



Shaping inland waterway transport policy

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A more efficient and sustainable European transport system needs a strong inland navigation sector to meet the challenges ahead like reduction of greenhouse gases, scarcity of fossil fuels and further globalisation. For more than 21 months PLATINA has been a driving force in the implementation of NAIADES, the European Action Programme to promote inland waterway transport. This newsletter contains an overview of recent project results such as the second edition of the PLATINA Good Practices Report, the Innovation Database, the development of a concept for Standards of Training and Certification in Inland Navigation (STCIN), the newly launched RIS Information Portal and other important forthcoming activities. For details, please visit www.naiades.info, the

prime information portal for inland navigation set up and run by PLATINA.

PLATINA not only supports current European IWT policy by implementing defined priority actions. With its work, PLATINA also carries out important co-ordination actions and delivers strategic input to shape future European inland waterway transport policy: PLATINA has facilitated the work of an independent group of experts who are delivering clear recommendations for a more comprehensive and effective European inland waterway transport policy. The report of the Reflection Group on Inland Navigation (REGINA) was presented at the annual EBU seminar, held in Brussels on 18 March and was welcomed by key representatives of the European Commission, the EU Parliament and the forthcoming EU Presidency.

The full REGINA report can be downloaded at www.naiades.info/downloads.

Reflection Group on Inland Navigation (REGINA)

Facilitated by PLATINA, the REGINA group of experts identified European co-operation and co-ordination tasks, carried out an analysis of NAIADES and prepared proposals for a strong positioning of IWT in the European transport policy:

- **Intensified co-operation** between all stakeholders by establishing a permanent, structured and intensive co-operation between the competent institutions;
- **Creating permanent European IWT policy** by setting up a comprehensive European IWT strategy and programme as a permanent follow-up of the current Action Programme NAIADES;
- **Developing financial and human resources** by providing the financial support of the Community at the level required to implement a permanent European IWT programme;
- **Ensuring seamless transition** of the ongoing NAIADES actions by securing continuity between the present and future actions.

Sharing knowledge on success stories and innovations

GERT-JAN MULIERMAN • VIA DONAU

PROJECT COORDINATOR AND WORK PACKAGE LEADER "MARKETS"



The PLATINA team has improved and extended the services offered on www.naiades.info. This is the project's main communication and dissemination tool and acts as a single point

of entry to other websites providing information services for dedicated target groups such as inland waterway transport education and training institutes or experts for River Information Services (RIS).

The website is also a platform for sharing information on success stories and innovations across Europe. It hosts a set of benchmark projects showing the wide range of services provided on European inland waterways covering new logistics solutions, technical innovations

and policy initiatives. A new selection of success stories provides an overview of the multifaceted advantages of inland waterway transport. It highlights successful projects to promote the sector and to provide competitive transport services on European waterways.

➔ www.naiades.info/fast-facts

In addition, the second edition of the PLATINA Good Practices Report is now also available. The information on good practices included in the first version was updated and various new good practices have been added. As a new feature, special in-depth stories analyses are provided on Roll-On-Roll-Off (RoRo) transport, the EDINNA platform of education institutes which was set up in the past year, River Information Services (RIS) and Automatic Identification Systems (AIS), which currently receive much attention in many countries. To-



gether with a paper version, the third version of the good practices report will also be available as an internet-based handbook at the beginning of 2011.

➔ www.naiades.info/downloads

Supporting the modernisation of Europe's fleet

CATHERINE LELEU • VNF

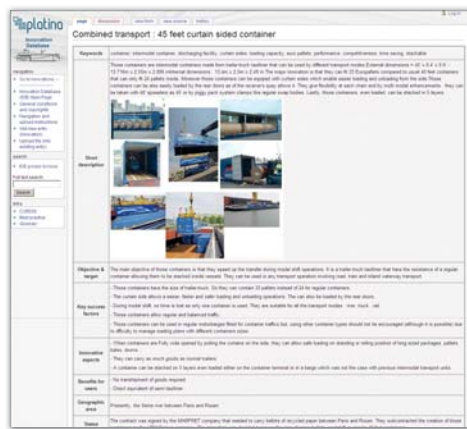
WORK PACKAGE LEADER "FLEET"



In the current economic climate, businesses face change and challenges on a daily basis. Dealing with a rapidly expanding marketplace, increasing competition, diversity among consumers, and availability to new forms of technology requires creativity and innovation. But, when strategizing during strategic planning, and when designing new products and services, how can one know what innovations are already there? The answer has been provided for inland waterways through an innovative solution – a digital information source called the Innovation Database.

The Innovation Database for Inland Waterway Transport aims to encourage sharing of innovation throughout Europe. Information on innovative projects is easily accessible and a visitor will find everything they need to know about innovation in the sector with just a few mouse clicks. The database will bring innovation owners and innovation users closer together and consequently speed up developments in the IWT-sector.

The online database is based on a Wiki-approach and enables users to easily look for existing innovations and to insert their own entries with minimal effort. Currently the database is already populated with some selected innovations and will be gradually enlarged



over the course of time. Presently there are innovations for in general, hull structure, equipment for cargo and crew, machinery and ship systems and on improvements in economic, environmental and logistics performances.

➔ www.naiades.info/innovations



Setting up a European Hull Database is an important milestone on the route to harmonising vessel registration regimes, facilitating seamless data exchange and enabling the full potential of River Information Services. Currently, the system is interconnected to authorities from six countries. Security and system stability tests have been successfully passed in March 2010. It is planned to start a pilot operation of the European Hull Database in the first half of 2010.

Coming up

- Green list of promising inland waterway transport technologies and innovations
- Strategic Research Agenda for inland waterway transport

Harmonisation of education and training demands and professional profiles

JÖRG RUSCHE • BDB

WORK PACKAGE LEADER "JOBS AND SKILLS"



A core function of PLATINA is to provide support for the harmonisation of inland waterway transport education and training standards in Europe. As part of this, PLATINA initiated a

Joint Working Group (JWG) on professional competencies which was attended by key representatives of the European inland waterway transport sector.

A working document on the harmonisation of standards has been prepared. It is based on the concept of "Standards of Training and Certification in Inland Navigation" (STCIN) which will be elaborated further by the participants of the JWG to support the Social Partners in developing recommendations for harmonised



professional profiles within the frame of the Sectoral Social Dialogue in Brussels.

The members of the JWG have welcomed the idea of STCIN in general and its further development. Laying down professional compe-

tencies and other mandatory requirements may enable easier access into the IWT job market by career changers from IWT related professions.

By means of a questionnaire and personal interviews the PLATINA team has conducted research on future education and training demands. The findings of the survey were presented in a European inventory. The positive feedback to the questionnaire mirrors the general approval of the basic concept.

www.naiades.info/downloads

Coming up

- Strategy for harmonised education and training demands
- Inventory of inland waterway transport-related logistics education institutions and training content

From Communicator 2 Communicator

HILDE BOLLEN • PBV

WORK PACKAGE LEADER "IMAGE"



The findings of a reputation and image survey, carried out by a renowned market research agency on behalf of PLATINA, were published online and serve as a guidance document

for people communicating on inland waterway transport.

www.naiades.info/downloads

One of the main findings of the report is that because attitude towards inland navigation is positive, communicators should mainly aim to increase the level of knowledge in order to capitalise on the existing positive emotions. Inland waterway transport is perceived as environment-friendly and cost effective, but in the perception of main target groups, lacks flexibility and innovation. An additional message was that IWT must become more dynamic and open and more communicative.

The findings of the survey and the corresponding report also served as a foundation

for the set-up of a communication and promotion strategy. This strategy contains well-defined communication objectives towards the different target groups.

To disseminate the results achieved so far in the image work package of PLATINA, the project team convened an interactive one day networking seminar in Brussels for all inland navigation communicators in January. The "Communicator2Communicator" workshop offered all those who communicate about or on behalf of inland navigation an opportunity to meet and share experiences.



The seminar was divided into three parts. Firstly, the presentation of the findings of the reputation and image survey carried out by the market research agency Think BBDO on behalf of the WP4 image team. This was followed by a workshop and closed with a presentation on the PLATINA communication plan. The PLATINA communication strategy contains three main elements:

- Improve knowledge: make larger groups consider IWT as a full and positive alternative, not just as something "nice to have" as well as to extend the potential of IWT to a larger variety of goods.
- Improve attitude: confirm positive attitudes towards IWT and build on those.
- Change behaviour: make people take actions in favour of IWT. This means to have it on the agenda of the target groups and to increase its use.

www.naiades.info/platina/wp4

Coming up

- Start-up box with basic communication tools

Adequate hardware and software to eliminate bottlenecks

ROELAND VAN BOCKEL • DVS
 WORK PACKAGE LEADER "INFRASTRUCTURE"



The infrastructure work package of PLATINA has developed an "Inventory on inland waterway transport infrastructure bottlenecks and missing links" on the basis of the "European

Agreement on Main Inland Waterways of International Importance" (AGN) and the "Inventory of Main Standards and Parameters of the E Waterway Network" (Blue Book) published by the United Nations Economic Commission for Europe (UNECE) in 2006.

The inventory aims to provide an outline of all inland waterway infrastructure projects and plans across Europe. The document combines inputs from PLATINA partners, Member States administrations and stakeholder organisations.

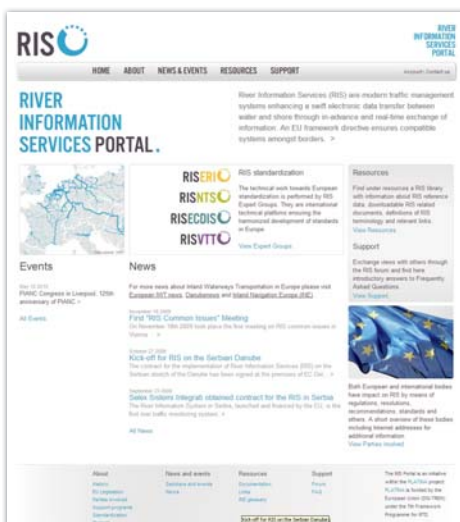
The inventory will serve as a knowledge base from which to develop a common EU waterway infrastructure development plan. During the PLATINA project the inventory will be continuously validated and upgraded in co-ordination with the countries involved.

www.naiades.info/downloads

PLATINA also launched a website on River Information Services (RIS), the RIS portal. This portal covers all relevant European developments on River Information Services and hosts the websites of four European Expert Groups on RIS issues: Notice to Skippers (NtS), Vessel Tracking and Tracing (VTT), Electronic Reporting International (ERI) and Inland Electronic Chart Display and Information System (Inland ECDIS). The RIS portal will in the future be developed into a reference database for RIS services within Europe advocating and stimulating international co-operation and harmonization of IT standards in inland navigation.

The RIS portal will support the following functional areas:

- Information about the RIS work in general, as the instrument for traffic and transport management in Inland Waterways;
- Information about the standardization and harmonization-work of RIS Expert Groups
- Possibility to extend down and upload functionalities to access European RIS (reference) data by specific users and providers;
- Community portal and Meeting point (i.e. forum) for internal users (mostly Expert Groups).



All parties involved are invited to use the website as a reference in their communication on RIS issues.

www.ris.eu

Coming up

- Integrative study on hydro-morphological alterations
- Training manual on sustainable waterway planning

The NAIADES action programme

The European Commission has the aim of reducing congestion, energy usage and developing sustainable distribution solutions. It recognises inland navigation as an important part of this strategy and to this end has committed itself to the NAIADES action programme, which runs from 2006 to 2013.

Named NAIADES after the river nymphs of ancient Greece, the European NAIADES action programme is the first comprehensive development programme for inland waterway transport. It focuses on five strategic areas to make inland navigation more attractive and competitive:

1. Creating a sound business climate and attracting new markets
2. Stimulating fleet modernisation and innovation
3. Attracting new workforce and increasing investment in human capital
4. Promoting inland waterway transport and
5. Providing an adequate inland waterway infrastructure

IWT events calendar

5th Danube Summit in Linz and Enns
 31 May 2010 Linz/Enns (AT)
danubesummit.com

ISGINTT: Step forward for safety
 8 June 2010 Brussels (BE)
ccr-zkr.org

European Inland Waterway Navigation Conference
 10–11 June 2010 Baja (HU)
rht.bme.hu/eiwn

PLATINA Steering Committee Meeting
 15–16 June 2010 Rotterdam (NL)
naiades.info

Danube Day 2010
 29 June 2010 all Danube countries
danubeday.org

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