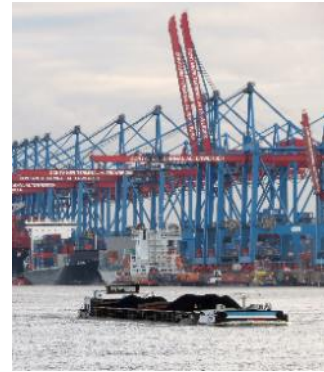


EMMA - Project Outline

Enhancing freight Mobility and logistics in the BSR by strengthening inland waterway and river sea transport and proMoting new internAtional shipping services

Lead Partner	Port of Hamburg Marketing	
Project Partners	20 (from DE, FI, LT, PL, SE)	
Associated Partners	43+	
Funding Programme	Interreg Baltic Sea Region Programme	
Project Budget	4.42 mil € (ERDF co-financed: 3,45 mil €)	
Duration	3/2016 – 2/2019	



BACKGROUND

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.

MAIN OBJECTIVES

- Tackling the challenges and opportunities focusing on inland- and river-sea shipping (IWT).
- 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.



Cooperation with ...

... the “**Good navigation Status**” initiative of the European Commission DG MOVE by providing input to the:

“Study on support measures for the implementation of the TEN-T Core Network related to sea ports, inland ports and inland waterway transport”.

For more information visit the project website:
www.project-emma.eu



FIELDS OF ACTIONS WITHIN THE EMMA PROJECT

Improving Competitiveness of IWT in the BSR

Target Groups: Politicians, Administrations, Lobby Organizations, Shipping Lines

- Elaboration of (existing) concepts for inland waterway barge designs adjusted to specific navigational and administrative conditions in the BSR. Handbook on technical barge concepts for use under BSR specific navigation conditions.
- Analysis of efficient transport concepts and their transferability to the Baltic Sea Region.
- Demonstration of workable and economic IWT in different pilot activities to enhance the modal split (see pilot activities).
- The above mentioned results will be part of a Competitive Improvement Plan.

Reduction of Bureaucratic and Regulatory Barriers Hindering IWT Development in the BSR

Target Groups: Lobby Organizations, National IWT Ministries and Administrations

- Analysis, evaluation and recommendations regarding administrative structures in separate countries in the BSR.
- Analysis, evaluation and recommendations regarding IWT relevant political decision-making processes in the BSR/EU with respect to better consideration of IWT requirements.

Raising the Awareness of the Potentials of IWT in the BSR

Target Groups: Chamber of Commerce's, Shipping Lines, SPCs

- Identification of IWT best practice cases and relevant industries (→ shift potential), customer needs and their transport requirements, resulting in the identification of three new IWT services in the BSR (routes, goods, business plan) and their promotion to shipping lines (→ lifting the shift potential).
- Development of an "IWT service implementation guideline": A tool for shippers to motivate their customers (or attract new ones) to agree or at least discuss about the integration of IWT into their supply chains.
- Foster a stronger cooperation of BSR Short Sea Shipping Promotion Centres (SPCs). Stabilize SPCs structures and extend their focus to IWT. EMMA will establish a new IWT promotion and information centre in Bydgoszcz/Poland based on experiences from other BSR SPCs.

Giving IWT a Stronger Voice and Better Standing in Policy and Society

Target Groups: Politicians on national and BSR level, Lobby Organizations, General Public

- Setting up IWT information and dialogue fora for policy and administration to bring IWT into politicians' mind and to (in the long run) change their mind-set.
- Analysis, assessment and strengthening of lobby structures in the BSR together with respective lobby organizations, associations and SPCs supporting the EMMA project.
- Public relations activities, e.g. IWT site visits for school and development of adapted learning material in national languages and with regional focus.

PILOT ACTIVITIES

Target Groups: Industry Stakeholders, Politicians, Lobby Organizations

- Poland – Gdańsk (River Vistula)
 - Feasibility study regarding inland navigation supply chain from the port Gdansk via Vistula river to a planned multimodal inland terminal in the hinterland of the port
 - Transport chains from the Port of Gdańsk to its hinterland
 - Proof of concept by a container cargo cruise along Vistula river with field workshops
- Lithuania – Klaipėda (River Neman)
 - Heavy goods transportation connection from the Port of Klaipėda to its hinterland
- Germany – Northern Germany (Canal and River Basins)
 - Digital map with status information on inland waterways
- Sweden – Stockholm (Lake Mälaren)
 - „Dynamic Zone Management System“ & transport shift from road to inland waterways
- Finland – North Karelia (Saimaa Canal & Lake Area)
 - Information systems for transport optimization via inland waterways

All pilot activities will be jointly developed to ensure cross-region applicability and benefits.

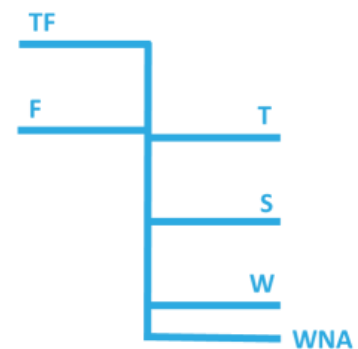
BENEFITS

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

PARTNERSHIP

EMMA follows a holistic approach to achieve the project objectives in high quality, to ensure a long term impact of results and to enable a real change among IWT. Hence, the project partnership enables:

- Access to the national political sector.
- Access to local, regional and national administrations responsible for IWT.
- Access to the transport market (shipping lines, forwarders) and IWT affine industries.
- Access to IWT lobby organisations and Short Sea Shipping Promotion Centres as multipliers and ambassadors of IWT to the market and the society.
- Access to IWT know-how and market competence.



Project Partners	Associated Organisation	Associated Organisation (cont.)
Port of Hamburg Marketing (Lead Partner)	Association for European Inland Navigation and Waterways	Ministry of Transport and Communication of the Republic of Lithuania
Avatar Logistics AB	Association of Polish Regions of Baltic Adriatic Transport Corridor	PCC Intermodal S.A.
Baltic Sea Forum	BKS Binnenschiffahrtskontor Sommerfeld Ltd.	Port Authority Eisenhüttenstadt
Chamber of Commerce and Industry Eastbrandenburg	CEMEX Logistik Ltd.	Port Authority of Södertälje
City of Bydgoszcz	Chamber of Commerce and Industry Lüneburg-Wolfsburg	Port Authority Schwedt
Federation of German Inland Ports	Chamber of Commerce Mälardalen	Ports of Stockholm
Finnish Waterway Association	Deutsche Binnenreederei AG	Reederei Ed Line GmbH
Inland Navigation Office in Szczecin	East West Transport Corridor Association	Regional Water Management Authority Gdansk
Institute of Shipping Economics and Logistics	Elbe Alliance Reg. Asso.	Saimaa Ports Joensuu
Klaipeda Science and Technology park	European Barge Union (EBU)	School of Business and Management of Technology of the Belarussian State University
Klaipeda State Seaport Authority	European River-Sea-Transport Union Reg. Asso.	Shortsea Promotion Center Finland
Kujawsko-Pomorskie Voivodeship	Federal Ministry for Transport and Digital Infrastructure	ShortSeaShipping Inland Waterway Promotion Center
Lahti Region Development LADEC Ltd.	Finnish Transport Agency	SIEMENS AG WP ON LOG LS
Lithuanian Inland Waterways Authority	Flanders Institute for Mobility	Süderelbe AG
Maritime Forum	Hamburg Port Authority	Swedish Shipowners' Association
Northern Chamber of Commerce in Szczecin	Häme Chamber of Commerce	Swedish Transport Agency
NPPE Klaipeda Shipping Research Center	HTAG Häfen und Transport AG	Verein zur Förderung des Stromgebietes Oder/Havel e.V.
Regional Council of North Karelia	Inland Navigation Europe	VT Shipping Company
Swedish Maritime Administration	Lithuanian Intermodal Transport Technology Platform (LITTP)	Walter Lauk Ewerführerei Ltd.
Swedish Transport Administration	Lithuanian Maritime Safety Administration	Weitblick - Transport Infrastructure, Business and Logistics Association
Viktoria Swedish ICT	LUTRA Lager Umschlag Transport Mittelbrandenburgische Hafengesellschaft mbH	Zegluga Bydgoska Sp. z.o.o.
	Ministry of Economics, Transport and Innovation of the Free and Hanseatic City of Hamburg	<i>We would appreciate your involvement too! Please contact us.</i>

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