



MARCO POLO
NEW WAYS TO A GREEN HORIZON

Marco Polo

New ways to a green horizon

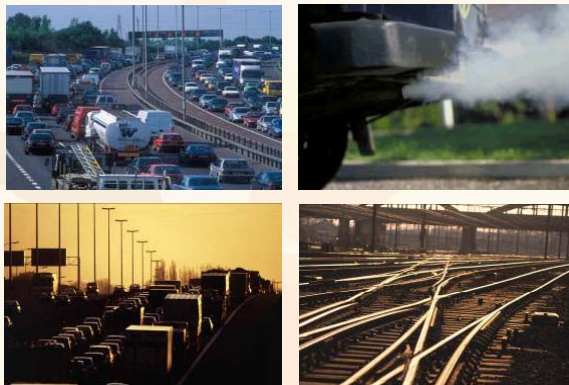
Denise Kwantes
Project Officer
Executive Agency for Competitiveness & Innovation (EACI)

AGORA Final Conference, Frankfurt, 9 November 2010



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The problem to tackle...



There is a more sustainable way...





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Marco Polo Programme Overview

Objective:

- Provide financial assistance to projects which shift freight off the road (modal shift) & avoid traffic on the road (traffic avoidance)

Eligibility:

- Business-driven projects
- Transport services only
- European undertakings + Iceland, Norway, Liechtenstein & Croatia
- European dimension (route, European added value)
- Start-up of action in specific timeframe
- Loss-making in the first years but viable in long term



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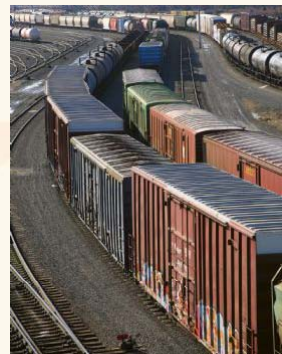


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Modal Shift Actions

- Shifting freight off the road to:
 - Short-sea shipping
 - Inland waterways
 - Rail
- Most popular type → 80% of projects
- Max subvention duration = 3 years
- Threshold: 60 mln tkm/year*

* 13mln for IWW



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Catalyst Actions

- Overcoming structural market barriers
- Highly innovative: causing a real breakthrough
- Not tackling unique or company specific problems
- Shifting freight off the road
- Duration: from 3 up to 5 years
- Threshold: 30 mln tkm/year



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Motorways of the Sea Actions

- Combination of short sea shipping with other modes of transport
- Door-to-door service over long distances
- Innovative at European level & intermodal integration
- Relate to TEN-T Cat. A ports
- Duration: from 3 up to 5 years
- Threshold: 200 mln tkm/year



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Traffic Avoidance Actions

- Appealing to industry beyond transport sector
- Innovative integration of transport into production logistics
- Higher efficiency in international road transport
- Innovative aspect
- No adverse impact on production output or workforce
- Duration: from 3 up to 5 years
- Threshold: 80 mln tkm/year



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Common Learning Actions

- Promote intermodal solutions
- Enhance knowledge in freight logistics
- Share best practices
- Foster advanced methods of cooperation
- Training and know-how sharing
- Max subvention duration = 2 years



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Example CLA: AGORA

AGORA

- Common Learning Action (Call 2008)
- Duration of project: 1 Jan 2009 – 31 Dec 2010
- Partners: Rail Cargo Austria AG (lead partner) and 13 other companies

Lead Partner Rail Cargo Austria AG 	Baltic Rail Gate GmbH 	BILK Kombiterminal Co Ltd 	Deutsche Umschlagsgesellschaft Schiene-Strasse (DUSS) GmbH
Interferryboats NV 	Interporto Bologna SpA 	Kombiverkehr GmbH & Co KG 	KTL Kombi-Terminal Ludwigshafen GmbH
Linz Service GmbH 	Neuss Trimodal GmbH 	Rail Service Center Rotterdam 	Terminal Graz Süd GmbH & Co KG
UIC – International Union of Railways 	WienCont Management GmbH 	Subcontractor KombiConsult GmbH 	



Example CLA: AGORA

AGORA

- Objectives:
 - ▶ improving management capabilities of intermodal terminal operators
 - ▶ increasing capacity by innovative operational measures
 - ▶ creating awareness of terminal capacity enlargement needs



Example CLA: AGORA



■ Deliverables:

- ▶ Project website,
- ▶ good practice manual,
- ▶ Seminars
- ▶ etc.



AGORA
Marco Polo Common Learning Project
Intermodal Terminals

Final Conference
„Efficient Interfaces for Intermodal 40ft“
November 5, 2010, 10:00-16:00
Hotel Metropol Plaza Frankfurt City
Galeriestrasse 3
60327 Frankfurt am Main

Language: English and German (simultaneous interpretation)

Agenda

10:00 Registration / Coffee

10:30 Welcome and Introduction
Support of intermodal AGORA by Denise Kasper, EACI and User Stakeholders, Karm/Consult

10:45 Terminals are key to intermodal growth
Political expectations on the intermodal industry by Dr. Sabine Grossen-dier, Federal Ministry of Transport, Building and Urban Development
Report on Conference Frankfurt 05.11.2010 by Sandra Gellert, UIC
Discussion moderated by Florian Marler

11:30 Good practices for management of intermodal terminals
Experiences of AGORA partners presented by the terminal managers
Publication of a good practice handbook

12:30 Intermodal coordination of terminal improvements
Appointment of the terminal steering group and terminal portal by AGORA partners

13:15 Joint Lunch

14:30 Benchmarking of intermodal terminals
Introduction of the Performance Indicators for measuring efficiency and quality of service by User Stakeholders, Karm/Consult followed by a moderated discussion

15:45 Resumé

16:00 End of conference

This Conference is performed in the framework of the Marco Polo Common Learning 40ft by the AGORA Partners and organized by the UIC.

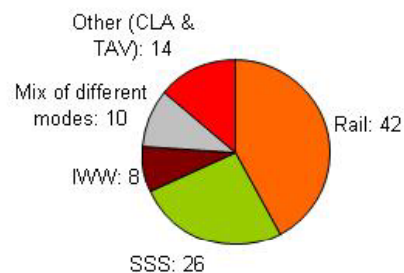



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Call 2010 type of actions proposed (total = 100)

Modal Shift actions	79%
Common learning actions	11%
Motorways of the Sea actions	6%
Traffic Avoidance	3%
Catalyst actions	1%



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Want to know more?

Website: <http://ec.europa.eu/marcopolo>

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Tel.: +32 2 29 50924



Many helpful tools on the MP website:

- Call text, model contract, templates
- Checklists
- FAQs
- Marco Polo calculator
- What not to do...



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