



# Fast Forward Green City Zone

## GOTHENBURG, SWEDEN

### Emissions domains addressed by the Pilot Activity



All vehicles & transport  
(mobile energy)

### Key Terms

Transport emission reduction | Commuting | Car sharing | Mobility-as-a-service | Real estate sector mobilisation | Employer engagement | Sustainable tourism | Climate handshake | Design sprints | Electrification | Parking policy | Low-emission zones

### 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

Fast Forward Green City Zone is working to achieve Gothenburg's ambitious 2030 targets — 90% transport emission reductions and 25% traffic reduction — by mobilising the private sector actors that control the infrastructure for change: real estate owners, parking operators, large employers, and the tourism and hospitality industry. The approach uses design-led commercial sprints and economic incentives to catalyse business model innovation, rather than relying on regulation alone.

Year 1 focused on internal anchoring and stakeholder mobilisation. Getting consistent commitment within city departments and Gothenburg & Co proved more time-consuming than anticipated — but the team learned that this groundwork is a prerequisite for meaningful external engagement. Five workshops with real estate and mobility actors co-developed early-stage concepts around car sharing, carpooling, and multi-modal mobility. Two pre-studies mapped emission streams across the visitor economy and explored how a voluntary "handshake" climate commitment could work in a sector where the city's role is promotional rather than regulatory. The EVS38 Electric Freight Initiative demonstrated fully electric taxi and logistics operations during a major international event, with 10+ stakeholders committing voluntarily.

### Innovation Highlights

The "handshake" model for the tourism sector offers a replicable approach to engaging industries where cities lack regulatory authority — voluntary commitment structures co-designed with industry rather than imposed. Recognising that property owners and parking operators are gatekeepers for mobility-as-a-service is a transferable insight: achieving city-wide car sharing requires orchestrating these actors, not just mobility providers. The EVS38 demonstration showed that voluntary zero-emission logistics commitments are achievable for major events right now.

### Year One Highlights

Design sprints with major real estate owners generated five mobility concepts now under review for funding and development. The team pivoted from developing new concepts toward accelerating and communicating existing initiatives — recognising that the project's value lies in connecting and amplifying what already exists.

Coordination was established with four related EU mobility projects, and a learning exchange with CoAction in Lund is already informing a Region of Western Sweden pre-study across 49 municipalities. Stakeholder events reached 500+ participants at major city and regional forums.

### Twinning with Sønderborg (Denmark) and Haarlem (Netherlands)

The Sønderborg exchange highlighted the "Project Zero" model — an external entity acting as dedicated climate project manager, free from internal bureaucracy — as a potentially transferable governance innovation. The Haarlem exchange, focused on circularity, is planned for May 2026.

