUTE project and some of the partners are in both projects.

IRRI has previously secured matched funding for its European projects from organisations such as Energy Savings Trust, Glasgow Clyde Valley Green Network, Scottish Government and HIE. Although based in Edinburgh, IRRI has delivered significant elements of its work in the past 4 years in the Highlands and Islands region and are in the process of opening an office in Inverness from where to base their work going forward. IRRI have developed close working relationships with HIE both as a provider of match funding but also as a previous supplier of services which has enabled them to integrate into operational delivery of projects far more effectively.

REPUTE

REPUTE will create an Atlantic Area framework for encouraging innovation in promoting the use of renewable energy in public transport. REPUTE builds on the work done in previous transport projects concerning energy, to support interoperability, intermodality and continuity of existing transport networks.

REPUTE will establish an annual event, with supporting annual publications, for the transnational regions to engage in collaborative work on the use of renewable energy in public transport to promote interoperability and intermodality, attracting support from representatives in the sector across Europe; it will develop a process for engagement with the different ideas for the use of renewable energy in public transport to promote interoperability and intermodality generated in the Atlantic Area and across Europe; and it will undertake pilot testing in flagship concepts designed to achieve the core priority for Atlantic Area: promoting interoperability and continuity of existing transport networks, and sea/road/rail/air intermodality.

Project Partners:

IRRI – Scotland
South West College – Northern Ireland
Fundacion Asturiana de la Energia – Spain
Limerick Institute of Technology – Ireland
Comunidade Intermunicipal do Oeste – Portugal
Oxford Brookes University – England
South Tipperary County Council – Ireland
Mid West Regional Authority – Ireland
Ecole d'Ingenieurs en Genie des Systemes Industriels – France

The French partner worked with HITRANS on the START project.

HITRANS Role in REPUTE

HITRANS role within the REPUTE project would be as an Associate Partner. This would leave IRRI responsible for the administration including managing grant claims and engaging with other partners and events. HITRANS would be free to step back from these areas instead focussing on delivering output from the project.

The areas which officers have identified that HITRANS could focus our efforts on in line with the objectives of REPUTE are:

- Renewable Energy Powered Transport Information Signs
- Personalised Travel Planning

HITRANS are being asked to contribute 40,000 Euros to the REPUTE project with the funding being awarded in the form of a grant to IRRI as lead partner in the REPUTE project. This arrangement would be similar to the mechanism through which HIE allocated funds to HITRANS for our work on the TransTourism and Food Port projects. In progressing this HITRANS would seek guidance from HIE on the conditions they set out in their grant support to IRRI for the Northern Periphery Programme D2D project.

Renewable Energy Powered Transport Information Signs

HITRANS have helped pioneer the use of renewable energy to power electronic information displays at public transport interchanges through our work as partners in the Technology Strategy Board funded CHRONOS project. In particular this project delivered a highly effective solution to providing up to date electronic information at rural stations with the introduction of CHRONOS solar powered displays at 7 locations on the rail line north of Inverness.

HITRANS would receive an allocation of 20,000 Euros to provide Electronic Passenger Information Signs harnessing renewable energy sources such as solar or wind as the power source. We estimate this will allow the Partnership to install three new displays at transport interchanges. The locations would be agreed once funding is confirmed.

Personalised Travel Planning

Personalised travel planning (PTP) is a highly targeted measure to achieve reductions in car use.

Personalised travel planning works with individuals (usually across a specified geographical area) to provide information on alternatives to the car for the trips that they make, and encourage use of those alternatives.

Personalised travel planning falls under the umbrella of public awareness campaigns and good recent examples of this type of intervention include measures funded by Transport Scotland through the Smarter Places, Smarter Choices Programme. In the Highlands and Islands this programme saw a range of PTP interventions delivered by Orkney Island Council for the Kick Start Kirkwall campaign.

PTP campaigns can range from passive advertising to a wide audience to PTP. It is also possible to implement multiple Smarter Choices simultaneously, such that each enhances the performance of another, e.g., advertising can support a PTP programme. There are a number of steps on the way to achieving a reduction in car use, which can be tackled through a PJP programme. These include problem awareness, accepting responsibility, perception of alternatives, evaluation of alternatives, making a choice, experimental behaviour and habitual behaviour.

HITRANS would receive an allocation of 32,500 Euros from the REPUTE project that could be used to engage PTP specialists to deliver a range of PTP measures at locations within the Highlands and Islands. This would include the development of a tool kit that could be used by local authorities and HITRANS to deliver PTP measures in house and for monitoring and measuring the impact of this work.

HITRANS will investigate the possibility of attracting additional funding to match the REPUTE allocation for personalised travel planning. It is possible that organisations such as SUSTRANS and the Energy Savings Trust will see added value in this work and be prepared to match the budget.

IRRI will be appointing a REPUTE Project Officer based in the Highlands and Islands for the duration of the project and it has been agreed to allocate a significant amount of time within this role to apply the PTP Toolkit within the Highlands and Islands. The value of this work is conservatively estimated to be worth 17,500 Euros. The project officer would also have a role to play in the development of projects that HITRANS could deliver through the Low Carbon theme of the European Structural and Investment funding programme.

Summary

Should Members approve HITRANS participation in this project the Partnership stands to receive results that would otherwise cost the Partnership 70,000 Euros as direct benefits from our 40,000 Euro grant. We expect there to be significant indirect benefits that will accrue from our participation in the project as a result of developing contacts with other EU regions, sharing our experience and learning from the experience of the EU partners.

Recommendation

1. Members are asked to note this report.
2. Members are asked to approve the allocation of 40,000 Euros from the 2013/14 and 2014/15 Research and Strategy Delivery Programme to the REPUTE Project.

Risk	Impact	Comment
RTS delivery	√	This work supports RTS objectives.
Policy	√	This work is designed to support delivery of our Sustainable Travel and Green Transport policy.
Financial	√	The cost of HITRANS participation in REPUTE will be met from budget included with the Business Plan. This project will attract ERDF funds that will see the budget increase beyond HITRANS contribution.
Equality	-	No impact on Equalities issues.

Report by: Ranald Robertson
Designation: Partnership Director
Date: 24th January 2014