

The role of retail in regenerating cities: a European perspective

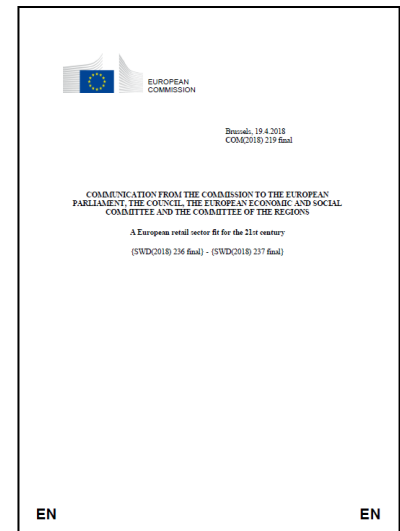
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#RevitaliseRetail

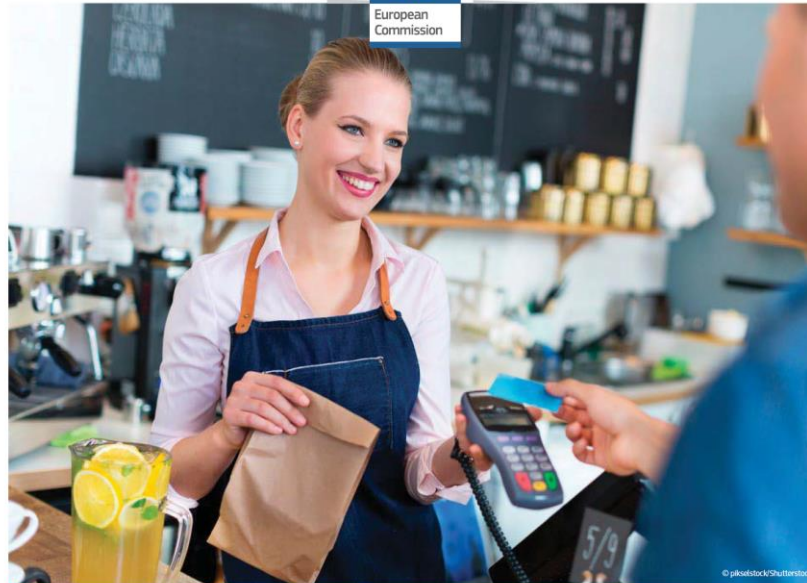
Communication on Retail

'A European retail sector fit for the 21st Century'

- *Adopted on 19 April 2018 (COM (2018) 219 final)*
- *Accompanied by:*
 - a staff working document with underpinning evidence in particular about the retail restrictiveness indicator
 - the results of the public consultation



https://ec.europa.eu/growth/single-market/services/retail_en



Facing the future

A practical guide for fostering the
revitalisation and modernisation
of the small retail sector

#RevitaliseRetail

Internal Market,
Industry,
Entrepreneurship
and SMEs

Solutions pyramid

Solution 6: Assisting marketing and promotion

Providing solutions for collective marketing and branding to increase customer sales and the visibility of small retailers

Solution 5: Supporting skills development

Helping small retailers to improve their knowledge and digital skills

Solution 4: Facilitating the adoption of digital technologies

Helping retailers adopt the right digital technologies

Solution 3: Building a strong retail community

Engaging with relevant stakeholders to build a strong small retail community

Solution 2: Sharing the right information with retailers

Providing the right information to retailers to enhance their awareness and help them make better decisions

Solution 1: Upgrading digital and public infrastructure

Upgrading infrastructure to help with the adoption of digital technologies and making retail zones more attractive

Retail Community

Digitalisation

**What makes an
initiative
successful and
effective?**

Skills

Physical Environment



What comes next?



Further information

To find out more about the EU's policy on retail, including links to the Guide 'Facing the Future' and recordings of the 2019 workshops, please visit:

http://ec.europa.eu/growth/single-market/services/retail_en

<https://www.youtube.com/watch?v=IhV8XNq7Nzg&feature=youtu.be>

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