

Mobility hotel Nordstan

Augmenting mobility hubs with
non-traditional services

Mikael Ivari



This project has received funding from
the European Union's Horizon 2020
research and innovation programme
under grant agreement No 953939





Cities and functional urban areas:



Technology and service providers, industry and SMEs:



Research organisations & universities:



Network organisations:



Key information

- Horizon 2020 Innovation Action
- Smart, green and integrated transport
- 24 partners in 7 countries
- Funding 9 MEUR from EU + co-funding from partners
- Project period from May 2021 until April 2025



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1

LIVING LABS

- Oslo
- Gothenburg
- Hamburg

2

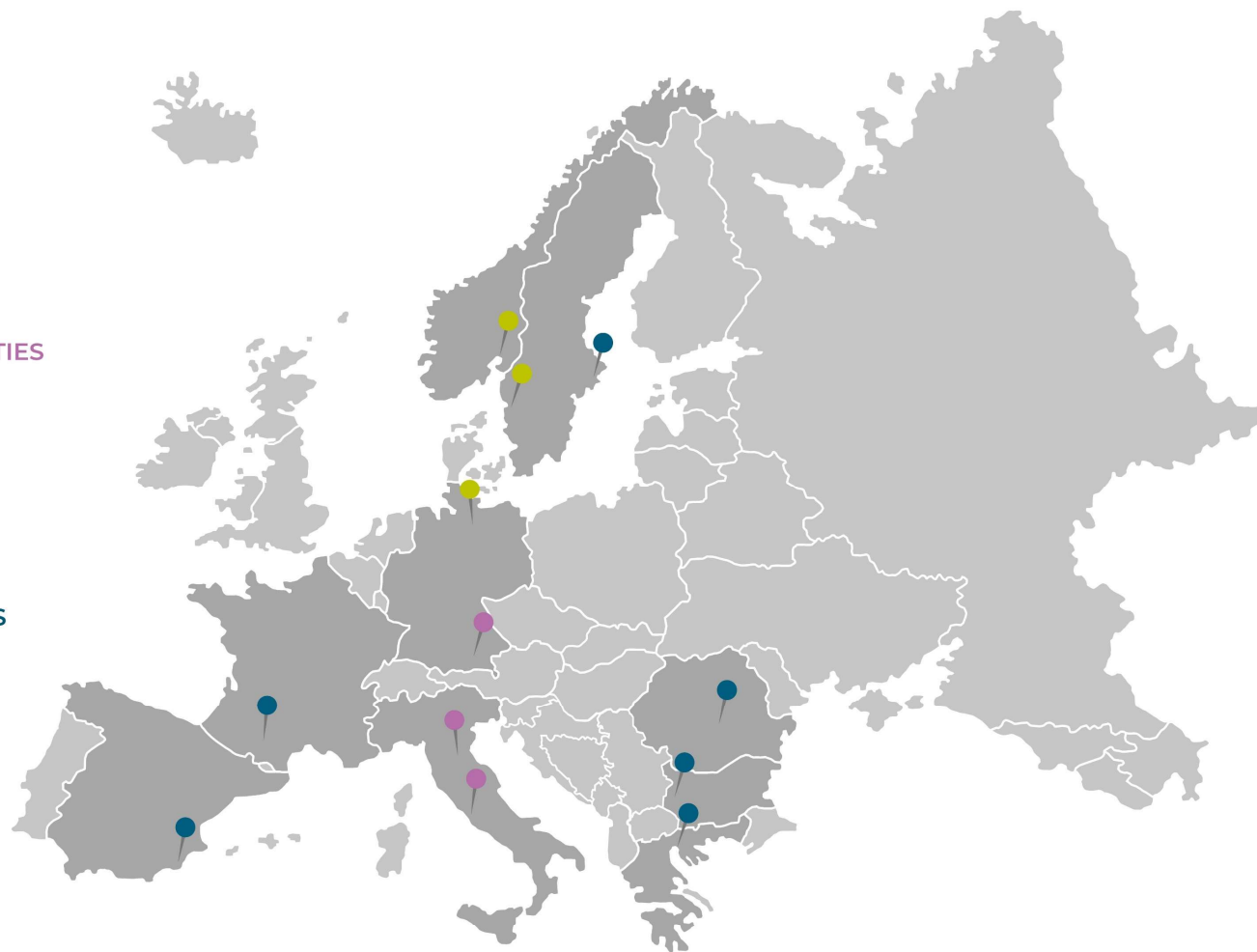
REPLICATOR CITIES

- Munich
- Rome
- Bologna

3

CASCADE CITIES

- Thessaloniki
- Toulouse
- Stockholm
- Brasov
- Murcia
- Sofia



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What is a Mobility Hub?

Recognizable places offering different and connected transport modes,
supplemented with enhanced facilities and information features to both attract and benefit the traveler

Mobility Hub Guidance, CoMoUK, 2019



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What if we elaborate the concept?

Integration of passenger transport and urban logistics

Adding supporting services



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Mobility Hotel Nordstan

- Vision: to enable the necessary transition to more sustainable transport and sustainable urban development
- Founded by the City, Business Region Göteborg and Nordstan's commercial center



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Mobility Hotel Nordstan



- The mobility hotel offers services needed for green and emission- free transport under the same roof
- A business model that fosters collaboration among all actors, allowing to share risks and successes



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Test Site Nordstan



- Very large shopping mall in the city centre, between train and PT
- Area already established hub for PT
- Already established cargo bike hub
- Well-established collaboration - freight and logistics



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A thorough preparatory process

- Market analysis report
- Stakeholder mapping
- Workshops with partners and stakeholders
 - Needs assessment
 - Solutions and measures
- Dialogue meetings, match-making
- Concept drawing
- Collaborations agreement with property owner
- Agreements signed (mostly 3 years)



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The Concept

Gothenburg combines freight and personal transport by introducing a micromobility hotel



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What is new?

Within this micromobility hotel the City of Gothenburg is implementing three innovative solutions:



**"HANDYMAN HUB" WITH A
SPECIAL FOCUS ON HANDYMAN
AND SERVICE PROVIDERS**



**FRONT ENDHUB FROM WHERE A
BICYCLE REPAIR CENTER IS
PLANNED TO OPERATE**



**CONTINUED OPERATION
OF AN EXISTING GOODS
CONSOLIDATION SYSTEM**



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Mobility hotel Nordstan – Front end

Front-end areas with multiple functions

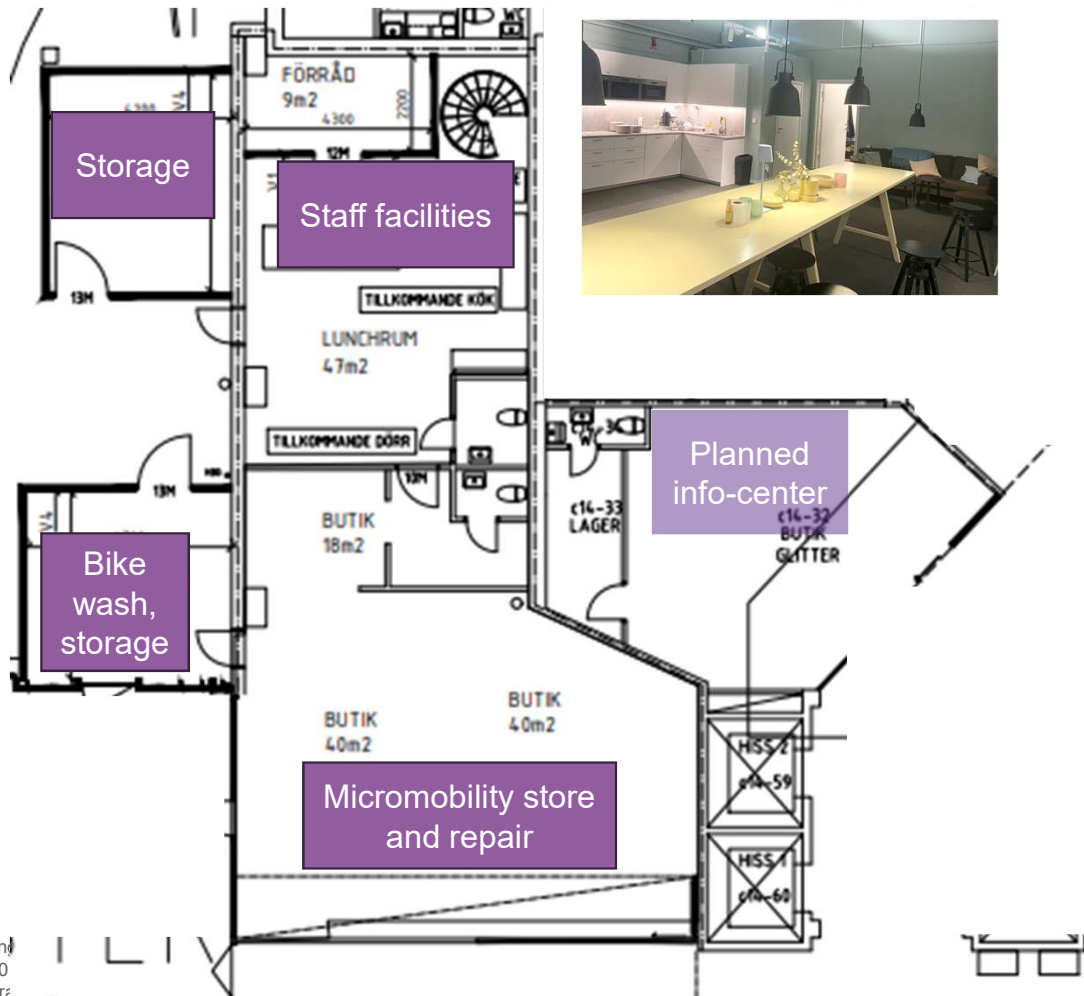
- Public store with micromobility service and sales
- Bicycle pool for business use
- Communication



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Mobility hotel ground floor

Now



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Mobility hotel Nordstan – Back-end

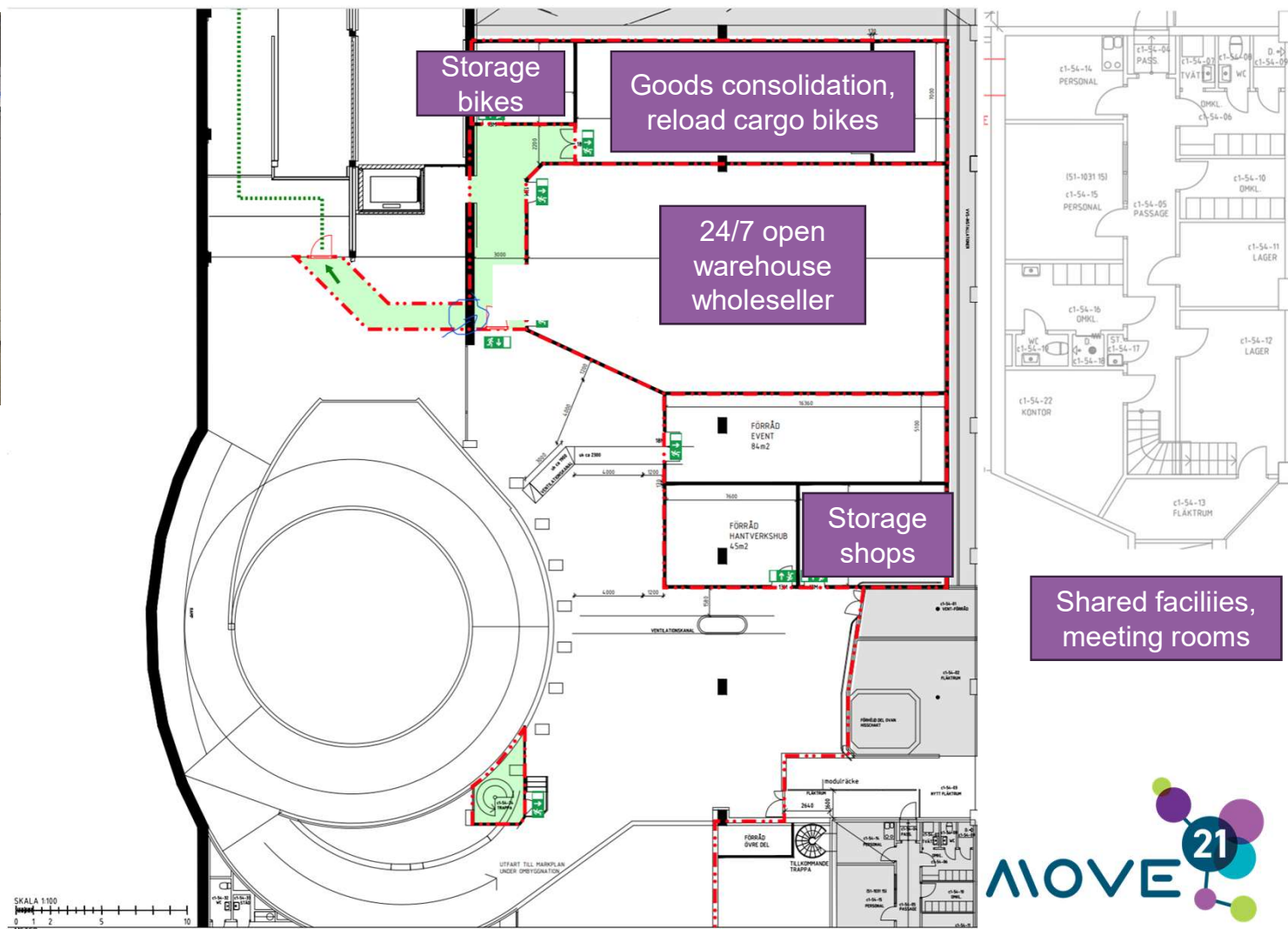
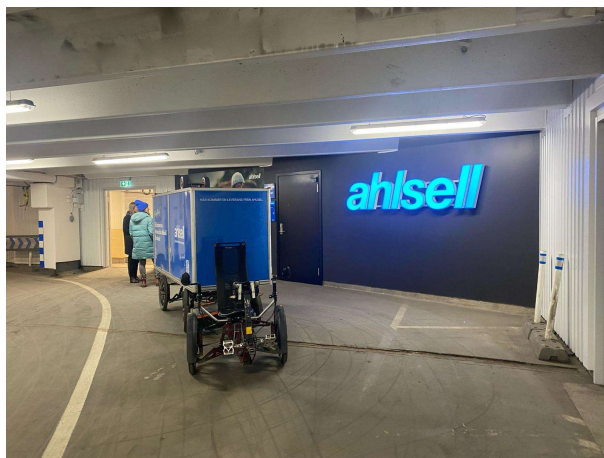
- Pool of bikes with trial offers for service providers
- Unmanned warehouse store professional wholesaler
- Consolidation of goods, with cargo bike hub connected to loading bay
- Battery swap for micromobility users
- Co-working areas and shared facilities



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Mobility hotel - 1,5 floor

Now

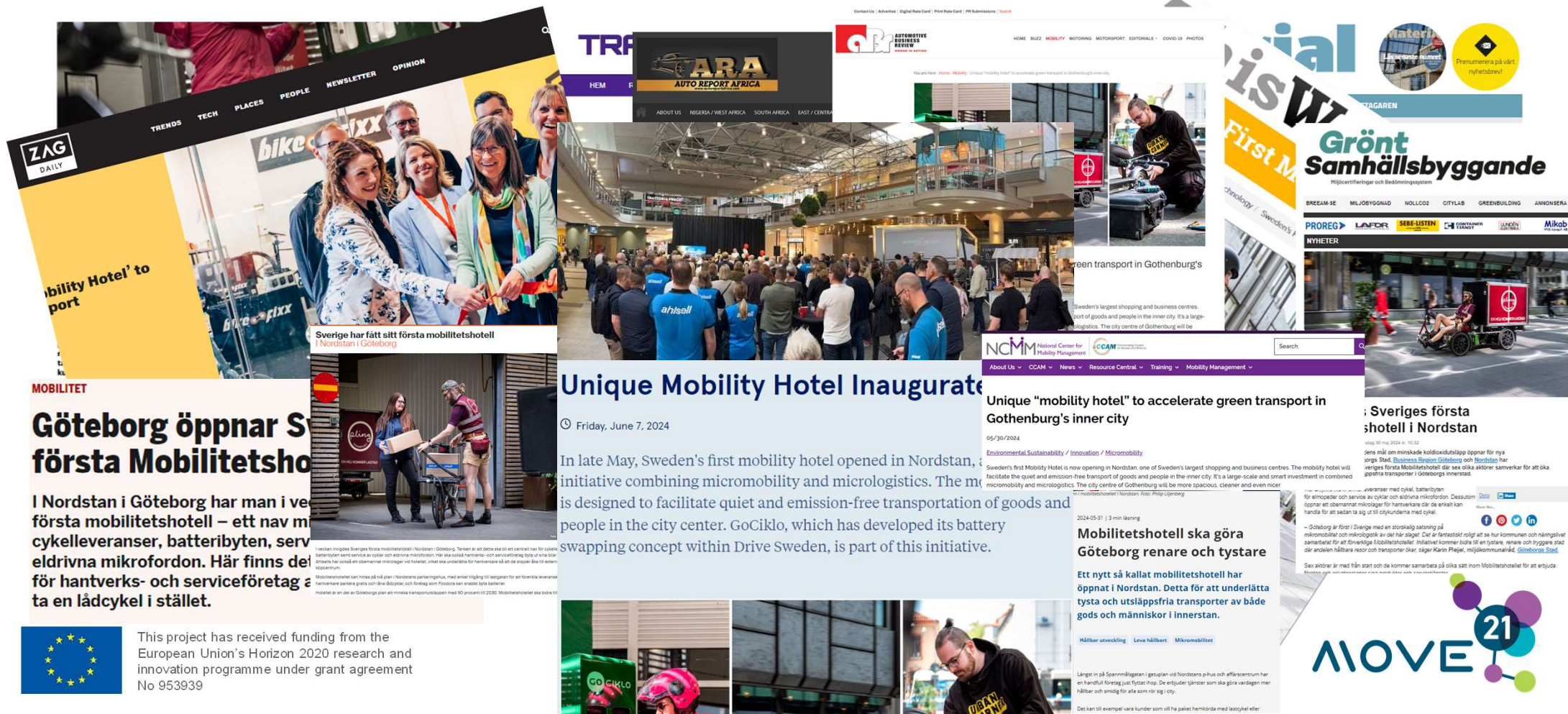


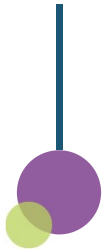
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30 maj 2024

Grand opening





The role of the City in developing the hub

Concept development and facilitation

- Knowledge and background
- Coordinate and facilitate
- Dissemination and reach-out
- Relate to development and needs on city level
- Test site lead

Bicycle pool for handymen and service providers

- Seed financing bikes and space
- Recruiting users
- Communication
- Coordinating

Bicycle and e-scooter resellers and repair shop

- Coordinate and facilitate
- Match-making
- Analysis and reports
- Securing the battery swap
- Co-funding part of reconstruction

Goods consolidation

- Strengthening the continued operation with new actors in the mobility hotel
- Keeping up the existing good relationship

And when the project ends?

- No formal role for the municipality
- The actors and the property owners continuing operation



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Going forward...

- New train station, new entrance Nordstan, new pedestrian flows
- Additional services and possible additional partners
- New business collaborations and services developed
- The municipality will continue working to drive the transition to sustainability – and concepts such as the mobility hotel are expected to benefit from this



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