



SHORT SEA SHIPPING  
Ufficio di promozione - Italia

**RAM** S.p.a.  
Logistica · Infrastrutture · Trasporti



European Shortsea Network



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**Roberto Mencarelli | European and National Programmes**



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Irish Maritime  
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## THE ESN: PROMOTING SSS FOR 23 YEARS (1)

- ❑ The establishment of the Shortsea Promotion Centres (SPCs) at a European level, comes from the need indicated in the Communication *“Developing Short Sea Shipping in Europe: A Dynamic Alternative in a Sustainable Transport Chain”* ((COM (1999) 317 final) and underlined by the Maritime Institute Forum (MIF) in 1995, to change the incorrect and negatively perceived image of the maritime transport industry that was obstructing its potential future development.
- ❑ **Main goals of SPCs:**
  - ✓ Identify and analyze problems or obstacles that may affect the competitiveness of SSS.
  - ✓ Promote strategic alliances between operators in the transport chain with a multimodal perspective of short sea transportation.
  - ✓ Reinforcing the complementarity between maritime and land modes, particularly road transport, when setting the transport logistic chain.
  - ✓ Train operators on the possibilities and advantages of SSS.
  - ✓ Collect and provide information on available and potential services of SSS.
  - ✓ Provide reports and analysis to companies and public bodies.

## THE ESN: PROMOTING SSS FOR 23 YEARS (2)

- ❑ The first promotion office was established in Holland in 1997, followed by Belgium, France, and then Finland. The first official meeting (8th March 2001) was held by the Dutch SPC in Holland. The second official meeting was held on June 28<sup>th</sup> of the same year in Naples and was organized by the Italian SPC.
- ❑ Currently, 13 Short Sea Shipping Promotion Centers operate under the ESN with the goal of coordinating their activities at EU level and promoting SSS through the engagement of stakeholders



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## ESN PROGRAM OF WORK SO FAR

### Main objectives

- ❑ To **revitalize** the discussions on the future of Motorways of the Sea and Short Sea Shipping within the ESN;
- ❑ To **outline the role of the ESN** in the framework of the challenges that SSS needs to face in order to comply the requirements of the **Green Deal** and other European policies in the field of maritime transport;
- ❑ To **promote a debate on the decarbonization and digitalization processes** of the transport and logistics system and on the evolution of the geopolitical scenarios in Europe and the Mediterranean area;
- ❑ To **fuel the ongoing debate**, involving the European Commission and many stakeholders, on the **eco-incentive schemes, digitalization and environmental sustainability**.

## ESN POSITION PAPER SO FAR

1

**“The importance of eco-incentives for SSS and the maritime sector”** (25<sup>th</sup> May 2022)

2

**“Digitalization and environmental sustainability as drivers in the change of Short Sea Shipping”**  
(25<sup>th</sup> July 2022)



3

**Elaboration and presentation of a first draft of the ESN Paper during the ESN Conference** (Naples, 29<sup>th</sup> September 2022) and subsequent public consultation and feedback from the EC following a meeting in person



4

**The ESN Paper is available for download on the ESN website <https://europeanshortsea.com/>**  
(December 2022)

## CHALLENGES AND OPPORTUNITIES TOWARDS 2027

- ❑ **All transport modes need to become more sustainable**, with green alternatives widely available and the right incentives put in place to drive the green and digital transition.
- ❑ **Digital transition is becoming increasingly important** for all sectors.
- ❑ The **COVID-19 pandemic** highlighted not only how much we rely on our technology to be available to us, but also **how important it is for Europe not to be dependent on systems and solutions coming from other regions of the world**.
- ❑ Current **geopolitical crisis in Ukraine** has demonstrated that the **EU needs reliable energy sources and a flexible and modular transport system**. In order to achieve such system, it will be necessary to rely much more on seaborne transport rather than land transport.
- ❑ The **ongoing TEN-T revision** will reinforce the governance and monitoring instruments in place to ensure on-time network completion (2050). **This is particularly important since SSS is part of the TEN-T and Motorways of the Sea, now becoming part of the wider concept of European Maritime Space**.

## CHALLENGES AND OPPORTUNITIES TOWARDS 2027 (2)

### ☐ The ESN proposes the following recommendations:

1. Given the importance of promoting SSS, **the role of the ESN should be reinforced with additional funding and a dedicated budget.**
2. In order for the SSS sector to complete its green and digital transition an adequate financing will be needed, as illustrated in the Motorways of the Sea Detailed Implementation Plan. Moreover, this financing should enable an economically sustainable transition without allowing the sector to lose competitiveness and without inflationary pushes. In other words, **The green and digital transition must be economically viable for all transport operators.** In order to have an economically sustainable green transition it will be necessary to **incentivize transport demand for the use of SSS.**



### CHALLENGES AND OPPORTUNITIES TOWARDS 2027 (3)

3. It is important to **invest in combined transport**, with particular reference to dedicated maritime connections, which are more flexible and modular as compared to their land counterparts.
4. The transport sector needs a **reliable and resilient plan for the supply of energy**, as demonstrated by the recent geopolitical crisis.
5. It is essential to **cooperate between Member States and with third countries** for the promotion of SSS. **The entity in charge of said promotion could be the ESN.**



### CHALLENGES AND OPPORTUNITIES TOWARDS 2027 (3)

6. The ESN contributes to the **sharing of knowledge** in order to make transport solutions more sustainable and competitive, creating a meeting point to **exchange information between the industry and the market**, involving transport operators, shipowners, shipping lines, ports, and cargo owners and **contributing to the training of new professional figures**.
7. **Medium and small operators** must be properly involved in the implementation of the above-mentioned recommendations on SSS. Moreover, they must also be properly guided and aided in dealing with the challenges of the green and digital transition. **The ESN will promote this process**.
8. The ESN paper will be further revised in order to include **traffic data from 2021, 2022 and 2023** and to examine more in detail how the **geopolitical situation in Ukraine** modified the routes of the major traffic flows.



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*Thank you for the attention*

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