Innovation in practice

perspective of Malmö as a CIVITAS city

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CIVITAS Forum, MALMÖ 27-29 sept 2010, Christer Ljungberg, CEO, Trivector Traffic

Fuel Mix 2030

Fuel Mix Cars	2020	2030
Petroleum Fuels	92.8%	91.1%
Biofuels	6.6%	8.3%
Electricity	0.0%	0.0%
Natural Gas	0.6%	0.6%

EU Energy Trends 2030, European Commission, August 2010

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COP15
COPENHAGEN

UNITED NATIONS
CLIMATE CHANGE
CONFERENCE
DEC 7-DEC 18
2009

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CAN
HSBC
SAMSUNG
SHREK THE MUSICAL
Find a guaranteed business.
SHORT
PALACE
McDonald's
AGLE OUTFITTERS
HOTEL DOGS
CLEVELAND

131
Pendeln Malmö
södervärn
90
Skånetrafiken

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The politics of mobility

- Transport politics – mobility is a goal in itself
- Swedish Road Association – ”mobility is the road to development”
- Mobility - accessibility

Mobility and accessibility - the yin and yang of planning

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Mobility and accessibility

- Accessibility: ”possibility to reach something desirable”
- Mobility = ”possibility to move oneself”
- Mobility means transport = costs
- Accessibility = benefit

Malmö measures in CIVITAS-SMILE

- Mobility Management
- Environmental zones
- Eco cars in the administration
- Free parking for eco cars
- Demonstration bike routes
- Web travel planner for bike
- Better traffic signals for bikes
- Signal priority for buses
- Food and climate project
- Ecodriving for employees

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No ridiculous car journeys

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Impact in Malmö

- Significant impact
  - Clean vehicles
  - Access restriction – environmental zone
  - Soft measures – mobility management
- Supporting measures
  - Telematics
  - Public transport
- Disappointment
  - Freight

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Travel habits 2003-2008

2003

2008

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Lessons learned in Malmö

- Mobility Management has established as a mainstream way of dealing with traffic
- Partnership very valuable
- Biogas a great success
- Many measures should´nt have been done at all without SMILE
- CIVITAS helped framing a new transport system
- Help decision makers to keep their promises

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Dont let them fool you

- With programs on ”Sustainable Urban Development”….
- …..without adressing the transport issue!
- Stop building ”islands” of fancy architecture low energy housing….
- ….without adressing the transport issue!
- Clean vehicles will not solve all problems

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You cant do it on your own

- Citizens are prepared for more action than decision makers believe
- Involve different stakeholders
- Companies must play a vital role
  - Work trips
  - Duty trips
  - Goods transport

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Stop talking – start doing

- Go from plans to action
- Think acessibility instead of mobility
- Rethink localisation – do not build new external shopping centres
- Give priority to sustainable modes
- Move infrastructure funding to sustainable modes
- Use mobility management

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JUST DO IT

Message to moderators:

- Tomorrow I will try to summarize
- I will be sneaking around the sessions….
- Please give me your (short) notes from discussion!
- Or email at: christer.ljungberg@trivector.se

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w.ljungbergsblogg.blogspot.co
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