



SPOTLOG

Meet the Vidzeme Planning Region



From left: Rita Merca (project manager), Anita Āboliņa (communication manager), Zane Pīpkalēja (project expert)

The Vidzeme Planning Region (VPR) is a public entity under the Ministry of Smart Administration and Regional Development. As the largest region in Latvia, VPR works on mobility solutions, green transitions, sustainable living environments, entrepreneurship, innovation, digitalization, and circular economy. The region prioritizes municipal capacity, smart solutions, and data-driven decision-making for balanced urban and rural development. VPR also explores alternative fuels and other innovative approaches, contributing its expertise to international initiatives like SPOTLOG. Through collaboration in international projects, VPR enhances regional innovation capacity and implements cutting-edge solutions to address local and global challenges.

The role in SPOTLOG

The role of the Vidzeme Planning Region in SPOTLOG is to raise awareness among specialists and the wider community about various last-mile delivery solutions that can be adapted to local contexts. By carefully selecting stakeholders who can practically apply the knowledge and experience gained, VPR ensures that the project's outcomes have a tangible impact. Additionally, during the project implementation, VPR plans to enhance its development planning documents by emphasizing last-mile delivery logistics challenges and integrating proposed solutions. Through collaboration and analysis, VPR contributes to sustainable logistics and improved accessibility across the region.

The importance of being part of SPOTLOG

By participating in SPOTLOG, the Vidzeme Planning Region aims to address mobility and logistics challenges, particularly in low-density rural areas, while recognising significant issues emerging in urban centres requiring greater focus from municipal planners.

VPR values the project's exchange of experiences as a key activity, enabling insights into diverse approaches to similar challenges. This knowledge fosters innovative, sustainable solutions that support balanced and environmentally conscious regional development.

<https://www.vidzeme.lv/en/>