Mobilising Gävle Climate City Contract Transport Portfolio

GÄVLE, SWEDEN

Emissions domains adressed by the Pilot Activity

All vehicles & transport (mobile energy)

Key Terms

Climate City Contract | Heavy-duty transport | EV charging infrastructure | MATSim simulation | CERO analysis | Transport buyers | Hauler engagement

Levers of Change

Data and Digitalisation | Democracy and participation | Financing and funding | Governance and policy | Learning and capabilities | Procurement | Social innovation | Technology/infrastructure

Description of the Pilot Activity

Transport is Gävle's largest source of emissions, yet governing private, industrial, and commuting-related mobility requires tools and trust that don't yet exist at scale. This pilot launches a dedicated transport portfolio within Gävle's Climate City Contract, bringing together haulers, transport buyers, logistics companies, and public sector actors to collectively tackle freight decarbonisation. Simultaneously, Lund University is building an agent-based simulation model to optimise regional EV charging infrastructure investments — combining grassroots coalition-building with cutting-edge data modelling.
Year 1 delivered both technical infrastructure and strategic insight. Lund University built a full MATSim transport simulation model combining local fleet data with Sweden's national freight model to test charging infrastructure scenarios before capital is committed.

Year One Highlights

Gävle's Year 1 centred on building the technical models and stakeholder relationships needed to tackle one of its hardest emission sectors: heavy freight.

Lund University developed a full transport simulation model using the MATSim framework, merging local fleet data with Sweden's national freight model to create a synthetic picture of freight flows across the Gävle region. This enables scenario testing for EV charging infrastructure before capital is committed. A key early finding was that forest industry trucks behave fundamentally differently from general haulers. Partner 3rd Bridge built direct relationships with transport and logistics companies to collect real fleet data.
A strategic pivot shaped the second half of the year: the project shifted focus from haulers to transport purchasers. The insight is straightforward but important: haulers cannot justify fleet investment without long-term contracts from buyers. Freight decarbonisation is as much a procurement challenge as a technology one. A sector-specific coalition was launched under the Climate City Contract, with a kick-off event in October 2024 bringing together the transport sector around this shared challenge. The original commuting app component was replaced with CERO analysis, a proven methodology for assessing employee travel behaviour.

Innovation Highlights

The MATSim model offers a replicable approach for cities facing freight decarbonisation: build a synthetic freight population from local and national data, segment by fleet type, and test infrastructure scenarios before committing investment. The focus area model — going deep on one sector with intensive stakeholder engagement rather than spreading effort across many — builds the trust and sector-specific knowledge that broader multi-sector approaches tend to miss.

Twinning with Vaasa (Finland)

Vaasa visited Gävle in April 2025, with the exchange focused on Gävle's best practices — particularly the Climate City Contract structure and the port decarbonisation programme ("Energy Optimized Port Cluster 2030"). Vaasa was especially interested in Gävle's approach to electrifying port quays. Gävle will visit Vaasa in October 2025 to learn from Vaasa's more advanced work on cycling infrastructure and digitalisation.

Funded by the European Union