European Comission Transformative Award: "..the city has proven itself to be a paradigm of excellens in transport policy measures"
A close city – Gothenburg 2035

680,000 residents of Gothenburg in 2035

70–80,000 new homes

80,000 more jobs

Source: Expansion planning 2013
RIVER CITY
25,000 residents, 50,000 jobs
Noise exposure in Gothenburg
1000 mkr/year (socio economical costs from road traffic)
1200 DALYs Disability adjusted life years

Grid map of road and tram traffic.
Calculation height 2 metres

Facade map showing noise levels every 5 metres
and for each floor – used to calculate exposure
Air pollution exposure in Gothenburg

• 300 pre matured death due to particles
• 14 000 disability adjusted life years (DALYS) in Sweden
• NOx levels prevents densification due to EU legislation
Climate Strategy
In 2050 Gothenburg will have a sustainable and equitable level of greenhouse gas emissions

Emissions today

Future scenario 2050

Aviation 14%
Car 13%
Public transport 1%
Electricity 10%
Heating 4%
Food 19%
Public consumption 22%
Other consumption 18%

Aviation 46% (-19%)
Car 1,2% (-98%)
Public transport 1,1% (-56%)
Electricity 0,8% (-98%)
Heating 0,1% (-99%)
Food 35% (-56%)
Public consumption 12% (-87%)
Other consumption 4,5% (-94%)

SUSTAINABLE CITY – OPEN TO THE WORLD
We need innovation!
Drive Me

- Gothenburg is an arena for the world’s biggest large-scale pilot project in autonomous driving. It involves 100 self-driving Volvo cars which will be driven on public roads in Gothenburg in 2017.
How do SDVs change city life?
# Make the future (which one?) happen

<table>
<thead>
<tr>
<th>Primary ownership model</th>
<th>City policy</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The premium car drives itself</strong></td>
<td>No major city involvement</td>
<td><strong>SDVs complement existing mobility offer</strong></td>
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<tr>
<td><strong>Autonomous vehicles rule the streets</strong></td>
<td>Cities promote self-driving vehicles</td>
<td><strong>SDVs replace most traditional cars</strong></td>
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<tr>
<td><strong>Self-driving taxi revolution</strong></td>
<td>City disincentivizes private car ownership and promotes electric vehicles</td>
<td><strong>Electric SDV taxi is primary mobility option</strong></td>
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<tr>
<td><strong>Ride-shared self-driving taxi revolution</strong></td>
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</tbody>
</table>

**Source:** World Economic Forum; BCG analysis
Thank you!
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