

## INTRODUCTION



Welcome to the second Optimed Newsletter! The purpose of this eNewsletter is to provide information and updates about OPTIMED project, co-financed by the ENPI CBC MED Programme under Priority 3 (Promotion of better conditions and modalities for ensuring the mobility of persons, goods and capitals) - Measure 3.2 (Improvement of conditions and modalities of circulation of goods and capitals among the territories).

In this issue will be provided an overview of the topics discussed on the occasion of the third Steering Committee, held in Barcelona (Spain) in December 2014. You will then find the news about an institutional meeting with the General Directorate of Transport and Mobility of the Generalitat de Catalunya, which took place in Barcelona, always in December 2014. Furthermore, the launch of the official Optimed project website, whose layout and contents were discussed and approved by the partners after the third Steering Committee.

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### THE PROJECT

#### About Optimed

The development of maritime transport and logistics sector in the Mediterranean still needs to be improved in order to ensure more efficient and sustainable trade relations between the northern and south-eastern shores of the Mediterranean Sea.

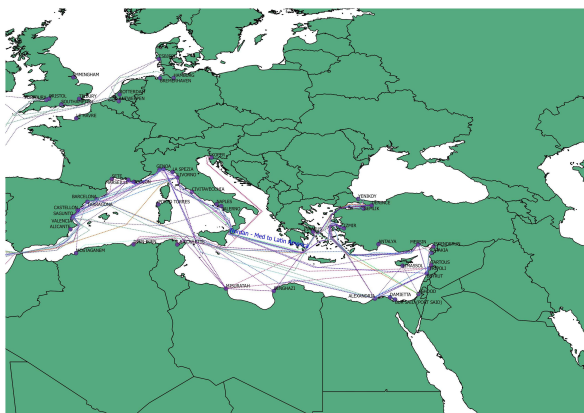
In this context and by means of a virtual logistics platform structured around the ports of Porto Torres (Italy) and Beirut (Lebanon), OPTIMED project – funded by the ENPI CBC Mediterranean Sea Basin Programme 2007-2013 - will promote better commercial connections among Lebanon, Italy, Spain and France.



The seven actors part of the project will also develop new tools (such as the organization of business meetings and the promotion of short sea shipping) thus contributing to a more efficient transport and logistics model, characterized by better delivery times of freight and consequently by a greater competitiveness.

#### Objectives

OPTIMED project aims at promoting new the trade network between the northern shores of the High Tyrrhenian arc and the eastern-southern shores of the Mediterranean sea, thus improving commercial connections and relationships between public and private operators in



maritime transport and logistics sector of Lebanon, Italy, Spain and France (General objective).

In order to achieve the aforementioned goal, an innovative virtual logistics platform structured around ports strengthened as Ro-Ro hubs will be implemented (Specific objective).



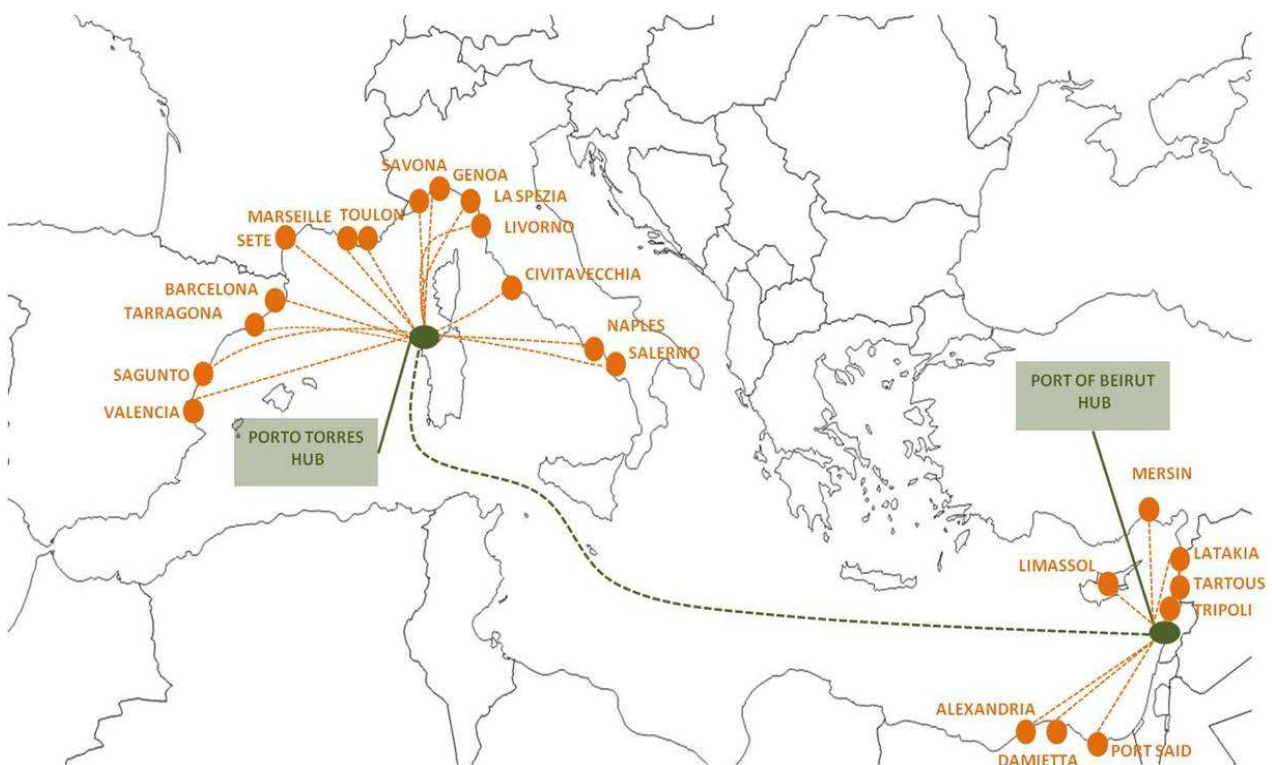
## Main activities

- Design of a new-hub based network structure for connections between the French-Spanish-Italian arc and the southern-eastern part of the Mediterranean area.
- Design of a new hub-based port facilities in Beirut and Porto Torres.
- Design, development and implementation of an information system for traffic management enabling businesses to plan shipping and identify the best transport option.
- Implementation of B2B meetings in France, Italy and Spain and Lebanon.
- Training of concerned public and private operators on the benefits of Short Sea Shipping, Motorways of the Sea and e-freight.



### Expected results

- The optimization of the maritime trade network between the northern shores of the High Tyrrhenian arc and the south-eastern shores of the Mediterranean Sea, allowing to identify new opportunities for economic operators and institutions.
- Interventions to port infrastructures of Porto Torres (Italy) and Beirut (Lebanon) in order to improve their performance as RO-RO hubs in the framework of the freight shipping network (RO-RO ships are vessels designed to carry wheeled cargo, such as automobiles, trucks, semi-trailer trucks, trailers, and railroad cars, that are driven on and off the ship on their own wheels).
- Shift of freight from current modes of transportation to more efficient ones through the implementation of the virtual platform supporting the new optimized maritime trade network.
- New business relationships based on the opportunities of new optimised maritime trade network through the stimulation of target groups and stakeholders.



## NEWS AND EVENTS

### Steering Committee, December 2014

The 3<sup>rd</sup> Optimed project Steering Committee Meeting took place in Barcelona, Spain, on December 1<sup>st</sup> and 2<sup>nd</sup> 2014, hosted by the Association of the Mediterranean Chambers of Commerce and Industry (ASCAME).



CIREM presented the current state of the design of the new hub-based network system and the preliminary design of the new hub-based port facilities which aim at improving shipping trade - in timing and freight costs - within the Mediterranean basin. It also presented the design and test of information system for virtual logistics platform introducing the draft of the terms of reference for the design and development of the web-based platform.

Sardinia Region gave an overview about the progress of the work package “communication” announcing the launching of the Optimed webpage and the related project’s newsletters and social networks.

In the framework of this meeting, the 2E3S has also presented the training on Short Sea Shipping, Motorways of the Sea and e-freight by introducing the syllabus and program for the training and the trainees.

The first day ended on the presentation by the CCIA-BML on the monitoring web-based system OpenMedPro, a useful tool to ease the project management.

On December 2<sup>nd</sup> the administrative and financial issues related to the project were discussed as well as the planning of the first interim report. Following the meeting of the management group, the 2<sup>nd</sup> meeting of the Steering Committee took place, during which the main lines of action and delays related to the project were discussed and approved.

The meeting ended over with a discussion between the partners and Mr. S. D’Alfonso, Senior Project Manager of the Transport and Urban Development Department of the Union for the

## Rationalising Mediterranean Sea Ways: from Southern-Eastern to Northern-Western ports

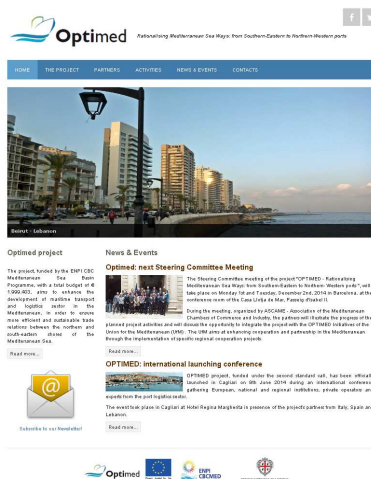
Mediterranean (UfM) to analyze how to integrate the Optimed project with the initiatives of the UfM.

### Optimed project presented to the Transport and Mobility Department of the Generalitat de Catalunya, December 2014

It was held in Barcelona the institutional meeting between the General Director for Transport of Region Sardinia, Gabriella Massidda, the technical project coordinator, Paolo Fadda, the director of the European School of Short Sea Shipping of Barcelona, Eduard Rodes, and the General Director of Transport and Mobility of the Generalitat de Catalunya, Mr. Pere Pedrosa, aimed at presenting the project and sharing opinions and ideas on transport issues in both regions.



### Project website



On the occasion of the 3<sup>rd</sup> Optimed project Steering Committee Meeting, held in Barcelona in December 2014, the lead partner Sardinia Region presented the layout of the project website, which has been discussed, approved and finally launched in the following weeks.

The official website of Optimed project can be found at the link [www.optimedproject.eu](http://www.optimedproject.eu).

The website gives an overview of the project presenting its objectives, expected results, activities and a description of the partnership.

## Rationalising Mediterranean Sea Ways: from Southern-Eastern to Northern-Western ports

### THE PARTNERS

#### Beneficiary



##### Autonomous Region of Sardinia (Italy, Sardinia)

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#### Partnership



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## Rationalising Mediterranean Sea Ways: from Southern-Eastern to Northern-Western ports

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*The 2007-2013 ENPI CBC Mediterranean Sea Basin Programme is a multilateral Cross-Border Cooperation initiative funded by the European Neighbourhood and Partnership Instrument (ENPI). The Programme objective is to promote the sustainable and harmonious cooperation process at the Mediterranean Basin level by dealing with the common challenges and enhancing its endogenous potential. It finances cooperation projects as a contribution to the economic, social, environmental and cultural development of the Mediterranean region. The following 14 countries participate in the Programme: Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestine, Portugal, Spain, Syria (participation currently suspended), Tunisia. The Joint Managing Authority (JMA) is the Autonomous Region of Sardinia (Italy). Official Programme languages are Arabic, English and French ([www.enpicbcmcd.eu](http://www.enpicbcmcd.eu)).*

*“The project OPTIMED total budget is € 1.999.403 and it is financed, for an amount of € 1.799.462 (90 %), by the European Union (ENPI CBC Mediterranean Sea Basin Programme) through the European Neighbourhood and Partnership Instrument”.*

*The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders.*