



### **Better corporate vehicles – a breakfast seminar**

What exactly is an environment friendly vehicle? Is it true that they generate corporate tax breaks? And free parking? These questions and many more will be raised and answered by Mats-Ola Larsson from Miljöfordon i Göteborg at a breakfast seminar on October 30th. The seminar is open to all companies in Lundby that transport people in one form or another – company cars, leasing cars or privately owned cars used for business. Breakfast will be served at Norra Älvstrandens Infocenter, Götaverksgatan 1.

After the seminar, guests will be able to meet sales people from Ford, Opel, Toyota, Volkswagen and Volvo and test-drive their environment friendly cars.

*Last day for registration is 28th October. Please call Johan Lindau, Lundby Mobility Centre, tel. +46 31 23 09 04, +46 (0)703 21 06 28 or send him an e-mail [johan.lindau@visionlundby.goteborg.se](mailto:johan.lindau@visionlundby.goteborg.se)*

### **Car scrapping attracts much attention**

Scrap your car and receive a public transport season ticket valid for one year or a one-year membership of a car-sharing scheme!

More than forty people have already got in touch with us as result of this offer, sent to all Lundby residents owning cars 15 years old or more. The first to register was Thomas Karlsson who lives at Lindholmen. The project got under way September 18th when about thirty people went with Thomas to watch his car being taken away to the scrap yard. At the presentation ceremony he received his season ticket. Radio P4, Radio Göteborg and other media representatives were on hand to witness this campaign kick off.

Project participants will be monitored during 2004 and, through questionnaires, meetings and focus groups, information will be gathered and collated. It will be interesting to see how travel habits change during this time!

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### **INVETERATE CAR DRIVERS WANTED!**

Lundby District administrative staff who normally commute by car are eligible to participate in the Pedal to Fitness project arranged by Vision Lundby. Of those who have agreed to leave their cars at home and cycle to work instead, ten will win a new bicycle, helmet, trip computer, a cycle cape and a '100 card' for use on public transport. The project will run from April 1st to November 1st. Register today!

*Contact: Marie Löwkrantz, Lundby Mobility Centre, tel +46 31 23 07 45, [marie.lowkrantz@visionlundby.goteborg.se](mailto:marie.lowkrantz@visionlundby.goteborg.se)*

### **Cycle Day**

At midday on Wednesday, 1st October the Lundby Cycle Day will hit the road at Wieselgrensgatan 11, next to the Civic Hall. Until 19.00 you will be able to have your bicycle looked over, with small adjustments being on the spot. Cycle accessories will also be available and Göteborg's cycle police will be on hand to discuss cycling-related topics. Why not ride over?

*Contact: Marie Löwkrantz, Lundby Mobility Centre, tel +46 31 23 07 45, [marie.lowkrantz@visionlundby.goteborg.se](mailto:marie.lowkrantz@visionlundby.goteborg.se)*

### **Many cyclists in Lundby**

The Cycling Challenge in Göteborg this summer proved to be a great success, attracting almost 4000 participants. Lundby's best team was Team Caran, its 10 members coming in tenth. Congratulations!

### **Car sharing expanding**

Availability and flexibility – two aspects of the Lundby car sharing scheme that are on the increase. This autumn will see the addition to the Kyrkbytorget fleet of a Peugeot (Lotta nb stavningen) 307 estate car and of a further car to Västra Sannegårdshamnen.

*Interested in car sharing? Contact: Ulla Robertsson, Lundby Mobility Centre +46 (0)736-59 11 49 [ulla.robertsson@visionlundby.goteborg.se](mailto:ulla.robertsson@visionlundby.goteborg.se)*



### **A new take on traffic awareness**

We have now begun work on a rather different approach to teaching traffic awareness to schoolchildren by incorporating it into the syllabus. Schools in the Lundby area are being targeted, with the aim being to inspire and support teachers when they bring up the topic in their classes. At present, three teaching units are available to schoolteachers. About forty teachers from Bräckeskolan and Rambergsskolan had earlier expressed interest in learning more about the scheme and, at the end of September, were introduced to the 'Storyline' method during a Traffic Awareness day. Teaching in classes will commence towards the end of the current term.

*Any groups in Lundby interested in the project are welcome to contact: Camilla Henriksson +46 31 61 15 53  
[camilla.henriksson@trafikkontoret.goteborg.se](mailto:camilla.henriksson@trafikkontoret.goteborg.se)*

### **Lundby Mobility Week a great success**

A varied and comprehensive programme was on offer during Lundby Mobility Week (15-22 September) Cyclists and commuters alike were rewarded with fruit, car sharing vehicles were on display and at the Lindholmen Campus, both students and staff participated in various activities, the themes of which were cycling, public transport, car sharing and safety. The latter was graphically demonstrated using a test car crashing into a concrete block! The car scrapping campaign was also launched, to much acclaim, and a new car in the Kyrkbytorget fleet was taken on its maiden drive.

### **Exhaust emission measurements**

Almost 100,000 cars passed an exhaust emission measuring station set up at the Eriksberg Shopping Centre between 25th August and 28th September. Results of the survey will be presented in a coming newsletter.

### **Library weeks**

In the coming weeks, the general public will be availed the opportunity of meeting representatives from Vision Lundby who will be on hand at a travelling exhibition dealing with public transport, car sharing and cycling. It will visit the following venues:

Lundby Library, Civic Hall, Wieselgrensgatan 20 – 25 October

Kyrkby Library 27 – 31 October

Älvstrand Library 3 – 7 November

### **Plenty of interest in freight collaboration**

About 60 visitors attended a Freight seminar in the middle of September. Among the topics discussed was the customer's right to make demands on the transport companies making deliveries to them. By ordering greater quantities less often, 15 companies have already succeeded in cutting office materials deliveries by almost half!

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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](http://www.visionlundby.goteborg.se).