

REFORM: our journey continues!



The consortium of the Interreg REFORM project is honoured to announce that local stakeholders continue to receive support in their endeavour to promote sustainable mobility planning in the participating regions. Based on the original 'REFORM' project, which has started in January 2017, this extension caters the areas of Greater Manchester, Region Emilia-Romagna and Region of Central Macedonia. The cooperation was extended for one year and will last until August 2022.

Whereas the first iteration of the project focused on the adoption of Sustainable Urban Mobility Plans (SUMPs) by local authorities, this time a closer emphasis is taken on the response mechanisms to counteract the impact of the COVID-19 pandemic in (sustainable) mobility. This will also include stakeholder workshops. During the uncertain times of the COVID-19 pandemic, such expert support is more vital than ever to continue the good work that started more than four years ago. Further support will be provided by '[Centre for Research and Technology Hellas](#)' (GR) as project coordinator, [Institute for Transport and Logistics Foundation](#) (IT), as well as [POLIS Network](#) (BE).

What are the current challenges for each region?

Region of Central Macedonia

The region that surrounds the metropolis of Thessaloniki is the second largest region of Greece and an agricultural powerhouse and responsible for a quarter of Greece's primary sector output. Besides the production of world-famous Greek products, tourism is the other economic locomotive for the region, which is inhabited by around 1.9 million people. Furthermore, the region stands out for its mix of urban and rural parts. The main challenge of Central Macedonia in a post-pandemic framework is the regaining of trust into public transport, as well as maintaining the temporary street space allocations to promote active mobility.

Region of Greater Manchester

As the second-largest metropolitan region in the United Kingdom, Greater Manchester is home to 2.8 million inhabitants. Once the heart of the industrial revolution in England, the city had to reinvent itself and experienced steady economic growth in the last 20 years. Even though recent numbers indicating that the [modal split](#) is favourable towards the car with about 50% of trips are done by private passenger vehicles, Transport for Greater Manchester (TfGM) has a long-term plan to boost public transport use (currently 18%) and active mobility trips (30%) (TfGM) is aiming to increase the number of sustainable journeys to one million per day until 2040. Like other cities, Manchester is struggling with an increased amount of passenger car traffic, due to a lack of confidence in public transport due to the COVID-19 pandemic.

Emilia Romagna Region

The region is located in the South of the Po Valley, a notoriously polluted area of Northern Italy, due to an unfavourable geographic location and significant economic activity. This has brought prosperity to the region across all three sectors, including world-famous products, such as Parmigiano-Reggiano cheese or sportscar brands like Ferrari. Thus, the cities of Parma, Bologna, Modena and others have attracted around 4.5 million inhabitants.

Even though several cities, such as Parma and Bologna, have successful SUMPs, the region is still aiming to foster sustainable urban mobility. Several of the flagship activities, such as the efforts of Parma to setup a strict Urban Vehicle Access Regulation zone, as well as the extensive investment of Bologna into bicycle paths, should be promoted across the region thanks to the extension of the REFORM project.



What are the direct actions in the three regions?

This will be achieved through three study visits of the consortium, one in each region, which will take place towards the end of the project. Based on these impressions, local capacity-building events will take place in the regions to help authorities with the adoption of specific good practices that are essential for the regional stakeholders to continue their endeavour to implement sustainable mobility interventions. Overall, all project partners are very glad to continue the successful European cooperation under the Interreg-Europe umbrella.

Do you want to learn more about REREFORM?

Our homepage and social media channels remain active:

Homepage: <https://www.interregeurope.eu/reform/>

Twitter: <https://twitter.com/InterregREFORM>

Facebook: <https://www.facebook.com/InterregREFORM>

LinkedIn: <https://www.linkedin.com/groups/13524204/>

Whom can I contact?

Maria Morfoulaki (Project Coordinator): marmor@certh.gr

Niklas Schmalholz (Communication Responsible): nschmalholz@polisnetwork.eu