fact sheet

START

Bristol
Göteborg
Ljubljana
Ravenna
Riga

Short Term Actions to Reorganize Transport of goods

City of Göteborg December 2007

Incentives and access restrictions

Context

Göteborg is, as the second largest city in Sweden and as a transport hub with the biggest harbour in the Nordic region, facing a continuous increase of transports in general and of freight transports in particular. In order to find solutions to this problem an environmental zone was introduced in 1996 in the city centre with access restrictions for heavy diesel-driven vehicles.

Objectives

In the START-project the City of Göteborg has implemented a pilot project in parts of the city centre to study whether incentives combined with restriction in a project on a voluntary basis can be a way of getting the deliveries within the city more efficient.

Description of the action

The pilot project was initiated in 2006 with 46 participating vehicles from 7 companies. The scheme consisted of the combination of activities carried out within the work packages 3 and 5 in the START project.

To access different parts of the centre the weight or volume load rate in the vehicles had to be over 65 %. A internet based reporting system was also initiated where the companies could report their load rates.

As incentives for increasing the load rate the participating companies has access to special loading zones and bus lanes in the city centre.

After one year many of the companies had left the project since they could not fulfil their obligations in the project. An independent evaluation showed that the compliance with the scheme was considered too complicated and too time consuming. The incentives that were offered within the scheme were not efficient enough to increase the load factor.

The pilot project was terminated in September 2007.

Participating vehicle

Further planning and expected results

The efforts to make the distribution of goods in the city centre will be developed into a new scheme. Together with the local freight network and building on the experiences for other partner cities in START, a new scheme of access restrictions and incentives will be developed to ensure a higher load rate and more efficient distribution of goods in the city centre.

Contact

For more information about START in Göteborg:
magnus.jaderberg@tk.goteborg.se

For more information about START in Europe:
hakan.perslow@tk.goteborg.se