



INCREASING OPTIONS FOR SUSTAINABLE TRAVEL AT THE LOOP5 SHOPPING CENTRE IN GERMANY

Sonae Sierra is aware that tenant and visitor journeys' to and from its shopping centres have an impact on the environment which is directly related to the form of transport used. It is essential that we ensure that options are available for visitors to reach our shopping centres without having to use a car. At Loop5, we identified that there were not enough buses serving the shopping centre and that the bus timetable did not suit tenants' staff arriving in the morning and departing in the evening. Visitors were demanding more information about the bus service within the shopping centre.

Furthermore, the German bicycle Club suggested that Loop5 needed to provide more facilities for cyclists.

Within the context of the Community Advisory Panel (CAP) at Loop5, we proceeded to address the challenges encountered in reaching the shopping centre by bus. We consulted with the bus company, and in February 2010, an extra bus run was created at nine-thirty in the evening, so that tenants' staff could have the option of taking the bus home. In March, the location of the second bus stop was changed so that it is now easier to reach from the centre and a leaflet was created in collaboration with the bus company to inform visitors about the bus timetable.

Tenants and visitors indicated that they were pleased about these changes. However, Cap members identified that for visually disabled people, it was not easy to find the way from the bus stop to the shopping centre. In order to address this challenge, rails were installed along the pavement to help blind and visually impaired people to feel their way to the shopping centre entrance. In addition to these measures, we also extended the Loop5 bicycle park to create around 65 more bicycle stands.



For our visitors who do use cars, we can aim to support the use of more eco-efficient vehicles. In 2010, Loop5 installed a battery recharge station in its car park that can be used by visitors free of charge to power electric cars. This initiative, already introduced at Alexa shopping centre in Berlin in 2009 as a means to promote more environmentally sustainable travel. In partnership with electricity provider ENTEGA, Loop5 installed electric cabling and sockets in two floors of the car parking which can supply 100% renewable electricity to eight electric cars at same time. Loop5 also created special parking spaces for motorbikes.

