



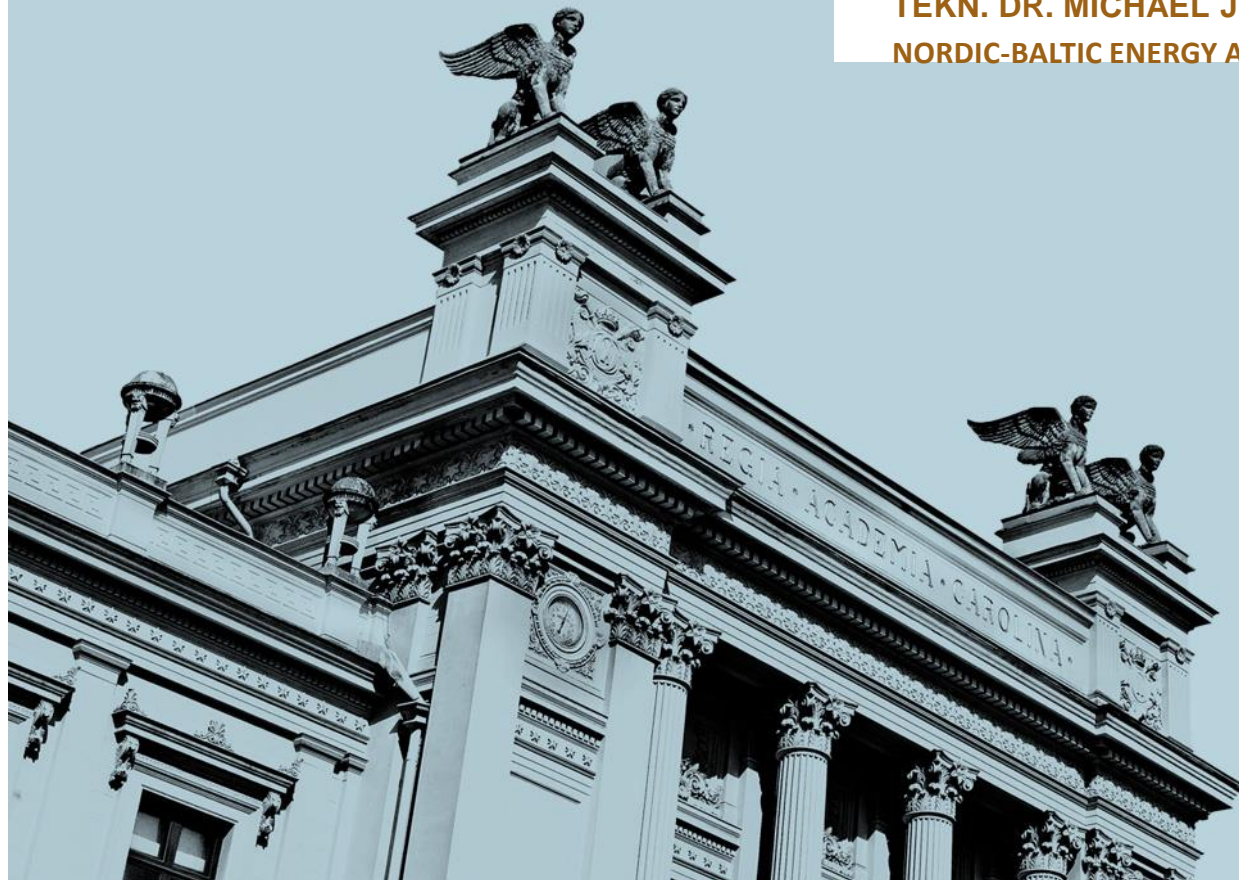
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Sharing Mobility in Circular Economy

– How to Highlight Sustainable Benefits Through Strategic Urban Planning

TEKN. DR. MICHAEL JOHANSSON ENVIRONMENTAL STRATEGY LUND UNIVERSITY

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Challenges



Urban trends and and conflicts (parks vs parking)

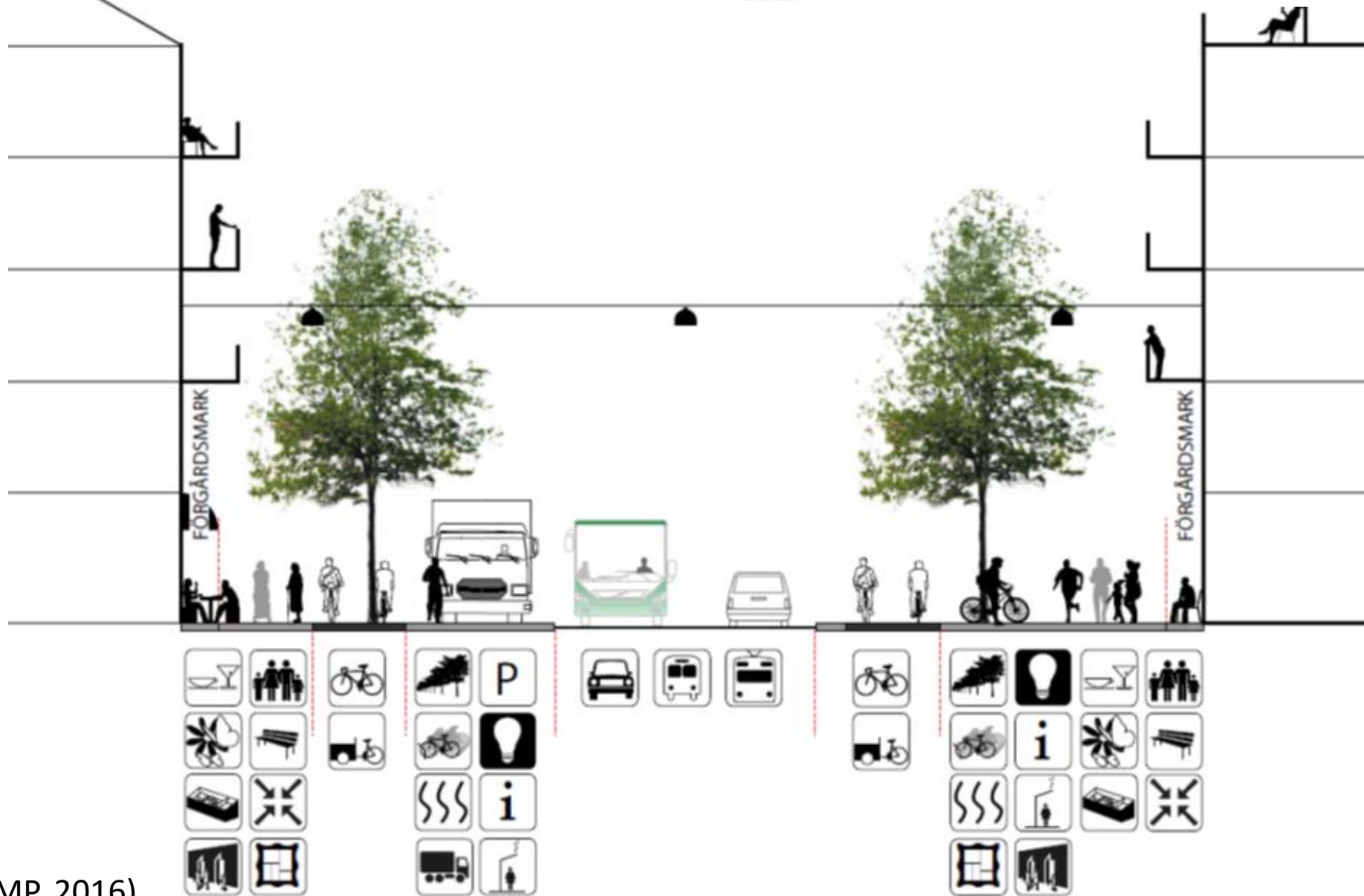




Interreg
North Sea Region
SHARE-North
European Regional Development Fund



SHARE
North



(Malmö stad SUMP, 2016)

Public Transportation takes you...



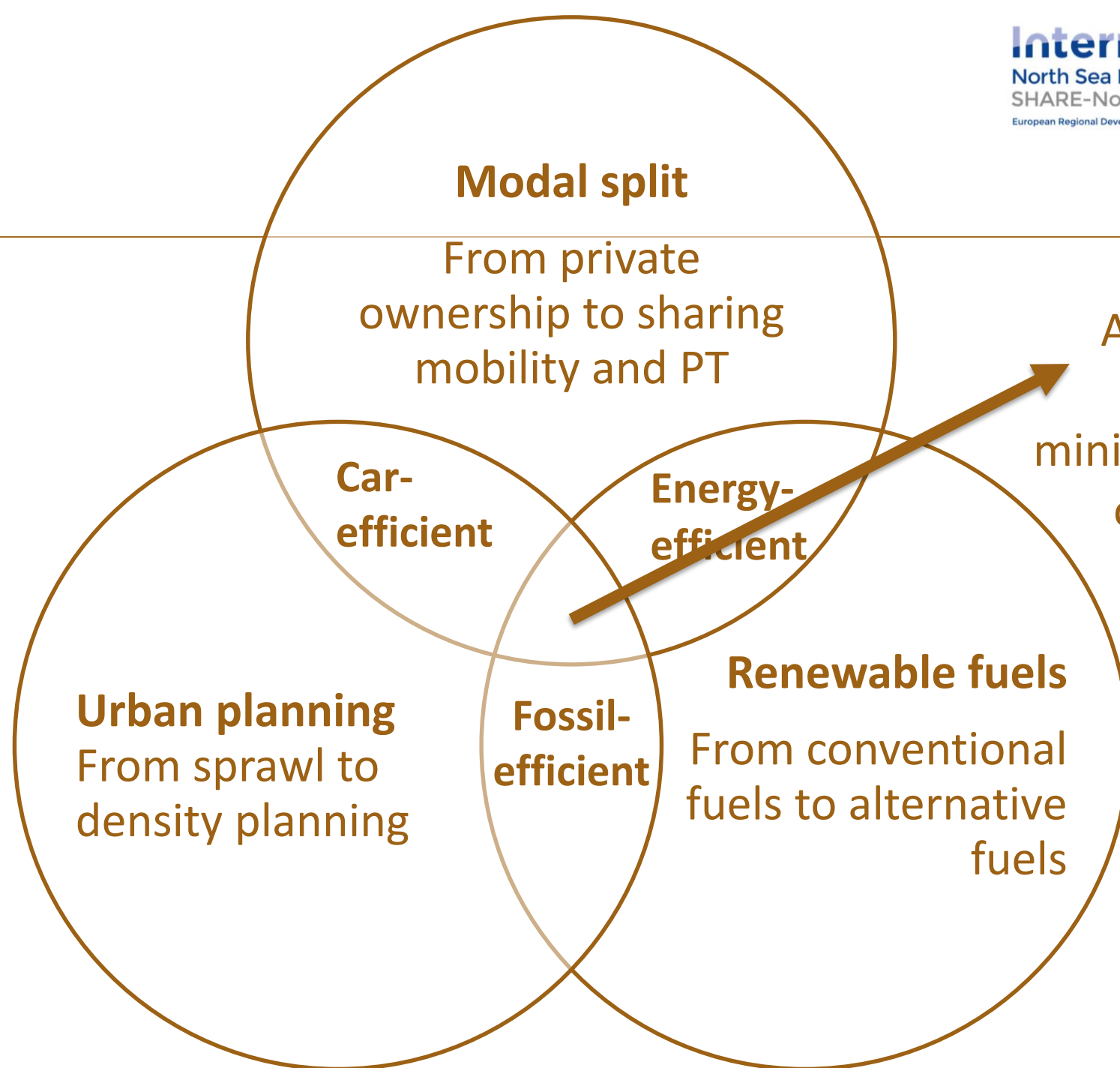
- ... From a place where you not are,
- ... To a place where you do not want to go,
- ... At a time that does not suit you,
- ... With people you do not know
- ... With the comfort and status worse than your car



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Strategies





Aim:

Achieving maximum productivity with minimum wasted effort or expense within a system



Sustainable Efficient Cities and Regions (more with less)

System efficiency

Organize land use (urban planning)
in such way that the need
for transport
and the use of fossil fuels
is reduced

Strategy – Avoid / Reduce

Reduce or avoid travel
or the need to travel

Transport efficiency

Make use of energy-efficient
Modes like shared mobility and PT
and Non-motorized modes
to reduce energy
Consumption per trip

Strategy - Shift

Shift to more
energy efficient modes

Vehicle efficiency

Consuming as little energy
As possible per vehicle
km by using advanced
Technologies and fuels and
By optimizing vehicle operation
Movement of people not
Vehicles is important

Strategy – Improve

Improve the efficiency
through IoT-solutions



Other strategies for sustainable mobility and its effects on climate mitigation

Energy related impact from transports (g CO ₂ /passenger trip)	Strategy to reduce environmental impact of transportation
Type of fuel	Sustainable fuels
Fuel consumption/km	Energy efficient vehicles
Fuel consumption/km	Change peoples attitudes and behaviour together with sustainable urban planning



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Sharing economy in mobility





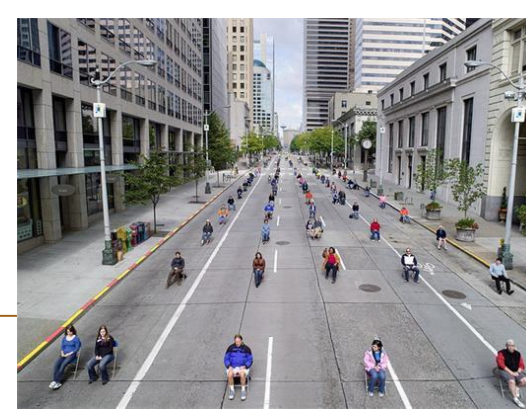
- 200 persons...

- ... in 177 cars...

- ... in 3 busses...

- ... on bikes...

- ... or light rail/tram

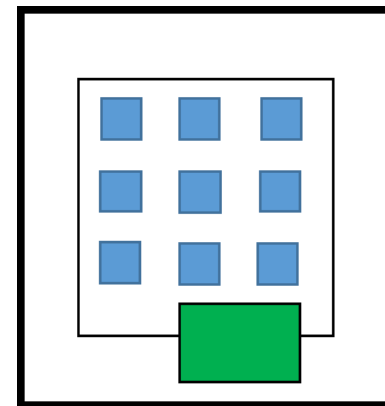
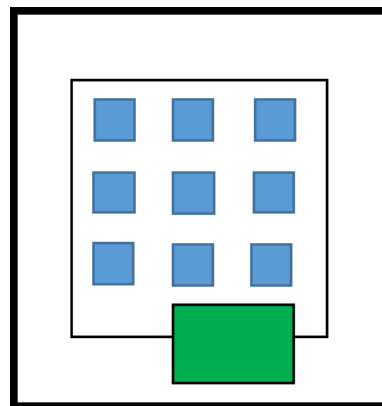
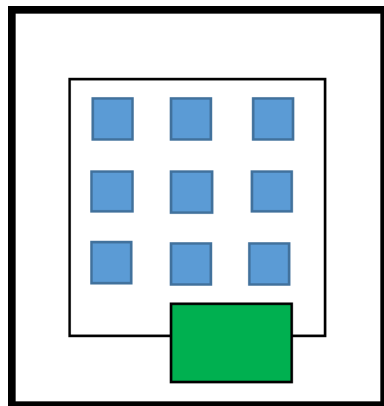
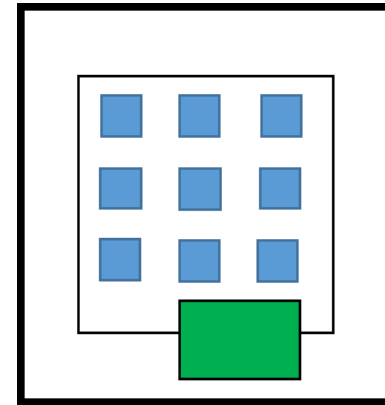
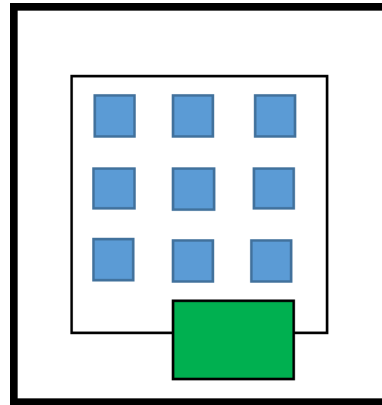
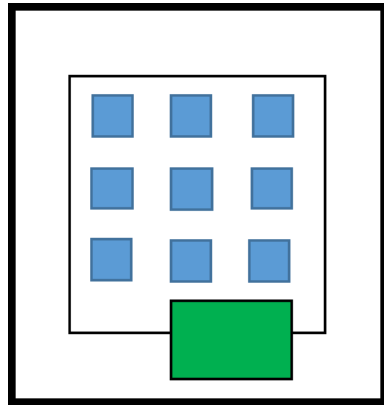
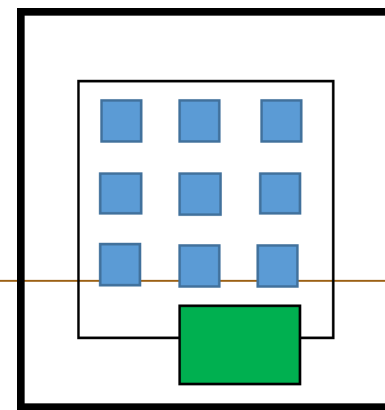
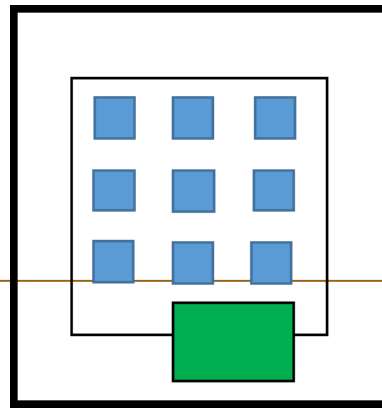
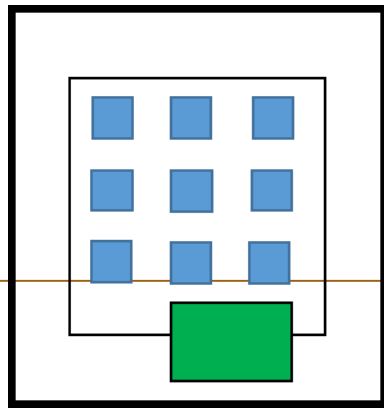


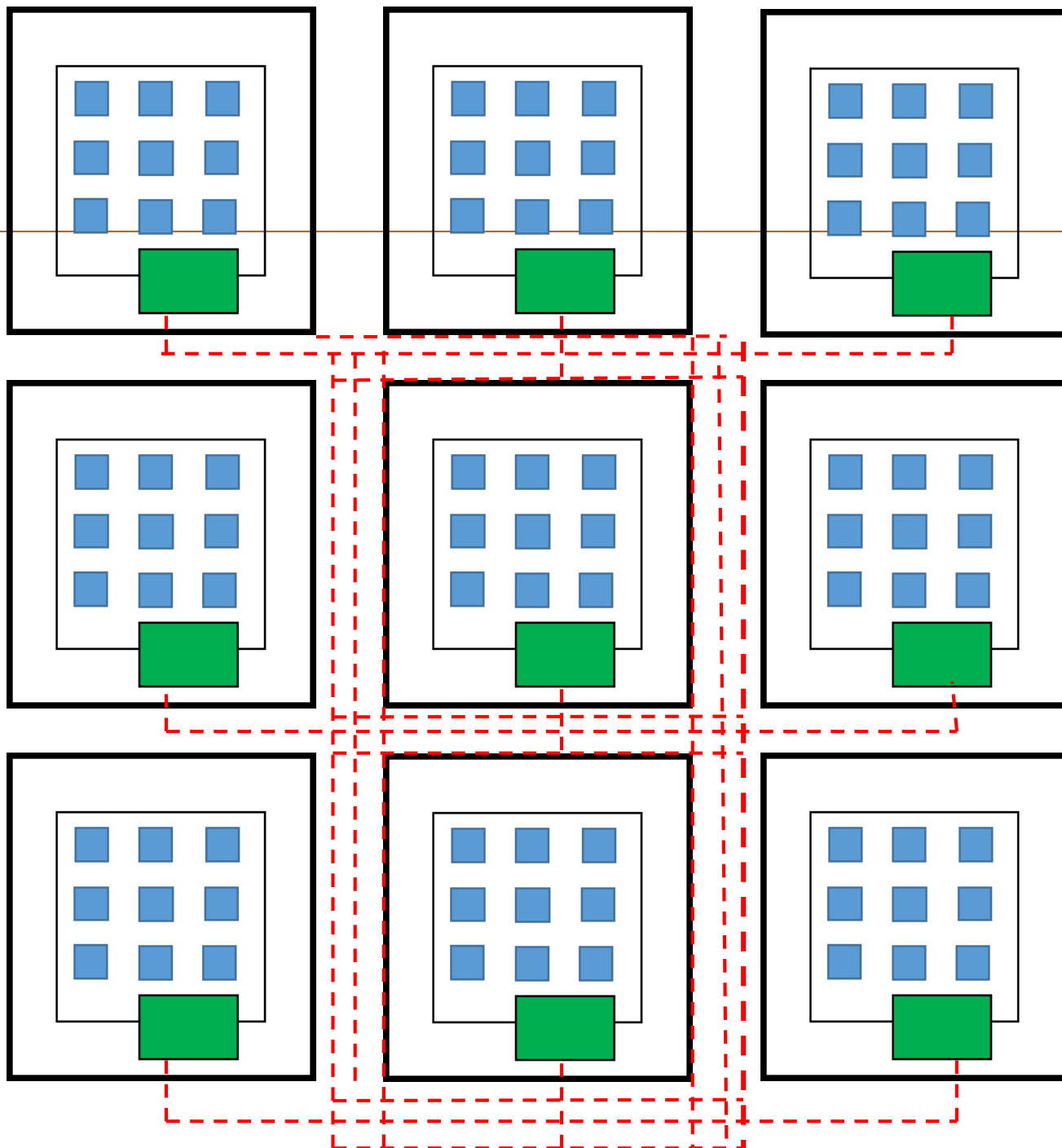


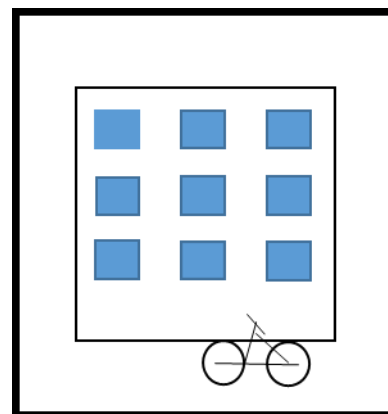
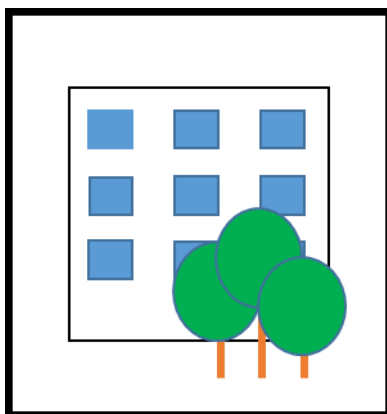
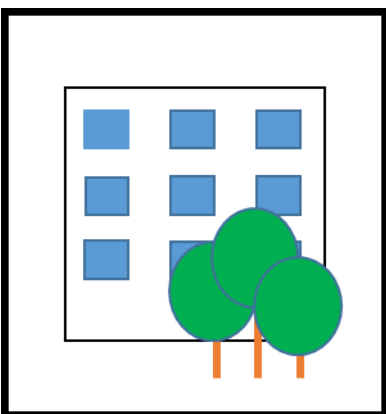
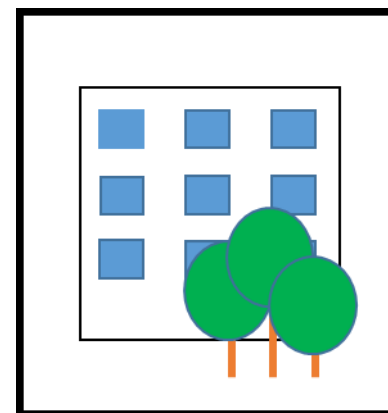
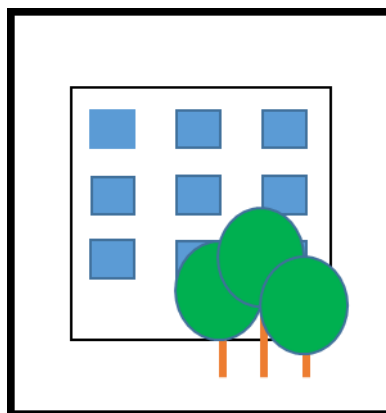
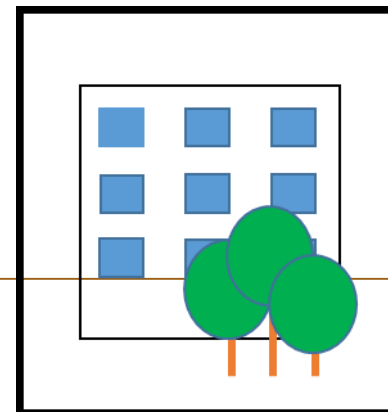
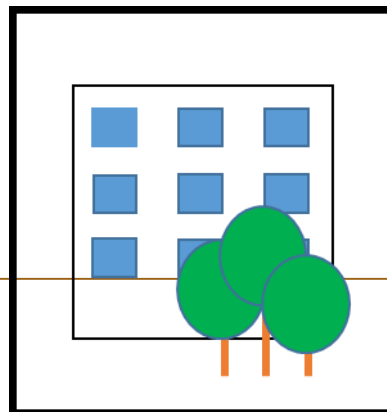
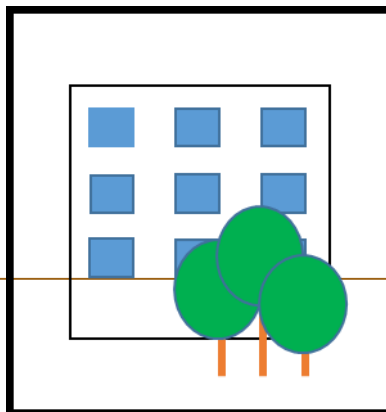
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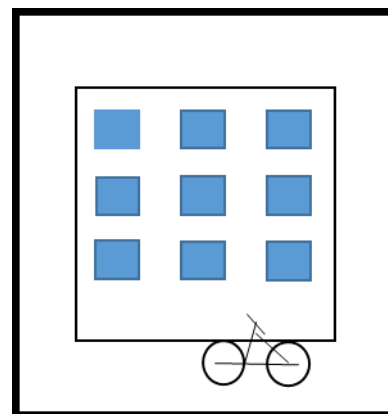
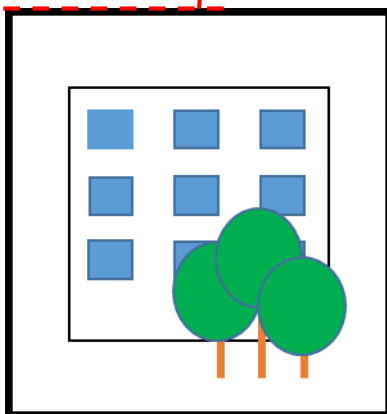
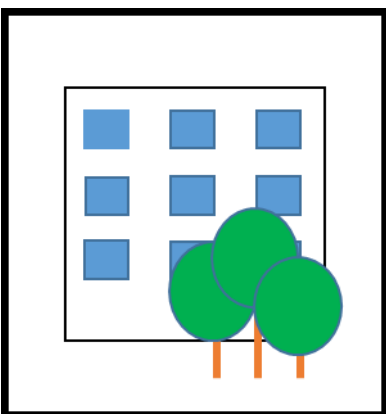
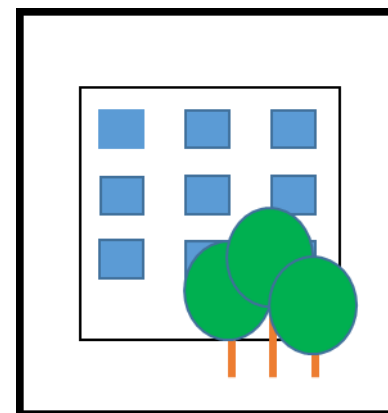
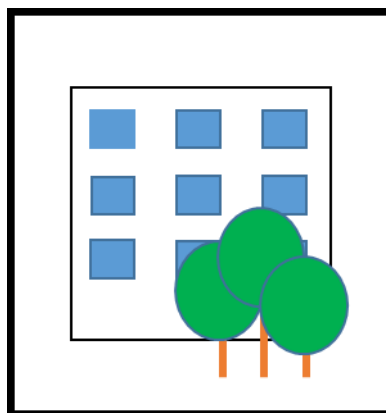
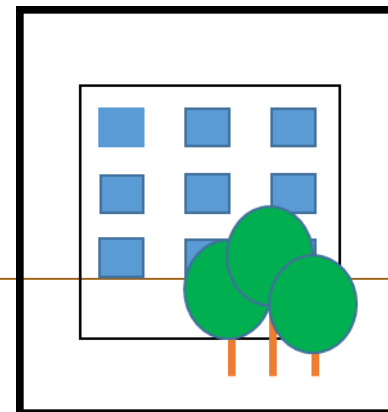
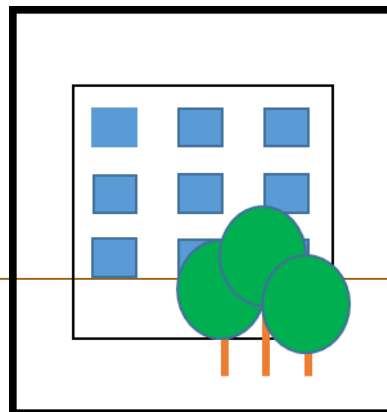
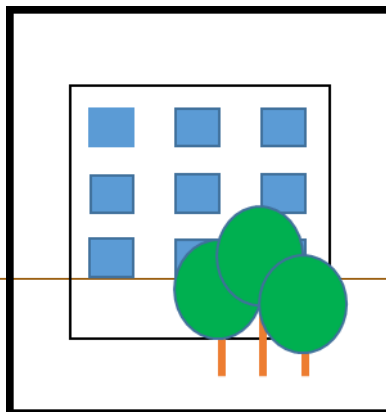
Circular economy in mobility



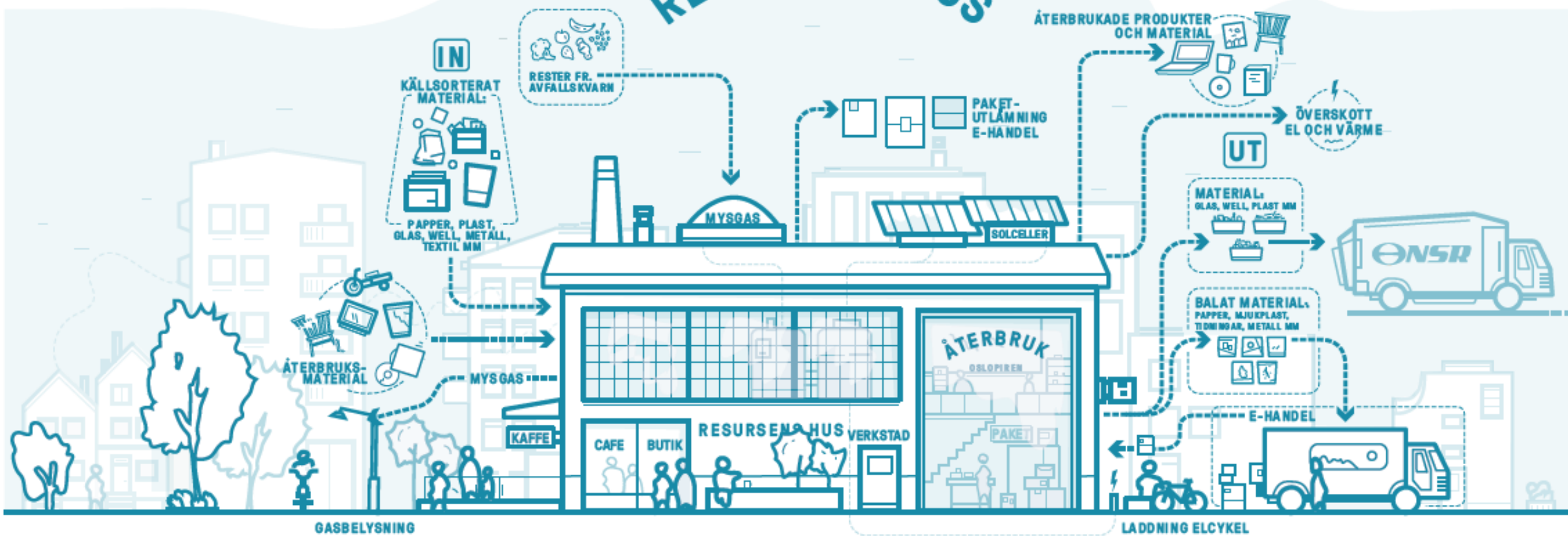








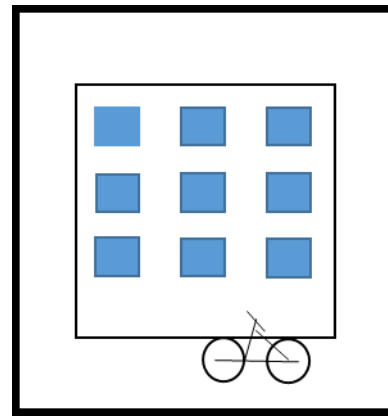
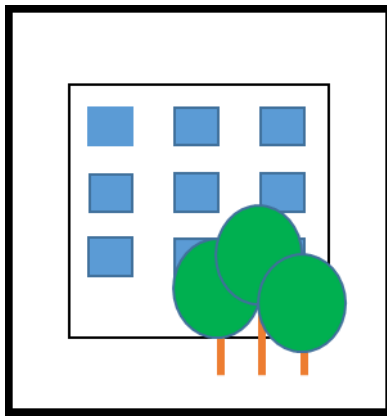
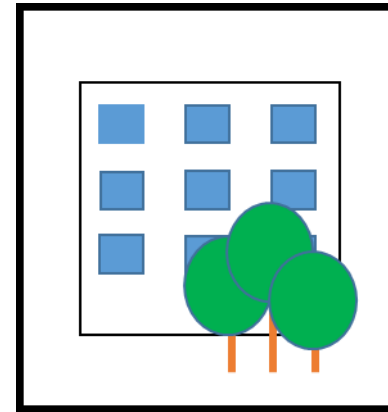
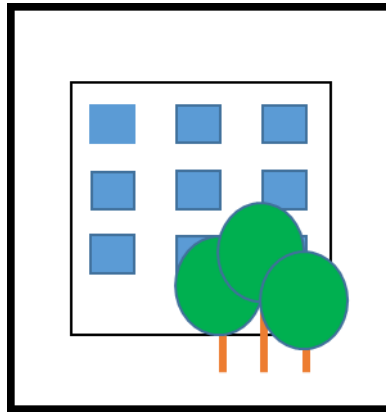
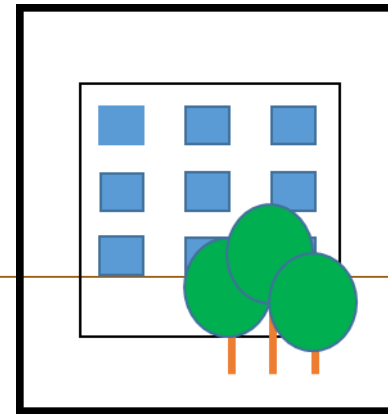
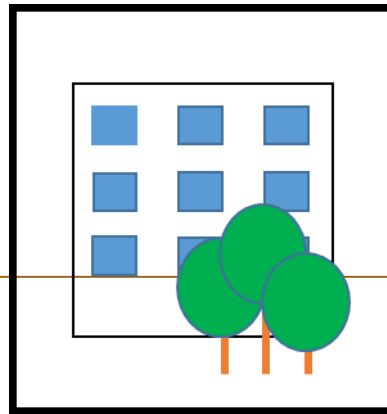
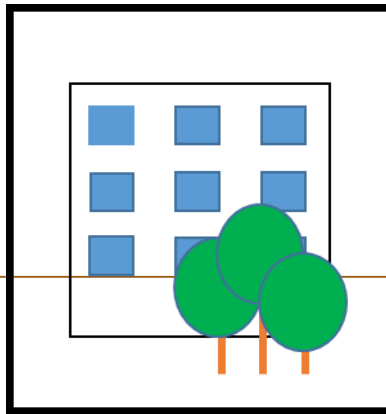
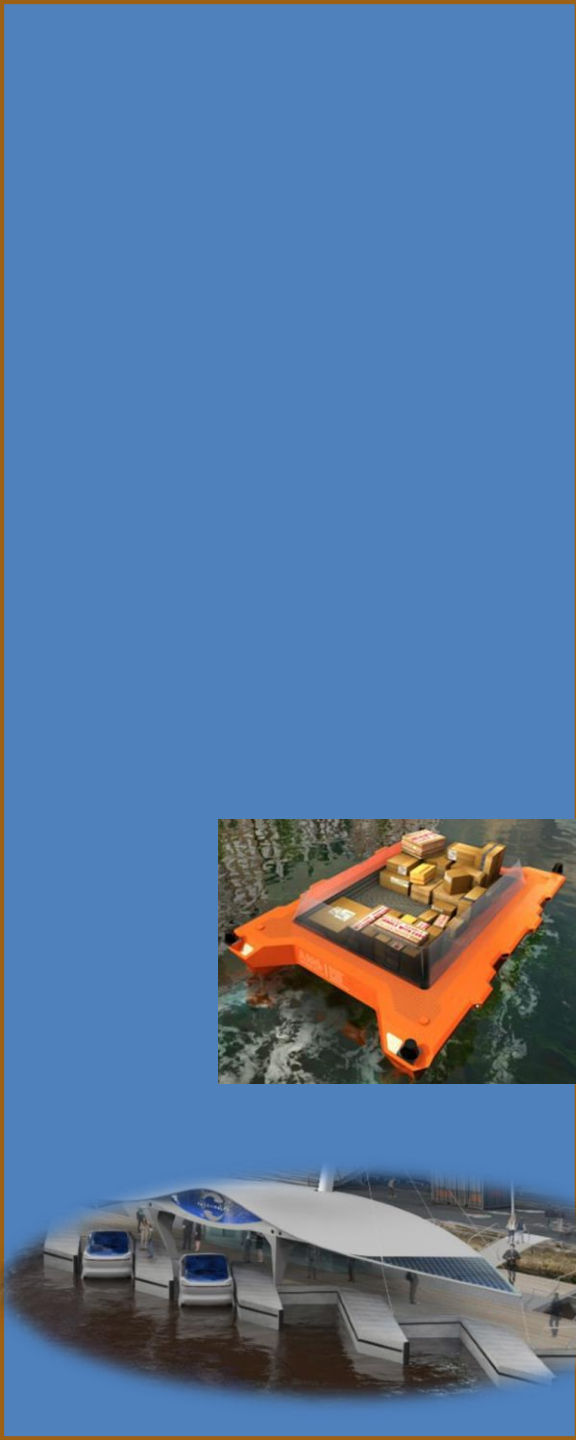
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Mobipunt: essentieel



Roboat



Sea Bubbles



Thank you

Michael Johansson
PhD, Researcher
Lund University
Campus Helsingborg
Service Management
Environmental strategy
070-678 25 18
michael.johansson@ism.lu.se

