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Mobility Management – a broad concept towards mobility solutions.**

The Mobility Centre in Lund

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Dear Madam, dear Sir, dear colleagues

The city of Lund is located in the Öresund Region

The Öresund Region is today one of Europe's most dynamic and expansive regions. It consists of Skåne (Scania), Själland (Zealand), Lolland, Falster and Bornholm, with a total population of 3.5 million, of which two thirds live on the Danish side of the Öresund (Sound) and a third on the Swedish side. Since 1 July 2000 the Öresund Bridge has linked the sides.

Some facts from the city of Lund

Lund was founded in the 990s and originally belonged to Denmark. The Danish Viking-king Svend Tveskæg is thought to be the founder of Lund. Archaeological excavations indicate that he had the oldest known stave church in Scania built in Lund in 990. The Cathedral was built in the 1100s shortly after Lund was elevated to the status of archbishopric. Lund became a part of Sweden with the signing of the peace treaty in Roskilde in 1658. The university was founded in 1666.

Lund has an urban population of about 70.000, with a total council area a population of 100.000 residents. The population contains 130 nationalities, which makes for a fertile ground for considerable international cultural exchange. The age group 20-29 (21%) is remarkably higher than the national average (13%), due largely to the students at the university. Lund University is Scandinavia's largest with 34.000 students of which 3.200 are research students. 58 % of Lund's population between the ages of 25 and 64 have an university education. The total for Sweden as a whole is only 29 %. For much of the 1900s commerce and industry were dominated of several big innovative companies such as the "big four" ÅR, Tetra Pak, Gambro and Alfa Laval but later Ericsson, Axis, AstraZeneca and other modern telecom. and biomed. companies developed.

About 23 000 people commute daily to Lund, and about 14 000 people commute from Lund.

LundaMaTs (Lund's extensive plan for a sustainable transport system)

The first version of Lund's Agenda 21 focuses on transportation, which is the largest source of environmental problems in Lund.

The city of Lund is a fertile ground for a host of new ideas focusing on the environment. The UN plan of action for long-term sustainable development, Agenda 21, is regarded with the utmost seriousness in Lund. Lund's own Agenda 21 has first and foremost endeavoured to reduce the use of fossil fuels (coal, oil, peat, and fossil gas), thereby reducing environmentally damaging carbon dioxide emission. Since the largest source of this emission in Lund is from vehicles used for transport, work has begun on LundaMaTs, an environmentally adjusted transportation system.

The main goal in LundaMaTs is to decrease the CO₂-exhaust from traffic by 5% to year 2005 and by 20% to year 2020. LundaMaTs involves a large number of projects organised in 5 topics:

Extended public transport,
The bicycle city,

Industrial and company transportation,
Town and country planning
Environmental friendly car traffic

Consequently, LundaMaTs has developed a particular strategy for environmental adaptation of Lund's transport system. Transport needs must be diminished, transportation must be conducted in the least environmentally damaging way and transport distances should be as short as possible. The following projects have been started within the framework of LundaMaTs' strategy:

Project: The Lund Link (16 million EURO)

The Lund Link is a new public transport zone that will connect the railway station in Lund with an area that constitutes one of southern Sweden's largest work areas with, for example, Lund University Hospital, Biomedical Centre, Lund Institute of Technology, Ideon Science Park, and Brunnsög Science park, an expanding industrial research area with, for example, Ericsson and Axis Communications. As Lund has a high number of commuters, the majority of whom use their cars, the Lund Link will reduce car driving to and from work. At first transport will be by bus but may also be by train later on. If the Lund Link works according to plan, it will be unique for Scandinavia, as there are few places with a built-up zone where bus and rail traffic is separated from other traffic.

Project: The bike municipality of Lund (6 million EURO)

Lund is already one of the municipalities in Sweden with a very high number of cyclists. About half of all the journeys in the densely built up areas are by cycle or on foot. The goal is to get as many people as possible to cycle rather than drive. To achieve this, extensive measures are being taken to improve the cycle network and raise the status of cycles. More and better cycleways, bike 'n ride installations at train and bus stations to facilitate exchange of transport means, and the establishment of cycle information and service organisations are included in the project

Project: Walk or cycle to school (1 million EURO)

Since large numbers of children have to cross roads with heavy traffic on their way to school, parents often choose to first drive their children to school by car, and then continue to drive to work. By overhauling the roads leading to schools and making them safer, more children would be able to make their own way to school, which would also give parents the choice of cycling or using public transport to get to work.

Project: The Mobility Centre (1 million EURO)

The task of the Mobility Centre is to conduct external activities aimed at spreading knowledge of the environmental and health problems caused by traffic today. This can range from campaigns of various types to helping business enterprises, organisations and individuals to environmentally adapt their transportation. The Mobility Centre's various sub-projects contribute to persuading an increasing number of people to walk, cycle or use public transport services rather than their cars. Attempts are also being made to encourage car-pooling, car sharing and increased use of environmental friendly goods distribution and fuel. Lund Mobility Centre is an important part of the implementation of LundaMaTs, (Lund's extensive plan for a sustainable transport system). Mobility management is both a very important tool for implementation of LundaMaTs and a task in itself. The goal is to start off the road to sustainability. The Mobility Centre will trigger this development through mobility consulting and information. Measurement will be done on three levels: contacts, started measures, obtained effects.

Mobility Management in the municipality

Prestudy

This project started with a prestudy concerning all forms of travel and transportation within the city. The findings show that 60 % of the CO₂ – exhaust related to transportation and travel come from commuting.

Telecommuting

700 employees have answered a questionnaire concerning telecommuting. It has been found that 30 % already telecommute in some form and that many are interested in telecommuting (50%). This autumn a pilotproject will start

Health and Environment

All the employees have received an information leaflet about health and environment effects of commuting by bike or by public transportation.

Travel policy

The mobility centre has presented a policy proposal regarding transportation and travel to and from work. The policy is under political discussion.

SMART Road Users

Smart road users is an information and awareness campaign. The first working place visit conducted was at the adult study centre "KOMVUX". The project involves a comparison of different residential areas and of major places of work in Lund from transportation standpoint.

Mobility Management in companies

One example of many sub-projects is the BusRiders.

Bus Riders

A total of 45 inhabitants of Lund and Södra Sandby who are car drivers and commute by car signed an agreement to commute by public transportation instead during a two-month period. These persons were provided with PT-cards, timetables and umbrellas.

Result on year-bases:

CO2	-11 ton
Travel by car	-85 000 km

Mobility Management in the village Södra Sandby

One example of a current sub-project is the Health Bikers.

Health Bikers

A group of 10 persons living in S Sandby (a nearby village) who normally have commuted by car signed an agreement to commute for a year by bike instead. They have 6-18 km each way between their home and their place of work.

Results:

CO2	-11 ton/year
Travel by car	-56 000 km/year

Local production and services

One example of many sub-projects is local production.

Local production

The aim is to reduce the volume of food products transported in from outside by encouraging people to buy food produced locally. Information campaigns are carried out and locally produced food is to be labelled as such in grocery stores.

Environmentally Friendly car traffic

Car sharing

Some 42.000 households altogether received a brochure and an invitation to attend a meeting on the possible establishment of a car-sharing association in their residential area. A total of 135 persons participated in 12 meetings. One new car sharing association has so far been established and the total number of members has increased with 30 households.

Eco Cars

The long-time aim is to encourage departments, companies and people to buy eco cars. So far most of the activities have concerned information and marketing, in for example "square meetings" in Lund and in the surrounding villages.

ISA

It is difficult to keep to the speed limit, even if we know that we should not drive too quickly. Therefore different systems of speed adaptation are tested in Sweden. In the city of Lund an actively supporting system is tested. This system is also known as the "active accelerator". When the driver attempts to exceed the maximum permissible speed a slight resistance in the accelerator is activated. The information to the car is transmitted from a GPS-system. The system has been installed in 290 cars in the city of Lund. The effects are under evaluation.

Mobility Management in the future

The first period of working with a Mobility Centre in Lund will end in 2001, but the municipality has decided to apply for a second project-time during the years 2001 – 2004. In the second period we will concentrate on three projects:

The bicycle city
The Mobility Centre
Environmentally friendly car traffic

The budget for the Mobility Centre the first three years (1999 – 2001) was 1 million EURO and the second period will be at the same level.

Finally I must express my thoughts that MM will be a natural planning instrument for municipalities in Sweden.

Thank you for listening.