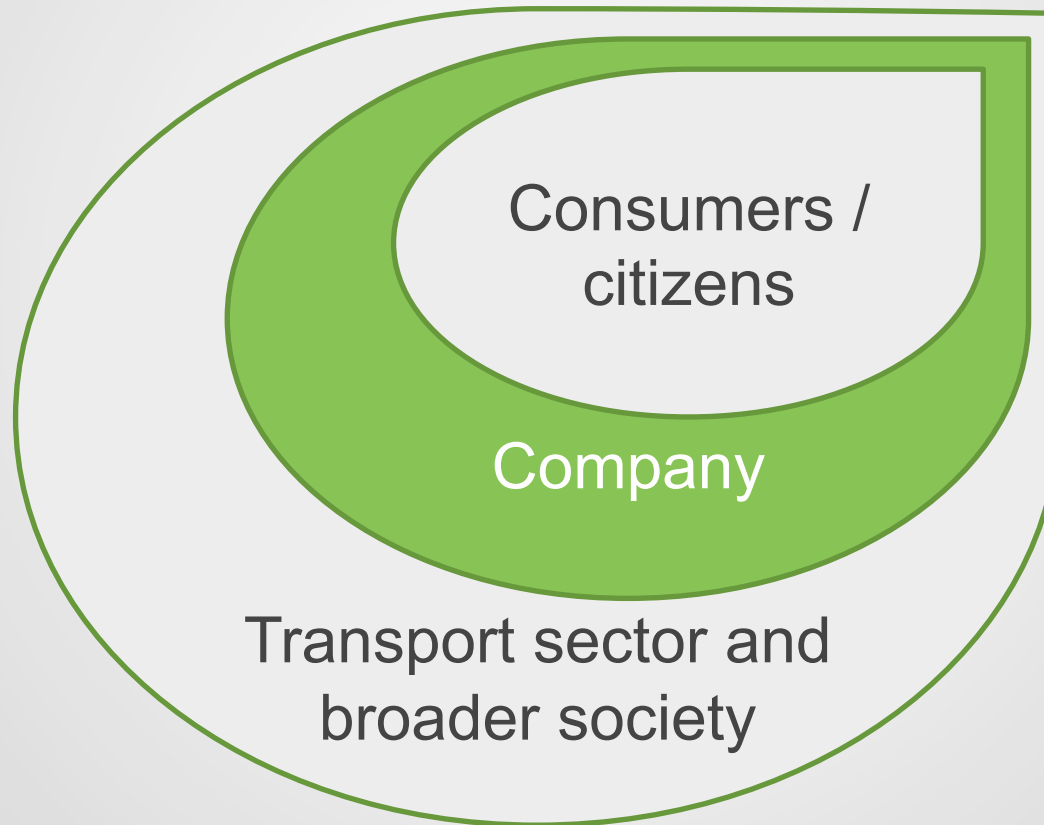


Swedish innovation activities in green corridors

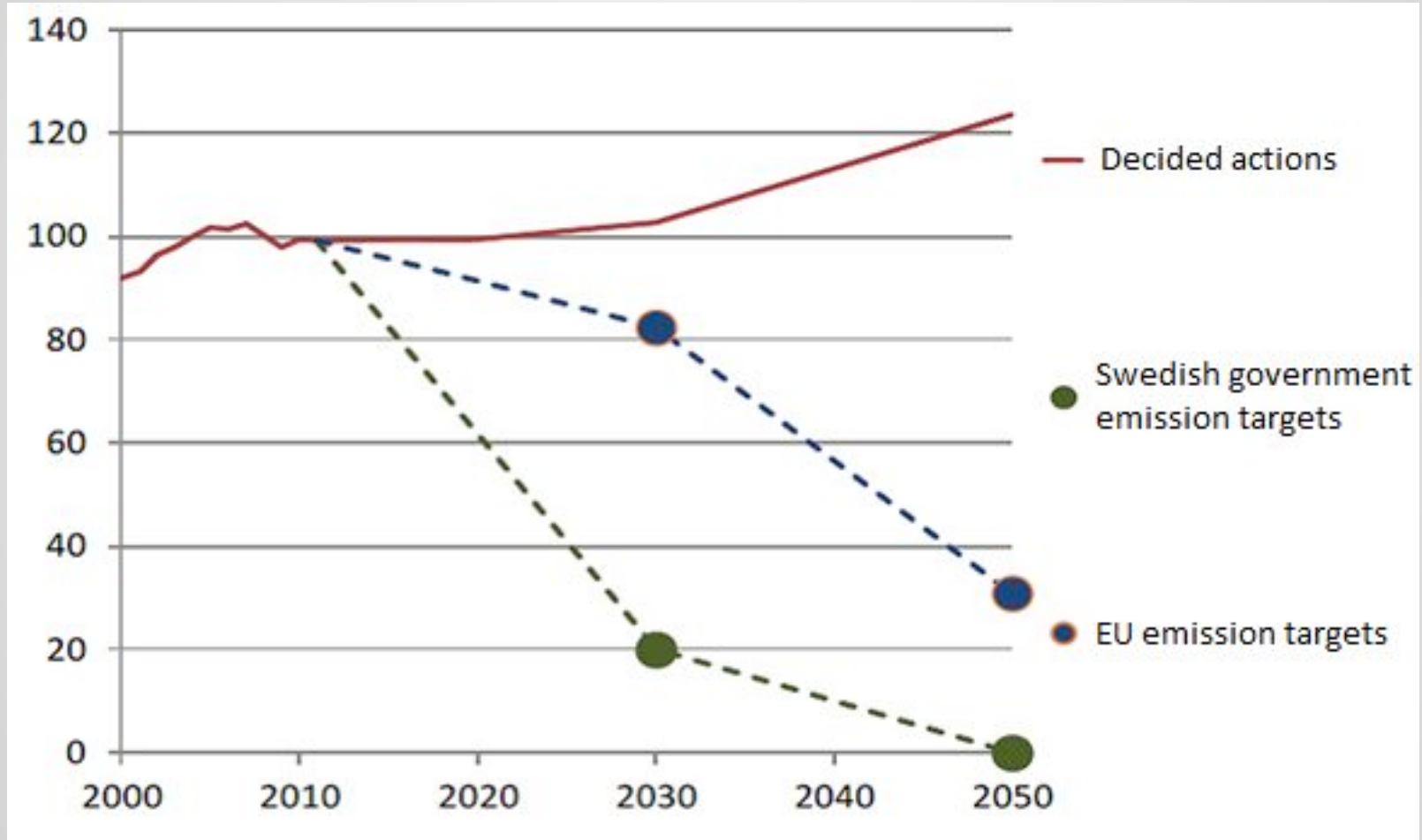
Rein Jüriado

Swedish Agency for Innovation Systems
SuperGreen final conference
Gothenburg 11 January 2013

What's in it for us?



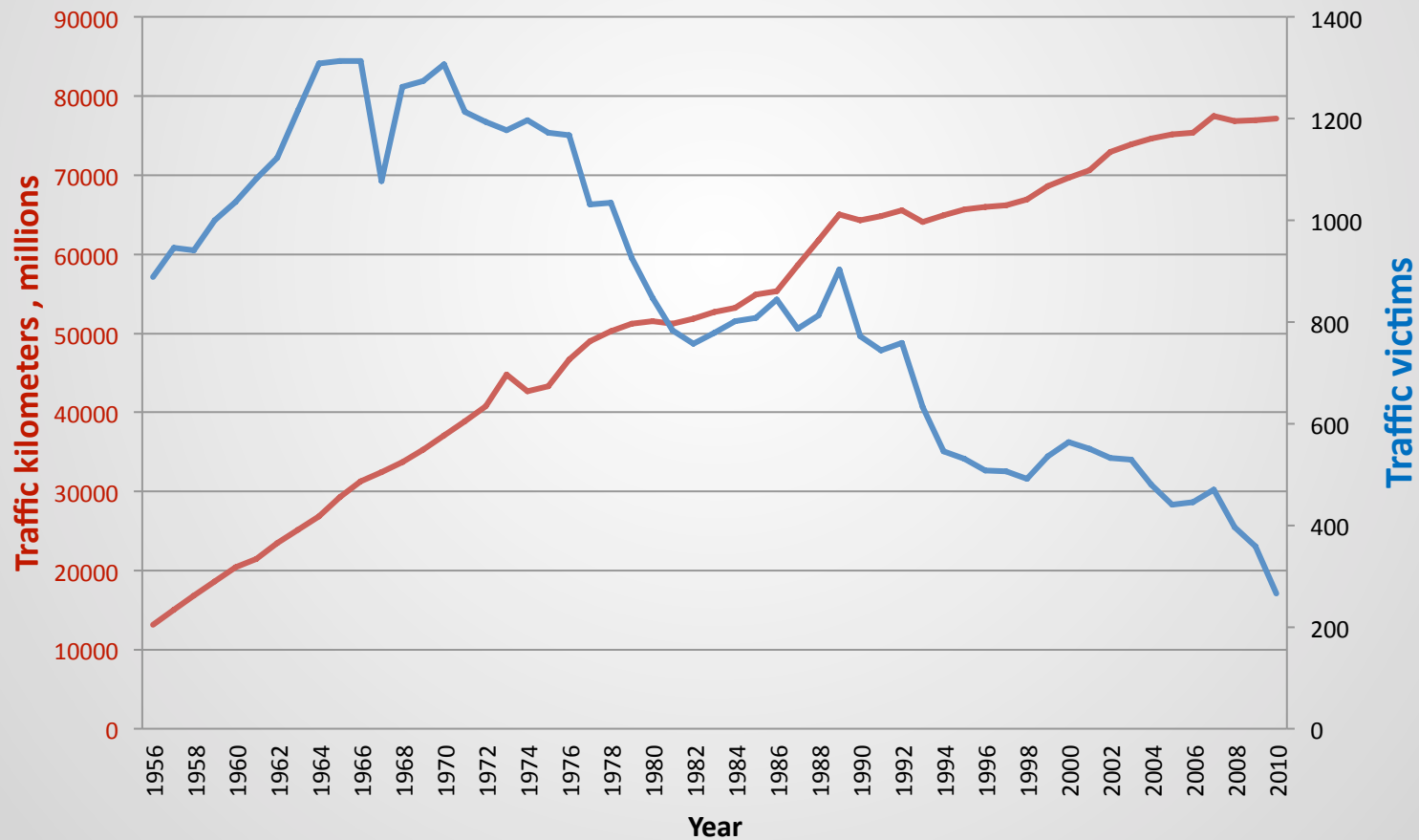
Ambitious national targets



CO2-emissions, indexed to 2004

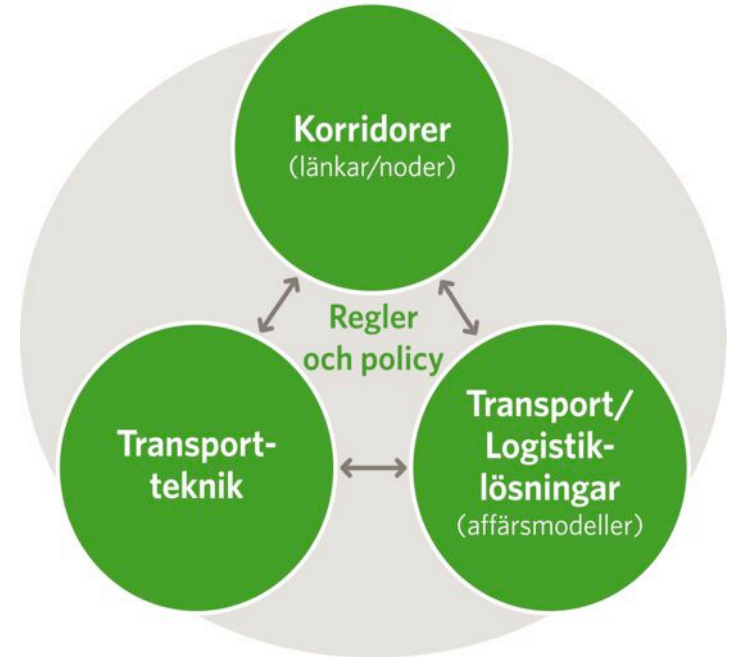
Could the success of traffic safety be repeated on 'greening'?

Number of victims and traffic work 1956 - 2010



National green corridor assignment

- Develop the concept
- Handbook and calculation manual
- Inventory of projects
- First corridor inaugurated
- Collaboration with EU projects
- Partnerships
- Information (demo days)
- Alignment with the transport and infrastructure policy on EU-level



CLOSER – national centre for transport efficiency

- A platform for innovation and research
- Three priority areas:
 - Green corridors
 - High Capacity Transport
 - Urban transport and city logistics



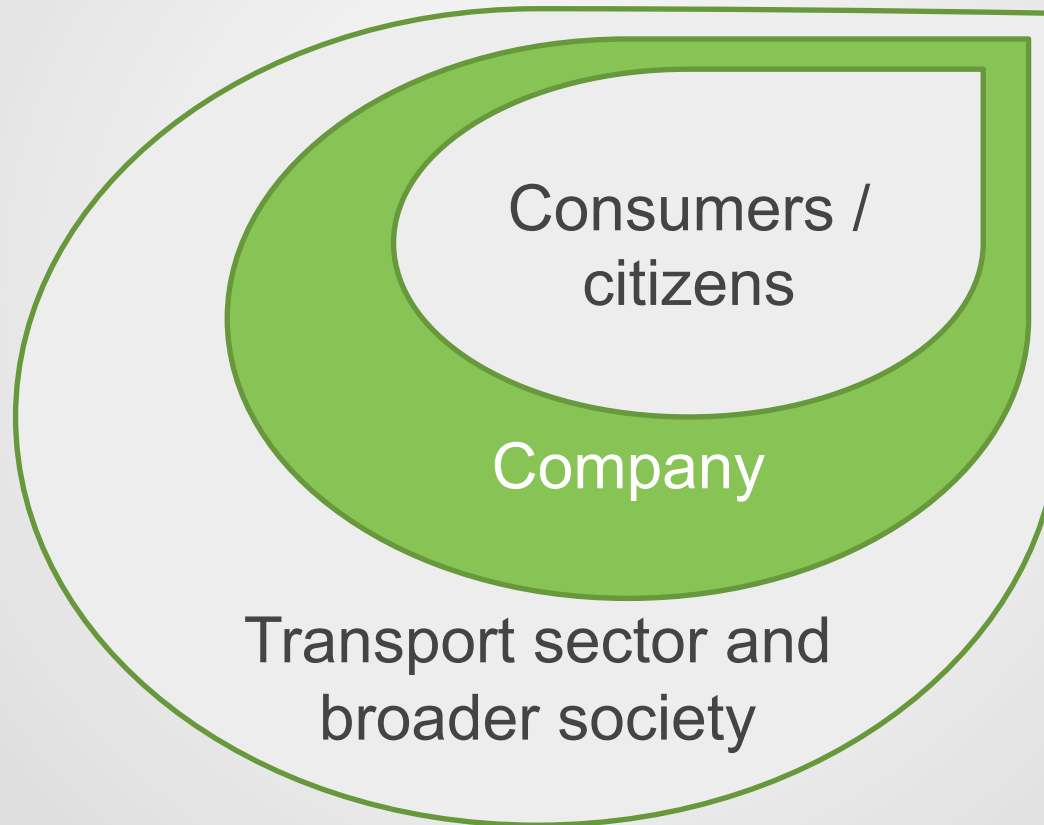


Forum for innovation in the transport sector

- Joint venture between industry, academy and government
- Identify the strategic R&D-areas in which Sweden should priorities and focus its efforts
- Focus on both freight and passenger transport
- These areas should contribute in breaking the trend between energy usage and transport work and at the same time strengthen the trade and industry of Sweden
- Roadmaps for 12 priority areas to be prepared
- More info at www.transportinnovation.se



What's in it for us?



What's in it for companies?

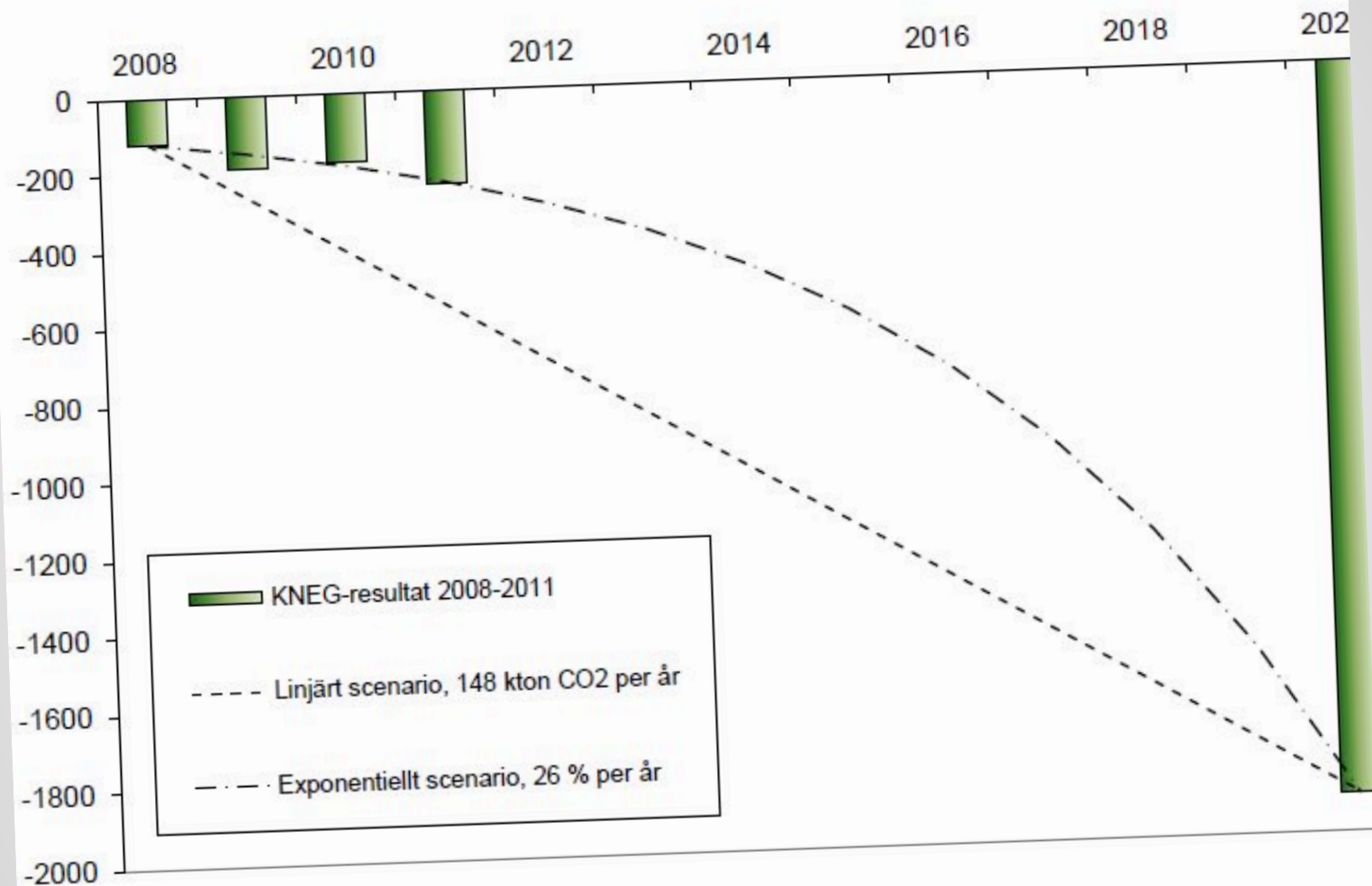
- Manufacturers of (road) vehicles see opportunities for innovation both on vehicles and infrastructure
- Transport operators are keen on 'greening' corridors but are unlikely to change their routes unless these can be justified with efficiency gains
- It has proven difficult to engage shippers / cargo owners in the national assignment but many are working on their own greening initiatives

KNEG – Climate Neutral Freight Transportation

- 15 actors mainly from industry work towards a shared goal: to halve the climate impact from a typical Swedish freight transport to 2020 as compared to the year 2005
- The members pledge to initiate projects with the aim of reducing the environmental impact from freight transport
- During 2011 the initiatives members reduced their CO₂-emission with a combined total of 244 000 000 kg CO₂

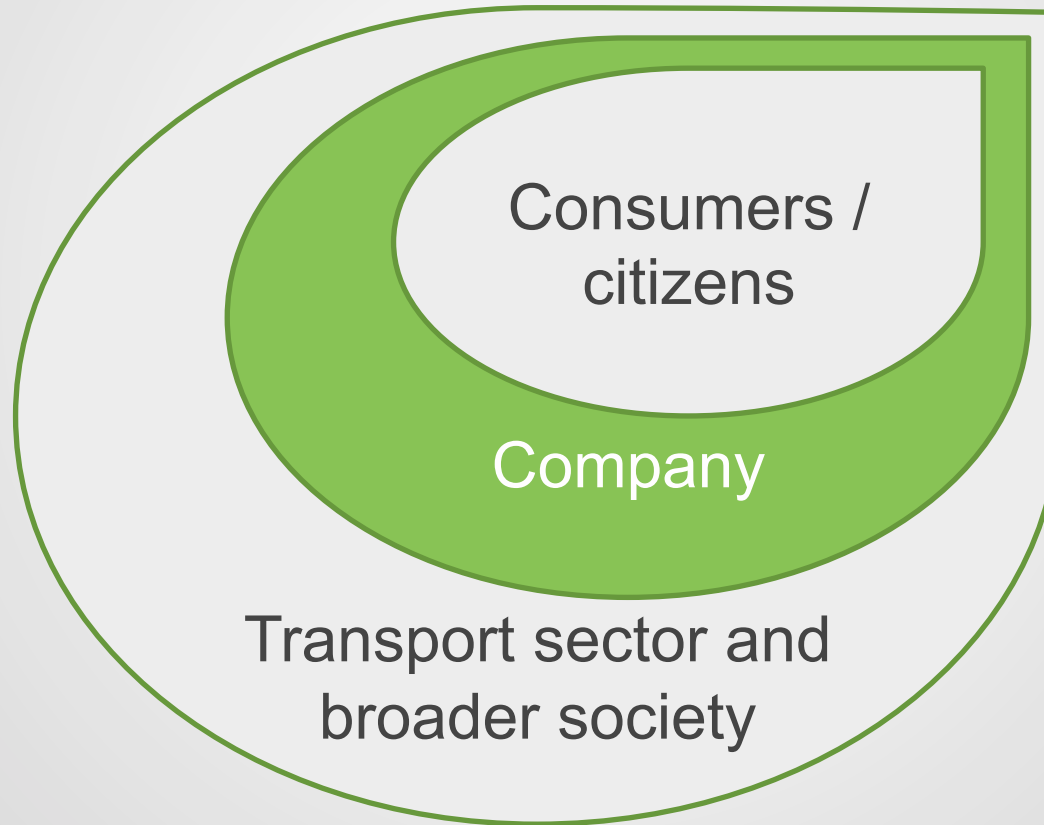


KNEG resultat 2008 - 2011



Results thus far: growing volumes hinder cutting emissions, renewables are crucial for reducing emissions, as well as more efficient logistics

What's in it for us?



What's in it for the consumers?

- Perhaps the most powerful, yet often forgotten actor in reducing environmental impact
- Emissions from transport generally have a low share in the overall emissions from consumer products
- How to handle 'last mile' as an extension to green corridors?

Notes from a consumer workshop on green corridors

- Consumers are keen to make a difference
- Better information:
 - Labelling: greener transport / greener manufacturing
 - Divided shops: section for 'green products', peer pressure
- Discrepancy between say and do



Conclusions and question marks

- Greening of (freight) transport is both a business opportunity and a societal necessity
- Policy measures: carrots and sticks to stimulate favourable activities?
- How to link 'greening of corridors' with the needs and logistics networks of individual companies?
- Could a consultative body on 'green transport and infrastructure' be created as a follow-up to Logistics Forum and the national assignment?



Government level assignment on Green corridors

Collaboration between:

