



**JOINT SHORT SEA SHIPPING AND MOTORWAYS OF THE SEA
FOCAL POINTS**

AND

SHORT SEA PROMOTION CENTRES MEETING

“A new start for SPC/Italy” – Key challenges during EU presidency

European Shortsea Network (ESN)

Roberto Martinoli, SPC Italy

BRUSSELS, 29 OCTOBER 2014



European Shortsea Network

Your navigator from highway to **waterway**



SPC Italy



July 22nd, 2014 – SPC Renaissance

Created within the Italian Maritime Cluster

- Strong commitment from all Italian industry stakeholders (Confitarma, Ports, ShipAgents,...)
- Entirely private industry driven
- 0% public financing
- Very constructive collaboration with national Administration



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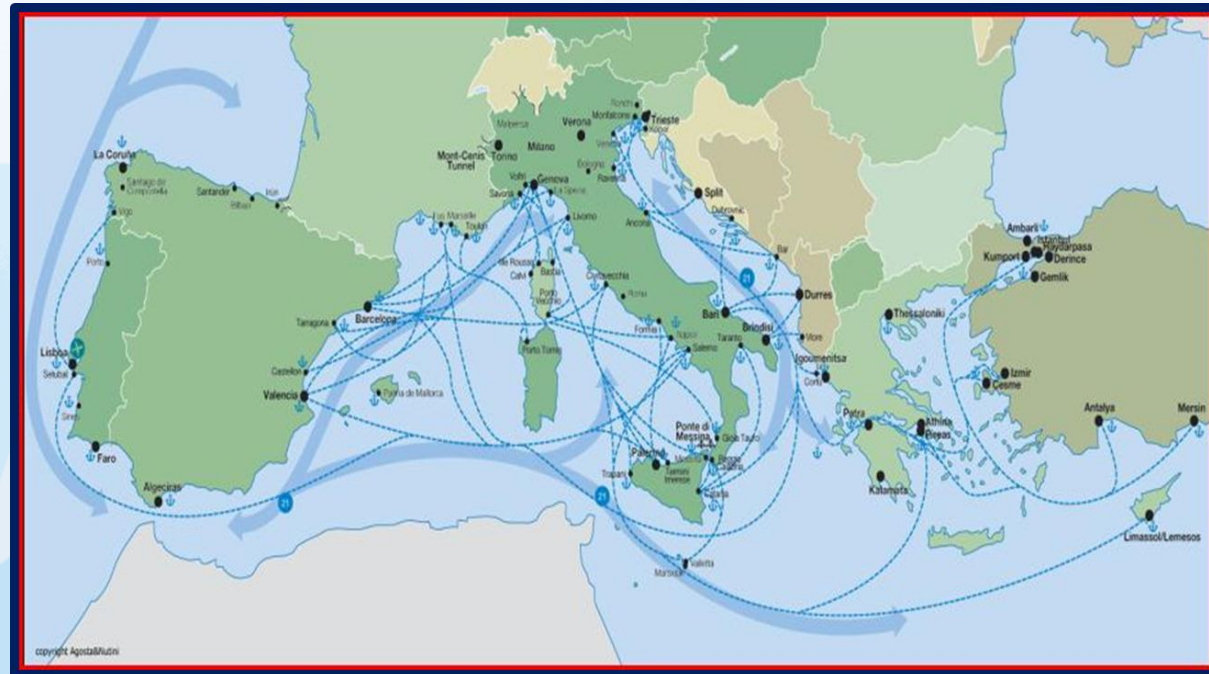
Promotion of Short Sea

Through a Shortsea Promotion Centre (2000-2010)

Through the Ecobonus regime promoted and implemented by the Italian Government

GOALS

- ❖ **Promotion of MoS as an alternative to land transport**
- ❖ **Development of Italian Motorways of the Sea**
- ❖ **Ecobonus: from 2007 to 2011**





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MoS Weekly Offer (update March 2014)

To/From	Round Trips	Linear meters
Sicily	67	324.300
Sardinia	62	259.500
International	63	350.160
TOTAL	192	933.960

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PROMOTION

Training Schools

Active participation to the **Escola Europea de Shortsea Shipping** that provide training on intermodal logistics, short sea-shipping services and motorways of the sea for transport, logistics and international business professionals and students.

Several Conferences and Seminars

Annual Awards for the specialized press

Studies

SPC (Confitarma) is completing 2 studies on Italian Short Sea Shipping before the end of 2014:

1. The first study aims to assess and compare the external costs of short sea shipping with other modes of transport, through an analysis of three motorways of the sea routes.
2. The second study aims to evaluate the sector in terms of employment and GDP.



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A strong Italian Economic Sector

LOOKING TO THE FUTURE

- 1. Deeply involved in ESN strategic plan**
- 2. More EU attention to SSS**
- 3. Green incentives and energy saving projects**
- 4. From Italian to European «Ecobonus»? »**



SPC Greece

- There is now a **Permanent Secretariat** of the ESN since last March in Piraeus
- There is a draft **Strategic Plan** since August showing the way ahead for the next five years.
- A lot of effort has gone towards reaching internal agreement concerning a **legal identity**, will discuss further today,
- Extensive negotiations regarding **representation of ESN in Brussels.**



SPC Greece

In addition..

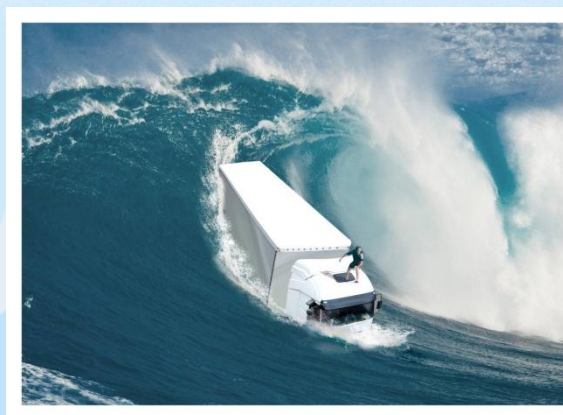
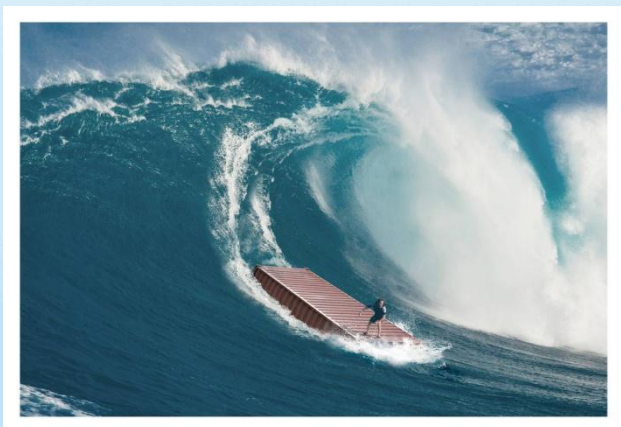
- Participation in and contributions to Marco Polo - accompanying measures" project (call 2011) "ESN:The Way Forward"
- Seminars regarding the ship modification options for the SECAs
- Initiation of consultations regarding a pan- European Shortsea Fleet Replacement program with involvement of EU shipyards
- Cooperation with the two leading maritime universities of Greece on Shortsea shipping and an inland connection of Thessaloniki port to the Danube.



SPC Belgium



- ❑ Development of long term vision (2020) for shortsea with Ministry, various stakeholders and SPC. Ready: early 2015.
- ❑ Special attention to sea-river traffic
- ❑ Intensive communication campaign with focus on shippers/industry with new images stressing dynamics and flexibility of sss





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SPC Bulgaria 2013/2014



- Short Sea Promotion: Black Sea RoRo Shipping Development
- Bulgaria Export & Port Community System
- European Seminar: Emission control impact on shipping
- ECA Retrofit BG Working Group 2014 /Network





SPC Croatia

- ❑ **Research and development projects:** Implementation and finalization of R&D projects with focus on development and engagement in new projects
- ❑ **Active support:** Ongoing consultation process with the stakeholders, continuation of the promotion of SSS and providing active support to members
- ❑ **Promotion and education:** Organization of the regional conference with the participation of transport experts and stakeholders



SPC Cyprus



- ❑ Active participation and contribution concerning the establishment of the ESN as a legal entity.
- ❑ Submission of proposal to the Cyprus Ports Authority for legal and administrative restructuring of Cyprus SPC in order to involve major local stakeholders from the Shipping and Port industry of Cyprus.
- ❑ Participation in conferences/events in order to raise awareness regarding SSS



SPC Denmark: focus in 2014

- Participate in the BSR Trans Governance project (Shortsea)
- Transport Innovation Network – operation 4 more years – supported by the Danish Ministry of Science.
- Participate in Socool@eu project – devolving Sustainable Clusters Of Optimized Logistics in Europe (incl. Turkey)
- The final event of the BSR Trans Governance project, scheduled in Brussels on 3 Nov., will present the key findings of the project.
- Danish Maritime Days / Danish Maritime Forum Oct. in Copenhagen
- Blue INNOship initiative by DMA and Maritime Business sector



SPC France



Shortsea Shipping Promotion:

- ❖ Campaign to raise public and logistic professionals awareness
- ❖ Vocational training: 2E3S (Escola Europea de Short Sea Shipping), CASE (Centre Atlantique de Shortsea Européen), conferences, etc.
- ❖ Good practices highlighted: “La Nuit du Shortsea” with its Award ceremony, ...

Intermodality: Consultation & dissemination

- ❖ The Combined Transport Directive re. Intermodal Transport
- ❖ Weight and dimensions Directive re. Eurocontainer 45'PW

Environment: LNG as a fuel for shortsea vessels

- ❖ Working groups and workshops with stakeholders
- ❖ Coordination with transport Minister task force & dissemination





SPC Germany (Main tasks/activities 2014)



Consulting = 50 inquiries from the market for modal shift plus a number of projects with shippers and forwarders!



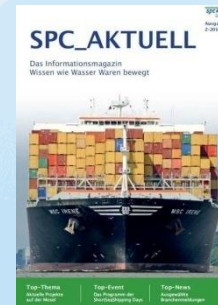
Training = Regular visits of educational institutions e.g. vocational schools for forwarders, Universities etc.



Marketing = October – Annual Master Event “ShortSeashipping Days” in Lübeck with 250 participants plus 5 other events all over Germany with approx. 150 participants!



Relaunch of Magazin SPC_Aktuell. 4 issues per year with 2500 copies per issue!





IMDO - Ireland

Priority of Developing Competitive Ports

- Developing metrics to measure and improve port performance (possible H2020 project)
- Ensure we have adequate Port Capacity in the future
- Thereby eliminate barriers to entry of new shipping operators who want to access our market.
- **Note:** The Irish Maritime Development Office is a government Office which fills the Role of SPC for this country



SPC Malta - 2014



- ❑ Increasing the spectrum of interests in the SPC by way of members and by means of a structure closer to that of a 'cluster'
- ❑ Seek more recognition and participation in the National policy making activities concerning our industry
- ❑ Analysis and research on the status of education in the Maltese Maritime/Logistics sector.



SPC Norway

- ❑ Country-wide promotion campaign
15 events and 1 300 attendees
- ❑ New annual magazine,
video production,
high social media activity
- ❑ My Cargo App
helping shippers find the best
transport solution





SPC Poland

- ❑ May 2014 – SPC Poland is a main organizer of Herring meeting gathering maritime industry from all over the world /profits go to the charity organizations – abt 2200 participants
- ❑ June 2014 – sponsoring International Maritime Congress in Szczecin – wide spectrum of topics are presented/discussed – over 700 participants
- ❑ September 2014 – World Maritime Day - organizing/sponsoring traditional meeting on board the ship – different presentations about shipping, ports and logistics – 100 participants



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SPC Portugal



- ❑ **March** - Seminar about Maritime transport in Oporto (half day about SSS) with 100 participants.
- ❑ **May** – 2014 European Shortsea Conference in Lisbon with 160 participants
- ❑ **October** – Portuguese MOS course in the Escola Europea of SSS with 35 students (with an Euro 5.000,00 comparticipation by the SPC – Portugal)

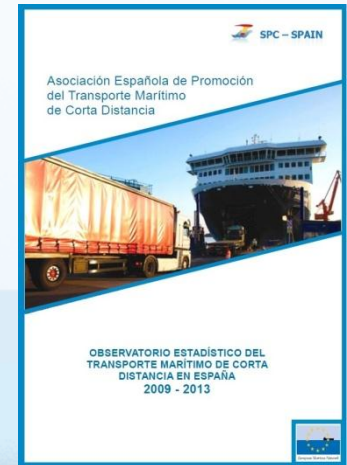




SPC Spain



- ❑ 4 **SSS training & promotion Courses**: Held in Sevilla, Madrid, Valladolid & Bilbao.
- ❑ Monitoring of Spanish Shortsea demand & supply: **Statistical Observatory (last update June 2014)**
- ❑ Updating and dissemination of the **Transport Chains Simulator**
- ❑ **Annual Spanish Shortsea Conference** in Alicante
- ❑ Participation in ESS Forum



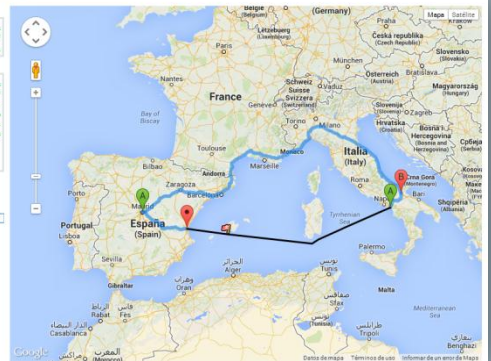
SHORTSEA Promotion centre SPAIN

Cadena de Transporte sólo por carretera

Origen-Destino	Coste (Eur)	Tiempo (Horas)	Distancia (Km)	Costes Env (Eur)	Emisiones CO2 (Kg)
madri->-logia	2.502	71,0	2.274	757	3.038

Cadena de Transporte Marítimo de Corta Distancia (TMCD)

Origen-Destino	Coste (Eur)	Tiempo (Horas)	Distancia (Km)	Costes Env (Eur)	Emisiones CO2 (Kg)
madri->-valencia	392	6,2	387	119	731
valencia->-madri	1.100	48,6	1.313	188	388
sevilla->-madri	186	2,4	185	52	344
sevilla->-valencia	1.790	56,6	1.837	288	1.684





ESN COLLECTIVE COORDINATED ACTIVITIES

- **“ESN, The Way Forward project”**
- **ESN Education, Training and Awareness activities**
- **European Short Sea Conference (Lisboa 12/13 May 2014)**



ESN COLLECTIVE COORDINATED ACTIVITIES

- **“ESN, The Way Forward project”**: Duly completed (2012-2013), the ESN has duly performed, all the actions have been duly carried out, etc.
- **Dissemination of the results and recommendations throughout 2014**
- The project is now over but could/should be the basis for a new project.



ESN COLLECTIVE COORDINATED ACTIVITIES

ESN Education, Training and Awareness activities

Strong ESN commitment to open professionals' minds to the advantages and rewards of intermodal transport. Active participation of SPCs to provide training on intermodal logistics, short sea-shipping services and motorways of the sea for transport, logistics and international business professionals and students.

- **MED range: The Escola Europea de Short Sea Shipping** (www.2e3s.eu), operating since 2006, based in Barcelona proposes intensive training courses on board ships between Barcelona Civitavecchia or Genoa with SPC Portugal 24-26 October 2014, with SPC France, 7-9 November, with SPC Spain, 21-23 November. Fully supported by 14 SPCs, and by professional organisations at local, national & EU levels.
- **Atlantic range: Le Centre Atlantique de Shortsea shipping Européen (CASE)** (www.case-optimodal.eu) operating since 2013, based in La Rochelle proposes intensive training on board vessels no main routes : France-Spain Montoir-Gijon and France-England Calais/Dunkirk-Dover. Next training session on the North Loop : 25-27 November 2014. The CASE center is supported by 8 SPCs and professional organizations at local, national & Eu levels.



ESN COLLECTIVE COORDINATED ACTIVITIES

European Short Sea Conference (Lisbon 12/13 May 2014) followed previous conferences held in Paris 2013 and Dublin 2012, supported by the SPCs, the conference gave full support to the Athens Declaration. Next Conference in Copenhagen in June 2015.

The reinforcement of the promotion activities and the support to ESN and the SPCs has been very much appreciated.

Good intentions have now to be acted upon in practice with clear decisions on Blue Belt project, Single Window, the Sulphur File, Use of LNG as alternative fuel, the use of pallet wide 45 ft containers, etc.



ESN STRATEGIC PLAN 2015-2020



Thank you for your attention