



CiViTAS
Cleaner and better transport in cities



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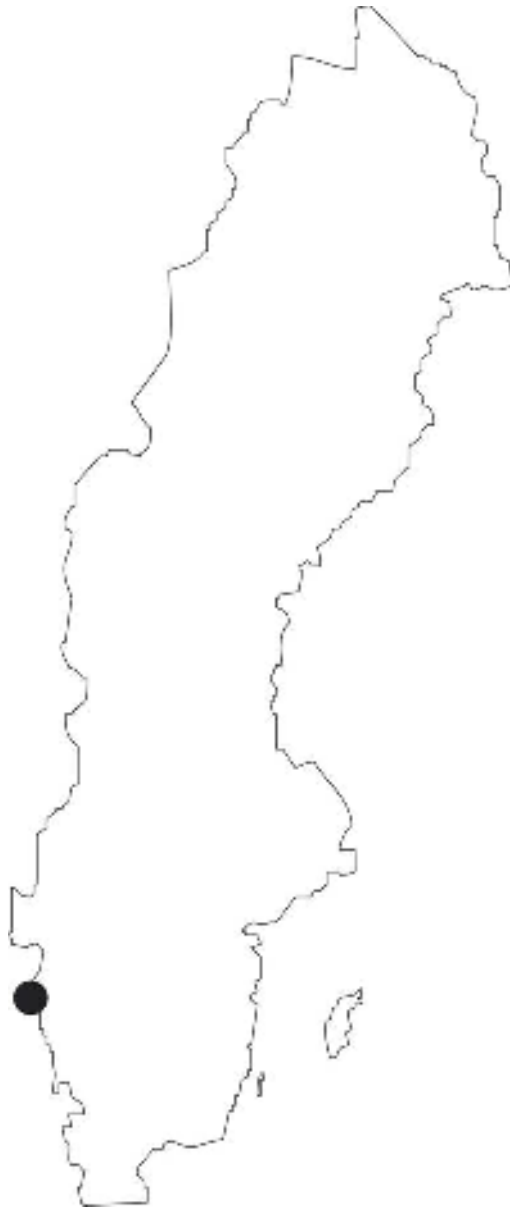
CATALIST

Urban Freight

11-12 January 2010

Brussels

Magnus Jäderberg, City of Göteborg



Göteborg

- 500.000 inhabitants
- Industry and trade
- Port of Göteborg
- Logistic hub
- River barrier
- Area 450 km²



Participation in EU-projects

CIVITAS I (2002-2006)



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Short Term Actions to Reorganize Transport of goods (2006-2009)



CIVITAS CATALIST (2007-2011)



Strategic guidelines for city distribution in Göteborg



Regular streets (open-air shopping)

No direct possibility for consolidation

How can the load rate increase?

- Improve the accessibility for transport suppliers
 - Efficient regulations
 - Limitation of legal framework

What are the outcome?

- Less congestion
- Decreased impact on the environment
- Reduced pressure for drivers



Mall (in-house shopping)

Direct possibility for consolidation

How can the amount of vehicles decrease?

- An association for all shop owners
- Consolidation of goods at one or few terminals for maximum load rate (c/o)
- One destination (unloading underneath the mall)

What?

- Less congestion
- Decreased impact on the environment



Freight network

20 stakeholders from the private sector:

- Transport suppliers
- Real estate owners
- Retailers
- Associations
- Truck manufacturers
- University



Freight network

Purpose:

- A team focused on issues regarding functional and cost efficient city distribution
- A team focused on solutions
- A team sharing knowledge and experience
- A team that is involved in the continuous changing process of the traffic environment in Gothenburg



Enforcement



Thank you

Magnus Jäderberg

magnus.jaderberg@trafikkontoret.goteborg.se

www.trafikkontoret.goteborg.se



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