



European Shortsea Network

ECASBA – 2016 EUROPEAN SEMINAR
Lisbon 27th May 2016

European Shortsea Network.



- Belgium
- Bulgaria
- Croatia
- Cyprus
- Denmark
- Estonia
- Finland
- France
- Germany
- Greece
- Ireland
- Italy
- Lithuania
- Malta
- Norway
- Poland
- Portugal
- Romania
- Spain
- Sweden
- UK
- Turkey (as observers)

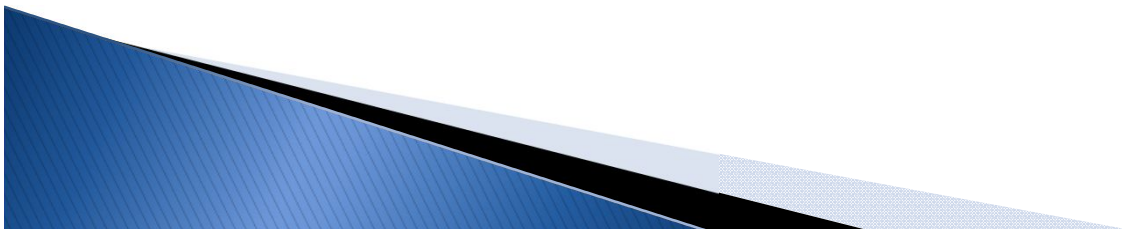
European Shortsea Network Background

- ▶ In **1992** the first **White Paper** on the future development of the common transport policy was adopted.

Among other important policy decisions declared, there is one concerning the SSS:

Shifting cargoes from land modes to the sea, in order to relieve congested road networks and improve the competitiveness of the EU economy.

- ▶ Created by the European Commission in 1999, SPCs are identified as Key measure to promote SSS, at EU, national, regional and industry levels.
- ▶ The political conviction that Short Sea Shipping is a priority for the EU's transport policy and that SPCs are part of the solution to promote SSS.



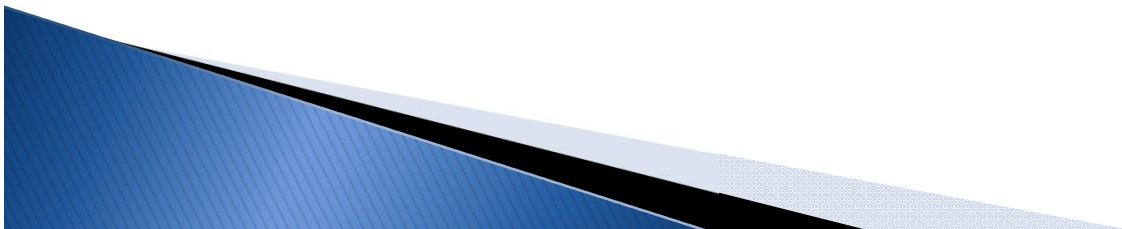
SPCs and ESN

- ▶ SPCs are driven by business interests and offer neutral, impartial advice on the use of SSS to meet the needs of transport users.
- ▶ They are essentially independent from specific interest groups and work in line with the European promotion policy in achieving a harmonious intermodal transportation system.
- ▶ In December 2000, the **European Shortsea Network** was founded, offering a common, virtual tool for European promotion.
- ▶ **Mission:** to promote shortsea shipping on a European level, strengthening the activities of the national SPCs.



European Shortsea Network

- ▶ Since **2003**, SPCs are part of the **Commission - Programme for the Promotion of Short Sea Shipping** to achieve the objectives of the **“2001 White Paper: *Time to decide*”** that required intensified efforts **from all parties** to increase the use of SSS within the new concept of multimodality.
- ▶ SPCs/ESN are part of the operational measures to be carried out, together with legislative and technical measures to achieve an eco friendly, sustainable and efficient transport and logistic chain, with specific tasks assigned.
- ▶ **SPCs/ESN have delivered.**



European Shortsea Network

The Athens Declaration

- ▶ May 2014 the Ministers responsible for the Maritime Transport of the European Union and the European Economic Area adopted the **Athens Declaration**.
- ▶ In the presence of Vice President of the European Commission and Commissioner for Transport, Sim Kallas and IMO Secretary General Koji Sekimizu, the Member States discussed and agreed upon a set of policy priorities for the maritime transport sector, which is at the core of the declaration.

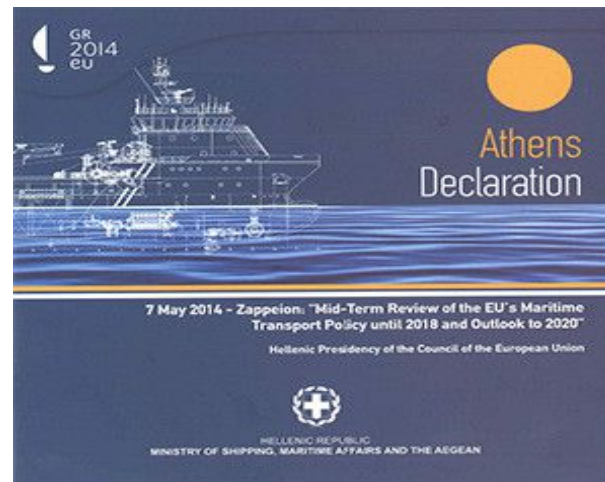


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The Athens Declaration

- ▶ The **Athens Declaration** emphasizes that

*Short Sea Shipping needs to play a stronger role in the EU to ensure the necessary accessibility and trade flows, including between the mainland and islands, and to shift long-distance transport away from roads in order to address capacity, energy and climate challenges while noting, in this context, the goals defined in the White Paper on transport policy published by the Commission in 2012 ; **RECOGNISING the important role of the European Shortsea Network (ESN) and its members Shortsea Promotion Centres (SPCs) to that regard;***



European Shortsea Network

- ▶ **2015 ESN** Legal Entity.
- ▶ A new era for SPCs/ESN
- ▶ Board of Directors of ESN reflect a regional representation in order to record and implement policy based on local needs and circumstances.



- ▶ New target:

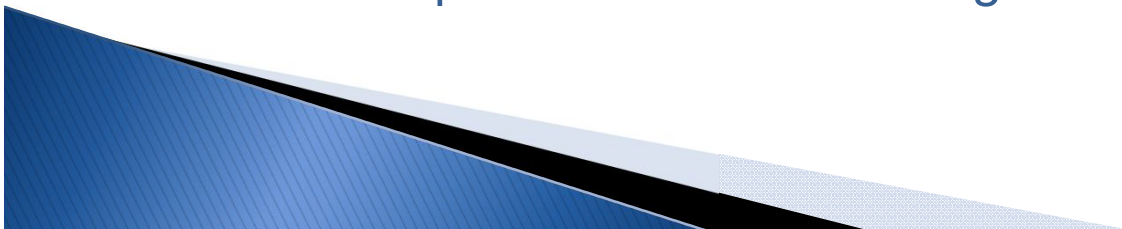
SHIFT 2020 project

Shift cargo from road to sea

A joint project with the European short sea operators and the other stake holders.

SHIFT – A three year campaign of ESN

- Identify cargo streams
- Identify willing shippers
- Propose alternatives through SSS



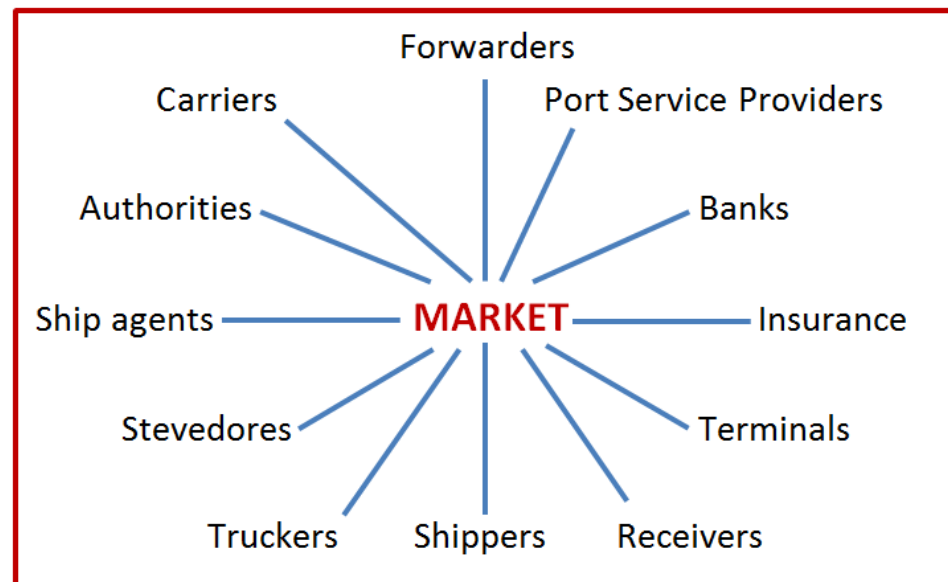
Defining new role of ESN (LEGAL ENTITY) **FACILITATOR – CATALYST**

FACILITATOR:

To assist Commission to reach goal of shifting at least 30% of road transport to SSS by 2030.

HOW:

Understand the market –



ESN forward

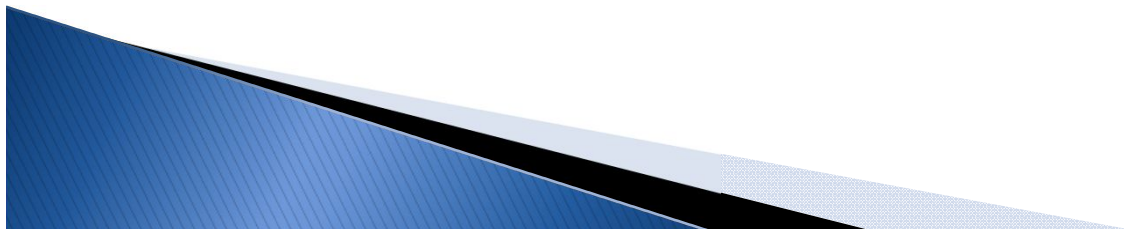
- ▶ Identify traffics which can have an economic advantage if transported by sea.

- ▶ **ECONOMIC ADVANTAGE**

Cheaper price

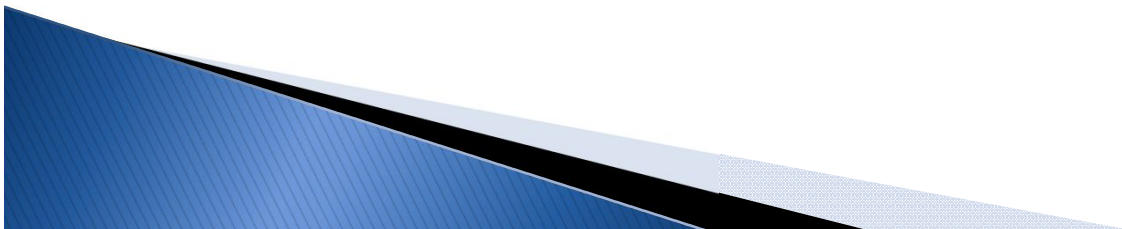
Transit time

- Focus primarily on shipper
 - He is the decision maker
 - Needs to be informed
 - Has to be presented with alternatives



Essential features of SHIFT 2020.

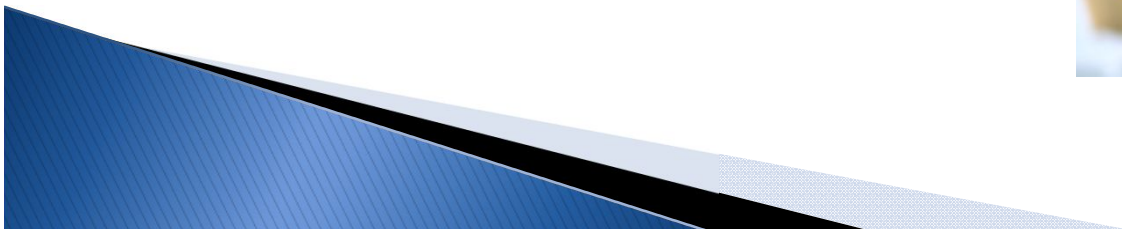
- Interaction with regulators/governments.
- Address regulatory bottlenecks.
- Join forces with other stakeholders:
Shippers' Councils, ECSA, ESCABA, port associations
- Dissemination of data and information.
- Formal reporting systems to update Commission.
- Join in discussion on application of new environmental friendly technology for SSS.



Essential features of SHIFT 2020.

Each SPC at national level- proactive approach:

- Interaction with shippers.
- Addressing inefficiencies
- Education
- Support initiatives of other service providers :
Eg. Shipping agents, ship brokers



ESN

- ▶ SSS is environmentally friendly, timely and cost effective transport mode.
- ▶ It is not a competitor of other modes of cargo transport; it complements the other modes in order to achieve a successful intermodal transportation of goods and meet the economic and environmental objectives of the European union.
- ▶ Cooperation with other transport modes with main objective in achieving quality of overland links with the interior.



ESN

Aim:

- To push towards removing barriers and market inefficiencies which discriminate between different modes of transport.
- Currently, there are bottlenecks that create an unfair level playing field.

Shouldn't you be removing barriers instead of adding them?



Project – Shortsea Schedules

- ▶ Where shippers meet shipping lines

A portal where shippers can search for services, share their requirements and select the best option.

- Best shortsea service

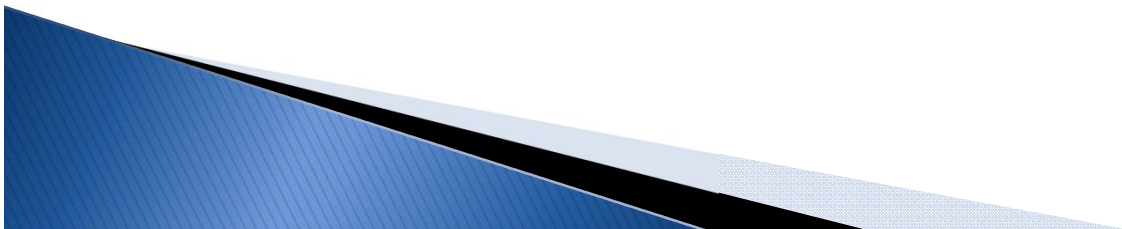
for

Transport Customers

- More customers and cargo

for

Shipping Lines



Project –



Perfect Match

Cargoes ↔ Services

A cargo has a set of requirements.
A service has a set of features.
The mission is to find the perfect match.
Not just a Match – A perfect match.

A vital TOOL for...

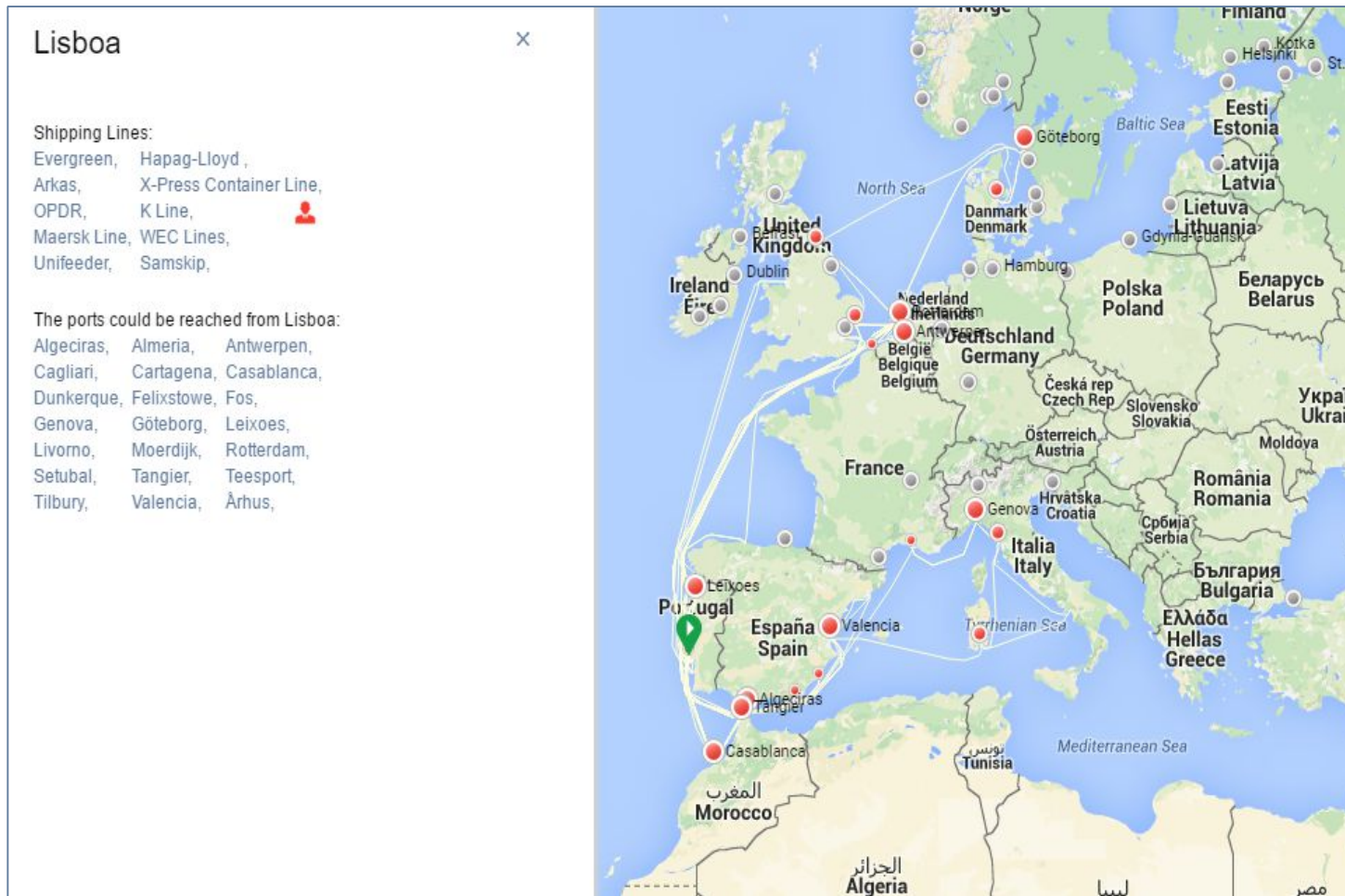
finding best services for cargoes

finding new customers and cargo

shifting cargo from road to sea



Shortsea schedules

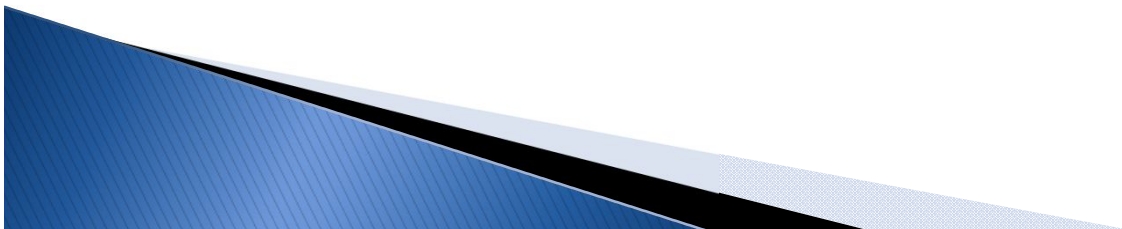
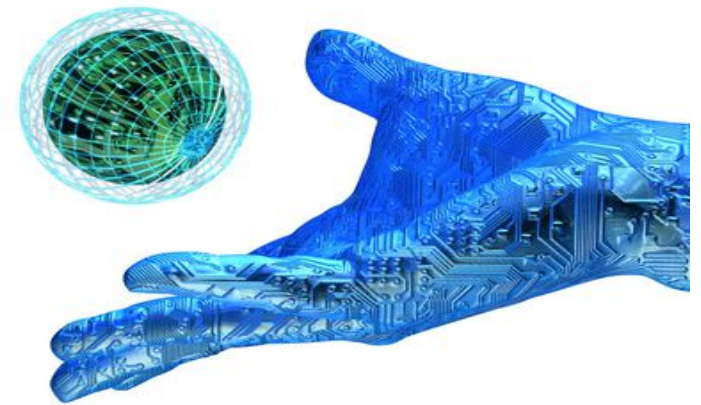


Benefits

1. Lower transaction costs
2. Better deals
3. More sustainable transport

Way Forward

Search, Share, Select



Project –

▶ **SHIFT 2020**

Meet shippers ⇒ Find of cargo ⇒
Find alternatives ⇒ Match make



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Thank you!



European Shortsea Network

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