

UMEÅ  
KOMMUN

# The low carbon place

## *Den koldioxidsnåla platsen*

A part of



[greenumea.se](http://greenumea.se)



Image NASA



LIGHTHOUSE-STÄDER



Följestäder





## 3 Lighthouse Cities Developing 32 Smart Solutions

### ROTTERDAM

13 Smart Solutions

Heart of South's  
New city Center

Residents / Commuters  
Shoppers / Workers

### UMEÅ

9 Smart Solutions

University district

Students / Hospital  
users / Commuters /  
Workers / Residents

### GLASGOW

10 Smart Solutions

Glasgow's Smart  
Street

Local residents /  
Workers / Commuters /  
Students

## Partnership between

Cities

+ Businesses

+ Research  
Community

## Action Areas

Smart  
Electricity  
Grid &

Energy  
Management  
and ICT

Smart  
Thermal Grid

E-Mobility

## 3 Follower Cities 3 Replication Projects

### BRNO

10  
Follower  
Solutions

### PARMA

10  
Follower  
Solutions

### GDANSK

7  
Follower  
Solutions



# Be Green Umeå

Sustainable travel  
made easy and fun

Be Green ⇔ The low carbon place  
Experiences ⇔ Challenges

Campaign ⇔ Long term behavioural change

Project ⇔ Implementation in daily work

External project office ⇔ Integrated in organisation

## Be Green Umeå

Sustainable travel  
made easy and fun



### 2010 – 2015

- Concrete citizen-oriented actions
- Motivate and help citizens to change their behavior
- The project developed, tested and evaluated new and innovative ideas which made it easier and more fun for people to live more sustainably

# What's your löjligaste bilresa?\*

Tävla om coola cyklar på [100cyklar.se](http://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!**



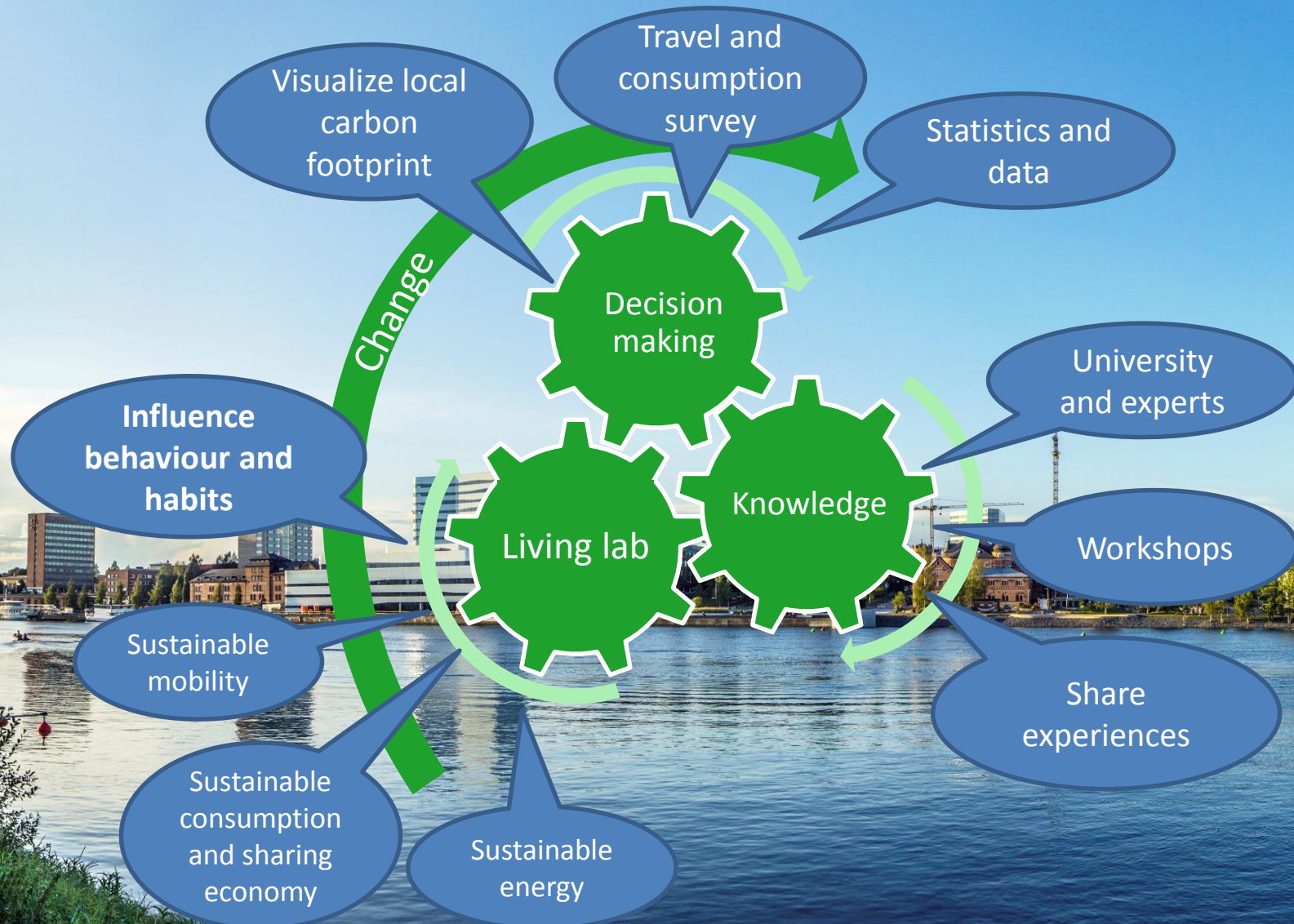


"I drive my car to IKSU,  
several times a week to sit  
on a training bike to get  
warmed up before my  
exercise...

...and then I drive my car  
back home again"



# The low carbon place



# UMEÅ. CO-CREATING IS SMART.



- Growing sustainably to 200 000 inhabitants by 2050
- All pre- and primary schools are certified for sustainable development
- Gender equality work integrated in the City Council

# SUSTAINABLE TRANSPORT SYSTEM

*2015 target: 55% of all city travels are sustainable (bus, bike, walking)*

*2015 results: Men: 40 %, Women: 56 %*





We provide  
the  
possibilities to  
choose a  
sustainable  
living!

