



# PROPS- Promotional Platform for Short Sea Shipping and Intermodality

## Project Details

Funding Programme: 7th Framework Programme (FP7)  
 Sub-Programme: Cooperation, Theme 7: Transport  
 Funding Scheme: Small to medium scale collaborative project  
 Project Duration: 36 Months (2008-2011)  
 Total Project Value: €2.5m  
 EU Grant-Aid: €2.5m  
 Funding to Ireland: €320,078  
 Website: <http://www.props-sss.eu/>



## Project Description

The PROPS Coordination Action builds on previous EU and national activities undertaken to promote and develop short sea shipping individually and as part of multi modal logistic chains. The goal is increased use of short sea shipping, leading to modal shift from long-haul road freight to sea supporting the sustainable development of European transport.

PROPS aims at working closely with the Short Sea Promotion Centres (SPCs) to develop practical tools to assist with their promotional activities and with extending their operations to encompass inter-modal and co-modal transport.

PROPS will introduce an effective methodology to support intermodal stakeholders achieve the quality of services that end-users require and to confidently market these services throughout Europe. The elements comprising the methodology are:

- a set of *Strategic Supports* addressing competitive, operational and marketing strategies to convince shippers to shift to SSS services and to provide persuasive material that will enable a promotional campaign to improve the image of SSS;
- a set of *Tactical Supports* that facilitate the implementation of SSS promotion strategies;
- a set of *SPC-specific Supports* aimed at increased efficiency of SPCs, focusing on processes for collaboration between SPCs and managing performance and risk indicators.

<b>Project Partners</b>	
Project Coordinator	Alliance of Maritime Regional Interest in Europe (AMRIE)
Ireland	Nautical Enterprise Ltd Irish Exporters Association
UK	Sea and Water Inklecom Systems Ltd. Bell Pottinger Group
Spain	Port Authority of Gijon Compañía Trasmediterránea
Finland	University of Turku
Bulgaria	Bulgarian Shortsea Promotion Centre
Norway	Norsk Marinteknisk Forskningsinstitut AS
Portugal	TIS.pt, Consultores em Transportes, Invação e Sistemas, SA
Greece	University of Piraeus Research Centre K-net Consultancies Services, Educational and Commercial Company
Italy	ELSAG S.p.A.
Germany	Senator für Wirtschaft und Häfen, Bundesland Bremen

### **Irish Contact:**

Gerry Trant,  
 Nautical Enterprise Ltd,  
 Ballineadig Lodge,  
 Farran,  
 Co. Cork,  
 Ireland.

T: + 353 21 743 1982  
 E: [moreinfo@necl.ie](mailto:moreinfo@necl.ie)  
 Web: [www.necl.ie](http://www.necl.ie)