

NEW WAYS TO A GREEN HORIZON



EA-30-08-657-EN-1P



MARCO POLO
NEW WAYS TO A GREEN HORIZON

<http://ec.europa.eu/marcopolo>

Marco Polo offers a new way forward for freight transporters. This European Union funding programme is designed to help the industry overcome the challenges of the future and find more environmentally-friendly, less congested ways of transporting goods across Europe. €450 million is available from 2007-2013 to help shift goods from the road onto the sea, rail and inland waterways and reduce traffic on European roads.

Bypass natural land barriers and avoid road congestion by taking the motorways of the sea.





MARCO POLO
NEW WAYS TO A GREEN HORIZON

Marco Polo How to apply for funding?

Anne Bårseth/Andre Pestana

Marco Polo Conference
Valencia, 2 December 2008



<http://ec.europa.eu/marcopolo>



Outline

- 10 Golden Rules for Success
- Proposal Structure
- Different Action Types →
- General Remarks
- Available Support

MOD – Modal shift
CAT – Catalyst
CLA – Common learning
MOS - Motorways of the Sea
TAV – Traffic avoidance



10 Golden Rules for Success

1. Understand the criteria and the conditions
2. Form a sound partnership
3. Aim for high modal shift/traffic avoidance & environmental benefits
4. Demonstrate credibility & viability
5. Show the real innovation
6. Pay attention to possible distortions of competition
7. Justify your finances
8. Use the available support
9. Write a clear and concise proposal
10. Take care of the formal requirements



10 Golden Rules for Success

- **1. Understand the criteria and conditions!**
 - ▶ Carefully read the call text
 - ▶ Understand all eligibility, selection & award criteria
 - ▶ If resubmitting, take into account comments received from Evaluation Committee – or you will fail again





Eligibility Criteria

- ▶ **GENERAL:**
 - For all action types (yes/no)

- ▶ **SPECIFIC :**
 - To each action type (yes/no)

- ▶ **EXCLUSION CRITERIA – *declaration by the applicants form in the Call***

YES ↓

NO ↘

Excluded



Selection Criteria

- ▶ **FINANCIAL CAPACITY OF APPLICANTS (yes/no)**
- ▶ **TECHNICAL CAPACITY OF APPLICANTS (yes/no)**

YES



RANKING

NO



Excluded



Award Criteria

▶ SCORED CRITERIA

- ▶ Result from the MP calculator
- ▶ Scores are given after comparison with other proposals
- ▶ Social Benefits: +1 / +2 Extra Points
 - Quantity of freight or Traffic Avoided (not CLA)
 - Environmental and Social Benefits



Award Criteria

- ▶ **SCORED CRITERIA**
- ▶ **Credibility and viability**
- ▶ **Innovative approach (not MOD)**
- ▶ **Dissemination plan (not MOD)**
- ▶ **European added value (only CLA)**



Award Criteria

- ▶ **YES/NO CRITERIA**
- ▶ **Avoidance of distortion of competition**
- ▶ **Avoidance of impact on production output/workforce (only TAV)**



10 Golden Rules for Success

■ 2. Form a sound partnership!

- ▶ Relevant and competent partners
- ▶ Proof of their commitment – “*joint letter of intent*”
- ▶ Technical & financial capability - *track records, CV's, last annual financial statements*
- ▶ **A partner is not a subcontractor – and vice versa**





MARCO POLO
NEW WAYS TO A GREEN HORIZON

10 Golden Rules for Success

- **3. Aim for high modal shift / traffic avoidance & environmental benefits!**
 - ▶ The more, the better
 - ▶ Social benefits: extra points for avoiding sensitive / metropolitan areas, natural parks etc. – *if this is addressed in the proposal*
 - ▶ **Compulsory:** Marco Polo calculator – *attach all the pages of the calculator – as we need to verify the results*





10 Golden Rules for Success

■ 4. Key: Demonstrate credibility! (1)

- ▶ *50% of total points – Very important*
- ▶ How to increase credibility? Describe:
- ▶ **The market: market research - potential modal shift, problems in the market (low water level, border crossings, permits needed, etc.)**
- ▶ **The type and quantity of freight**
- ▶ **Return cargo**
- ▶ **Recent letters of intent/commitment from potential customers**



10 Golden Rules for Success

- **4. Key: Demonstrate credibility! (2)**
 - ▶ **Realistic loading factor – *slowly developing***
 - ▶ **Prove start up of service: availability of the transport medium, equipment/infrastructure, slots, authorisations etc.**
 - ▶ **Letters of intent/commitment from subcontractors, especially transport operator (railway operator, railway traction, ship leasing etc.)**





10 Golden Rules for Success

■ 4. Key: Demonstrate credibility! (3)

▶ Service details:

- technical (type, age of transport medium...),
 - timetables, frequency, transit time vs. road - **competitive?**
 - old and new route with maps,
 - pre- & post carriage by road, passenger part (**non-eligible costs**)
- ▶ If upgrade – what is the significant extension? (higher frequency, capacity...)
- exclude modal shift/costs of the existing service – **cannot be financed!**



10 Golden Rules for Success

- **4. Key: Demonstrate credibility! (4)**
 - ▶ Role of partners
 - ▶ Ideally, sharing of the subvention – proportionate to the effort of the partner
 - ▶ Mention key staff involved
 - ▶ All partners (including subcontractors) committed?



10 Golden Rules for Success

■ 4. Key: Demonstrate viability!

- ▶ **Viability after subsidy period – business plan covering at least one year after the Marco Polo period – **ideally, profit-making****
- ▶ **Not compulsory for Common learning actions**
- ▶ **Credible business plan**
 - detailed for Marco Polo funding period
 - separation between eligible and non-eligible costs, & revenue



10 Golden Rules for Success

- **5. Show the real innovation!**
 - ▶ All action types except MOD
 - ▶ Elements which did not exist before in a given market
 - ▶ New markets or technologies
 - ▶ For CLA: broad consortia, widespread co-operation – on a European level
 - ▶ Concrete dissemination plan (what, when, where, how, not only announcements)



10 Golden Rules for Success

- **6. Pay attention to possible distortions of competition!**
 - ▶ Honest description of existing similar services
 - ▶ Very important for MOD – not necessarily innovative
 - ▶ Differentiate from existing services – *yes/no criterion*
 - ▶ How to differentiate? Analyse and compare
 - Different routes, segments of freight market or potential customers – *shift from road! (not from SSS, rail, IWT)*



10 Golden Rules for Success

- **7. Justify your finances! (Credible business plan) (1)**
 - ▶ **Justify all eligible costs**
 - ▶ **Exclude non eligible costs (on not fully participating countries, passenger costs, costs of road transport etc.)**
 - ▶ **Sea routes to not fully participating countries may be calculated until the foreign port (for ex. Italy to Tunisia) – *important for the eligible costs (and the eligible modal shift)***



10 Golden Rules for Success

- **7. Justify your finances! (Credible business plan) (2)**
 - ▶ **No accumulated profit over the MP contract duration – all costs and revenues must be indicated**
 - ▶ **MP grant up to 35% of eligible costs (50% for CLA) – no combined public funding over this threshold – all other public funding must be indicated**





MARCO POLO
NEW WAYS TO A GREEN HORIZON

10 Golden Rules for Success

- **8. Use the available support!**
 - ▶ **Support tools and Helpdesk by EACI**
 - ▶ **Use the available checklists**
 - ▶ **Cross-check of proposal by an external person before submission**



10 Golden Rules for Success

- **9. Write a clear and concise proposal!**
 - ▶ **Main text: clear, comprehensive and logical, 10-15 pages**
 - ▶ **Avoid repetitions**
 - ▶ **Further details and confidential elements in annexes**
 - ▶ **Old and new routes described with maps**
 - ▶ **Use MP calculator - take care of minimum thresholds (250 M tkm for MOD etc.)**



10 Golden Rules for Success

- **10. Take care of the formal requirements!**
 - ▶ 1 original, 5 paper copies and CD-ROM, 4 forms to be filled out
 - ▶ Signature and stamp by lead partner on original
 - ▶ Respect the **deadline – cannot be extended** - proposals/documents sent in **after the deadline will not be taken into account/evaluated!**



Proposal Structure (1)

■ Part I

- ▶ Project Overview Form (2-3 pages)
- ▶ Declaration by the Applicants s Form – all partners!
- ▶ Acknowledgement of Receipt Form
- ▶ Joint letter of intent between all the partners

■ Part II

- ▶ Main Text of the Proposal (10-15 pages in font size 12)



Proposal Structure (2)

■ Part III

▶ Annexes:

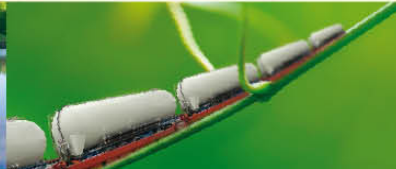
- maps,
- business plan,
- financial statements,
- CV's,
- market research,
- letters of intent from customers etc.



Different Action Types



- **Modal Shift – MOD (no innovation needed)**
- **Catalyst – CAT**
- **Motorway of the Seas – MOS**
- **Traffic Avoidance – TAV**
- **Common Learning - CLA**



Modal Shift – MOD (max 36 months)

- **Objective:** *just shift freight off the road*
- **Minimum Threshold:** 250M tkm or 500,000 Euros
- **Funding will be the minimum of:**
 - ▶ Modal shift @ 1 Euro / 500 t.km (or 1 Euro / 2000 m³.km)
 - ▶ 35% of total eligible costs
 - ▶ *No-profit rule*
- **Ancillary infrastructure costs **non-eligible****
- **Non-eligible costs and revenues **count** for profit/loss**



Catalyst - CAT (max 60 months)

- **Objective: *to cause a real breakthrough***
 - ▶ Change the way non-road freight transport is conducted
 - ▶ Break structural market barriers
 - ▶ Highly innovative concept
- **Minimum Threshold: 2,000,000 Euros**



Catalyst - CAT (max 60 months)

- **Funding will be the minimum of:**
 - ▶ 35% of total eligible costs
 - ▶ *No-profit rule*
- **Ancillary infrastructure costs **eligible****
- **Non-eligible costs and revenues **count** for profit/loss**
- **Payments based on achieved contract milestones**



Motorway of the Seas – MOS (max 60 months)

- **Objective: *door-to-door, from long road distances***
 - ▶ SSS + other integrated modes for door-to-door
 - ▶ Category A ports ($\geq 1,5$ M t freight or 200.000 pax / year)
 - ▶ High quality and frequent
 - ▶ Innovative logistics, equipment, products and services
 - ▶ Dissemination of results during the MP action
- **Minimum Threshold: 1,250M tkm or 2,500,000 Euros**



Motorway of the Seas – MOS (max 60 months)

- **Funding will be the minimum of:**
 - ▶ Modal shift @ 1 Euro / 500 t.km (or / 2000 m³.km)
 - ▶ 35% of total eligible costs
 - ▶ *No-profit rule*
- **Ancillary infrastructure costs **eligible****
- **Non-eligible costs and revenues **count** for profit/loss**



Traffic Avoidance – TAV (max 60 months)

- **Objective: *reduce freight transport demand by road***
 - ▶ Integrate transport into production logistics
 - ▶ Innovative
 - ▶ Not adversely affect production output and workforce
 - ▶ Dissemination of results during the MP action
- **Decrease Weight, Volume, Distance, N. of Road Vehicles**
- **Increase Average Load per Vehicle**
- **Minimum Threshold: 500M tkm, 25M vkm or 1M Euros**



Traffic Avoidance – TAV (max 60 months)

- **Funding will be the minimum of:**
 - ▶ Modal shift @ 1 Euro / 500 t.km (or / 2000 m³.km or 25 v.km)
 - ▶ 35% of total eligible costs
 - ▶ *No-profit* rule
- **Ancillary infrastructure costs **eligible****
- **Non-eligible costs and revenues **count** for profit/loss**



Common Learning – CLA (max 24 months)

- **Objective: *enhance knowledge, foster co-operation***
 - ▶ Improving freight market methods, procedures, training, *etc.*,
 - ▶ Dissemination of results during the MP action

- **Minimum Threshold: 250,000 Euros**
- **Funding will be the minimum of:**
 - ▶ 50% of total eligible costs
 - ▶ *No-profit rule*

- **Ancillary infrastructure costs **non-eligible****
- **Non-eligible costs and revenues **count** for profit/loss**
- **Payments based on achieved contract milestones**



General Remarks

- Decide your action type (no mixing allowed)
- But coordinated projects within MOD, CAT, CLA
- **Standardised** presentation following the structure of the Call
- Pay attention to specific documents and requirements (forms, financial statements, joint letter of intent...)
- **Next Call – foreseen for January 2009**
- **European Info Day in Brussels on 4 February 2009**



Available Support

■ MARCO POLO Website

<http://ec.europa.eu/marcopolo>

- ▶ Call text, model contract, templates
- ▶ Checklists, Frequently Asked Questions
- ▶ MARCO POLO calculator
- ▶ Presentations of Marco Polo conferences

Subscribe to the
Marco Polo
e-newsletter!

■ MARCO POLO Helpdesk

- ▶ Email: eaci-marco-polo-helpdesk@ec.europa.eu
- ▶ Phone: +32 (02) 29-50924
- ▶ Fax: +32 (02) 29-79506





MARCO POLO
NEW WAYS TO A GREEN HORIZON



TOMORROW: individual meetings and plenary Q&A

*[Secretaría Técnica / Salón de Actos –
Business Center / Plenary Hall]*

Please hand your sheet at the registration desk!



<http://ec.europa.eu/marcopolo>



MARCO POLO
NEW WAYS TO A GREEN HORIZON

Good luck with your proposal

Contact:

**Anne Bårseth
Head of Sector**

**Executive Agency for Competitiveness
& Innovation – Marco Polo (EACI.06)**

anne-merete.barseth@ec.europa.eu

**European Commission, EACI.06, OR10
06/43, BE-1049 Brussels**



<http://ec.europa.eu/marcopolo>



MARCO POLO
NEW WAYS TO A GREEN HORIZON

Marco Polo: >> *Moving Forward* >>

Patrick Lambert
Director

Executive Agency for Competitiveness & Innovation (EACI)

Marco Polo Conference
Valencia, 2-3 December 2008



<http://ec.europa.eu/marcopolo>

AGENDA

- The EACI in brief
- Marco Polo: Why this programme?
- Marco Polo: Where do we stand?



What is the EACI?

The first Executive Agency created by the Commission
- previously known as the IE EA



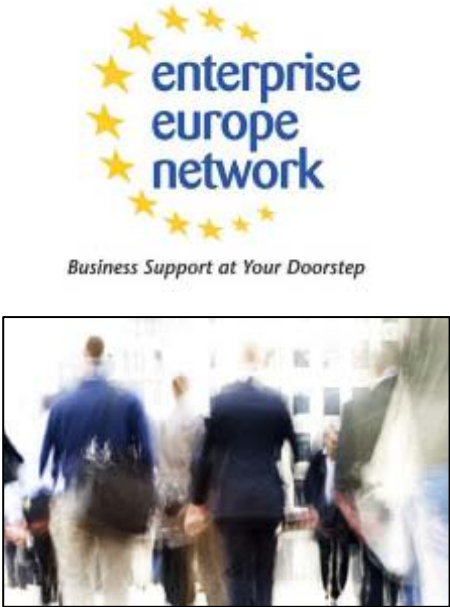
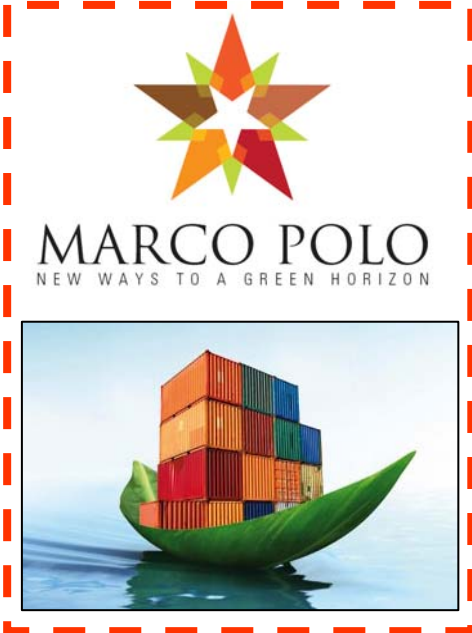
Why an Executive Agency?



- **Separating programming and implementation helps the Commission and the agency to concentrate on their core tasks**
- **Need for high level expertise and flexibility to implement the Community programmes**
- **Need for higher visibility and improved dissemination of results**



A new member of the EACI family



Working in partnership



- **Official handover from Commission to EACI on 1 March 2008**
- **The added value of the EACI:**
 - ▶ More efficient project management
 - ▶ More presence in the field
 - ▶ Quicker response to upcoming issues
 - ▶ Links to other EU funding programmes
- **Close cooperation between EACI and the Commission**



AGENDA

- The EACI in brief
- Marco Polo: Why this programme?
- Marco Polo: Where do we stand?



A good deal for your business

- Gain **efficiency** by diversifying your portfolio of transport modes
- Seize the untapped **opportunities** offered by alternatives to road transport
 - ▶ **Motorways of the sea**
 - ▶ **Inland waterways**
 - ▶ **Railways**
- Prepare the future **success** of your business by making it more sustainable



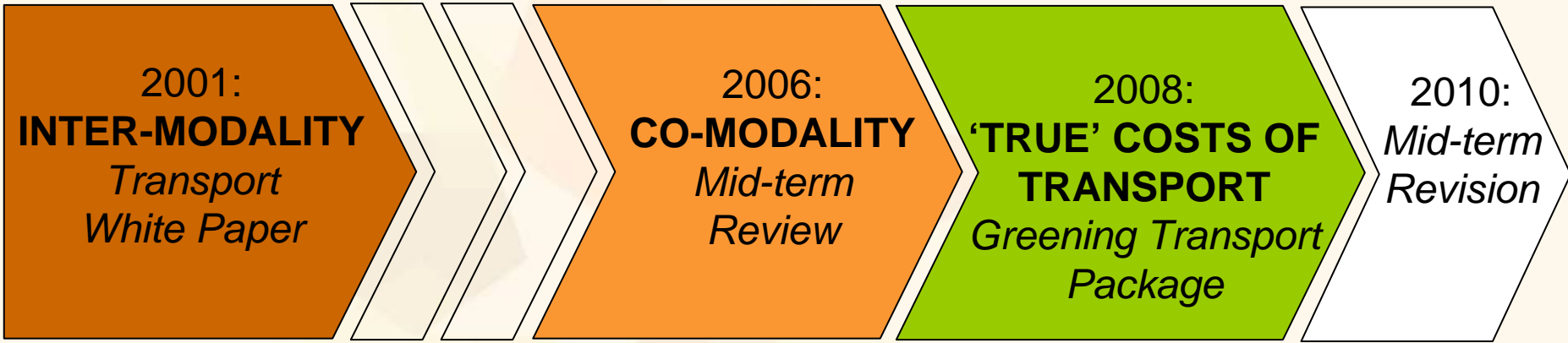
What is at stake?



- Freight transport affects each and **everyone** of us
- European **roads** are often the preferred mode of transporting goods
- **Traffic** on European roads will experience a dramatic increase
- This has a significant bearing on the **economy**, the **society** and the **environment**
- It represents a crucial challenge for the future **competitiveness** of the European transport system



The EU policy context



2003-2006:
Marco Polo I



2007-2013:
Marco Polo II





MARCO POLO
NEW WAYS TO A GREEN HORIZON

An ambitious programme



“Marco Polo II” follows in the wake of “Marco Polo I”, with a broader scale and a wider scope:

- ▶ **Four-fold increase** of budget
- ▶ Possibility to finance **infrastructure**
- ▶ Larger **geographic** coverage
- ▶ Two **new** key actions



<http://ec.europa.eu/marcopolo>

AGENDA

- The EACI in brief
- Marco Polo: Why this programme?
- Marco Polo: Where do we stand?



Marco Polo in numbers

- **94 projects currently running**
- **Calls 2007-2008:**
 - ▶ **Over 44 billion tonne-kilometers** freight shifted from road to rail or waterborne transport
 - ▶ **Over €1 billion gains** for the society and the environment
 - ▶ **€82 million funds** awarded out of a budget of €105 million

1 € in Marco Polo co-financing => 13 € in environmental benefits





MARCO POLO
NEW WAYS TO A GREEN HORIZON



Modal shift



Catalyst action



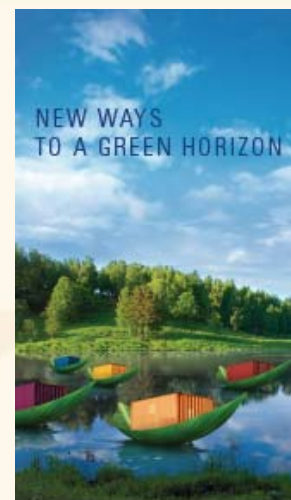
Motorways of the sea



Traffic avoidance



Common learning



€450 million to help shift freight transport from road to sea, rail and inland waterways, resulting in:

- > fewer trucks on the road
- > less pollution
- > more diversified and efficient transport of goods

MARCO POLO

Marco Polo new visual identity

Marco Polo proposals: A key priority

- Increasing political will for greener EU transport
 - More funds available
 - Several improvements underway
- ▶ **More proposals NEEDED!**



The 2009 Call: Your next opportunity

- Call to be published at the beginning of 2009
- Over €60 million available for funding
- Start early with your preparations



- ▶ **Get the most out of this conference and find out more at the European Info Day (Brussels, 4 February 2009)**





MARCO POLO
NEW WAYS TO A GREEN HORIZON

**We are here to help
you succeed!**



<http://ec.europa.eu/marcopolo>



Future trends of the Marco Polo regulation

Marco Polo Conference – Valencia, 2008



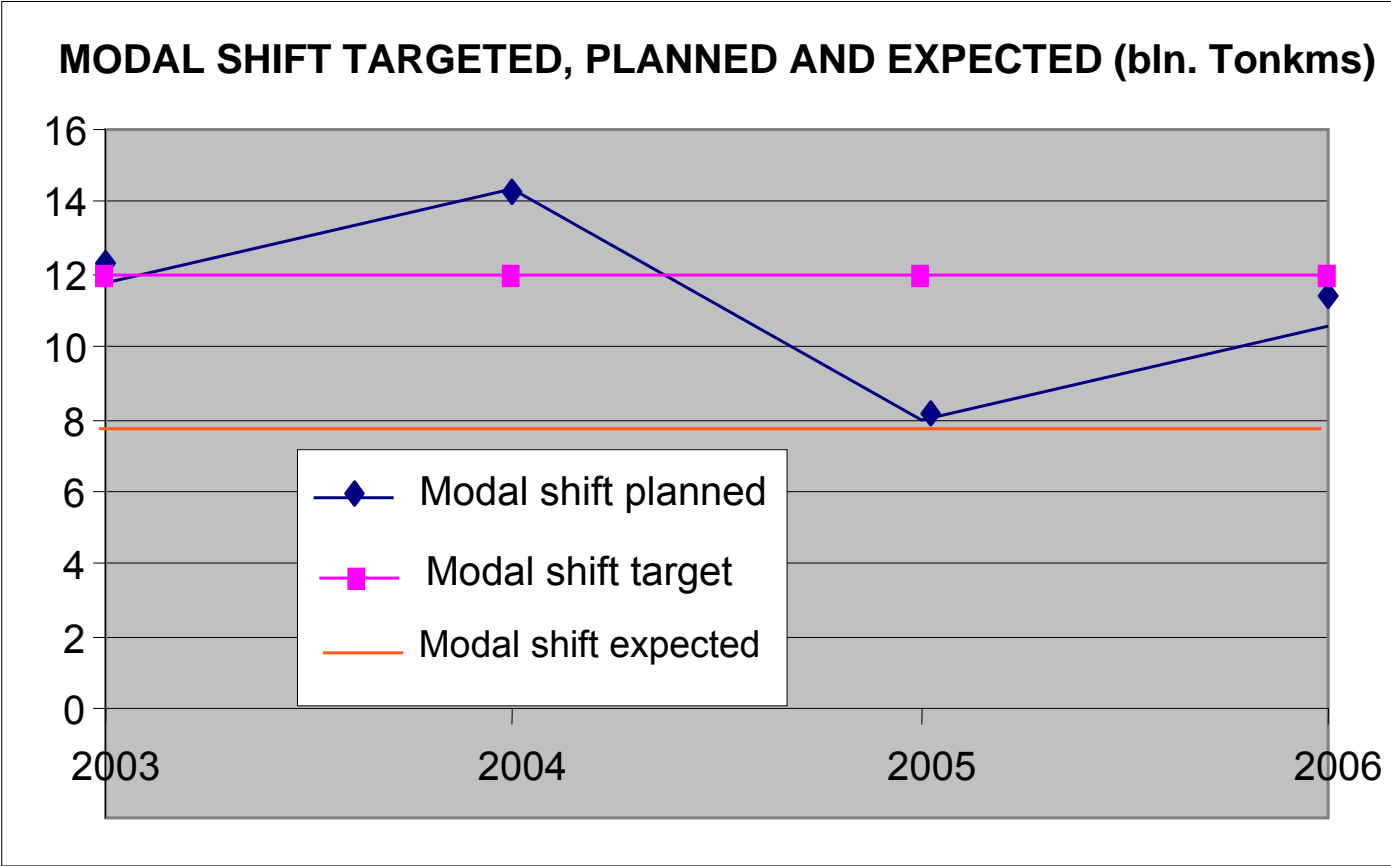
Cristóbal Millán de la Lastra

Marco Polo programme policy coordinator
Directorate-General for Energy & Transport
European Commission





MARCO POLO I – OBJECTIVES AND RESULTS





MARCO POLO – OVERALL RESULTS


Potential not fully exploited!

CALLS →	MP I 2003	MP I 2004	MP I 2005	MP I 2006	MP II 2007	MP II 2008
Available budget (in M€)	15	20.4	30.7	35.7	56	58
Committed budget (in M€)	13	20.4	21.4	18.9	45	37*
Received proposals	92	62	63	48	55	46
Concluded contracts	13	12	15	15	19	30*
Planned freight to be shifted (in billion tkm)	12.4	14.4	9.5	11.5	23.6	17.2

* Provisional figure before finalisation of contract negotiations



MARCO POLO II – What's next?

- Next Call for proposals beginning 2009; deadline 31.3.08 – doubled funding intensity
 - *€1 per 500 tkm*  *€2 per 500 tkm*
- EACI fully operational: upgraded management and communication strategy
- Mid-term targeted review of the Legal Basis for 2010
- Reflection on the future of the programme beyond 2013



MARCO POLO II – Problem tree

PROBLEM: Lower interest by Potential Beneficiaries

PROGRAMME VISIBILITY

Selection and management procedures

Addressed by EACI

Scope of the Programme

Types of Projects

Financing instruments

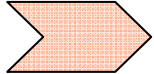
Addressed by FUTURE REFLECTION

LOWER MOTIVATION

Eligibility conditions

Administrative procedures

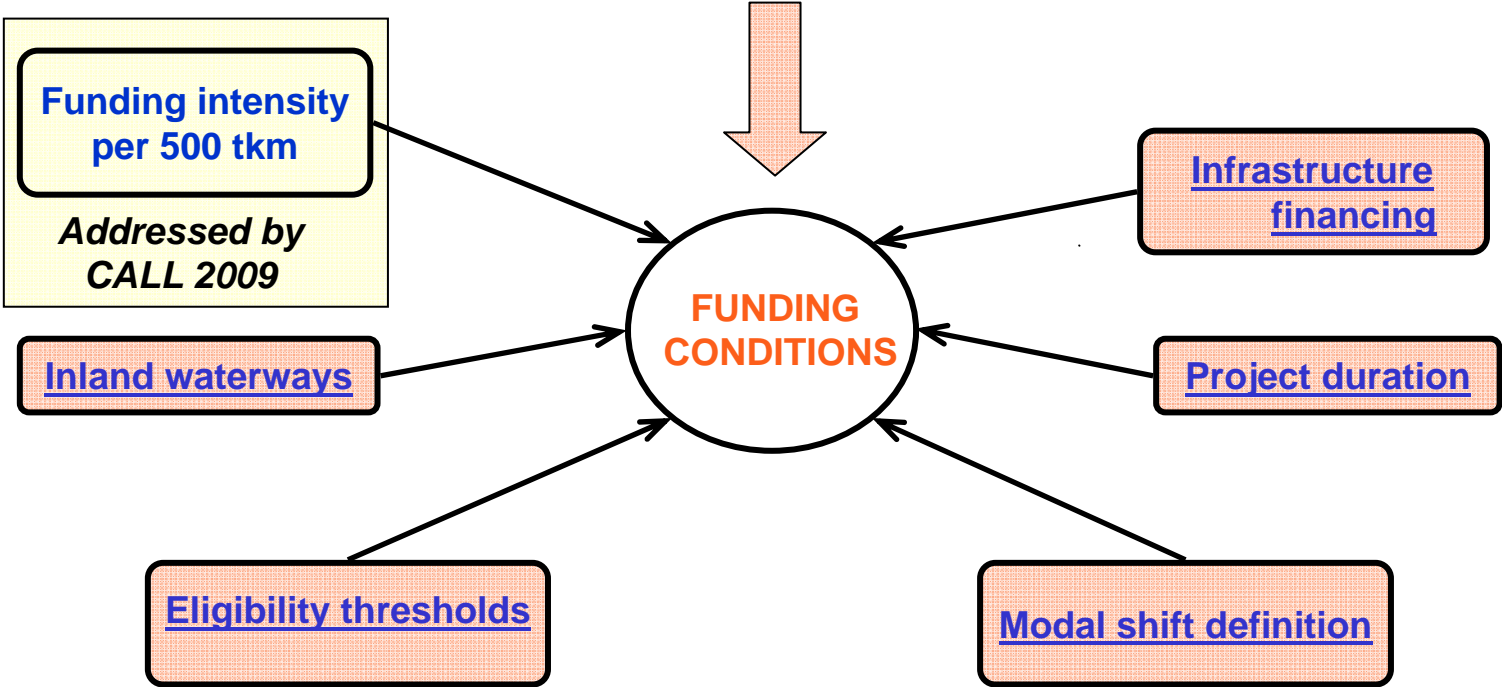
Funding conditions





MARCO POLO II – Problem tree (2)

PROBLEM: Lower interest by Potential Beneficiaries





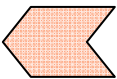
MARCO POLO II – Mid-term review reflections (1)

ELIGIBILITY CONDITIONS

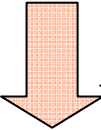
Directorate-General
for Energy
and Transport



Proposals to be submitted by:



A consortium of two undertakings established in two MS, save exceptions



Undertakings established in Member States or participating countries

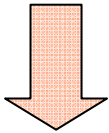


MARCO POLO II – Mid-term review reflections (2)

ADMINISTRATIVE PROCEDURES

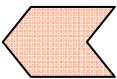
Project cycle:

Two comitology processes, involving Member States committee and European Parliament.
Project cycle=470 days



One comitology process, detailed rules for submission applicable to all calls.
Project cycle=365 days

Directorate-General
for Energy
and Transport



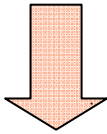


MARCO POLO II – Mid-term review reflections (3)

INLAND WATERWAYS

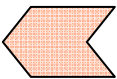
Eligibility threshold:

No specific threshold for IWT projects



17 million tkm shift per year for modal shift projects

Directorate-General
for Energy
and Transport

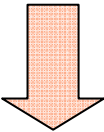




MARCO POLO II – Mid-term review reflections (4)

ELIGIBILITY THRESHOLDS

Modal shift: 250M tkm + €0,5M grant
Catalyst: €2M grant
Common learning: €250 000
MoS: 1.25B tkm + €2M grant
TAV: 500M tkm + €1M grant+10% avoidance

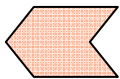


Modal shift: 80 million tkm
Catalyst: 30 million tkm
Common learning: €250 000
MoS: 250 million tkm
TAV: 80 million tkm

} Per year

Eligibility thresholds:

Directorate-General
 for Energy
 and Transport

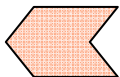
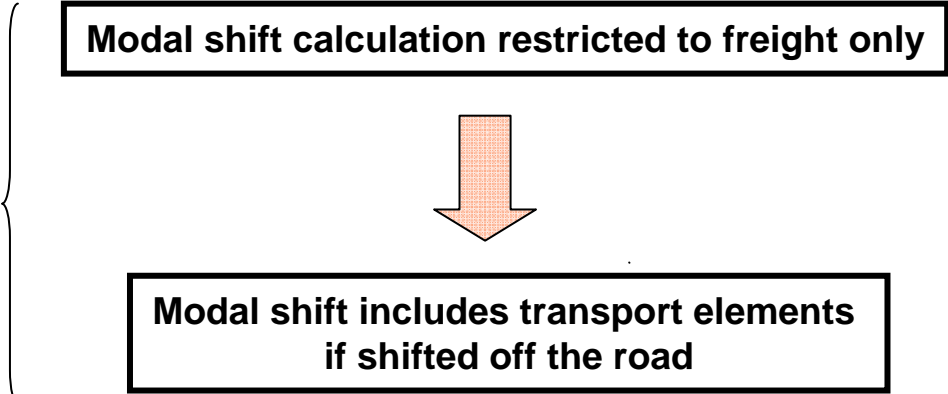




MARCO POLO II – Mid-term review reflections (5)

MODAL SHIFT DEFINITION

Tkm calculation:



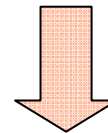


MARCO POLO II – Mid-term review reflections (6)

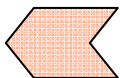
PROJECT DURATION

Cost and tkm
eligibility period:

No minimum durations
No extension possibilities
Common learning: 26 months



Minimum duration for all projects: 3 years
Extension possibilities for all projects: 6 months in exceptional justified cases
Common learning: up to 52 months if justified



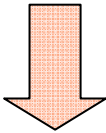


MARCO POLO II – Mid-term review reflections (7)

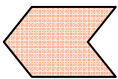
INFRASTRUCTURE FINANCING

Calculation of subsidy for expenditure on ancillary infrastructure:

Complex set of conditions and exceptions for subsidy to ancillary infrastructure costs



Subsidy to ancillary infrastructure costs as for any other eligible costs with two limits:
- 10% limit of eligible costs
- € per 500tkm avoided or shifted

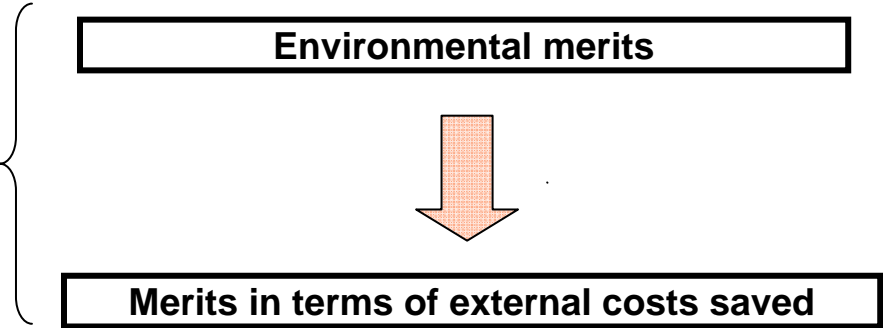




MARCO POLO II – Mid-term review reflections (8)

SELECTION OF PROPOSALS

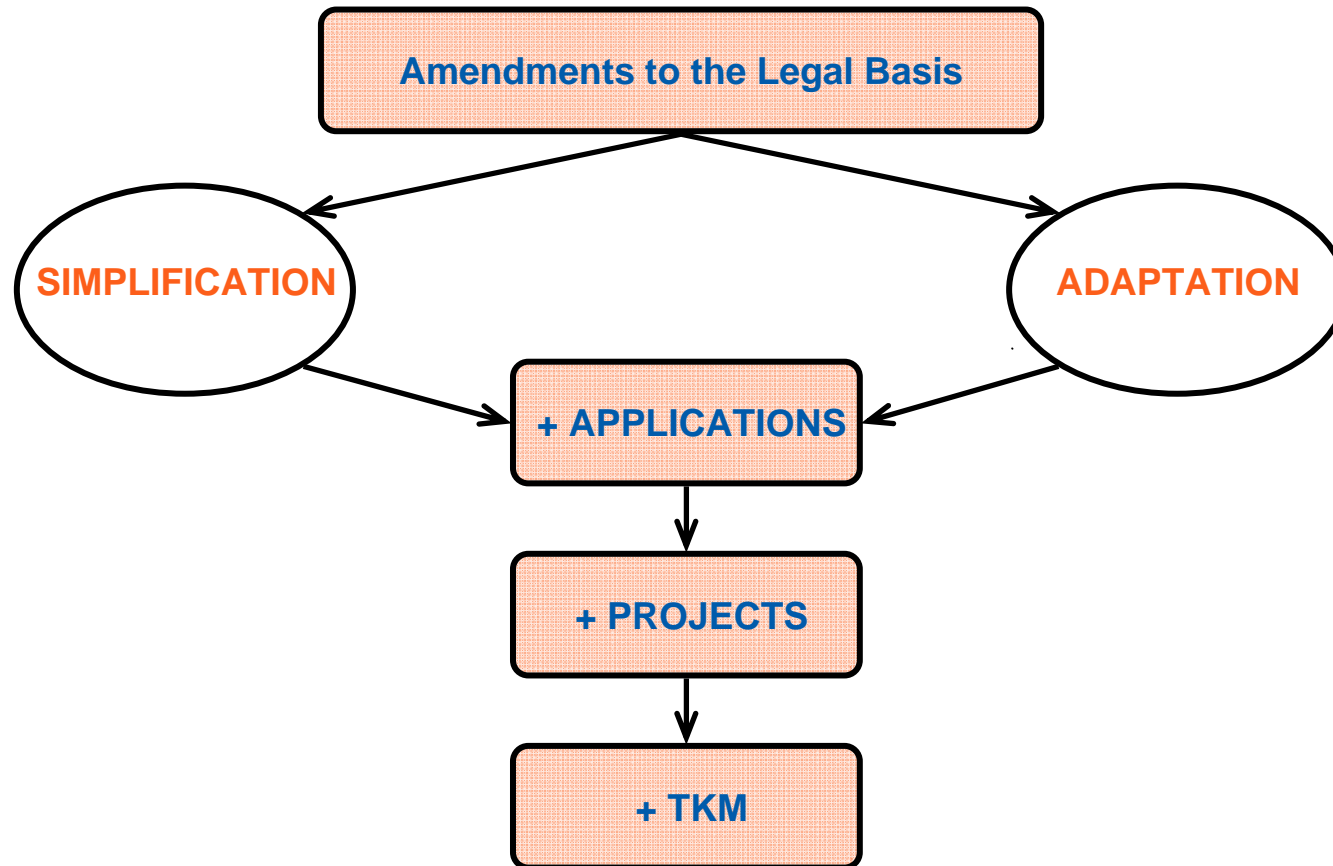
Criterion for selection of projects (among other):



Potential amendment to follow the principles of the « Greening Transport » legislative package



MARCO POLO II – Mid-term review summary





MARCO POLO II – Mid-term review calendar

Past, present and future of the legislative process

- January, 08: Technical task force
- May, 08: External consultation
- June, 08: Impact assessment
- December, 08: Proposal adoption by Commission
- March, 09: Council agreement
- May, 09: European Parliament agreement
- January, 10: New Legal Basis in force



Thank you for your attention!

For further information on the European Commission transport policy visit:

http://ec.europa.eu/transport/index_en.html

Directorate-General
for Energy
and Transport



MARCO POLO
NEW WAYS TO A GREEN HORIZON



MARCO POLO
NEW WAYS TO A GREEN HORIZON

For a Sustainable Freight Transport in Europe

**Patrick Vankerckhoven – Head of Unit Marco Polo
Executive Agency for Competitiveness & Innovation (EACI)**

*Marco Polo Conference
Valencia 2-3 December 2008*



<http://ec.europa.eu/marcopolo>



MARCO POLO
NEW WAYS TO A GREEN HORIZON

The Issue



A more sustainable way to freight transport in the EU exists...



<http://ec.europa.eu/marcopolo>

Background

- **Rapid increase of freight transport by road:**
 - ▶ **50%** traffic growth by 2020.
- **Serious implications** in terms of:
 - ▶ **Air and noise pollution**
 - ▶ **Road congestion**
 - ▶ **European economy (delays, loss of lives ...)**
- **Underutilisation of other transport modes:**
 - ▶ **Short sea shipping** including motorways of the sea
 - ▶ **Inland waterways** including canals, rivers, lakes
 - ▶ **Rail** primarily over TEN-T priority corridors



Policy Context

- **2001: “Transport White Paper”**
 - ▶ inter-modality (shifting the balance, linking the modes)
- **2003: “Marco Polo I Programme” (2003-2006)**
 - ▶ support alternatives to road-only transport
- **2006: “Keep Europe Moving” (Mid-term review of 2001 WP)**
 - ▶ co-modality (combining the modes)
 - ▶ unleash the potential of European logistics
- **2008: “Greening Transport Package” (adopted 8 July 2008):**
 - ▶ the ‘true’ cost of transport
 - ▶ measures to internalise the external costs (e.g. congestion, pollution,...)



Programme History

- Marco Polo II is in the wake of Marco Polo I, with a broader scale and scope
 - ▶ Duration: **2007-2013**
 - ▶ Budget: **€450 Million** => More than 4 times MP I budget !
- Possibility to finance operational **infrastructure**
 - ▶ if linked to the service
- Larger **geographic** coverage (27+3)
- 2 new key actions:
 - ▶ **Motorways of the Sea**
 - ▶ **Traffic Avoidance**



Programme Overview

- **Objective:** “shifting freight off the road”
 - ▶ Road freight transport estimated to grow by 20.5 billion tkm/year in EU-25 over the period 2007 – 2013 (see NB)
- **Targets:**
 - ▶ Business-driven projects
 - ▶ International freight – EU (except aviation)
 - ▶ Services only no research, studies or (core) infrastructure
- **Eligibility:**
 - ▶ Commercial undertakings (both public and private)
 - ▶ EU-27 Member States + Iceland, Norway and Liechtenstein. Croatia may join in 2009
 - ▶ European dimension of the actions

NB: if a truck drives 100 km with a 20 tons load = 2.000T*Km



Transfer of Marco Polo to EACI

- **Transfer of operational management of MP from DG TREN to EACI**
- **Official handover from Commission to EACI occurred on 1 March 2008**
- **Financial capacity since 1 of June 2008**
- **Taken over negotiations for the Call 2007**
- **Taken over evaluation of the Call 2008**
- **In 2008, around 100 industrial projects running (including last projects from 2003 and 2008 newcomers)**



Marco Polo Handover Completed

■ Unit 6 of EACI fully operational:

▶ More present in the field

- Annual verification visits
- Increased visibility, new communication approach
- More frequent contact with the beneficiaries
- Monthly contact to keep track of progress and potential problems

▶ Quicker response to upcoming issues

- Pro-activity
- Return of experience to policy makers
- Unexpected problems solving – contract amendments
- Business life operationally oriented



Role of the European Commission

- Prepare the annual work programme
- Marco Polo Committee
- Contacts with other EC services
- Consultation of European Parliament
- Propose revisions/updates of MP Regulation
- Establish future strategies
- ...



Role of EACI – Management of MP Unit

- Complete management of the grants life cycle
- Prepare annual calls
- Evaluate annual calls from 2008 onwards
- Prepare and sign new grant agreements (call 2007 and...)
- Follow-up and control of grants
- Review and analyse technical and financial reports
- Execute intermediate and final payments
- Terminate/close contracts
- Organise dissemination of results and increase visibility of the programme





MARCO POLO
NEW WAYS TO A GREEN HORIZON

Who are the Marco Polo beneficiaries?

- **Period 2003 - 2008**
- **104 subventions**
- **Global max subventions of 156 M€**
- **Grant beneficiaries over the period are SMEs at 36%**
- **Financial beneficiaries over the period are SMEs at 32% and non-SMEs at 68%**



The 5 Key Actions

- **1 – Shifting freight** from roads to more environmental-friendly modes of transport
- **2 – Creating synergies** between companies willing to overcome structural market barriers
- **3 – Making a more effective use of the motorways of the sea** in combination with other modes
- **4 – Promoting traffic avoidance** by targeting practices of transporters and the industry at large
- **5 – Encouraging cooperation** amongst the key logistic players





1 – Modal Shift

- From **road** to **other modes** offering a more controlled impact on the traffic:
 - ▶ **Short-sea shipping** (no deep sea freight transport)
 - ▶ **Inland waterways** (leveraging the internal ports)
 - ▶ **Rail cargo** (e.g. shuttle services)
- Measured in T*kms shifted
- By far the most popular action to date - over 80% of all projects



2 – Catalyst Actions

- **Industry break-through able to overcome structural barriers**
- **Excellent practices that can trigger a positive chain reaction in the sector**
- **Innovative solutions to the environmental challenges of freight transport**
- **New logistic standards that facilitate the transport of goods on a European scale**





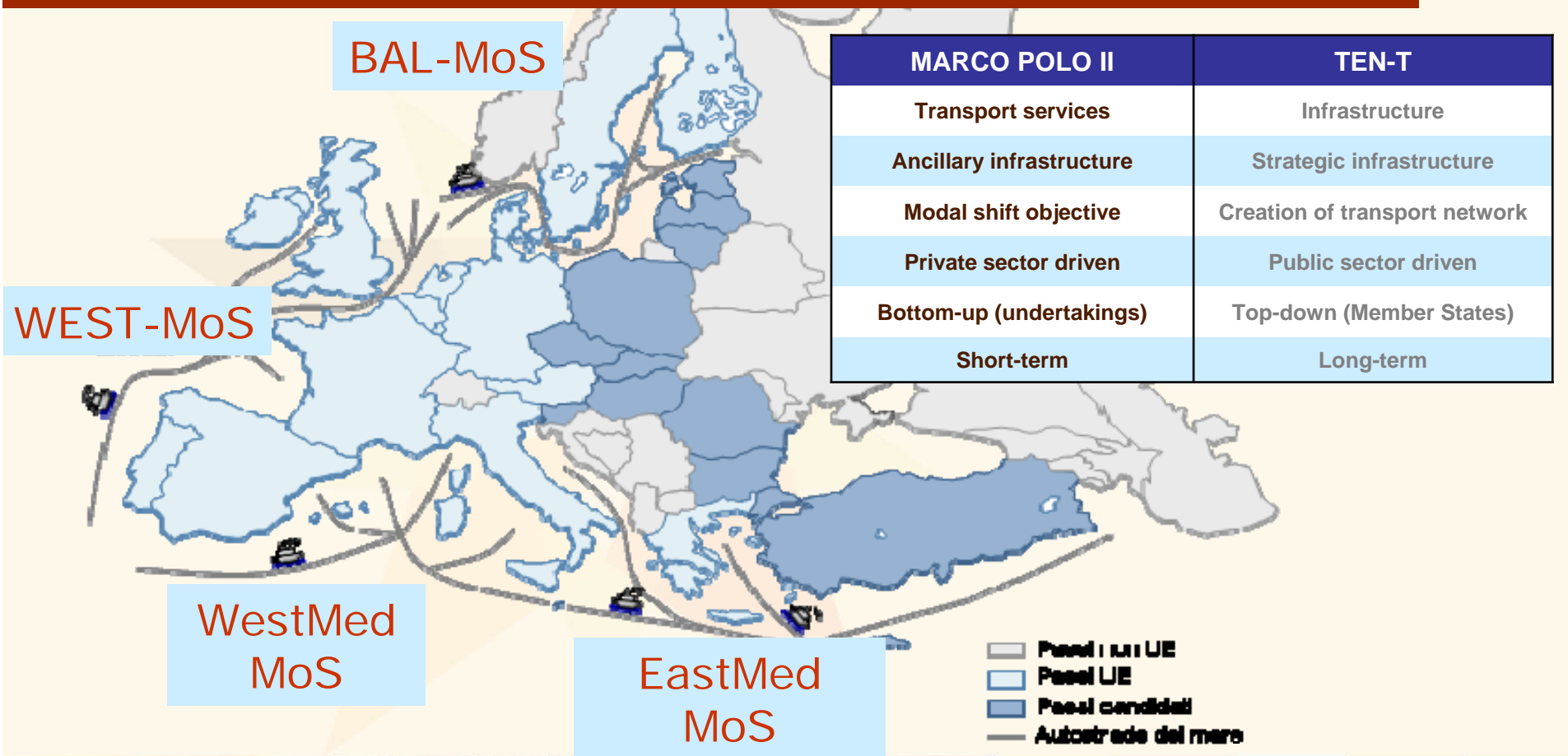
MARCO POLO
NEW WAYS TO A GREEN HORIZON

3 – Motorways of the Sea

- Use of regular maritime lines in combination with other modes of transport
- With an eye on the short-term, business-driven services
- An effective alternative to bypass natural inland barriers (Alps, Pyrenees, Balkans)and keep away from congested roads
- Based on TEN-T MoS priority ports



The Motorways of the Sea Concepts TEN vs MP



4 – Traffic Avoidance

- A new key action potentially appealing to industry players beyond the transport business
- Encouraging a local production and consumption logistics chain
- Tackling the road congestion issue at source by applying new approaches for logistics and transport (packaging, rotation, GPS based analysis...)



5 – Common Learning

- A way to disseminate best practices and promote more sustainable transport models across Europe
- Based on cooperation and exchange of know-how
- Transferring knowledge and expertise between private players





MARCO POLO
NEW WAYS TO A GREEN HORIZON

Marco Polo II - Results of Call 2007

Received proposals	55
Requested subvention	€93 M
Selected proposals	27
Fruitful negotiations	20
Subvention foreseen for signed projects	€45 M
Available budget	€56 M

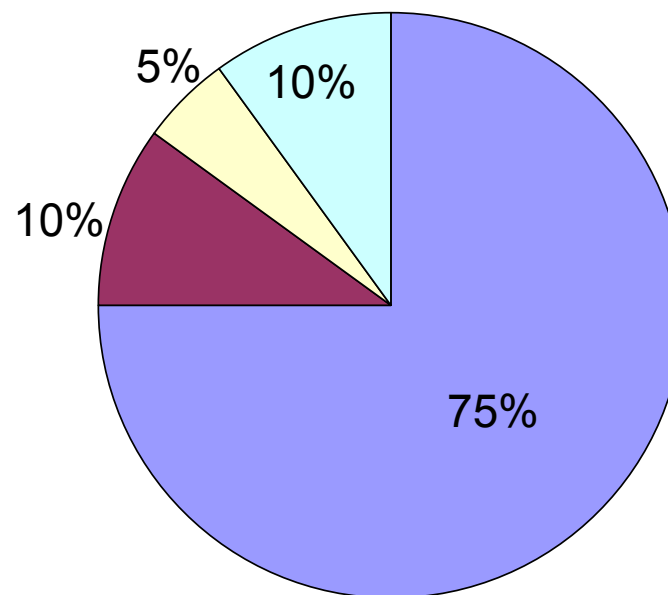


Call 2007

Total contracts signed : 20

Key Action break-down:

- Modal Shift actions: 15
- Common learning actions: 2
- Motorways of the sea: 1
- Catalyst actions: 2



Marco Polo II – Results of Call 2008

Received proposals	46
Requested subvention	€73 M
Selected proposals for negotiations	31
Subvention requested by projects under negotiation	€37 M
Available budget	€59 M

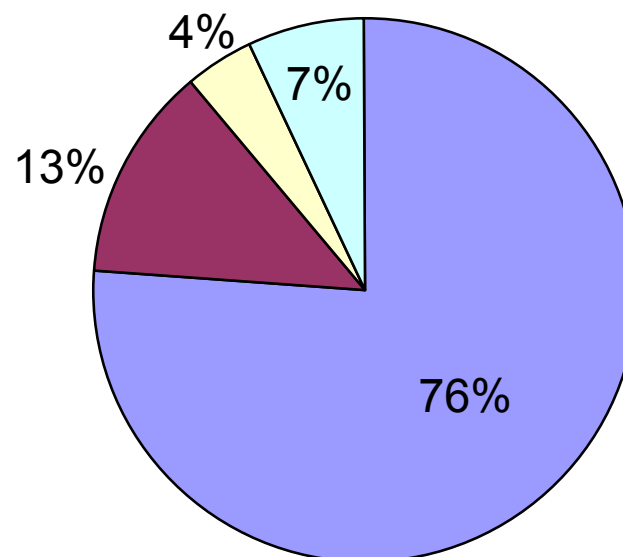


Call 2008

Total proposals received: 46

Key Action break-down:

- Modal Shift actions: 35
- Common learning actions: 6
- Motorways of the sea: 2
- Catalyst actions: 3



Call 2008

Majority of proposals focus on rail modal shift.
30 projects are under negotiation.

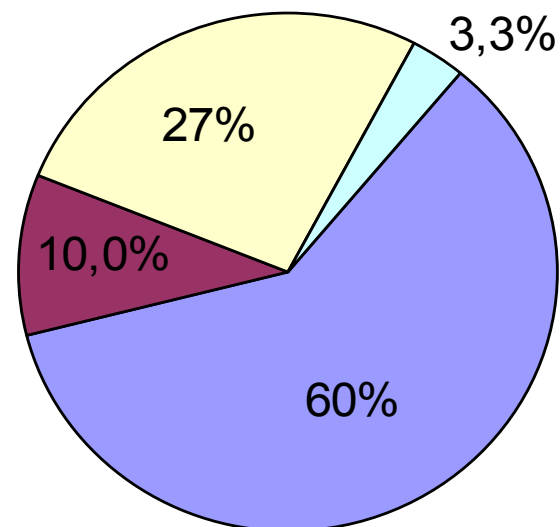
■ Rail: 18

■ Combined Train/Shipping: 3

■ MOS-SSS: 8

■ IWT: 1

Mode break-down:



The current situation

- Increasing political will for a greener transport
- More funds and new financial tools to launch new initiation
- MP budget multiplied by 4 between MP I and MP II
- MP regulation revisited to make programme more attractive



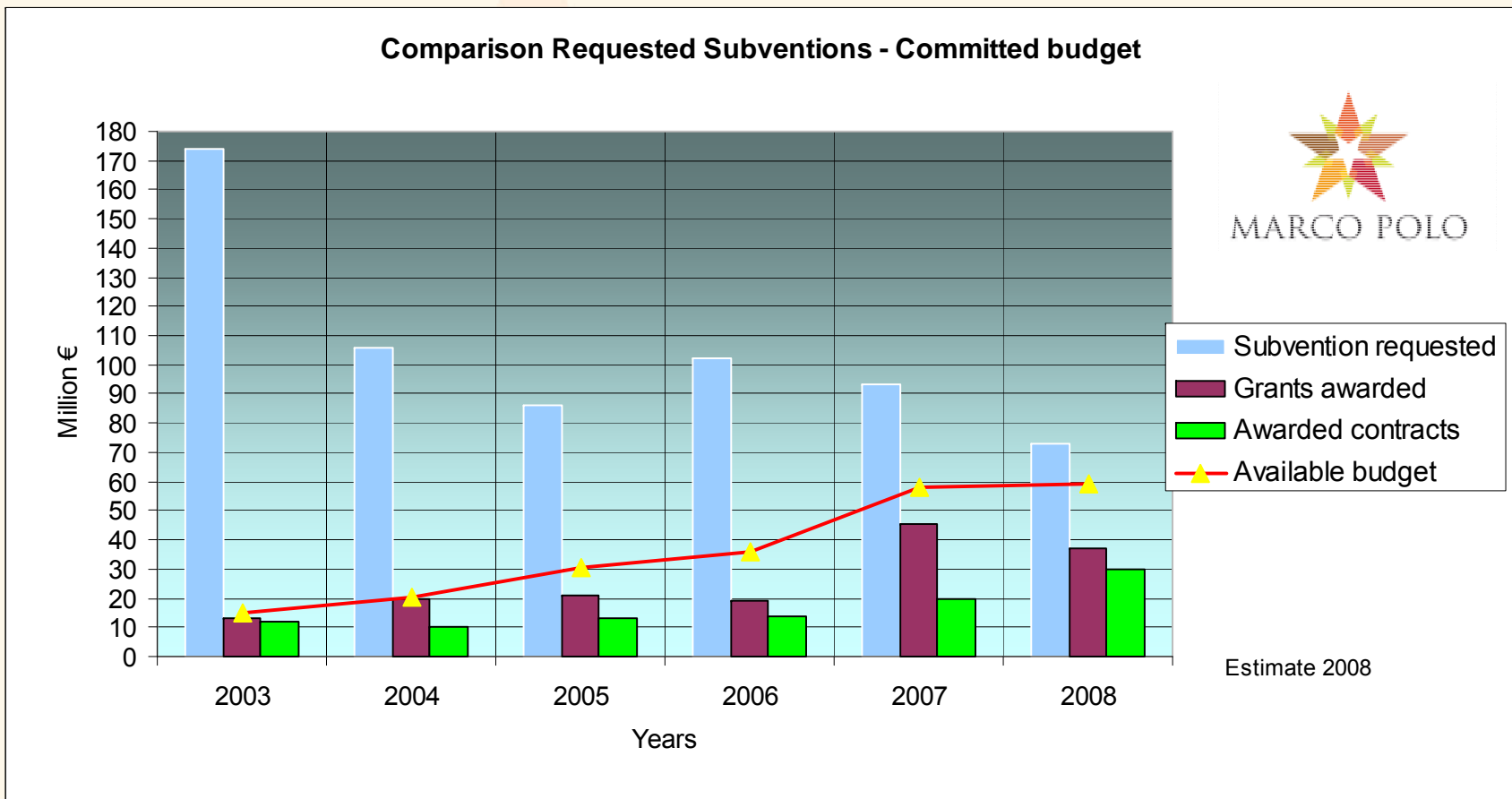
Interest in the MP programme

Period 2003 – 2008

- Main focus on transport business... increasing risk of competition on same route...
- Manufacturing industry partners would open new potential horizons for Marco Polo developments



Marco Polo Calls



Call 2009

Publication	January 2009
Deadline for proposals	March 2009
Opening session	End of March 2009
Evaluation by external experts	April 2009
Evaluation Committee EACI	June 2009
List of proposed projects to be funded	July 2009





MARCO POLO
NEW WAYS TO A GREEN HORIZON

Thank you for your attention

Patrick.vankerckhoven@ec.europa.eu