



Grant Agreement No. TREN/FP7/TR/218621/"PROPS"

Overview of EU Research Project PROPS

Promotional Platform for Short Sea Shipping & Intermodality

Project Start Date:	July 1 st 2008
End Date:	June 30 st 2011
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Summary

The development and promotion of short sea shipping has been a priority of the European Commission, endorsed by Member States, over the past decade. To this end the Commission has helped establish a network of Short Sea Promotion Centres (SPCs) for the purpose of achieving both a modal shift from long-haul trucking to waterborne transport, as well as co-modality – active cooperation between modes to achieve optimal transport solutions.

PROPS will provide innovative support for the SPCs to enable them take on an extended role in relation to intermodal transport and to increase their effectiveness in promoting short sea shipping. For this purpose PROPS will develop a powerful methodology for the assistance of Europe's SPCs. The following are the elements comprising the methodology:

- a. A set of **Strategic Supports** addressing competitive, operational and marketing strategies for SSS and intermodality. The Strategic Supports will enable SPCs assist transport operators and will provide SPCs with persuasive material for their marketing functions;
- b. A set of **Tactical Supports** that will help achieve consistent D2D service quality in SSS;
- c. A set of **Training & Process Supports** aimed at increasing the effectiveness of SPCs, focusing on establishing a set of training modules in the application of the strategic, tactical and networking supports for SSS & Intermodality, as well as cooperative core processes for SPCs;
- d. A set of **Knowledge Supports** that encapsulate the operational supports and that will be integrated in a web-based Knowledge Platform and disseminated via the network of SSS Promotion Centres.

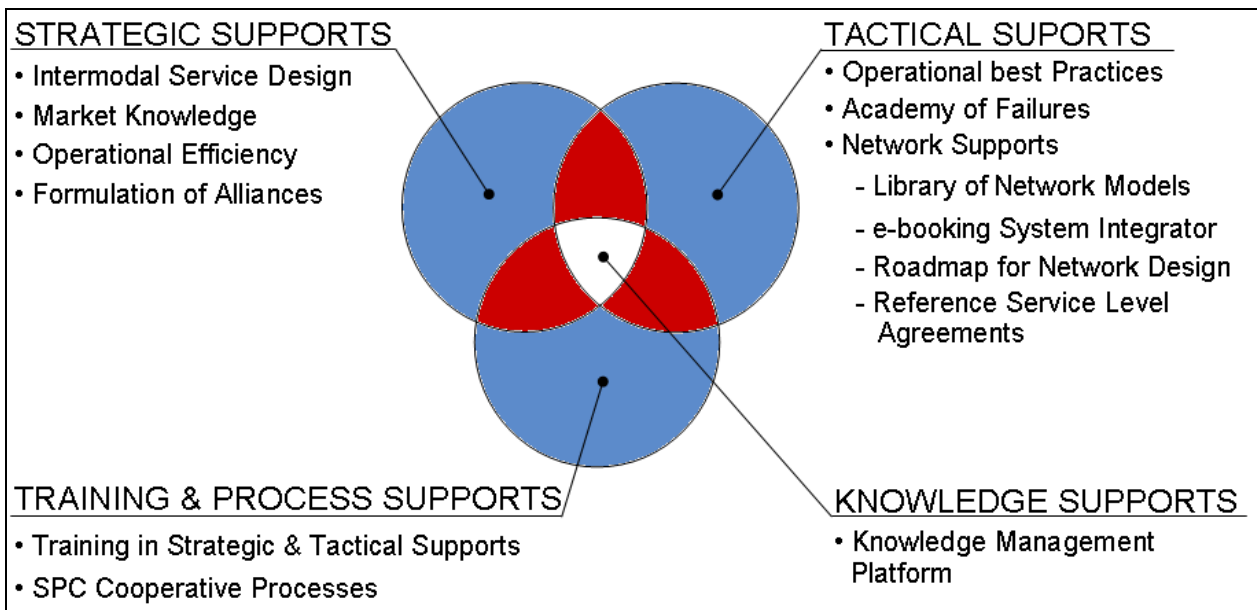


Figure 1 Schematic representation of PROPS Supports for Short Sea Shipping & Intermodality

In addition, PROPS will

- Carry out a series of **stakeholder engagement workshops** in which the SPCs will be fully engaged and that will constitute an important means of interfacing with transport & logistics stakeholders throughout the project;
- Undertake a **Europe-wide dissemination and promotional campaign** aimed at improving the overall image of waterborne transport whilst complementing and extending the ongoing work of Short-sea Promotion Centres (SPCs).

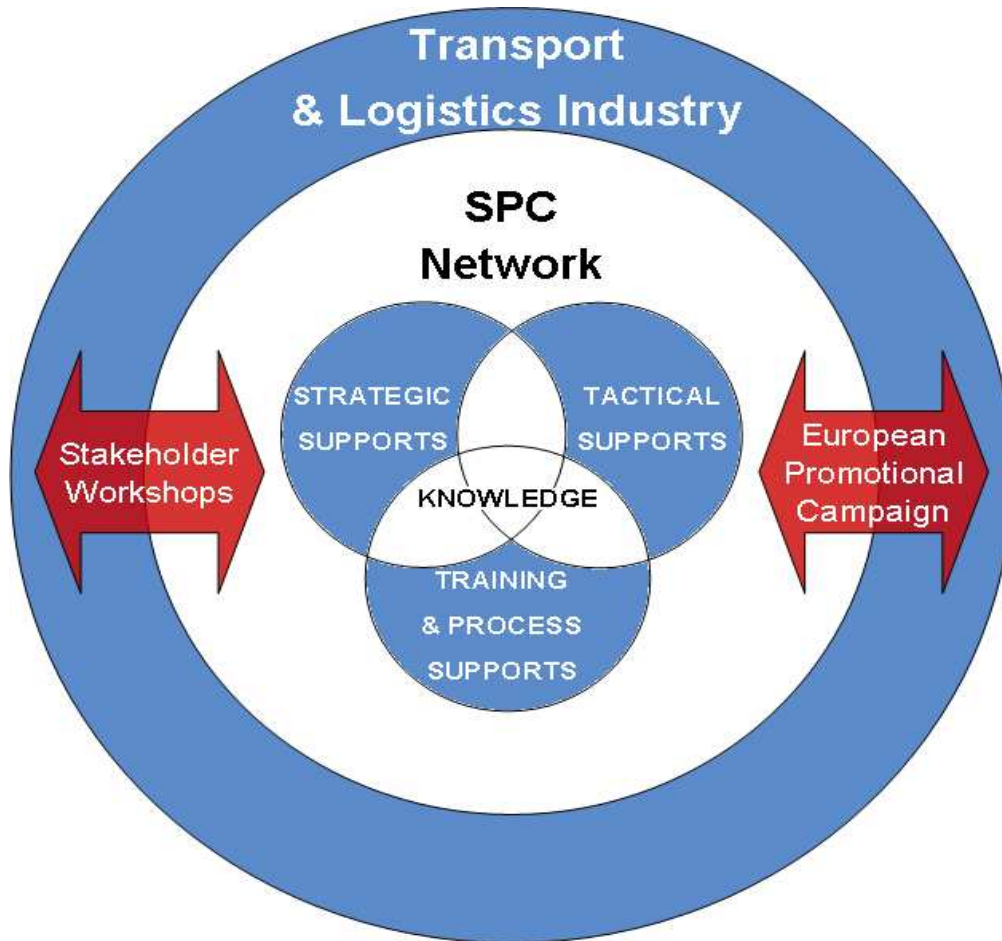


Figure 2 Schematic representation of PROPS interfaces with SPCs and the Transport & Logistics industry

Participants in PROPS:

The project is being coordinated by **Prof. Stratos Papadimitriou of University of Piraeus Research Centre** (stratos@unipi.gr).

There are a total of fifteen organisations participating in PROPS, drawn from ten European states. The project commenced in July '08 in Brussels and its duration is three years.

Participating Organisation	Short Name	Country
University of Piraeus Research Centre	UPRC	Greece
Nautical Enterprise Centre Ltd.	NECL	Ireland
University of Turku / Finnish SPC	UTurku	Finland
Global Policy Institute, London Metropolitan University	GPI	UK
SPC Bulgaria	BSPC	Bulgaria
Port of Gijon Authority	PGA	Spain
INLECOM Systems	ILS	UK
MARINTEK	MRTK	Norway
Bell-Pottinger Group	BPG	UK
TIS	TIS.pt	Portugal
K-NET	KNET	Greece
Elsag Datamat	ED	Italy
Land of Bremen	LB	Germany
Acciona Trasmediterránea	AT	Spain
Irish Exporters Association	IEA	Ireland