



# PROMOTION NETWORK

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## Contents

Introduction.....	3
Scope of the Promotion Network.....	3
Membership, its duties and obligations.....	4
Tools and activities developed by the MultiAPPRO project to be used and further implemented by the network .....	5
Network duration .....	5

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## Introduction

The promotion of intermodality is a unique concept that isn't time limited. Furthermore, considering that part of the freight will always travel on the road, the promotion will always keep its sense and remain an important element for supporting development of intermodality. As stated in the European Commission Declaration (1999), in the **Declaration of Gijon** (2002) and in the **Declaration of Athens** (2014), the development of SSS will be essential to achieve the Europe 2020 objectives for a sustainable and environmental friendly transport policy. Promotion Centres actively operate in 14 countries in Europe and their work is coordinated through the European Shortsea Network, and supervised by the European Commission. They were established by private and public subjects in different percentages, from state to state. In some states, these are public subject associations (SPC Croatia), somewhere they are private subject associations (SPC Greece), while somewhere they are mixed subjects. There are also examples where we have institutions which are directly under a ministry (Italy – RAM - Ministry of finance). Sustainability is possible in all these alternatives, depending on the local situation and the political will. For this reason, the aim of this Promotion Network will be provision of support to establishment of promotion centers for countries where these organisations do not exist.

## Scope of the Promotion Network

Main goal of this Promotion Network established within the MultiAPPRO project is supporting the creation of new promotion centres that would join the currently active ones in a coordinated work through the European Shortsea Network.

This goal is fully in line and interlinked with the overall objective of the MultiAPPRO project which is to foster the development of intermodal transport in the Adriatic-Ionian region. The aim of the project is to create the conditions for a sustainable growth and remove the lacks of the current development of intermodal transport on more levels and in this case it is related to boosting Shortsea Shipping and Motorways of the Sea system within the region. In order for intermodal transport to become a competitive mode of transport, it is necessary to raise the consciousness of users, with regard to its advantages for society (stress, noise, etc.) and the environment (CO<sub>2</sub>, SO<sub>x</sub>, itd.) which has been implemented through a series of activities within the MultiAPPRO project and by its partners which constitute this Promotion Network.

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## Membership, its duties and obligations

Members of the established Promotion Network are partners of the project MultiAPPRO consisting of public and private institutions all representing transport sector stakeholders as public authorities, non-profit organisations, ports and transport operators. Members of the Promotion Network are:

1. Intermodal Transport Cluster (HR) *represented by Mr. Marijan Cukrov*
2. National Technical University in Athens (GR) *represented by Mr. Zhang Anming*
3. Piraeus Port Authority S.A. (GR) *represented by Mr. Dimitrios Spyrou*
4. Port of Ploče Authority (HR) *represented by Mr. Tomislav Batur*
5. Intermodal Logistics Training Consortium (IT) *represented by Mr. Michele Gottardi*
6. Ministry of infrastructure (SI) *represented by Mr. Jernej Vrtovec*
7. Port of Bar Holding Company (ME) *represented by Mr. Vladan Vučelić*
8. Institute of Transport (AL) *represented by Ms. Ina Lucaj*
9. Codognotto Holding (IT) *represented by Mr. Flavio Codognotto*

Members of the network shall:

- Contribute to the continuation and development of what is started within the project with the resources and means at their disposal in order to achieve the set goal,
- Invest available efforts for further implementation of activities based on what is achieved by the project,
- Inform other members of the Network about the work in progress and activities performed for the purpose of achieving the common goal,
- Share all the information and data useful for the purpose of the Promotion Network.

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## Tools and activities developed by the MultiAPPRO project to be used and further implemented by the network

Members of the Promotion Network have implemented activities and developed tools which support the main goal of this network as stipulated in the Chapter 2 of this document. In order to provide support to the creation of new promotion centers members have within the work package T2 Sustainable promotion of intermodal transportation finalized two deliverables T2.1.1. Concept of promotion centers and T2.1.2. Guidelines for the establishment of new promotion centers which are herewith provided as the Annex I and Annex II.

Furthermore, members of the Promotion Network have within the MultiAPPRO project created a promotion plan which includes an overview of coordinated promotion measures and activities at the level of all countries. Furthermore, within activity T2.3. members have within MultiAPPRO project implemented a series of direct and indirect promotion measures, some of which have directly promoted development of Shortsea Shipping and MoS concept and indirectly have supported opening of new centres. These activities also included direct communication and cooperation with the existing Shortsea Promotion Centres functioning within the European Shortsea Network which were contacted and their feedback is included in the abovementioned Guidelines.

### Network duration

Members agree to participate and maintain the Promotion Network and participate in the related activities the entry into force of the present document with the intension to continue its activities after the lifetime of the project.

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## Letter of support for MultiAPPRO output Promotion Network

Dear Sir/Madam,

Hereby I am writing in my capacity as legal representative of my institution to express our support to establishment of Promotion Network organized within MultiAPPRO project funded under Interreg ADRION programme.

We, as project partners, support the goal of this Network as stipulated in this document.