



WITH ROBERT KOOIJMAN

TRANSFORMING ROTTERDAM: A MOVE TOWARDS SUSTAINABLE URBAN MOBILITY

In an era of rapid urban development, Rotterdam is redefining its approach to urban mobility and sustainability. Robert Kooijman, representing the Municipality of Rotterdam, shares his perspective on the city's transformative journey.

Discussing the city's major challenges, Kooijman states, "Our main goal is the transformation from a car city to more liveable city. [...] We have a new mobility plan to get more attention towards environmentally friendly mobility such as public transport, walking, cycling, shared mobility."

On the role of data in urban planning, he notes, "We are standing at the beginning of data-driven decisions. In recent years we worked with Arane on a project called Adaptive Flow Management System. [...] The first initiative in our mobility department to get more insights in the traffic flows based on data. It is important to emphasise that for the first time we are using 'network-wide' data in a large-scale and operational sense to regulate real-time traffic."

Kooijman emphasizes the impact of platforms like EMERALDS: "The world's getting more complex in the city. So to make the right choice [...] it's getting more difficult and more important [...] to use data to get the best decision."

Reflecting on who benefits most from these initiatives, he says, "At the end, it's always our citizens, our organisations (who live in the city, use the city), our visitors. That's our end goal."

Lastly, he addresses the challenge of urban density: "We are a very dense city [...] so the space is becoming more complex. We want to have more public space also for our inhabitants [...] therefore we have our new mobility policy to give more space to cyclists and pedestrians."

Through these initiatives, Rotterdam is not just reshaping its streets; it's reimagining the essence of urban living, placing sustainability and citizen welfare at the forefront of its development.



LEARN MORE ABOUT THE USE CASE

MULTI-MODAL INTEGRATED TRAFFIC MANAGEMENT

<https://emeralds-horizon.eu/pilots/risk-assessment-prediction-and-forecasting-during-events>



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Role in the EMERALDS project:
Policymakers & governmental Authorities