



MARCO POLO
NEW WAYS TO A GREEN HORIZON

Moving Forward in 2009

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AGENDA

- The new management of Marco Polo
- The programme in brief
- Programme relaunch and outlook



What is the EACI?

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



3

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



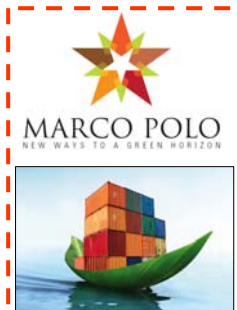
4

EACI: Key milestones



5

EACI: Current remit



eco-innovation
WHEN BUSINESS MEETS THE ENVIRONMENT

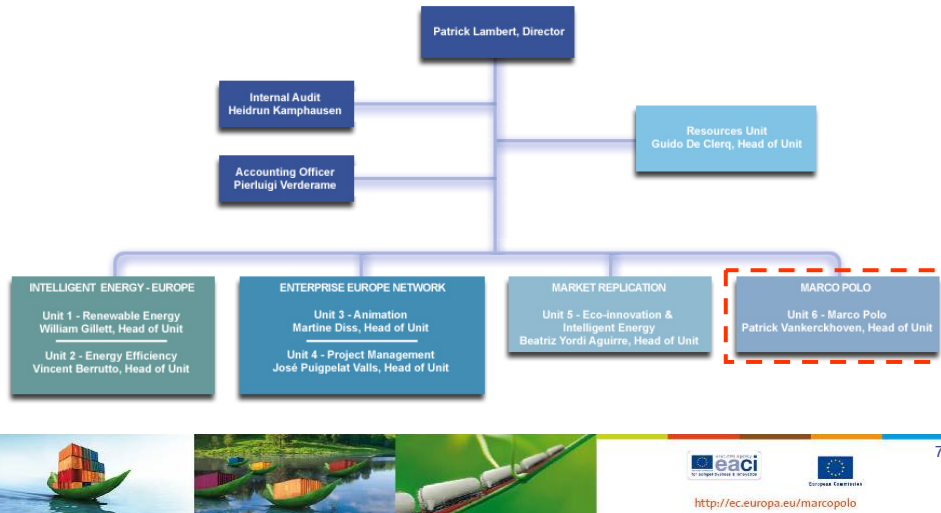


6



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EACI: The organigramme



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EACI: The added value

- The efficiency of shared agency services: audit, accounting, human resources, finance, external communications
- Synergies between Marco Polo and other funding schemes and the network
- A specialised team that can offer a better service to the Marco Polo beneficiaries





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9



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What is at stake?



- Freight transport affects each and every one 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, society** and the **environment**
- It represents a crucial challenge for the future **competitiveness** of European transport



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10

A new approach to freight transport



- ▶▶ Utilise alternatives to road such as short sea shipping, railways and inland waterways
- ▶▶ Support innovations that help overcome technical barriers to intermodal transport
- ▶▶ Use motorways of the sea in combination with other modes of transport
- ▶▶ Reduce the need for transporting goods by road via improved logistics
- ▶▶ Address training and other 'soft' factors within the transport business



The Marco Polo projects

- Over **100** projects over the period 2003–2008
- The projects selected under the 2007 and 2008 calls...
 - ▶ Were awarded **€79 million funds**
 - ▶ Are set to achieve over **42 billion tonne-kilometers** freight shift
 - ▶ With **considerable gains** for society and the environment





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The Marco Polo beneficiaries



- Between 2003–2008, over **400** project partners involved, coming from the European freight transport business
- Over the same period, a fairly good share of **SMEs**:
 - ▶ 36% of all lead partners are SMEs
 - ▶ Almost 50% of all associated partners are SMEs



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13



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14

A new visual identity



15

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Marketing & communication improvements

- **2008 online communications:**
 - ▶ New Marco Polo website: <http://ec.europa.eu/marcopolo>
 - ▶ New electronic newsletter service (free on-line subscription):
- Subscribe to the Marco Polo e-newsletter!
- **2008 events:**
 - ▶ Venice Conference, 10-11 June 2008
 - ▶ Sofia Conference & Workshop, 10-11 November 2008
 - ▶ Valencia Conference, 2-3 December 2008
 - **2008 press coverage:**
 - ▶ An outreach of at least 1.5 million readers



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Perspectives

- Better project management and greater efficiency
- Enhanced results and higher programme impact
- Improved communications and visibility
- Better feedback to Commission and Member States



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17



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What changes in 2009

THE 2009 CALL FOR PROPOSALS:

- Funding doubles from €1 to €2 per 500 tkm shifted
- Inland waterways become a priority
- Application period is extended to 3 months



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18



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**Good luck
with your proposals!**