

# Nyhetsbrev

Augusti 2016

# #01



Detta är det första nyhetsbrevet för projektet RESOLVE. I välkomstanförendet presenterar huvudprojektledaren Jan Waalen projektet och dess mål samt alla involverade partners och deras uppgifter. Projektet finansieras av den Europeiska regionala utvecklingsfonden, genom Interreg EUROPA-programmet.

Projektet ska pågå under fem år och handlar om två aktuella saker i europeiska städer som behöver hanteras samtidigt; den vikande detaljhandeln och det ökande behovet av en övergång till hållbara transporter i stadsområden. Nio partners från åtta olika EU-länder är involverade i RESOLVE. Förhoppningen är att man tillsammans ska hitta lösningar, metoder och idéer för hur man kan göra stadskärnor mer attraktiva samtidigt som utsläppen minskas.

Ett av de första stegen i det interregionala samarbetet är bedömningen av styrkor och svagheter i olika partners transportplaner. Detta kommer att ske genom en cykel av granskningar, så kallade Peer reviewer. Paneler av experter kommer att bedöma olika partners avsikter när det gäller detaljhandel-relaterad trafik och hjälpa dem att identifiera en bra praxis. Den första partnern att genomföra en Peer review-process var Roermond. I nyhetsbrevet kan du läsa de senaste nyheterna från Kronoberg, Reggio Emilia, Manchester, Moravia-Silesia regionen och Roermond. Avslutningsvis återges en lista över alla kommande händelser i projektet och i EU samt en sammanfattning av det genomförda uppstartsmötet i Roermond.





## Editorial

Resolved to RESOLVE

Dear reader, welcome to the first issue of the RESOLVE newsletter! After one-and-a-half year of preparation, the RESOLVE project has finally set off. This is good news for the nine project partners, but also for other cities in Europe that experience challenges with a declining retail economy and the need to reduce carbon emissions. Because with the RESOLVE project, supported by the INTERREG EUROPE programme, we are resolved to resolve these challenges.

The classic methods for developing Mobility Plans are no longer sufficient. We need a different approach if we want to reduce carbon emissions produced by cars and at the same time support our local (retail) economy, especially in an age of austerity. To reduce CO2 produced by retail-related traffic, we need the support of our retailers. And therefore we must work together, understand each other and learn from each other. The introduction of sustainable mobility measures in retail-related traffic has a larger chance of success if we develop them together with the retail sector. On the other hand, policy makers need to understand the importance of accessibility for retailers and the impact it has on the visitor's experience to a city centre.

In RESOLVE the partners will analyse each others Mobility Plans through Peer Reviews, identify and visit good practices and adopt them in order to improve their policies. The effect of our new approach will be measured with a monitoring and evaluation tool. At the end of the project we hope to improve our own policies, improve governance at a regional level and even propose an improvement to the European guidelines for Sustainable Urban Mobility Plans.

The RESOLVE newsletter aims to keep you informed about project's activities, progress and results. In this first issue, you will find out what RESOLVE project is about and how the interregional cooperation will support the partners in improving the local situation, you will get to know more in depth one of the partners, and you will be informed about the work done so far and what will happen in the next months.

We hope you have a pleasant read!

*Jan Waalen, RESOLVE project coordinator,  
and the RESOLVE partners*

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## What is Interreg Europe?

Interreg is a series of programmes to stimulate cooperation between regions in the European Union, funded by the European Regional Development Fund. Interreg Europe, the only of them covering all the EU for the programming period 2014-2020, helps regional and local governments across Europe to develop and deliver better policy offering opportunities for regional and local public authorities across Europe to share ideas and experience on public policy in practice, therefore improving strategies for their citizens and communities.

The Programme finances projects in four priority axis:

- 1) Research and innovation
- 2) SME competitiveness
- 3) Low-carbon economy
- 4) Environment and resource efficiency.

By creating an environment and opportunities for sharing solutions, the Programme aims to ensure that government investment, innovation and implementation efforts all lead to integrated and sustainable impact for people and place.

# Introducing RESOLVE

How can commercial travels of people and goods be more energy-efficient and sustainable? How to improve the local environment in commercial areas in terms of noise, congestion, pollution and attractiveness? How can cities and regions contribute to the flagship initiative for a resource efficient Europe under the Europe 2020 strategy supporting the shift towards a resource efficient, low carbon economy to achieve sustainable growth?



RESOLVE Kick Off meeting, Roermond, April 2016

## **RESOLVE - sustainable mobility and the transition to a low carbon retailing economy**

Combining sustainability and economic vitality of commercial activities is a complex matter, and very often policy makers and retailers hold opposing views. 8 regional and local authorities across Europe decided to join forces and exchange knowledge and experiences to reduce the negative effects of commercial related travels in cities and regions, and improve and increase the accessibility of commercial areas for people and goods through an improved understanding between public authorities and commercial sector.

This will be done through RESOLVE, a recently approved EU project led by the Municipality of Roermond in the Netherlands, which will closely work with Reggio Emilia Municipality (IT), Transport for Greater Manchester (UK), Maribor Municipality (SI), Kronoberg County Administration Board (SE), Almada City Council (PT), City of Warsaw (PL), Moravian-Silesian Region (CZ) to improve regional policies and leverage new resources with the goal to reduce carbon emissions created by retail related traffic in town and city centres while also supporting jobs and growth in the local retail economy. Erasmus University of Rotterdam - Department of Regional, Port and Transport Economics joins RESOLVE as advisory partner and will guide local and regional authorities through the activities of the Interregional Learning.

RESOLVE project partners will exchange and import good practices at local level, promote the introduction of low-carbon retailing economy in partners' Sustainable Urban Mobility Plans, improve the dialogue with all stakeholders and increase their support to local sustainable transport strategies through the establishment a local stakeholders group, and produce Regional Action Plans to improve regional policies.

The RESOLVE project, which is funded by the European Commission's INTERREG EUROPE programme, kicked off in April 2016; the implementation stage will run for three years, followed by a two-years monitoring activity.



Roermond Peer Review, July 2016

# Interregional learning

The RESOLVE project innovatively addresses two urgent challenges in European cities: the declining retail sector and the increasing need to reduce CO2.

The potential is considerable: almost 65% of shopping related trips in Europe are made by car and almost 100% of goods are transported by motorised vehicles. Retail related traffic accounts for approximately 40% of all trips made by car.

## PEER REVIEWS

One of the first steps in the Interregional cooperation program is the assessment of strengths and weaknesses of partners' mobility plans. This will be done through a cycle of PEER REVIEWS. Panels experts will assess partners' intentions with regard to retail related traffic, and help them to identify what good practices they should seek out. Each partner will undertake a peer review in the first two semesters.

The first partner to undertake a peer review process is Roermond. In the following pages you will find an article with the outcomes of this 2 days event.

Interregional cooperation is the core of the RESOLVE project. Sustainable mobility policy is realised through the coordinated policies and actions of public authorities at all levels, but mainly municipalities. Excellent initiatives and practices are to be found in all the regional partners. RESOLVE proposes an intensive work-plan that will enable the eight "regional partners" to:

**peer review** each other's mobility plans, using the EC's SUMP Guidelines; **identify good practices**, for possible import; **develop** robust **Regional Action Plans** that will propose both new projects and improved governance **devise, test and propose a Monitoring and Evaluation Tool** for ex-ante and ex-post appraisal of policies and initiatives in the field of sustainable mobility and retailing.



Experts from Portugal, Sweden, UK and the Netherlands at Roermond Peer Review



Roermond Peer Review, July 2016

# Peer Review in Roermond

On 6 and 7 July 2016 seven experts critically reviewed the mobility policy and SUMP of the City of Roermond. The expert team combined both experts on mobility and urban retail, coming from Portugal, Sweden, UK and the Netherlands.

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Roermond's mobility situation is special because retail-related traffic has a huge impact on the mobility situation of the city. The Designer Outlet Centre – which is linked to the Inner City – attracts 6 million visitors per year. As a result of this, the road network is busier in weekends than during workday peak hours.

During the Peer Review the experts made a tour through the city and Designer Outlet Centre, they received background information and talked to residents and entrepreneurs. The expert then advised the Municipality on possible improvements and good practices Roermond might be interested to import.

## The advice

The expert team presented their advice to members of the City Board and City Council. Their critical advice is very useful to improve Roermond's SUMP.

- Make sure to have a **strong vision** on what type of city you want to be. Find the right balance between the Designer Outlet and Inner City and develop a strategy to implement the vision and balance.
- Make sure to gather enough **critical data**. Information on mobility patterns and visitor motives. This is essential to develop the right strategy. Make use of the data that's already available by the entrepreneurs.
- Consider '**soft measures**' as an important solution to your mobility issues. For this a good communication with the users of your mobility system is very important. Make use of the communication and marketing that entrepreneurs have.

## Video impression

The City of Roermond made a video impression of the Peer Review. Watch the video



Reggio Emilia, Prampolini Square

# Partner In The Spotlight

## REGGIO EMILIA

Reggio Emilia is located in the Emilia-Romagna region, halfway between Milan and Bologna. Busy vital town rich in history, art and culture, Reggio Emilia is a friendly and people-oriented city always on top of the most prosperous and liveable cities in Italy.

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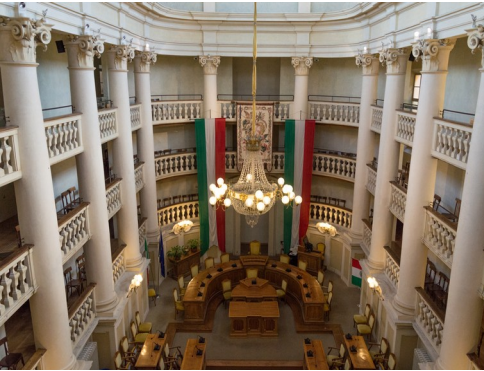
With excellences in Smart Health, Sustainable Mobility, Smart Mobility, Energy Efficiency, Natural Resources and Broad Band and with a dynamic and export oriented economy, Reggio Emilia is in the central part of a Region, Emilia Romagna, characterized by several excellences worldwide known, with food, textiles and mechanics, with a significant presence of SMEs and cooperative companies.

The City is now engaged in a regeneration programme based on the strategic dimension of sustainability and sustainable mobility: less new buildings, yet regeneration of the existing ones to stop the territorial consumption. Symbol of this approach is the northern part of the city, where the old disused industrial settlements have been recovered and transformed in research and development centres on education, mechanics, agroindustrial and renewable energies. In this area, one of the main mobility infrastructure of the whole region has been realised: the High Speed Railway Station. Designed by Santiago Calatrava and opened to travellers in 2013, the Reggio Emilia-Mediopadana HS Station is the only stop between Milan and Bologna. The HS station is called “Mediopadana” because of its vocation to be a station not for a single city, but for all the neighbouring provinces. It is an important intermodal interchange hub and represents both a local project of development but also a wider project of economical, social and cultural reconnection with Europe since it means also more relationships, more exchanges, more exchanged product and ideas.



In Reggio Emilia, urban mobility is acquiring a more and more central role: the Administration's primary principle is that improving mobility using means that are sustainable, safe and high-quality is essential in order to reduce congestion in the urban area.

At the beginning of the last decade, the system of urban mobility saw high rates of per capita displacements (2.8 trips/day), rather small distances, and a strong use of the car. In order to overcome these figures and limit the criticalities (especially traffic congestion and air pollution, long standing problems in many Italian cities and throughout the Po area in particular) in 2008 the City Council approved the Urban Mobility Plan (PUM), a document designed as the strategic plan for the development of urban mobility policies. It consists in a set of instruments and integrated policies intended to overcome unbalanced developments in mobility and territorial expansion, with short, medium and long term strategic interventions with high investments on environment, mobility and safety to strongly reduce personal car use, with a special focus on cycling.



Among the other actions carried out in order to fulfil the PUM objectives, such as parking regulation schemes and traffic control, integrated with promoting local public transport and park & ride through 3 high frequency lines connecting park & rides to the old town for free, traffic calming and 16% of the city in 30 Km/h speed zones, Reggio Emilia has developed two mobility excellences in national and European framework: cycling and electric vehicles policies.



The city is now engaged in the realisation of the SUMP (Sustainable Urban Mobility Plan) that will be finalised in 2017 and will contain the vision of the new mobility system to 2025.



Reggio Emilia, Tricolore Room, Calatrava Bridge, Fontanesi Square



Alessandro Meggiato, Mobility Department Manager at the Municipality of Reggio Emilia, explains us the main objectives of the city with the participation to the RESOLVE project.

### **1) Why did you choose to join the RESOLVE project proposal?**

RESOLVE has been from the beginning an interesting and challenging idea: when Roermond, our partner in another EU project, INVOLVE, asked us if we were interested to join a new proposal, we immediately accepted because it was fitting perfectly with what was going on in our city since we are currently working on the development of the Sustainable Urban Mobility Plan, that will be finalised next year, and on the new strategies for the access to the city centre.

In particular, what we have found more innovative is RESOLVE approach: involving the relevant stakeholders in the planning process of these strategies from the beginning is a fundamental factor for the effectiveness of our policies and to create the conditions towards a more accessible, liveable, safe and enjoyable city.

### **2) Which is your main focus and which will be the main RESOLVE activities at local level? Which will be the main outcomes of RESOLVE?**

In Reggio Emilia, RESOLVE main target is the historical city centre, an area that is the focus of much public, commercial and cultural life, and is the focus of important projects of the Administration. Starting with traffic and its reduction and taking into account the multiple implications mobility has at social, economical and urban quality level it will be possible to make effective steps towards a renewal of public spaces and an improvement of commercial and cultural areas. Travel to shop is a significant generator of carbon emission in the central area, and with RESOLVE Reggio Emilia will be able to identify innovative strategies to tackle the current challenges in the field of transport with cost efficient measures aimed at discouraging private car use in favour of walking, cycling and public transport, and reduce congestion and emissions by promoting an active retail.

### **3) How do you see mobility in Reggio Emilia by 2021 and how RESOLVE will contribute to achieve these objectives and vision?**

Our ambition is to create a cohesive and accessible city that lives up to ambitious environmental objectives: managing people's travel needs, strengthening the city's competitiveness and reducing the climate impact of the transport sector are the three main challenges that need to be addressed in the new SUMP, and that are reflected in RESOLVE as well. RESOLVE will be very important in the realisation and in the first years of implementation of the SUMP to involve the relevant stakeholders at local level, and to observe and import locally good practices observed from the partners. We also aim to involve closely Emilia Romagna Region in all the activities of the project so that also other cities in the region can benefit of our experience, both in terms of new knowledge and in terms of resources leveraged for new projects related to mobility of people and goods within the Regional Operational Programme of the ERDF Fund.

# News

## Kronoberg County

County Administrative Board of Kronoberg organised the first meeting with local stakeholders group at 20th June 2016. At the meeting representatives from County Council, Vaxjo Municipality, Local member association for retailers and Energy Agency for Southeast Sweden were gathered. Agenda covered introduction to project Resolve and information about its aim and goal. The ambitious in Kronoberg is very high and we count on good results from the project. Or as Ingvar Kamprad, Ikea, said: A glorious future - Most things remain to be done!"

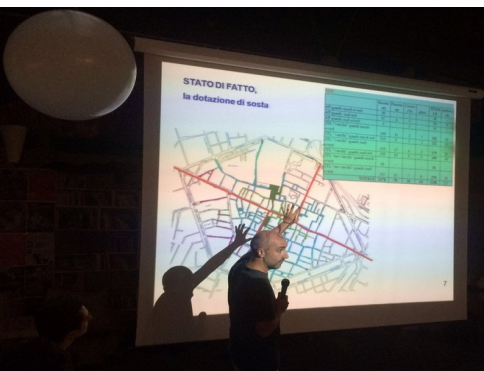
## Reggio Emilia

On the 14th and the 28th of July, Reggio Emilia took another step toward the total pedestrianisation of a part of the city centre: 3 meetings with retailers and residents have been organised in order to provide them extensive and comprehensive information on the main changes in mobility, car access, traffic regulation, public transport and new administrative procedures. Since pedestrianisation impacts significantly on citizens, find spaces and ways to discuss the main issues is very important for the effectiveness of the strategy. These events are the last of a long series of public discussions and listening of commercial operators, associations, trade unions and citizens. All the contributions gathered during these events and online will be returned at the first local stakeholders group meeting, that will be held in September during the European Mobility Week.

## Transport for Greater Manchester

Transport For Greater Manchester is to host a contingent from across Europe as part of the RESOLVE project, to share best practice on sustainable travel within the retail sector.

As well as showcasing successful transport initiatives across the region including our Metrolink extension programme and improved cycle lanes, TFGM will be seeking expert from across Europe on how to develop new areas of work such as sustainable freight and logistics. Rafael Cuesta, from TFGM, said: "This is a really useful initiative which has the twin aims of reducing traffic and pollution while supporting the retail sector". "We're proud of the work we've carried out so far in Greater Manchester to encourage sustainable travel and are looking forward to learning from our partners on this programme". TFGM will be hosting inviting partners over to Greater Manchester, for the Peer Review, in November 2016.



Reggio Emilia, meetings with retailers and residents

## Moravian-Silesian Region

The Moravian-Silesian Region will work closely with the City of Ostrava within RESOLVE. Ostrava is one of the first Czech cities to have a SUMP, having officially terminated the preparation of the plan in March 2016. The City of Ostrava is also implementing an information campaign called "Healthily in Ostrava", which aims to encourage the citizens, especially in periods with poor air quality, to use public transport and leave their car at home, especially when travelling to work or for fun. The project aims to present to the citizens the alternative modes of transport and to inform them about the economical and ecological advantages. "Healthily in Ostrava" means use such modes of transport that pollute the environment less or not at all and which are beneficial for health. The campaign includes a round table with major local employers and institutions for their involvement in education activities and events like "Bike to Work".

## Roermond

At the beginning of summer our SUMP team set out to talk to our residents and visitors. To avoid talking only to the 'usual suspects' we went to places where we could meet people who don't usually visit municipal meetings. So – after a Facebook announcement - on Saturdays we set out to supermarkets, malls, the hospital and leisure locations. With a team of six people we visited ten locations. This way we were able to talk to approximately 1.000 residents and visitors to our city. Of course we heard some of the obvious topics such as parking and congestion during peak days, but we also learned new insights. And more important we heard about positive experiences that we can strengthen and use elsewhere. All-in-all we gained a lot of information that we can use to improve our SUMP. One learning point for RESOLVE is that it's very important to talk to retailers about mobility, but maybe even more important to talk directly to their customers.



Meeting citizens in Roermond



RESOLVE Kick Off meeting, Roermond,  
April 2016

# Events

## Kick off Meeting in Roermond

The kick-off meeting of the project was held in Roermond on 12-13 of April. During the one and a half day of the meeting, the partners had the opportunity to meet for the first time, discuss key aspects and set all the work to be developed over the next five years.

The leadership team – composed by the partners responsible of project management, communication and interregional learning – and the project management group successfully started their work, agreeing on the working and financial arrangements for the project. All the partners will meet for the second project meeting in Växjö, Sweden, in October.

## Upcoming Project, Programme and EU events

### Project events

2nd Project Management Group meeting  
Växjö – Sweden, 4-5 October

### Peer Reviews

Manchester – UK  
Växjö – Sweden, 5-6 October  
Warsaw – Poland

### EU events

European Mobility Week 2016 – EU wide, 16-22 September

CIVITAS Forum Conference 2016 – Gdynia – Poland, 28-30  
September

European Week of Regions and Cities (OPEN DAYS) –  
Brussels – Belgium, 10-13 October

2016 Annual Polis Conference – Rotterdam (the  
Netherlands), 1-2 December

# Contacts and partners

## For more information

For further information contact the project coordinator at the Municipality of Roermond:

Mr. Jan Waalen  
Email: [janwaalen@roermond.nl](mailto:janwaalen@roermond.nl)

## PROJECT PARTNERS

City of Roermond (NL)  
Department of Regional, Port and Transport Economics (RHV BV) (NL)  
Municipality of Reggio Emilia (IT)  
Transport for Greater Manchester (UK)  
Maribor Municipality (SI)  
Kronoberg County Administration Board (SE)  
Almada City Council (PT)  
City of Warsaw (PL)  
Moravian-Silesian Region (CZ)



gemeente **Roermond**



ZARZĄD DRÓG MIEJSKICH

