



Formula for umbrella cooperation between projects dealing with green transport

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The understanding of umbrella function



Source: www.promoslogos.com

- **Purpose:** synergies between green transport projects and pan-Baltic transport development initiatives towards 'BSR blueprints' (cf. the BSR Programme document)
- **Scheme:** inspiration for corridor projects from the overall BSR level → own work → generalised transport development solutions, customised to the BSR specificity
- **Actors:** relevant projects in the BSR, North Sea & Barents Sea programmes + interested CBC programmes
- **How:**
 - joint debates on horizontal measures to help create an integrated transport system in the BSR
 - joint dissemination of outcomes to the shared target audience
 - harmonised strategic documents (action plans, manuals, guidance reports etc.)



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Regular umbrella meetings



Source: athome.allentate.com

- Progress in working with the green corridors concept
- Reviews of the Baltic Transport Outlook work
- Innovative transport solutions
- Joint dissemination of outcomes
- Input to the TransBaltic regional action plan - accumulating outcomes at the pan-Baltic level
- Cooperation with the North Sea Region Programme and cross-border projects
- Approach to the upcoming thematic cluster offered by the BSR Programme

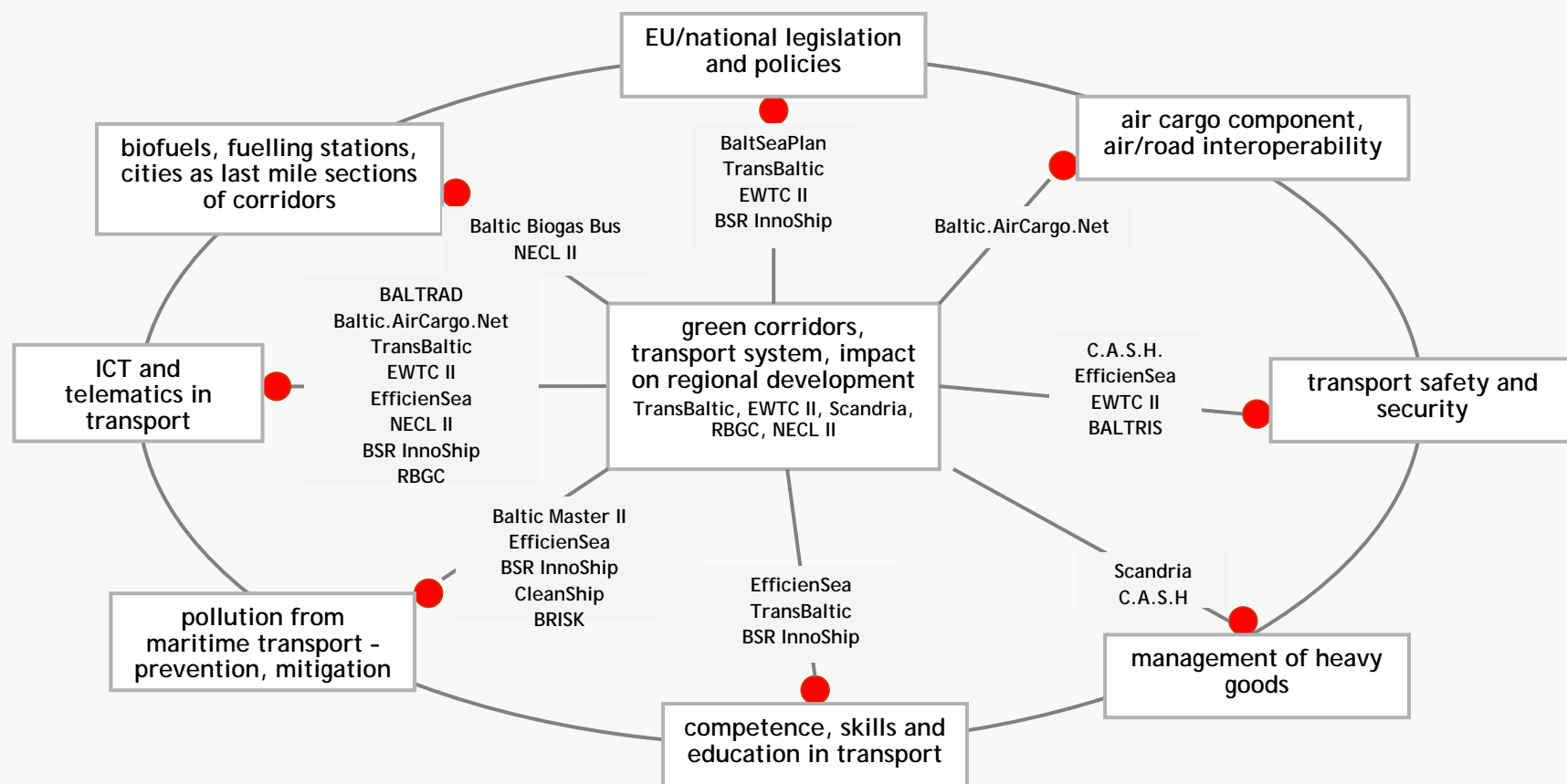


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Mapping of thematic synergies



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TransBaltic Conference 2011

- 98 participants from 12 countries
- 52% public sector; 16% private sector; 28% research sector
- Featured: business solutions (WP5), BPO, India, North America
- Panel session: green transport scenario (pan-Baltic organisations)
- Panel session: advice to TransBaltic in further work (DG MOVE, DG REGIO, NIB, business, research)
- Mentimeter voting



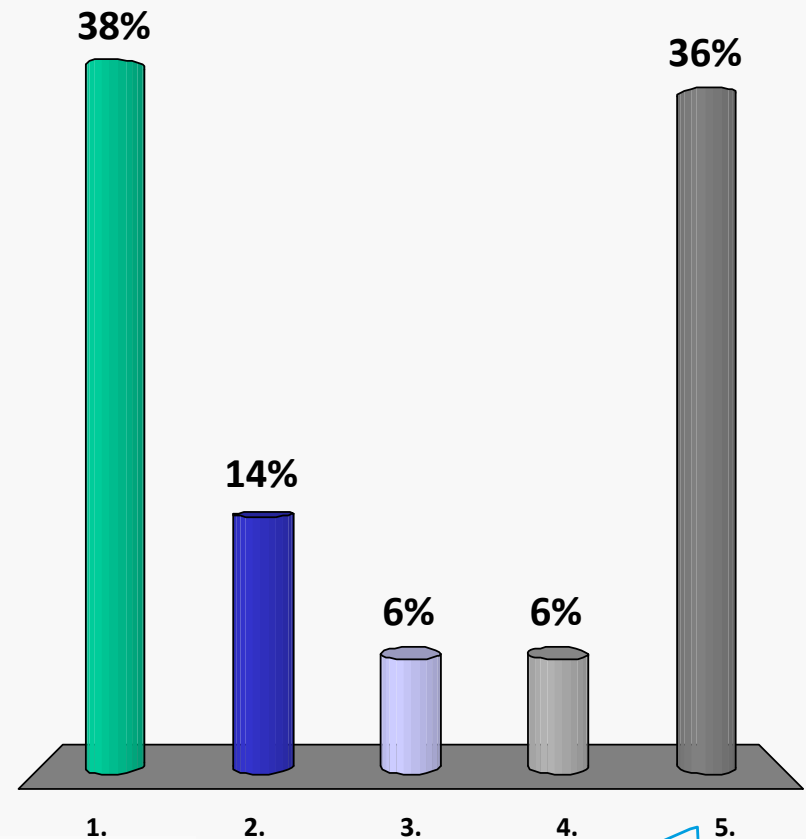
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Q1: Which of the following components seems weakest in the BSR and requires particular public policy attention?

1. **Transport** network **links** (roads, rails etc.)
2. **Interchange**/transshipment **points** (ports, airports, stations, logistics terminals etc.)
3. Transportation and logistics **services**
4. Traffic control and management **technologies** (ITS, monitoring etc.)
5. Operational **rules, skills and cooperation schemes** (administration-business-academia)



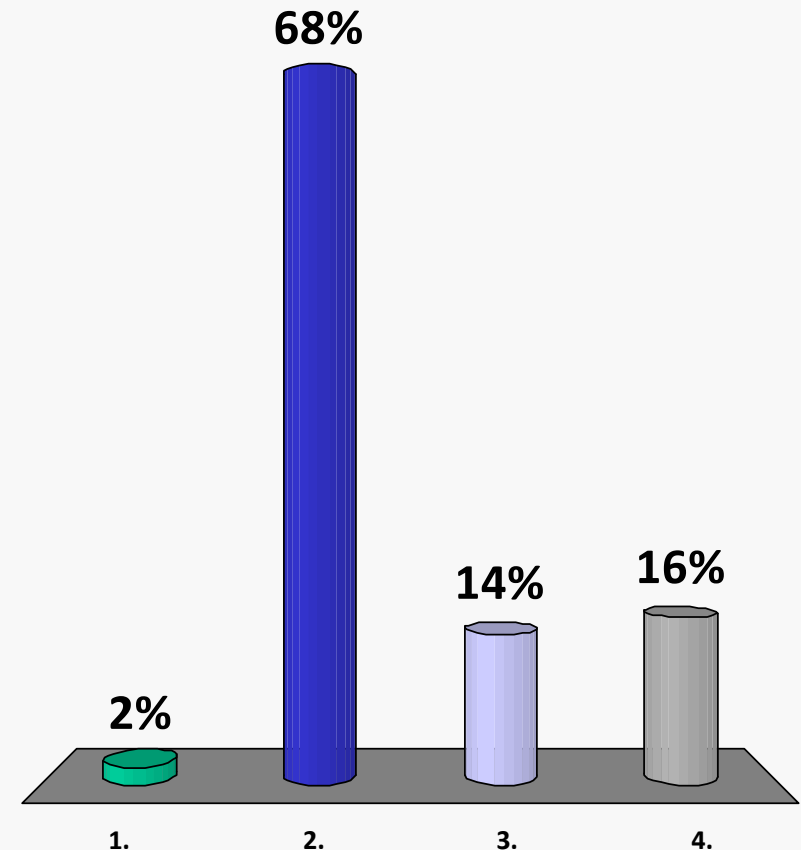
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Q2: Is there any geographical divide in the performance quality of these components?

1. **Not** visible
2. Visible difference **between old** BSR-EU Member States **and new** BSR-EU Member States **plus** EU eastern **neighbours** (Russia, Belarus, Ukraine)
3. Visible difference but only **between** the **EU** and its eastern **neighbours** (Russia, Belarus, Ukraine)
4. Visible difference but rather **between SW and NE parts** of the BSR, irrespective of the EU membership status



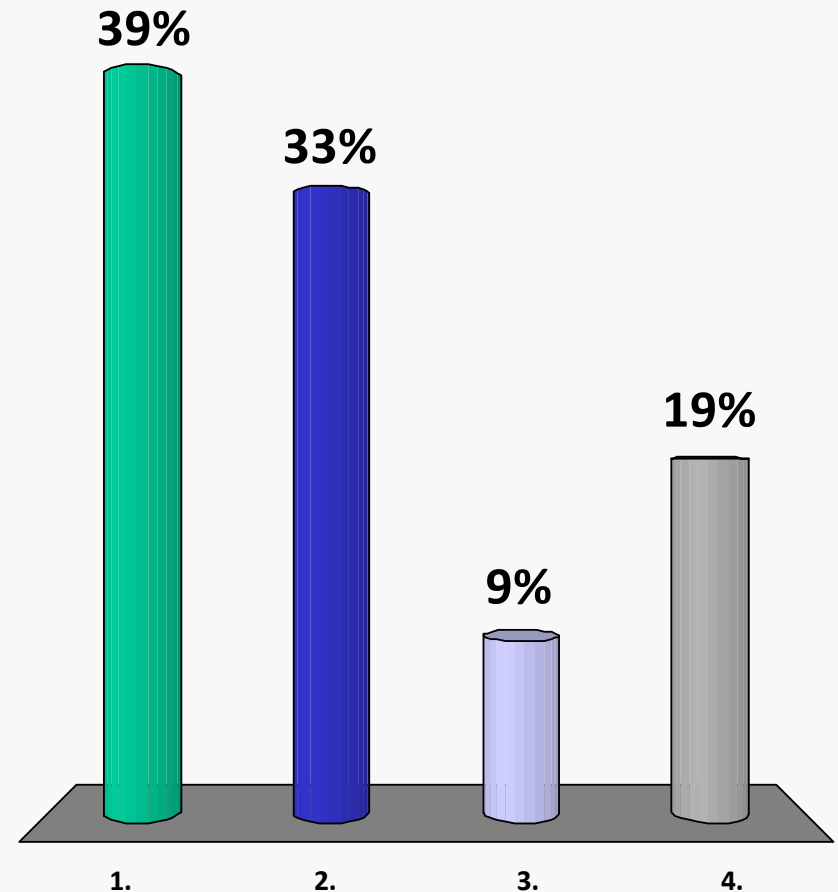
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Q3: Which pre-requisites could support the green scenario the most?

1. Positive **market response** to new 'greening' tax and fiscal regulations
2. Coordinated **policy support**, leadership and stakeholder involvement across the BSR
3. Good uptake of green transport solutions in the **new EU Member States and the EU neighbouring countries** (Russia, Belarus, Ukraine)
4. High **societal awareness** for green services and products



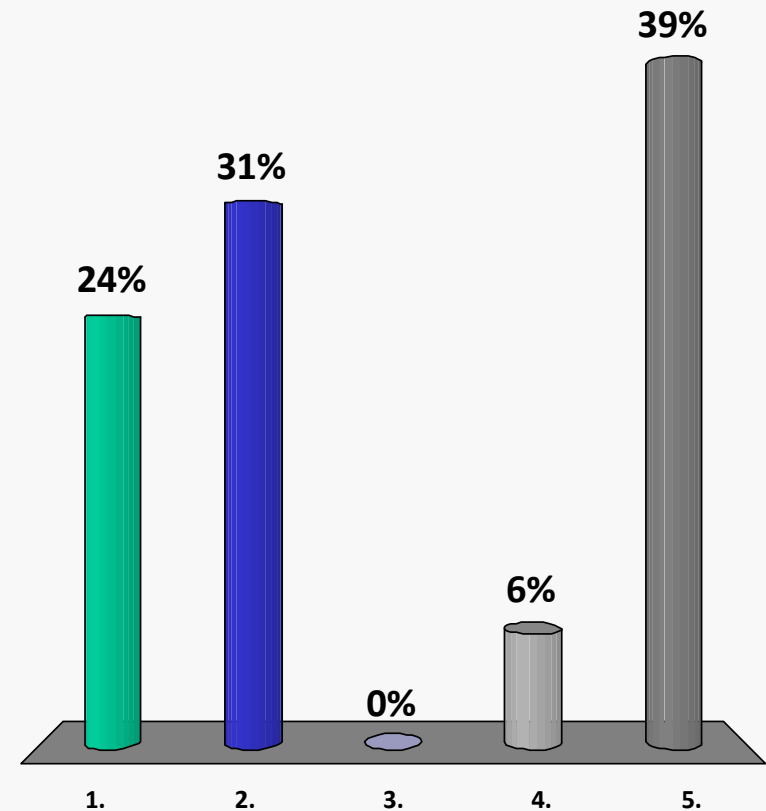
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Q4: Which public policy measure seems most crucial to achieve the green and sustainable transport system in the BSR?

1. **Infrastructure** investments to improve network capacity
2. Harmonisation of transport **regulations** between the EU and the EU eastern neighbours (Russia, Belarus, Ukraine)
3. Working with transport **safety and security** issues
4. Education and promotion of 'green' **behaviour**
5. Support for new **technologies** (vehicles, information systems, fuels etc.)



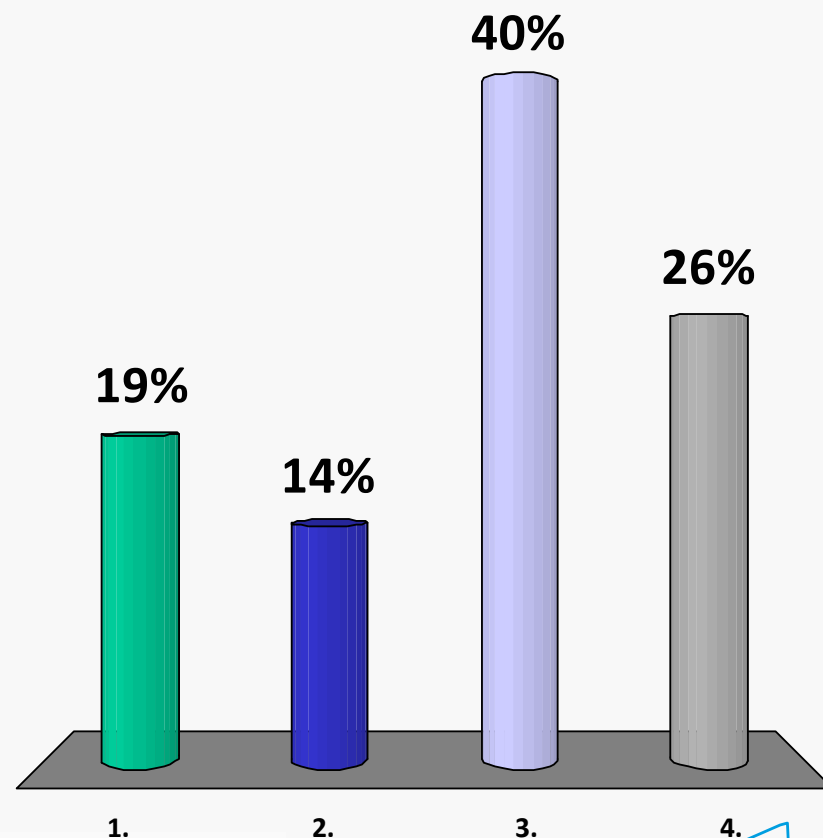
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Q5: Which of the options below seems most promising to secure credibility of TransBaltic outcomes?

1. Clear **proposals to** better adjust **EU** transport policies to the specificity of the BSR
2. Good solutions to concretise the **green corridors** concept
3. Tangible regional **action plan** with hard/soft measures and financing options to improve internal and external accessibility of the BSR
4. Active market involvement in the implementation of **business concepts** in WP5



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Regional transport action plan by TransBaltic

- Requested in the **Joint Resolution** of the TransBaltic partner regions, Skellefteå, 11 May 2011
- **Joint product** of all TransBaltic partners + **inputs** from allied projects and stakeholders
- A **follow-up** to the Baltic Transport Outlook and **reference** in revision of the EU Baltic Sea Strategy
- Integrated multimodal transport system in the BSR from the **sustainable regional growth perspective**
- Infrastructure measures, logistics, ITS, transport management and skills, financing options
- Presentation and adoption of the action plan at the **TransBaltic Conference 2012**



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Thank you for your attention!

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