



sustainable
travel

UMEÅ REGION

Umeå – Gdynia
1043 km



UMEÅREGION
6 municipalities
Area: 9370 km²
Inhabitants: 144 000





**111 000 inhabitants in Umeå,
75 000 in the urban area.**



BACKEN
VÄST PÅ STAN

E4 N E12 V
CENTRUM N
CENTRUM S
P P-hus

Bengt Hedberg
Tel. 070-269 00 03
BE BYGG &
BESIKTNINGSKONSULT AB
www.bebygg.b

TEW 822

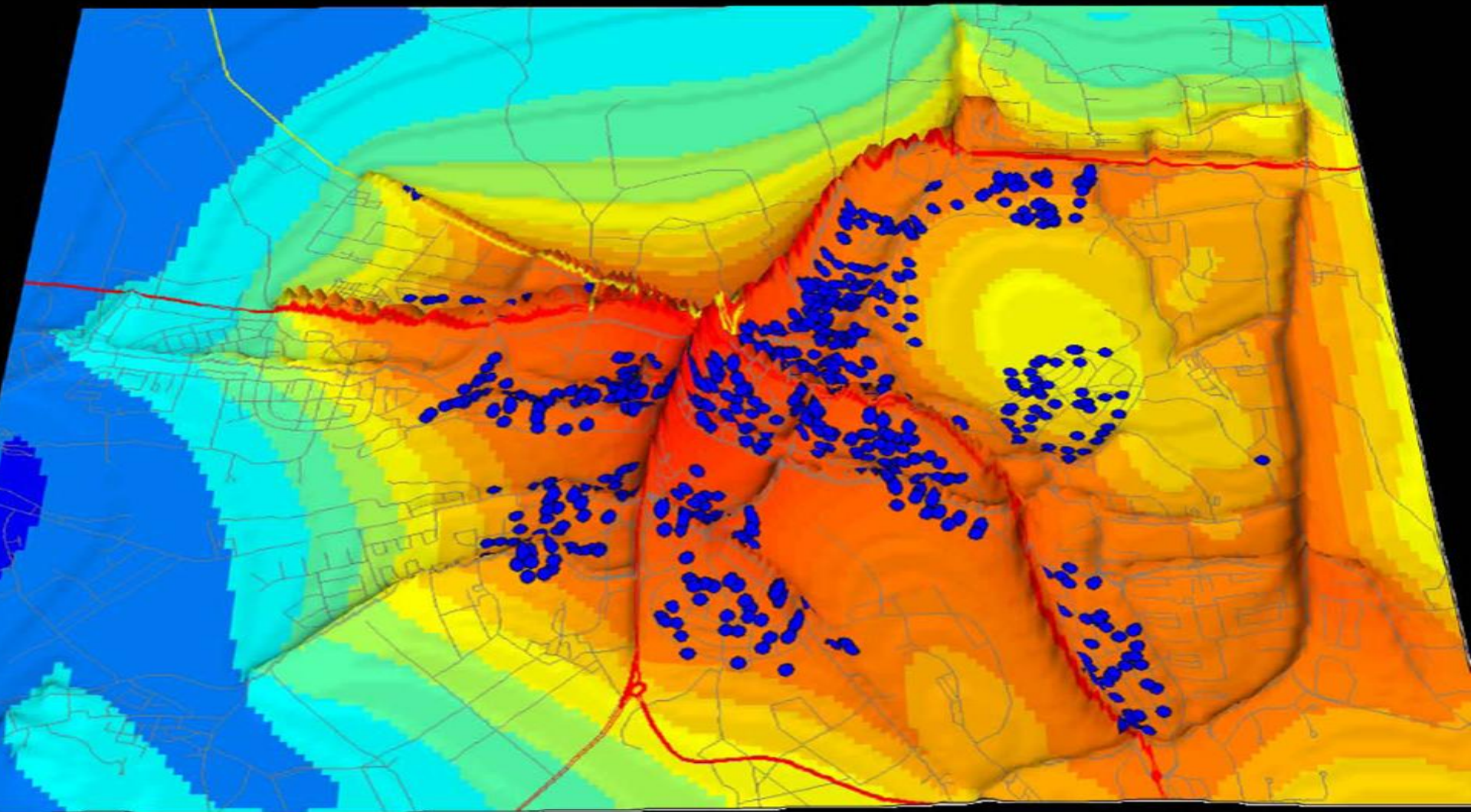
NVS

XNN6681

Traffic causes high levels of dangerous air emissions in Umeå



Inversion makes the levels higher than any other city in Sweden



ACTION PROGRAMME

to reduce road traffic and air emissions

Redistribution of heavy traffic

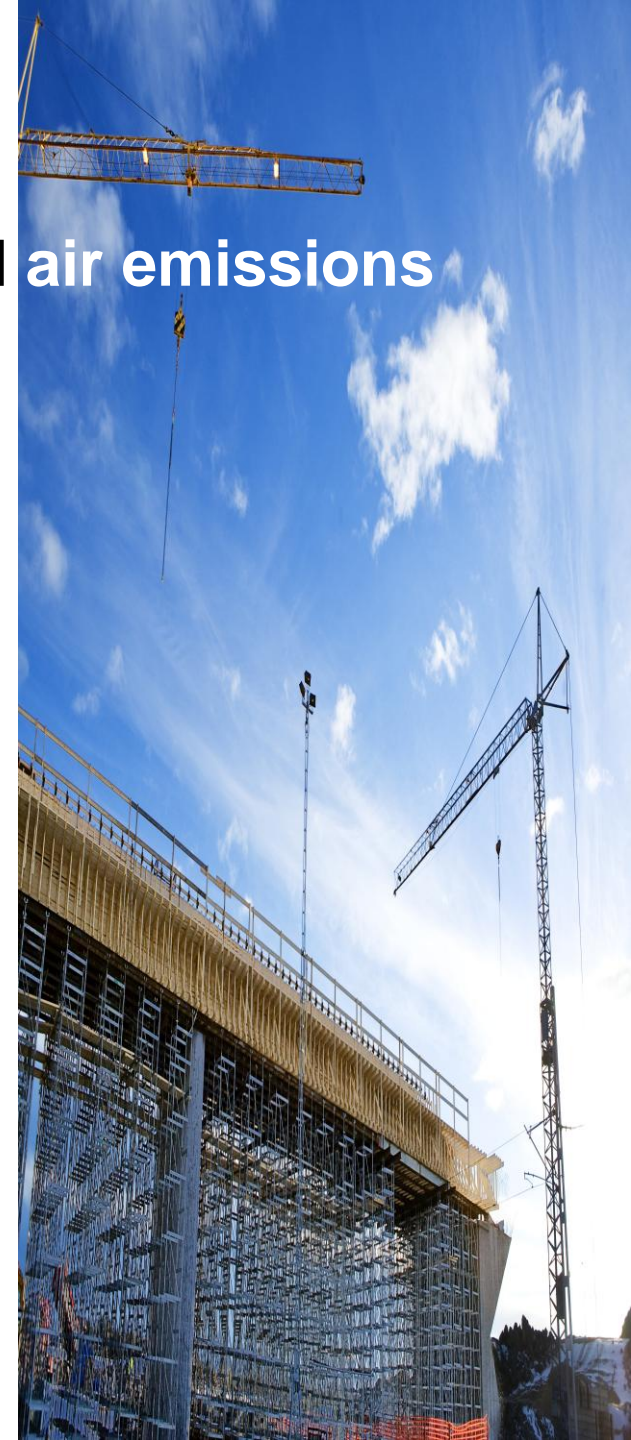
New railway

Integrated pricing and parking strategies

Access and transport management

Urban goods transport

Soft measures - Mobility Management



Investing in your future



EUROPEAN
UNION
European Regional
Development Fund

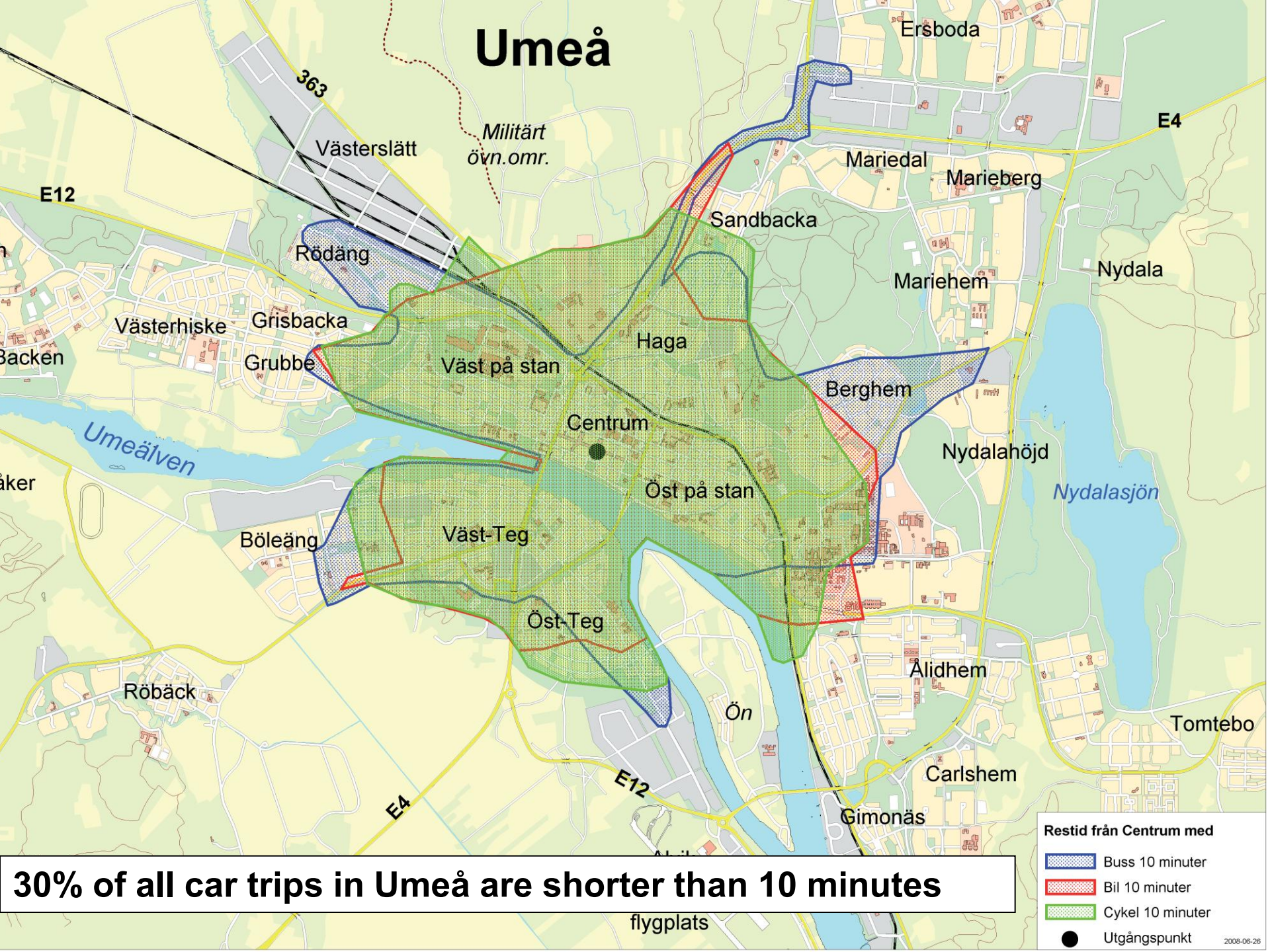
3 year project

**50% financed by the
European Regional Fund**



**Increase the knowledge &
demand for sustainable
transports**

Umeå



30% of all car trips in Umeå are shorter than 10 minutes

Restid från Centrum med

-  Bus 10 minuter
-  Bil 10 minuter
-  Cykel 10 minuter
-  Utgångspunkt

What's your löjligaste bilresa?*

Tävla om coola cyklar på 100cyklar.se | 

*Mer än hälften av alla bilresor i Umeå är kortare än 5 km. Det är ju löjligt.



What's your most ridiculous car trip?

More than 50% of all car trips in Umeå are shorter than 5 km.
That's ridiculous!





”I drive my car to the gym, several times a week to sit on a training bike to get exercised and then I drive my car back home again”



” My dad takes the car to the store, even though the distance to the parking lot where he keeps his car, is larger than to the store!”



”No idling taxis”

Pre measurements of idling in
the city streets

Workshop & education with all
drivers

Challenge:

Which car can reduce the fuel
consumption most, in relation to
the driving distance



Elenor saved:

322 l diesel

354 Euro

817 kg CO₂



The potential for “No idling taxis”
in cities is huge.

In Umeå, 200 taxicabs discharge
700.000 kg carbon dioxide/year –
not even moving.

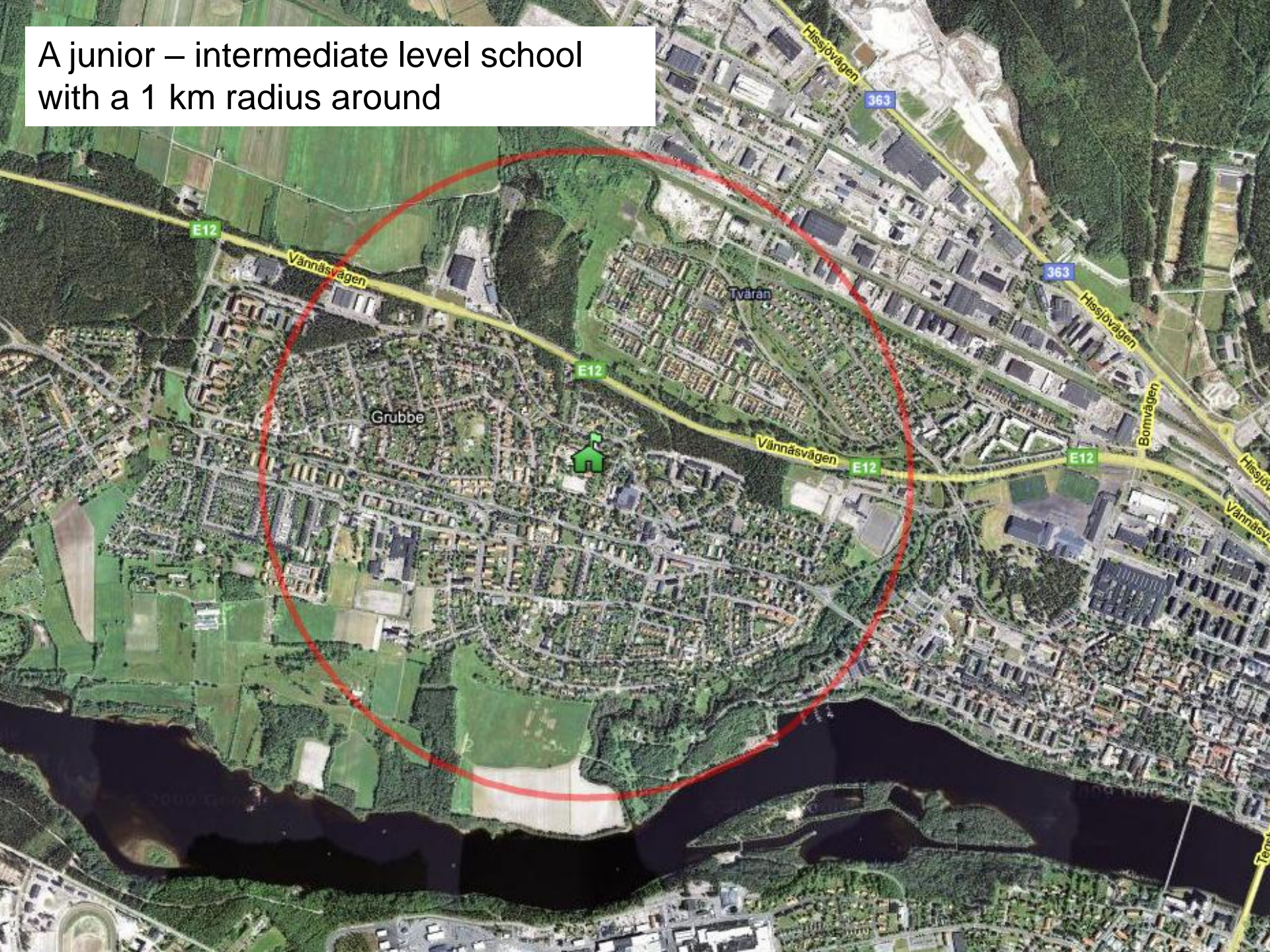
In Stockholm there are 5000
taxicabs, in London there are 20
000, in Tokyo 60 000.



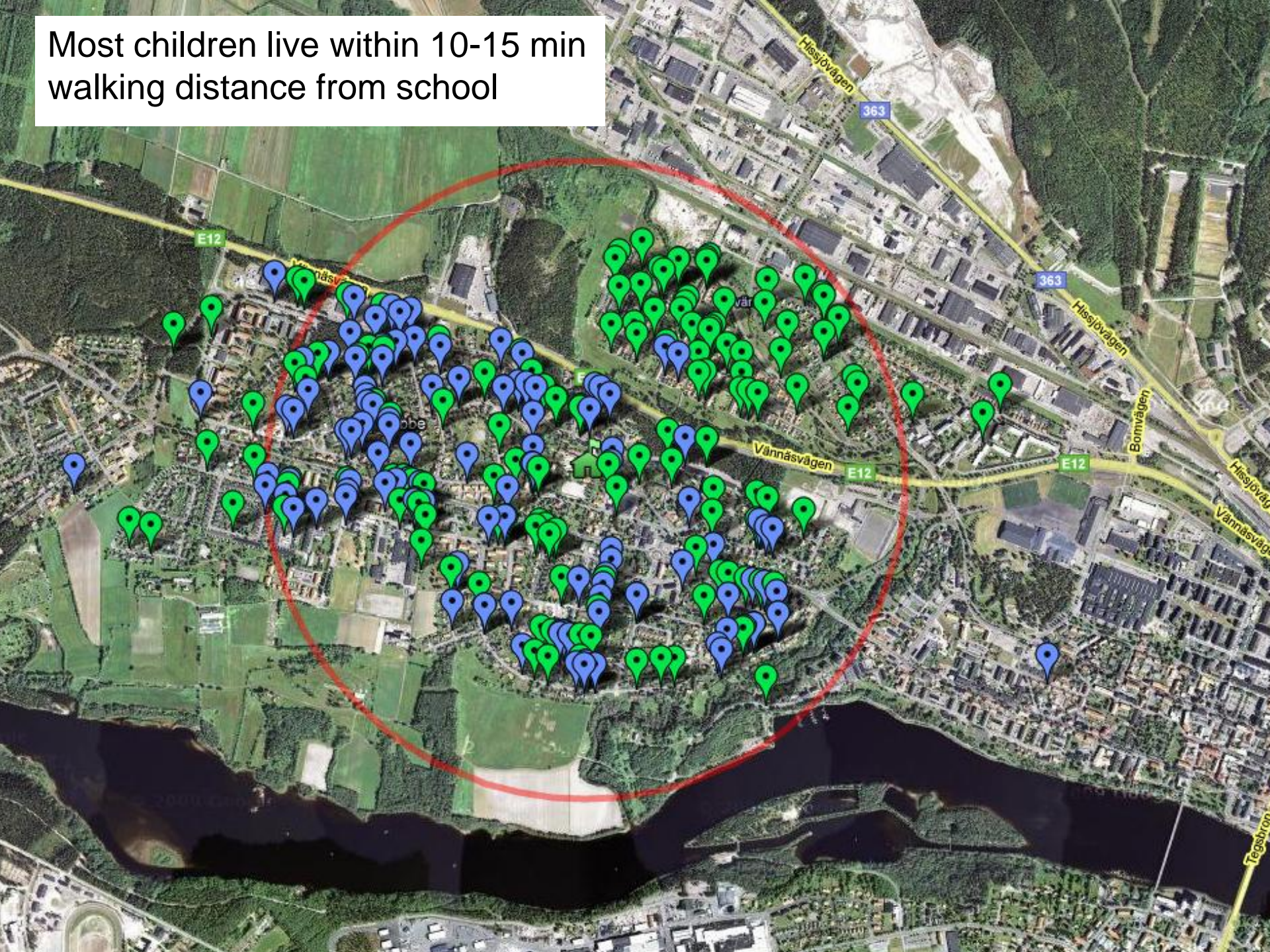
**THE BEST
ENVIRONMENTAL
PRACTICE IN
BALTIC CITIES
AWARD 2009**



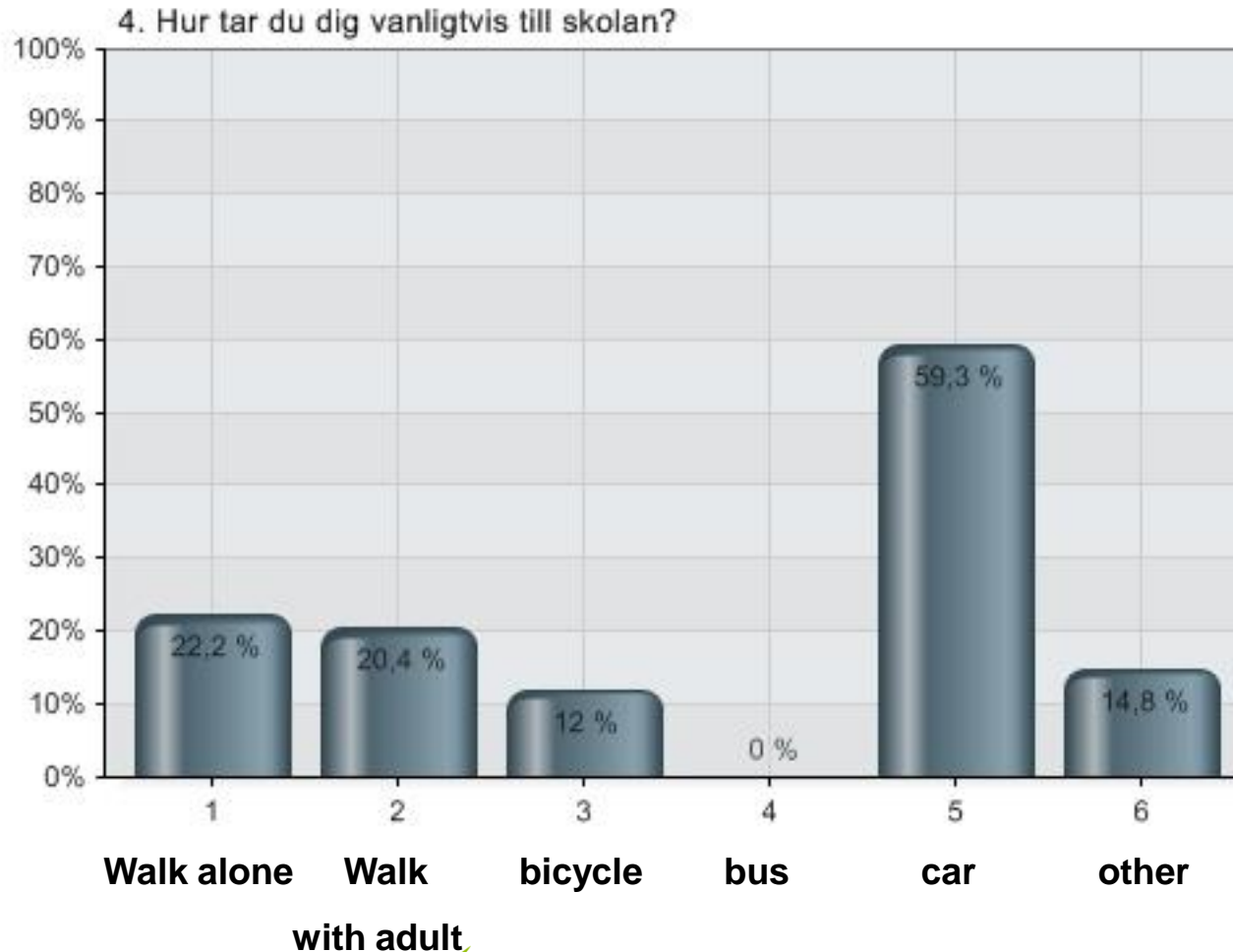
A junior – intermediate level school
with a 1 km radius around



Most children live within 10-15 min walking distance from school



How do you usually get to school?







Health, work efficiency & sick leave...

15 minutes cycling to work =

- halving the risk of heart diseases and vascular disorder
- 30 - 50 % less risk of type 2 diabetes
- counteract high blood pressure and lipoproteins
- counteract excess weight and obesity





Prescription from your house doctor: “Travel sustainable to work”

RECEPT/FYSISK AKTIVITET

Receptutfärdaren anger genom signum vilka speciella försiktighetsmått som kan behövas iaktas vid genomförandet av de fysiska aktiviteterna

Patient (namn, födelsestid, adress och telefonnr) _____

F = Försiktig start
U = Undvik vissa aktiviteter
O = Inga speciella försiktighetsmått

① **Träningsform**

Kondition Styrka Uthållighet Underhåll

Aktivitet _____

Intensitet Hög Måttlig Lätt

Dosering, användning, ändamål _____

D.S Minst _____ minuter _____ ggr/vecka för/vid/mot _____

Om endast en aktivitet skrivs snedstreckas ruta ②

② **Träningsform**

Kondition Styrka Uthållighet Underhåll

Aktivitet _____

Intensitet Hög Måttlig Lätt

Dosering, användning, ändamål _____

D.S Minst _____ minuter _____ ggr/vecka för/vid/mot _____

Receptutfärdarens namnförtydligande, yrke, adress, telefonnr. Sjukvård _____

Prissättning F U O

Sign. _____

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Work-ticket/Test-traveller

A free commuting card for 1 month.

Condition: Leave the car at home and take the bus.

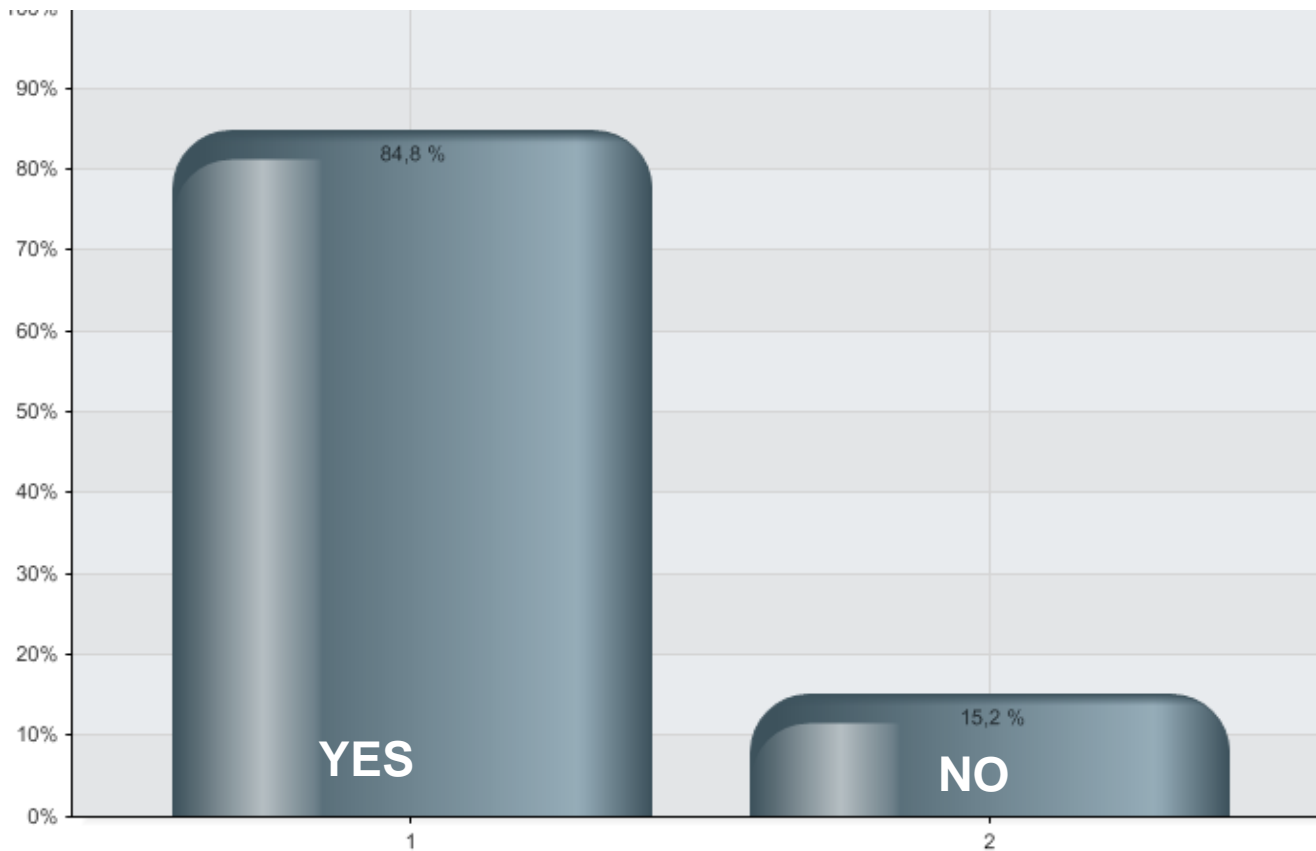


Investing in your future



EUROPEAN
UNION
European Regional
Development Fund

Have you bought a new “commuting card” after your test period?



g in your future



Integration, gender equality and sustainable travel

Dziękuję bardzo!
Thank you!

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