

Smart Map Gothenburg

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Why did we select this flyer?

A few years ago, the city of Gothenburg and Kollekgobg created a Smart map (**Smarta Kartan**) which features more than 100 organizations active in the **sharing economy field**.

Key points:

- To help achieve its greenhouse gas target, the city of Gothenburg set challenging goals for reducing consumption-based emissions.
- The Smart map which was created as part of an innovative civil-public partnership, is a tool that **maps the sharing economy in Gothenburg** and includes **over 100 sharing initiatives**.
- The Smart map encourages locals and visitors in Gothenburg to live sustainably, create a sense of community, facilitate new ways of connecting, and makes it easier to share rather than own. This allows residents to hire, borrow, share and swap. In other words, it **allows citizens to directly participate in the circular economy**.
- The Smart map **highlights current and upcoming activities and networks** throughout the city, such as 'bike kitchens', where you can learn to fix your own bike, as well as exchange groups, give-away shops, and digital platforms. Simultaneously, changing peoples behaviour and inspiring new services.
- The city of Gothenburg co-designed The Smart map with the **Collaborative Economy Gothenburg (KEG)**, a voluntary group, that voice and co-ordinate citizen action.

