

## Expected Impact & Success

### Criteria

- Growth in short sea transport following PROPS-led promotional activities by the national SPCs
- Use of the PROPS platform and adoption of its strategic and tactical supports by the SPCs
- Adoption of PROPS findings and recommendations in developing European Union policies

## PROPS Leadership

**Coordinator:** Prof Papadimitriou Efstratios

**Project Manager:** Ioannis Koliouis

University of Piraeus Research Centre  
Karaoli & Dimitriou 40, Piraeus 185 34,  
Greece

Tel: +30-210-414 2556  
Fax: +30-210-414 2509  
Email: [stratos@unipi.gr](mailto:stratos@unipi.gr)



PROMOTIONAL PLATFORM FOR SHORT  
SEA SHIPPING AND INTERMODALITY



## The Consortium

Bell Pottinger Business & Brand, **UK**  
Elsag Datamat S.p.A., **Italy**  
Global Policy Institute, London Metropolitan  
University, **UK**  
Irish Exporters Association, **Ireland**  
INLECOM Systems, **UK**  
K-NET S.A., **Greece**  
Senator fur Wirtschaft und Haefen,  
Bundesland Bremen, **Germany**  
Norsk Marinteknisk Forskningsinstitut  
AS, **Norway**  
Nautical Enterprise Centre Ltd., **Ireland**  
Port Authority of Gijon, **Spain**  
Short Sea Promotion Centre of Bulgaria, **Bulgaria**  
Tis.Pt Consultores EM Transportes,  
Inovacao e Sistemas, S.A., **Portugal**  
Compania Trasmediterranea S.A., **Spain**  
University of Turku/Turun Yliopisto, **Finland**  
University of Piraeus Research Centre, **Greece**

For further information, please  
check the web-site [www.props-sss.eu](http://www.props-sss.eu) which will be regularly  
updated with PROPS progress



EUROPEAN  
COMMISSION

## Overview



**PROPS** is a project to promote short sea shipping (SSS) in Europe with a focus on developing a pan-European marketing campaign and greater business networking of intermodal transport stakeholders, including national Short Sea Promotional Centres (SPCs).

It will also develop a website designed to act as a knowledge reference for SSS information. The site will contain an easy-to-use tool to compare commercial e-booking systems, helping users incorporate short sea shipping into a wider inter-modal transport trading network.

The project is funded by the European Commission's Directorate General for Transport & Energy, under the Seventh Framework Programme, and builds on previous EU and national activities to promote short sea shipping.



## PROPS Objectives

To provide business networking support for the European Network of Short Sea Promotion Centres and individual SPC members in order to:

- Increase SPCs' efficiency and cost-effectiveness in promoting short sea shipping in an inter-modal context
- Enable SPCs to take on extra activities to support inter-modal and co-modal transport business networks

To provide new marketing and promotional tools in order to:

- Raise the public profile of short sea shipping and intermodal transport through a pan-European promotional campaign
- Provide publicity tools and materials to enable SPCs to more effectively promote short sea shipping and intermodal transport



## PROPS Approach

The **PROPS** approach will apply existing business network practice to sea-based, inter-modal transport service networks. In particular, PROPS aims to establish the value added by the SSS promotional role in these networks.

Subsequently, business networking support will be provided to the SPCs to help them better fulfil their promotional roles. This approach will then be integrated with the pan-European promotional campaign and the roles that the SPCs will play in this campaign.

