



European Shortsea Network

Your navigator
from highway
to **waterway**

The role of Short Sea Shipping Promotion Centres

European Shortsea Network

Dražen Žgaljić

Chairman ESN

1/1 – 30/6/2011

Bilbao, April 14th 2011



European Shortsea Network

Your navigator from highway to waterway



SPC Finland

Shortsea Shipping Norway

Sjöfarts forum

SHORTSEA PROMOTION DANMARK



freight by water

IMDO Ireland
Marine Institute Foras na Mara

SHORTSEA PROMOTION

spc ShortSeaShipping Ireland Waterway Promotion Center

SHORTSEA SHIPPING



BP2S

RIA
Rheinisch-Westfälische Industrievereinigung

SHORT SEA TMCD

SHORTSEA PROMOTION CENTRE - SPAIN

SHORT SEA SHIPPING



SHORTSEA SHIPPING

SPC Greece

MSPC
MALTA SHORTSEA PROMOTION CENTRE

CSPC
CYPRUS SHORTSEA PROMOTION CENTRE



European Shortsea Network

Your navigator
from highway
to **waterway**

SPC Belgium



- * Co-modality: **synergy** with inland navigation and road (2 workshops on board)
- * **Transparency**: launch on line database, best practices and “green” information
- * Awareness: strong communication (best practices) to shippers, logistic companies, roadhauliers...
- * **Youngsters**: highschoools logistics, 2^e3s school in Barcelona...
> awareness and education



European Shortsea Network

Your navigator
from highway
to **waterway**

SPC Croatia



- ★ Transformed into Intermodal Transport Cluster - KIP
 - ★ Promotion of SSS and **intermodality**
 - ★ R&D projects mainly focused on EU funds
 - ★ **Informatisation** of intermodal transport system (VTMIS, RIS, PCS, etc.)
- ★ Bottleneck exercise, promotion of **EU funds**, initialized and assisted in 10 EU projects (MP II, IPA, FP 7, ...), etc.



European Shortsea Network

Your navigator
from highway
to **waterway**

SPC Denmark

(Part of Maritime development Center of Europe- www.mdce.dk)

- ★ Partner in 3 EU maritime/transport **projects**
- ★ Facilitate 8 maritime networks **with knowledge, know-how** and Best Practice.
- ★ Driver and facilitator for 1 project “Denmark's Maritime Cluster”
- ★ Facilitator and administrator of Transport Innovation **network**
- ★ Organize one yearly Shortsea/Maritime Infrastructure Conference.
- ★ Organize 8-10 maritime/transport **conferences** a year
- ★ Publisher of a maritime **R&D magazine**



European Shortsea Network

Your navigator
from highway
to **waterway**

SPC France



- ★ SPC France proposition for an “Ecomer”/ French Ecobonus and/or an European **Ecobonus**.
- ★ Launching of the French – Spanish Atlantic MoS on the 9th of September 2010.
- ★ Special 2E3S course MOST Europe : SPC France + 5 SPC France members (shipowner, port & ship agent).
- ★ Conference on shortsea propulsion : Is **LNG** a real solution to comply with the new regulations in European waters?



European Shortsea Network

Your navigator
from highway
to **waterway**

SPC Germany



★ Cooperation SPC/PROPS

7th ShortSea-Dialogue: marketplace event to discuss the status quo in SSS and to mention **best-practise** solutions/bottlenecks

★ 3-pillar-strategy:

- ★ modal-shift-consulting

- ★ **education**

- ★ **promotion** / event / marketing / **networking** activities

★ **Modal shift** / new multimodal generated traffics:

- ★ Σ (2001-2010) \approx 1 billion tkm

- ★ reduction of CO₂ **emissions** (2001-2010) \approx 60.000 to



European Shortsea Network

Your navigator
from highway
to **waterway**

SPC Germany



★ 4th ShortSeaCongress 2011:

supporting activities for the event which will be hold in Germany for the first time; providing framework & speakers; coordination/organisation

★ EU-Project PLATINA:

SPC Germany as part of the steering committee aiming at an European strategy for **recruitment** in Inland Navigation

★ Working-groups:

Inland Waterway Systems (Logistics Initiative Hamburg) &
Green Logistics (Logistics Initiative Mecklenburg-Vorpomm.)



European Shortsea Network

Your navigator
from highway
to **waterway**

SPC Greece



The Greek SPC provides

- Regular consultation and meetings with The Greek Ministry of Merchant Marine in order:
 - To **Promote** the competitiveness of Greek SSS.
 - To **Promote** Bulk Short Sea Shipping especially in the South East Motorway of the Sea.
- Regular and **updated information** to its members in all Shipping matters, National, EU and IMO legislation.
- **Collaborates** with all European SPC for the promotion of SSS in Europe.
- Members of the staff of the SPC Greece have been involved in assisting Shipping related **research** in the three Maritime Universities of Greece, namely The Piraeus University, the National Technical University of Athens and the Aegean University.
- Scientific **advisors** on behalf of SPC Greece participate in the SUPERGREEN project of the EU



European Shortsea Network

Your navigator
from highway
to **waterway**

SPC Holland



SHORTSEA.NL
PROMOTION CENTRE

- ★ Website updated and added:
 - ★ map with 45ft container possibilities
 - ★ New part on **environment**
- ★ Visit to Transfennica vessel in Zeebrugge together with Belgium for **transport companies (road)**
- ★ Shortsea Network **meetings for the sector**



European Shortsea Network

Your navigator
from highway
to **waterway**

SPC Malta



2010 ACTIVITIES

- ★ **Upgrade of MSPC Website**
The website is a popular way of **communicating** with stakeholders
- ★ **Launching of an Enhanced Awareness Campaign**
MSPC awareness campaign includes, advertising in local newspapers, press interviews, issue of press releases and a monthly e-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.
- ★ **Planning of the organisation of a 2011 Seminar on the Maritime Space without Barriers policy**

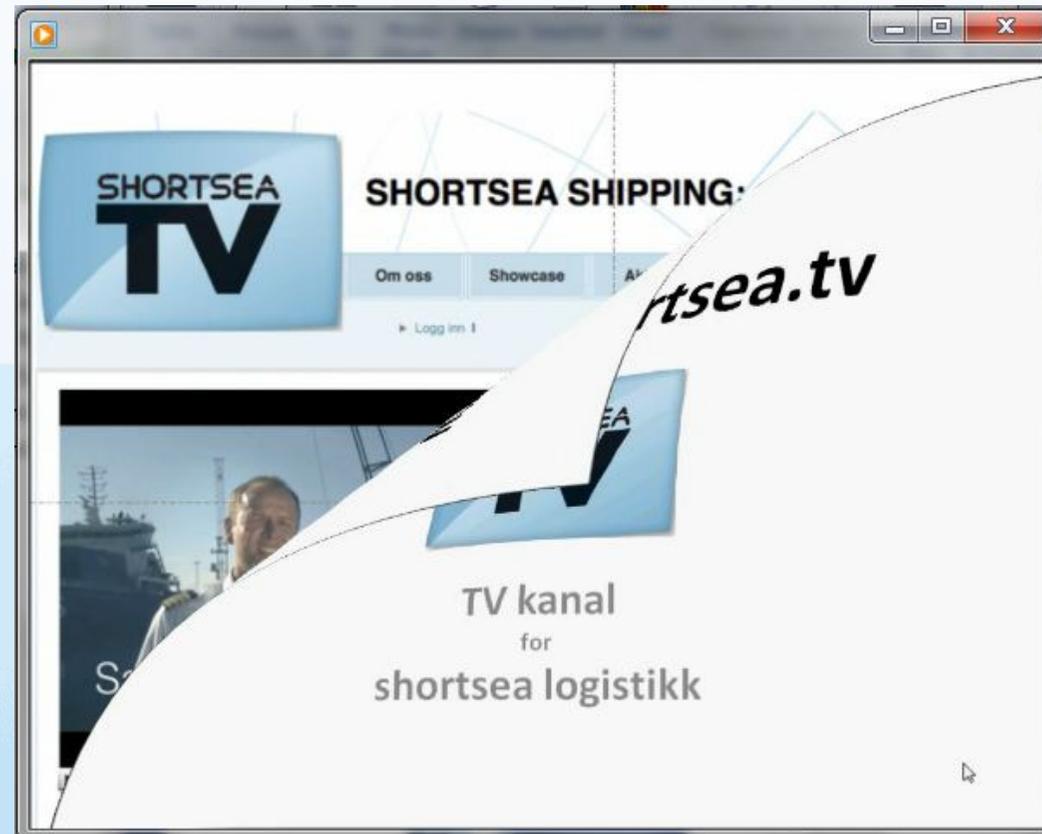


European Shortsea Network

Your navigator
from highway
to **waterway**

SPC Norway

- ★ Internet **TV channel** for transport buyers
- ★ Interviews, humour
- ★ Microsoft Sharepoint





European Shortsea Network

Your navigator
from highway
to **waterway**

SPC Norway

- ★ Advantages and challenges
- ★ **Video**, text and slide sharing
- ★ Internet and regional **conferences** in Norway





European Shortsea Network

Your navigator
from highway
to **waterway**

SPC Norway

- ★ Simple viewing of slide on web
- ★ Published 42 presentations
- ★ 6 000 views in 2010



Shortsea oslo2010 relog_...
1 week ago, 13 views
Edit



Shortsea oslo2010 dfds_o...
1 week ago, 67 views
Edit



Shortsea oslo2010 bring_...
1 week ago, 70 views
Edit



Shortsea oslo2010 norsk ...
1 week ago, 21 views
Edit



Shortsea oslo2010 coop_h...
1 week ago, 12 views
Edit



Shortsea oslo2010 unil_j...
1 week ago, 13 views
Edit



TI konf2010 kuehne_nagel...
1 week ago, 46 views
Edit



TI konf2010 norgesmollen...
1 week ago, 40 views
Edit



Shortsea kampanjen
3 months ago, 41 views
Edit



SPC Sweden

- ★ Project leader of an open cluster-process, phase 1 with more than 100 participating companies and organizations
- ★ A Swedish **maritime strategy** document with a mapping of the cluster and its opportunities, set vision, mission, values and goals incl prerequisites
The document, handed over to the Ministry
Its conclusions is supported by 152 companies and organizations of which 20 trade organizations
- ★ Work-group on short-sea shipping and inland waterway traffic. Mapping of the current situation, identifying possibilities and **good examples**. Set vision and goals, incl their prerequisites
The report being a supplement to the **strategy**-document



European Shortsea Network

Your navigator
from highway
to **waterway**

SPC Sweden

- ★ Meetings and **conferences**

2010 mainly on maritime cluster issues, sustainable maritime technical development, short-sea shipping and inland waterway traffic

- ★ Political seminars and **networking**

2010 mainly at the open forum, the “mini-Davos meeting, on the island of Gotland in July



European Shortsea Network

Your navigator
from highway
to **waterway**

SPC Finland

S|P|C Finland

- ★ Shipping barometer 2010 > report
- ★ **Study** on transit transport via Finland - current situation and prospects for the future
 - ★ Workshop with operators and stakeholders
- ★ Contact point for **Marco Polo II** applicants
 - ★ Information on other programmes, in particular **TEN-T Motorways of the Sea**



European Shortsea Network

Your navigator
from highway
to **waterway**

UK - Freight by Water



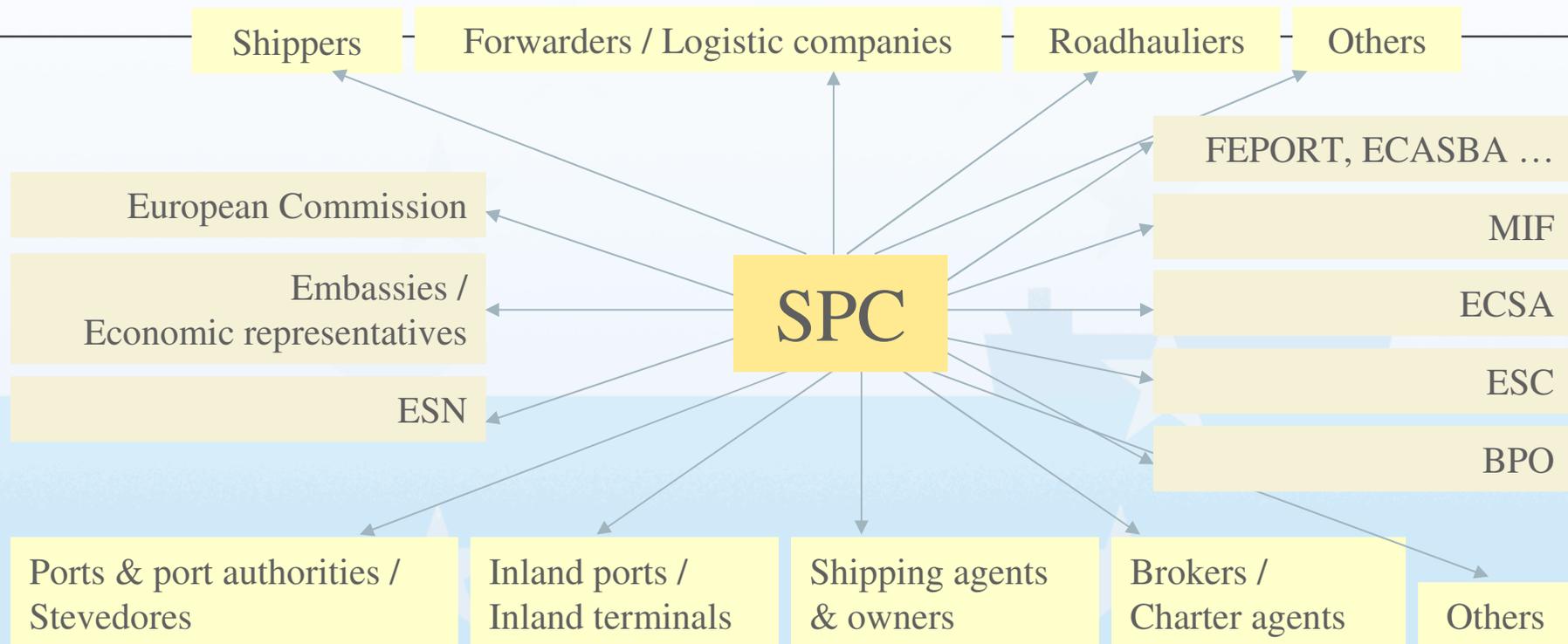
2010 Highlights

- new website and brochure
- 4 regional **workshops**
- coastal and short sea shipping
- leading **facilitator of modal shift**
- UK modal shift study**



European Shortsea Network

Your navigator
from highway
to **waterway**



NETWORKING – INFORMATION FLOW

“We don’t have to know everything but we have to know where to find it”



Summary

- Different transport systems per country – different demands
- Same goals – different approaches

- PROMOTION (SSS, intermodality, EU funds, ecology, ..)
- EDUCATION (2e3s, national, EU funds, ...)
- R&D PROJECTS (studies, projects, bottleneck exercise...)
- POLICY (consultations, bridge between policy level and business, ...)
- NETWORKING (dialogue, collaboration, meetings, communication, provides information, ...)



European Shortsea Network

Your navigator
from highway
to **waterway**



Thank you for the attention

