



# City of Lund

## Mobility Management in LundaMaTs

When working with sustainable transportation in Lund, the strategy LundaMaTs makes sure that we use different professional perspectives:

1. In the foundation lies the urban planning, where architects ensure that we develop the city after mobility, not the other way around. Consolidation, mixed used areas is consequently used as strategies as well as political decisions like that the city is not supposed to be bigger than it is possible to get through it by bike. The shape of the city is considered as well; a round city has equally short distances everywhere.
2. Agreements and regulations support sustainable choices, like for instance parking norms which make bot individuals and bigger stakeholders more likely to support less car driving. This is usually made in collaboration between different parts of the organization.
3. The efficiency of the infrastructure is not only made by building and designing roads, but also solutions for time saving and accessibility to improve the sustainable means of transport. Both are equally important in the technical perspective.
4. With mobility management we refer to the behavioral aspect, how to nudge people in to choosing the sustainable way to travel. In this communicators, behaviorists and environmental specialists are engaged. They inform about possibilities, campaign about values and lifestyle, work with nudging, in established channels and dialogue etc. The target groups are both individuals and organizations, like commuters, subgroups and companies.

All these areas of expertise in collaboration are necessary in the machinery for sustainable choice of transport. Mobility management and communication enhance the pace and smoothens the way.

