



# Gothenburg facing challenges

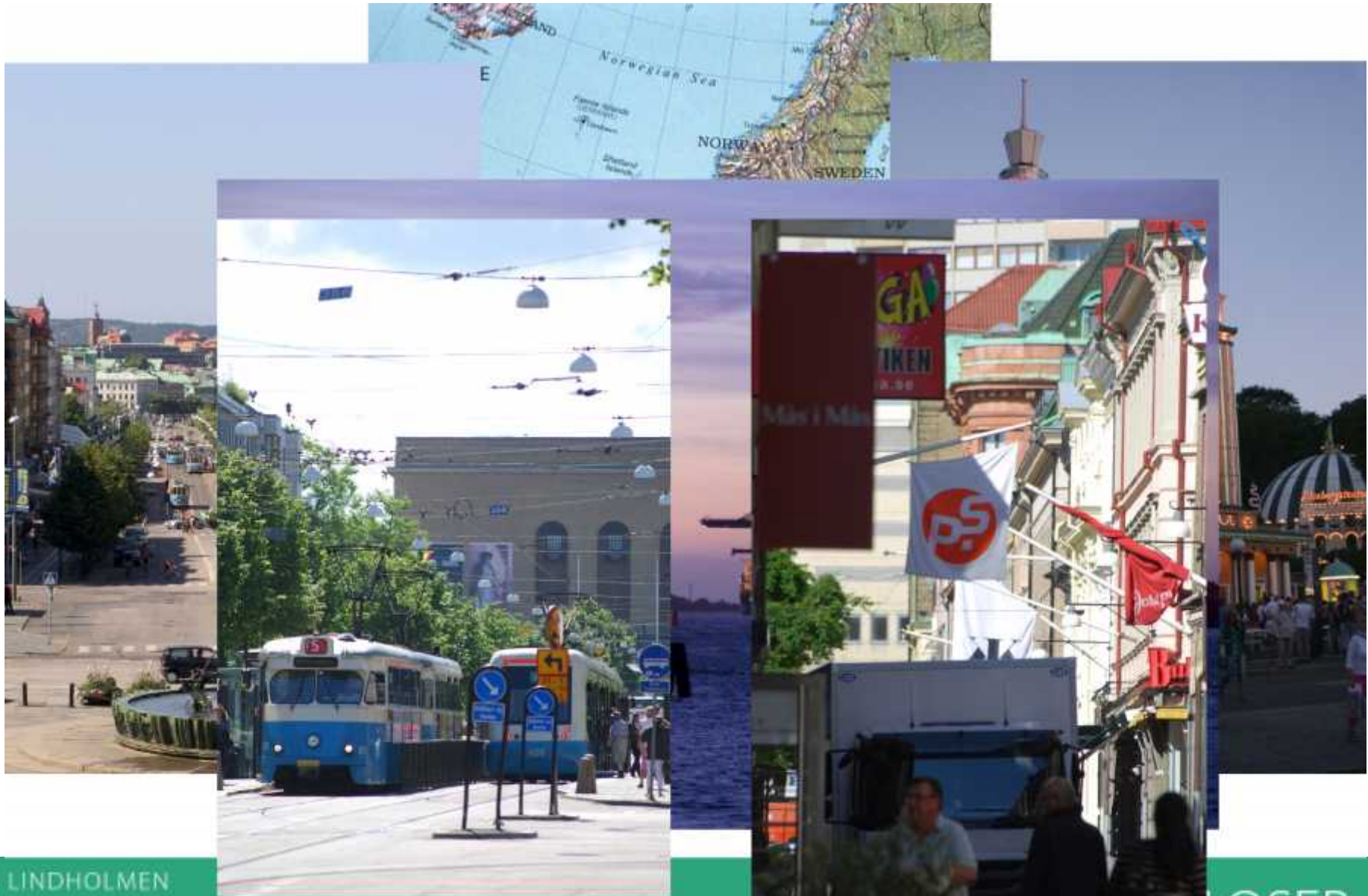
*How can that create possibilities?*

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## The city where you want to be...

- An attractive city is a city where you feel safe and have access to a variety of products and services
- A good environment without noise, emissions or visual intrusion
- Where mobility is key – for both passengers and goods!



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## The city – a challenge

- Passengers and goods – needs a common ground
- Agreement with authorities and between stakeholders
- Business models
- Integration between projects
- Knowledge transfer





- One challenge
- One city
- Two projects
- One common vision

- GO:smart for passengers
- Sendsmart for goods
- Sustainable and attractive city for both persons and goods!



# GO:SMART

## Vision:

City households choose access to mobility instead of owning a car as customers of a reliable, flexible, rewarding and global service. A number of cities around the world will hereby become greener, safer, and more attractive.

## Goal:

To develop and test innovative services which facilitate and promote sustainable transportation of people in urban environments





# Deliverables

The project will result in improved conditions for sustainable transportation of people as well as new green business opportunities.

- Demonstration of how collaboration between different actors and new business opportunities can reduce the need for privately owned cars and promote "mobility as a service". **100 households will become pilots in a field study and test the service from October 2013 to April 2014.**
- Demonstration and initial tests of a geo-fencing system for hybrid buses. Facilitate the diffusion of electric vehicles in the city and the region. **Field tests will be carried out during winter/spring 2014**
- Information from the project will be disseminated to a wide audience and the concept will be known by the general public on a regional level and by the business on a national level.





# SENDSMART



“Three interacting challenges that require new and innovative solutions”

Achieving sustainable distribution, construction and waste transport solutions

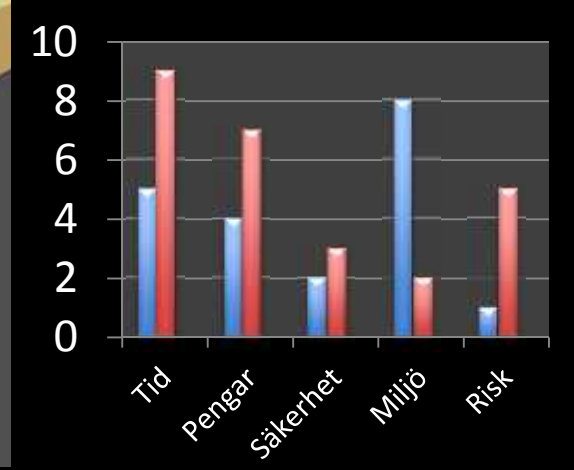
- reduced noise and climate change impacts
- a more attractive and competitive city

# Deliverables

The project will result in improved conditions for sustainable transportation of goods.

- Concept and road map for implementing a better urban distribution system
  - Logistics solutions, business models and cooperation
  - Vehicles and IT support
  - Incentives and regulations
  - Consolidation of goods
- Create preconditions for recycling of excavated mass and reduce traffic
  - Market place for excavated mass and land fill needs
  - Alternative transport solutions
- Introduce off-peak waste transports
  - Improved waste collection logistics, capacity utilization and traffic safety
  - Analysing noise from hybrid garbage trucks
  - Policies, regulation and incentives
  - Field test of waste collection with noise adapted hybrid refuse truck







## Results so far....

- A common ground for visualisation
- A common evaluation → Possibility for simulation of results
- Building on knowledge for both passenger and goods and their interaction in the urban environment (for both business and authorities)
- Leading to new development ideas where goods and passengers are both considered from the beginning in plans
- Process is of great importance!

