



Activities of the Shortsea Promotion Centres Focus in 2012

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SPC Belgium:



- ★ Workshop breakbulk/project cargo with best practices a.o. shipments for windmillparks (140 partic)
- ★ 2012: increase of contacts & questions from market by 20%, focus on SME's
- ★ New on website: best practices, 'green' items and summary of press articles
- ★ Training via 2^e3s: 150 Flemish students attending in 2012 courses on ferry Barcelona-Civitavecchia



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SPC Bulgaria



- ★ European eMaritime/PCS Conference together with EPCSA members
- ★ Establishment: National Business Council re Trade and Transport e Facilitation Traders, Industrial, Maritime: BCCI, BIA, BASBA, NSBS, BDC, BAS, BSMVO, SPC..
- ★ Establishment: BG Export & Port Community System /in process
- ★ European projects: TEN-T MoS 2012 ; Marco Polo II projects
- ★ Establishment :Institute of Maritime Economics and Logistics BG



SPC Croatia



- ★ Organization of SSS and intermodal conferences, participation in international conferences/workshops, publication of promotion materials
- ★ Production of numerous research and development projects, active participation in project implementation and providing information/active support to members
- ★ *Promotion of EU funds to stakeholders:* organization of a several national and regional events (info days, workshops, conferences) where transport-connected EU funds are presented
- ★ *Introducing ICT in SSS and intermodal transportation:* provoking of an open dialogue in order to implement T&T system in entire Croatian intermodal transport service



SPC Cyprus



- ★ ESN Chairmanship, second half 2012
- ★ Organisation of ESN Meeting, Port of Barcelona -Spain
- ★ Participation in international conferences and meetings
- ★ Undertaking of the administration of the CSPC by the Maritime Institute of Eastern Mediterranean, a non-profit organisation based in Cyprus which promotes maritime activities.
- ★ Active participation and contribution in the ESN Project 'They Way Forward'.



SPC Denmark

- ★ ESN Chairmanship, first half 2012.
- ★ Focal Point meeting in Helsingør, first half 2012.
- ★ Support to SPC France & others SPCs in developing the project "ESN The Way Forward".
- ★ Production and distribution of the yearly ESN yearbook.
- ★ 3 Network meeting/seminars about Shortsea i DK.
- ★ Now partner in EU project "BSR Transgovernance"



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SPC Finland

S|P|C

- ★ Transport and the Environment 2012
 - ★ extensive publication on environmental aspects of transport
- ★ Information and events on EU funding possibilities for transport sector: networking stakeholders
 - ★ TEN-T and Marco Polo
- ★ Shipping barometer 2012 published 8 November 2012
- ★ eNewsletter for stakeholders



SPC France



★ LNG as a fuel for shortsea shipping

- ★ Accompaniment of the French Administration in order to create an “industry” chain with LNG for the French ports & EU shortsea shipping
- ★ Organization of meetings with stakeholders, information dissemination

★ Eurocontainer 33 pallets / 45' PW HC

- ★ Technical seminar (120 participants)
- ★ Standardization workshop (50 participants)
- ★ Papers & talks in conferences, promotion via website & blog

★ ESN Project: “The way forward”

- ★ Heavy preparatory & coordination works throughout the full period
- ★ Contract signed at the end of the year



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SPC Germany



★ Best Practise work

- ★ Visit of 25 shippers for individual discussions about shortseashipping and inland waterway and promotion / 5 best practise projects for modal shift with open status

★ Training

- ★ Monthly lecture lessons at vocational schools for forwarders
- ★ 2 working units (each 6 month) for practical training of students

★ Promotion and PR work

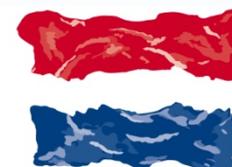
- ★ Forum event “Maritime Logistics for Wind Energy” at the Wind Energy Fair, Husum / Germany
- ★ 10th ShortSea Dialog Conference in cooperation with Port of Hamburg Marketing
- ★ 1 Marco Polo Info Seminar in Bonn / Germany
- ★ 10 presentations at forums, chambers of commerce, general events etc.
- ★ Fairstand at Breakbulk Fair, Antwerpen / Belgium
- ★ 12 press releases / 25 newsletters to 2500 recipients / 2 Mailing Actions with 250 recipients / approx. 170 press articles with mentions about work of German SPC
- ★ 1 press conference about situation of shortseashipping



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SPC Holland



SHORTSEA.NL
VOORLICHTINGSBUREAU

- ★ The Shortsea Promotion Centre Holland founded in 1997 and will cease all activities per 31 December 2012

SPC Malta 2012



★ Events

Organising the Annual seminar for stakeholders

★ Awareness Campaign

MSPC awareness campaign includes, advertising in local newspapers, issue of press releases, updating of website and a monthly newsletter

★ Membership Drive

The objective is to attract more members to join the MSPC

★ Participation in local and European fora and in ESN Activities

The experience and information received during the participation in related events are passed on to members.



SPC Norway

★ Successful nation-wide campaign

- ★ 16 events, 1 400 participants, massive media coverage

★ Finding cargo

- ★ 4 million tonnes / 3 billion tonne-km identified

★ Heavy growth in Web traffic

- ★ 250 000 page views this year

★ Strong improvement in news service

- ★ Two weekly newsletters, 550 news items

★ Shortsea statistics library

- ★ 32 charts on road & sea volumes updated quarterly





SPC Poland



- ★ Preparing and hosting of Shortsea and Intermodal conference, participation in international conferences and meetings
- ★ Active participation in European project: TEN-T MoS 2012 (Poland-Sweden) / preparing to Y2013
- ★ Seminars for/to stakeholders organization
- ★ Co - organisation of International Maritime Day in Poland



SPC Portugal



- ★ Seminar SSS with main stakeholders (March)
- ★ Organizing the 1st LIFE-RAIL in Portugal together with the European Short Sea School (40 students)
- ★ Training via 2^e3s: 40 students attending in 2012 course on ferry Barcelona-Civitavecchia



SPC Spain



- ★ Launching the Spanish Statistical Observatory of SSS:
 - ★ Report 1: Data from 2.009 to 2.011
 - ★ Report 2: Data by June 2.012
- ★ Launching the Transport Chains Simulator
- SPC-Spain 10th Anniversary Celebration (24 October). 70 attendants (highest representatives of public & private entities of SSS)
- ★ Corporate video:
(<http://www.youtube.com/watch?v=Dklz2rvpzi8>)
- ★ Awarded 2013 workshops about SSS for road freight companies

SPC Sweden

Has not been participating in the ESN activities during 2012 due to lack of financial resources.

★ Been responsible for a maritime strategy process in Sweden aiming for

1. more short-sea shipping, coastal shipping, inland shipping, intermodality, waterborne public traffic etc
2. a strong maritime cluster
3. a growing maritime industry

★ Held a number of conferences on short-sea shipping, inland shipping, intermodality, maritime information technology, research and innovation etc

★ Produced reports and newsletters

Shipping is on the agenda again in Sweden!



SPC UK

- ★ Held a conference on water freight opportunities in the North Sea – 50 companies attending
- ★ Launched interactive map of UK port facilities to promote use
- ★ Launched Mode Shift Centre – website and advice service incorporating water freight material
- ★ Developed mapping tool for shippers long distance UK road freight flows - to identify targets flow for mode shift



ESN Project: “The way forward” 2012-2013

- ★ **WP 1: Market Observation**
 - ★ Market Regional Reports
 - ★ Bottlenecks Regional Reports
- ★ **WP 2: Environment**
 - ★ ECA Web
 - ★ ECA Report
- ★ **WP 3: Promotion**
 - ★ Recommendation Report
 - ★ ESN Annual Report
- ★ **WP 4: Coordination**
 - ★ Shortsea Promotion Web Portal



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Thank you for your attention!!

- For additional information about SPCs you may follow the link below:
www.shortsea.info



★ — Member of the European Shortsea Network (E-SN)