



GRØNN BY 2023

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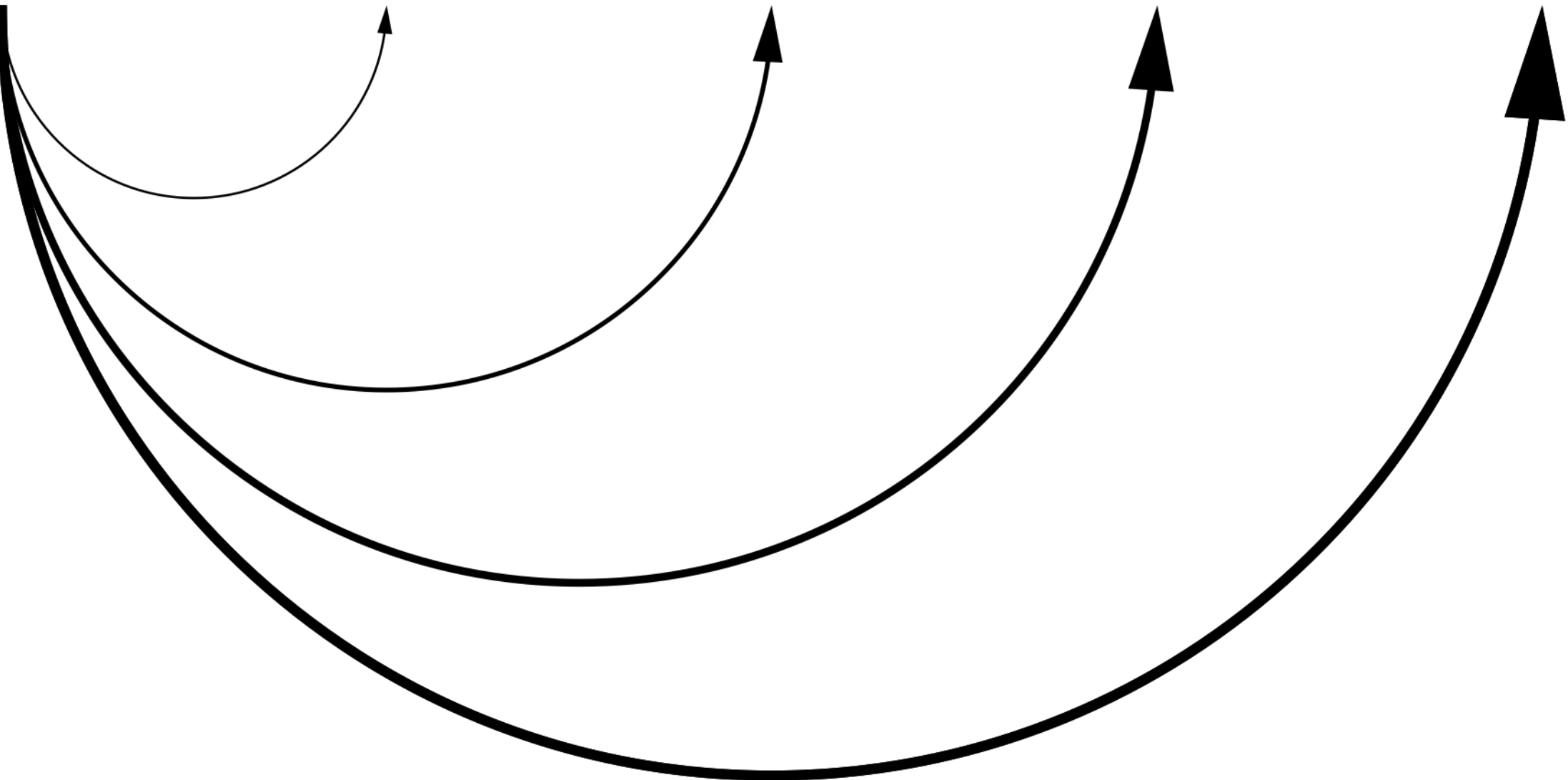
– Utslippsreduksjonene som er skissert i klimaplanen vil samlet sett bidra til at utslippene blir om lag halvert i transportsektoren i 2030 sammenliknet med 2005.

Solberg-regjeringen, Nasjonal Transportplan (mars 2021).

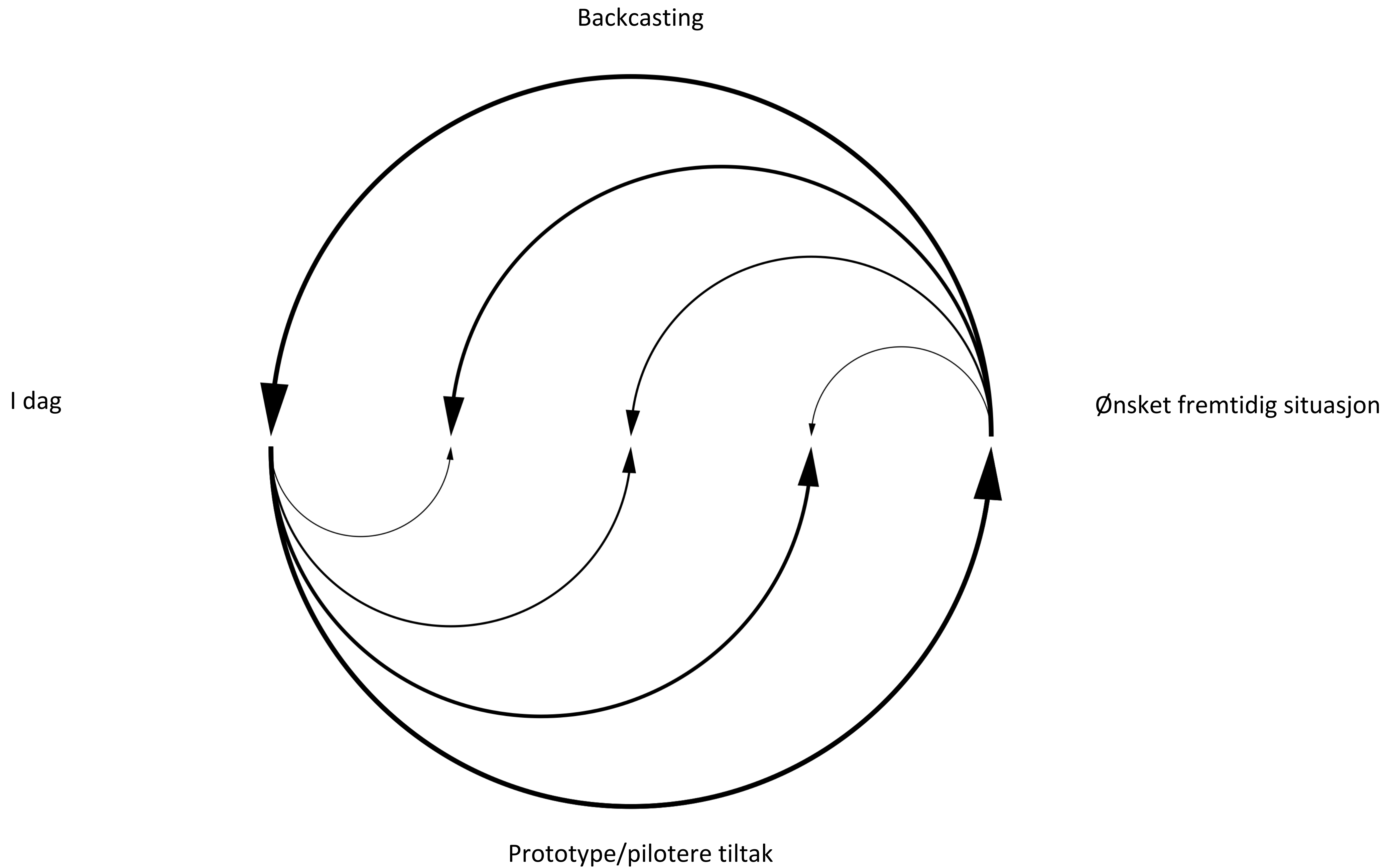
– De gjennomførte analysene viser at det ikke er mulig å nå klimamålene med realistiske tiltak og tilhørende nødvendig virkemiddelbruk innen 2030.

I dag

Kontinuerlig justert
mål



Prognoser



Psst!

Vi vet hva som funker.

**“We become what we behold.
We shape our tools, and then our
tools shape us.**

Father John Culkin and Marshall McLuhan

10 andre måter å forstå mobilitet på.

En pretekst over NTP, kapitel 3, vers 1-3

Som kosthold?

MADPYRAMIDEN



SPIS MEST FRA BUNDEN - MINDST FRA TOPPEN
DET ER GODT FOR BÅDE DIG OG KLIMAET

coop

madpyramiden.dk

MOBILITY PYRAMID



MOVE MOST FROM THE BOTTOM - LEAST FROM THE TOP
IT'S GOOD FOR YOU, YOUR WALLET, AND THE ENVIRONMENT

jaja

**En turøkonomi
hvor mobilitet
er valuta.**

Turøkonomi



Costs to consumer:

- Buying vehicle (every ~5years)
- Insurance (monthly)
- Fuel (intermittent)
- Licensing (annual)
- Tolls & fines (intermittent)
- Parking (intermittent)
- Repairs and maintenance (periodic)
- Roadside assistance (intermittent)

Additional hidden costs:

- Opportunity cost of driving (daily)
- Time wasted in congestion (regularly)



Trip price

**En grunnleggende
menneskerett.**

Mangfold.

Som helse.

**Som klima-
investering?**

Lagidrett.

Likestilling.

**Sosiale
nettverk.**

**Frihet
vs.
ansvar.**



A group of five men are seated at a table in a meeting room. The man on the far left is smiling. The man next to him is looking towards the center. The man in the center, wearing glasses and a dark sweater, is speaking and gesturing with his hands. The man next to him is looking towards the speaker. The man on the far right is resting his chin on his hand, looking towards the speaker. A laptop and a purple mug are on the table in front of him. The background shows a window with blinds and a white wall.

Hvor mye innovasjon trenger man
når folk skal fra ett sted til et annet?





Takk.



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← Snakkes på LinkedIn?