

Sustainable Vehicles Top Trumps

Baseline, problem description and objectives:

It is increasingly difficult for organisations, their employees and the wider public to be aware of and weigh up the most appropriate options available to them in the with the ever increasing range of transport options, including alternative vehicles and fuels. As this sector is responsible for the greatest rises in CO₂ emissions it is important that all options are considered when making strategic and day-to-day transport decisions and that the necessary information is available to take an informed approach to base such decisions upon.



There are many alternatives for fleet managers these days. Most are keenly aware of the need to cut their CO₂ emissions and there are many ways to do this. Should they have a fleet of hybrid vehicles, or alternative fuel vehicles? Most managers will instantly think of a Toyota Prius or a Honda Civic IMA, but are there other alternatives? The Sustainable Vehicles Top Trumps pack aims to showcase all the vehicles currently available on the UK market (and some for the future). It will allow fleet managers to informatively replace their existing fleet – in some cases this could be a simple process of down sizing their current fleet or the engine sizes of their fleet. Other managers may be looking to make more radical changes such as changing over all their delivery vehicles to electric. The Sustainable Vehicles Top Trumps pack will enable all this information to be at the fingertips of transport decision makers as well as being a focussed press opportunity.

We aim to distribute free promotional copies of the resulting Sustainable Transport 'Top Trumps' pack to up to 3,409

Secondary Schools in England, 480 Local Authorities, at least 500 'blue chip' companies, 52 Energy Efficiency Advice Centres and other local public sector partnerships.

Description of the measure(s) / activities / campaign :

Marches Energy Agency are developing a pack of Sustainable Transport Top Trumps. Top Trumps is an international brand of trading card game established since the 1970s. To play the game, you split the deck between all players and then compete against each other in your chosen category. Our aim is to make a fun, but educational version of this for fleet managers, transport decision makers and students in the UK.

Each pack is made up of 30 cards. Each card has on it a picture of the vehicle and seven statistics giving information on the performance of the vehicle in the following categories:

1. Top speed
2. CO₂ emissions
3. Passengers
4. Price
5. Range
6. Availability
7. Running Cost

Each card is sponsored (providing match funding for the project), usually by the manufacturer. The pack is supplemented with a portfolio. The portfolio contains further details about the vehicles and the manufacturers. It also contains contact details to get in touch directly with manufacturers so that they can place their order once that have made their informed decision.

The packs are to be distributed primarily to fleet managers, but are also to be made available to schools and colleges across the UK.

Who is the driving force behind it? Who is the beneficiary?



There is a plethora of information about green vehicles and the need to move to more environmentally sustainable alternatives. However, this information is incoherent. It is primarily driven by the individual manufacturers or promoters of alternative fuels. Some alternative vehicles or fuels are simply not appropriate for certain applications.

A further problem that exists in the vehicle market is the idolatry of bigger, faster, and largely higher CO₂ emitting vehicles. The Sustainable Top Trumps pack aims to market alternative vehicles in a recognizable format the adults, students and children alike will be able to relate to.

The pack is the brainchild of Marches Energy Agency, who constant aim to innovate and ultimately 'create the climate for change'.

The Sustainable Transport Top Trumps pack will enable fleet managers to make informed decisions regarding upgrading their fleet with cleaner, greener vehicles. It will do this in an innovative and fun way. The advantage of the format chosen is that it will also be able to be used in schools and colleges as well.

The main project partners are vehicle manufacturers and alternative fuels bodies. These will act both as match funders and information brokers. Owners of the Top Trumps brand – Winning Moves – are also involved.

Results:

What happened? How does it work?

The traditional format of the pack has 30 separate cards containing up to seven categories of statistics about each subject matter. In the case of our pack, the subject matter is 'Sustainable Vehicles'. Statistics offered will include number of passengers, grams of CO₂ per kilometer, range, running cost per kilometer and fuel type. Each card will bear the logo of its sponsor. The pack will be accompanied with a portfolio offering more details on each individual car and contact details for fleet managers.

15 manufacturers are currently involved and we aim to have the pack ready for distribution in June 2007.

The pack has 30 cards and there is a minimum print run of 10000, imposed by the brand owners – Winning Moves. This imposes a significant capital cost, thus a search for support and financial contribution was embarked upon.

First of all it was necessary to identify the vehicles that were to be included in the pack. The prime target for partners in the project would therefore be the manufacturers. However, there are several other interest groups that have also been invited to participate. A major obstacle to the project was finding the correct people with which to liaise in what can quite often be very large multinational organisations. Our ambitions for distribution quite high, we also had a significant obstacle of match funding to overcome. Creating a 'level playing field' for all manufacturers was certainly also a challenge.

Opportunities / barriers:

Factors of influence and criteria of success:

The concept of the project is highly marketable. As such it presents a significant opportunity for match funding – a particular problem in the UK. A major criteria for success will be the inclusion of all the manufacturers that were on our initial ‘hit list’. Our overall aim is to be an honest broker of information. The main gauge of success will be in the distribution.

There is a huge awareness raising challenge to ensure that the public as a whole are aware of transport impacts and what they can do about it.

In addition to this there is a great opportunity through a number of Local Authorities, businesses, schools, community/public sector organisations that are now taking responsibility for the CO₂ emissions from their employees commute to work as part of a wider ‘corporate climate change strategy’.

Actions taken to tackle this within these organisations should ‘cascade’ down to others in their sector and to the wider public through education and media coverage.

Possible barriers:

A major barrier was finding the right people in the right organisations to approach with the concept. Once this stage is overcome, we then move into production and distribution of the pack. As with most projects, time required to complete the project is stretched, this is mainly due to the need to work with a vast array of partners and funders.

The overall success of the project will not be gauged until feedback is received from the distribution of the packs. Replication of the project idea is possible in any country with some tweaks to the mix of vehicles being required due to availability of models in different countries.

Steps for implementation:

Working steps for introduction:

Subject to sufficient sponsorship and support from the targeted companies free promotional copies of the resulting Sustainable Transport ‘Top Trumps’ pack would be distributed to up to:

- 3,409 Secondary Schools in England,
- 480 Local Authorities,
- 500 ‘blue chip’ companies,
- 52 Energy Efficiency Advice Centres
- 25 UK Energy Agencies

Other local public sector partnerships and organisations will be targeted as appropriate. The option to order more at cost would be made available. MEA run a number of events throughout the year at which copies could be distributed. The product will also be sold from a website platform (i.e. www.mea.org.uk or www.projectcarbon.org) and through organisations with similar objectives (e.g. SUSTRANS).

Time of implementation:**Duration for implementation and preferred season:**

The whole project will take six months from start to finish. Time of the year is unimportant.

Cost / Benefits:

Artwork:		£2,000
Licensing of Top Trumps brand:		£5,000
Cost of run of 10,000 @ £1.47:		£14,700
MEA Project Manager Time:	200 hours	£10,000
Distribution Costs:		£6,000
TOTAL		£38,367
<i>COMPETENCE Contribution</i>		£8,000
Private sponsorship required		£28,367 (£945 average per card)

Link and or article for more information

Kris McGowan

Project Manager,

Marches Energy Agency

23 Swan Hill

Shrewsbury

SY1 1NN

kris@mea.org.uk

www.mea.org.uk

01743 246007