



Heavy Ecodriving

Company drivers will be given the opportunity to undergo training in Heavy Ecodriving and the first two companies chosen are KC Åkeri and Kungsholms Express. Their instructor will be Stefan Wårnklint and the aim is to see how much fuel - and thus how much the environment - can, as a result of this training, be saved in the long term.

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Freight Collaboration in Lundby

The eighteenth member of this scheme is Almi Företagspartner, a company already aware of the benefits of good delivery control and that has co-ordinated its deliveries so that they arrive just once a month.

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Children and youth

Class 5A at Rambergsskolan has been working on a 'storyline' about a bicycle accident. Ann-Sofi Nilsson led her class in a presentation of its work for parents and the Traffic and Public Transport Authority. Included in their excellent presentation were campaign videos, designs for cycle helmets, poems, survey results and more.

The storyline for Kärrdalsskolan covered transport alternatives under the title Pendlar Kalle (Commuting Carl). Here too, a presentation was given for parents and the Traffic and Public Transport Authority. The school was also visited by participants in the environmental conference - 'Learning to change our world'. Delegates from Brazil, India, Macedonia, Sweden and Zambia were able to see at first hand how traffic-related environmental activities can be visualised. In showing the visitors around and talking about their work the pupils were also able to practice their English skills!

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Distance conferencing and car economy the topic at breakfast meetings

April and May saw twenty participants at breakfast meetings arranged by Lundby Mobility Centre. The April meeting covered the subject of how companies can utilise and develop the use of Internet, telephone and video conferencing, thus reducing the number of business trips. Three Lundby companies related their experiences - how they utilise the benefits of these types of meetings and the possibilities and savings that they represent. Peter Arnfalk from the Internationella Miljöinstitutet kicked off the meeting by talking about its research into the possible environmental and financial savings that these alternatives represent. Telia then described its work on meeting policies that both simplify and monitor the need for business trips.

The meeting in May covered the use of vehicles and car economy. Speakers were Mats-Ola Larsson from 'Miljöfordon i Göteborg' and Lars Peterson from Ynnor, a company specialising in the optimisation of company car fleets. A lively discussion about tax regulations for various fuels and, especially, about company car sharing ensued.

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Enthusiastic employees want to cycle even more!

Förenings sparbanken, a bank soon moving to Älvstranden, was visited by representatives from Lundby Mobility Centre, who informed 300 employees about public transport alternatives and about cycling to work. A fitness coordinator from the bank also spoke about the health benefits of cycling. According to the bank, the reaction to the meeting was very positive. Lundby Mobility Centre has held six such presentations for about 650 people during the spring and about 1100 employees have been given information brochures.

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A cycle day at Eriksberg

The spring Cycle Day at Eriksbergorget on May 8th included a guided cycle tour, bicycle maintenance, distribution of information about bicycles, competitions and reduced prices on bicycle accessories. Staff from The National Society for Road Safety, Göteborgsmångkulturella Trafiksäkerhetsförening (The Göteborg Multicultural Society for Traffic Safety), Lundby Agenda 21 and Medborgarkontor (The civic office) were also on hand. Prior to this activity, information had been distributed to households in west Lundby.

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'Hälsotramparna' or cycling for health

Our ten inveterate car drivers, who nowadays are rather intrepid, cycling commuters, have been leaving their cars at home for the last two months. The majority of them say that cycling has been simpler than they expected and all of them are fitter, feel better and have reduced some excess fat as well!

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Lundby Mobility Centre cyclist reference group

The reference group held its second meeting with seven participants this time. After a meeting that covered a number of related topics, they were taken on a guided cycle tour along the banks of Älvstranden.

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Corporate Cycling Catalysts

We are looking for a number of company employees in the Lundby area who would be willing to take responsibility for cycling matters at their work places. In return, they will receive a cycle bag, a helmet, a computerised cycle monitor and discount on their cycle maintenance.

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Bicycle brochures

Aimed at encouraging residents and employees alike to start cycling, two splendid publications have been produced. One is a guide that presents four beautiful walking and cycling routes in Lundby and the other presents the health, environmental, economic and time-saving benefits inherent in the use of the bicycle.

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50 new car sharing participants in Lundby

The spring campaign was a success! A total of fifty new participants have elected to test the benefits of car sharing for the next four months. As their fixed costs are covered, many who have only been contemplating taking part have now decided to do so.

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Six companies test car sharing for one year

Six Lundby companies have chosen to join City Car Club for a year. They are Acmé Media, Almi Företagspartner, Förenings Sparbanken at Kyrkbytorget, SBC Entreprenad, Speak Marketing AB and Teamster Industrial Automation Systems. During the coming year, a number of their staff will utilise the car sharing scheme for their business trips. They will be offered subsidised monthly fees and in return will be expected to participate in follow up meetings in order to evaluate the results of their participation.

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Five individuals test car sharing for one year

Five individuals will also test the car sharing scheme for one year and have signed agreements with Lundby Mobility Centre. They will be monitored during the coming year to see how car sharing works for individuals as well as businesses

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Town Square activities during the spring of 2004

This spring, Lundby Mobility Centre arranged five activities on the squares and streets of Lundby. Information about cycling, car sharing and public transport was disseminated.

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The Lundby Mobility Map

A map of Lundby has been published. It contains information about cycle routes, public transport etc. and shows the location of car sharing schemes, alternative fuel filling stations and ecodriving schools. It was distributed to 20,000 households in Lundby at the end of April.

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Lundby is an inner city shipyard area in Göteborg that previously suffered from a decline in traditional industries but that is now being redeveloped into a thriving area combining housing, education and business.

Vision Lundby is a long-term, collaborative project, the aim of which is to acquire and assimilate information about sustainable traffic and transport solutions, the subsequent application of which will contribute to reducing negative environmental impact while at the same time ensuring that requirements for accessibility and safety are met.

Vision Lundby will be used as a pilot project prior to the full-scale introduction of sustainable transport solutions in Göteborg.

Vision Lundby was started by the Traffic & Public Transport Authority and is run in collaboration with the District Administration of Lundby, the City Planning Authority, Västtrafik (Regional Public Transport Authority), Norra Älvstranden Utveckling AB and the western division of the Swedish National Road Administration.

For each subproject, however, a broader collaborative base is being sought, and with as many participants as possible.

Further information about Vision Lundby and current subprojects can be found by logging onto: www.visionlundby.goteborg.se.