

## EUROPEAN SHORTSEA\* NETWORK

In 1997 the first national Shortsea Promotion Centre was founded in the Netherlands. Soon other European countries followed. Due to the nature of Shortsea shipping, it soon became clear that the promotion of the shortsea transport sector on a national basis was not enough to meet the requirements for a significant enhancement of this transport mode. By the end of 2000 there were a sufficient number of countries, which had set up a shortsea promotion centre and the European Shortsea Network was finally established.

The main objective of the European Shortsea Network (ESN) is to promote shortsea in the broadest sense of the word on a European level.

ESN also works to strengthen the activities of the national centres in promoting shortsea shipping. This is done through identification of common problems, needs and bottlenecks arising from the contacts with the users as well as the exchange of ideas between centres, that all has a wide variety of different activities and approaches to the promotion of shortsea shipping. Furthermore, newly established centres can find support, inspiration and guidance through ESN.

One of the main targets of ESN is to play a significant role in enhancing the growth rate of shortsea shipping. Ideally the growth rate should be higher than other modes of transport, in particular road transport.

The promotion is aimed at (but not limited to) the following target groups: shippers and forwarders, logistics/transport service providers, including road hauliers, shortsea shipping lines, ship owners and agents, ports, EU bodies and national governments, European organisations, such as ECSA, ESPO etc., and inland shipping and rail.

ESN is organized as a network with rotating chairmanship that follows the country that chairs the European Council. Accordingly, the chairman co-ordinates the common activities and development of the network, for a limited period of 6 months.

*\*Shortsea shipping means the movement of cargo and passengers by sea between ports situated in geographical Europe or between those ports and ports situated in non-European countries having a coastline on the enclosed seas bordering Europe.*

### SHORTSEA SHIPPING:

DOOR-TO-DOOR TRANSPORT VIA HUNDREDS OF EUROPEAN PORTS - CHEAPER  
THAN ROAD TRANSPORT - RELIABLE - GUARANTEED TRANSIT TIMES - ONE CONTACT  
THROUGHOUT THE TOTAL DOOR-TO-DOOR - ENVIRONMENTALLY FRIENDLY



# European Shortsea Network

www.grefta.dk

www.shortsea.info



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This booklet is made to provide the reader with an overview of the members of the European Shortsea Network (ESN) and their current activities.

Evidently, the activities and approaches to the challenges of shortsea shipping are many and varied - based on the situation in each member country.

Accordingly, this booklet is by no means exhaustive in describing the SPCs and their activities, but rather a view into the current and coming focus areas of each shortsea center (SPC). Enjoy.

*For additional copies or questions regarding this publication, please contact SPC Denmark kb@maritimecenter.dk*

Cover photo: DFDS A/S

## FOREWORD

Maritime transport has always been a catalyst of economic development and prosperity. It enables trade and international contacts, while it ensures security of supply of energy, food and commodities. Almost 90% of the EU external freight trade is seaborne. Short Sea Shipping represents 40% of intra-EU exchanges in terms of ton-kilometres. Maritime industries are an important source of employment and income for the European economy, and the importance of the entire maritime cluster must be particularly stressed in times when Europe strives for growth.

This driving role has recently been confirmed in the 2011 White Paper, in which the European Commission presents its view for the future of the EU transport system and defines a policy agenda for the next decade. In line with the objectives defined in the White Paper, the European Commission's main 2012 focus areas in the field of maritime transport are the further development and implementation of actions to promote and facilitate Short Sea Shipping and Clean Shipping, as well as the establishment of an EU maritime transport space without barriers.

The existing support programmes for Short Sea Shipping, such as TEN-T (Motorways of the sea) and Marco Polo will be continued in 2012, while also future potentially new financial instruments shall be looked at.

One of the key goals by 2050 is a 60% cut in transport emissions, mainly realized through a 50% shift of medium distance intercity passenger and freight journeys from road to rail and waterborne transport, as well as through a reduction of at least 40% of shipping emissions.

The European Commission is currently looking forward to an agreement on the proposed Directive to reduce the content of sulphur in marine fuels, while continuing its work on developing measures in support of EU shipping industry in its transition to cleaner waterborne transport.

One of these measures is the so-called "Sustainable Waterborne Transport toolbox" fostering the development of green technologies and alternative fuels (notably LNG), as well as green infrastructure and superstructure.

Also, in the frame of the European Commission's efforts to enhance the EU maritime transport space without barriers, EMSA is currently running the "Blue Belt pilot project", by which ships are enabled to operate freely within the internal market with a minimum of administrative burden.

Simultaneously, the European Commission is working on the deployment of interoperable and user-friendly e-maritime services, as well as on the implementation of an administrative single window.

Being convinced of its high potential and its role in shifting goods and passengers traffic to waterborne transport, the European Commission has installed an active policy to promote Short Sea Shipping. Given the important support herein from the European Short Sea Network, the European Commission strongly supports the Short Sea Promotion Centres in their activities and encourages them to proceed with their valuable work, their networking and their exchange of good practices and expertise.



**Magda KOPCZYNSKA**  
Head of Unit

European Commission  
Directorate-General for Mobility and Transport  
Unit D1 – Maritime Transport and Logistics







*"Congested roads continue to be a growing problem for the transport of goods and for car traffic in Europe. One part of the solution is an increase in the transport of goods by ship, which can take some of the pressure off the roads and reduce a number of environmental and noise problems. Together with land transport, marine traffic will be able to ensure society an effective, strong and flexible infrastructure that the growing transportation of goods will require in the future,"*

*Peder Gellert Pedersen, Executive Vice President, DFDS.*

Photo: DFDS A/S

### BEST PRACTICE 2011

#### *Sugar follows a chain along European waters*

The case below is an excellent example of the synergy between truck, inland navigation and shortsea shipping, in which the containers are already put on water far inland – what SPC Belgium is working to promote.

The Belgian sugar refinery “Tiense” also ships bulk cargo in 20’dc to various European destinations, for a number of which it uses an intermodal combination of truck, inland navigation and shortsea shipping. In that respect a container terminal in Vilvoorde, situated far inland at the canal to Brussels, is used as a hub. From the different loading sites the containers are taken by truck to the terminal in Vilvoorde to be loaded there on an inland navigation vessel.

That barge takes the containers to the port of Antwerp, from where they are shipped to the European clients by various regular shortsea services. On the whole, that traffic can amount to some 1,500 containers per year.

### FOCUS AREAS 2012

- Further intensify direct contacts with potential users of SSS, mainly SME’s
- Focus on possibilities of SSS for breakbulk and project cargo (workshop)
- Training of youngsters (2e3s project and presentations)



#### **SSPC Belgium is headed by Willy De Decker**

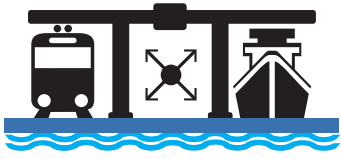
##### *Maritime experience:*

- 1983-1993: Eiffe/Antwerp Agencies (shipping agent) from assistant line manager to commercial manager: Experience in liner services worldwide
- 1993-2000: Van Doosselaere & Achten (shipping agent): Commercial director - experiences in liner services worldwide and shortsea services in Europe.
- 2000- : Director Shortsea Promotion Centre Belgium

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### BEST PRACTICE 2011

#### *Raising important Black Sea issues*

In 2011, SPC Bulgaria initiated discussions about some of the important issues regarding Black Sea Short sea shipping and port terminals development. They did so, among other things, by hosting the BASPA - Black & Azov Seas Ports Association Annual Meeting 2011 in Burgas, Bulgaria. One of the main themes was Port cooperation in Black Sea region - common plans for improvement of Cruise Port terminals and Black Sea Cruise. Furthermore, they ensured Bulgarian visibility at the Transport Logistics Munich 2011, with the "Bulgaria Intermodal" pavilion with common participation of 5 main Bulgarian multi modal companies from short sea and inland shipping, sea /river intermodal terminals.

### FOCUS AREAS 2012

- Port Community System: Development of Port / Cargo Community System in Bulgaria. Support for implementation of E Maritime applications and Port Community System in Bulgaria and Black Sea ports.
- Motorways of the Sea: Consultation and support for Motorways of the Sea/Modal shift development in Black sea and East Med region.
- Balkan's Modal Integration: International conference for development of green freight transportation -SSS+ IW+ Rail- at South East Europe & Black Sea region.



**SPC Bulgaria is headed by George Petkov**

#### *Maritime experience*

1993-1996 Mayor of Varna Office: Counselor on Maritime Industry, Port and Transport  
 1994-2011 Director of Black Sea Port & Transport Conference - 7 editions  
 2006-2011 Director of Balkan Intermodal Conference - 5 editions  
 2008-2011 Director Bulgarian Maritime Day-4 editions  
 Initiator/Funder of Bulgarian Maritime Chamber  
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 2005 -2012 Project manager of Short Sea Promotion Centre Bulgaria

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### BEST PRACTICE 2011

#### *Newly born cooperation for successful port operations*

The process of restructuring the Port of Rijeka has started by using the funds from IBRD loan for implementation of social plan and by establishing the terminal as a part of Rijeka Gateway Project (2004.-2007). Also, an assessment of privatisation and non-privatisation strategies for the development of the Port of Rijeka has been performed. This estimation showed that without the private capital, the development of the port area in Rijeka, the level of transport and efficacy of port operations will stagnate. In order to prevent such results, criteria for the selection of a strategic partner were defined at the beginning of 2010. The product of this procedure was a newly born cooperation where International Container Terminal Services Inc. (ICTSI) has become a strategic partner that took over the management of the firm Adriatic Gate (Jadranska vrata d.d.) in April 2011.

There are multiple benefits that arose from this cooperation:

- introduction of global standards and efficacy
- increase in transport volume
- investments in terminal infrastructure and equipment
- respect for social obligations while keeping the minimum of vested rights
- opening new markets in Central and South-East Europe
- important logistic improvement and modal shift of inland transport

### FOCUS AREAS 2012

- Promotion of SSS and intermodality: organization of SSS and intermodal conference, participation in numerous conferences/workshops, publication of promotive materials for the entire intermodal transport sector in Croatia, keeping an up-to-date website where interested parties may find data about intermodality and shortsea shipping, publishing articles about best practices in these areas. In this area SPC Croatia aims to follow the objectives produced in the communicative strategy that was developed in 2011.
- Introducing ICT in SSS and intermodal transport system: triggering of an open dialogue in order to implement T&T system in entire Croatian intermodal transport service with fully operated and integrated electronic data exchange in all logistic and administrative processes
- R&D projects: generation of numerous R&D projects on IPA CBC's programmes, holding consultations and providing active support to members



**SPC Croatia is headed by Dražen Žgaljić**

#### *Experience*

1996 - 2002 Faculty of Maritime Studies, Rijeka;  
 currently Ph.D. student  
 2008 - works as a Project Manager and Director at Intermodal Transport Cluster

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## BEST PRACTICE 2011

During 2011 all efforts were concentrated on the promotion of the Centre's objectives among the local shipping industry. Emphasis was also given to the promotion of shortsea services as well as of the shipping and ports industry initiatives aiming at expanding further maritime transport. The main challenge of the Centre during 2011, was the creation of more awareness and depiction of the Centre, in order to attract new memberships.

SPC Cyprus is also cooperating with the Cyprus Ports Authority in relation to the promotion of the Motorways of the Sea in the East Mediterranean. Our Centre was involved in the discussions with all local maritime stakeholders for establishing a regular maritime connection of Cyprus with Greece and with other neighbouring countries for the movement of passengers and cargo. Several promotional activities were held for the promotion of Cyprus ports industry and the ports infrastructure development programme, in an effort to promote further the use of Cyprus ports as transshipment hubs.

## FOCUS AREAS 2012

In 2012, our aim is the qualitative contribution towards the ESN Marco Polo Project as well as the enhancement of the SPC's management by involving more local stakeholders. Moreover, we will continue to work hard together with the Centre's members and other stakeholders in an effort to consolidate the SPC Cyprus as the focal point for the promotion and improvement of shortsea shipping links in Cyprus and to augment the maritime sector contribution to the local economy and Cyprus's cohesion with Europe and its neighbours.



SPC Cyprus is headed by Yiannakis Kokkinos

### Experience

Director of Med-Cruise Association and the Project Manager for the re-development of Larnaca port in Cyprus. Cyprus focal point for Motorways of the Sea and Shortsea Shipping.  
2001 - : Director General of the Cyprus Ports Authority  
1990 - 2001: Finance Director of the Cyprus Ports Authority.  
Mr. Y. Kokkinos studied economics and management at the London School of Economics, the London School of Oriental, European and African Studies and Harvard University. He is a holder of a B.Sc, M.A. and P.I.A.M.

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## BEST PRACTICE 2011

SPC Denmark is part of Maritime Development Centre of Europe. For some years, the Shortsea activities have been limited to the coordination of a Shortsea network focusing on the challenges for Shortsea shipping in Denmark as well as greener shipping. Although not initiated and coordinated by SPC DK, but due to the common European focus on green shipping, we have found it relevant to highlight three additional Danish projects focusing on this:

### Green Ship of the Future

Green Ship of the Future is an open private-public partnership in which the Danish maritime community joins forces in order to explore, develop and demonstrate ambitious technical solutions for cleaner, more energy-efficient and sustainable ships and maritime operations. This is done by using technical developments and innovations for new and existing ships. As an integrated part of the initiative, we wish to implement and evaluate technical solutions in order to push green innovation and thinking within the maritime industry – and doing so with an eye on the commercial feasibility connected to the industry. The main focus areas for Green Ship of the Future: Ship design, machinery, propulsion, operation and logistics. GSF is coordinated by FORCE Technology, and a full list of partners and projects can be found at the website: [www.greenship.org](http://www.greenship.org)

### Partnership for Cleaner Shipping

In 2008, The Danish Environmental Protection Agency and the Danish Shipowners' Association entered into a partnership for Cleaner Shipping. The background of the partnership was the adoption of MARPOL annex VI by the IMO, and the overall aim of the partnership is to substantially reduce shipping's emission of environmentally harmful substances. This is done by developing and administrating legislation on environmental protection, by taking part in negotiations in international forums, and finally by contributing to the development of environmentally effective technology. The objectives of the partnership in terms of shipping are to reduce air pollution; strengthen knowledge on emission; promote the development of innovative environmental technologies; implement new IMO legislation in national law and in practice on board the ships; and finally communicate the development and initiatives made in this area while strengthening the dialog between different stakeholders. Read more: [www.shipowners.dk](http://www.shipowners.dk)

### Danish Partnership on Ballast Water

This partnership is a corporation between the Danish Nature Agency, the Danish Maritime Authority and the Danish Shipowners' Association. These three organizations comprise the steering committee. As part of the partnership an expert monitoring group has been established. For the moment almost 100 different stakeholders from the Blue Denmark have signed up for this group. The aim of the partnership is to ensure a smooth implementation of the provisions of the IMO Ballast Water Management convention. Therefore the partnership arranges workshops, consultations, conferences and initiate studies. More details regarding the Danish Partnership on Ballast Water can be found at the [www.shipowners.dk](http://www.shipowners.dk).

## FOCUS AREAS 2012

- Focal Points meeting in April 2012. SPC are co-organizing the EU meeting about Motorways of the Seas and Shortsea Shipping, which takes place in Denmark on April 19<sup>th</sup>-20<sup>th</sup>. The meeting is organized in co-operation with the Danish Maritime Authority, the Danish Ministry of Transport and the EU commission.
- A further strengthening of our Shortsea Network in EMUC and TINV, resulting in development of our activities through 2012. The network is a formal network dealing with the current challenges for SSS at 4 annual meetings and 1-2 international conferences.
- A re-launch of the Danish Shortsea website [www.shortsea.dk](http://www.shortsea.dk). The new website is part of the PROPS EU project, and will hold information on Shortsea services in Denmark and Europe as well as statistics etc.
- Participation and preparation of SPC Denmark's contribution to the project *The way forward*. As well informed decisions to further promote Shortsea Shipping require valid, reliable, and comprehensive information of the European shortsea market, ESN has been asked by EC to produce a report providing a clear assessment of the current situation and the longer term market perspectives. The project is further described on pp. 26-27 in this publication.



SPC Denmark is headed by Steen Sabinsky

### Maritime experience

Steen Sabinsky is CEO of the common secretariat, that besides SPC Denmark, include Maritime Development Centre of Europe, the Danish Transport Innovation network, Society for Naval Architecture and Marine Engineering, Danish Society for Transport Economics, the Association for Promotion of Shipping and he is national representative of the Danish Maritime Cluster. SSA has more than 30 years' experience in shipping, both off- and onshore.

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**BEST PRACTICE 2011***Estonian Logistics Cluster*

A few dozen very different in size and operation of logistics and transit companies, decided under the leadership of Estonian Logistics and Transit Association to create the Estonian Logistics Cluster.

The logistics sector is one of the Estonian economy drivers and it is closely related to the development of many other areas. The activities of the partners of the cluster have a major impact on the entire sector and on the Estonian economy as a whole. The initiator of the Logistics Cluster is the Ministry of Economic Affairs and Communications and Cluster is 70% financed by EU Regional Development Fund.

Various networks and clusters is a highly esteemed way of cooperation throughout the world, not only allowing for better cooperation of the companies nationwide, but to expand such cooperation globally.

We have set the cooperation on various levels to be the number one priority for us in coming years as we are eager to introduce and market our excellent infrastructure and transport corridor internationally.

The activities of the Cluster make a whole and are necessary for achieving our objectives:

- Joint marketing action plan – export growth
- Production capacity sharing action plan – competitiveness and new competitive advantages
- Communication action plan – shared understanding within the sector
- Information technology action plan – innovation, key technologies
- Education development action plan – new jobs

As one of the greatest achievement was that **The Cluster awarded the main prize at the Logistics Deed of the Year 2011.**

The Grand Prix of the competition the Logistics Deed of the Year 2011 was awarded to the Estonian Logistics Cluster for the development and successful implementation of the cruise ship turnaround together with the Port of Tallinn, the Tallinn Airport, and CF&S Estonia. For Further Information: [www.transit.ee](http://www.transit.ee)

**FOCUS AREAS 2012**

- VIII International Transit Conference: TRANSESTONIA 2012: The Food Hub 24.10.2012 Tallinn, Estonia TRANSESTONIA brings together most of the Estonian leading logistics operators, shipping lines, ports and terminals. The event is co-organized by the Estonian Logistics Cluster, and is supported by the Estonian Ministry of Economic Affairs and Communications, Port of Tallinn and Estonian Railways [www.transestonia.ee](http://www.transestonia.ee)
- Expansion and further development of Vopak EOS, the global marketing hub for the international marketing of Russian and CIS oil products. Vopak EOS is the largest fuel oil terminal business on the Baltic Sea rim. Vopak EOS's Estonian terminals have a total capacity of 1,026,000 cubic meters with a total throughput capacity of 25 million metric tons per year, the vast majority of its business coming from Russia. With the cards Estonia offers—a solid, dependable work force, a year-round ice-free port, railway access to Russia—combined with its Russian and Dutch cards, Vopak EOS is in an excellent position to expand. It sees growth in volumes through construction of additional storage capacity in the territory of the Muuga Port, with land owned by Vopak EOS which would allow another one million cubic meters of storage. There are also plans to extend range of services for fuel oils from various refineries in Belarus, Russia and Kazakhstan.
- Port of Sillamäe: SILPORT is the most eastern port of the European Union, taking the EU-Russian border is only 25 kilometers away, allowing the efficient transit of goods between neighboring regions. SILPORT has a multifunctional port infrastructure and superstructure to enable the handling of all commodity groups from the oil and dry bulk to containerized cargo. Depth to the quay is 16 m, which allows to serve all vessels entering the Baltic Sea through the Danish straits. Since 2011 the Port of SILPORT a member of TEN-T A-type port inventory level. This year represents Estonia in the near field of the largest shipping port SILPORT investment created 40 hectares of container and land general cargo terminal, which will be the 2013th year. The new terminal should be attached to the rail station will be built and the rail link has already been acquired by way of the crane - three container gantry cranes and two universal.



**SPC Estonia is headed by Andres Valgerist**

*Experience*

Chairman of the Board of Estonian Logistics and Transit Association

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**BEST PRACTICE 2011**

SPC Finland is the only Finnish neutral forum for co-operation and communication between private and public stakeholders, in which all transport modes participate. SPC Finland's workshop on Transport and Environment on 15 December 2011 was attended by representatives of maritime, rail and road transport, shippers, ports, transport operators, technology providers, authorities and research. The workshop discussed recent environmental regulations and their impact on the transportation costs of Finnish industry, emission calculation tools and new solutions of environmental technology. Finland also has an environmental aid scheme which encourages shipping companies to invest in environmental protection.

**FOCUS AREAS 2012**

- SPC Finland will provide extensive information on transport to assist its stakeholders and target groups in their decision making. Our themes will cover environment, intelligent transport systems and EU programmes, Trans-European Transport Network (TEN-T) and Marco Polo.
- We will arrange events to bring private and public stakeholders together to discuss on current issues of the transport sector. One of these will be arranged for the Finnish Parliament.
- The next annual Shipping Barometer will be published in November 2012. The barometer provides information on the development trends of Finnish shipping companies.



**SPC Finland is headed by Riitta Pöntynen,**

2001 - : Senior Project Manager, University of Turku Centre for Maritime Studies, and responsible for SPC Finland's promotional activities such as information dissemination via various information channels, networking and stakeholder relations, organization of events for private and public stakeholders  
1994: University of Tampere: Master of Social Sciences, international relations. Previous work experience in EU programmes and international student exchange.

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## BEST PRACTICE 2011

### *Motorway of the sea UK - Spain:*

In 2011, the French company Brittany Ferries built a new motorway of the sea. This new service is operated between Spain and UK.

The most innovative aspect of this MoS is that it is operating as a whole between three ports in UK (Portsmouth, Poole, Plymouth) and two ports in Spain (Santander and Bilbao). It provides six departures per week in each direction.

This service is fully in line with European objectives to reduce road congestion by realising a significant modal shift from land to sea. As a matter of fact, an impressive number of trucks now totally avoid the French territory.

The launching of this project will allow Brittany Ferries to request funding from the EC / Marco Polo "Motorways of the Sea" action. This project was awarded a maximum 5,57 million Euros under the 2010 call. The new MoS is to avoid 2.115.312.147 tkm of truck traffic over the 4 years of start-up period. We should also mention that one of the "freight ferries" operated by the company has just the capacity for 120 trailers and 120 drivers: a quite cleverly designed vessel that suits very efficiently and effectively to the needs of freight transport in Europe.

## FOCUS AREAS 2012

- LNG as a fuel for shortsea shipping
- Development of "eurocontainer 33 pallets" (45'pw)
- Single transport document & uniform liability regime for multimodal transport



**SPC France is headed by Jean-Marie Millour**

### *Maritime experience*

Managing Director of the Intermodal & Shortsea Promotion Centre France (SPC France) since 2005.

He is former Head of the department "Finance & Economics" at the French shipowners' association.

Mr Millour has over 30 years experience in shipping, shortsea & sea-river shipping, and intermodal transport, gained from European transport and forwarding companies.

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## BEST PRACTICE 2011

In 2011, SPC Germany supported several modal shift projects from shippers e.g. VW Transport, HIPPI, Gardena, Beiersdorf, Dallmeyer, Hugo Boss, Lyondell Basell, Audi, Tenneco and identified some thousands of truck loads suitable to be changed to inland and coastal waterways as well as railways. Projects are partly still in process and SPC will support the implementation in 2012. Furthermore, more than 500 delegates attended the events of SPC and cooperating partners, and SPC Germany implemented a regular annual practical training place for two students.

## FOCUS AREAS 2012

- SPC Germany will continue the work based on best practise modal shift projects with shippers and forwarders, Training and Promotion.
- More concentration on smaller and medium-sized shippers and forwarders which also move high volumes of cargo.
- Development of an advanced training seminar for inland- and coastal waterways, and regular teaching support for academies.
- Participation in promotional events such as "Breakbulk Europe", Antwerp (22. – 24 May 2012), "International Inland Port Congress", Karlsruhe (24 – 25 May 2012) "ShortSea Euro", Antwerp (19 – 20 June 2012) "Maritime Logistics for On- and Offshore", Husum (18 September 2012) "9. ShortSea Dialog", Hamburg (11 October 2012) "SPC evening event", Hamburg (30 October 2012)
- Four issues of the magazine "SPC-Aktuell".



**SPC Germany is headed by Markus Noelke**

### *Experience*

2010 - : Managing director of the German ShortSeaShipping Inland Waterway Promotion Center since June 2010.

Before: He was working for about twenty years in the international forwarding business mainly focused on multimodal transport solutions for on- and pre-carriages linked with overseas transports.

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## BEST PRACTICE 2011

### Recruitment Campaign

During 2011, SPC Greece has intensified the recruiting campaign to attract young Greeks to a maritime career and improve the awareness and image of the maritime profession. The campaign consists of:

- Advertisement film that is aired on major Greek TV channels
- Brochures distributed through newspapers
- Lectures of maritime professionals and state officials to students in schools throughout Greece aiming to improve the awareness and to promote the maritime profession to young Greeks.

The feedback of the campaign is positive.

## FOCUS AREAS 2012

- The issue of **attracting young Greeks to a maritime career** and improve the awareness and image of the maritime profession is an on-going project and will continue to be SPC Greece's priority throughout year 2012.
- **POSIDONIA 2012 Exhibition**  
The world's most prestigious maritime event, the international exhibition POSIDONIA is organized under the auspices of the Greek shipping community and the five major associations representing Greek shipowner interests, among which is SPC Greece.  
POSIDONIA 2012 will take place on 4-8 June 2012, in Athens.
- **ESN Action Plan**  
Contribution of SPC Greece to the ESN Action Plan activities.

SPC Greece is currently between directors

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## BEST PRACTICE 2011

### Dutch flowers go intermodal

The Netherlands is famous for its windmills and flowers. The flowers and plants are an important export product and the worlds largest flower auction (Flora Holland) in Aalsmeer (near Schiphol airport) is an important trading and logistics centre for exports, as well as imports.

Flowers are mainly transported by road inside Europe and outside Europe by air. However, logistics costs for these modes of transport have risen considerably and the sector has been looking for alternatives. In 2008 the first trial took place with a container of carnations from Columbia. In 2009 trials took place for imports from Israel, Kenya and Ecuador. The result for imports by sea in reefer units from the two South American countries were successful. But also European shipments were not forgotten and in 2010 Greenrail started with 45ft pallet wide reefer containers from Aalsmeer to Milano.

GreenRail facilitates rail transportation of floriculture products. Transporting plants by rail via GreenRail is proceeding successfully. The routes to Italy, Hungary, and Romania by rail have been opened up. Next spring, the first containers to Poland and Switzerland will have departed. GreenRail is currently focused on plants. The ultimate aim is to transport flowers and other fresh products by rail as well.  
More information: [www.greenrail.nu](http://www.greenrail.nu).

The first shortsea shipments of flowers and (mainly) plants were to Finland in May and August 2010. The VGB (branch organisation for flowers and plants), Flora Holland and Food & Biobased Research from Wageningen University took part in the trials. The transit time was 5 days and most plants arrived in a good condition. The same year containers were shipped to Turkey (transit time 10 days, with customs clearance etc 12 days) and the trial was successful. A survey was made for shipments to Russia. Though the transit time to St Petersburg is only 4 days (compared to three days by road), no trial took place because of complex customs clearance and phytosanitary inspections.

The trial shipments proved that even sensitive cargo can be shipped by shortsea, provided the right type of equipment is used. In this case the diesel-electric reefer that is also available as the dual-compartment, which has 2 temperature controlled compartments within the reefer. The producer UNIT45 also offers the triple-compartment reefer. This reefer has 3 compartments, meaning 3 different temperatures fully controllable between +25° and -25° C. See also [www.unit45.com](http://www.unit45.com)

## FOCUS AREAS 2012

The year 2012 will be a transition year, as at the end of this year the subsidy from the Ministry of Infrastructure and Environment will end. Therefore discussions have started, lead by the Dutch ports, to come to one organisation for barge, rail and shortsea transport. A one-stop shop!

SPC Holland is headed by Sander van 't Verlaat



### Maritime experience

Studied International business at the University of Oregon. The main part of his career was in shortsea transport, e.i. with the shortsea operator Bell Lines. He has been director of the Dutch shortsea bureau since the start in 1997.

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## BEST PRACTICE 2011

2011 saw the reintroduction of rail-freight to the quayside in Dublin Port. This is the second such connection (Waterford already has a similar link), and it has facilitated the development of rail and sea intermodal operations for some of the major pharmaceutical and beverage exporting companies located in the west of Ireland.

From Dublin Port there is a wide range of shipping options both to the continent (including Le Havre, Radicatel, Antwerp and Rotterdam), as well as to the UK – such as Liverpool and Southampton. All of these have their respective deep-sea connections. So thanks to this rail-freight service, there are now intermodal connections world-wide from the west of Ireland.

## FOCUS AREAS 2012

- Feeding information to industry, with the publication of quarterly traffic and route data, as well as the publication of the 9th annual “Irish Maritime Transport Economist”.
- Organising a major Shortsea Shipping Conference in Dublin in May, and
- Completing a report on “International Connectivity from the Island of Ireland” as part of the All Ireland Freight Forum – a joint initiative from the governments of Northern Ireland and the Republic of Ireland.



### SPC Ireland is headed by Brian Richardson

#### Experience

Brian Richardson is a mechanical engineer by background, and has wide international experience. About 12 years ago, he became the CEO of the newly formed Shannon Foynes Port Company – Ireland’s largest bulk port, situated on the western seaboard, and oversaw the merger of the two legacy companies. He has been part of the IMDO team for a number of years, and follows EU and other initiatives to support the development of the shipping and related industries.

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## BEST PRACTICE 2011

*Integration of the Lithuanian SSS and intermodal transport system into international East-West transport corridor.* CCITL VGTU is a lead Partner for the task, dedicated for establishment and activities of the EWTC Association (EWTC) in frame of the project EWTC II, which is financed by EU Baltic Sea Programme 2007-2013. East West Transport Association (EWTC) was established in Vilnius the 29th of June. THE GOAL OF the international East West Transport Association (EWTC) is to develop the cooperation between transport and logistics companies, intermodal transport operators, consignors and consignees, authorities and academic institutions in relation to the establishment of multifaceted East West Transport corridor, which would have the capacity of handling global Asian – European trade flows. The EWTC Association Establishment agreement was signed by the representatives of 26 businesses, academic and administrative bodies from 12 countries: Sweden, Denmark, France, Belgium, Belarus, Germany, Ukraine, Russia, Kazakhstan, Mongolia, China and Lithuania. Best practice examples of intermodal projects organized together with EWTC Association:

### Viking shuttle train - from Baltic Sea to Black Sea Klaipeda- Odessa/ Ilyichovsk)

- 6 times per week, 52 hours, 1 700 km;
- In 2011 carried 56 thous. TEU, or increased 34 percent compared to 2009.
- Intermodal Award for best-practices 2009.

### Shuttle Train “Saule”

- The first shuttle train “Saule” has been launched to Lithuania from the Chinese city of Chongqing through Kazakhstan; (28th October – 11th November, 2011)
- The container train reaches (41 container) the destination from China via Kazakhstan, Russia, Belarus and Lithuania - in 13 days, 9 539 km.
- Train carried containers with computer technology.

**EWTC Association Forum** “The role of the transport corridor East - West extending economic cooperation between regions of the Southern Baltic’s and the Black Sea” (27-28 May 2011 Odessa, Ukraine). The forum brought together nearly 90 participants, among them the representatives of the largest freight carriers, shippers, logistics companies and associations, as well as consignees, freight producing companies from Belarus, Kazakhstan, Lithuania, Moldova, Russian Federation, Sweden, Ukraine, Turkey), including also the representatives of the ministries of transport and foreign affairs and customs authorities from Lithuania, Ukraine, Belarus and other countries and the employees of the EU and US diplomatic missions in Ukraine. OF PARTICULAR Interest to forum participants were direct business meetings (B-2-B) held on the second day of the event, which resulted in important bilateral agreements.

## FOCUS AREAS 2012

- International conferences of intermodal transport: Vilnius (Lithuania) – June, 2012 and Potsdam (Germany) – October, 2012.
- Increasing co-operation of intermodal transport system between Baltic Sea Region – Black sea.
- Participation in international projects of transport and intermodality



### SPC Lithuania is headed by Dr. Algirdas Šakalys

#### Experience

Algirdas Šakalys Dr., Head of Competence Center of Intermodal Transport and Logistics of Vilnius Gediminas Technical University, Lithuania. Key qualifications: Lithuanian and EU transport policy, green transport corridor concept, the methodology and strategy of transport infrastructure development, researches on structural changes in transport sector, intermodal transport and logistics. 2010 - : elected President of the international East West Transport Corridor Association 2008 - : the head of the Lithuanian Intermodal Promotion Center (IPC/SPC). 2007 - : Vice-Chairman of Lithuanian Intermodal Transport Technology Platform. 2001-2002 Consultant to the President of Lithuania for transport policy 1991-2000 Vice Minister for the Transport and Communications of Lithuania, responsible for transport policy and foreign relations.

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### BEST PRACTICE 2011

#### *The Civitavecchia-Catania-Malta passenger service*

As from May 2011, the weekly service between Civitavecchia, Catania and Malta has been upgraded to carry passengers and enhanced cargo capacity with the deployment of the m/vessel Catania, which can accommodate 800 passengers and has a cargo capacity of 2,230 linear metres of rolling units. Through its extended Motorways of the Sea network the Grimaldi Group guarantees regularly links between the port of Valletta and both European and North African countries. This ensures Malta's cohesion with the island's two major trading partners.

#### **Feeder Operation**

A feeder operation of Evergreen linking Italy (Taranto), Tunis and Malta service was set up in July 2011 using an 800 Teu vessel. By means of this feeder, Evergreen links Italy, Tunis and Malta both for transshipment cargoes which are transshipped via Taranto for the East, North Europe and USA, as well as domestic cargoes from Italy to Malta. The service runs on a 10 days frequency.

### FOCUS AREAS 2012

- Marketing program to attract more members;
- Organisation of seminar on funding opportunities in enhancing maritime and logistics connections.
- Active participation in the ESN Action Plan.



#### **SPC Malta is headed by Charles Abela**

##### *Experience*

Mr. Abela has worked in the ports industry for the last 22 years and is presently employed as the Senior Manager within the Ports and Yachting Directorate of the Authority for Transport in Malta. He is a graduate from the University of Malta in B.A. (Hons) Business Management and from the World Maritime University in a M.Sc. in Ports and Shipping Administration. He is also a member of the Chartered Institute of Logistics, Transport and the Chartered Institute of Shipbrokers and the Chairman of the Facilitation Committee of the International Maritime Organisation.

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### BEST PRACTICE 2011

#### *Hydro Aluminium cargo to East Europe*

Hydro Aluminium shifts all its export of aluminium from Norway to Poland, Germany and the Czech Republic from road to sea (about 130 000 tons/year). All shipment between plants in Norway is also shifted to sea (about 127 000 tons/year).

Before this, the aluminium export has been trucked to East-Europe directly or shipped via Rotterdam and then truck from there on highly congested roads in the Netherlands and Germany. The cargo from Norway was often carried by East-European trucks that were not equipped for narrow Norwegian winter roads. This safety risk has now been eliminated. The ships used will have scrubbers installed and the CO2 emission of the ships is only 20-25% of the emission from a truck per ton-km.

The modal shift for Hydro Aluminium is about 136 million ton-km per year. In addition, the ships will carry northbound cargo from Poland to Sweden and Norway that is currently also carried by road. SPC Norway has supported the cargo owner and the ship operator with their Marco Polo application.

### FOCUS AREAS 2012

- "Coastal Norway": Marketing campaign targeting cargo owners and forwarders around the Norwegian coast. Campaign container that moves from port to port. 20 events, 1000 participants and 100 presentations.
- "Ship-to-Norway": Marketing campaign targeting foreign cargo owners and forwarders who need to ship to and from Norway. Event in Rotterdam.
- "ECA Web": ESN web site and news service related to meeting the sulphur requirements in 2015.



#### **SPC Norway is headed by Hans Kristian Haram**

##### *Experience*

2009 - : Manager of SPC Norway  
MSc in Marine Engineering from NTNU, Norway  
MBA from INSEAD, France  
Development of numerous logistic solution in for ship owners, ship brokers and shippers since 1984  
Development of IT solutions for maritime, logistics industries since 1995

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**BEST PRACTICE 2011**

*1st Portuguese Railway course*

Organization together with the European Shortsea School of the first Rail-Life course with 25 Portuguese professionals (Ship Agents, Freight Forwarders, Port Authorities, Shippers). The course and the classes took place in a train (return trip Bilbao/Santander) and some workshops were locally arranged in train terminal operators' depots

This initiative was the 1st approach of SPC-Portugal to the railway mode exploring the whole range of connections sea-rail.

**FOCUS AREAS 2012**

- Training youngsters and professionals in the European Shortsea School Maritime courses (Barcelona/Civitavecchia)
- Launching together with the Portuguese Railway Company and the 2E3S of the 1st Life-Rail Course in Portugal
- Organizing together with a magazine of a SSS Seminar
- Contacts with the Industry promoting SSS



**SPC Portugal is headed by António Belmar da Costa**

*Maritime experience:*

2000 - 2012: SPC Portugal – Executive Director  
AGEPOR (National Ship Agents Association): Executive Director  
ECASBA (European Community Association of Ship Brokers and Agents): Chairman since 2008  
1990 - 2000: Ellerman/Andrew Weir Group: Financial and Administrative Director (until 1996). Cargo and Cruise Commercial Director (1996-2000)  
1980 - 1990: Orey Group: Commercial and Director in Ship Agent and Ship owner business

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**BEST PRACTICE 2011**

According to the planned activities for dissemination of the RISING Project on 29th April, 2011, an Industry Forum in Constanta, was organized, addressing all Romanian stakeholders from the waterborne transport and logistics services.

More than 40 participants from different organizations (national and local authorities, transport services providers, port operators, logistic services providers, maritime university and consultants) were involved in an interactive debate on RIS services, as well as, the current status of the developments in the industry.

The final debates lead to the conclusion that there is a high level of request from the private sector to be involved into the beneficiaries of RIS services as well as for orientation of funding policies to the improving and maintaining of the transport infrastructure in Romania.

**FOCUS AREAS 2012**

- Industry Forum in Slovenia (organized by RIA on the RISING platform)
- RISING – Industry Forum, April 2012, Constanta/Romania
- DanubeSummit , August 2012, Constanta/ Romania



**SPC Romania is headed by Teodor Patrîchil**

*Experience*

Mastership degree in Naval Transports Logistics at  
"Mircea cel Batran Naval Academy" /Constanta/ Romania  
Passenger Terminal Representative at Constantza Port/  
Romania (2005-present day)  
Working as an expert at RIS Services for Improving the  
Integration of Inland Waterway Transports into  
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**BEST PRACTICE 2011**

*Motorway of the Sea Gijón- Nantes*

The Motorway of the Sea Gijón- Nantes operated by LD Lines was consolidated during 2011. The implementation of this “Atlantic Motorway of the Sea” has been financially supported by the Spanish and French Governments and from the European Commission under the European program Marco Polo II.

This service offers three roundtrips per week , with a transit time of 14 hours during the night. The line is so successful, that at 8 months of its launch, in April 2011, has been necessary to replace the ship that started the service, by the "Norman Asturias" with capacity for 518 passengers, 190 cars and 120 trucks, increasing the initial capacity in a 15%.

During the first year, the route has reached 90% occupancy, which means that more than 40,000 passengers and 31,000 vehicles performed the sea route, avoiding Pyrenees Pass.

Additionally, the European Commission has selected this Motorway of the Sea as one of the nine European corridors under the label "Green Corridor 2", included in the Lisbon - Madrid – Paris axis, this means give sustainable transport solutions to more than 165 million people.

**FOCUS AREAS 2012**

- Advancing in simplification of administrative processes, such as of customs and documentary procedures, as well as reducing the costs associated with the port passage.
- Encourage the development of MoS in the Mediterranean through the implementation of a “Ecobono”.
- Impulse more and better knowledge of the activity of SSS in Spain, monitoring the supply and demand data.
- More active contribution in European SPCs Network (ESN).



**SPC Spain is headed by Pilar Tejo Mora-Granados**

*Experience*

Naval Architect from Universidad Politécnica de Madrid and Master in Shipping, I.M.E. – UPC. Currently she is Partner-Director of TEIRLOG INGENIERÍA, a consulting & engineering firm specialized in transport and logistics, and Technical Director of SPC-Spain. She has developed her professional career in the field of transport and logistics, carrying out various management positions both in the field of public administration (General Director of Spanish Maritime Safety & Rescue Agency for nearly six years) and in the private sphere (Director of ports & maritime transport at INECO, Partner-Director and Director of Consultancy at SPIM, among others).

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**BEST PRACTICE 2011**

*Food and drink company reduces road miles by using the Port of Liverpool and Manchester Ship Canal*

Last year Princes, the international food and drink group, working in partnership with Peel Ports, looked at the possibility of utilising the Liverpool to Manchester barge service to further reduce its carbon footprint by removing thousands of containers from the UK road network.

Princes and Peel Ports signed an initial agreement that removed 3,000 TEU per year from road to barge however following the early success of this project.

Princes has now increased this commitment and expects through utilising waterways in this manner that it could reduce the number of road miles by up to 500,000 per year and reduce its carbon footprint by over 500,000 kg of CO2 per year.

**FOCUS AREAS 2012**

- Developed improved web tools to increase visibility of short-sea shipping services
- Promote short-sea opportunities across North Sea to north-east England (conference)
- Promote short-sea opportunities from Iberia/France to UK via English Channel (conference)



**SPC UK is headed by Christopher Snelling**

*Experience*

Manager of Freight by Water  
Head of Supply Chain Policy for the Freight Transport Association  
Formerly consultant to numerous transport companies

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## THE WAY FORWARD

The European Shortsea Network (ESN), comprising all active Shortsea Promotion Centres (20), is established at EU level and has been tasked by DG MOVE with the implementation of the accompanying measure (encompassed in the Marco Polo Work Programme 2011) "Contribution to European programme for the support of Shortsea Shipping". Indeed, the ESN has the expertise to carry out activities to ensure the implementation of this measure.

In line with the EU goals for a competitive and resource efficient EU transport system set by the 2011 White Paper for Transport, the EC needs to further enhance the competitiveness of Shortsea Shipping in a sustainable manner.

As well informed decisions to further promote Shortsea Shipping require valid, reliable, and comprehensive information of the European shortsea market, ESN has been asked by EC to produce a report providing a clear assessment of the current situation and the longer term market perspectives.

Furthermore, the short term environmental performance challenges relate mainly to reducing the SOx, NOx, and PM emissions from ships. Some member states and lots of industry representatives have raised concerns regarding the consequences of the new 0.1% sulphur content rule in marine fuels in ECAs. There is a need for monitoring possible impacts on the shortsea sector in the ECAs, likely distortions in the logistics chains or modal backshift from sea to land based transport. Because it is a deeply established network in this area, ESN will provide information and reports on these topics.

Accordingly, stronger cooperation between all SPCs will lead to a more efficient allocation and use of resources, create synergies, and yield more targeted and efficient promotional effects. ESN will work at creating awareness and a positive attitude toward shortsea by the development of a communication strategy.

Activities will be performed through three Committees (Market Observation, Environment and Promotion) created specifically to fulfill these objectives set by the EC. All the works will be coordinated at European level to ensure results are up to expectations. This is the first time that ESN is reinforcing cooperation at European level to such an extent to make shortsea as visible as possible in Europe.

Actions of this new style of the ESN will go from refurbishment of website to the creation of a shortsea shipowner database, publication of port' shortsea traffics, conferences, workshops, etc.

*SPC Netherland* is Chairman of the Market Observation Committee.

*SPC Norway* is Chairman of the Environment Committee.

*SPC Belgium* is Chairman of the Promotion Committee.

*SPC France* is Coordinator for the ESN.

For further information about the project, please contact SPC France  
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