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

www.gre...a.dk www.shortsea.info
**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.

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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
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

Career experience:
1983-1993: Eiffe/Antwerp Agencies (shipping agent) from assistant line manager to commercial manager: Experience in liner services worldwide
2000-     : Director Shortsea Promotion Centre Belgium

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"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.
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.

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

CONTACT:

SPC Bulgaria is headed by George Petkov

CONTACT:

SPC Croatia is headed by Dražen Žgaljić
Experience 1996 - 2002 Faculty of Maritime Studies, Rijeka; currently Ph.D. student works as a Project Manager and Director at Intermodal Transport Cluster

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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

- Port / Cargo Community System: 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.

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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.

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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 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 area 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.

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 administering 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

Danish Partnership on Ballast Water
This partnership is a cooperation 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.

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 19th-20th. 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. The new website is part of the PROP5 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.

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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.
**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 C&S Estonia. For Further Information: 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.transit.ee
- Expansion and further development of Vopak EOS, the global marketing hub for the international marketing of Russian and CIS oil products. 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-Russia 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 400 containers 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 line has already been acquired by way of the crane - three container gantry cranes and two universal.

**SHORTSEA PROMOTION CENTRE ESTONIA**

**BEST PRACTICE 2011**

SPC Estonia is headed by Andres Valgerist

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**SHORTSEA PROMOTION CENTRE FINLAND**

**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 stakeholders 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

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

SHORTSEA PROMOTION CENTRE FRANCE

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 & seariver shipping, and intermodal transport, gained from European transport and forwarding companies.

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SHORTSEA PROMOTION CENTRE GERMANY

BEST PRACTICE 2011

In 2011, SPC Germany supported several modal shift projects from shippers e.g. VW Transport, HIPP, 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.
• 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-carrriages 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.

SHORTSEA PROMOTION CENTRE HOLLAND

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.nl.

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.

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 to the west of Ireland. These have their respective deep-sea connections to major ports such as 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 worldwide 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.
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.

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 shipped 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 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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SPC Norway is headed by Hans Kristian Haram
Experience
2009 - 2010: 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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SHORTSEA PROMOTION CENTRE ROMANIA

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

SHORTSEA PROMOTION CENTRE PORTUGAL

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 - 2002: SPC Portugal – Executive Director
AGEPOR (National Ship Agents Association): Executive Director
ECASBA (European Community Association of Ship Brokers and Agents): Chairman since 2008
1980 - 1990: Orey Group: Commercial and Director in Ship Agent and Ship owner business

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SPC Romania is headed by Teodor Patrichil

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 Intermodal Chains

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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).

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)
Questions about shortsea activities in other European countries can be directed at:

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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 shortsea@shortsea.fr