

NEWS RELEASE

FOR IMMEDIATE RELEASE

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EDINBURGH PROJECT RECOGNISED IN NATIONAL AWARDS

A groundbreaking initiative using mobile phones as a means of paying for on-street parking is one of the pioneering projects selected for the shortlist of a national award scheme that identifies and promotes the many tangible benefits obtained from the use of Information and Communication Technologies (ICT).

The City of Edinburgh Council's project is just one of the 118 entries received and one of the 21 projects short-listed in the 2004 UK eWell-Being Awards developed by SustainIT and sponsored by BT, Vodafone and Brother with The Guardian as national media partner. The awards aim to uncover exciting new projects that use ICT to deliver environmental and/or social benefits.

This innovative project was entered in the eGovernment category, sponsored by the Improvement and Development Agency (IDeA). This was open to national, regional and local government and focuses on projects which use ICT to deliver better public services.

The City of Edinburgh Council launched a one-year public trial and feasibility study into the use of mobile telephones as a means of paying for on-street parking. The trial was primarily designed to evaluate the usability and popularity of the service among motorists in Edinburgh and improve the overall level of customer service in a way that is cost effective for both the Council and motorists.

Payment by mobile phone involves the user pre-registering with the mPARK service either on-line or by calling from their mobile telephone. Once registered the motorist makes a simple call to the mPARK service, indicates on the machine the desired amount of parking time required and a personalised ticket is printed off.

The system prevents fraud, and the risk to the Council is minimal. It can also be configured to send a message to the user's mobile phone, informing them that the paid period is about to expire.

The system was introduced to all 270 pay and display ticket issuing machines in the core and central areas of the Controlled Parking Zone (CPZ). Since the launch of the service, a total of over

3,200 people have registered – 2,850 credit card users and 400 City of Edinburgh Council employees.

Said SustainIT Programme Manager Simon Hills: “Once again, the entries highlight how organisations use ICT creatively to provide tangible environmental and social benefits”. A sentiment echoed by awards judging panel member Caren Bland, of the Improvement and Development Agency (IDeA). “The level of entries was exceptionally high, which supports the commitment and progress being made in these areas”, she said.

BT has supported the eWell-Being Awards programme since its inception in 2002. Mike Hughes, BT Head of Environment and CSR Campaign, said: "In 2004 the standard of the entries was again exceptionally high, and we are eager to champion those organisations that are leading the way.”

Winning projects will be announced at an awards ceremony at 30 St. Mary Axe, London (affectionately referred to as 'The Gherkin'), on Monday 14th March 2005.

For more information on the Awards, or if you would like to attend the awards ceremony please contact Simon Hills or Richard Craven, SustainIT on 01733 312286 or shills@ukceed.org.

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Notes to editors

1. The judging panel for the 2004 Awards included representatives of BT, Vodafone, Brother, IDeA, Local Transport Today, The AA, OFCOM, Oracle, SOCITM, ZDNet, The Guardian, Ability magazine, UK CEED and Netmums (category winner in the 2002 eWell-Being Awards).

2. SustainIT is an initiative of The UK Centre for Economic and Environmental Development (UK CEED), an entrepreneurial research and policy centre. It conducts research on, and provides best practice examples of, synergies between ICT and sustainable development. It works in partnership with business, government and the voluntary sector to encourage adoption of ever higher environmental standards in their activities. The Centre undertakes research, develops policy, implements technology demonstration projects and carries out a wide range of engagement and education activities with its partners in the UK and across Europe. For more information visit www.sustainit.org and www.ukceed.org

3. BT is one of the world's leading providers of communications solutions serving customers in Europe, the Americas and Asia Pacific. Its principal activities include IT and networking services, local, national and international telecommunications services, and higher-value broadband and internet products and services.

BT consists principally of three lines of business:

- **BT Retail**, providing a comprehensive range of communications and related services to over 20m UK consumers and businesses.
- **BT Wholesale**, providing network services and solutions within the UK to more than 600 fixed and mobile operators and service providers including the provision of broadband, private circuits.
- **BT Global Services**, providing IT and networking services to meet the needs of multi-site organisations globally. BT Global Services operates in more than 130 countries and also offers international carrier services.

In the year ended 31 March 2004, BT Group's turnover was £18,519 million with profit before goodwill amortisation, exceptional items and taxation of £2,013 million.

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