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An innovative way to co-create a Urban-Rural SUMP

Ike Busser & Peter van Wijlick
Trendsportal Key Team

Peter van Wijlick
Coordinator
Regional Mobility
Trendsportal

Tom Jacobs
Policy advisor
Mobility
Trendsportal

Ike Busser
Vice-Mayor Venray
Chairman
Trendsportal

Ricardo Poppeliers
Senior Consultant
Ecorys &
Trendsportal

Lex Nicoll
Policy Advisor
Mobility
Trendsportal
The Venlo region in the middle of the “Blue Banana”, the highest concentration of people, industry and money in Europe.
Importance of a regional approach

1. Social inclusion
2. Environmental and Energy transition
3. European Top Logistics Region
Social inclusion
Environmental and Energy Transition
HOW? Lessons learned

1. Voluntary cooperation!
2. Sense of Urgency!
3. Learning Process!
4. Belief!
EU Focus on Urban & Rural Regions?
Thank you!

Peter van Wijlick, Ike Busser
+31-06-21146598
info@trendsportal.eu
www.trendsportal.eu