

Telematics Valley

Where Telematics Professionals Meet



TOWARDS A MORE SUSTAINABLE WORLD **How can Technology and Telematics contribute to a better future?**

TELEMATICS VALLEY - STOCKHOLM SEMINAR
31:st of August 2010

Hosted By ÅF

This year's Telematics Valley Seminar in Stockholm will address the need for a more Sustainable way of living and how technology as such and Telematics in particular can support this necessary change of behaviour.

If we want to secure a more sustainable planet it depends on the initiatives from national politicians and their authorities, individual initiatives on city level and that commercial actors find a reasons for investing in solutions supporting this ambition.

However, no matter how much we try to provide infrastructure and solutions, still we have to motivate ourselves to change our own behaviour. A good example is how we decide to get to work and back. We can also chose between different transportation methods when travelling on our leisure time.

This seminar will give you an insight in a number of initiatives to understand both how technical development can be done keeping sustainability in mind as well as creating solutions that will make it easier for us to live up to the new requirements.

The seminar is open for anyone to attend free of charge including the lunch.

Program

- 09.00 - 09.10 Jan Unander - Executive Director, Telematics Valley
Introduction to the seminar
- 09.10 - 09.40 Anders Modig - Sustainability Expert, ÅF Consulting
Listen to how to create a better future through business driven sustainability
- 09.40 - 10.10 Olof Hådell - Environment, vehicles and fuels, Swedish Transport Administration
What is the national transportation authority doing to create rules and infrastructure that supports a sustainable future?
- 10.10 - 10.30 Coffee break
- 10.30 - 11.00 Gunnar Söderholm - Director Stockholm Environment and Health Administration, City of Stockholm
What can the city administration do to motivate or force it's citizens and visitors to act more sustainable?
- 11.00 - 11.30 Magnus Kuschel - Managing Director, Commute Greener (Volvo IT)
What responsibility have the commercial actors? Listen to an example of how you and I quickly can reduce our CO2 emissions by 30%.
- 11.30 - 12.00 Jonas Eliasson - Professor Transport Systems Analysis, KTH Royal Institute of Technology
It is all about changing our own behaviour if we want a sustainable planet. What shows the research as to our willingness to compromise on our travelling habits and make the necessary changes?
- 12.00 - 12.30 Panel discussion - Moderator Jan Unander, Telematics Valley
What is most important, political decisions, public or commercial initiatives or maybe change of attitudes through information?
Are public and commercial actors collaborating on the key issues or can it be improved, if so how? If commercial actors want to address the Sustainability market, on what should they focus? How can the Sustainability goal benefit from the Telematics actors advances within technical solutions and information services?
- 12.30 - 14.00 Lunch

Secure your seat at this seminar before you go for your summer holidays by sending a confirming eMail to jan@telematicsvalley.org.

The Seminar will be kept at our host's premises i.e. ÅF Group, Frösundaleden 2, Stockholm. Click [here](#) to see the directions of where it is.

Telematics Valley wishes you a nice summer holiday and we are looking forward to see you at the seminar on the 31:st of August.

Jan Unander
Executive Director
Telematics Valley