



1. Newsletter | December 2010

CATCH-MR (Cooperative approaches to transport challenges in Metropolitan Regions) is an INTERREG IVC project running from January 2010 until December 2012 with a total budget of approximately Euro 2 million.

Workshop from 9 to 11 June 2010 in Göteborg. Traffic and land use planning – achieve new planning solutions

A take-off for sustainable transport solutions, the first workshop in Göteborg, Sweden

*In mid June 2010, the first workshop within the project CATCH-MR was held in Göteborg, Sweden. CATCH-MR is a European cooperation project aiming at promoting sustainable transport solutions across Metropolitan Regions, MRs. The workshop, hosted by the Swedish partner Göteborg Region Association of Local Authorities (GR), was an intense take-off that induced cooperation towards the project's aim. Thanks to a well structured process, enthusiasm and active participation of all, the workshop established a solid platform for the exchange of possible good practices concerning the theme **traffic and land use planning – achieve new planning solutions, with focus on governance.***

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December 2010

Photo: Per Kristersson, GR

Layout: Gunnel Lihmé, GR

The purpose of the newsletter

This newsletter is the first out of seven within the CATCH_MR, a project aiming at promoting sustainable transport solutions in Metropolitan Regions, MRs. The aim of the newsletter is to give a picture of CATCH_MR and to promote sustainable transport solutions. Special attention in this newsletter is given to the theme Traffic and land use planning with focus on governance. The newsletter also puts light on one of the partners, the Göteborg Region Association of Local Authorities (GR), and shares its experience from sustainable regional development.

What is CATCH-MR?

CATCH-MR, Cooperative Approaches to Transport Challenges in Metropolitan Regions, gathers twelve partners from a total of seven MRs. It is mainly financed by the European Regional Development Fund, INTEREG IVC. The project focuses on sustainable transport solutions. The partners explore and seek to adapt passenger transport solutions with the aim to reduce transport needs without impairing mobility and to increase the share of environmentally friendly transport. An overall objective is to improve competitiveness and life quality.

The project has an integrated approach encompassing three themes (1) reducing the need to travel within the regions through coordinating transport and land use, (2) increasing the share of public transport, and (3) increasing the use of renewable energy in transport. The partners pursue these objectives by identifying and promoting good practice. In the end of the project, the partners will present a *Guide on efficient mobility and sustainable growth in Metropolitan Regions*. Thereby, they will contribute with a joint approach applicable to Metropolitan Regions in general.

(For more information visit: <http://www.catch-mr.eu>)

1. Setting up the workshop

To create sustainability, we created a sustainable working process

The core activity of CATCH-MR is a series of workshops. The first out of seven was held in Göteborg from the 9th to 11th of June. During three intensive days, representatives from all participating MRs got together



to actively learn from each other, exchange ideas on good practices and to induce cooperation. Even the 2nd meeting of the international Steering Committee (ISC) took place during the Göteborg workshop. Mrs Georgia Larsson and Mr. Per Kristersson acted hosts on behalf of GR. By their side, they had the external consultant Mrs. Maja Kovács from Inblickut AB who facilitated the workshop.

The Göteborg workshop was a true forum for exchange of ideas and experiences. As sustainability and cooperation constitute the core of CATCH-MR, the workshop was designed to mentally visualize it. The core mission was to bring to light everyone's ideas, knowledge and experiences to ensure that it is used as basis in future solutions. For that reason, the workshop assumed active participation before, during and after the workshop. Every participant was invited to contribute with input, receive knowledge, and to be part in a creative sharing process on current and new planning solutions. By doing it, the participants did not only en-

“A cooperation platform in line with GR’s way of working”

hance effectiveness of the workshop, they also self experienced the working method that GR practices in its successful work to develop the Göteborg Region. The representatives from the different MRs had prepared visualized presentations in advance and presented problems, goals and solutions. To enhance learning and sharing, these were also exposed on a story wall. After the workshop, the presentations and the discussions during the workshop were captured in an extensive summary. Every presentation was followed by structured discussions in smaller groups that highlighted issues to learn from, contribute with and collaborate around. The facilitator Mrs. Kovács encouraged everyone to practice the concept of “filter and laser”. A filter to select what is important. A laser to pinpoint what is the most important to share. The latter, was written down on flip charts and shared in the group presentations. Throughout the workshop, all discussions were documented to serve as basis for the summary.

“A workshop format that ensured sharing and creating”



2. Presenting and comparing the metropolitan regions

Regional uniqueness but common challenges to face through cooperation

The regional presentations put light on the uniqueness of each region as well as solutions, common challenges and possible issues to cooperate on as to the theme *Traffic and land use planning, with a special focus on governance*. To give you a glance of the summary, we choose to share parts of the fruitful presentations given at the Göteborg workshop.



The presentations started out with Mr. Frank Segebade introducing the **Capital Region Berlin-Brandenburg**, a heterogeneous region that got its official name as a result of a two year open process. One challenge in the region's spatial development is the big difference between Berlin and Brandenburg in terms of population density. To manage it, a joint regional spatial plan has been adopted to regulate the settlement, open space and transport, which enables a possibility for everyone to take active part in the region.

Mr. Matej Gojčič was the second to enter the floor. He spoke openly about the challenges that **Ljubljana Urban Region** is facing. As transport development has equalled road planning, cars are in focus in the urban development. The aim is to change the modal split, the proportion of different transport modes. Today, people start to become more aware of and are reintroduced to public transport. Something that the region is proud of is that environment is on the regional agenda. A lo-

cal energy concept with linkage to traffic has been introduced and is going to be obligatory to all municipalities.

Oslo-Akershus was the next region to be in focus. Mr. Tor Bysveen gave the presentation. The region's slogan *Binding the region together* refers to its land use pattern characterized by a strong centre surrounded by scattered settlement and big forest areas. The Oslo-Akershus region aims to be competitive and sustainable. Thus, a priority is an efficient and environment by friendly transport system with access for all and limited need for private cars. A good practice in line with that is the joint regional ownership of the main public transport provider Ruter. Another is the Oslo-package, an infrastructure funding scheme financed with a toll road system.

Vienna and Lower Austria is a region with high life quality and a growing population. Mr. Christian Michael Peer and Mr. Hannes Schaffer put light on the regional key question of settlement and how it will impact the transport situation. There is today no unified planning for the region but there is an initiated cooperation between Vienna and the municipalities of Lower Austria. This is crucial as the region needs a comprehensive approach to managing the settlement. For the first time common scenarios are developed regarding the population growth in the different parts of region. The cooperation also encompasses issues such as infrastructure axes, accessibility to protected areas and preservation of the region.



Province of Rome/Bic Lazio was the next region to learn from. The transport planning started 10 years ago. One true challenge is the car dependency. Mrs. Adele Carlucci used the image of Romans using cars instead of umbrellas to describe the mindset of some people, a mindset that now is changing. Another challenge to sustainability is the growing population and thereby the increasing numbers of commuters. Mrs. Carlucci put light on the concept of mobility managers as well as on the recently adopted plan "Piano di Bacino". Its aim is to favour integration between different modes of transport, for example by improving the accessibility at interchange nodes.

Mr. Antal Gertheis gave the presentation of the **Budapest/Central Hungarian region**. He shared the

is influenced by individual choices and institutional decisions. Mr. Kristersson shared his region's experience of moving from plan to process and how Göteborg as the biggest stakeholder has shared power with others in order to share responsibility for a sustainable future. The project K2020, with the aim to double the modal split of public transport by 2025, is a concrete outcome of the process of making different actors cooperate.

A closure that opened up for deeper knowledge

The participants left Göteborg with eagerness to continue to work with the outcome of the workshop and to deepen the view of challenges and solutions in the upcoming workshop in Vienna on the 6th to 8th of October 2010, where the theme traffic and land use planning will be further elaborated.

region's various challenges. One is the fact that strong private investments in buildings and transport planning are not in integrated. As a result, new urban areas are built without public transport and settlements are growing in suburban areas without relevant transport infrastructure. Further, the number of commuters by car is increasing while the modal split with alternative modes of transport is decreasing. To coordinate and benefit from private investments, urban development contracts have been developed. Letting private developers contribute to public infrastructure has shown to be a success.

The last region to be introduced was the hosting **Göteborg Region**. Mr. Kristersson talked about the challenge to reach sustainability in a complex situation that



3. Transport and land use planning in metropolitan regions

To build sustainable regional growth, traffic and land use planning need to be integrated. The comprehensive approach is crucial since everything is interrelated both on a geographic and a theoretical level. In this article we provide you with an understanding of the interrelationship of traffic and land use planning in metropolitan regions.

Combining transport AND land use planning is a necessity to reach sustainability

To enhance sustainable regional growth, traffic and land use planning is essential. You need it to make sure that the different parts in the region function together and communicate with each other. Let us use Ancient Rome as an example. By building roads, the region was built. The logic is still relevant. To develop a sustainable region, you need a structure.

Omnes viae Romam ducunt (all roads leads to Rome)



Source: http://commons.wikimedia.org/wiki/File:Roman_Empire_125.svg

Transport planning is about evaluating, designing and locating streets, highways, footpaths, bike lanes and public transport lines. Land use planning on its part is about arranging and regulating the physical layout in a way that is effective and beneficial to the population, the economy as well as the environment.

Both transport and land use planning are fundamental. But it is through the adoption of a comprehensive approach that integrates the two of them that sustainability can be reached. Thus, the AND is crucial. You need it to create and manage mobility in a region. New infrastructure opens up for different kind of land uses such as housing. However, it also works the other way around, we need tools such as housing to finance the roads. To succeed in sustainable regional development, it is essential to establish and develop cooperation that invites all different departments to join in the planning. The cooperation is the engine of the ANDs.

While developing a competitive region that is attractive to live and work in, we need to adopt an even broader multi-disciplinary approach. It is only by adding all kind of different perspectives such as social aspects that we can build for sustainability. Everything is interrelated. That is why we need to add even more ANDs.

Urban sprawl is an opportunity and a challenge to traffic and land use planning. Today, there are European cities expanding through urban sprawls, like lava welling out. Cities situated close to each other sometimes become knitted. As a result of the development, people might move to villages outside and start commuting into the city. In other words, a city might grow based on a function that was not its original. The opportunity that is offered

through urban sprawl is that of expanding the region. The challenge is when there is not a common vision and plan that manages the development and ensures mobility between the different parts without causing environmentally negative impact.

A variety of factors influences the regional development of traffic and land use

There is a variety of factors that influences the regional development of traffic and land use. We regard the following as crucial: regional vision, governance, people and local conditions.

REGIONAL VISION –

We have a regional vision and thereby an understanding on how to bind the region together and how to combine the different elements in the development. By believing and embodying the vision, priorities and decisions in traffic and land use planning will be lined with each other. An overall vision enables the ANDs.

GOVERNANCE –

Governance is about developing the vision, communicating it and making stakeholders believe in it and act based on it in their daily work. Governance is about managing power and policy. In regional development, governance is about how to bind the region together. Governance might be informal or formal to different degrees. The aim is to create and manage the process of everyone acting in line with the vision. There might be different conditions for regional governance, as the region has different traditions and levels such as local and national.

PEOPLE –

What different groups of people in the region believe, say, and do influence the regional development of traffic and land use. In a region, politicians, office holders and citizens all have a say in the development. A region is a complex arena where different interests are expressed by word or manifested in behaviour. What people believe, say and do is in constant change as there are many driving forces. Thus, people might be a difficult factor to work with. What we want people to do is not always the same as what they themselves want to do. To reach a regional consensus it is vital to find ways to “manage” people. It can be done by motivating behaviour by creating incentives or conditions that are needed.

THE LOCAL CONDITIONS –

Another factor that constitutes the basis for traffic and land use planning is the local condition such as soil and nature. Different local conditions call for different planning solutions.

Different regions have adopted different approaches in

traffic and land use planning. In the previous article you can read more about different approaches and solutions.

Sustainability does not take more time, it takes another time

It is often told that sustainability takes time. We would like to put it differently; sustainability does not take more time, it takes another time. To develop a region in a sustainable way, traffic and land use planning opens up for both challenges and possibilities. The challenge is twofold. The first part is about managing and transforming what already is. To do it you might need to create the basis for changing people’s behaviour by introducing new infrastructure, housing, bus lines or a congestion charge. The other part is to be faithful to the overall vision when planning new initiatives. One example is Helsinki, where an underground system was extended to a new area prior to housing.

As stated above, to ensure a sustainable regional development, traffic and land use planning need to be integrated as everything is interrelated. Sustainability also calls for a long term perspective, which demands belief in the regional vision, a governance that is managing to bind the region together, muscles and patience to change behaviour patterns.

Core challenges in transport and land use planning

- *Governance – the need of informal and formal actions*
- *To get everyone understand that we are building societies not houses and roads.*
- *To make what we create for people to become what they want.*
- *Suburbanisation and urban sprawl.*
- *To change from a “car society “ to an “environment conscious society” We might think that the car journey is affordable but the environment might disagree.*

4. Informal within the means of formal, to reach sustainable growth in the Göteborg Region

The Göteborg Region Association of Local Authorities (GR) is the Swedish partner in CATCH-MR. GR is a cooperative organisation with 13 municipalities as members (see page 7). Combined, the population of these municipalities is 900 000. It is a formal organisation that has chosen informal governance to develop the region. The organisation's informal governance has proven to be successful and beneficial in the quest for sustainable growth within the region. New insights gave birth to a paradigm shift where GR moved from showing the municipalities what to do, to making them believe and act themselves. They now share the understanding and the need of integrated traffic and land use planning. They also see the benefit of working together to create a greater regional picture and by that taking joint responsibility for a sustainable regional structure and growth. The work is guided by the vision and policy Structural Illustration for the Göteborg Region, adopted in 2008.

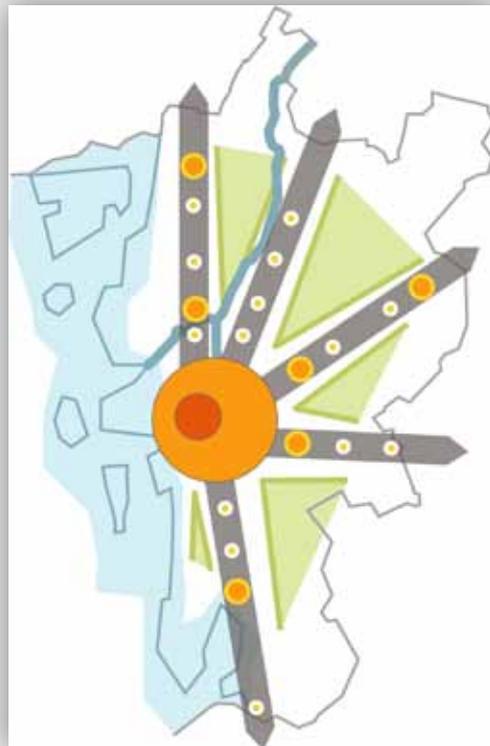
GR enhances regional cooperation

GR's mission is to enhance cross border cooperation between its members and to provide a regional platform for networking and exchange of ideas and experiences between municipalities. In the work, priority is given to growth and structural issues. Regional planning on traffic and how to use the infrastructure belong to the topics that GR focuses on as well as land use. One of its missions is to support and sustain the joint regional vision, the illustration of the regional structure.

GR is a formal organisation that has chosen informal governance as their way to develop the region. As the regional planning body responsible for deliberation and investigations for overall regional plans, GR has the possibility to apply formal governance. However, the organisation has chosen an informal governance to make the municipalities believe and act themselves.

The vision of the regional structure

The Structural illustration for the Göteborg Region, adopted in 2008, is a vision and policy document in the regional work for sustainability. Today in 2010, it represents a vital planning instrument for all regional stakeholders. It is a result of a participating process involving politicians in all municipalities, starting in 2002.



Structural illustration for the Gothenburg Region
Source: www.grkom.se

The illustration of the regional structure (see above) envisions the spatial development in the region and comprises seven regional agreements on land use. It focuses on a strong and attractive **regional core** with **corridors** to strong and attractive **regional centres**. Göteborg becomes the core surrounded by strong centres. The corridors between the core and the centres represent the joint responsibility for sustainable regional structure where people are able to move within the structure either to live, work or enjoy the green areas in between. When each party takes local responsibility for their parts of the regional structure and supports other municipalities in developing their parts, a greater whole is created.

A paradigm shift – the creation of a new cooperation model

To enable joint responsibility GR decided to move from plan to process by introducing more sharing, transparency, and flexibility into the planning in order to achieve consensus and consistency over time. The approach represented a new model, a paradigm shift. A researcher at KTH Royal Institute of Technology in Stockholm has classified this way of working as endogenous. It means that you decide where you want to go and then through a continuous process create the way to get there. By that, the region takes charge of creating the decided future. The opposite way, the exogenous, is creating the way based upon external problems ahead and thereby handling the future.

The process of making the municipalities believe in the regional mindset and cooperate

The endogenous way of working has generated a regional mindset. The illustration of the regional structure (see page 6) is a concrete expression of it. The informal governance has been realized through four regional consultation rounds in which the executive board and the member municipalities have carried out a constructive dialogue based on the common vision of sustainability. In all, 1100 politicians have participated in each consultation round. The first one took place in 2002. In the processes, everyone has been given a chance to grasp what it is all about, to believe and to make the regional mindset their own. Instead of showing people what to do, GR's strategy has been to bring everyone to a common understanding, belief and urge to embody the essence of working together and working sustainably.

All of the four regional consultation rounds had different focuses. While the first one dealt with what issues to cooperate on, the second was

about how to cooperate. In the third one, the stakeholders identified regional goals on sustainable growth and thus created a cooperation process. In the fourth regional consultation round the illustration of the regional structure for the Göteborg Region was created.

The GR informal governance can be illustrated by a model where the foundation is awareness and belief in the regional mindset which create decisions, actions and changes in line with the vision on sustainability. The process is within individuals. Without carriers of the vision, sustainable development is impossible.

The illustration of the regional structure that today functions as a tool to help the municipalities to work in line with the regional vision was created as a result of this process. One strength with the illustration is that it is combining traffic and land use. By doing so, it ensures a region with buildings and infrastructure allowing people to live, work and travel in a sustainable fashion.

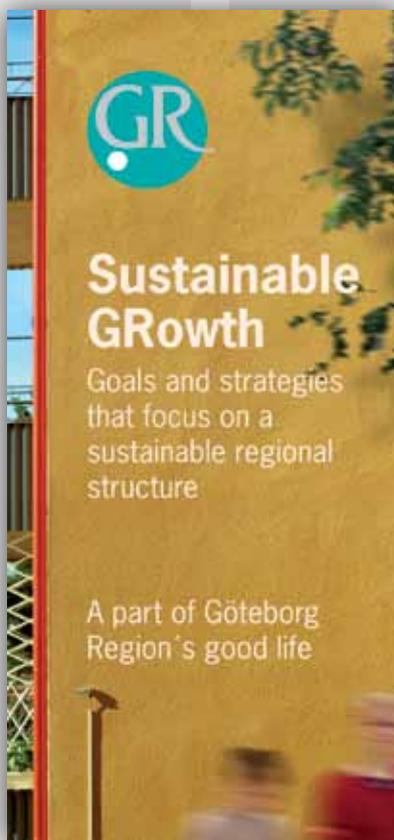


GR's continuous work with the illustration of the regional structure

GR provides tools to boost the regional sustainable development. These are important to ensure that the municipalities stay committed to the illustration of the regional structure. The tools build on GR's presence and involvement. GR works through three functions; networking, collaboration, and development.

NETWORKING -

GR participates in the municipalities' planning processes. Their presence has come to be a natural and appreciated element. GR also functions as the municipalities' link to national authorities. In practice, it is about translating national legislation and representing the municipalities in national plans. GR's close relationship with the municipalities is created through presence, existing networks and sincere concern to be updated on what is going on.



Source: www.grkom.se



COLLABORATION –

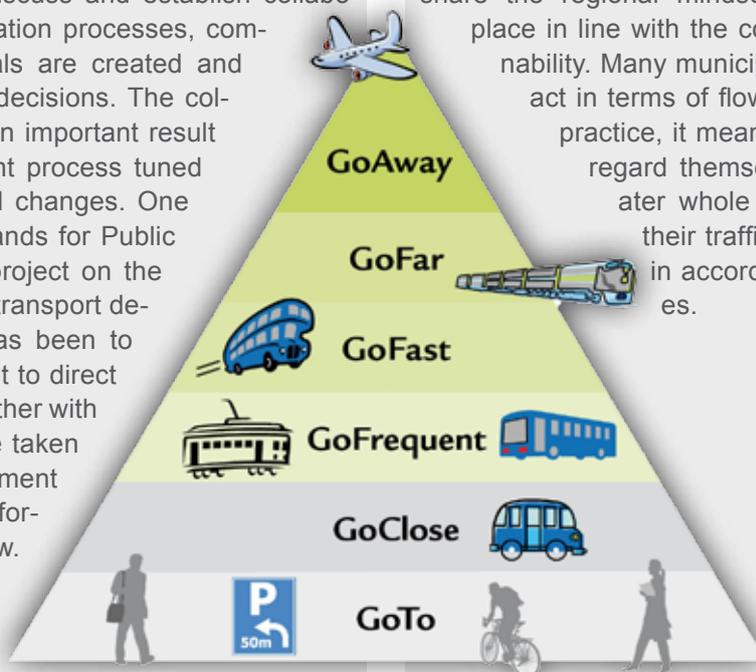
GR provides a platform for different municipalities and stakeholders to meet, discuss and establish collaboration. Through collaboration processes, common strategies and goals are created and formulated as basis for decisions. The collaboration itself is also an important result as it represents a vibrant process tuned with society and political changes. One example is K2020 (K stands for Public Transport), a common project on the hot regional topic public transport development. GR's role has been to enhance the process, not to direct it. All municipalities, together with other stakeholders, have taken active part in the development of K2020. (For more information see <http://www.K2020.se>)

DEVELOPMENT –

GR also has a function to put the light on specific issues with potential and need to be further elaborated through active cooperation, such as measuring tools. One tangible tool that GR has developed is the database on housing, which highlights the relation between housing and the illustration of the regional structure. By that, the database supports the synchronization of plans.

**Steps towards a sustainable region –
Creating flows not borders**

As a result of GR's work the municipalities start to share the regional mindset. Changes are taking place in line with the common vision on sustainability. Many municipalities start to think and act in terms of flows instead of borders. In practice, it means that the municipalities regard themselves as parts of a greater whole and thereby coordinate their traffic and land use planning in accordance with regional issues.



The K2020 GO-concept

Source: *A Long-term Strategy for Public Transport in the Göteborg Region*

GR's reflections on the experience to create sustainable growth

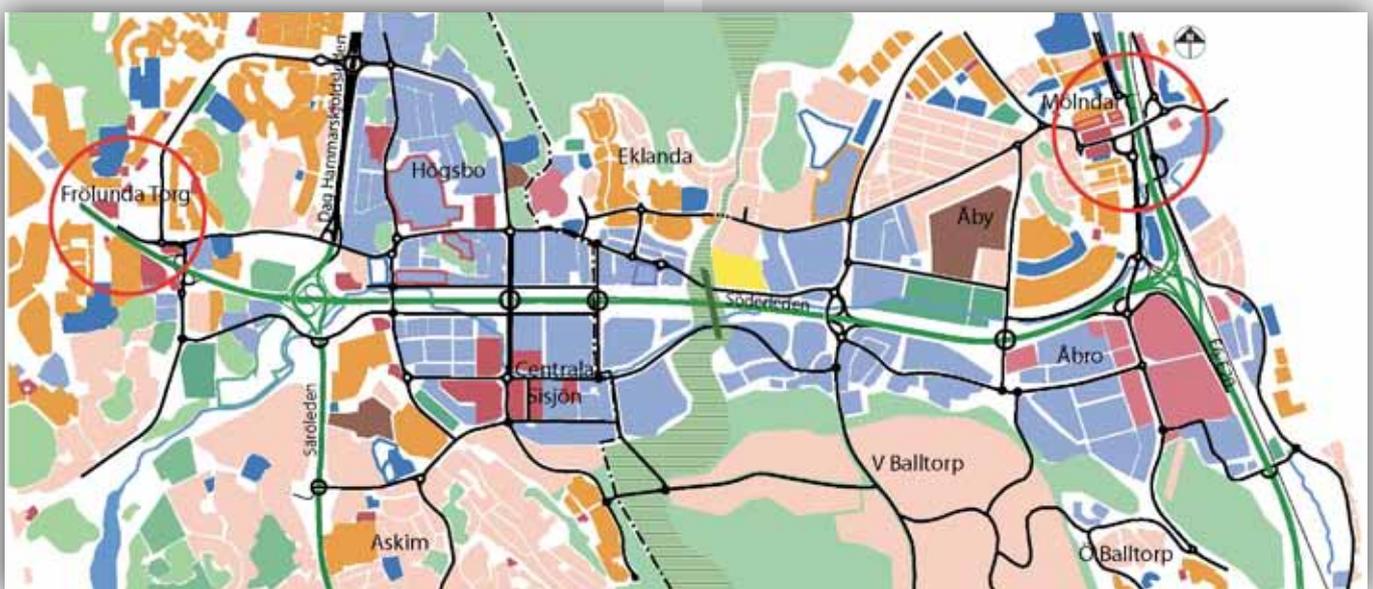
Reflecting on its own process, GR recalls a number of key lessons. Those encompass the importance to move from plan to process and to shift the municipalities' mindset from borders to regional flow. As a result, there is a true commitment to joint responsibility, which is needed to create sustainable growth in the region. Another lesson is how vital it is to integrate traffic and land use planning in one process. Only by doing it, we can create sustainability. Last but not least, GR has learnt that cooperation and sustainability do not take more time, it takes another time. A lesson that is essential to have in mind in developing the region.

The output of GR's work is vast. One recent example, which is a direct result is the municipalities Mölndal and Göteborg having outlined a common structure and strategy on land use and infrastructure concerning the cross border area Fässbergsdalen, an initiative that has been taken without the direct involvement of GR.

The work requires continuity. It is a sustainable journey with no ending. As it continues, it will keep on rewarding the municipalities and the region by results in their search for sustainability.



source: www.grkom.se



Cross border area of Fässbergsdalen, Göteborg and Mölndal municipalities

5. Nils-Gunnar Ernstson, Managing director of the Göteborg Region Association of Local Authorities (GR)



Previously, our mission was to enhance regional development and growth. Today, it is to create a development and growth that is sustainable. In our work we search for the potential for growth, how to use and influence the ecological, economical, and environmental conditions in our region. We look at sustainability not only as a potential, but also as a challenge. A challenge that we need to and want to take.

“Our mission is to create sustainable development and growth“

The illustration of the regional structure for the Göteborg Region (see page 8) brings clarity about the future development of our region. As it does, it becomes a powerful tool for growth. The next step that we are about to take is to integrate factors of social sustainability into the illustration of the regional structure.

Growth is important. It is what creates a competitive region. We have the opportunity to be an engine for growth, to bring municipalities together and work strategically to reach a common vision.

As a member organisation we have a formal mandate to develop a regional plan but we have consciously chosen to explore informal ways to identify and agree on solutions. Today we do it through networking, collaboration and development. Inspiration is our greatest tool to win decisions. I find that exciting.

“Informal governance is about winning decisions by trust and inspiration“

Trust is vital in our work. Our members - the municipalities - need to recognize the value of what we do. Without their belief, we would have no success. There are also other factors that generate results in our work. Modesty is one. At the same time as our work calls for courage to explore new ways, we need to be humble and listen to others. Competence and “readiness” to act are other vital factors to fulfil our mission. As our issues are very much alive, we need to be a vivid organisation that acts both in the future and in present times.

Our role is to work strategically, to enhance understanding and action in line with the regional vision. In our work two perspectives are important; the regional and the municipal. Our vision is to create a strong regional core surrounded by strong centres. To do it we need to grasp the complexity, and create flows rather than borders between the municipalities. To work for the municipalities and for the region.

“Creating flow rather than borders as a way to create a strong region“

We create the common agenda for the Göteborg Region. Today many issues go beyond the municipalities’ borders. Issues such as water, climate, infrastructure, and social aspects need a regional approach. We support the municipalities in thinking in terms of a region.

“Cooperation is needed to create sustainability“

To reach our vision of growth and development we involve and cooperate with many stakeholders. Sustainability demands participation of all, such as the triple helix of University, Industry and Government. It is all about combining competences in a way that supports sustainability.



Discussions in small groups during the regional consulting rounds.
Photo: Gunnel Lihmé, GR

6. Owe Nilsson, Chairman of Steering Committee for Environment and Land use planning

Our current approach to traffic and land use planning is completely different from what it used to be. Today, we have an integrated approach. When we plan housing, we also consider mobility factors such as infrastructure and public transport. Our approach is not only integrated in terms of issues, it is also integrated in terms of time. What we create needs to be good in present times as well as in the future.

“An integrated approach in terms of issues and time”

Previously, we didn't think at all in holistic terms. Instead, our focus was to solve problems in a short time perspective. For instance, we built houses to meet a housing shortage of that time. What were solutions then are problems that we are struggling to solve today.

“Thinking in terms of a region - the vision brings us together”

Our integrated approach also implies that we think in terms of a region. Being a region makes us stronger and provides us with better conditions to grow.

Previously, the municipalities functioned more as separate parts. The relationship between them and Göteborg was sometimes characterized by conflicts of interests. We have managed to change that. We created the illustration of the regional structure to guide the way that we grow. The vision and the policy document itself, brings everyone together. It makes the municipalities share and be part of the region. It makes them encourage Göteborg's role as the regional core and their own as vital centres surrounding it. The system builds on mutual trust as well as on the municipalities' independence.

Today, everyone recognizes common interests and win-win situations. This doesn't prevent the municipalities from having own interests. They are and shall be independent. When understanding the essence of regional community and starting to embody

“Common regional interests but independent municipalities”

it, it becomes possible to combine it with independence. One recent example is a decision to introduce a congestion charge for people entering Göteborg by car. The scheme was introduced in August 2009 and in December the same year the decision was taken. The process was smooth. Almost everyone agreed, which is unique considering the challenging topic. As the municipalities understood that they had something to win from it, they were ready to accept it and pay for it. This would not have been possible 10 years ago. It was possible only through the mutual trust that has been growing from the process of building a region.

The future vision is to sustain and increase the regional mindset and growth by strengthening our cooperation with Oslo, Malmö, and Copenhagen. To visualize a larger region that can compete with other European regions. Such a development is needed to grow and expand in a sustainable way.

“Sustainable growth, a continuous process”

To us, building a sustainable region is about combining into comprehensiveness. Traffic planning needs to be combined with land use planning. Economical, ecological and social factors need to be combined and integrated. To build our region sustainably, we need to build it for the people who live here, for the children. A stronger integration of social factors into our regional development is our next step and challenge.

Time is another factor vital to consider in relation to sustainable growth. By doing it, we create solutions that are relevant today and that stay relevant in the future. In that way, we enhance sustainability as well as avoid future costs. In our work, it is also important to have policies that we can hold on to. For instance, Göteborg city has adopted an environmental policy to guide construction companies when building houses. At first, the companies made resistance towards it. However, the Göteborg city chose to hold on to it and obliged everyone to follow it. Companies that didn't work according to it didn't get any assignments. Today, the policy is naturally integrated in housing development.

7. Strengthening the core of the region Centrala Älvstaden

The case of Centrala Älvstaden

Göteborg faces an interesting development. It is about to create a new central district in the city. The area – Centrala Älvstaden – will embrace new opportunities such as 30 000 residents and 40 000 jobs. The project aims at enhancing regional growth by strengthening the Göteborg city as the core of the region. The initiative is in line with the illustration of the regional structure



for Göteborg Region.

Model showing the development area of Centrala Älvstaden

The actual area, situated by each side of the river bank of Göta Älv that runs through the city, is an attractive property that is today not fully developed. The central and undeveloped land by the river represents a unique resource to Göteborg and thereby a great opportunity to expand. By the project Centrala Älvstaden, Göteborg city seizes the opportunity to benefit from it in the city development.

Transforming and strengthening the regional core

Centrala Älvstaden is a two year project initiated in June 2010 by the municipality of Göteborg. The aim is to develop a vision for the core of Göteborg and strategies on how to develop it. To Göteborg, the project represents a way to fulfil its part of the illustration of the regional structure, which is to become a strong and attractive regional core. By developing the new district, the city can grow “inwards out”.

The vision is to unify the northern and southern sides of the river Göta Älv that runs through the city. Such a development will open up the city to the water. It is also a way to benefit from undeveloped attractive property and thereby reinforce the city’s attractiveness both to people and investors. The land to be developed is today old industrial areas. It holds a potential to transform into a central city district that contributes to the strengthening and growth of the city. The concerned areas are Frihamnen, Ringön, and Gullbergssvass.

Enabling a sustainable business plan for Göteborg

To develop in a sustainable way, it is important to be clear about what kind of city Göteborg wants to be in the future. Centrala Älvstaden might be the biggest and widest cooperation project in the city’s history. As such, it is important to incorporate not only the perspective of the Municipal City Planning, but also the ones of businesses, citizens, academy, and so on. It is vital to bring all of these stakeholders’ perspectives together as one.

Previously, new districts were built in the city as separate parts. Stakeholders were involved in the development processes, but seldom at the same time, which prevented perspectives to melt. Today, the vision is to adopt an integrated approach in the planning. The project represents the first step in creating common images of the future. As such, it is a vital part of the regional core project.

Development through dialogue and actions

An open dialogue with a wide spectrum of stakeholders is central to the project Centrala Älvstaden. It is a conscious choice. The dialogue serves several purposes. By inviting different stakeholders, not only ideas and experiences are gathered to enrich the project, an arena is also created for stakeholders to meet and interact. Stakeholders are given a chance to promote their perspectives and listen to others. Through such a dialogue, an understanding and commitment to a common vision is growing. When everyone starts to carry a vision, parallel actions in line with the vision start to occur in different places. Thereby, everyone participates in the creation of the future.

Questions as a way to create a sustainable way of acting

The project intends to be inclusive, competitive and green. To achieve it, the project works to define actions in line with the following key questions:

- What is an inclusive and inviting city and city development? To develop the social dimension, the project needs to be inclusive and enhance participation of the people. But also create social effects such as well being.
- How do we develop a new complex economy that creates sustainable growth? The development

needs to strengthen the city economically and sustainably. Therefore we need to create an economy that can uphold such complexity.

- How do we create solutions that are ecologically sustainable? The impact on the environment needs to be considered in the project as well as how to use resources in a sustainable way.

By finding answers to these questions and developing relevant tools, the project moves forward towards the future vision and strategy for Göteborg city, the core of the region.

8. To create a strong local municipality and embody the regional mindset

The case of Kungälv

Kungälv is one of the municipalities that have embodied the regional mindset in its traffic and land use planning. The aim is to strengthen the Kungälv city and the regional corridors. Situated 30 kilometres from Göteborg, many of its inhabitants commute on a daily basis. The commuter train, running frequently since 1992, is one of the factors explaining Kungälv's attractiveness as a place to live.



Kungälv is one of the most expansive municipalities in Sweden. More than 1000 persons are moving in each year. The trend has been stable for a long time. The vision is to continue to grow and to do it in a sustainable way. One strategy to do it is to strengthen the city core, to make it a natural hub. Another is to manage the effects of the surrounding urban sprawl where a great proportion of the population lives today.

“Onsalsnabben” – an initiative to manage the effects of urban sprawl

Onsala, a wealthy area, is one of the urban sprawl areas in Kungälv. A large proportion of its working population is commuting to Göteborg. Most of them go by car. To enable a change of their behavior into going by public transport, a new fast bus line has been established, the *Onsalsnabben*.



In order to optimise the convenience for the population *Onsalsnabben* runs frequently in peak hours and connects with the commuter train at the most northern station, Hede station. Further, the bus stops are well equipped with lighting as well as real time. To encourage people to go by *Onsalsnabben*, the public transport provider *Västtrafik*, run an exclusive campaign before launching. Although a full-hearted investment, the new bus line has not been a success in terms of number of travellers. Not yet. It is a challenge to change the population's travelling pattern. As the population is wealthy there is no economic incentive. Left are environment reasons, a priority that is not always present in most people's daily life.

*“Even though there are few passengers going by the *Onsalsnabben* we still believe in it. It is a long term investment, in line with our vision.”* Catarina Nyberg, Public transport strategist, Kungälv municipality.

The illustration of the regional structure is well known by politicians and civil servants

The illustration of the regional structure for Göteborg Region is present in the municipal traffic and land use planning. Enabled by the regional consultation rounds arranged by the Göteborg Region Association of Local Authorities (GR), it is well known among politicians and office holders in Kungälv municipality. It is perceived as a guiding document in the own work. The municipality is keen to take its responsibility to achieve the common vision by sharing and cooperating with others.

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