

GÖTEBORG 2050

Working with visions of a sustainable society

In the project Göteborg 2050 we developed visions of a future city and region of Göteborg in a sustainable world. Images of a long-term sustainable future were used in the project to stimulate an accelerated movement towards sustainability using a methodology called backcasting. The project Göteborg 2050 included components of research, scenario development, support for strategic planning, dialogue with the public, visualisations, and support for demonstration projects.

The project was a co-operative effort between the Chalmers University of Technology and Göteborg University, the City of Göteborg, and the city's energy utility (Göteborg Energi AB). Additional support came from the Swedish National Energy Administration and the Swedish Research Council for Environment, Agricultural Sciences and Spatial Planning (Formas), Region Västra Götaland and Renova.



The project was active in a number of planning processes in the City of Göteborg and the Göteborg region, using the backcasting method (see box on other page). We supplied visionary and sustainability-focused input into the development of a new energy plan for the city (Solar City Göteborg 2050). We were also active in the planning processes for the city's urban planning and the city's waste management planning. The project was also supplying visionary input in a process where the Göteborg region is evaluating sustainable transportation futures.

The project also reached into the areas of building construction, time use, industrial development, food, and consumption of goods and services.

Underlying all scenario work in the project was the understanding that social sustainability, The Good Life, is just as important as reaching environmental

sustainability. Another important goal for the project was to have an outreach to the general public. Through exhibitions, meetings, media interaction and information work we reached out to the citizens of Göteborg in order to show positive visions of a sustainable future. The project was also proactive in initiating demonstration projects that show the sustainable world already today.

GÖTEBORG 2050

www.goteborg2050.nu

The sustainable images of the future produced in the project are published as reports with a summary available for each report. The reports are presently only available in Swedish but the summaries are available in English. The reports are Solar City Göteborg 2050 (energy), Transportation Göteborg 2050, Urban Structure Göteborg 2050, Eco-cycling Göteborg 2050 and Food Göteborg 2050. The project work within Göteborg 2050 was completed in 2004, but the work for a sustainable future will continue in Göteborg and the surrounding regions.

More information can be found on the project's web site www.goteborg2050.nu or contact:

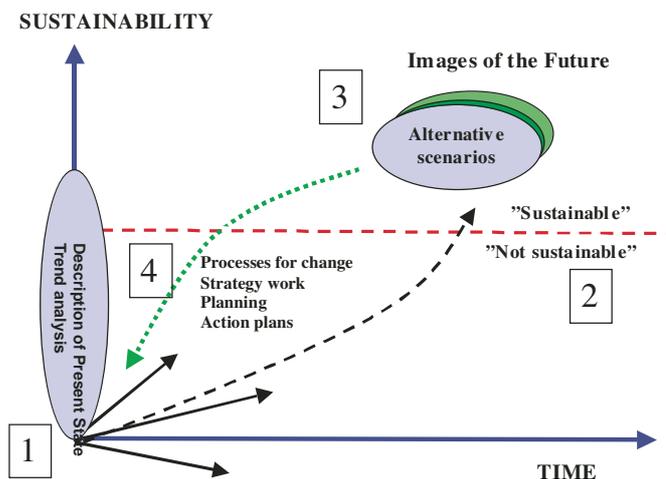
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Using backcasting to accelerate progress towards sustainability

In the project GÖTEBORG 2050 we used a method known as backcasting in order to use visions of the future as a tool for fostering change towards a more sustainable city and region. The method involves four steps.

1. Analyse the present situation
2. Examine and decide upon criteria for sustainability
3. Create alternative scenarios
4. Use the scenarios to promote change



It is our conviction, after working with this method for some time, that it is possible to use visions and images of the future to accelerate the rate of sustainable development.