

RESOLVE

Sustainable mobility and the transition to a low-carbon retailing economy

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PROJECT PRESS RELEASE °1

How people and goods reach commercial areas in European cities and regions is an increasingly important issue: while up to 64% of shopping related trips in EU are made by car and almost 100% of goods are transported by motorized vehicle, cities and regions are torned between the need to reduce traffic and pollutant emissions and the need to revitalise a sector suffering from the crisis. Commercial related travels contribute to a substantial part of the total emissions generated from the transport sector, as well as congestion: this represents a potential threat to the EU's objective to transition to a low carbon economy, but also an opportunity to develop new approaches on how mobility of people and goods can be organised in a more sustainable and energy-efficient way.

The European project “RESOLVE - Sustainable mobility and the transition to a low-carbon economy retailing” aims to exchange best practices on policies and actions to reduce carbon emissions and other pollutants generated by the retail. Co-financed by the INTERREG EUROPE Programme, RESOLVE's unique character and novelty consist in addressing simultaneously two hot topics in European cities: the declining retail sector and the increasing need for a transition towards sustainable mobility in urban areas.

Through a close cooperation with local stakeholders, partners will be able to improve local and regional policy instruments and leverage new investments of ERDF policy instruments and local plans, reducing carbon emissions generated by retail related traffic in town and city centres while also supporting jobs and growth in the local retail economy. Thanks to the identification, exchange and transfer of good practices and methodologies, the project will increase retailers' support to local sustainable transport strategies and will promote the inclusion of Sustainable Urban Mobility Plans in the EU Cohesion Policy.

RESOLVE involves 9 partners from 8 different EU countries: Municipality of Roermond (NL) - Lead Partner, Erasmus University of Rotterdam (NL), Municipality of Reggio Emilia (IT), Greater Manchester (UK), Municipality of Maribor (SI), Kronoberg County (SE), Municipality of Almada (PT), City of Warsaw (PL), Region Moravia - Silesia (CZ).

The project kicked off in April 2016: all partners met on 12 and 13 in Roermond to discuss expectations and key aspects of the project and set the details of the activities to be developed over the next five years. During the first part of the project, partners will have many opportunities of interregional learning to exchange knowledge and practices in order to improve the local situation; the first of these activities will be the peer reviews, where partners will mutually assess objectives and current local situation through the help of transport experts and professionals. The first of these meeting will be held in Roermond and will focus on interactions between the retail sector and mobility and the SUMP currently under development.

For further information www.interregeurope.eu

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8 regions will help each other to reduce carbon emissions created by retailers and shoppers.