



TREN/06/FP6TR/S07.55976/019851

Promoting Innovative Intermodal Freight Transport

Co-ordination Action
Priority 1.6.2 Sustainable Surface Transport

D 7.2: Consolidated PROMIT Promotion Results

Due Date of deliverable: February 2009
Actual submission date: March 2009

Start date of the project: March 2006

Duration: 36 months

Main Authors: Jan Tore Pedersen (LogIT a.s)

Project co-funded by the European Commission within the Sixth Framework Programme (2002-2006)		
Dissemination level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

Contents

1	BACKGROUND AND OBJECTIVES.....	3
2	FACTS ABOUT INTERMODAL TRANSPORT IN EUROPE.....	4
3	PROMOTION STRATEGY SUMMARY	12
3.1	DEVELOPMENT OF A PROMOTION STRATEGY.....	12
3.2	THE PROMIT PROMOTION MATRIX	14
3.2.1	<i>Information Database</i>	14
3.2.2	<i>Best Practice Leaflet</i>	14
3.2.3	<i>Mind Map Presentations</i>	14
4	HOW TO MAKE INTERMODAL TRANSPORT COMPETITIVE	7
4.1	A HOLISTIC APPROACH.....	7
4.2	BOTTLENECKS	9
4.3	INTEROPERABILITY	10
4.3.1	<i>Information Exchange</i>	11
4.3.2	<i>Cargo Handling</i>	<i>Fehler! Textmarke nicht definiert.</i>
4.4	REGULATORY CONSTRAINTS	FEHLER! TEXTMARKE NICHT DEFINIERT.
4.5	WHAT CAN PROMIT DO?.....	12
5	PROMIT PROMOTION APPROACH	15
5.1	INTRODUCTION	15
5.2	SPECIFY INFORMATION SYSTEM	15
5.3	CIPROC	16
5.3.1	<i>Introduction to CIPROC</i>	16
5.3.2	<i>Evaluate CIPROC results</i>	17
5.4	ISSUING A SERIES OF BEST PRACTICE LEAFLETS. FEHLER! TEXTMARKE NICHT DEFINIERT.	

1 Background and Objectives

The European Commission and all member states established active policies to promote intermodal transport. The EU White Paper “European transport policy for 2010: Time to decide” clearly states that the development of combined transport should be actively promoted. A principle motivation behind this reasoning is to significantly break between economic and transport growth, without restricting mobility, by making more efficient use of means of transport.

In June 2002 the European Union Transport Ministers discussed in Gijón the possibility of an action plan on the key issues for developing the political priority given to Short Sea Shipping. After this discussion, the Commission released a Communication in which one key strategy for promotion of Short Sea Shipping is the Short Sea Promotion Centres (SPCs). Presently 21 SPCs are installed and horizontally co-ordinated by the European Short Sea Network (ESN). In this respect the short sea mode clearly is a step further in terms of international organisation and cooperation of short sea promotion in Europe. It is therefore a logical step to take the SPC network as a starting point for extending the promotion of intermodality by means of integrating or co-operating on the promotion of intermodal transport options using rail and waterborne transport in combination with road.

Although, a main objective of EU transport policy is still on sustainable mobility and disconnecting the transport sector from negative side effects, the focus as stated in the White Paper review “Keep Europe moving” is now including efficiency criteria, for which promotion measures and programmes are identified as a suitable measure to further develop the European transport system. In particular promotion measures and programmes are suggested for:

- Rail freight policy
- Short Sea Shipping, especially in connection with hinterland links
- Setting up a transport logistics action plan
- Supporting profession and training of transport actors

Furthermore, the one-sided concentration on intermodality has been replaced by the concept of co-modality, the intention being to facilitate the optimal use of all modes, alone or in combination.

PROMIT is a Co-ordination Action for intermodal freight transport aiming to facilitate a faster improvement and implementation of intermodal transport technologies and procedures and to help promoting intermodal transport and mode shift by creating awareness on innovations, best practices and intermodal transport opportunities for potential users.

This report is the deliverable from PROMIT work package 7 (WP7). Having received the promotion strategies matrix from WP6, WP 7 has the obligation to develop a plan for implementing the strategy. It is not the intention to set up a promotion infrastructure in parallel to or in competition existing and planned initiatives. The intention is to complement initiatives, in particular the promotion centres for short sea shipping in Europe (SPC) and the project CIPROC, which has the objective to investigate the best opportunities to extend the activities of the SPCs towards intermodal promotion.

This report outlines the PROMIT implementation activities.

2 Intermodal Transport in Europe

2.1 Introduction

Maritime transport development has been one of the key building blocks in European transport policy since the publishing of the White Paper on "The Future Development of the Common Transport Policy" in 1992. Since then, a number of projects and other initiatives have been taken to develop concepts for and promoting intermodal transport.

The PROMIT project has presented a number of these initiatives from research and industry as "best practices".

Before presenting a plan for further promotion of intermodal transport, it is necessary to assess the impact that these initiatives and policy developments have had on intra-European intermodal transport.

There are several ways to define intermodal transport. In PROMIT, intermodal transport has essentially been concentrated on transport of unitised cargo (pallets, containers, etc).

2.2 The Figures

The most recently available information about transport development from the European Commission shows transport development from 2000 and onward¹. Here we find that the growth of freight transport in Europe per mode is as illustrated in Figure 1.

When investigating how DG TREN envisions the development of transport until 2030², there is no mentioning of short sea shipping, only inland waterway transport.

Despite the fact that the investments in railways in the TEN-T programs³ are more than 325 out of a budget of 379 billion Euro, rail freight transport is not growing as much as other modes. In the above mentioned trends document, it is assumed that, due to the heavy investments in the TEN-T program, rail transport will grow by 1,6% per year from 2015 onwards.

Road transport has had and will have the highest growth until approximately 2015 according to current estimates, and then Short Sea Shipping will have the highest growth (when transport is measured in tonne-kilometres).

¹ http://ec.europa.eu/dgs/energy_transport/figures/pocketbook/2007_en.htm

² EUROPEAN ENERGY AND TRANSPORT, TRENDS TO 2030 — UPDATE 2007, DG TREN, 8 April 2008.

³ Implementation of the Priority Projects, Progress Report, May 2008, EU Commission

Consolidated PROMIT Promotion Results

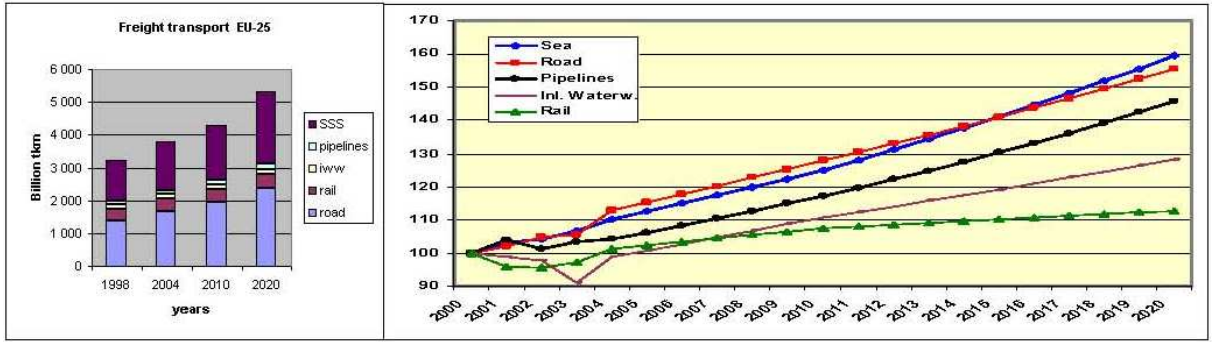


Figure 1 Freight transport in Europe per mode 2000 – 2020; source: The EU Commission

The growth of Short Sea Shipping is definitely advantageous. However, these figures cover all types of transport, and it might be of interest to “drill down” into the figures for European Short Sea Shipping, to see the development of transport of intra-European unitised cargo, hence the waterborne contribution to the development of intra-European intermodal transport.

For this purpose, the growth in Short Sea Shipping is divided into two components:

- Bulk and
- Unitised cargo.

Information from the DG TREN web site does not provide information at this level, neither does Eurostat. Consequently, some broad approximations are to be made when these transport figures are analysed.

To analyse the situation, it is necessary to use the real figures, not the relative ones. Figure 2 shows transport in tonne-kilometres from 1995 until 2006 for the different modes of transport. Table 1 shows the volumes for the years from 2000 until 2006.

Table 1 Freight transport (billion tonne-kilometres) 2000 - 2006

	Road	Rail	Inland Waterways	Oil Pipelines	Sea	Air	Total
2000	1 519	401	133	126	1 348	2,7	3 530
2001	1 556	385	132	132	1 400	2,7	3 608
2002	1 606	382	132	128	1 417	2,6	3 668
2003	1 625	391	123	130	1 445	2,6	3 717
2004	1 747	413	136	131	1 488	2,8	3 918
2005	1 800	413	138	136	1 530	2,9	4 020
2006	1 888	435	138	135	1 545	3,0	4 144

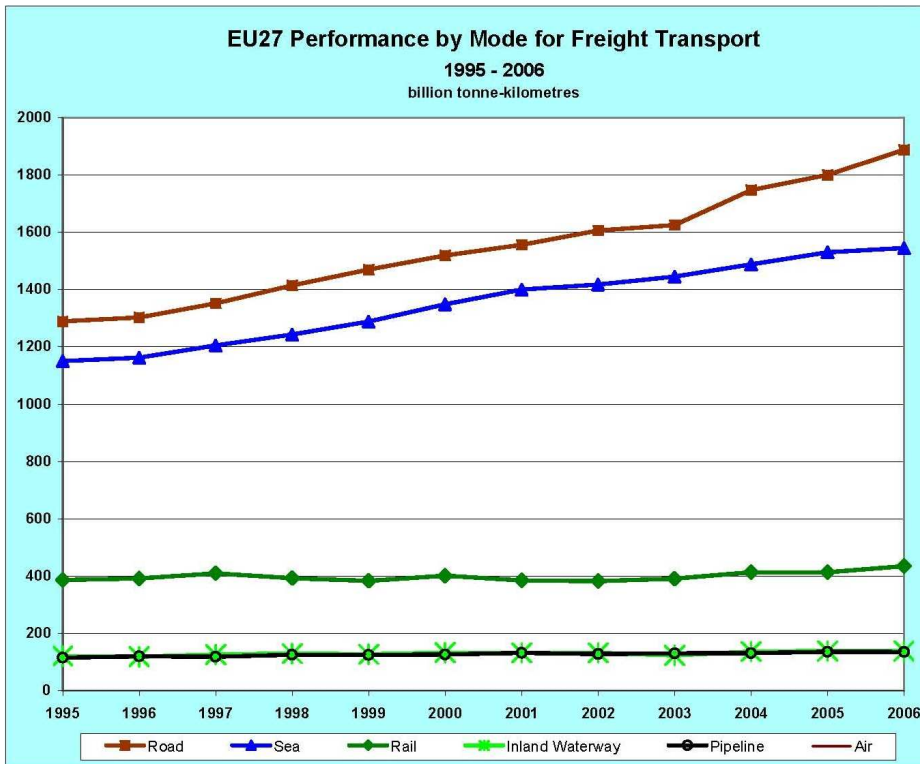


Figure 2 Transport growth per mode, 1995 – 2006

According to the Eurostat Yearbook of 2008, 41% of all cargo handled in European ports is liquid bulk and 26% is dry bulk. In this analysis it is assumed that these relationships also represent the volumes shipped in European Short Sea Shipping.

Due to the extensive growth in container transport, container feeding in Europe has also had a substantial growth in the period from 2000 until 2006. According to information from Information from Drewry Consultants⁴, the container feeder volumes in Europe in 2000 were 132 million tons. In 2004 this had grown to 196 and in 2006 to 223 million tons, which means a growth of 68% between 2000 and 2006.

An internal analysis made by MARINTEK⁵, indicates that the average distance for European freight transport using short sea shipping is 1.360 km.

Using the above information (and filling in the gaps in for container feeding by assuming linear growth, the information shown in Table 2 indicates the transport of unitised cargo in Europe, using short sea shipping.

This results in the chart shown in Figure 3.

⁴ Source MARINTEK

⁵ The Norwegian Marine Technology Research Institute (<http://www.sintef.no/Marin/MARINTEK/>)

Table 2 Transport of unitised cargo using short sea shipping in Europe (billion tonne-kilometres)

	Sea	All unitised cargo	Container feeding	Intra-European unitised cargo
2000	1 348	445	179	266
2001	1 400	462	201	261
2002	1 417	468	223	245
2003	1 445	477	244	232
2004	1 488	491	266	225
2005	1 530	505	285	220
2006	1 545	510	303	207

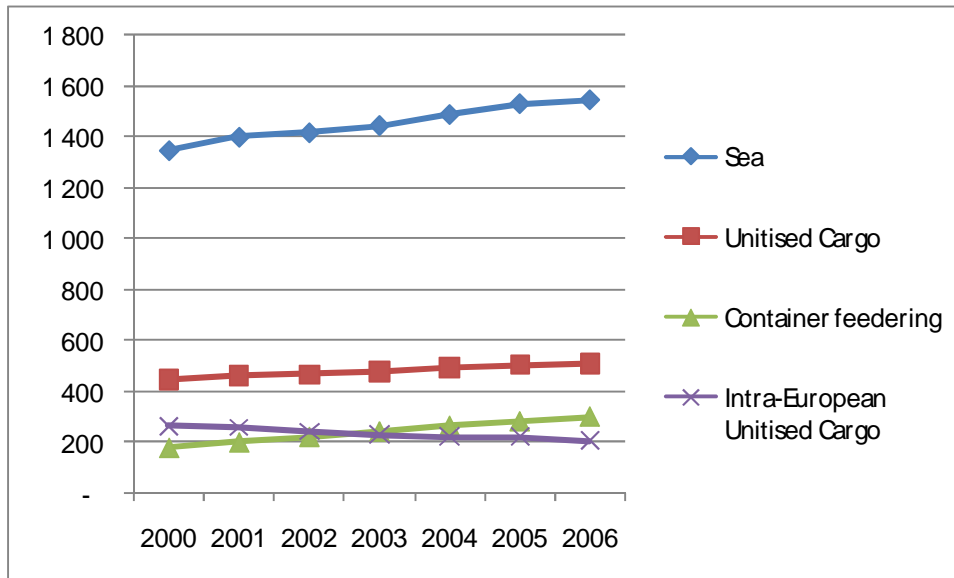


Figure 3 Transport of unitised cargo using short sea shipping in Europe (billion tonne-kilometres)

There may be a number of uncertainties in these calculations, but the following hypothesis can still be developed from the above deliberations: The relative success of SSS is due to more trading of petroleum products in bulk, feeding of deep sea containers (often a choice between rail and feeder only) and trade across the Baltic Sea, English Channel, North Sea, English Channel, and the new RoRo services in the Mediterranean and not due to a significant switch of road-based traffic to unitised short sea shipping services in Europe.

3 How to make Intermodal Transport Competitive

3.1 Reflections after the Figures

Even the official information indicates that rail transport will not facilitate a significant transfer of freight from road.

Consolidated PROMIT Promotion Results

The conclusion in the previous Section was more surprising. It has been generally perceived that Short Sea Shipping has been quite successful, as demonstrated in Best Practice cases reported by PROMIT.

One reflection that may emerge on the basis of the previous analysis is that the promotion of intermodal transport and short sea shipping that has been performed through a variety of initiatives, including the European Short Sea Network, is far from a success. To make such a conclusion seems, however, too hasty. The efforts made through these initiatives have made significant contributions to make transport users aware of the potential for intermodal transport. Some of these initiatives have, together with the driving forces behind new initiatives like the Stora Enso, Roder, Grimaldi and Samskip short sea shipping operations demonstrating the potential of the capabilities of intermodal transport, if properly implemented.

Before further exploring promotion, however, a view on how to make intermodal transport (more) competitive seems prudent, based on some of the experiences that can be drawn from the PROMIT Best Practice cases.

3.2 Important Experiences

The key conclusions that may be drawn from examples like Stora Enso, Roder, Grimaldi, Hupac and Samskip are the following:

- The solutions were developed with clear targets in mind, both related to providing competitive services and to facilitate sustainability.
- Equal focus was placed on the physical infrastructure, the vehicles (vessels) and the information systems used to make the operations efficient.
- Extra attention has been taken to ensure that transshipments cost are kept to a minimum.
- Significant cargo volumes were available (either because the shipper was in the driving seat or because the operator already had established significant client networks).

3.3 A Holistic Approach

Based on the experiences described in the preceding Section and when examining the results of previous research and development projects, the following requirements are typically being presented in order for intermodal transport to be competitive:

- Frequency of service (make it possible for cargo to move when it needs to move)
- Reliability (being on time and deliver cargo in the agreed condition)
- Speed (within the nature of the business of transport users)
- Price
- Capacity

When the MOSES⁶ project was investigating the development of the Motorways of the Sea (MoS) in Europe, the conclusion was that the following issues needed to be dealt with⁷:

⁶ MOSES – FP 7 project funded by the EU Commission (www.moses-eu-project.org)

1. The Network – such that the accessibility to Motorways of the Sea facilitate shorter road transport operations
2. The Junctions – the Seamless link between land and waterborne transport
3. Ease of Use - all aspects of finding appropriate services, booking these and monitoring progress are to be perceived as if the transport was a direct transport using truck form door-to-door.

One way of interpreting this is: MOSES concludes that the hard (transport network and junctions – terminals) and the soft (what provides ease of use) need to be developed in concert for the whole MoS concept to be competitive.

This is a conclusion that goes well in hand with the experiences described in Section 3.2.

3.4 Bottlenecks

There have been numerous activities related to documenting the bottlenecks (problems and barriers) in intermodal transport. The PROMIT Deliverable D6.1 includes a number of bottlenecks. The EU Commission has initiated the so-called “bottleneck exercise” over a long period in time, the latest as a cooperation between MOSES⁸ and the European Short Sea Network.

Since this list of problems and barriers was compiled, a growing realisation of the fact that when there is talk about transport infrastructure, it is limited to dealing with physical, or hard, infrastructures. In the list above, the incompatible rail systems and incompatible load units are examples. Furthermore, it is concluded by the “bottleneck exercise” that the main remaining bottleneck related to Short Sea Shipping is the one that is aimed to be solved through the initiative “European Maritime Transport Space without Barriers”⁹, which concentrates on administrative procedures.

In the view of the PROMIT project, the so-called “soft” infrastructure is as important as issues related to the physical infrastructure. In addition to the administrative and legal procedures that need to be adjusted (across Europe and beyond) this include the use of information and communication systems.

A plan for properly providing an infrastructure for intermodal transport should therefore not only focus on the hard, but also the soft infrastructure:

- In general there is lack of real interoperability both regarding information and cargo handling (with the exception of LoLo handling of containers) in door-to-door transport operations (there are exceptions as presented in the PROMIT Best Practice report).

⁷ MOSES Deliverable D21.3: Initial concepts for integrated Intermodal MoS services

⁸ MOSES Deliverable: Analysing MoS - the relevant Bottlenecks currently known as a result of the Bottleneck Exercise

⁹

http://ec.europa.eu/transport/logistics/freight_logistics_action_plan/doc/maritime/2008_consultation_results_maritime_space_without_barriers_en.pdf

- In short sea shipping container feedering and intra European transport of unitised cargo has traditionally been viewed as transport activities that are so different that they need to be kept separate. It would be interesting to investigate the potential for innovative solutions if these were viewed in concert such that the feeder container volumes could be used as a mechanism for establishing higher frequency services between important European ports, which might attract more cargo from road (provided that container volumes).
- Regarding information exchange in transport, the initiatives from UN/CEFACT, CEN and OASIS are dominating using document (message) specifications and implementation guidelines as their mechanism for describing information exchange mechanisms. On the basis of the modest transfer of cargo from road to alternative transport modes, there is reason to question if other alternatives may be better – an approach taken by the Freightwise¹⁰ project.

3.5 Interoperability

3.5.1 Physical Infrastructure

In principle, road transport can be direct from door-to-door, even though transhipments (between trucks) also is typical in road freight transport over longer distances, to consolidate loads and optimise the use of resources.

The challenge for the alternative modes (rail and road) is to ensure that transit times and cost is kept competitive by keeping time and cost for transhipment at a minimum.

Experience shows that much is to be gained in establishing an infrastructure for intermodal transport supporting all the types of cargo that can be transported on road (this goes much beyond moving trailers on RoRo ships and on rail wagons). In maritime transport in particular, tradition is to developed special solutions (ships) for special trades. As a consequence, there are few solutions that can handle all types of unitised cargo. The Stora Enso solution is one exception.

The Motorways of the Sea (MoS) initiative is an example where Europe tries to derive a holistic transport infrastructure integrating maritime transport into the European transport network. Such an initiative is necessary if the political objectives for co-modality (and sustainability) are to be achieved. However, in the first phases of the MoS initiative, there are few examples on what the physical MoS infrastructure should look like. Much is “more of the same” either LoLo (for containers) or RoRo (for trailers). There has been little effort in trying to shape an infrastructure (like the one on road) where any cargo can use any part of the road infrastructure, if there is capacity. Translated into the MoS context this would mean that Europe should move to a maritime infrastructure where any vessel carrying intra-European unitised cargo (including containers in feedering) could berth anywhere for loading and unloading, and the transhipment process should be fast and have low cost.

¹⁰ Freightwise – FP6 project (www.freightwise.info)

3.5.2 Information Exchange

Even though the UN/EDIFACT and CEN standards exist for exchanging information between stakeholders in intermodal transport, there is still not available what one may call a standard that can support true interoperability across all modes. During personal communication representatives from one of the largest intermodal logistics operators expressed the need for improved interoperability.

The International Air Transport Association (IATA) has recognised the need for improved interoperability and removing all paper documents in air cargo transport. Hence, the IATA e-Freight project¹¹ was launched in 2006 as a joint air cargo industry programme of carriers, forwarders, ground handlers and customs, led by IATA. The objectives are to have pilot e-freight operations in 5 locations by end 2007 (6 pilots was launched Nov 5th 2007), implement e-freight at 8 additional locations in 2008, and achieve 100% e-freight in 2010 where feasible.

The IATA initiative has made a selection of the UN/CEFACT XML documents and the IATA Cargo-IMP, and the WCO EDIFACT (for customs). Hence, IATA has not attempted to simplify the number of documents, but has attempted to make the existing documents standard (electronic) and possible to exchange between all relevant stakeholders.

The US Department of Transport (USDOT) has also realised that intermodal transport efficiency may be improved. The Electronic Freight Management (EFM)¹² initiative is a USDOT-sponsored project that applies web technologies that improve data and message transmissions between supply chain partners. The CEFM (Columbus EFM) project is a test currently underway with an existing supply chain.

The goal of the EFM is to provide a mechanism for sharing supply chain freight information that is simpler, cheaper, and more efficient than traditional EDI, allows for all supply chain partners to access the information, and makes it easier to customize the flow of information between partners.

The EU Commission has initiated the Freight Logistics Action Plan¹³. One of the actions there is:

“Work towards a standard for information flows to ensure the integration and interoperability of modes at data level and provide an open, robust data architecture primarily for business-to-administration and administration-to-administration data flows.”

The deadline for this action is 2010.

One conclusion that we may draw from these activities is that there is a growing understanding of the need for a soft infrastructure for intermodal transport. However, the different and uncoordinated efforts to establish such an infrastructure may lead to a situation where Status Quo is maintained and little progress is made.

The Freightwise project has taken a different approach. Based on the process adopted in the Norwegian project ARKTRANS¹⁴, Freightwise has tried to take a

¹¹ <http://www.iata.org/stbsupportportal/efreight/>

¹² www.efm.us.com

¹³ COMMUNICATION FROM THE COMMISSION - Freight Transport Logistics Action Plan

fresh view on the information that really need to be exchanged between the stakeholders in transport and has concluded that a small set of, what is called, information packages are necessary and sufficient for efficient freight transport management. Freightwise also goes beyond providing specifications and implementation guidelines by aiming for a different procedure for standardisation, involving providing capabilities for validation, such that information packages being communicated using web services are syntactically and semantically in order.

3.6 E-Freight

The EU Commission's e-Freight initiative is one that aims to provide a new approach to interoperability related to information exchange and simplified procedures for freight transport (including a simple transport document for all modes). Its roadmap is under development and should provide a stepping stone for improved interoperability (of information) and equality between modes in all "soft" infrastructure matters.

3.7 What can PROMIT do?

PROMIT is a coordination action with no resources for development. The resources available for promotion are also limited. What can then PROMIT do in the promotion of intermodal transport?

In addition to pointing out the gaps that need to be filled before true co-modality is in place, PROMIT has suggested certain promotion initiatives and has evaluated others.

4 Promotion Strategy Summary

4.1 Development of a Promotion Strategy

Deliverable D 6.1 "Promotion strategy plan" developed an overall approach on a road map towards enhanced intermodal promotion. A comprehensive survey was carried out on existing promotion measures and incentives supporting infrastructure and operation of intermodal transport. A complete collection of national promotion schemes in EU countries was also compiled. Figure 4 shows the steps for developing the promotion strategy:

¹⁴ Marit Natvig, Hans Westerheim, Geir Frode Skylstad: ARKTRANS - The Norwegian system framework architecture for multimodal transport systems supporting freight and passenger transport. SINTEF report STF90A05008, 2004-10-02.

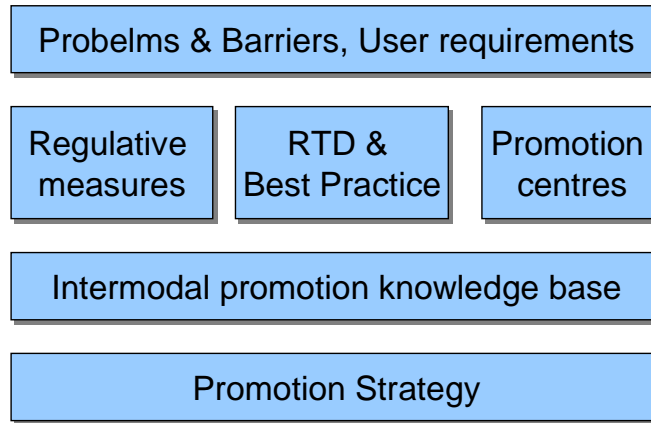


Figure 4 Developing the PROMIT promotion strategy

The promotion actions proposed in D6.2 were:

- Extension of the Short Sea Shipping Promotion Centres to also promote intermodal transport to be developed in co-operation with the CIPROC project.
- Common service platform for promotion entities - an information platform raising awareness and providing information about the common services of intermodal promotion entities. This may include audiovisual tools to promote intermodal transport. Interactive visualisation of intermodal transport approaches could be part of this. The exchange of information and co-operation among promotion entities should be improved. This can be achieved by a common information platform.
- Developing guidelines for preparing proposals for the different EU funding schemes for research, development and operations on intermodal transport operations.
- Information regarding national promotion programmes for intermodal transport – providing an overview of programmes (the CO₂ reduction programme in the Netherlands is one example), requirements, and main results.

The core of the suggested strategic promotion is to provide and transfer information and knowledge to users:

- Providing a data base on intermodal innovations
- Providing a data base on incentives and regulative measures dedicated to intermodal transport
- Providing a data base on available promotion measures
- Providing tools to evaluate promotion measures

PROMIT organised a validation workshop on “Promotion measures in intermodal transport and their impact” on 9 November 2007 in Sofia. The workshop included presentations on different national approaches on intermodal promotion as well as an assessment of the promotion action regarding their contribution towards a sustainable intermodal transport system.

The workshop concluded that the key drivers for intermodal promotion are:

- The supply of infrastructure per transport mode

Consolidated PROMIT Promotion Results

- The market conditions/liberalisation in the national transport markets, especially for the rail sector
- The access and awareness of intermodal innovations
- The access to promotion entities providing support in setting up alternative transport solutions

4.2 The PROMIT Promotion Matrix

The PROMIT promotion strategy matrix comprises the following elements:

- Information database
- Best practice leaflet
- Mind map presentations

4.2.1 Information Database

Information about intermodal transport's benefits and possibilities has been agreed to be crucial for further promotion of intermodal transport, and the perceived information system is illustrated in Figure 5.

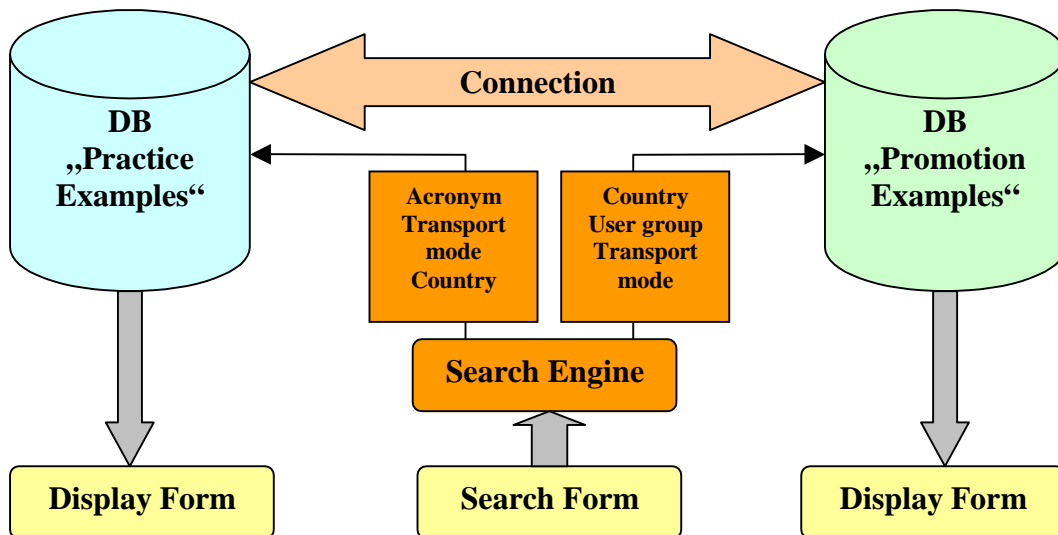


Figure 5 Intermodal transport information system

The information system should contain information about “Best Practice Examples” and on “Promotion Examples”. It should be equipped with a suitable search engine to permit a fast and efficient overview about examples on intermodal innovations and measures available in the different EU member states on intermodal transport.

4.2.2 Best Practice Leaflet

PROMIT has analysed and documented Best Practice cases in intermodal transport in the PROMIT Best Practice handbook. The format of this book is currently not suitable for wide circulation. As a consequence, it has been suggested that a number of leaflets are being produced to present the 25 to 30 best practice examples in an attractive, easy to understand format (2 pages per case).

4.2.3 Mind Map Presentations

An approach to present and discuss innovations in a certain context is the mind mapping technology. A mind map diagram represents words, ideas, tasks or other items. These items are linked together and arranged in relation to a central key

Consolidated PROMIT Promotion Results

word or idea in the mind map. Mind mapping is used to generate, visualize, structure and classify ideas. Mind mapping is an aid in planning, learning, making notes, organizing, problem solving, decision making and writing.

An example using mind maps is to present innovations translated from the German innovation platform www.forschungsinformationssystem.de is shown in Figure 6.

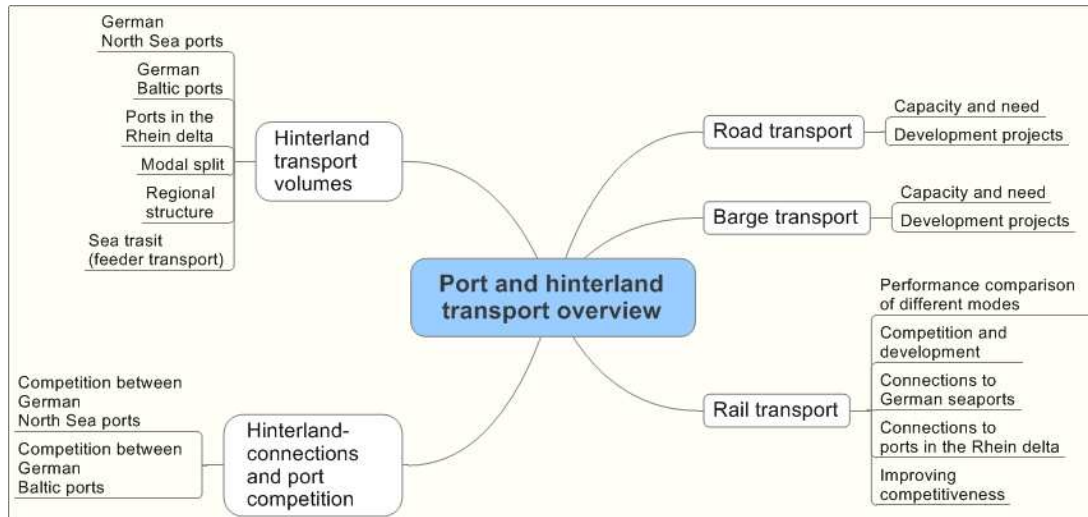


Figure 6 Mind map of innovations

There are presently there are 590 mind map included in this website plus 5570 synthesis reports, 8410 publications and more than 1000 reviews.

5 PROMIT Promotion Approach

5.1 Introduction

On the basis of the input provided by from WP6 and the reflections above, the PROMIT promotion comprises the following elements:

- Specifying an information systems for best practise and promotion information
- Validating the CIPPROC demonstration activities
- Issuing a series of best practice leaflets
- Investigating requirements for the soft infrastructure for intermodal transport

5.2 Specify Information System

As indicated in the WP6: Promotion strategy report, an information system linking innovations and promotion actions on the one side and measures to stimulate awareness on intermodal transport solutions should be provided. The report also documents a first prototype fro such an application.

PROMIT is not a project with budget for research and development. Hence, PROMIT is not in a position to develop a complete version of such a n information system. However, PROMIT should use the experience form the initial prototype, the

results from the remaining promotion activities to specify a new type of information system that should be developed for the use by the appropriate centres for promotion of intermodal transport.

The system should include the following modules; see Figure 7:

- Data bases on intermodal innovation and promotion issues
- An application for processing and presenting the data

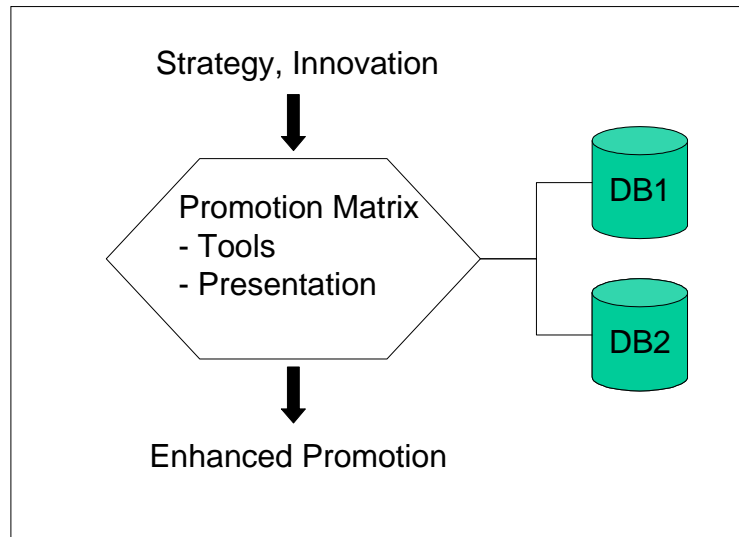


Figure 7 General layout of the PROMIT promotion information system (strategy matrix)

5.3 CIPROC

5.3.1 Introduction to CIPROC

CIPROC is a project funded by the EU Commission that started in the beginning of 2007 and ended in June 2008. PTV, the coordinator of PROMIT was responsible for the CIPROC project.

The purpose of CIPROC was to develop a concept and demonstrate concrete measures for extending the existing short sea promotion centres to also become promotion centres for intermodal transport.

CIPROC was divided into two phases as follows:

- Phase I: Provide guidelines on how to proceed to extend the activities of existing mode specific promotion centres in Europe to encompass the wider concept of intermodal transportation
- Phase II: Demonstrate the expansion in a number of targeted countries

An overview on the project structure is given in Figure 8.

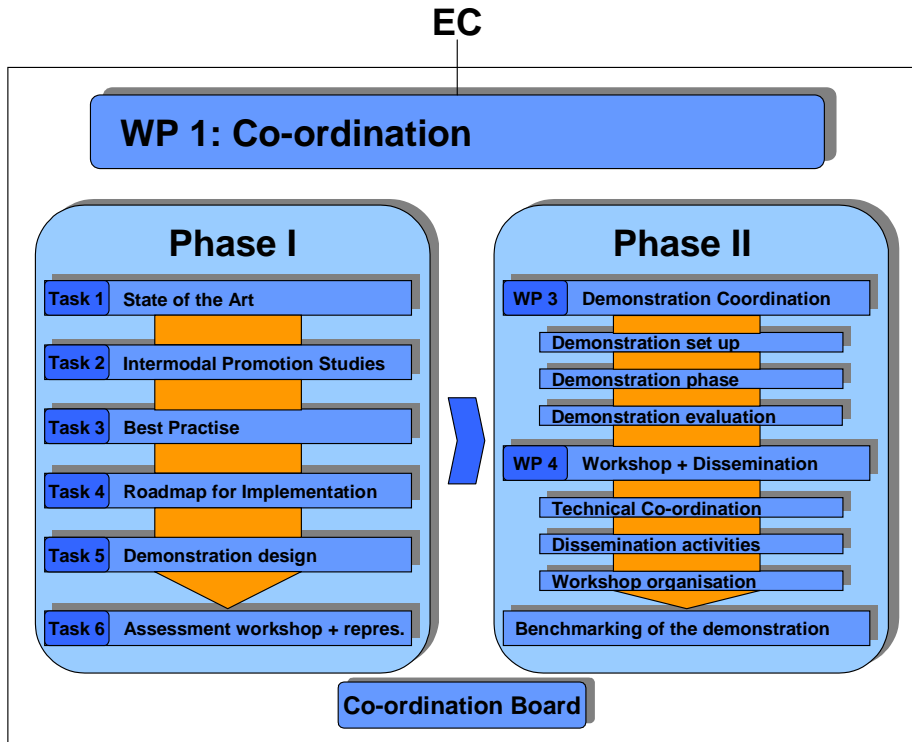


Figure 8 CIPROC structure

Demonstration activities in phase II was started after the successful approval of Phase I in July 2007. The demonstration was carried out with 5 demonstration partners:

- ▶ Short Sea Promotion Centre Holland (The Netherlands)
- ▶ Lithuanian Intermodal Transport Technology Platform (Lithuania)
- ▶ Romanian National Centre for Promotion of Intermodal Transport (Romania)
- ▶ Short Sea Promotion Centre Finland (Finland)
- ▶ Sea &Water (UK)

5.3.2 Evaluating CIPROC results

The project CIPROC has devised a number of demonstration activities in the process of expanding the promotion centres for short sea shipping to also promote intermodal transport. These demonstrators are being carried out in the Netherlands, Finland, Lithuania, the United Kingdom and Romania.

These demonstrators consisted of the actions listed in Table 3, to which CIPROC has developed a set of indicators:

Table 3 CIPROC demonstrator actions

<i>Category</i>	<i>Action</i>
Promotion material	Brochure
	Newsletter
	Factsheets
	Multimedia presentation
	Distribution of external documents
Events	Organising events
	Presenting on events
	Exhibits of promotion material
Website and database	Website
	Database on providers and services
Other	Broker
	Research
	Lobbying
	Policy documents

PROMIT has investigated the CIPROC demonstrations to explore the effects of the project.

The feedback from the ESN participants in the CIPROC project found the project successful. Two responses from these participants summarises the findings:

Country	Comment
UK	<p>We are getting better at this and working at an organisational level with the Rail Freight Group here in the UK. Also the Freight Transport Association is member. But I don't think there are any very good actual examples here yet to show for it. The Netherlands has gone much further and would be my recommendation for best practice as a promotional centre.</p> <p>We did connect with EIA at the PROMIT conference and the European Short Sea Network will be discussing how we might work more closely with them going forward to achieve exactly this end as it is clear that DG TREN want to see more co-modal promotion.</p>
NL	<p>As you have read the final report of CIPROC, there is little I can add about the activities. However, In the Netherlands we have a special situation as there are 3 promotion centres for inland shipping, rail and Short Sea Shipping. We are in the same office with our colleagues from rail.</p> <p>Though we were cooperating on certain things, like exhibitions,</p>

Consolidated PROMIT Promotion Results

	<p>CIPROC improved the cooperation and we have an extensive joint programme for 2009. We are also looking to extend the cooperation, even to such an extent that we have one organisation. However, this is difficult seen the different ideas of the sectors and sometime even distrust. The cooperation was also a condition for further subsidies from our ministry of transport, but the subsidies after 2009, will be lowered in 3 years till zero as it stands now.</p> <p>We did learn that e.g. practical (tri modal visits) with presentation work well, especially for small groups of about 20 people. Another thing we learned is that we will keep our own names, perhaps changed slightly, as intermodal transport (with containers) is only about 15-20% of the total.</p> <p>Hence we still will have an information task about bulk shipments, project cargo etc. for each of the 3 modalities. And this will also be clearer for the market as people will not ask for intermodal transport, but for Short Sea Shipping with intermodal connections with e.g. rail to Italy.</p> <p>Therefore we have a new website www.hollandintermodal.com, and this will be extended, but we will still have our individual websites for the time being.</p> <p>One last remark: CIPROC was a good project, but time was too short. You need at least a couple of years to get a feel what the market wants in terms of info and how you can best react to these demands.</p>
--	--

6 Summary and Conclusions

Despite the fact that there is little evidence that cargo has been moving from road to intermodal alternatives, the promotion activities performed by the European Short Sea Network and similar organisation has what is to be expected and more in promoting intermodal transport within the constraints given to them.

The CIPROC project has given a boost to the participants in the European Short Sea network and has provided a roadmap for further development of promotion activities.

To further support promotion activities, an information system should be developed, as specified in the PROMIT project.

The European Commission's initiatives the "Freight Transport Logistics Action Plan", "European Maritime Transport Space without Barriers", and the establishment of an e-Freight roadmap go a long way in providing an appropriate "soft" infrastructure to support intermodal transport.

Regarding the physical infrastructure for intermodal transport, there is much to be done before generic, competitive solutions may be achieved. If the current philosophy of special solutions for each operator is allowed to continue, intermodality on a European level will be hard to achieve. New initiatives from the EU Commission are needed here, both regarding rail and waterborne transport.