

Launch of the Transition Pathway Stakeholder support platform for the retail ecosystem

9 July 2025



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The transition pathway for the retail ecosystem

What?

- An actionable plan 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 through the stakeholder platform:
 - ❖ Learning, exchanging, interacting
 - ❖ Sharing initiatives supporting the twin transition

https://single-market-economy.ec.europa.eu/single-market/services/retail/retail-transition-pathway_en



The updated EU Industrial Strategy highlighted the need to accelerate the green and digital transition of EU industry and its ecosystems. To that end, it proposed working with the relevant stakeholders to design and implement transition pathways for each ecosystem.

We invited companies and business associations, public authorities, social partners, research organisations, academia, consumers and other stakeholders to join us in the co-creation of a transition pathway for a more resilient, digital and green retail ecosystem. Through this holistic and inclusive process, we identified the challenges and opportunities of the transition and what specific actions and commitments will need to accompany this process.

In the autumn, the Commission held stakeholder workshops to deepen the understanding of the issues. Through this process of co-creation, a jointly agreed transition pathway was finalised in early 2024.

We are running a call for initiatives giving stakeholders the opportunity to help advance the green and digital transition of the retail ecosystem.

[You can submit your initiative here](#)

Please respond by 31 October 2024.

Co-creation process of the transition pathway



✓ **2 online stakeholder workshops** on:

- 1) Digitalisation & Greening, 2) Resilience

- ✓ **#Revitalise Retail** workshop in **Barcelona** (hybrid)
- ✓ **Industrial Forum**

Retail Transition Pathway Stakeholder Platform

EU Transition Pathways Stakeholder Support Platform

Welcome to the Transition Pathway Stakeholder Support Platform — your gateway to advancing a greener, more digital, and resilient future for the EU's industrial ecosystems. In line with the updated EU Industrial Strategy, this platform promotes collaboration among industry leaders, public authorities, and other key stakeholders. Here, you can access the information and networks essential for guiding your ecosystem along its Transition Pathway and achieving sustainable transformation. Select one of the available ecosystems to get started.

[Tourism](#)[Proximity and Social Economy](#)[Retail](#)[Agri-food](#)[Chemicals](#)[Textiles Ecosystem](#)

Join the retail ecosystem community

Be part of the transition towards a more resilient, digital and green Ecosystem

[Discover the platform >](#)

Find funding opportunities

Explore funding programs that support the transition.

[Check out funding opportunities >](#)

Share Your Actions

Showcase your initiatives advancing the green and digital transition of the retail ecosystem

[Submit your initiative >](#)

What is the platform for?

- Facilitating the co-implementation of the Pathway by the ecosystem actors;
- Mapping the relevant policy and legislation;
- Finding information on funding opportunities;
- Supporting the exchange of inspirational initiatives: pledges, commitments, best practices;
- Supporting collaboration and discussion: forum and workspaces.

EU Transition Pathways Platform

Join the ecosystem community to:

- **learn,**
- **collaborate and exchange information**
- **share your initiatives!**



Thank you!

