

The Future of Mobility in Rotterdam Central District

The recent UN rapport on climate change is the latest dire warning that humanity as a whole will have to transform the way in which we fuel our economies. One such transformation is the transition from vehicle ownership to sustainable shared mobility. Not only does vehicle sharing aid in tackling the largest global challenge, it also has the potential to offer solutions to local issues that highly trafficked urban areas face.

The city government of Rotterdam is looking to catalyze the transformation of mobility to the benefit of local areas and at the same time its nation and the world. With several developments on the horizon set to increase residents and workers in the Central District, Rotterdam is adamant about preventing congestion and the deterioration of quality of air and life. The city of Rotterdam has also joined with Green Deals to help car sharing to become a prominent way of transportation for citizens.

But what is needed to facilitate a transition wherein its citizens must be swayed to break from traditional habits and views on mobility? Owning your own car has long been a thing of status and desire for individuals. Simply offering car sharing services is not enough, it has to be a feasible endeavor with a sizeable market or it will surely fail. And what about location and accessibility in densely populated urban areas? Here at Rotterdam City Development, in cooperation with Rotterdam Central District Associates, we are exploring in what way we can facilitate sustainable shared mobility to get a foothold in the market and our city. Join us and explore in what way we seek to revolutionize the way Rotterdammers get around!