



### **Ericsson goes for Freight Collaboration in Lundby**

One of Lundby's largest companies, Ericsson, has decided to join Freight Collaboration in Lundby. The company's offices, situated on the Lindholmen Pier, house 1500 employees. This project has grown considerably and it is our hope that even more companies in the area will soon appreciate the benefits of co-ordinated transportation and join the project. For more information, please contact:

*Johan Axelsson, Lundby Mobility Centre, tel +46 31 23 07 02 . [johan.axelsson@visionlundby.goteborg.se](mailto:johan.axelsson@visionlundby.goteborg.se)*

### **A presentation of Freight Collaboration in Lundby**

Why was the Freight Collaboration in Lundby project initiated? What's in it for you, the client, customer, supplier or distributor? On the 16th September, you will be able to find out. The project will be presented and you will be able to meet some of those involved. Invitations will be sent out during August and we look forward to meeting you in September. If you want to find out more about the project now, please get in touch with:

*Johan Axelsson, Lundby Mobility Centre, tel +46 31 23 07 02 , [johan.axelsson@visionlundby.goteborg.se](mailto:johan.axelsson@visionlundby.goteborg.se)*

### **Cyclists rewarded!**

Every other week during the spring and summer, all those cycling to work are being rewarded with token prizes such as soft drinks and fruit. As the first event, held at the entrance to the Göta Älv Bridge, was during Easter, Easter eggs were given away to all cyclists. It must have been more than just a pleasant surprise for them as 50 cartons of eggs were given away in just the first 15 minutes! Would you like to know more about this activity? If so, please get in touch with:

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

### **More and more joining The Cycling Challenge**

Caran, Epsilon, Ericsson, Sigma and Teleca are just some of the companies that Marie Löwenkrantz has visited in order to present and discuss The Cycling Challenge. More general questions regarding cycling in Lundby have also been discussed. Many employees in the area have now registered for this activity, in which they form teams, the members of which ride at least 2K per person daily and thus accumulate points for the team. To register, and for information about this activity, please check out [www.utmaningen.nu](http://www.utmaningen.nu) or contact:

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

### **New maps for cyclists**

New maps for cyclists are now available. These maps, covering Hisingen as well as east and west Göteborg, can be ordered from: Marie Löwkrantz, Lundby Mobility Centre, tel. +46 31 23 07 45, [marie.lowkrantz@visionlundby.goteborg.se](mailto:marie.lowkrantz@visionlundby.goteborg.se)

### **Car sharing in Lundby**

During the spring, 'give-it-a-try' events were held at Eriksberg and at Östra Sannegårdshamnen. Visitors were able to find out what actually happens in our car share scheme. Our host, Wivianne Backlund from the Statoil car pool, showed us one of their cars and demonstrated how on-line booking works.

Estate agents selling accommodation in Västra Sannegårdshamn have attended training courses on car sharing. The advantages of participation furnish them with yet another good reason for moving into the area! Interested? Please get in touch with:

*Ulla Robertsson, Lundby Mobility Centre, +46 736-59 11 49, [ulla.robertsson@visionlundby.goteborg.se](mailto:ulla.robertsson@visionlundby.goteborg.se)*

### **The Vision Lundby new web site soon up and running**

The new web site will be up and running just in time for summer and with all the information you need about Vision Lundby - all in one place! Car sharing for residents, the latest research projects and news about our international collaborative partners as well as newsletters and brochures that can be downloaded. Click on to:

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

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### European Mobility Week

In the middle of September, a whole raft of activities on the theme of travel and transport will take place all over Europe. In Lundby, our contribution will include the following:

- 16 sep Freight Collaboration in Lundby will hold a seminar
- 17 sep Activities at Lindholmen centred on cycling, public transport and car sharing for students and company employees
- 18 sep The first car will be scrapped as a start to the 'Junk your jalopy' campaign
- 19 sep Cycling, public transport and car sharing activities at Knutpunkt Hjalmar
- 20 sep Cycling, public transport and car sharing activities at Wieselgrensplatsen

On each of these days, prizes will be distributed as encouragement to cyclists and travellers on public transport.

### Car sharing information fo companies

In May, Lundby Mobility Centre, in collaboration with SunFleet Carsharing, invited representatives from eight companies in Lundby to find out more about the Sun Fleet environmental car pool. The mobile phone technology used in the car pool was demonstrated and many interesting points were raised and discussed. For more information about car sharing for companies, please get in touch with:

*Johan Lindau, Lundby Mobility Centre, tel +46 31 23 09 04, [johan.lindau@visionlundby.goteborg.se](mailto:johan.lindau@visionlundby.goteborg.se)*

### Outdoor activities highly appreciated

On three occasions during the spring, the staff of the Lundby Mobility Centre informed the general public in Lundby about 'intelligent travel'. At the Eriksberg Shopping Centre, Backaplan and Bjurslätts Torg, they were told about car sharing, shown environment-friendly cars, given cycle maps and had personal public transport timetables prepared for them. Great interest was shown and many members of the public contributed with valuable comments that will help us in our planning, especially of pedestrian thoroughfares and cycle lanes in Lundby. If you, too, have any suggestions, please contact:

*Maria Coulianos, Lundby Mobility Centre, tel +46 31 23 04 30, [maria.coulianos@visionlundby.goteborg.se](mailto:maria.coulianos@visionlundby.goteborg.se)*

### Target meeting in Lundby

On the 17th and 18th of June, Lundby Mobility Centre will host the next steering committee meeting and thematic seminar for the EU project known as Target. The theme this time around will be 'Increasing awareness: communication strategies'. Representatives from all participating countries will attend.

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### More educational visits to Lundby Mobility Centre

More and more people are visiting Lundby Mobility Centre to find out for themselves how the various projects are progressing. In April, we were visited by town-planners and co-ordinators from Agenda 21 in Stockholm, the Swedish capital. In May, our guests were thirty foreign visitors currently studying environmental issues in Sweden. Information was presented and notes compared. Also in May, participants in ECOMM (European Conference On Mobility Management) en route to Karlstad were our guests. During the conference, held on the 22nd and 23rd of May in Karlstad, Lisa Sundell from Vision Lundby, presented its activities.

Lundby is an inner city shipyard area in Göteborg that previously suffered from a decline in traditional industries but that is now being re-developed 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, Västrafik (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).