



Rolling out green mobility for retail

The inhabitants of the Dutch city of Roermond are enjoying a new bike sharing system because the City has improved its mobility policy with several sustainable transport solutions inspired by ideas from Sweden, the UK, and also from Rotterdam.

In the project **'RESOLVE: sustainable mobility and the transition to a low-carbon retailing economy'**, nine partners from eight countries have been working to strengthen their retail sectors while also reducing their CO₂ emissions from car use linked to retail. Their ambition is to connect people from the retail and mobility policy fields in order to resolve these two urgent problems facing their cities.

The City of Roermond leading the partnership hoped to identify smart solutions which would lower carbon emissions from retail-related traffic. The City needed compelling ideas in order to obtain support from the *Dutch Operational Programme Zuid*. RESOLVE helped them to achieve this and so implement solutions which would reduce carbon emissions and support the retail economy inside the city at the same time.

The City initiated three projects inspired by ideas from several study visits. In Sweden, they saw how a tour brochure incorporating retail advertising can link retail and recreation. In Rotterdam they learned how to prepare and run a bike sharing system. And from the UK they copied a step-by-step roadmap which they followed to create a coherent mobility policy with Park & Bike and Sustainable Urban Logistics. The three actions, if successful in Roermond, could soon spread across the whole Limburg province.

Thanks to the project, the Province of Limburg also recognised retail-related traffic as an important factor for the transition to sustainable mobility and low-carbon economy. This lesson will be reflected in the new priorities of the regional operational programme.



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