

Transition Pathway for a more resilient, digital and green retail ecosystem

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The transition pathway for the retail ecosystem

What?

- A policy document proposing nearly 50 actions to support the green and digital transition and the resilience of the retail ecosystem
- Launched on 12 March 2024: [Retail Ecosystem Transition Pathway cocreation process](#)

How?

- Co-created by a broad community of retail stakeholders
- Accompanied by data gathering: [Retail | European Monitor of Industrial Ecosystems](#)

Next steps?

- Co-implementation on-going: **Call for initiatives** (pledges/ commitments/ best practices, currently 38)



Structure

6 Pillars

Resilience

Digitalisation

Greening

Skills

Investment &
funding

Just & fair
transition

A green retail ecosystem

15 actions for the EU, Member States and business stakeholders

Examples:

- **encourage investment in green technologies** (e.g. by simplifying permit procedures for green installations needed in the retail ecosystem) - action for Member States
- **encourage further development and uptake of repair, second-hand and reuse markets** (action for EU, Member States and private sector)
- **enhanced collaboration along the supply chain** (action for the private sector)
- **exchange best practices on how to nudge consumers towards more sustainable choices and more sustainable consumer behaviour** (action for the EU and private sector)



I want to participate!

- Submit a pledge, commitment or a best practice!

How? On the **Retail Stakeholder Platform**: one-stop-shop for all information on the retail ecosystem. **Coming soon!**

See examples:

[EU Transition Pathways Platform](#)

- Join the match-making events of the EEN Sector Group Retail: contact susy.longoni@mi.camcom.it
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What else do we do?

Focus on retail SMEs!

- **#Revitalise Retail initiative** since 2018: exchange of best practices on small retail revitalisation
- **Joint project with OECD** on the green and digital transition of retail SMEs in urban and rural areas: indicators, policy best practices, forum to exchange [The Twin Transition and the Future of Retail SMEs in Urban and Rural Areas | OECD](#)
- **European Capitals of Small Retail:** European Parliament-funded project kicking off this year



Thank you!

Contact us:

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