



PLEASURE

Port logistics' value added services supporting accessibility to regions

Project short description

Gothenburg, May 2009

Hartmut Beyer

UNICONSULT Universal Transport Consulting GmbH





Lack of logistics' value added services within port regions

Insufficient ro/ro port hinterland accessibility by rail

Insufficient sea accessibility by ro/ro liner connections

Main objective of PLEASURE

To develop ferry and ro/ro ports towards more valuable and innovative logistics hubs in order to foster the accessibility of port regions from the hinterland and from the sea

PLEASURE

The Perfect Ferry/ RoRo Port Region

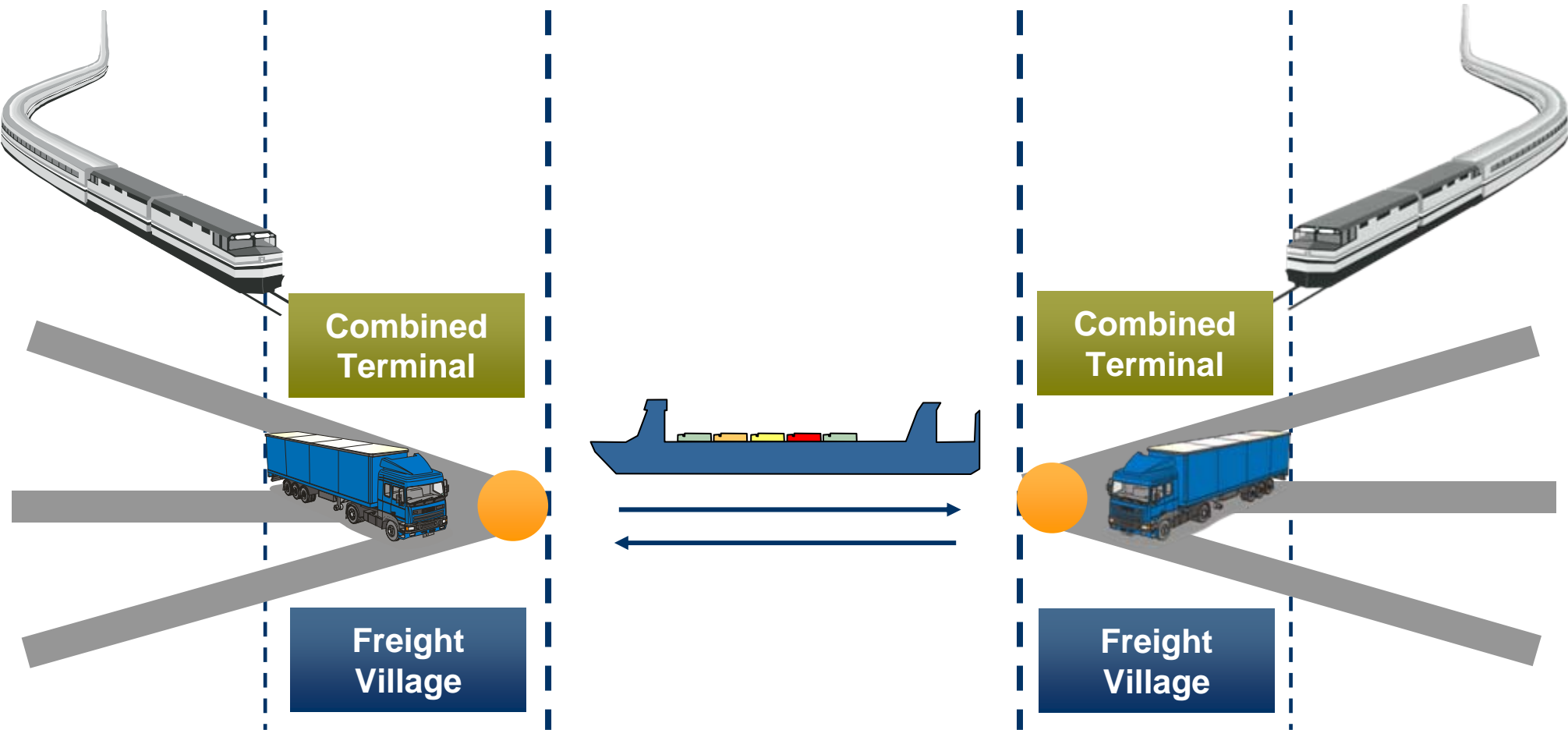
Hinterland

Ports / Regions

Ferry and Ro/Ro connections

Ports / Regions

Hinterland



Specific objectives

- To identify potential of value added services (VAS) in the North Sea-region and their activation for port located areas by create an information basis and traffic model,
- To enhance investments in ports and commercial areas to build up freight villages and intermodal terminals
- To develop strategies and measures to set up more frequencies and destinations on the sea and hinterland connections

Core partners (public)

Ferry Ports Authorities

Regional Authorities

Economic Development Agencies

Associated Partners

Ferry operators

Logistic Providers

Shuttle train operators

Partnership

- 1 lead partner plus 10-15 partners (out of approx. 5 regions)
- Triple-helix: each region with 2-3 partners (ports, regions / business development corporations, universities etc.)



Possible Outputs & Results

Possible Project Outputs (selection)

1. A database to visualise the relevant logistic players, cargo volumes, structures and flow, sources and final destinations
2. Potential market analysis on logistic villages, new ferry connections and new shuttle train destinations
3. Pre-Investment studies on intermodal terminals, ferry terminals, logistic villages
4. Guidelines for political and economic decision makers

Possible Project Results (selection)

- 1 new ferry liner connections
- 3 new logistic settlements in participating port
- 500 additional jobs within the logistics industry
- 2 combined terminal concepts elaborated
- 2 new shuttle trains in operation
- Investments of 50 m EUR
- 4 % increase in regional purchasing power



Funding

- Preliminary budget €2 - 3m

Schedule

- Project duration of 24 months
- Aiming at 5th call of INTERREG IV B NSR (expected for the beginning of 2010)

Project- Development by UNICONCONSULT

Priority

- **Improving the accessibility of places in the NSR** - To promote the development of efficient and effective logistics solutions

