

11 SCANDINAVIAN COUNTRIES

11.1 Introduction

During the late 1990's, the interest in how to use communication tools to promote sustainable transport modes has increased in the Scandinavian countries. Until the late 90's the standard solution to the problem of traffic growth was to build new infrastructure (hard measures). But during recent years there is a growing demand for new approaches to reducing car use.

Even though several mobility projects have started during the last couple of years, the Scandinavian countries are still in a phase of building/creating knowledge concerning the use of information and communication (soft measures) to reduce car traffic and promote sustainable transport modes.

At the request of the Swedish government, since 1998 the Swedish Roads Administration has had the task of increasing the use of cycling, walking and of public transport, at the expense of the use of automobiles. This has led to the implementation of various types of campaigns all over Sweden with the aim of promoting sustainable transport modes. Many of these projects suffer from problems due to the lack of knowledge on how to run communication projects. There is also a shortage of money. Furthermore, the projects are neither monitored nor evaluated sufficiently.

Despite these problems, the number of successful projects is growing. From the Swedish Roads Administration's point of view, in particular the work done in the municipality of Gävle and the municipality of Vetlanda are good examples on how to work with sustainable transport modes. These projects have been sustainable and have in a successful way involved the whole community in the work towards a reduction in car use. The projects have been monitored and evaluated and they show positive results – there has been an increase in the use of sustainable transport modes (18% in the case of Gävle, and 12% in the case of Vetlanda).

The projects aimed at increasing the numbers of people going by bike show the best results on a countrywide basis. And – including the work done in Gävle and Vetlanda – there are in fact a number of Scandinavian projects with good results – and some with not so good results but still lessons to be learned from them. The objective of this report is to present these projects.

This report considers only the situation in Sweden, but can be considered as a picture of the situation in the rest of Scandinavia as the conditions are very much the same in the different Scandinavian countries.²⁶

11.2 Transport Strategy and “soft” measures

A Swedish government bill on long-term infrastructure development from 2001 has had a strong influence on the recent positive development of Mobility Management in Sweden. Transport authorities have to consider Mobility Management when developing the transport systems. These authorities also have a sectoral responsibility, which means that they have an overall responsibility for things such as environmental impact. These conditions are the most important ones for the development of Mobility Management.²⁷

²⁶ Interview with Jonas Ansgariusson, Swedish Roads Administration, Department of Environment

²⁷ Interview with Bert Svensson, Swedish National Roads Administration

The Government bill, concerning the infrastructure for a long-term sustainable transport system was presented in October. In December, the Parliament adopted this alignment and passed the bill. In the Parliament's decision there is an overall goal divided into six sub-goals. These sub-goals aim at²⁸:

- an accessible transport system,
- high transport quality,
- a positive regional development,
- safe transport,
- a good environment, and
- an equal transport system.

Based on these goals, the Swedish Roads Administration has been assigned to also work on influencing demand. (Traditionally, the Swedish Roads Administration has only dealt with issues concerning supply through hard measures developing and constructing more infrastructure etc.)

Under the working title, “The good journey in a sustainable perspective”, a strategic plan has been developed. The plan describes how the road transportation system should develop in the period 2004-2015. Traffic safety and sustainable transport are two important “ingredients” in this document.

The Swedish Roads Administration, responsible in the sector of road transport, works a great deal with developing national programs which are subdivided at the regional level into tactical and operational action plans.

National programs -> Regional programs -> Municipality and other public organisations such as County Council and County Administrative Board, but also companies and other private actors.

Two good examples of national programs are:

- Public Transportation Program (1998),
- Bike Program – National Strategy for Increased and Safe Bicycle Traffic (2000).

The role of “soft” measures

As concluded in the first part of this report, there has been a large increase among the authorities in interest and knowledge about the necessity of dealing with soft policies as well as in the opportunities and efficiency gains that soft policies can provide.

Working toward changing behaviour by changing knowledge and attitudes in specific target groups takes time and the development of experience. A growing number of Swedish cities have established so called Mobility offices. The purpose of these offices is to increase the knowledge of the necessity of “sustainable transport systems” among politicians, media, businesses and the general public. The Mobility offices are also engaged in a number of practical projects with the purpose of achieving behavioural change through projects such as school projects, quality controlled transports with the industry, car-pooling, bike projects etc.

²⁸ Interview with Bert Svensson, Swedish National Roads Administration

Naturally everything does not always work out perfectly. Some projects have stagnated or been cancelled due to failures. Perhaps the greatest cause of the failures is that not all projects have had full political support. In some projects – such as when something concrete is to be done that will have a negative effect on accessibility by automobiles – politicians all too often withdraw their support. The reason for this is almost certainly that the politicians often misjudge their own voters' opinions.

Since the development of strategies and activities for sustainable transport is in an initial phase, there is a gap between the decisions made by the politicians and the operational work with Mobility Management. This influences the operational measures that are undertaken in the transport system. Experiences from other fields show that time is needed to change attitudes among decision makers and others²⁹.

11.3 Review of campaign initiatives

Before we describe a number of campaigns with different purposes it seems important to describe how “Mobility Management” is defined in Sweden. This is a definition that is much broader in its use than for example mobility management in the UK.

What is mobility management?

It is a perspective on travel and transport entailing joint and concerted actions to try to change demand for travel and transport in the direction of a more sustainable transport system³⁰.

Key goals include:

- greater use of more environmentally-sound modes of transport
- better accessibility
- more efficient transport and land use
- less demand for travel in motorised vehicles

11.3.1 Promoted Topics – national level

During the second half of the 1990's approximately twenty Swedish cities launched projects concerning mobility issues. How far these projects have proceeded varies and some projects are more successful than others. At the present (2003), the cities mentioned below have projects in progress with the following directions.

Bicycling

Almost all of the cities mentioned in this presentation run some form of bicycle project. However, we choose to present here only those that have a specific focus on bikes. Luleå, Linköping, Aneby, Lund, Gävle, Sundsvall (walk and bike), Borlänge (bike and public transport), Vetlanda (reduction of carbon dioxide), Västerås, Göteborg and Karlstad.

Car-pooling

Gothenburg – Implementing new means of transportation in the new town district of Lundeby.

²⁹ Interview with Bert Svensson, Swedish National Roads Administration

³⁰ The Swedish National Roads Administration definition of Mobility Management.

Transport of goods / Quality control of transports

Borlänge – Sustainable transport in developing areas

Gothenburg – implementing new means of transportation in the new town district of Lundeby

Säter – Borlänge – Gagnef – Co-ordinating the provision of transport between towns

Motala

Kalmar- MATS

Public Transport

Borlänge

Ockelbo – Free tickets

Gothenburg

Lund - (a new buss line)

The Region of Norrbotten – Smart transport solutions that may develop the countryside

Knowledge and information

Mobility offices have been established in the following cities.

Lund, Malmö, Stockholm, Växjö, Östersund, Karlstad, Luleå, Jönköping and Kalmar.

Car-pooling

Gothenburg, Jönköping

Climate/Greenhouse issues

Norrköping – Climate issues

Ronneby – Short car travels

Växjö – Climate / Fuel issues – Fossil free fuel

Östersund – Green traffic

Use of infrastructure

Gothenborg – Active traffic support

As shown above, a number of cities and regions have developed projects with the purpose of encouraging people and organisations to organise and carry out their travel and transport in a more environmental and sustainable way. Some projects are of greater relevance than others because they have been properly evaluated, due to the results they have de facto achieved and/or because they have afterwards described the process followed and thereby found strengths and weaknesses in work done. In other words, there are interesting lessons to be learned from them. The rest of this - Scandinavian Review - focuses on the projects that are distinguished in one way or another. The projects are:

- Traffic Adapted to the Environment (Miljöanpassad trafik) / City of Vetlanda
- Gävle - Town of Cycling (Gävle- Cykelstaden)/City of Gävle
- Environmental Friendly Traffic Plan; Transport Advisory Service (Transportrådgivning) / City of Karlstad
- Moderate the Traffic Growth (Dämpa trafikökningen) / City of Växjö
- Mobility Office (Mobilitets kontor) / City of Lund

11.3.2 Traffic Adapted to the Environment/City of Vetlanda

Vetlanda is located in the south of Sweden. It is a small municipality with 26 000 inhabitants. The Environment Department of the local government of Vetlanda, ran the project 'Traffic Adapted to the Environment' (Miljöanpassad trafik) between 1997 and 2000.

Priority issues

The main issue was to reduce the way in which traffic effects the environment. The chosen method was to work through dialogue with the inhabitants of Vetlanda. The aim with the dialogue was to influence the motorists to change their habit of always, and without reflection, using their car. Another purpose with of project was to inspire long-range solutions of how to live and act in an environmentally-friendly way.

National/regional level – Local level

The project was implemented, managed and evaluated at local level. The aim was to change people's attitudes and behaviour on a local basis. From a financial point of view it was a co-operation between the local and the regional level; the local government of Vetlanda and the Swedish Roads Administration Region Southeast. There was also a co-operation with the University of Lund.

The reason for the Swedish Roads Administration Region Southeast becoming involved in the project was to investigate if a Community Intervention Program could have any kind of effect on environmental work. The University of Lund was responsible for the monitoring and the evaluation of the project.

Main Campaign Actors

The Health and Environmental Department, local government of Vetlanda, was the main campaign actor. The project also included representatives from most parts of the society, which means local corporations, sports clubs, the local public transport authority and other organisations. The heart of the project was a project group with approximately 100 persons from different organisations in the local society. Their task was to act as ambassadors of the environment. They were supposed to start dialogues and discussions on environmental issues with colleagues, neighbours and friends.

Funding

The project budget amounted to 2.1 million Swedish kronor (approx. 235 000 Euro) over three years. The Swedish Roads Administration paid the greatest part of the costs (1.5 million Swedish kronor).

Participation in EU projects or other initiatives

The project Traffic Adapted to the Environment is part of a research project led by the Department of Communication, University of Lund. No EU participation.

Statistical data

Researchers at the University of Lund are now evaluating the project. So far there are some results available.

- At the end of the project 70 % of the population in Vetlanda were aware of the project.
- 76 % considered the project as important.
- There was an 12% increase in cycling and walking
- There was an increase in car sharing to and from work³¹

11.3.3 Town of Cycling/City of Gävle

Gävle is located 160 kilometres north of Stockholm. It has 80 000 inhabitants. The Technical Office of the local government of Gävle, ran the project called Cycling Town, between 1996 and 1999. The project is now a permanent part of the municipality's activities.

Priority issues

The central issue was to increase cycling, without an increase in cyclist related accidents. The aim was to work on a broad basis from the beginning. Mass communication was from the start one of the most important tools. The ambition was to work with the project in an easy-going tone with a sense of humour and avoid too much lecturing.

National/regional level – Local level

The project was developed, implemented and managed at the local level. At an early stage of the project it was co-financed by The Technical Office / local government of Gävle, the Swedish Roads Administration and the county council. However, the Technical Office now runs and finances the activities alone.

Main Campaign Actors

The Technical Office/local government of Gävle was the main campaign actor. But the project also included representatives from local corporations.

In the early stages of the project co-operation was established with one of the local papers (Gävle Dagblad) and with the local dairy as well. The co-operation with the local paper and the dairy gave opportunities to mass communication in a very effective way (through advertising in the paper and on the milk cartons) – and to reach the whole population of Gävle early in the project.

Funding

The project budget amounted to 300 000 Swedish kronor (33 000 Euro) over three years. This was money for operational activities only.

³¹ Interview with Karl Odelberg, Health and Environmental Department of Vetlanda

Participation in EU Projects or other initiatives

Gävle participated in the INPHORMM conference in London 1998 (Wheels of Change) as one of the cases presented at the seminar. Gävle has also participated as a speaker in conferences on cycling issues in different European countries. Gävle is also a partner in the TAPESTRY project.

Statistical data

The Gävle project is well evaluated. Measurements show that:

- 20% of all trips in Gävle are made by bike
- Cycling has increased its share of all journeys in Gävle by 18% in three years
- 81% of the inhabitants in Gävle have a positive attitude towards the cycling campaign
- 64% of the inhabitants have great expectations of future cycling campaigns ³²

11.3.4 Environmental Friendly Traffic Plan; Transport Advisory Service/City of Karlstad

Karlstad is located 310 kilometres west of Stockholm. It has 80 000 inhabitants. The project Environmentally Friendly Traffic Plan (Transportrådgivning) was carried out by the Health and Environmental Department / Local government of Karlstad between 1997 and 1999.

Karlstad was the first city in Sweden to launch a mobility project. The reason why the campaign was launched was a major air pollution problem in the mid-nineties. The Environmental Traffic Plan was an attempt to solve this pollution problem. It was a common social interest to launch the Traffic Plan. It included actors such as politicians, civil servants, local companies and media. As a result, among other things, the city centre became a car-free area.

From the beginning the Transport Advisory Service was a feature among others in the Traffic Plan. However the work done by the Traffic Advisory Service turned out to be one of the more successful parts of the project and today it is a permanent activity in the work of the Health and Environmental Department of Karlstad.

Priority issues

The aim of the Transport Advisory Service is to give qualified information and advice on how to use the car in an environmental friendly way - to give support and to help companies, organisations and individuals in their ambitions to travel in an as non-polluting way as possible. The task of the Transport Advisory Service is also to give information about the advantages of cycling and using the public transport, but the main point is to have an affect on the motor traffic in Karlstad.

National/regional level – Local level

The project was developed, implemented and managed at the local level. The project was co-financed by the Health and Environmental Department/local government of Karlstad, the Swedish Roads Administration and the Swedish Environmental Protection Agency in its early

³² Interview with project manager Åke Ståhlspets, Technical Office of Gävle

stages. Since 1999 Karlstad has run the project alone, until the Transport Advisory Service was a permanent activity in the municipality.

Main Campaign Actors

The Health and Environmental Department/Local government of Karlstad was the main campaign actor. Co-operation was in an early stage established with some of the major workplaces in Karlstad.

Funding

The project budget amounted to 1.8 million Swedish kronor (€ 200000) over three years (1996-1999). During 2000 the Health and Environmental Department/local government of Karlstad received 300 000 Swedish kronor (€ 33000) as a bonus from the Swedish Roads Administration due to the good work they had done to inspire companies and individuals to travel in an environmental friendly way.

Participation in EU Projects or other initiatives

The Health and Environmental Department of Karlstad participated in the INPHORMM conference in London 1998 (Wheels of Change) as one of the cases presented in a seminar. Karlstad is today one of the members in the EU project MOST.

Statistical data

In spite of the good results shown by the Traffic Plan, only 11% of the inhabitants of Karlstad know about the Transport Advisory Service.³³

11.3.5 Moderate the Traffic Growth/City of Växjö

The Municipality of Växjö is located in the south of Sweden. It has 74 000 inhabitants. In 1997 the Traffic and Planning Department/Local Government of Växjö launched the project Fossil Fuel Free Växjö. A part of this project was a campaign to moderate the traffic growth in the area. The project ended in the beginning of 2001.

Priority issues

The aim with the project Moderate the Traffic Growth (Dämpa trafikökningen) was to change the transport habits of the companies, organisations and individuals in Växjö. This included the transports of goods as well as the use of private cars among the inhabitants of Växjö. The purpose was also to develop strategies and measures possible to use in the project.

National/regional level – Local level

The project was developed, implemented and managed at local level. The campaign to moderate the traffic growth in the area was a co-operation and co-financed by the Municipality of Växjö, representing the local level, and the Swedish Roads Administration Region Southeast, representing the regional level. The reason for the Swedish Roads

³³ Interview with Mikael Schultz, Manager, Health and Environmental Department of Karlstad

Administration taking part in the project was the possibility to develop ways to measure reduction in car use.

Main Campaign Actors

The Traffic and Planning Department, Local Government of Växjö was the main campaign actor. The attempts to find and establish co-operation with partners in the region was not successful. One of the reasons behind the failure to find partners was the lack of internal understanding for the campaign among central internal actors as politicians and civil servants.

Funding

The project budget amounted to 2.1 million Swedish kronor (234 000 Euro) in three years (1997-2001). The Swedish Roads Administration Region Southeast paid the greatest part of the sum (500 000 yearly).

Participation in EU Projects or other initiatives

No participation in EU projects or other initiatives.

Statistical data

No statistical data available.³⁴

11.3.6 Municipality of Lund/ Mobility Office

Lund is located in the south of Sweden. It has 100 000 inhabitants. The Lund Mobility Office is an ongoing project. The Mobility Office is a part of a project called LundaMaTs (an environmentally friendly transport system in Lund), which started 1997. The aim with LundaMaTs is to develop a transport system adapted to the environment.

With help from the national Local Investment Program-funding and the municipality's own funding, an extensive effort has been possible. These efforts have yielded good results.

Priority issues

The main objective of the mobility office is to give advice and information to companies, organisations and individuals on how to travel and transport goods in a way as non-polluting as possible. The mobility office also offers education on how to be an environmental friendly motorist. There are five employees at the mobility office, all with high qualifications in different areas. There are for example employees with knowledge in biology, economy, information and communication and environmental issues. The mobility office's first period of activity took place between 1998-2001. During this time, the mobility office worked with five projects:

- Transport with occurring as part of the operation of the municipality
- Transport of employees and products by businesses
- Environmentally sound automobiles and car-pooling

³⁴ Interview with Johan Jareman, Traffic and Planning Department of Växjö

- The pilot project southern Sandby
- Small-scale and vital downtown areas

Beside the task of giving information on transport issues, the mobility office has launched smaller campaigns with the aim to increase the number of people cycling, walking and going by bus. There are projects like ‘Smart Motorist’ (car sharing), ‘Walking Buses’ (walking children to school), ‘The Carrot’s Way to the Grocery Store’ (to convince shop owners to buy food from local farmers which should shorten the food transport chains) and different projects concentrated on cycling, for example; Go by Bike to Work.

National/regional level – Local level

The mobility office is a local project with no co-operation on the national or regional level. It is the Local Government of Lund alone who runs the project.

Main Campaign Actors

The Local Government of Lund is the main campaign actor, but other actors like the local public transport authority, sports clubs and local companies are involved in the campaign.

Funding

The project budget amounts to 8 million SEK in three years (1999-2001). The money is supposed to cover 5 employees on a full-time basis, and their activities.

Participation in EU Projects or other initiatives

Lund is today one of the members in the EU project MOST.

Statistical data

During the second half of 2001 and afterward, a number of evaluations of different projects have been carried out. Some of the more interesting results were:

- 90 % of the population of Lund consider the effort to establish environmentally friendly transport to be a good or very good
- 10 % of the habitants use their bicycles more frequently
- The use of cars as transportation in the city has decreased by four million kilometres per year
- 10 so called “health peddlers” by bike each saved 5,000 SEK per year in fuel costs
- The global company Tetra Pak saved 15 million SEK during 2000 by using videoconferences as an alternative to travelling

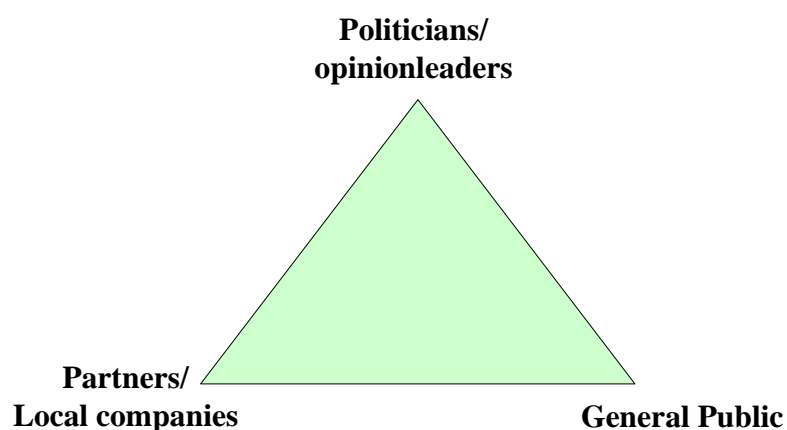
11.4 Barriers, Opportunities and Critical Success Factors

The lessons learnt from the different projects mentioned above are in many cases similar, but there are also clear differences in the experiences made in the projects. The earlier campaigns are evaluated to a greater extent, the project management has had longer time for reflection and in those cases where the projects have had a continuation, there are further experiences done – and more lessons learnt!

In summary the most important experiences looks like this:

- *Use the right communication tools*; in a smaller city (like Vetlanda) there are greater possibilities to work successfully with information and to establish communication through a dialogue. In a bigger city mass communication is a more necessary tool.
- *Concentration*; campaigns which have focused on one, two or maybe three issues have been more successful than projects trying to work on a broad basis.
- *Internal and external actors*; the most successful campaigns are the ones with *involvement* from all different parts of society. The most important actors are politicians/opinion leaders, general public and local companies. To succeed you must have at least two of these three actors involved in the campaign. But the greatest opportunity to be successful is at hand when all these actors are involved. *See figure B26.*

Figure B26: Level of involved actors



- *Different phases*; there are three important phases in a project, and the result of the campaign very much depend on how these phases are handled. The first phase is the beginning of the project - how it is prepared. The second phase is in the midst of the project - the original aim with the campaign must still be in focus. The third phase concerns the way the project is completed; how well it is evaluated and at which extend the obtained knowledge is utilised.

To succeed, one must use the political will and at the same time see to it that the project supervisors are committed. The various different steps may be described as follows:

1. Use the political will
2. Make sure that the project supervisors are committed
3. Assume that – and make sure that a proper theoretical competence exists
4. Based on the theories – make the work practical (experience is necessity)
5. Key persons must have a good local knowledge and a good network of personal contacts

Lessons learned in the five campaigns described in this report look as follows.

11.4.1 Vetlanda / Traffic Adapted to the Environment

In the Vetlanda project, which is very well studied and evaluated; the main lessons learnt are the importance of a clear project vision. It is also of great importance that the guiding principles are clear throughout the whole project. The head of the project also places stress on the importance of measurements, which is valid for all parts of the project.

Another lesson is not to use “teaching” methods in the contacts with external individuals committed to the project. The attitude from the project management should always be positive and constructive towards all presented ideas. To keep the enthusiasm throughout the whole project it is necessary to have a specific organisation working full-time with the issues.

Summary:

- A clear vision
- Clear guiding principles
- Important to measure
- Do not use teaching methods
- A separate organisation³⁵

11.4.2 Gävle/ Gävle - Town of Cycling

Of great importance for the quality of the work is to hire the right person with the right qualification to run the project. If the aim with the campaign is to mass communicate, you obviously need a person with mass communication skills. Today people running campaigns aimed to reduce car use and increase cycling and walking, have the most varying backgrounds and competence. Unfortunately a great many lack the knowledge of how to influence people to change their attitudes and behaviour. In Gävle they were aware of this problem and right from the beginning they hired a project leader well educated in marketing.

It is also of greatest importance to involve actors from different sectors of society in the campaign. In the long run your message reaches more people, and as a result more people become aware of the advantages of, as in this case, cycling.

To reach results it is necessary to aim to change behaviour for the long term.

Another lesson learned was that the matter of having a special person taking responsibility for the project - someone who is the owner of the question at hand and, for example, able to take the responsibility to answer letters to the editor’s column in the local paper.

Summary:

- Right qualifications
- Partnership is crucial
- Work in a long run perspective
- Someone must “own” the project³⁶

³⁵ Interview with Karl Odelberg, Health and Environmental Department of Vetlanda

³⁶ Interview with project manager Åke Ståhlspets, Technical Office of Gävle

11.4.3 Karlstad/ Transport Advisory Service

When running a campaign, there must be continuity and movement at the same time. When running a campaign for several years the circumstances are changing. The way the campaign should be managed is not the same when the campaign is recently launched, as it is after three years of working. Over time this requires people with different skills. In the beginning of the project there is a need for a person with systematic skills, whereas in the next phase the project needs to be managed by a person with educational skills.

Likewise the political landscape is changing. Environmental questions may be of great importance for a period, but be of lesser interest after three years. The consequence is a requirement to implement the idea behind the project again. This needs continuity in the management of the project. It is also recommended to regularly measure the inhabitants' views on certain matters. The results, if positive for the campaign, can be an argument in the discussions with politicians - both newly elected and more experienced.

Summary:

- Different skills in different stages
- Keep the interest living
- Continuity is important
- Important to measure³⁷

11.4.4 Växjö/ Moderate the Traffic Growth

The management of the Växjö project admits the attempt to establish internal acceptance for the campaign was a failure. And internal acceptance is necessary if a project is going to be a success. If you do not manage to establish an internal understanding it is much harder, if not impossible, to establish an external acceptance for the campaign.

A project must be built on a clear vision and have clear guiding principles. The effectiveness of the project is prevented if the campaign is supposed to cover a wide range of issues. Best results emanate from a project with a clear focus and few issues to deal with.

Summary:

- Internal acceptance
- Importance of partnerships
- Focus³⁸

11.4.5 Lund/ Mobility Office

The fact that Lund's politicians have been in agreement on the importance of environmental efforts and have been willing and committed to changing the traffic situation in the town was important in achieving good results in Lund. The investments in infrastructure development being made at the same time within the projects "The Cycling Municipality", the "Lund Connection" and "Walk and Bike to School" have also contributed to the ability of the mobility office to get their message out.

³⁷ Interview with Mikael Schultz, Manager, Health and Environmental Department of Karlstad

³⁸ Interview with Johan Jareman, Traffic and Planning Department of Växjö

Another useful lesson is to do proper pre-studies. It is of great importance to measure the attitudes toward car use and the travel behaviour among the general public before a campaign is launched. That is something that was not done when the mobility office started its activity in Lund. It means that the project management has no picture of people's opinions and their needs. As a consequence, they do not know what measures to take.

From the point of view of the mobility office in Lund personal meetings with members of the community is of great importance. It is seen as the best way to convince people to change attitudes and behaviour on environmental issues.

11.5 Ongoing initiatives and priority areas

All the campaigns presented in this review have finished, except one (Lund). All of them have had a continuation, and the projects and campaigns, which are now running in the different municipalities, are all based on previous works and projects.

11.5.1 Vetlanda / Traffic Adapted to the Environment

The University of Lund, Sweden, is now evaluating the campaign 'Traffic Adapted to the Environment'. The network of ambassadors of the environment, founded to be an important part of the project, is still meeting on a regular basis. The aim of the ambassadors of the environment is to involve them in the next phase of the campaign.³⁹

11.5.2 Gävle - Town of Cycling

The activity aimed at increasing cycling is now a permanent one in the Municipality of Gävle. One person is hired on a full-time basis to work with the issue. It is the same person who ran the campaign between 1996 and 1999. The activity is now established and a routine on how to deal with the issue has been developed. The challenge is now to find new ways to influence people to change from daily use of the car to cycling.⁴⁰

11.5.3 Karlstad/Transport Advisory Service

The Transport Advisory Service is now a permanent activity in the Municipality of Karlstad. The aim with the project is to develop the dialogue with the inhabitants of Karlstad. A co-operation with the local hockey team (Swedish champions several times during the nineties) has been recently established.⁴¹

11.5.4 Växjö/ Moderate the Traffic Growth

The campaign 'Moderate the Traffic Growth' has been evaluated and the results are not very good. The project was unsuccessful due to reasons given above.⁴²

³⁹ Interview with Karl Odelberg, Health and Environmental Department of Vetlanda

⁴⁰ Interview with project manager Åke Ståhlspets, Technical Office of Gävle

⁴¹ Interview with Mikael Schultz, Manager, Health and Environmental Department of Karlstad

⁴² Interview with Johan Jareman, Traffic and Planning Department of Växjö

11.5.5 Lund/Mobility Office

The project – ‘Mobility Office’ - is still running, as well as the project ‘LundaMaTs’.

11.6 Suggestions and future plans

For all the campaigns presented here the future will be built around the existing projects. They are all to be developed and expanded.

11.6.1 Vetlanda / Traffic Adapted to the Environment

The campaign ‘Traffic Adapted to the Environment’ is planned to have a continuation. Some changes are planned. The aim of the campaign is now to focus more on the individual and what he or she can do act in an environmentally friendly way. The problem of carbon dioxide will be the heart of the campaign as the impact of working with the issue is very good, according to the management of the campaign.⁴³

11.6.2 Gavle - Town of Cycling

The activity aimed at increasing the cycling is now a permanent one in the Municipality of Gävle. One person is hired on a full-time basis to work with the issue. It is the same person who ran the campaign between 1996 and 1999. The activity is now established and a routine on how to deal with the issue has been developed. The challenge is now to find new ways to influence people to change from daily use of the car to cycling. Among other things local public transport is going to be developed as a complement to cycling.⁴⁴

11.6.3 Karlstad/Transport Advisory Service

The Transport Advisory Service is planned to work more in co-operation with local companies than before. A new range of tools has been established with the purpose of easing contact with local companies.⁴⁵

11.6.4 Växjö/ Moderate the Traffic Growth

The campaign Moderate the Traffic Growth was not a success, but the municipality wants to launch a new project with the aim of reducing car traffic. The experiences of the previous campaign are the ground on which the new campaign is supposed to be built.⁴⁶

During 2002, the municipality made a new start by establishing a mobility office and hiring three employees. To make sure it got off to a correct start, the mobility office’s first task was to carry out a travel-behaviour survey. This is the way the municipality’s homepage presents the purpose and directions of the activity.

The mobility office is a three year traffic/environment project that through a variety of information campaigns is to work for an environmentally sound transportation system in

⁴³ Interview with Karl Odelberg, Health and Environmental Department of Vetlanda

⁴⁴ Interview with project manager Åke Ståhlspets, Technical Office of Gävle

⁴⁵ Interview with Mikael Schultz, Manager, Health and Environmental Department of Karlstad

⁴⁶ Interview with Johan Jareman, Traffic and Planning Department of Växjö

Växjö Municipality. The mobility office's efforts during the project are to be seen as a part of Växjö's long term effort to become a fossil fuel free municipality.

The mobility office publicises, creates and increases the demand for environmentally sound alternatives. In the practical work of reaching different target groups, several arguments besides those based on the environment will be used such as health, economy and traffic security.

11.6.5 Lund/ Mobility Office

Lund's municipality has been granted funding for the years 2002-2004. Under the heading "Mobility Office", two larger projects will be carried out. These projects are the mobility office and environmentally sound car traffic.

There are three parts to the mobility office efforts:

- Information campaigns, which are about being LundaMaT's public face, putting the citizens in focus and trying to influence their attitudes and behaviour.
- Work, leisure time, and shopping trips will be focused at the Smart Traveller, the mobility office's own model of individualised travel information. Smart Traveller is based on a comparison between bikes, buses and cars regarding time, cost, environment and health.
- Land use and transportation where the purpose is to find a concept for a plan of society with fewer cars and where mobility management is used in community planning.

In the subproject, 'Environmentally Sound Car Traffic' the municipality's goal is to reduce pollution from traffic through use of environmentally sound vehicles and alternative fuels. Apart from this, there are efforts to create an environmentally sound traffic environment with attempts to influence travellers to behave with greater environmental awareness such as by economical driving and through car-pooling.

During 2002-2004, the mobility office has prioritised these sectors.

- Car sharing
- Telecommuting
- Environmentally sound vehicles
- Car-pools
- Smart Travellers – Our own model of individualised travel information
- Eco Driving
- Video Conferences