



CIVITAS SMILE - a background

- Sustainable urban transport
- Large scale research and demonstration project
- Large scale external review
- "All areas covered"
- Both a technical and a political perspective



CiViTAS

Cleaner and better transport in cities

S M I L E



Working together

- Several measures taken are needed, but supportive in nature.
- Some project measures benefitted from wider effort
- Access management, clean vehicles, alternative fuels, alternatives to car ownership and telematics.
- Integration of public transport, quality of public transport, telematics, priority measures and communication efforts.



The role of local politicians

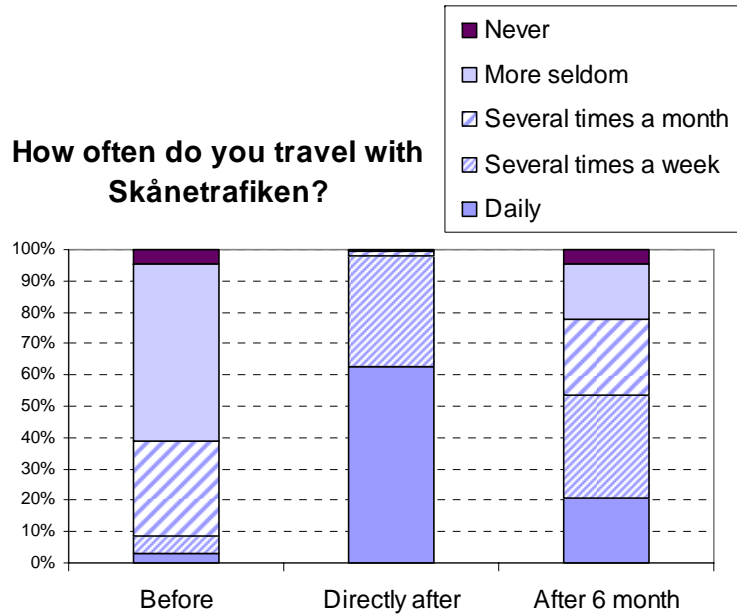
- Political will is fundamental to transport solutions
- Financial and economical prerequisites are essential
- External directives/guidelines are invaluable
- Go reverse into transport issues



Using the infrastructure

- Citizen participation and awareness raising
- Involvement of stakeholders
- Behavioural and attitudinal change
- Facilitate the implementation of sensitive transport measures

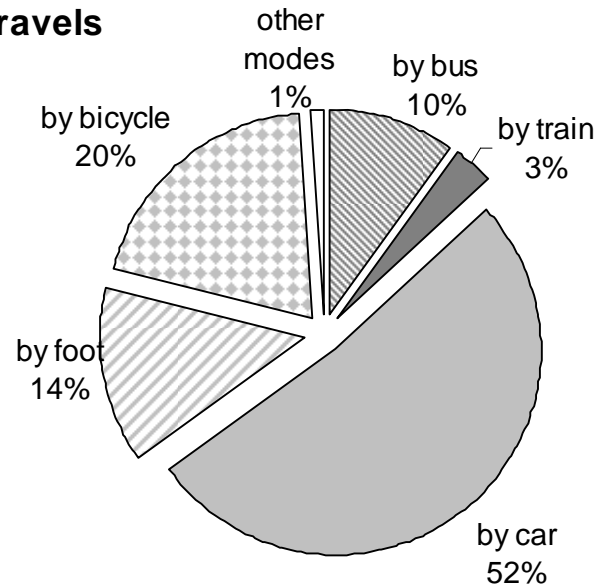
How often do you travel with Skånetrafiken?



Most successful measures

- CO₂-reduction: Eon's biogas effort and LBC's heavy eco-driving training
- Local pollutants (NO_x and PM₁₀): Extension of the low emission zone in Malmö
- Cost-effectiveness (CO₂): Eon's biogas effort, Skånemejerier's gas powered HGVs and LBC's heavy eco-driving training
- Skånemejerier's gas powered HGVs is also the most cost effective in terms of local pollutants.
- Behavioural and attitudinal change
- Public transport measures

Modal split in Malmö 2003, N=12825 travels



Change after SMILE

- Accessibility, not mobility
- Increased car ownership, decreased car share.
- Increased walking and cycling
- Integration of Mobility Management in city and traffic planning

Modal split in Malmö 2008, N=11462 travels

