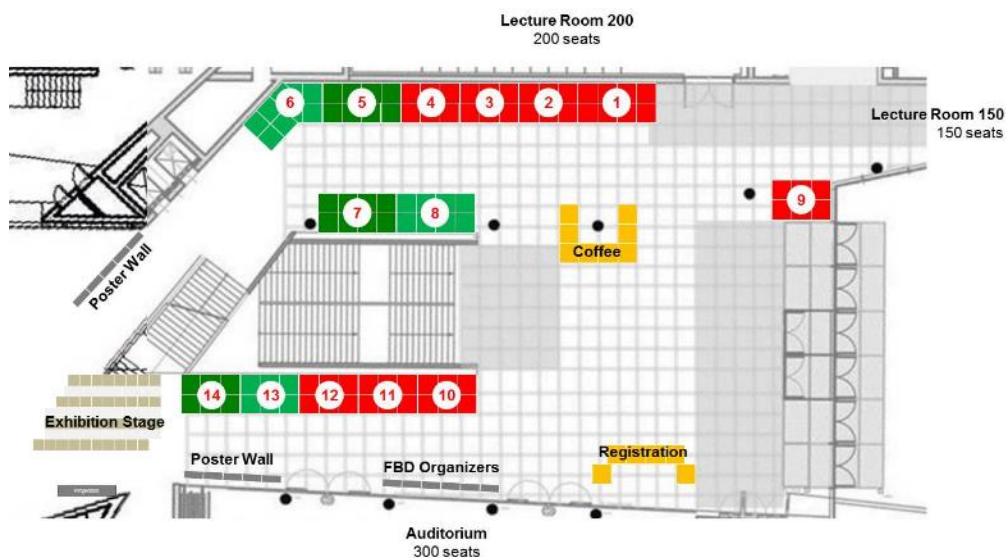


# CONCEPTING BALTIC IWT INFORMATION DAYS (BIWIDAS)

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# 1 CONCEPTING BALTIC IWT INFORMATION DAYS (BIWIDAS)

The concept paper can be understood as strategy paper, summing up the aims and needs to bring BIWIDAS to success.

It answers the questions: “What are BIWIDAS?”, “Which are the aims of BIWIDAS?”, “How to set BIWIDAS up?” and “What are the framework conditions for BIWIDAS?”.

## 1.1 What are BIWIDAS?

BIWIDAS are EMMA information fora **on occasion of existing** transport related meetings, workshops, conferences or exhibitions at European level (especially Baltic Sea Region or Brussels).

## 1.2 Aim of BIWIDAS

BIWIDAS shall inform and/or involve stakeholders about EMMA (intermediate) results and/or inland waterway transport in general, its challenges, needs and opportunities within the Baltic Sea Region.

## 1.3 Target group of BIWIDAS

The target group of BIWIDA are politicians in charge for transport policy on national and European level. Main focus should be on the European level.

## 1.4 How to reach the aim?

The core aim of all events is to involve the target groups to ensure a high acceptance and impact of the outcomes. The participants are expected to play active roles in the event formats like panel discussion and workshops.

Possible event formats for BIWIDAS:

- a) EMMA presentations by project partners
- b) EMMA panel discussions to involve stakeholders actively into discussions
- c) EMMA workshops to involve stakeholders actively into discussions
- d) EMMA exhibiting to inform stakeholders and to get in contact with them

The above activities might be flanked by press releases and/or invitation of the press. This can be discussed and organised jointly with the EMMA communication manager.

By better recognition of IWT by the European Commission, general acceptance of IWT by national parliaments/ governments will be enhanced. This makes decisions easier where a political consensus is required. The business sector will benefit as IWT in the BSR will be improved.

## 1.5 How many BIWIDAS are aimed for?

The execution of three BIWIDAS in total is aimed. Additional BIWIDAS are possible.

## 2 STRATEGY TO BRING BIWIDAS TO SUCCESS - A CONCEPT HOW TO ORGANISE BIWIDAS

### 2.1 Corporate project identity

It is very important to follow the overall corporate identity as described in the communication plan, finalised on 20<sup>th</sup> May 2016 and sent to all project partners. The communication plan can be found in the web based internal communication and document sharing tool “projectplace”, to which all project partner have access to.

The communication plan provides besides others with:

- EMMA corporate design and EU/BSPR logo use
- EMMA key messages and templates
- EMMA target groups and communication approach

Using unified communications look ensures wider visibility of the project in such a way that the stakeholders know to combine different project tasks and partners of the same appearance as one of the larger whole.

### 2.2 Identifying events and examples how to involve EMMA by BIWIDAS

BIWIDAS might be carried out in Brussels and other places where respective target group is easiest to attract to participate. Consider that national- and European Politicians in charge for transport might be available on international- or European conferences and workshops as well. The identification of such events and the organisation of a BIWIDA is therefore constructive.

Following brief ideas should give an overview on possibilities to organise BIWIDAS on occasion of existing formats. This summary should be understood as inspiration and idea which events might be beneficiary for presenting EMMA (intermediate) results or having a workshop etc.

**Please contact the lead beneficiary, should you have identified a relevant event, exhibition, conference etc. which might be a possibility to organise a BIWIDA.**

Some examples might be: Open-Days, TEN-T Days, CEF Info Days, national conferences or exhibitions on inland navigation and transport in general ( an example might be Transport Logistics Munich Exhibition), Annual Forum for the EUSBSR.

Watch out for future opportunities and try to contact organisers. Sometimes applications or papers need to be handed in before EMMA might join with an own workshop session or panel discussion. Please contact the lead partner in such case who supports you with the development of an application or paper to gain a workshop- respective panel discussion slot.

**Planning to have high level participants in panels and/or for presentations means well in advance invitations (at least 6 months prior to event) to them.**

Send the (adapted) EMMA presentation template and restrict timing to panel participants.

## 2.3 Example for having a presentation and possible set-up

*INTERREG Changes the BSR, Gdansk on 23<sup>rd</sup> - 24<sup>th</sup> May 2016*

<p>Conference title:</p> <p><b>INTERREG changes the Baltic Sea Region.</b>  <b>Stories that inspire</b>  <i>Conference under the Polish presidency of the Council of the Baltic Sea States</i></p> <p>Organisers:</p>  <p><u>Venue:</u> European Solidarity Centre          Plac Solidarności 1   80-863 Gdańsk   Poland</p>	<p>EMMA will be part of the transport panel:</p> <p><b>Examples of multilateral project – Connecting the Baltic regions</b></p> <ul style="list-style-type: none"> <li>- 23<sup>rd</sup> May   14:00 – 15:00h</li> <li>- Panel participants:             <ul style="list-style-type: none"> <li>- <b>Bartłomiej Wierzbicki</b> (Moderator), IBSR</li> <li>- <b>Maciej Dziadosz</b>, CEO of the Szczecin-Goleniów Airport (SB Global Access project)</li> <li>- <b>Stefan Breitenbach</b>, Hafen Hamburg Marketing e. V (EMMA project)</li> <li>- <b>Wiktor Szydarowski</b>, Blekinge Region (TENTacle project)</li> <li>- <b>Gitte Mondrup</b>, Policy Area Coordinator for EUSBSR</li> </ul> </li> </ul>
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The Polish Ministry of Economic Development organizes the Baltic Sea Conference within the framework of the Polish presidency of the Council of the Baltic Sea States on 23<sup>rd</sup> May 2016 in Gdańsk.

EMMA representative was invited to have a presentation as well as joining a panel discussion thereafter.

The objective of the event was to present the European Territorial Cooperation projects implemented around the Baltic Sea as an important and useful instrument enhancing the innovation capacity of the Baltic regions and contributing to their development.

The Transport panel was moderated by Mr Bartłomiej Wierzbicki (Interreg Baltic Sea Region) and high level guest from policy and industry were expected to follow the presentation and panel discussion.

The organiser set clear framework conditions for the presentation and provided some questions to be discussed in the following panel discussion. This eased the further organisation of presentation and possible answers in preparation of the event.

## 2.4 Example for organising a panel discussions and possible set-up

<i>7<sup>th</sup> Forum for EUSBSR, Stockholm on 08<sup>th</sup> - 09<sup>th</sup> Nov 2016 (tbc)</i>	
<p>Conference title:</p> <p><b>One Region one Future</b>  <a href="http://www.balticsea-region.eu/forum2016">http://www.balticsea-region.eu/forum2016</a></p> <p>Scope: Plenaries, Seminars and Workshops, Creative Lounge.</p> <p>Organisers:</p>  <p><u>Venue:</u> Brewery Conference Centre Stockholm</p>	<p>EMMA to submit application for political seminar</p> <p><b>How to embed inland navigation in transport chains? Swedish challenges and European Best Practices.</b></p> <p>Number of participants: 40-60</p> <p>Required time: 45-60 minutes</p> <p>Suggested speakers (tbc):</p> <ul style="list-style-type: none"> <li>Lena Erixsson, General Director of Trafikverket</li> <li>Ingrid Cherfils, Transportstyrelsen, responsible authority for implementing the inland waterway regulation</li> <li>Mr Braunroth, German Ministry for Transport and Innovation</li> <li>Johan Lantz, Avatar, representative private sector</li> </ul>

The 7th Strategy Forum of the EU Strategy for the Baltic Sea Region (EUSBSR) will be hosted by Sweden together with the Nordic Council of Ministers and in close cooperation with the European Commission. The Strategy Forum will be held on 8-9 November 2016 at the Brewery Conference Centre in Stockholm, Sweden.

The overall thematic focus will be the future for the Baltic Sea Region and a desired vision for 2030. The Strategy Forum will be used to discuss how the EUSBSR can or should contribute to a desired development within its three objectives: Save the Sea, Connect the Region and Increase Prosperity.

The organisers set up a number of seminars and workshops running in parallel. EMMA applied for a seminar session on occasion of the 7<sup>th</sup> Forum EUSBSR and was approved. Thus, the EMMA panel discussion will be embedded in the overall programme of the 7<sup>th</sup> Strategy Forum.

This is a great success as high level participants from national- and European policy level come together and can follow project's workshop session. At the same time EMMA workshop session will be highlighted in the official programme and documented accordingly by the organisers of the 7<sup>th</sup> Forum.

However, the organisation of a panel discussion requires much more efforts than just giving a presentation on occasion of an existing event (compare chapter 2.6).

The developed guidance paper for panel participants is attached to this document (Annex I). It might be useful and could act as guidance paper for the organisation of future panel discussions. It highlighted following information to the EMMA panel participants:

- Background information to the panel discussion
- Planned sequence of the panel discussion and Q/A section
- Contact details
- Background to the EMMA project

## 2.5 Example for organising a booth at an international- or European exhibitions and possible set-up


Even though not declared to be reported as BEWIDA following exhibition can be an example how to set-up an exhibition booth.

*Transport Logistics Fair, Munich on 09<sup>th</sup> - 12<sup>th</sup> May 2017*

**Success in numbers at transport logistic 2015**

- 2,050 exhibitors from 62 countries
- 55,438 visitors from 124 countries
- More than 112,000 m<sup>2</sup> of exhibition space across nine halls and the neighboring outdoor exhibition area
- High-quality conference program with some 200 experts

<http://www.transportlogistic.de>

Organisers: 

**Venue:** Messe München GmbH  
Messegelände | 81823 Munich | Germany

**EMMA is going to organise:**

- EMMA booth integrated on BÖB's booth
- IWT workshop with administration and industry on BÖB's booth
- Presentation of IWT implementation guideline at "Messe Talk" on HHM's booth
- 2<sup>nd</sup> Short Sea Shipping Promotion Centers' meeting (tbc)

*Identification of customer needs linked to SPCs service portfolio which could be offered by SPCs to attract more members.*

The Transport and Logistics Fair in Munich is the world's largest transport exhibition (compare figure above). Besides visitors from the transport industry a lot of delegations from policy level visit the different booths and take part at site-events. EMMA project partner "Federation of German Inland Ports" is member of the organisation committee and will manage to integrate an EMMA panel discussion in the overall exhibition programme. As such EMMA will be able to organise a panel discussion on one of the four public Forums within the exhibition halls.

Besides that a small booth will be organised and will be located prominently on the bigger booth of EMMA project partner "Federation of German Inland Ports. The EMMA Forum workshop is going to be promoted by the EMMA booth during the fair. Leaflets on the workshop will be handed out by the EMMA counter and brought for target groups to invite interested people to the workshop. All visitors will be able to participate in the workshop, as separate registration is not needed.

Everything will be organized by the Forum organisers, including simultaneous interpretation. Due to the central location, the Forum will be easy to access taking into account also the visitors who will happen to pass by.

It is foreseen to have a session on Inland Navigation in the Baltic Sea Region and its specific challenges as well as solutions to overcome same.

Speakers might be representative from policy (most likely from the German Federal Ministry of Transport and Digitalisation), Industry (PP Avatar Logistics, Johan Lantz) as well representative from an association (Federation of German Inland Ports, Boris Kluge).

Compare ANNEX II on how to develop a guidance for project partners. It includes information about:

- General information about the TL Munich fair
- EMMA Booth set—up and partner presence times
- EMMA Forum Workshop details
- EMMA Partners responsibilities

## 2.6 General Check list for event organisation

This checklist is kept universal, so some points or sections might not apply to specific event needs only.

While following the check list by organising a panel discussion on occasion of an exhibition in more detail, some might not be used totally if just presenting EMMA or its (intermediate) results on invitation of an event organiser.

Task	Finalised (check box)
<b>Check venue conditions and organisations needed with organisers</b>	
<ul style="list-style-type: none"> <li>- Where is the venue, which practicalities to consider?               <ul style="list-style-type: none"> <li>- Is the room big enough for your needs?</li> <li>- How many participants could join your event?</li> </ul> </li> <li>- What needs to be organised by yourself or co-ordinated with event organiser?               <ul style="list-style-type: none"> <li>- Do you need to bring additional technique (laptop, beamer)?</li> <li>- Do you need catering?</li> </ul> </li> <li>- Can the organiser promote your event as well?</li> <li>- Can the organiser include your event to his agenda?</li> </ul>	
<b>Catering and Contracts</b>	
<u>Catering</u> needed?	
Tender, agreements and contract with catering company	
<u>Moderator</u> needed? <u>Translation service</u> needed?	
Tender, agreements and contract with moderator / translation service	
<u>Photographer</u> needed?	
Tender, agreements and contract with photographer	
<b>Event management</b>	
Decide on a topic/ agenda to present or discuss <ul style="list-style-type: none"> <li>- Make a plan! Which thesis/topic should be discussed?</li> </ul>	



<ul style="list-style-type: none"> <li>- Who could take part in the workshop/ panel discussion and who could stand in for which thesis/topic?</li> </ul> <p>Think over how to best build the agenda and leave enough room for discussions. Preferably shorter presentations in order to initiate the discussions, maybe even a bit provocative. It is also important to ensure time for presentation of the results of each discussion. A good idea is to end the meeting/event with the conclusions of the event.</p> <p>Choose panel participants which are experts and at the same time fit to the topic to discuss → try to acquire high level speakers from industry and policy to attract participants</p>	
<p>Prepare some basic facts about your planned workshop/ panel discussion for input to event organiser or panel participants (Answer the questions: What? Where? When? Who? Why?)</p>	
<p>Provide the organiser as well panel participants/ workshop participants with input needed</p> <ul style="list-style-type: none"> <li>- Answer the questions: What? Where? When? Who? Why?</li> <li>- Input to overall event agenda and promotion</li> <li>- Participant list</li> </ul>	
<p>Preparation of mailing lists*:</p> <ul style="list-style-type: none"> <li>- 1x guest and 1x press/media <ul style="list-style-type: none"> <li>- to invite them to the event</li> <li>- to confirm registration/participation</li> <li>- to thank for participation and sent presentations after the event</li> </ul> </li> <li>- 1x Panel participants and moderator <ul style="list-style-type: none"> <li>- to serve them with latest news + input</li> <li>- Preparation of mailing list</li> <li>- to thank for participation and sent presentations after the event</li> </ul> </li> </ul> <p>*Select the people you would like to invite from the EMMA partner and associated organization list or own network contact lists. Think also about participants from partner networks that might be interested in joining the workshop. Always try to get a right mix of participants from industry, policy and research level.</p>	
<p>Preparation of invitation mails</p> <ul style="list-style-type: none"> <li>- Answer the questions: What? Where? When? Who? Why?</li> </ul> <p>Preparation of an attachment to mailings</p> <ul style="list-style-type: none"> <li>- Venue description</li> <li>- Location plan</li> <li>- Directions</li> </ul>	

Ask for panel participants' allowance to make their presentations public	
Prepare name badges for participants and speaker	
<b>Media and promotion (always in cooperation with the EMMA lead partner and communication manager)</b>	
<p>Communication strategy</p> <ul style="list-style-type: none"> <li>- Who is going to Twitter during the event</li> <li>- Who is writing the press release</li> <li>- Distribution list towards press (national/international)</li> <li>- Invitation of media representatives (journals, tv, etc)</li> <li>- Pre-meeting and/or information material with/for media representatives needed?</li> <li>- Organisation of EMMA dissemination materials (roll-up displays, poster, project outline, flyer, etc.)</li> <li>- Press release before / after the event</li> </ul> <p>Prepare conference folder/pack, which should contain:</p> <ul style="list-style-type: none"> <li>- Agenda</li> <li>- List of participants</li> <li>- Presentations (optional) or information material about EMMA</li> </ul>	
<p>Don't forget to bring to the event:</p> <ul style="list-style-type: none"> <li>- technical equipment if needed</li> <li>- EMMA promotion material</li> <li>- EMMA Roll-Up</li> </ul>	

### 3 FRAMEWORK CONDITIONS AND REPORTING OBLIGATIONS

All BIWIDAS (like any other EMMA event) shall be documented according to BSRP Programme Manual rules and EMMA project requirements.

The documentation of meeting/event is not only important for project reporting, but also to ensure that ideas and outputs can be taken up in the future project work and transferred into final conclusions and results.

A summary of the most important needs is given in below sub-chapters.

#### 3.1 Documentation requirements according to the BSRP Programme Manual

Planning or executing BIWIDAS requires to keep in mind BSRP obligations concerning visibility of EU, BSRP, and Projects. **Please check the BSRP programme manual (latest version) for detailed information: <https://www.interreg-baltic.eu/for-projects.html>**

The most important obligations imply:


To avoid ineligibility of costs officially released “EMMA-“, “Baltic Sea Region Programme-“ and “EU Flag incl. ERDF tag line” logos shall be used.

The logos shall be equal in size, shall be readable and shall be prominent placed (e.g. front page).

**Visibility rules: the proper reference**

All project partners must understand the visibility rules.

[interreg-baltic.eu/for-projects/visibility-rules.html](https://www.interreg-baltic.eu/for-projects/visibility-rules.html)



If using additional logos (e.g. company logo) following rule applies obligatory:

### Visibility rules: EU flag & other logos

“ [...] the Union emblem shall have at least the same size [...] as the biggest of the other logos.” (i.e. other institutions or regions involved in an operation)

*Implementing Regulation (EU) No. 821/2014*

### Example: same height | e.g. other funding institution



### Example: same height | e.g. partner institution



Remember also to send the following information to the Case Leader, Lead Partner and Communication Manager directly after the workshop.

It includes documentation such as:

- Agenda
- List of participants (signed)
- Minutes
- Photos
- Website & Twitter news incl. one selected picture
- Presentations held (pdf format)
- Documentation of press reviews

The templates for documentation is available in “projectplace”.

## 3.2 Documentation requirements from the EMMA project

BIWIDA meetings will be documented. The documentation includes a concept how to organise such meetings and a guideline which can be used by project partner (included in this document).

An evaluation (based on survey and lessons learned reports will follow after BIWIDA implementation in separate documents.

## Evaluation (survey)

Following survey document was developed by the project partners and shall be used for evaluation of BIWIDAs if possible.

Having a presentation embedded on occasion of an existing format might not be suitable to running an own survey on the event. However, where possible such surveys should be executed and included in the documentation.

The one-page \*.docx document is available for download in the online document sharing platform “projectplace”, accessible for any registered project partner. It looks like right hand illustration.



The survey should be placed e.g. on participants’ chairs before you start the event.

Remind participants to fill in the survey during your welcome note and/or closer of the event.

## Lessons learned report

The survey is input to the lesson learned report which should reflect evaluation results as well as additional information you might think is useful to consider the next time. This could be, e.g.:

- challenges you were faced with during the event organisation and how you overcome them
- good experiences you would like to share with the project partners
- Criticism received by bilateral talks and suggestions how to overcome

**Event Quality Survey**

**1 EVALUATION OF THE INFORMATION AND COMMUNICATION SERVICE**

	++	+	+/-	-	--	N/A
SUFFICIENT INFORMATION WAS PROVIDED AHEAD OF EVENT (AGENDA, VENUE, TIME)						
REGISTRATION PROCEDURE WAS CLEAR AND EASY GOING						
SUFFICIENT MATERIAL WAS AVAILABLE FOR TAKE AWAY						
AVAILABILITY OF CONTACT PERSON						





**2 EVALUATION OF THE EVENT**

	++	+	+/-	-	--	N/A
A COMMON THREAD WAS FOLLOWED BY ORGANISERS AND VISIBLE IN PROGRAMME						
I COULD HEAR ALL OF THE PRESENTATIONS CLEARLY						
THE SPEECHES AND PRESENTATIONS WERE USEFUL						
ENOUGH TIME WAS GIVEN FOR NETWORKING						

**3 ANY FURTHER COMMENTS**

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## ANNEX I



### BACKGROUND INFORMATION - PANEL DISCUSSION - 8<sup>TH</sup> NOV.

Date: Thu 8<sup>th</sup> Nov 2016 from 10:40 - 11:50 h

Room: GLLERIET

Venue: The Brewery Conference Centre, Torkel Knutssonsgatan 2, 11825 Stockholm, Sweden

The panel discussion is organised by the EMMA project which is co-financed by the Baltic Sea Region Programme.

The panel discussion is embedded in the overall programme of the 7th Forum of the EU Strategy for the Baltic Sea region: "One Region, One Future – Vision 2030 for the Baltic Sea Region", taking place from 8th – 9th November 2016.

Further information to the 7<sup>th</sup> Forum programme etc.: <http://www.strategyforum2016.eu/>

**Heading of the panel-discussion organised by the EMMA Project:**

**"How to embed inland navigation in transport chains?  
Swedish challenges and European Best Practices."**

**Perspectives to be discussed and possible questions in the panel discussion**

Inland waterway and river sea transport (IWT) is a safe, environmental friendly and efficient transport mode. However, IWT still do not play the adequate role in the transport system to its potential. Too often, inland shipping is not even considered as transport alternative by many forwarders and stakeholders in the transport sector, even though of its benefits. The question that needs to be answered is how the modal share of IWT can be increased in the Baltic Sea Region countries.

Sweden's decision to implement EU Directive 2006/87/EC (a set of rules and regulations dictating technical and operational requirements for ships engaged in IWW traffic) into the Swedish legislation, provides new conditions for an increased utilization of the Swedish inland waterways especially in Lake Vänern and Malären area.








In addition to liquid fuels, new logistics solutions for construction and recycling products e.g. within the Stockholm city area making use of the lake Malären might be elaborated to shift cargo from road to sea. However, the regulative process is not yet finalised and questions concerning pilotage obligations, tonnage dues, ship's safety and hull design still need to be discussed and further elaborated to avoid negative effects on the rising market.

Germany, besides other countries, does has a long history in inland navigation and thus can support the further development of the Swedish IWT market by knowledge and experience exchange. Bundling forces to boost inland navigation in Sweden and the Baltic Sea Region is aimed by all stakeholders.

The panel participants are expected to discuss challenges and opportunities of the latest legislation focusing on inland navigation in Sweden, availability of infrastructure and European tonnage for the Swedish market as well as associations and organisations voice to strengthen the sector. Not to forget

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*The political seminar is jointly organised by:*



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public relations to create awareness and acceptance of the new transport mode entering into the market.

## THE PLANNED SEQUENCE OF THE PANEL DISCUSSION

### 7th November

- Pre-information dinner at 19:30 h
- Restaurant: Delikatessen Bistro Bar,  
Krukmakargatan 22 • 11851 Stockholm | [www.delikatessenbistrobar.se](http://www.delikatessenbistrobar.se)

### 8th November

- 10:20 h Meeting in front of the conference room "GLLERIET"

- 10:40 h - 11:50 h Panel Discussion

Opening by moderators:

- o Welcome note to audience: Short introduction to the programme, panel discussion topic and EMMA project (Stefan)
- o Introducing the panel participants by presenting their short CV and organisation they work for (Gunnar + Stefan) (10 min)

Opening presentation by Mr Engdahl (10 min)

Questions to panel participants and discussion (YOUR INVOLVEMENT) (40 min)

Audience might have some questions as well to participants. We are planning to open the session for audience's questions twice allowing 2-3 questions from audience for each round.

Final statements (one sentence) by each participant regarding the question:

*"What is the most important measure/action that needs to be taken to enhance inland navigation in the Baltic Sea Region?"*

Summary by moderator (Gunnar) ( 5 min)

Following link will show you the locations (incl. Lunda Hotel if you choose to stay there as well):

<https://www.google.de/maps/dir/The+Brewery+Conference+Center+Stockholm,+Torkel+Knutssonsqatan+2,+118+25+Stockholm,+Schweden/Delikatessen+Bistro+Bar,+Krukmakargatan+22,+118+51+Stockholm,+Schweden/Lunda+Pensionat,+Lundagatan+31,+117+27+Stockholm,+Schweden/@59.3179039.18.0516726.16z/data=!4m2!4m19!1m5!1m1!1s0x465f77e71810a0d7:0xd41f0beca17a81c0!2m2!1d18.056175!2d59.3206802!1m5!1m1!1s0x465f77e6404d6725:0x8eec67bf5e4a259b!2m2!1d18.0559719!2d59.317439!1m5!1m1!1s0x465f77dd38a339b9:0x16299457fa6b9ce8!2m2!1d18.0479469!2d59.3184724!3e2>

The political seminar is jointly organised by:





## MODERATORS' CONTACT DETAILS AND PANEL PARTICIPANTS

### Moderators (...and your contacts for any questions)

- Mr Gunnar Platz, CEO PLANCO Consulting GmbH
  - o Cell: +49 151 5245 9062
  - o Office: +49 201 4377 114
  - o Email: [gp@planco.de](mailto:gp@planco.de)
- Mr Stefan Breitenbach, Head of the Project Department, Port of Hamburg Marketing
  - o Cell: +49 151 1673 6688
  - o Office: +49 40 37709 121
  - o Email: [breitenbach@hafen-hamburg.de](mailto:breitenbach@hafen-hamburg.de)

### Panel participants

- Mr Stefan Engdahl, Head of Planning, Trafikverket (confirmed)
- Ms Birgitta Schäfer, Division WS12, Waterway Infrastructure Engineering, RIS, German Federal Ministry of Transport and Digital Infrastructure (confirmed)
- Mr Johan Lantz, CEO, Avatar Logistics (confirmed)
- Mr. Hans van der Werf, Former General Secretary Central Commission for the Navigation of the Rhine (confirmed)

## QUESTIONS WE WOULD LIKE TO ASK YOU AND YOU CAN PREPARE FOR

### Engdahl

- Background: Role of IWT in Sweden; Motivation to implement the EU Directive; Status quo of IWT in Sweden
- Expectations: What is expected (volumes, etc.), where (e.g. Lake Mälaren etc.)
- Challenges: What are the main challenges when implementing IWT (e.g. different zones)
- Questions to other European regions?
- What potential do you see from TEN-T development for Swedish/BSR waterways
- Harmonization of qualifications: what are different requirements between Rhine and Swedish waters?

### Lantz

- What are the challenges from an operators view point (-> adaptation of existing fleet to Swedish conditions, pilotage, RIS services)
- Challenges as regards barge development for ice conditions; ice class requirements/technology ?
- Reliability in ice conditions
- What is the market potential (and where) for IWT in Sweden
- <<< Reactions from Mr Engdahl and van der Werf >>>

### Engdahl/Lantz

- Could River Information Services support the further implementation?

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#### Schäfer

- We recently learned a lot is going on in Germany related to River Information Services (RIS). Kindly provide us with some insights about benefits and plans.
- Do you think such solutions might be beneficiary for Sweden as well?
- What was the reason and objectives to start the ELWIS system in Germany? Could this be a good starting point also for the Nordic countries?
- You were involved in a large European project called CORISMA. What are the main results? Are there some lessons for Sweden and the BSR?
- An ELWIS update is planned: Could provide some information on your plans and how this might ease operations for the business sector?
- TEN-T/BVWP development: impulses for German waterway network / inland navigation?

#### van der Werf

- From your experience: What are the main challenges for IWT development in Europe and probably in the BSR?
- Where do you see chances from TEN-T development/ CNC Rhein-Alpine development
- Is the European barge fleet ready for RIS?
- What are the current challenges
- What is the role of the CCNR and would a similar organisation be useful for Nordic countries waterways?
- The Rhine river is the most important IWT area in Europe. One of the main reasons is of course the navigation conditions. But also the organisation of IWT services is very professional. What are your recommendations to regions like the Nordic countries regarding IWT development?

#### Lantz/German barge Operator (tbn)

- Do you agree to these challenges? How is the situation in your markets?
- Any advice from German barge operator to Sweden?
  - o Administrative wise
  - o What to consider when building up transport chains
- Any wishes to the administration?

#### Engdahl/Schäfer

- Any wishes to the operators?

Final Statement by all participants (one sentence) to the question:

"What is the most important measure/action that needs to be taken to enhance inland navigation in the Baltic Sea Region?"

The political seminar is jointly organised by:





## BACKGROUND TO THE EMMA PROJECT AND ITS LINK TO THE 7<sup>TH</sup> FORUM EUSBSR

*Enhancing freight Mobility and logistics in the BSR by strengthening inland waterway and river sea transport and proMoting new internAtional shipping services ([www.project-emma.eu](http://www.project-emma.eu))*

The Baltic Sea Region (BSR) with its growing transport volumes especially between East and West and its insufficient road and rail infrastructure needs innovative and pragmatic solutions to cope with future requirements on transport facilities. Rivers, canals and also the Baltic Sea have huge capacity reserves, whereas road and rail infrastructure already is, in some parts of the Baltic Sea Region, overloaded.

However, Inland Waterway and River-Sea Shipping (IWT) still do not play the adequate role in the transport system to its potential. Too often, inland shipping is not even considered as transport alternative by many forwarders and stakeholders in the transport sector, even though of its benefits.

The question that needs to be answered is how the modal share of IWT can be increased in the Baltic Sea Region countries. By that EMMA's main objectives are:

- Tackling the challenges and opportunities focusing on inland- and river-sea shipping.
- Increasing the modal share of IWT to, from and between BSR countries.
- Fostering a better integration of IWT in the BSR transport chains and EU Strategy for the BSR.

### EMMA appointed as flagship project by the European Commission

The European Union Strategy for the Baltic Sea Region (EUSBSR) is the first macro-regional strategy in Europe. It aims at bringing together initiatives in different sectors (growth, sustainable development, transport etc.) as well as promoting cooperation between stakeholders in the Baltic Sea Region.

The Strategy also promotes flagships in the Baltic Sea Region. These flagships have a macro-regional impact and start from joint initiatives involving partnership from different countries.

During the last meeting of the National Coordinators, the EMMA project was approved as latest flagship in the Policy Area Transport. This reflects the importance the European Commission attaches to the further development of inland navigation in the Baltic Sea Region.

### EMMA cooperates with the Good Navigation Status initiative

The European Commission DG MOVE tendered a study on support measures for the implementation of the TEN-T Core Network related to sea ports, inland ports and inland waterway transport.

EMMA provides input to the consortium of this study to substantiate the concept of "Good Navigation Status" referred to in article 15 paragraph 3(b) of Regulation 1315/2013.

### Benefits of the EMMA project in brief

Improving competitiveness of IWT | Strengthening the future development of IWT | Identification of possible new IWT services | Raising the awareness of the potentials of IWT | Ensuring better standing of IWT in policy and society | Five pilot activities proving feasibility of IWT in the BSR.

*The political seminar is jointly organised by:*



5/5

## ANNEX II



# EMMA @ TRANSPORT LOGISTIC

## GUIDE FOR PARTNERS

Activity: WP 4, Activity 5  
Version: Draft  
Date: 10/04/2017



the leading exhibition

9.-12. Mai 2017  
Messe München



Adina Cailliaux  
Port of Hamburg Marketing

EMMA – Report



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# 1 TRANSPORT LOGISTIC MUNICH – MAIN FACTS

## 1.1 Date, opening times, address

**Date:** 9 - 12 May 2017

**Opening times for exhibitors:** 07:30 - 19:00

**Opening times for visitors:** 09:00 - 18:00

**Place:** Messe München

**Find your way to transport logistic:** <http://www.transportlogistic.de/travel-stay/getting-there/>

**More information:** <http://www.transportlogistic.de/index-2.html>

**Visitor flyer and conference programme:**  
<http://www.transportlogistic.de/media/website/files/pdf/transport-logistic-2017-visitor-flyer.pdf>

## 1.2 Exhibition area map



### 1.3 Free WiFi provided by Messe München



At transport logistic, you will have free WiFi within the Messe München site. Available bandwidth is up to 1.5 Mbit/sec.

Availability is based on the halls, entrances and atrium areas that are being used for the event in question. Bandwidth is up to 1.5 Mbit / sec. and the download volume is limited to 50 MB per user per day.

The reception quality and signal availability depends on structures, exhibits and other sources of interference in the halls and cannot be guaranteed.

How it works:

- Turn on WiFi functionality on your device.
- Search for wireless networks and connect to the messeWifi network.
- Start your internet browser.
- Enter any web address.
- The portal page of the free WiFi will appear on screen.
- Once you have accepted the General Terms and Conditions, you may access the internet.

You only need to register one time during the entire event.

### 1.4 Discover the transport logistic app

The transport logistic app gives you access to up-to-date information about the trade fair at any time. It makes it easy to organize your visit to the fair in advance, with lists of exhibitors, the entire supporting program and countless other useful features.

You can download the free transport logistic app some days before the fair. More information:

<http://www.transportlogistic.de/messe/auf-der-messe/app/index.html>

## 2 EMMA BOOTH

EMMA will have a counter on the BÖB booth, together with the BÖB members.

It is located in Hall B3, booth number 225/326.

The total booth will cover 400 m<sup>2</sup>.



The EMMA counter has to be occupied during the whole duration of the fair by minimum two persons (EMMA partners). The presence times are listed on page 7f. Responsibilities during the presence times at the counter are listed on page 8. Please note your presence times and familiarize yourself with the tasks.

Each person finalizing its presence time should introduce the next responsible person to the counter.

There will be a catering on the BÖB booth free of use for participants and guests.

On Wednesday evening, a booth party will be organized on the BÖB booth (not part of EMMA, but you shouldn't miss it).



### 3 EMMA FORUM WORKSHOP

The EMMA Forum workshop will take place on

**Thursday, 11th of May 2017 10:00-11:30 at Forum 3 hall B2**

It would be appreciated if all EMMA partners join the workshop! There is no separate registration needed.

Speakers and topics:

<p><b>Gunnar Platz</b> Moderator CEO, Planco Consulting GmbH</p>
<p><b>Stefan Breitenbach</b> Inland navigation in the Baltic Sea Region – the cooperation project EMMA Head of Project Department, Port of Hamburg Marketing</p>
<p><b>Boris Kluge</b> Integration of inland navigation in transport chains – the role of inland ports CEO, Federation of German Inland Ports</p>
<p><b>Johan Lantz</b> Sweden's implementation of inland navigation – chances and challenges CEO, AVATAR Logistics</p>
<p><b>Nils Braunroth</b> RIS applications for a better integration of inland navigation in transport chains Technical director RIS, German Federal Ministry for Transport and Digital Infrastructure</p>

### 4 CONTACT PERSONS

If you have questions regarding EMMA@TL Munich before or during the trade fair, please feel free to contact EMMA partner BÖB at any time. They will also be present in Munich all days.

**Manuela Kupke**  
Assistent  
Phone: +49 30 39881981  
Email: [info-boeb@binnenhafen.de](mailto:info-boeb@binnenhafen.de)

**Boris Kluge**  
CEO  
Phone: +49 30 39885874  
Mobil: +49 172 3043932  
Email: [boris.kluge@binnenhafen.de](mailto:boris.kluge@binnenhafen.de)



## 5 PARTNER RESPONSIBILITIES DURING BOOTH PRESENCE TIME

- When starting your presence time, make yourself familiar with the counter.
- Talk to the person finalizing its presence time, whether there is something important to know.
- Fill up the flyers to make sure there are enough copies available on the counter.
- Keep the counter clean and in good order! It's a place to welcome people and to network and inform. It's not a working space for laptops etc.
- Never leave the counter alone!
- Welcome interested persons and inform them about EMMA.
- Be pro-active and communicative!
- If they have a specific question on e.g. a country pilot that you can't answer, please check the partner presence list (page 7f) and give the respective partner a call for him/her to come to the booth to talk to the visitor.
- Promote the EMMA forum workshop (ref. page 5).
- Take notes: who did you speak with? What was his/her interest? Is there something to do (send information, invite to an event, establish contact to another partner...)? Collect the business card! We will ask you for this information after the fair end.
- Enjoy it! ☺
- When finishing your presence time, sign the signature list and leave it at the counter! (at the end of the day to be given to Adina by the last partner at the counter)
- Hand the counter over to the next person.

## 6 PARTNERS PRESENCE TIME AT THE FAIR AND AT THE EMMA BOOTH

X = present at the fair

**X** = present at the EMMA booth (responsible person in charge of the EMMA booth)

ORGANIZATION	NAME	MOBILE PHONE NO.	TUESDAY			WEDNESDAY			THURSDAY			FRIDAY	
			9-12	12-15	15-18	9-12	12-15	15-18	9-12	12-15	15-18	9-12	12-15
PP 1 HHM	STEFAN BREITENBACH	+49 151 16736888	<b>X</b>	X	X	X	X	X	X	X	X	X	<b>X</b>
PP 1 HHM	ADINA CAILLIAUX	+49 175 5847233	<b>X</b>	X	X	X	X	X	X	X	X	<b>X</b>	
PP 3 BÖB	BORIS KLUGE	+49 172 3043932	X	X	X	X	X	X	<b>(X)</b>	X	X	X	<b>X</b>
PP 4 IHK	BEATRICE RICHTER	PLEASE INFORM	X	<b>X</b>	X	<b>X</b>	X	X	X				
PP 8 TRAFIKVERKET	ANDERS EKMARK	PLEASE INFORM			X		<b>X</b>	X		X	X		
PP 10 SMA	JOHAN AXIÖ	PLEASE INFORM					X	X	X	X	X	<b>X</b>	X
PP 13 LADEC	SARI KESÄNIEMI	PLEASE INFORM			X	<b>X</b>	X	X	X	X	X		
PP 13 LADEC	ESSI ALALUUKAS	PLEASE INFORM			X	X	<b>X</b>	X	X	X	X		
RAMBOLL FOR PP 13	JUKKA SIREN	+358 40 5899288	X	X	<b>X</b>	X							

TITLE

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ORGANIZATION	NAME	MOBILE PHONE NO.	TUESDAY			WEDNESDAY			THURSDAY			FRIDAY	
			9-12	12-15	15-18	9-12	12-15	15-18	9-12	12-15	15-18	9-12	12-15
COMMUNICATION FOR PP 13	LAURA NORMIO	+358 40 5666532	<b>X</b>	X	X	X	X	X	X	X			
PP 14 KPV	ZANETA MARCINIAK	PLEASE INFORM							X	X	<b>X</b>	X	X
PP 16 NCC	JACEK WOJCIK	PLEASE INFORM							X	<b>X</b>	X		
PP 18 KSTP	ANDRIUS SUTNIKAS	+370 68637611			<b>X</b>	X	X	X	X	X	<b>X</b>	X	X
PP 20 KSSA	IRINA NOVIKOVA	PLEASE INFORM	X	<b>X</b>	X	X	X	X	<b>X</b>	X	X	X	X
PROJECT MANAGER	GUNNAR PLATZ	+49 151 52459062	X	X	<b>X</b>	X	X	X	X	<b>X</b>	X		
PROJECT MANAGER	HENRIK ARMBRECHT	+49 175 5679229				X	<b>X</b>	X	X	X	<b>X</b>		

TITLE

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