

Future Directions Towards Real Projects

Improving the Accessibility of Places in the North Sea Region Seminar on Priority 3

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What does „accessible“ mean?

1. providing access
2. a) capable of being reached *<accessible by rail>*; also being within reach *<goods at accessible prices>*
b) easy to communicate or deal with *<accessible people>*
3. capable of being influenced : open *<accessible to new ideas>*
4. capable of being used or seen : available *<the collection is not currently accessible>*
5. capable of being understood or appreciated *<the author's most accessible stories>* *<an accessible film>*

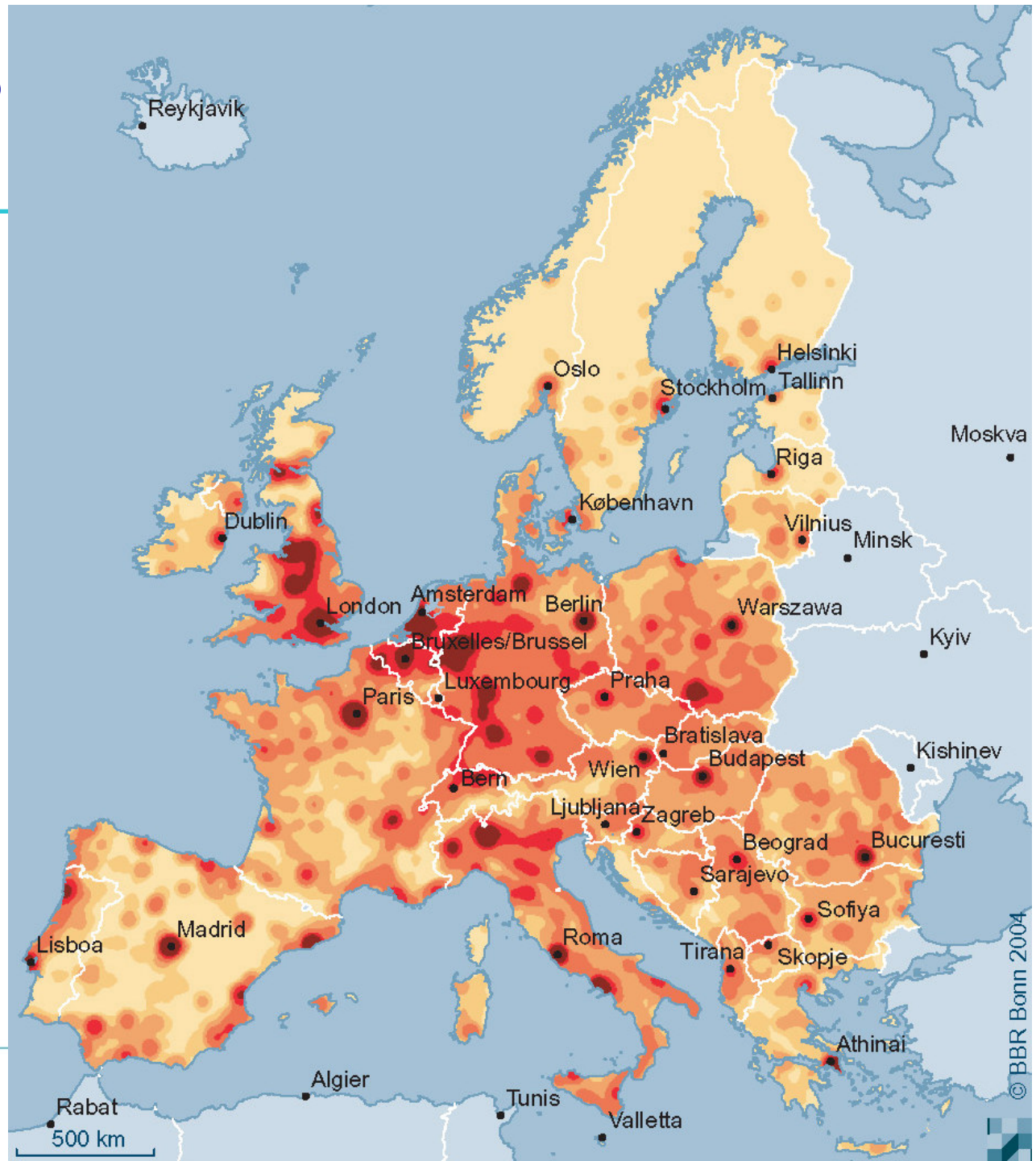
What helps to improve **accessibility**?

- **transport** (infrastructure)
- **communication** (technology)
- **information** (technology)
- **education**

What is possible?

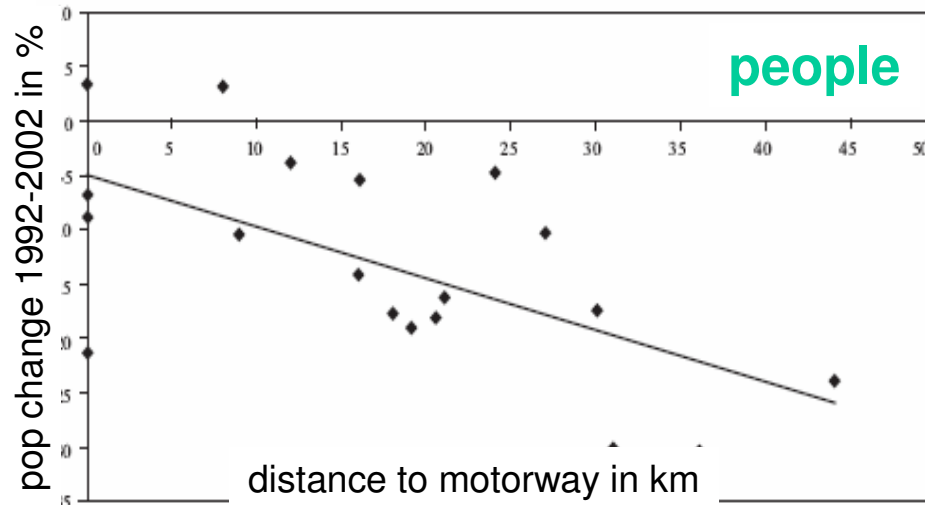
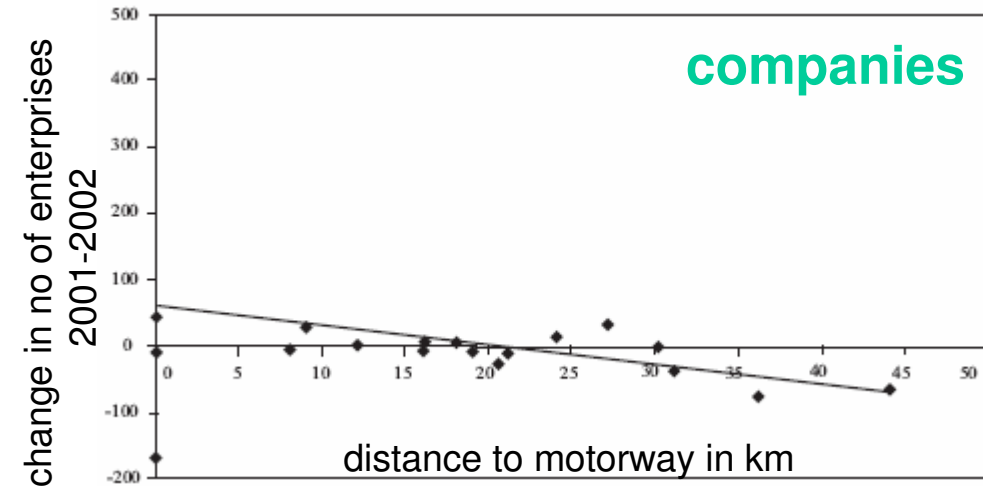
Population density in 2000 (inhabitants/km²); range <25 - >500

ECTL
European Centre for
Transportation and Logistics



transport links for economic growth?

A review of studies on location effects of *road transport infrastructure investment* in Eastern Germany



Framework for activities

Lisbon

1. making Europe a more attractive place to invest and work
2. knowledge and innovation for growth
3. creating more and better jobs

Gothenburg

„in the long term, economic growth, social inclusion and environmental protection must go hand in hand“

INTERREG:
The Future is **now!**
Gothenbon / Lisburg

= responsibility for sustainability at all levels at all times

What does that mean for accessibility / mobility?

Important questions include:

- What is already there?
- What is being done with that?
- How sustainable is that?

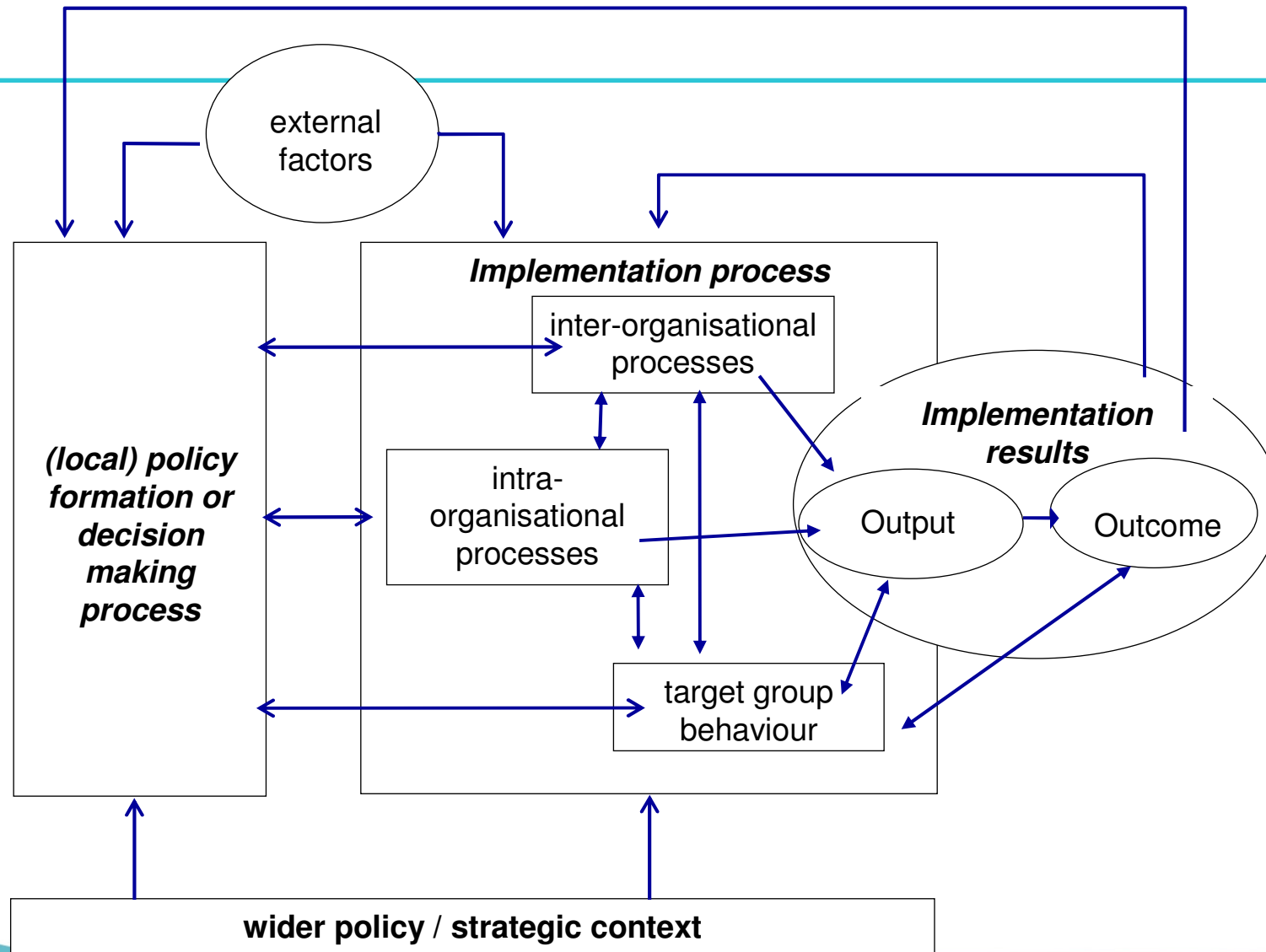
- What else is desired? By whom?
- What would be needed to achieve that?
- How sustainable would that be?

- How could it become more sustainable?

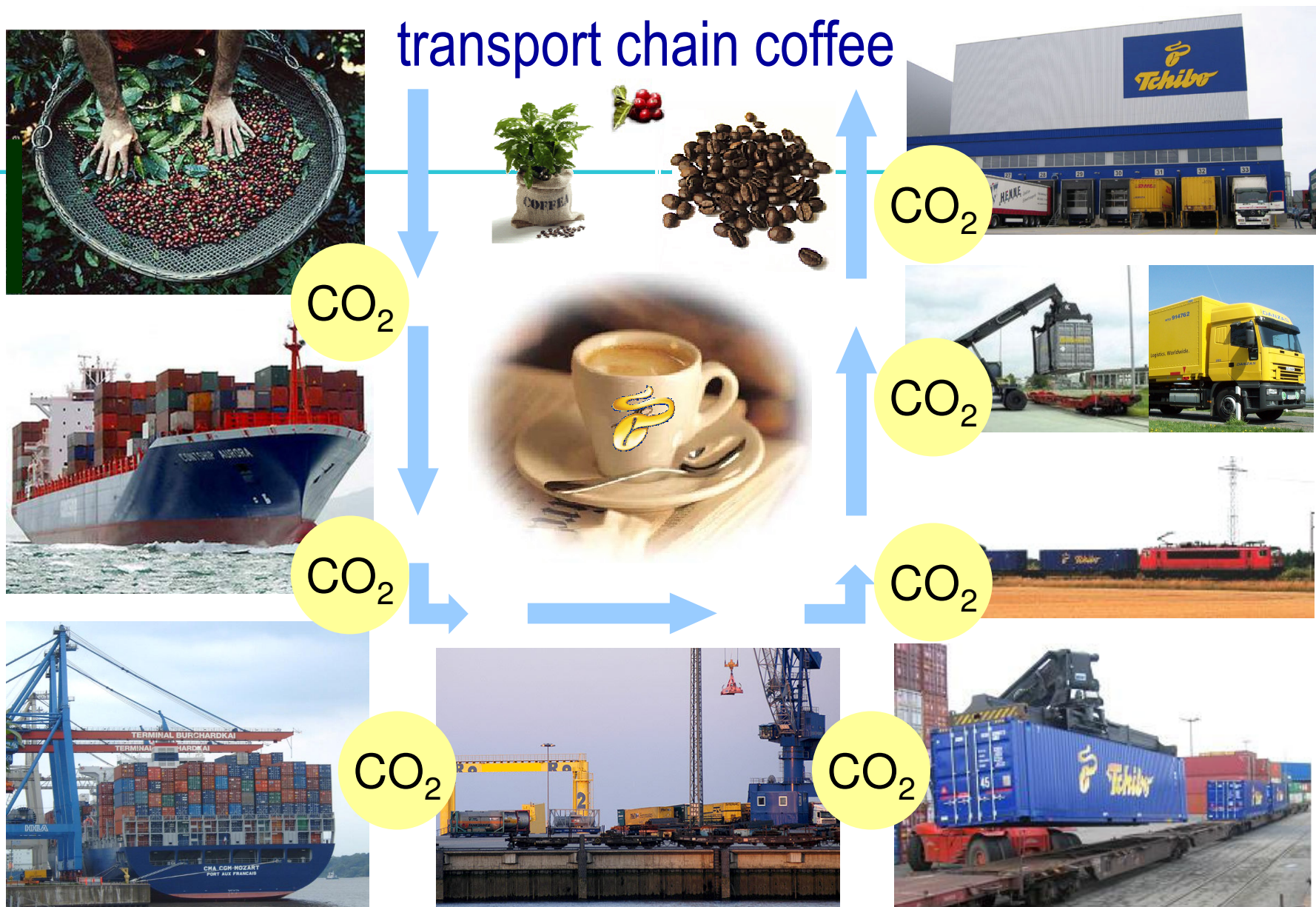
Innovation

- *Why* do we do *what* we do and *the way* we do it?
- Scenarios: What, if the parameters changed (drastically)?
 - e.g. energy prices
 - e.g. geographical accessibility (e.g. [UN RoRo](#))
 - e.g. rules and regulations
 - e.g. public opinion / consumer pressure
- >> risk management, contingency planning (e.g. [Flensburger Ship Yard](#))
- Problem: project structures focus on *pre-defined tasks* and *work packages* as well as *outputs* – *while innovation can be closely related to failure and might require trial and error!*

Knowledge Transfer

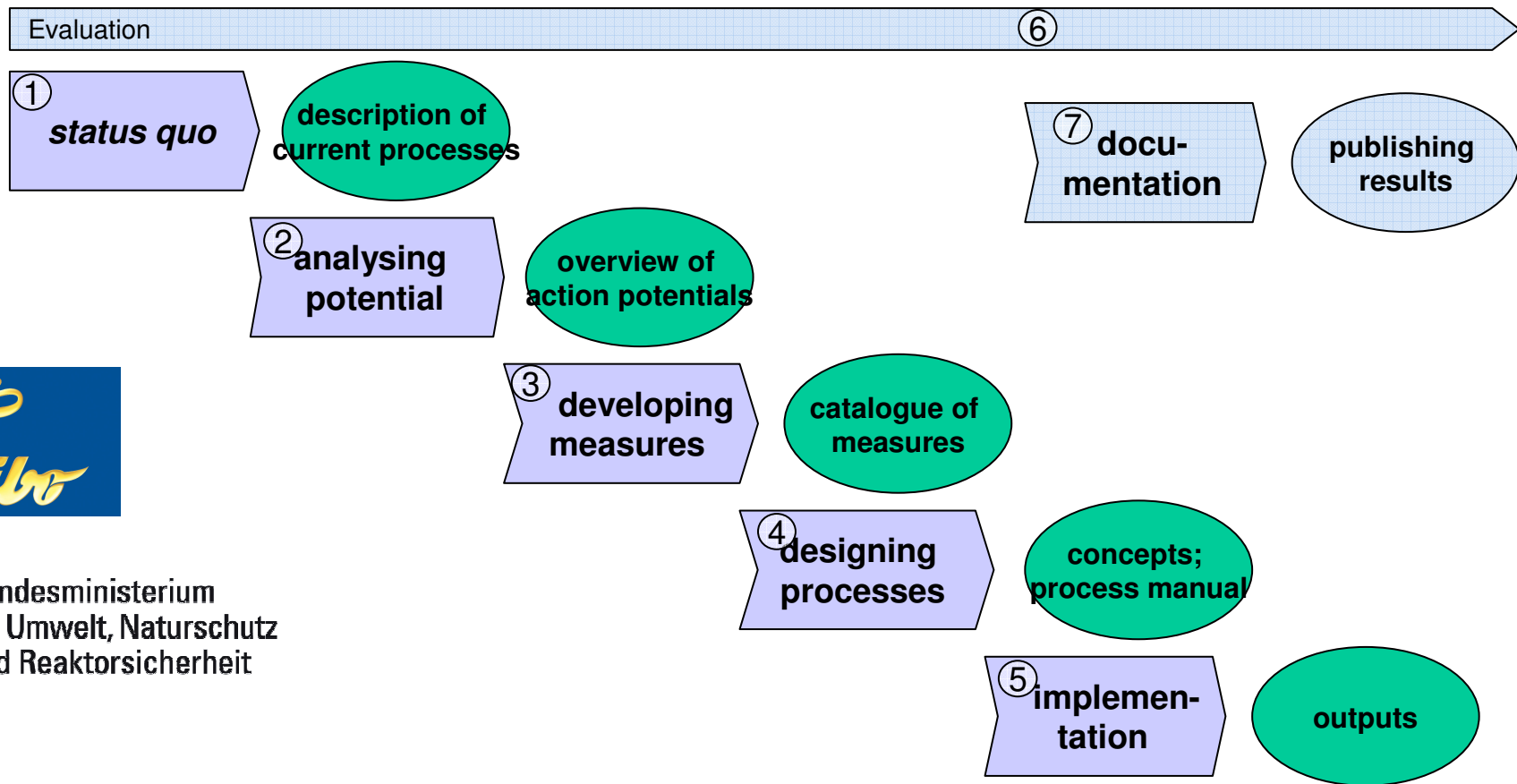


transport chain coffee

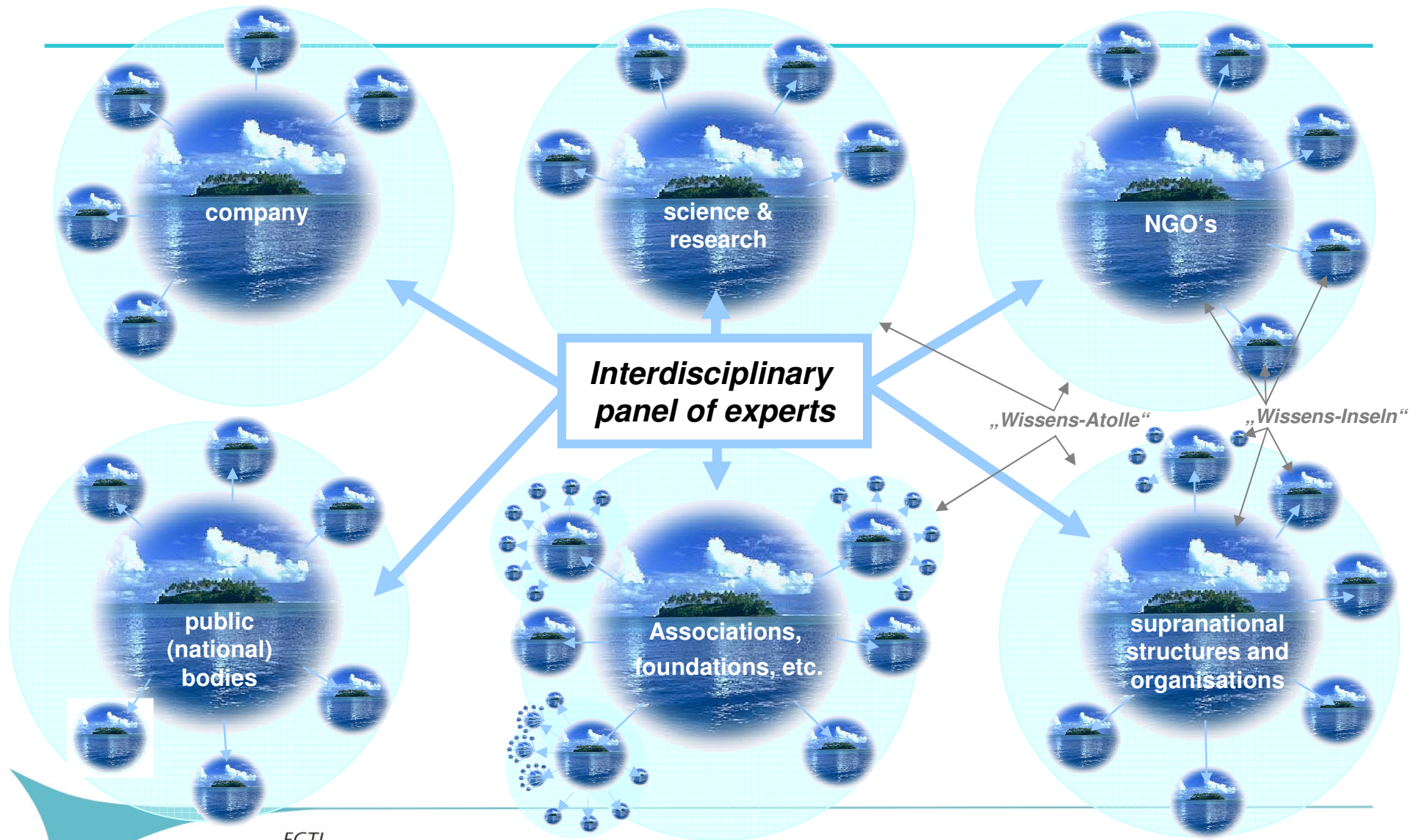


Project: LOTOS - Logistics Towards Sustainability

company oriented optimisation of logistical processes according to sustainability criteria (CO2)



Making systematic use of potential for increases in sustainability by linking „islands of knowledge“



Objectives of this priority

- to promote regional accessibility strategies
Who defines the needs? Who benefits from the solutions?
- to promote the development of multi-modal and transnational transport corridors
Are modes developed in parallel or in sequence?
What does „development“ mean?
- to promote the development of efficient and effective logistics solutions
Which parameters are considered?

See the whole picture, tell the whole story



UN RoRo Istanbul/Çesme - Trieste

Source: Ian Buchanan, SUTRANET Conference, Orkney, Feb. 2007



Source: Broder Hinrichsen, SUTRANET Conference, Orkney, Feb. '07

Flensburger Shipyard, Germany

