

Lundby Mobility Centre

The Lundby Mobility Centre encourages residents to use environmentally friendly forms of transport and thus to think twice before using their cars. It promotes use of public transport means and bikes as well as walking. The Lundby Mobility Centre activities contributed to the reduction of air pollution and congestion.

Issue

Individuals and companies have to be encouraged to change their travel habits and to choose environmentally friendly modes of transportation. Mobility Management promotes information, communication and cooperation for a better use of existing infrastructure. The aim is to have a better environment, reduce costs, increase efficiency of transport systems, reduce congestion, increase traffic safety and promote health.

Application

The Mobility Centre carried out several activities: Freight cooperation in the rapidly expanding Lundby district in Gothenburg was aimed at creating more sustainable freight patterns by better transport planning, targeting end-consumers and SMEs and increasing their awareness. Citizens were encouraged to leave their cars in the garage on some weekdays and to use non-motorized means of transport. Cycling courses for women, bike sharing schemes, car sharing, car scrapping and mobility coaching were promoted. Other activities focused on children and the integration of traffic related activities and courses into ordinary school activities.

Innovation

The aim of the Lundby Mobility Centre was to develop, test and implement „smart“ transport solutions in Lundby and to have smarter communication with companies, individuals, children and youth. The Centre was a collaborative project for the development and acquisition of knowledge about sustainable transport solutions that reduced environmental impacts while meeting accessibility and safety requirements.

Transferability

Mobility Management is increasingly being offered as one of several methods aimed at solving the large European cities' transport and traffic problems. Some of the activities were part of the Baltic Urban Sustainable Transport Implementation & Planning. Other activities were related to EU-programmes like the CIVITAS TARGET and TELLUS projects. Lundby Mobility Centre as such is now 'closed' but experiences and methods are now being used and developed for the whole city and also exported to the region around Gothenburg. They can be of great interest for any other region in the Baltic Sea area.



Gothenburg, Sweden



Environmental type

Metropolitan area

Funding Sources

The Centre was co-financed by the EU (CIVITAS, TARGET and TELLUS projects).

Starting Year

2000

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Keywords

- Awareness
- Transport behaviour
- Bicycle training
- Freight cooperation
- Reduced congestion
- Increased traffic safety
- Better health
- Efficient transport system

