

An inclusive transition creates value in several areas

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Why!



Why!



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SVERIGES
RIKES
LAG



UTGIVET AV
FÖRHANDLINGARNA
2014

7

8

**70%
OFF**



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Bilen, Bränslet, Beteendet

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A coalition of the willing!



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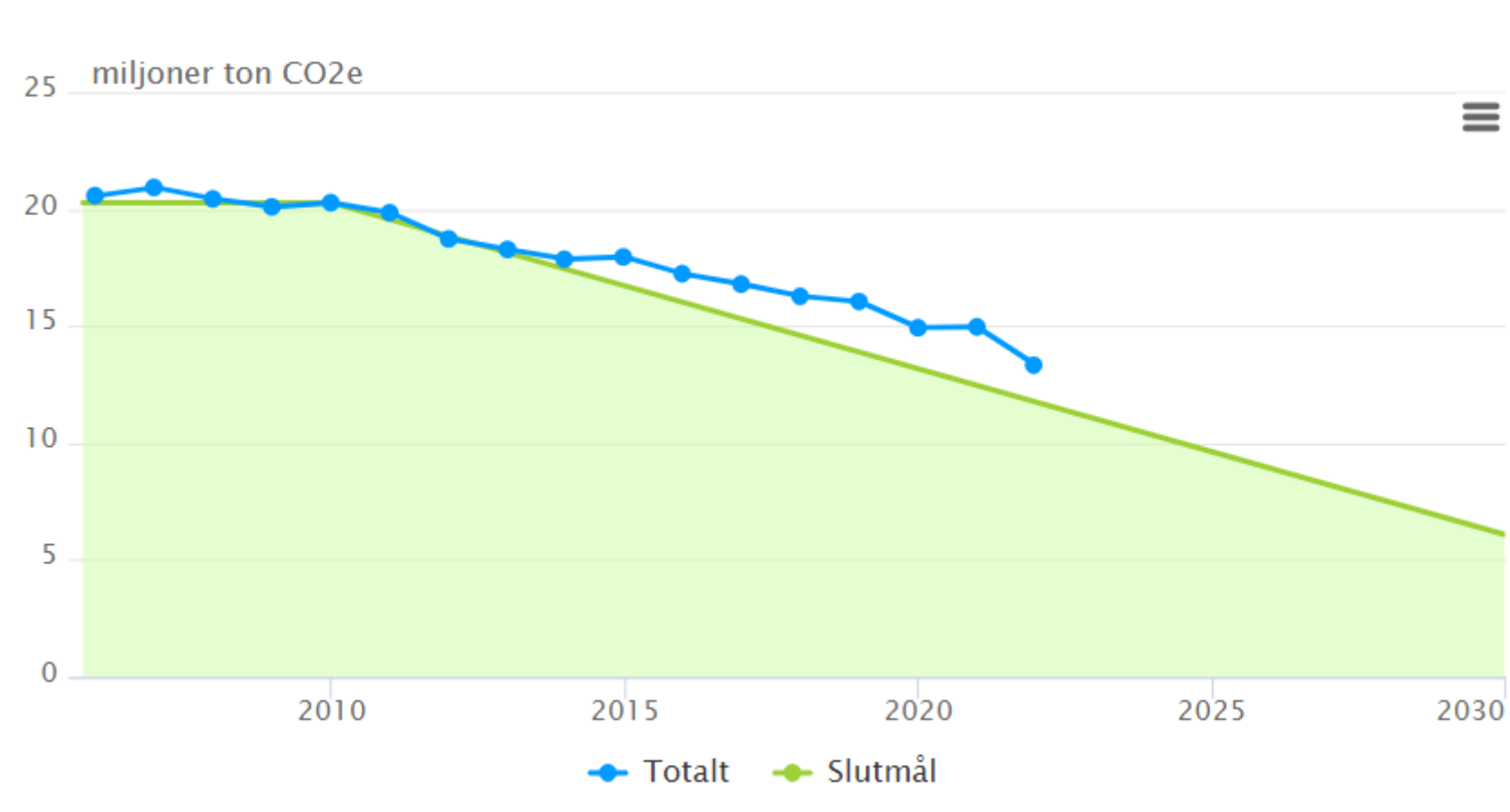
Lead by example



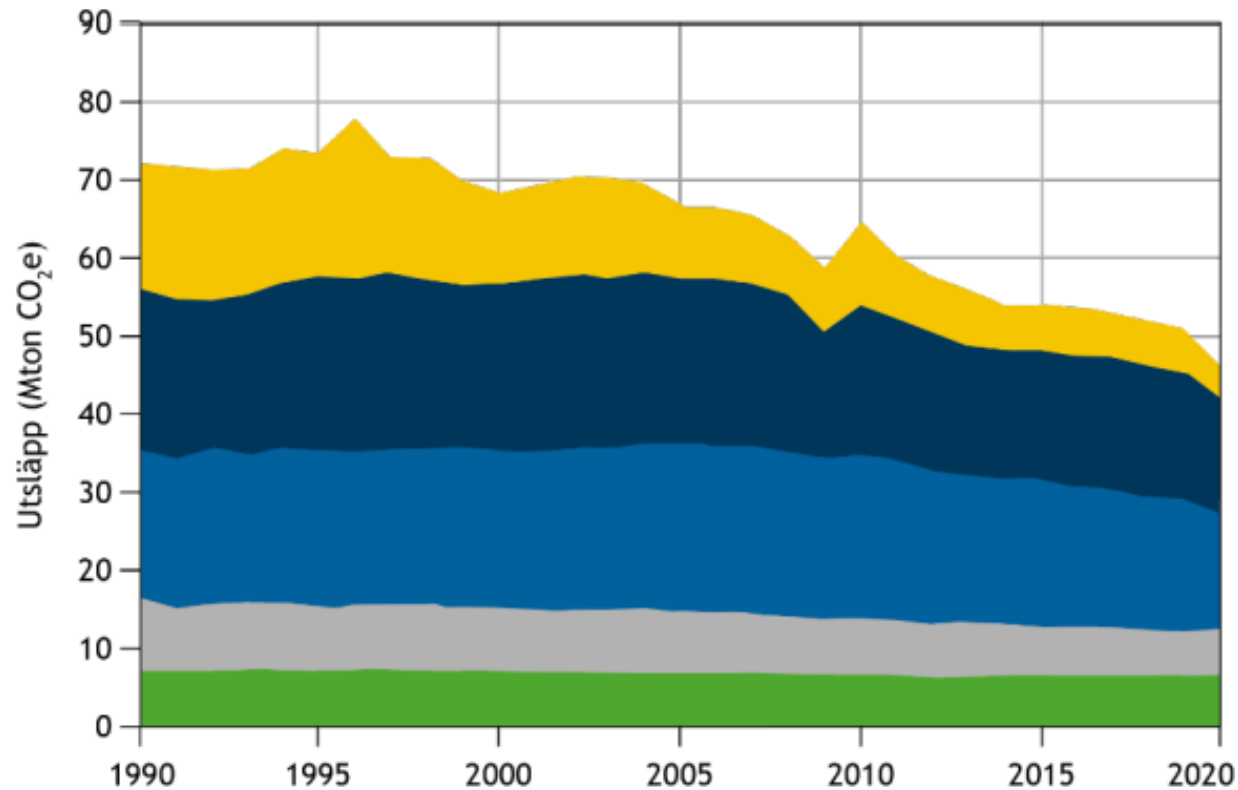
Backing from business: 22 sectorial plans








Not so fast...

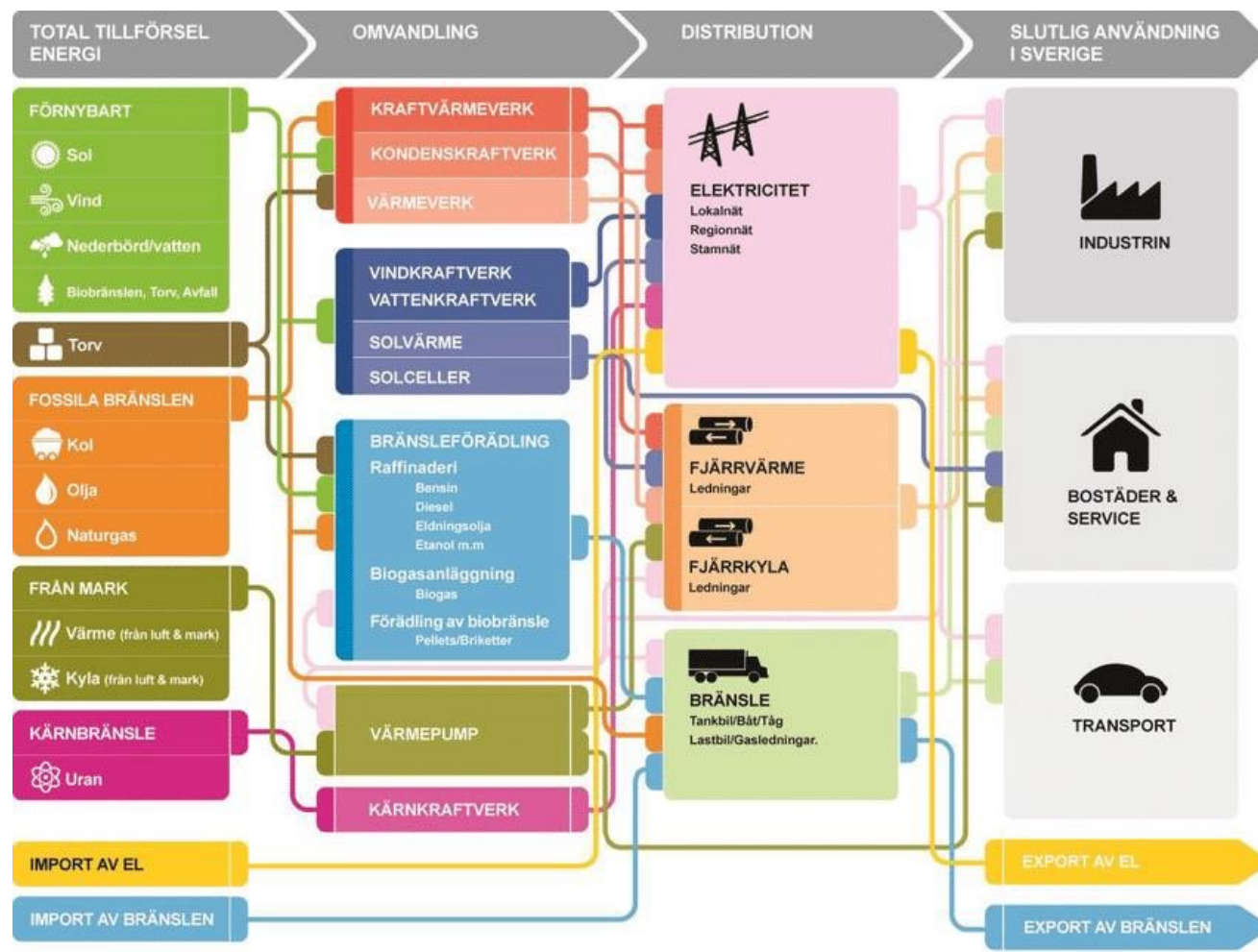


The transport sector's climate change is part of something bigger...



Utveckling mellan 1990-2020 (procentuell förändring)	
 El och uppvärmning	-73%
 Industri	-31%
 Transport	-21%
 Övrigt	-37%
 Jordbruk	-10%

The parts of the energy system affects each other



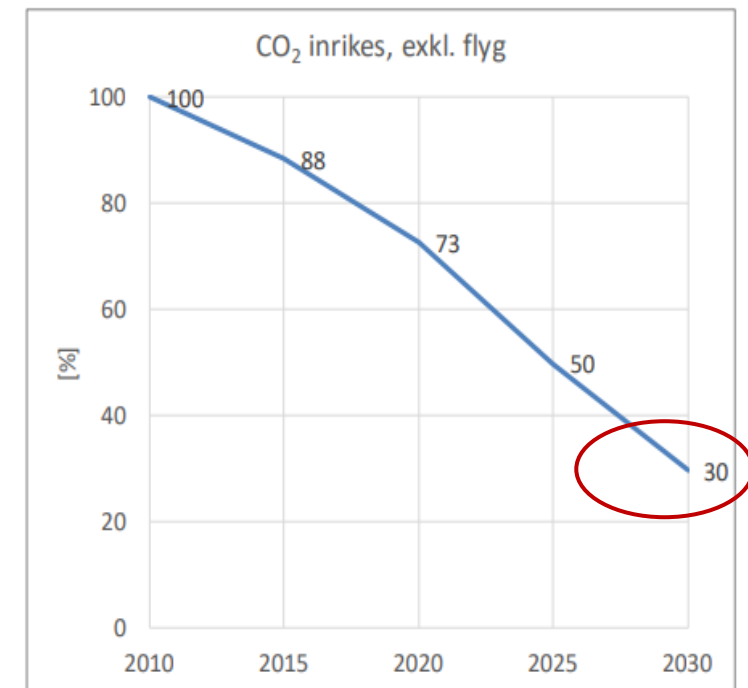
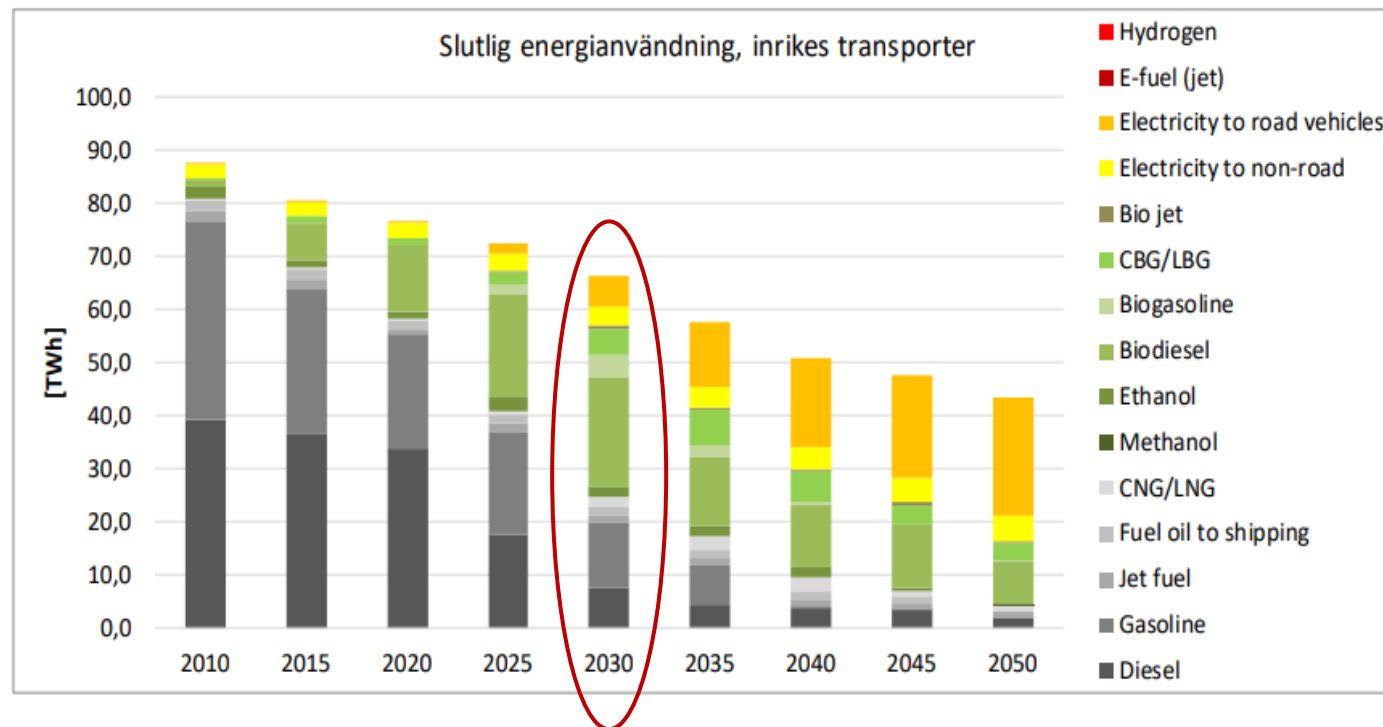
OMVANDLINGS- & DISTRIBUTIONSFÖRLUSTER

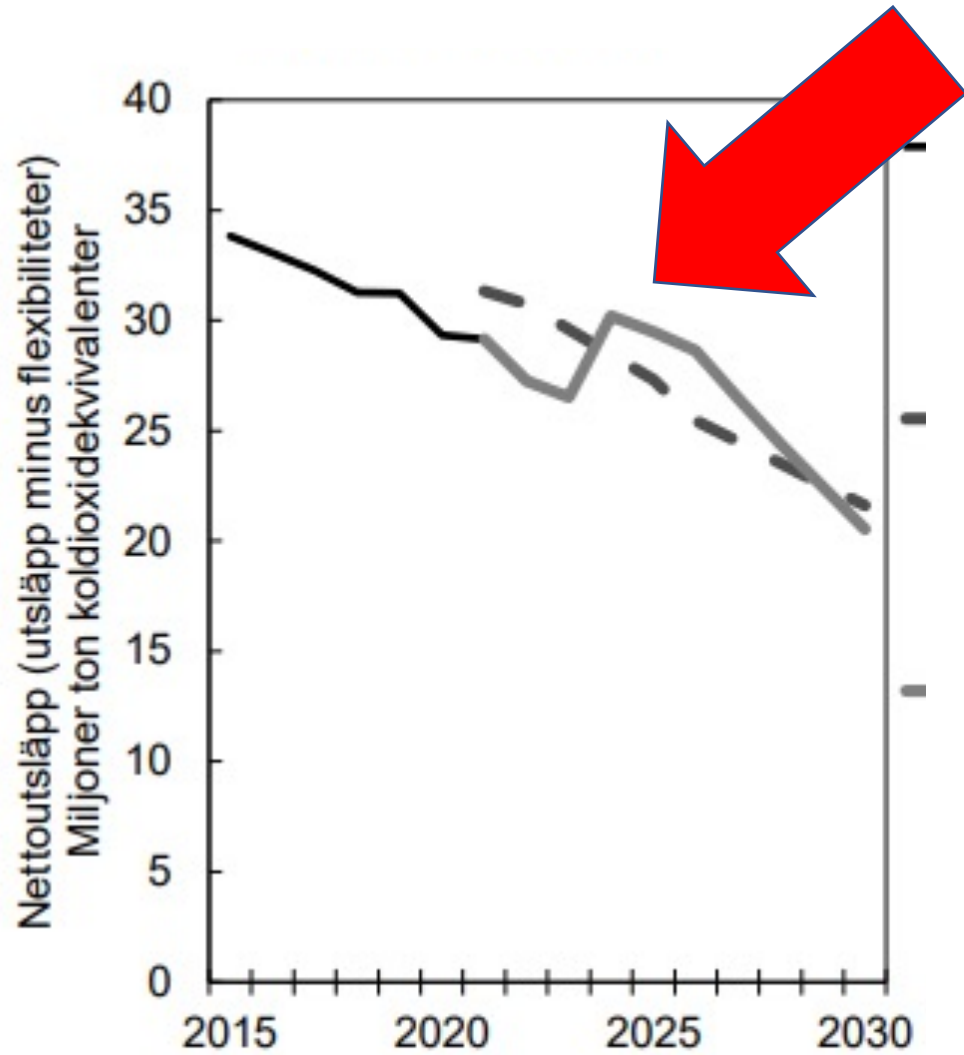
- The transformation of the transport sector can affect the electricity markets, biofuel, heat...
- Sectoral climate goals means that measures in one sector affect the emission space in other sectors
- Systems perspective and cooperation across sector boundaries important for an effective transition

And the european energy system affects



2030-pusslet - Basscenario

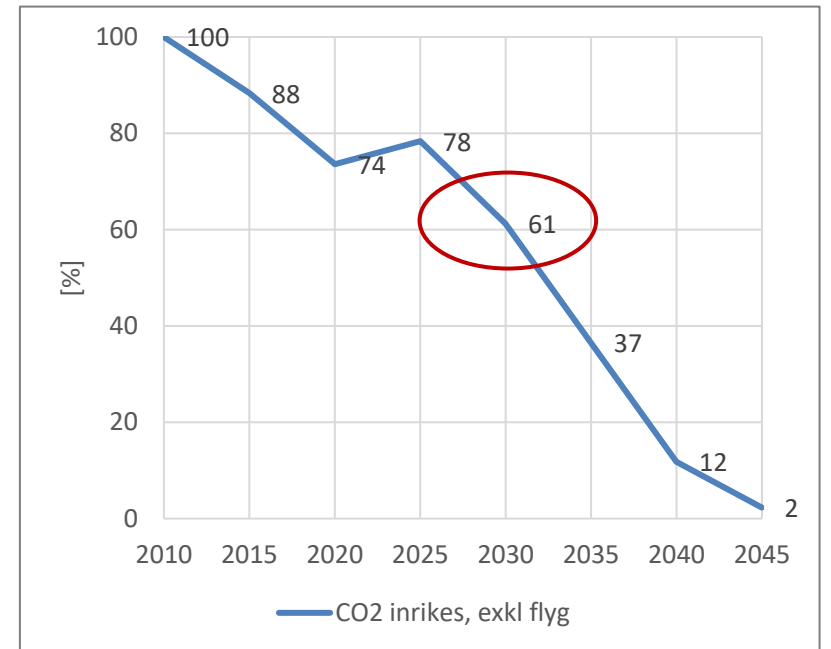
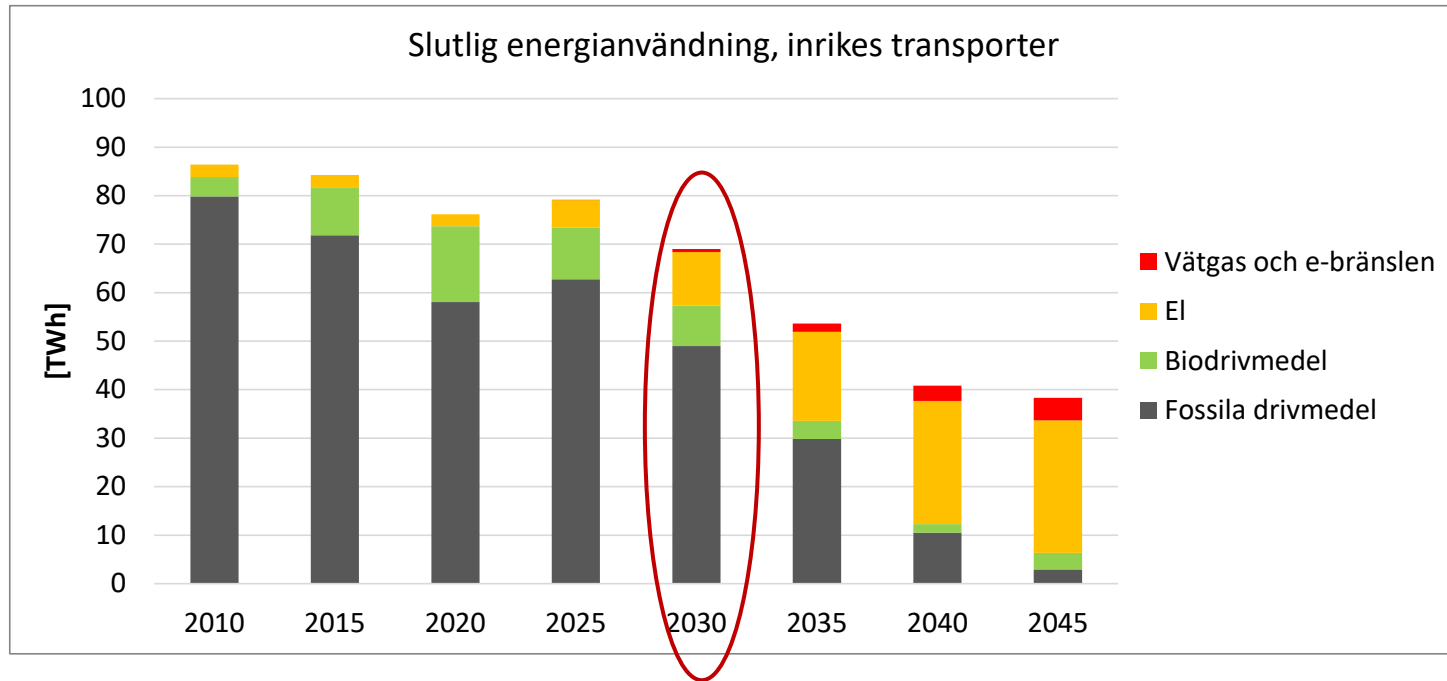




Källa: Naturvårdsverket och egna beräkningar.



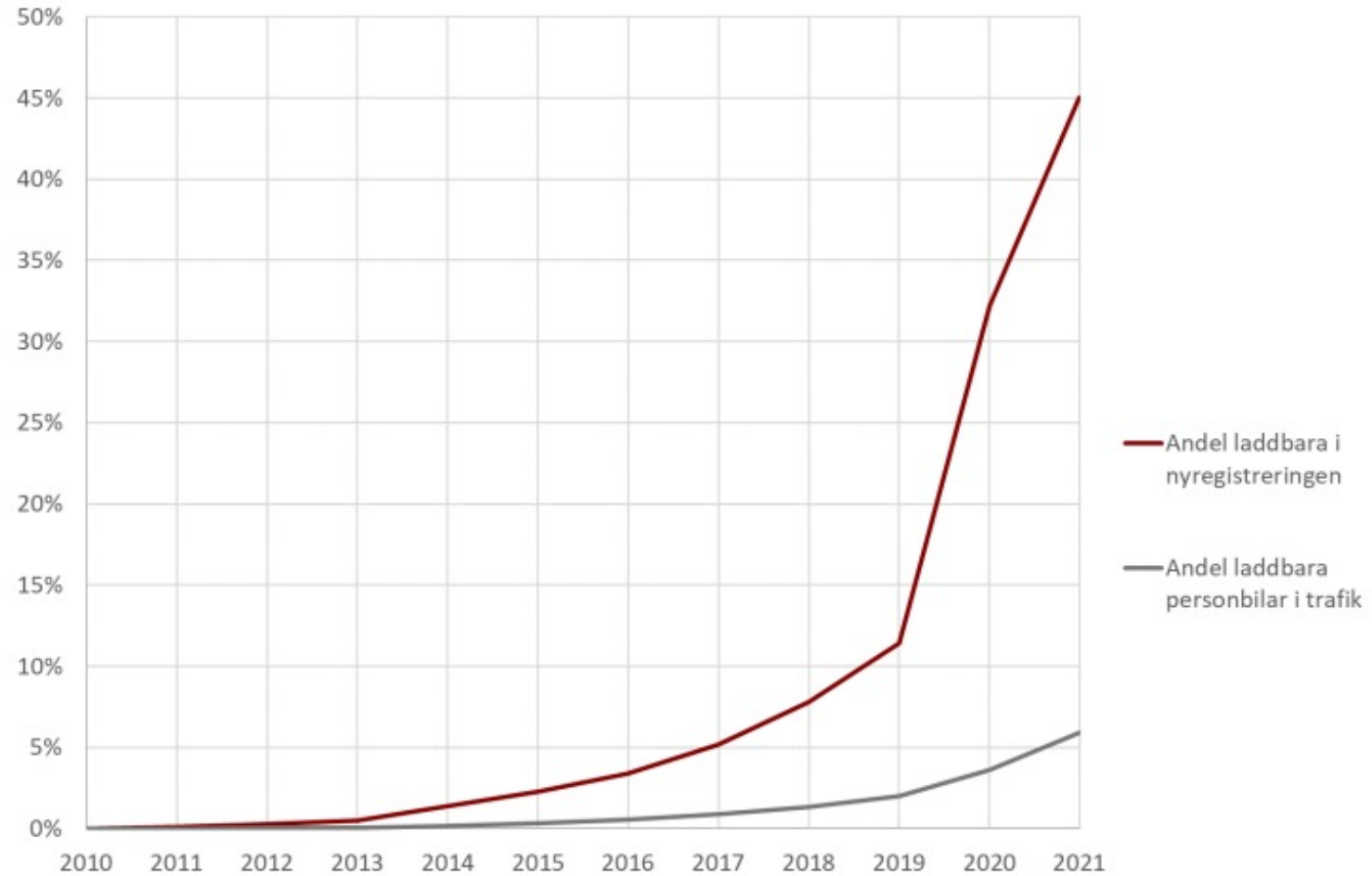
New scenario



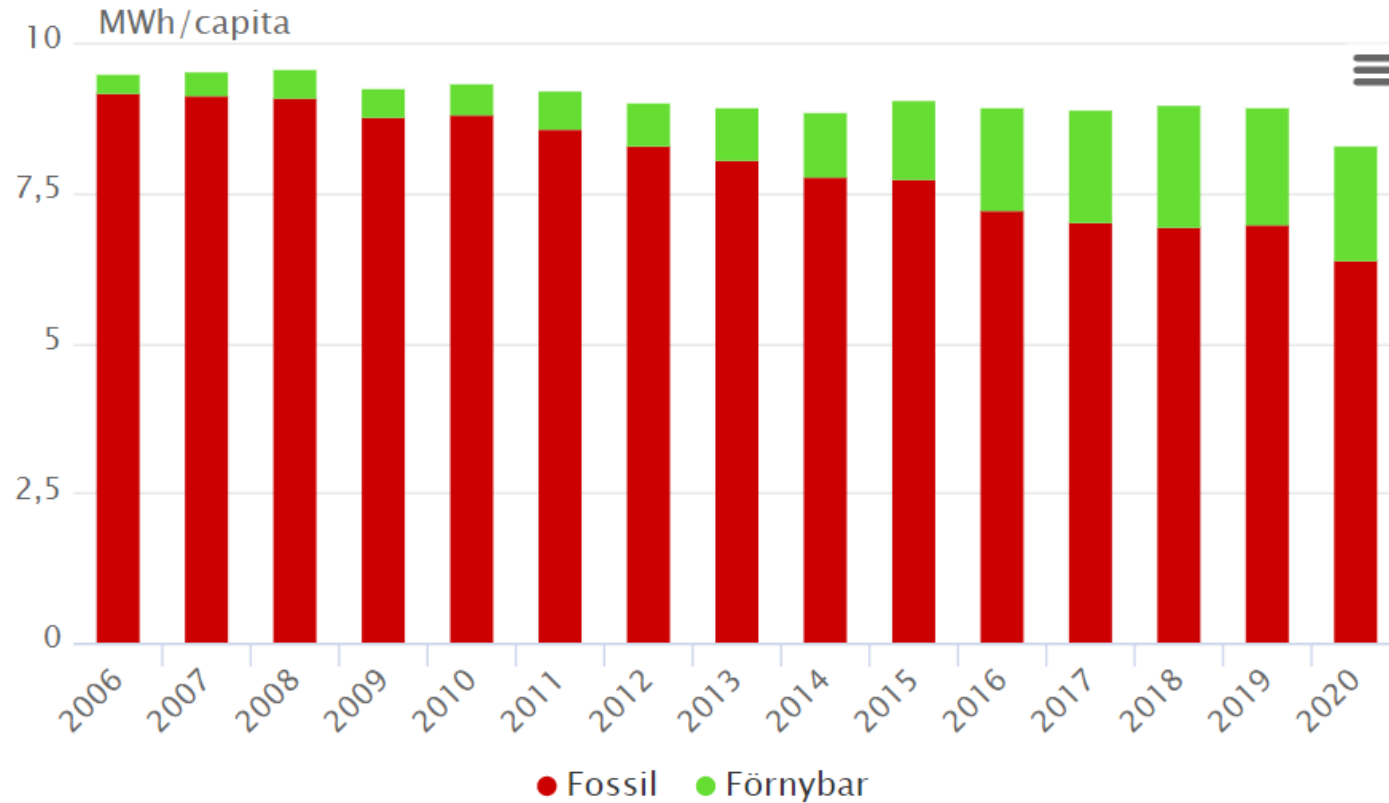


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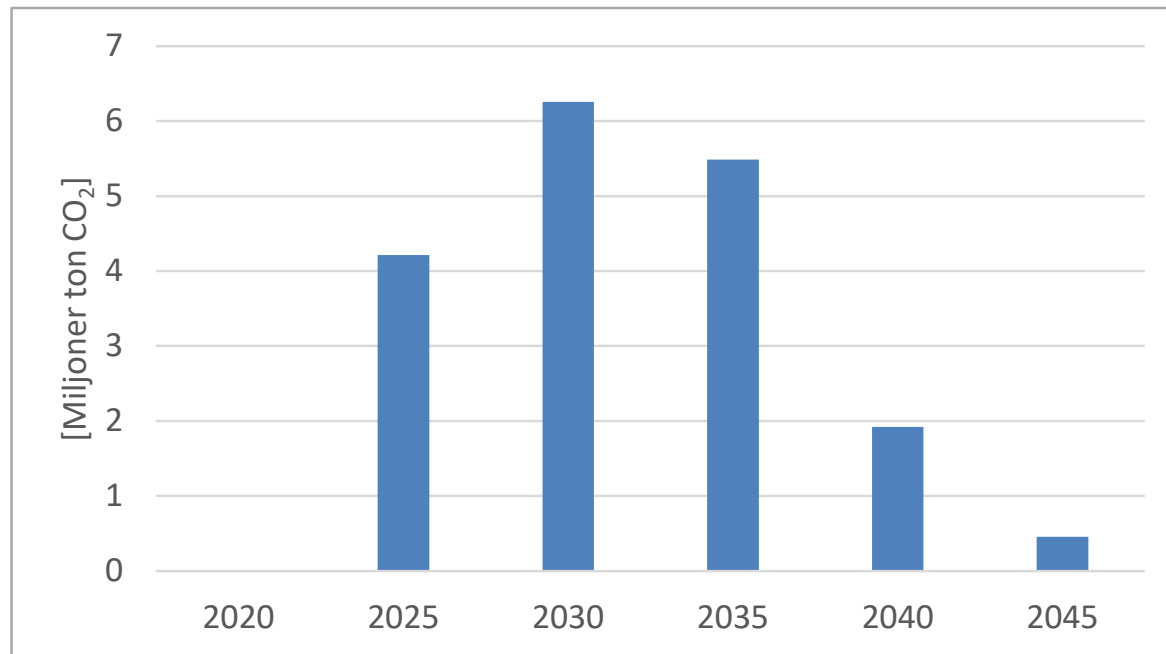
Electrification



Change Fuel



It's not about the goal



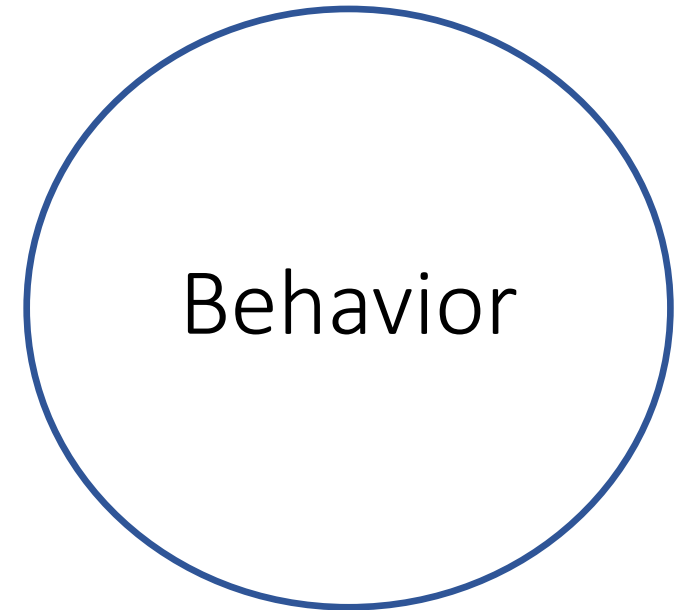
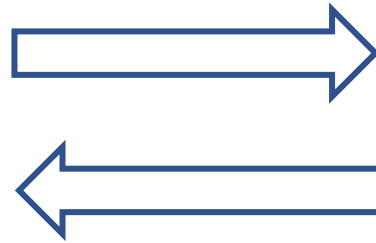
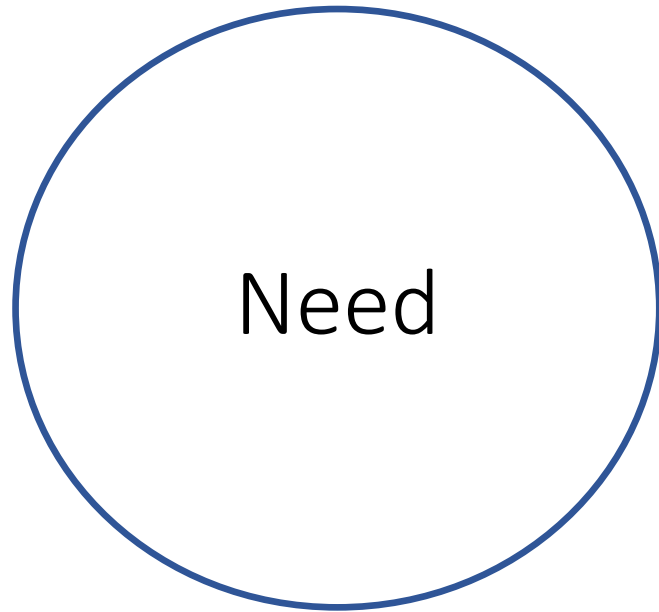
Transport efficiency – system thinking needed



Time to rethink the car!



Shift focus!





The call for multimodality

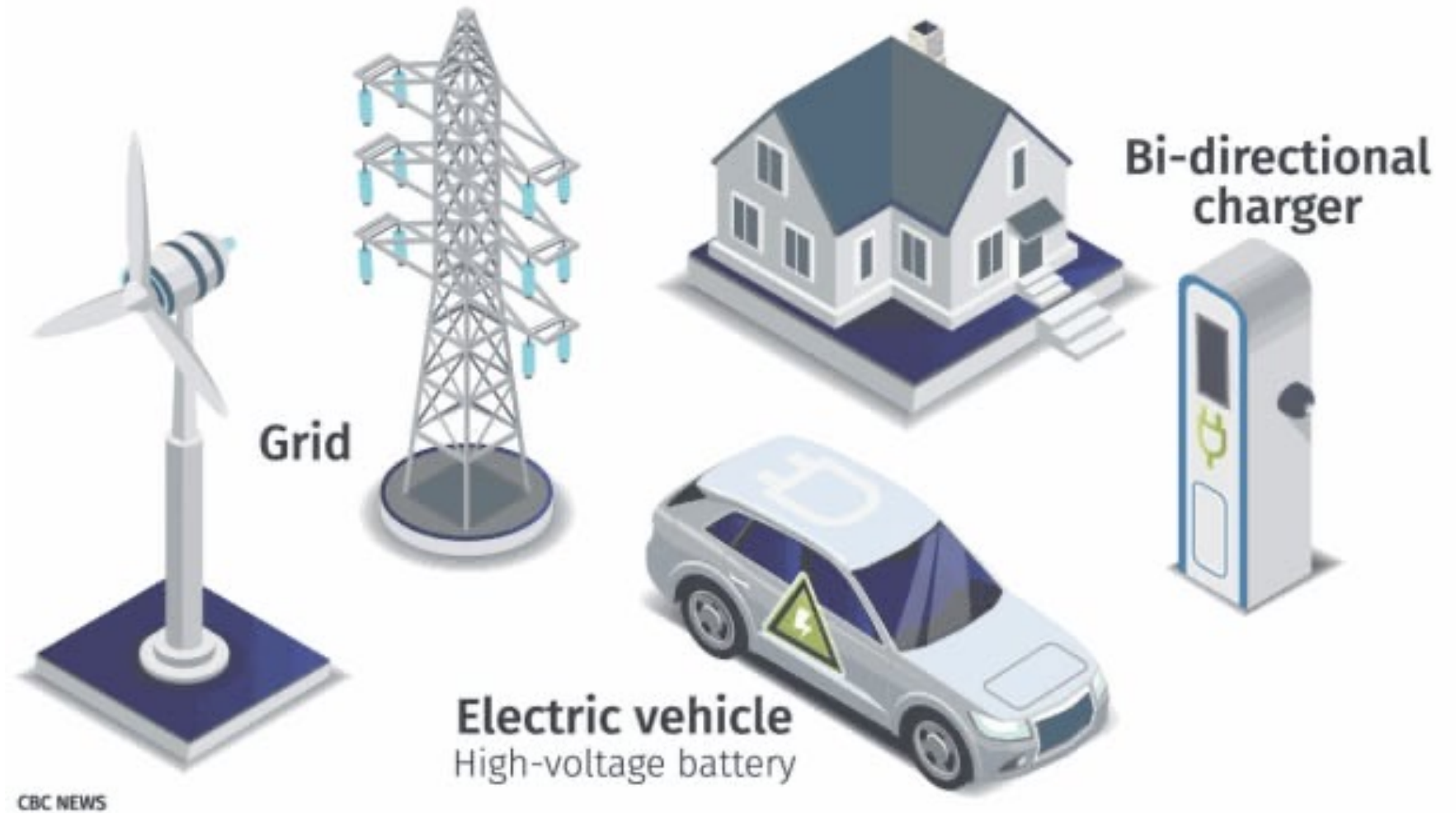


The importance of crossborder-thinking



From competition to ...

A new eco-system



Deep Impact

- Challenge what is!
- Make it easy to do the right choice
- Co-creation that creates value
- Stop thinking, start acting!



Together
We all Win!



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