

“ESN, the way forward”

ESN joint shortsea promotion project
supported by DG MOVE

Table of content

- ▶ **The project**
- ▶ **Facts and figures**
- ▶ **WP1: Market observation**
- ▶ **WP2: Environment**
- ▶ **WP3: Promotion**
- ▶ **WP4: Management**
- ▶ **What about the future?**

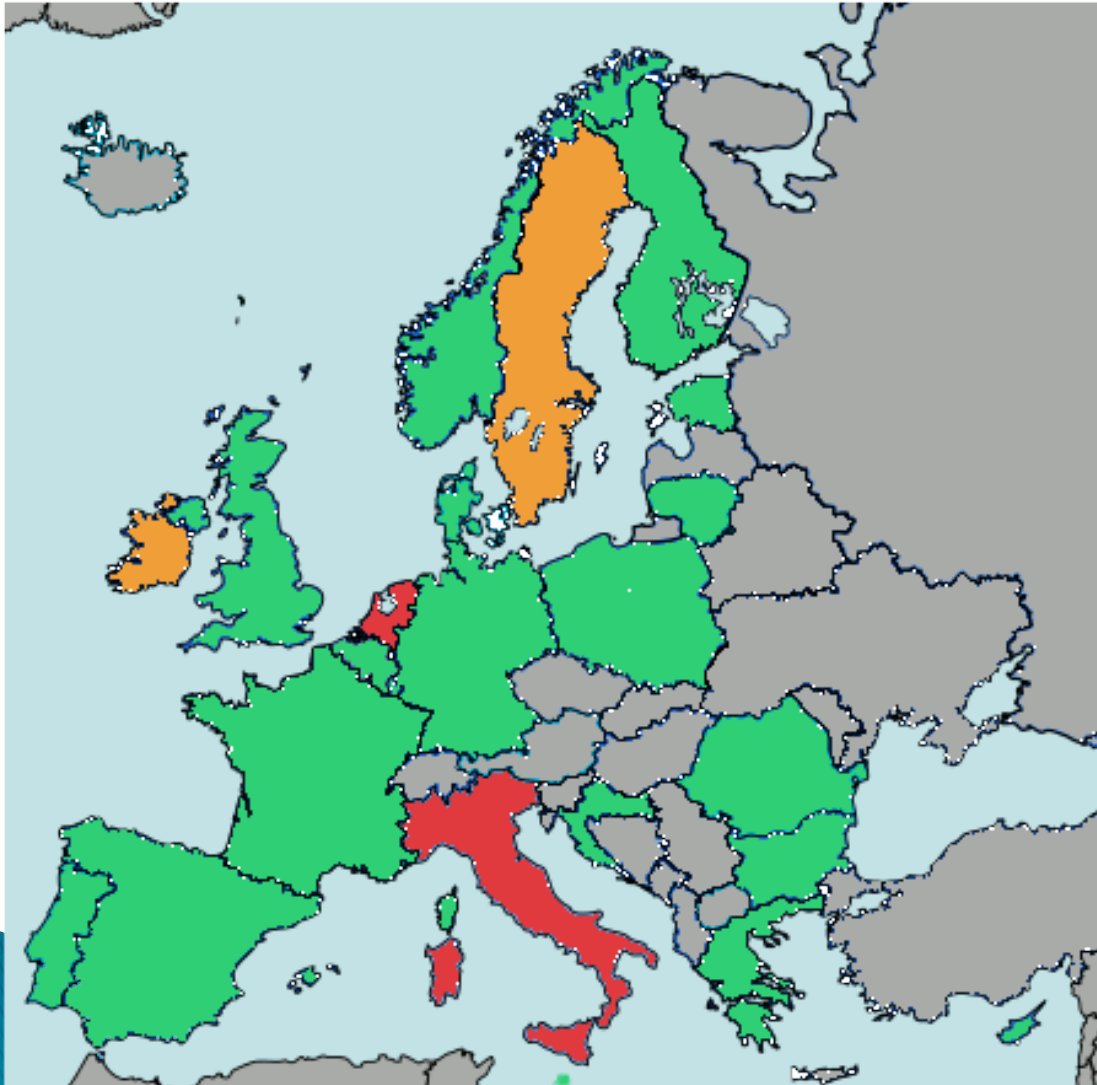
The project – a little bit of history

- ▶ 1 June 2011: ESN meeting to define different possibilities
- ▶ 21 October 2011: publication of the MP call 2011
- ▶ 30 March 2012 : Submission of grant proposal
- ▶ 23 May 2012 : Evaluation Committee Meeting
- ▶ 13 July 2012 : Clarification meeting
- ▶ 28 September 2012 : Commission Award Decision
- ▶ 6 November 2012 : Grant agreement signed
- ▶ 31 November 2012: End of the first reporting period
- ▶ 28 February 2013: Second reporting period
- ▶ 31 May 2013: Third reporting period
- ▶ 31 August 2013: Fourth reporting period
- ▶ 31 December 2013: Additional reporting period

The project – objectives

- ▶ Four main objectives
 - Collection of shortsea market related data and information
 - Collection of data and information related to new environmental regulations
 - Promotion of Shortsea Shipping
- ▶ Several sides objectives
 - Increasing cooperation within ESN
 - Strengthening links with DG MOVE
 - Prepare the future of ESN
 - ...

The project – participants



Green: SPC members of the project

Orange: SPC members of the ESN but not part of the project

Red: SPCs that ceased their activities due to lack of resources

The project gathered 18 SPCs under the same banner.

The project – methods

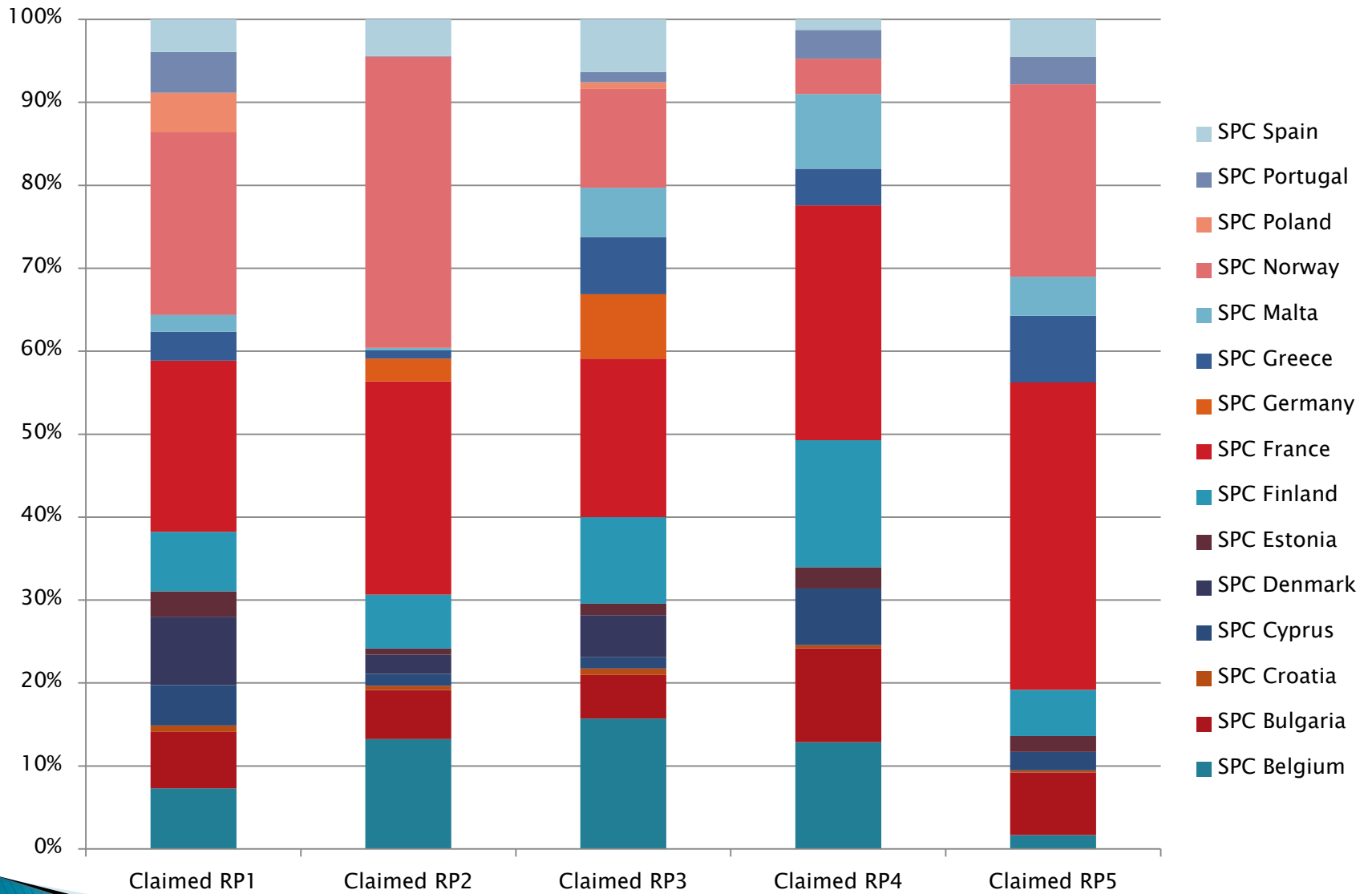
- ▶ In order to achieve our project and fulfill our objectives we have made use different methods
 - Interviews
 - Forms to be filled online
 - Surveys
 - Face to face meetings
 - Online meetings
 - “General Meetings”

Table of content

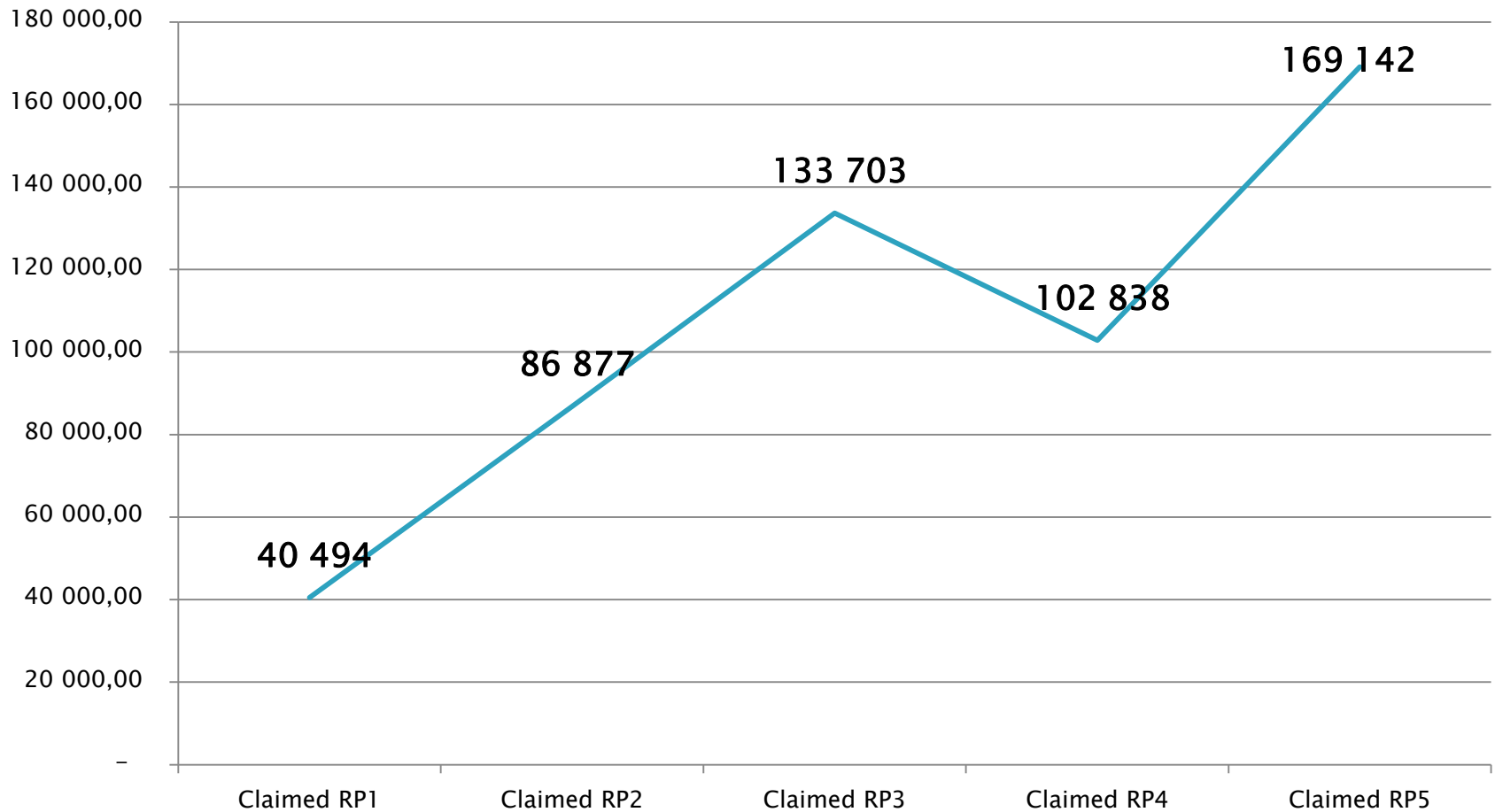
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- ▶ **Facts and figures**
- ▶ WP1: Market observation
- ▶ WP2: Environment
- ▶ WP3: Promotion
- ▶ WP4: Management
- ▶ What about the future?

Facts & figures

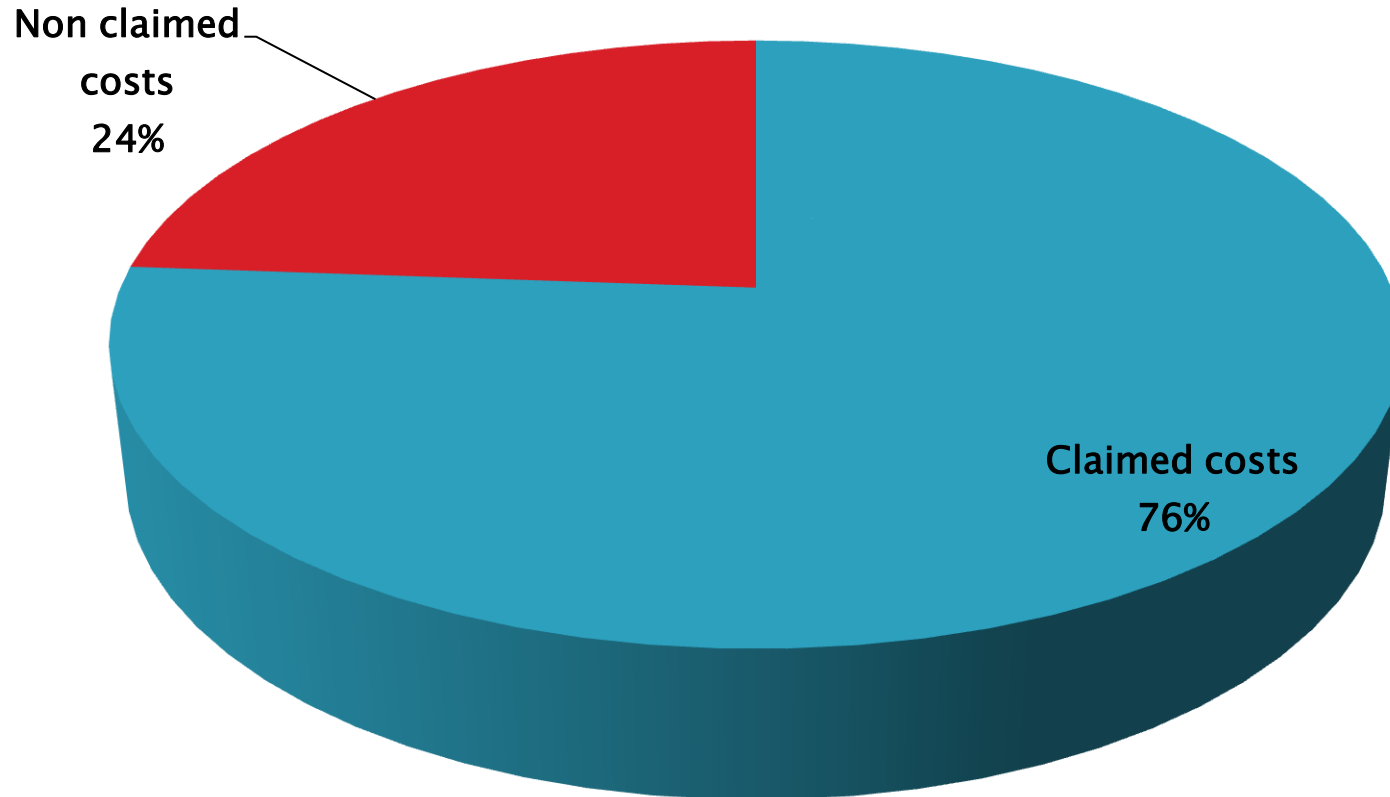
- ▶ 1 common project
- ▶ 4 work packages
- ▶ 5 General Meetings organised
- ▶ 14 ESN newsletters
- ▶ 16 months of duration
- ▶ 17 environmental newsletters disseminated
- ▶ 18 SPCs involved
- ▶ 19 events attended by at least one SPC
- ▶ 27 operational promotion recommendation
- ▶ 41 persons working on the project
- ▶ 123 attendees to the ESN conference
- ▶ 481 pages of market reports
- ▶ 585 receivers of our newsletters
- ▶ Hundreds of phone calls
- ▶ Thousands of emails



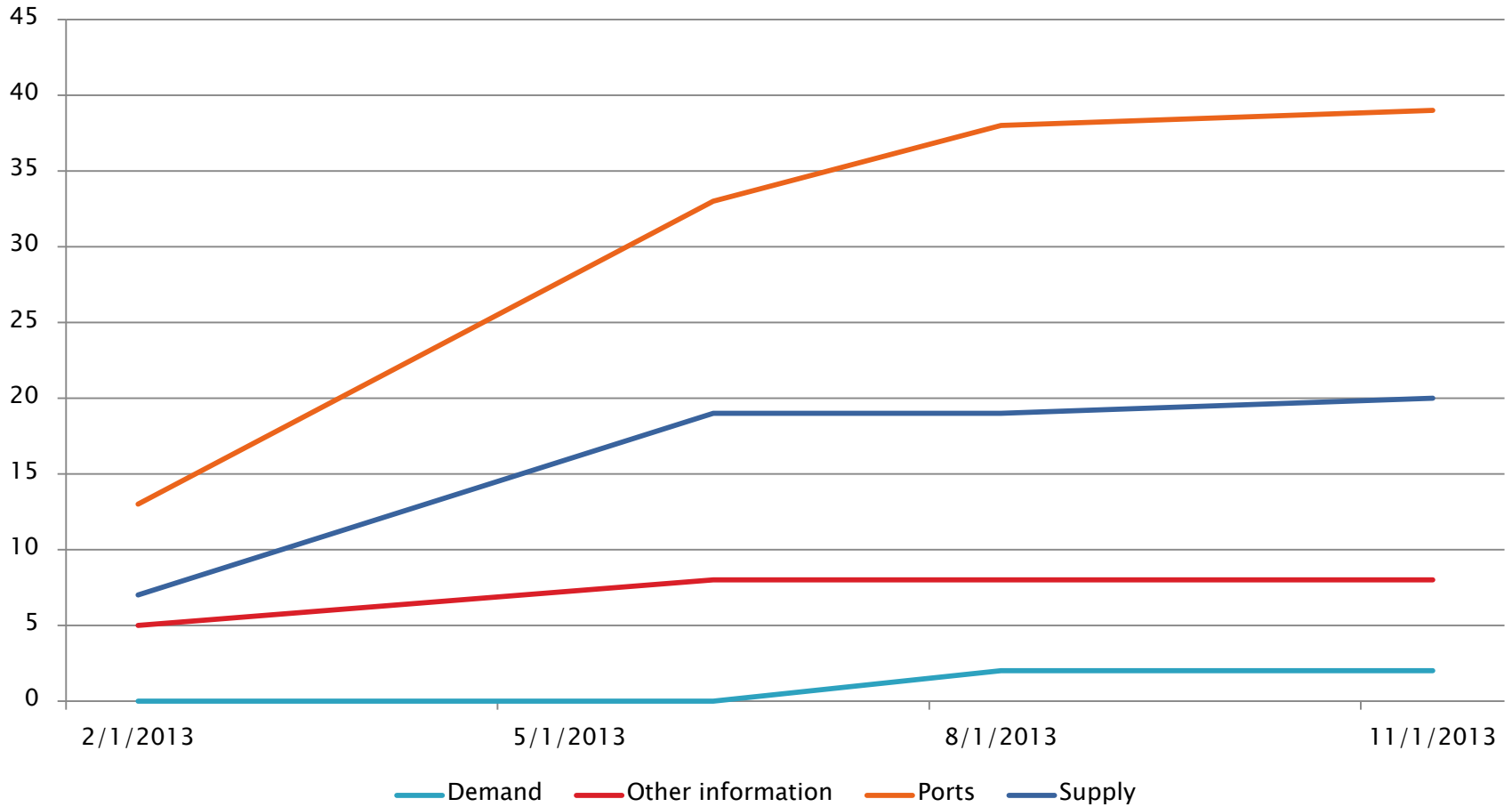
Facts & Figures – growing involvement in the project



Facts & Figures – safely controlled budget



Facts & Figures – number of answers to our online survey



Facts & Figures – audience

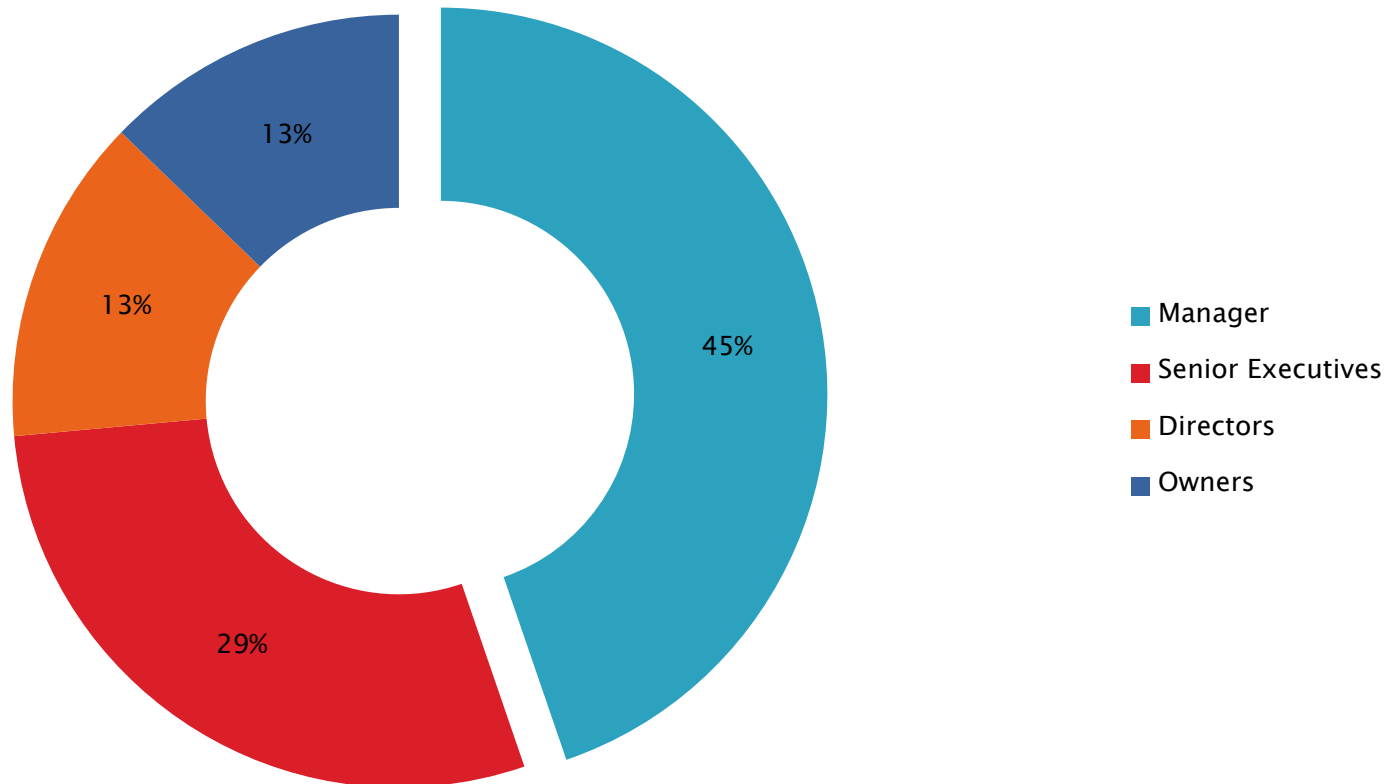


Table of content

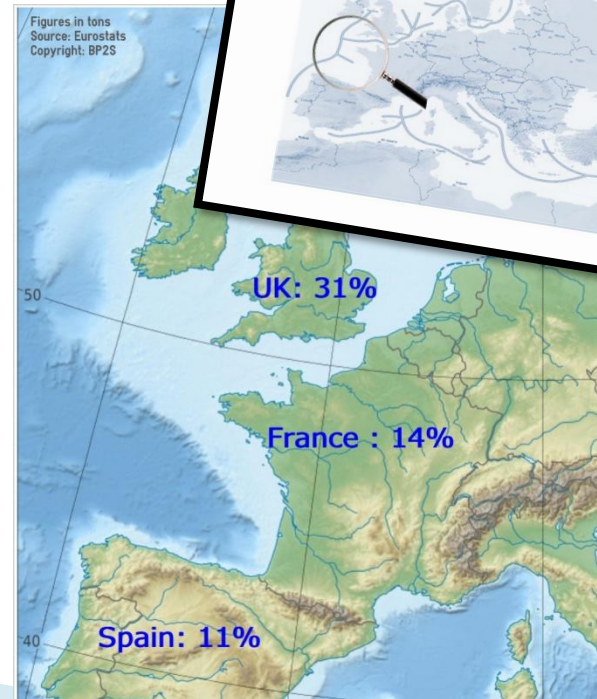
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- ▶ WP2: Environment
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Work Package 1: Market Observation – presentation

- ▶ Coordinator SPC Netherlands
 - but has to be taken over by SPC Germany (helped by ESN coordinator)
- ▶ Total budget: 210 000€
- ▶ Focus on four main regions:
 - East Med and Black Sea
 - West Med
 - Atlantic Arc
 - Channel, North Sea and Baltic
- ▶ Objectives: gather exclusive shortsea market data to allow a better understanding of the shortsea market as a whole, its drivers, its players, etc.

Work Package 1: Market Observation – achievements

- ▶ Market regional reports
 - Shortsea
 - Ports
 - Operators
- ▶ Market report on statistics
- ▶ Bottleneck report
- ▶ Operator lists



Atlantic Arc
represent more than
12,5% of the total EU
shortsea

Share of major countries
involved in shortsea
with Atlantic Arc

15% increase
in tons between
2001 & 2010

Work Package 1: Market Observation – an example of result

- ▶ West Med Regional market report on ports
- ▶ In order to write this report, we have used Eurostats, interviews, online surveys results
- ▶ We managed to get fresh new data with in-depth analysis of the shortsea in this region
- ▶ It focus mainly on
 - France
 - Spain
 - Maghreb

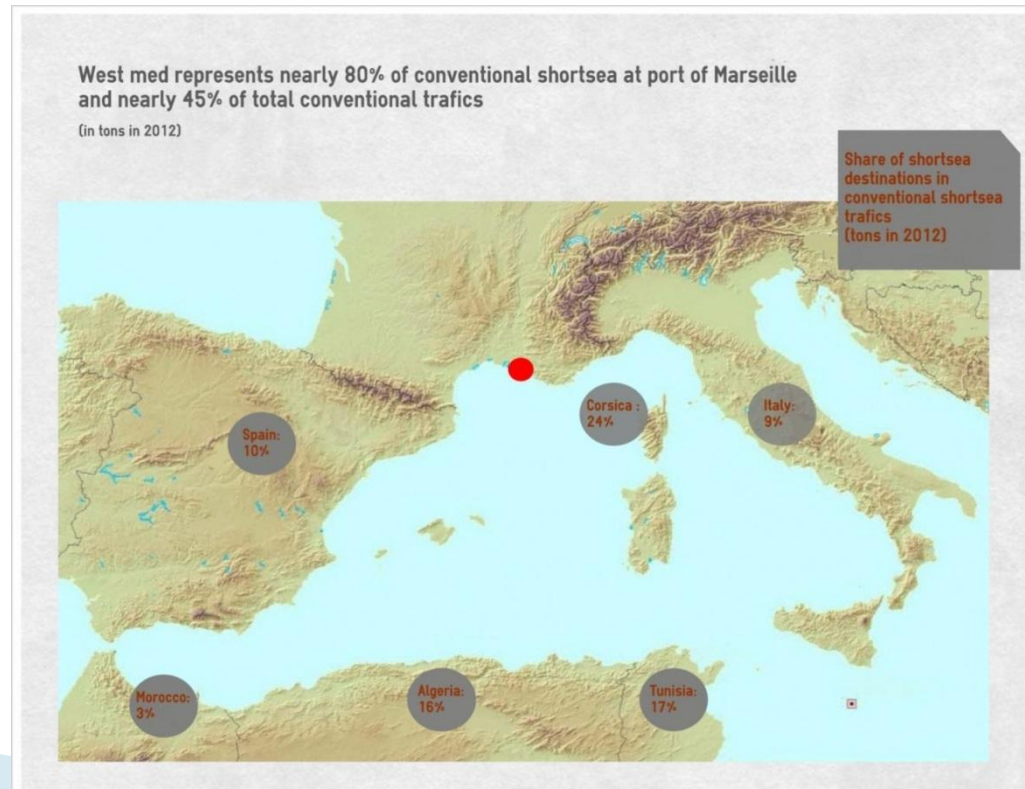


Table of content

- ▶ The project
- ▶ Facts and figures
- ▶ WP1: Market observation
- ▶ **WP2: Environment**
- ▶ WP3: Promotion
- ▶ WP4: Management
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Work package 2: Environment – presentation

- ▶ Coordinator SPC Norway
- ▶ Total budget: 1 61 000€
- ▶ Focus on three main regions:
 - Baltic Sea
 - North Sea
 - Channel
- ▶ Objectives: gather information of the potential impact on shortsea of the new environmental rules in general and sulphur directive in particular

Work package 2: Environment – achievements

- ▶ Environmental website
- ▶ Environmental shortsea newsletters
- ▶ Emission Control Area Report
- ▶ LinkedIn shortsea Group

Work package 2: Environment – an example of results

- ▶ Environmental ESN newsletter
 - 17 newsletters disseminated
 - Strong increase of the number of readers
 - 509 contacts in our database
 - 240 news on the website
 - The only shortsea dedicated source of information



The screenshot shows the header of the 'European Shortsea Network : the Environmental Newsletter'. It features the European Union flag logo and the text 'European Shortsea Network'. Below the header, there is a 'Dear receiver,' salutation and a main body of text. The text explains that the newsletter is based on news from all over Europe, including information from the North-European SECA (Sulphur Emission Control Area). It mentions that the first results of a survey in the SECA area are available in an Infobank [here](#). It also states that the newsletter is part of the 'ESN, the way forward' project, co-financed by the European Commission, and that the new ESN website contains a specific section on Environment available on [shortsea.info](#). A call to action asks the receiver to forward the newsletter or invite colleagues to subscribe to the ESN general newsletter and the environmental one at [www.shortsea.info/newsletter](#). On the right side, there is a yellow box with information about 'European Maritime Day 2013' (21 & 22 May, Valetta) and 'Åland Maritime Day 2013' (16 May, Mariehamn). Below the main text, there is a 'News Shortsea' section with several news items, each with a date and a headline, followed by a brief summary of the event or report.

European Shortsea Network : the Environmental Newsletter

Dear receiver,

This **newsletter** is based on news coming from all over Europe relating to environmental developments. In particular information is collected from the North-European SECA (Sulphur Emission Control Area). First results of our survey in the SECA area are available in our Infobank [here](#).

This **newsletter** is part of the "ESN, the way forward" project co-financed by the European Commission. The new ESN website contains a specific section on Environment available on [shortsea.info](#). Please have a look at [the website](#) as we are constantly adding information.

You are welcome to forward our **newsletter** or even better, invite your colleagues to subscribe (to the ESN general **newsletter** and the environmental one) at: [www.shortsea.info/newsletter](#)

European Maritime Day 2013
21 & 22 May, Valetta

Åland Maritime Day 2013
16 May, Mariehamn

News Shortsea

15/05/2013 - SPC Norway hosts a seminar on SECA
The event is organized in Oslo on June 20th. The purpose is to assist ports of Norway and shipping lines trading on Norway in finding good solutions before the 2015 deadline and to minimize the potential back-shift.

14/05/2013 - 2015 Emissions Rules Could Cause Collapse of Ferry Company
Brittany Ferries officials say the company may fold if the new European Union (EU) limits on sulfur emissions go into effect as scheduled, local newspaper the Portsmouth News reports.

13/05/2013 - State Aid, EU and other sources of funding for environmental investments
ESN, the Way Forward project has collected information on funding, National funding schemes exist currently only in Finland and Norway.

08/05/2013 - German shipowners: New environmental requirements are completely unrealistic
Several shipowners complain about the new environmental requirements, which are set to come into effect during the years to come. But the German shipowners are more vocal than most in their complaints about the requirements, because they seem enormous to many of the smaller German shipowners who are struggling financially.

30/04/2013 - North European ports facing up to ECA challenges
Challenges facing ports in Northern Europe including itinerary changes resulting from upcoming ECA legislation, shoreside power and fees were the focus of attention at the Cruise Europe 2013 conference held in Le Havre.

Table of content

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Work package 3: Promotion – Presentation

- ▶ Coordinator: SPC Belgium
- ▶ Total budget: 203 000€
- ▶ Objectives: to improve in-house ESN promotion activities, organise events, share knowledge and disseminate best practices on shortsea promotion.



Work package 3: Promotion – achievements

- ▶ New ESN website
- ▶ ESN shortsea newsletters
- ▶ Participation in events
- ▶ Recommendations reports

The screenshot displays the website for the European Shortsea Network. At the top left is the logo featuring the European Union flag and a ship, with the text "European Shortsea Network" below it. To the right is the slogan "Your navigator from highway to waterway". A navigation bar contains six tabs: NEWS, ENVIRONMENT, ABOUT SHORTSEA, ESN NETWORK, ORGANISATIONS, and INTRANET. Below the navigation bar is a news section with a green header "The European Shortsea Network" and a sub-header "Internet site gives neutral information on the possibilities of shortsea shipping in Europe." To the right of this header is a list of news items with dates: "29.05/2013 - European Day of Sea", "29.05/2013 - New cranes in usage in the Port of Rijeka", "29.05/2013 - European ports: an engine for growth", "28.05/2013 - Belgium: DFDS Seaways increases Gent-Göteborg frequency", and "28.05/2013 - European Maritime Day 2013 held successfully in Malta". An "All news" link is at the bottom right of the news list. Below the news section are six colored boxes, each representing a website category: "The latest news" (yellow), "Environnement" (orange), "About shortsea shiping" (teal), "European Shortsea Network" (pink), "Organisations" (light green), and "Intranet" (red). Each box contains a representative image and a brief description of the content.

European Shortsea Network

Your navigator from highway to waterway

NEWS ENVIRONMENT ABOUT SHORTSEA ESN NETWORK ORGANISATIONS INTRANET

The European Shortsea Network
Internet site gives neutral information on the possibilities of shortsea shipping in Europe.

29.05/2013 - European Day of Sea
29.05/2013 - New cranes in usage in the Port of Rijeka
29.05/2013 - European ports: an engine for growth
28.05/2013 - Belgium: DFDS Seaways increases Gent-Göteborg frequency
28.05/2013 - European Maritime Day 2013 held successfully in Malta

All news

The latest news
News includes latest news, news archive, success stories, conference calendar and ESN's press releases.

Environnement
Sea-river shipping is one of the forms of shortsea transport.

About shortsea shiping
About shortsea shipping, includes advantages, definitions and statistics.

European Shortsea Network
Information on the network, its activities, the members and their contact details.

Organisations
European and national branch organisation of organisations from the shortsea chain.

Intranet
For members only.

Work package 3: Promotion – an example of results

▶ Recommendations report

- A series of 27 promotion recommendation for SPC use
- Several categories of recommendations
 - Communication
 - Promotion
 - Market approach
 - Statistics
 - Innovations
 - European projects
 - Training to youngsters
 - Others
- Strong involvement of numerous SPCs



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**Thank you for your
attention.**

Questions, comments?