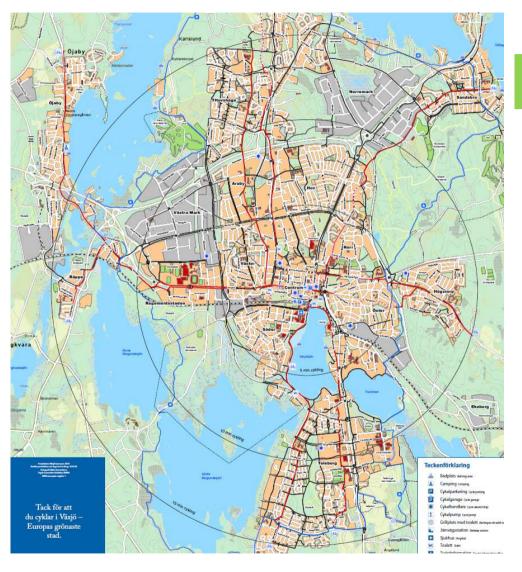


Växjö!
The greenest city in Europe
Pär Wallin





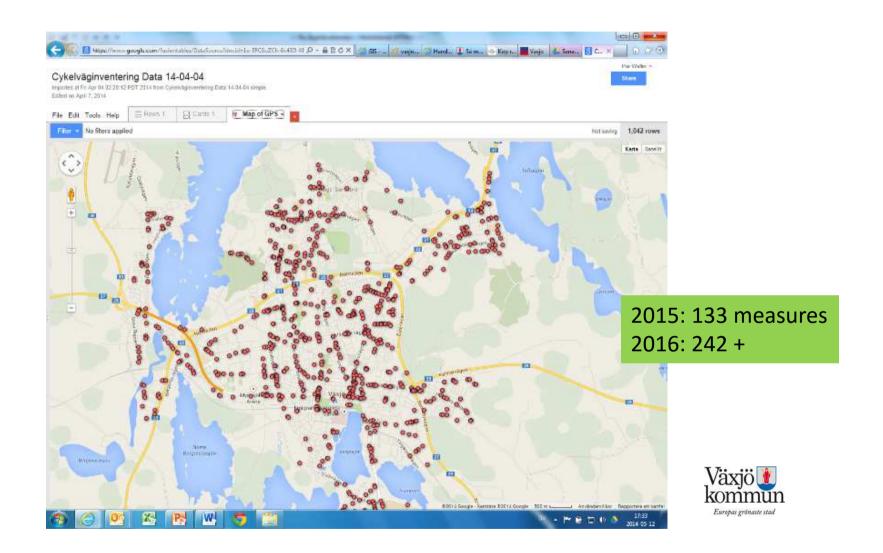
Within 15 min...

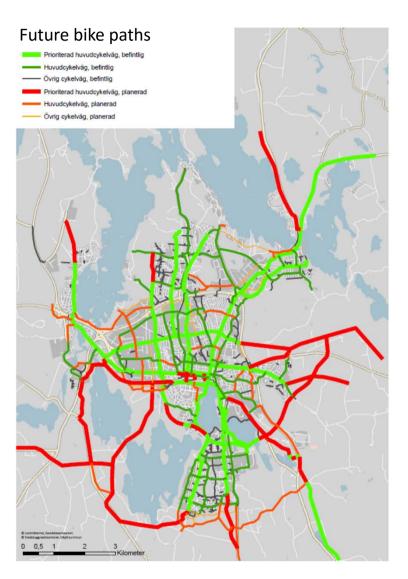
Walking	13%
Biking	19%
Public transport	6 %
Car	62%

32% of car drivers are willing to change...















The challenge?

- 1. Build "missing link" in cycling infrastructure
- 2. Information/Mobility management
- 3. Advantage Bike vs Cars

