



FOR SUSTAINABLE, MULTIMODAL & GREEN TRANSPORT CORRIDORS



# Blueprints for greening transport from the Baltic Sea Region

Interfaces of regional development and sustainable mobility

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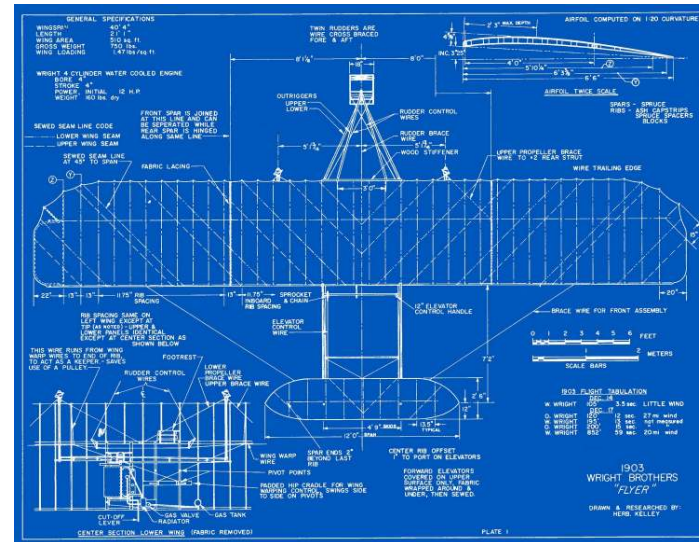


# The understanding of 'blueprint'

A **blueprint** is a 'reproduction of a technical drawing, documenting an architecture or an engineering design, using a contact print process on light-sensitive sheets' (Wikipedia)

BUT: in a common language:

A **blueprint** is a 'something intended as a guide for making something else' (<http://www.elook.org>)

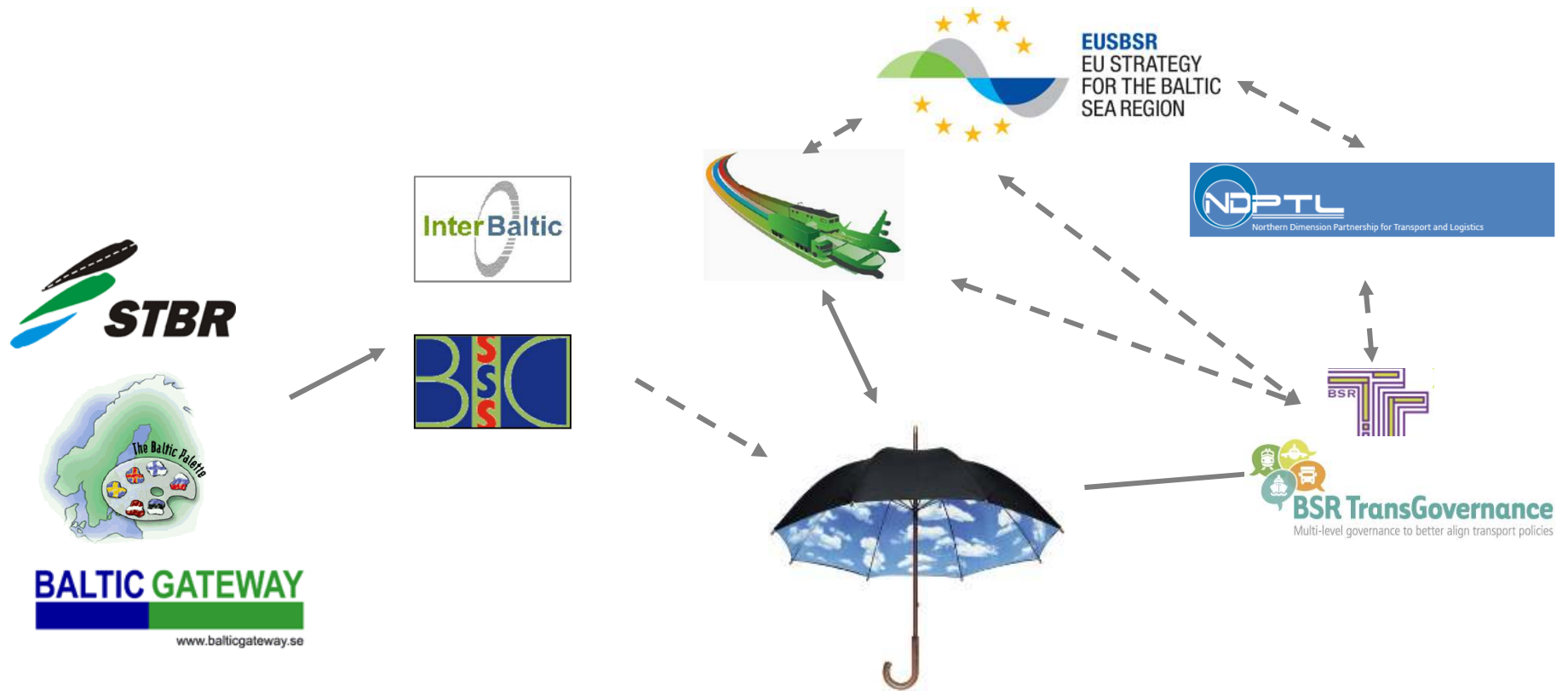


Source: [www.wright-brothers.org](http://www.wright-brothers.org)

SYNONYMS: 'design' - 'pattern'



# The Baltic Sea Region: a long-standing 'print process'...



→ 2006

2005-2007

2009-2012

2012 →



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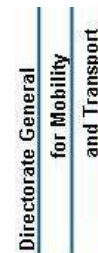
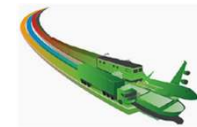


# ...towards a pattern of transport greening ideas...



Source:  
www.promoslogos.com

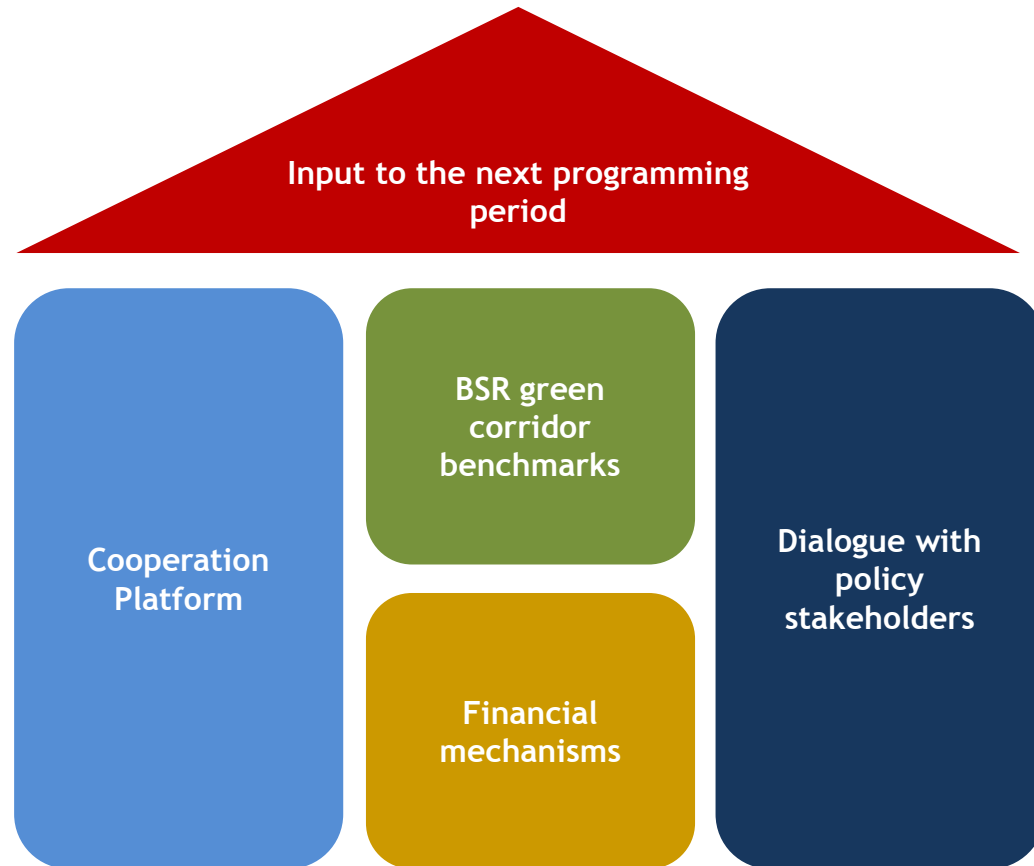
- **Form:** voluntary cooperation
- **Purpose:** streamlined project-based contribution to strategic transport planning in the BSR
- **Strong in unity:**
  - meeting place to jointly work on green transport solutions
  - joint events/dissemination of outcomes to the shared target audience
  - harmonised strategic documents (action plans, manuals, guidance reports etc.)
  - joint standpoints on EU transport policies





## ...transformed to a design...

- Direct follow-up to the umbrella cooperation
- Funded by the BSR Programme 2007-2013
- Duration: September 2012 - September 2013
- Lead partners of 8 projects, support from other project initiatives
- Cluster leader: Region Skåne, Sweden
- Purpose: **share** knowledge, **communicate** achievements, **promote** specific solutions to green corridors



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...with a large reproduction potential

- Alliance covering whole BSR, incl. Russia and Belarus
- Represent multimodal passenger and freight perspective & measures for urban nodes
- Committed business stakeholders
- Experience in policymaking for transnational transport corridors
- Combined expertise in regional development and sustainable mobility





# A shared ambition...

## A SUSTAINABLE MULTIMODAL TRANSPORT SYSTEM IN THE BALTIC SEA REGION

- **VISION:** the Baltic Sea Region - a **gateway** for transcontinental flows and **sustainable growth** area
- Multimodal transport system instrumental (EU and neighbours)
- **Robust** and **resilient** system: able to interconnect national networks and absorb future changes in routes, commodities and volumes
- **Competitive relations** with other macroregions in conveying East-West trade



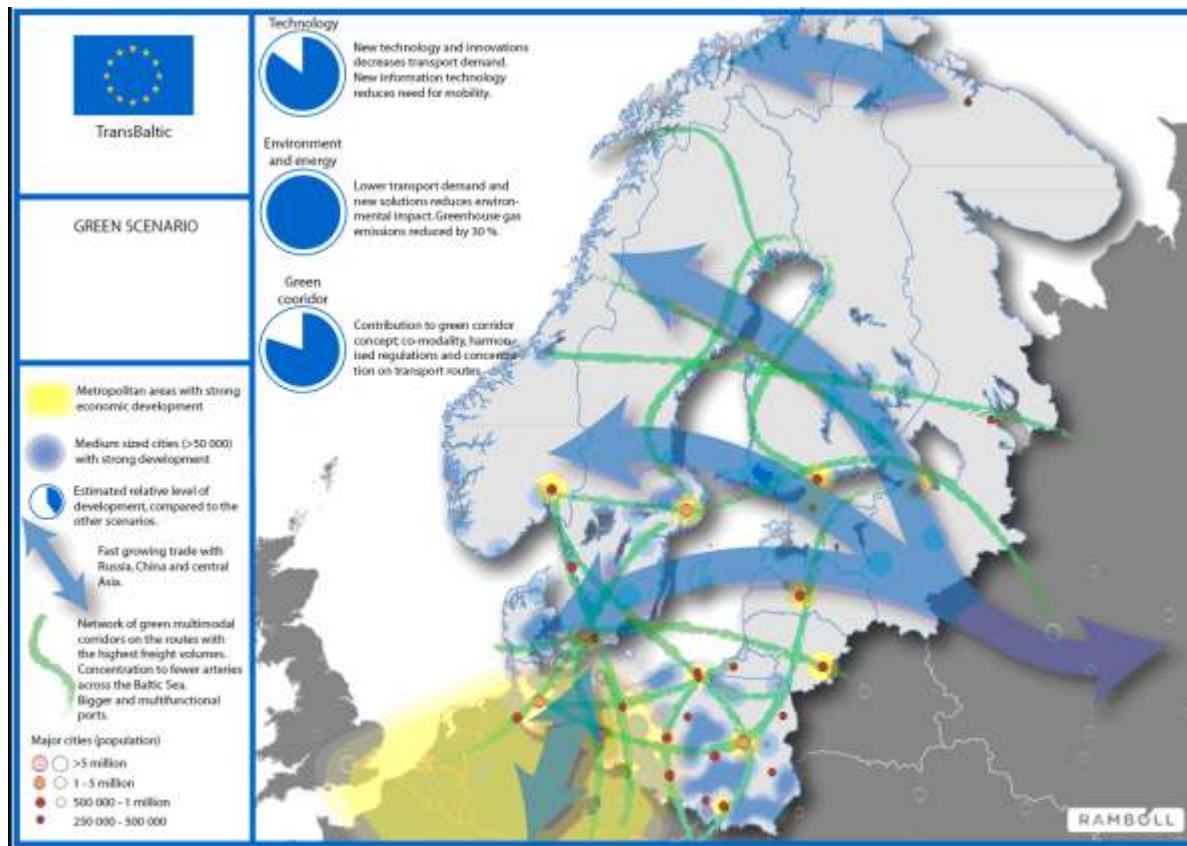
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# ...and a path to achieve it...

## THE GREEN SCENARIO AS ONE OF POSSIBLE TRAJECTORIES TILL 2030



- Success of transport **greening** policies
- Internalised transport costs and improved complementarity of the transport modes (**co-modality**)
- Balanced and positive economic growth; better territorial cohesion
- Diminishing disparities between the western and the eastern parts as well as between metropolises and the countryside
- Flourishing trade with the EU neighbours and the Far East
- Urban centres and transport hubs located on international routes to benefit from developments





# A 7 'I's for a customised transport policy for the Baltic Sea Region



*ensure mobility*

*boost sustainable economic growth and territorial cohesion*

*improve access to different parts of the BSR*



## FOUR 'I's

- **Internal** market
- **Innovating** for the future
- Modern **infrastructure** and smart funding
- **International** dimension



## THREE 'I's

- **Integrate** the Baltic Sea Region over the land and maritime borders
- **Interconnect** national and regional transport networks
- **Interface** public and private strategies and planning frameworks



# Avoiding the worst: what to focus upon...

- Make transport corridors greener but at the same time more **attractive for the users** (reliability, reduced congestion and low operational cost)
- Take care of **market response** and **public acceptance**
- Carry out communication campaigns
- Promote available business models
- Target corridor performance (harmonise, supervise and repair failures)
- Install dedicated governance models
- Develop **preparedness** measures to mitigate black swan events



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# The BSR as a blueprint laboratory

- Geographical, geopolitical and socio-economic **specificity**
- Traditional **bottom-up approach** to corridor development, strong role of market players
- A **network** of green and efficient corridors evolving along intercontinental supply chains
- Already ongoing **multi-level governance** processes, emerging structures
- Streamlining actions with the **NDPTL** (project pipeline, macroregional flow forecasting model, greening policies)
- Available business models and policy measures delivered by **transnational projects**



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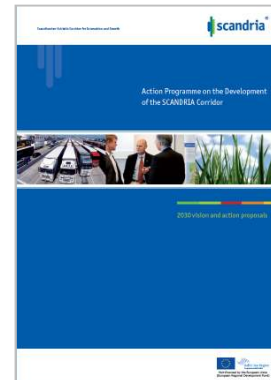
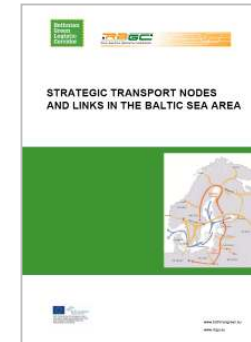
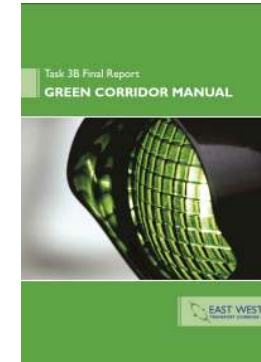
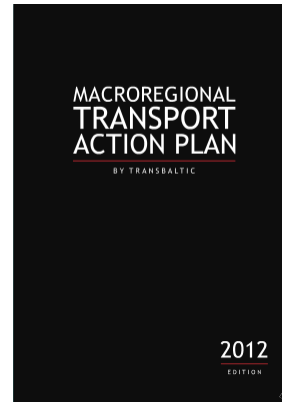




# Take and apply the accumulated knowledge!

**Blueprints** = transport greening solutions, which stem from the market needs, are developed with the business stakeholders and which are beneficial for the sustainable regional growth

- Based on real business cases
- Applicable to TEN-T core network corridors and other links
- Examples:
  - green corridor manual & information broker system
  - ICT tools (public travel planner, air cargo information system)
  - sustainable energy programme
  - logistics learning programme
  - common service model for logistics centres
  - new multimodal chains/blocktrains, alternative vehicle fuels for long distance transport, duo-trailer based dry port etc.





**Thank you for your attention!**

**<http://transportcluster.eu/>**



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