



**MARCO POLO**  
NEW WAYS TO A GREEN HORIZON

## Marco Polo – Your opportunity

**Patrick Lambert**  
Director of the Executive Agency  
for Competitiveness and Innovation (EACI)

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### Agenda

#### State of play 2009

- What's new in 2010?
- Promoting Marco Polo





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## 2009 Call: Target achieved!



- 70 proposals received
  - ▶ up 50% from 2008
- 22 projects now negotiated
  - ▶ the entire budget (€66.33 million) will be spent!





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## 2009 Call: Funding areas

	2007 (contracts)	2008 (contracts)	2009 (negotiated)
Modal shift	17	25	15
Catalyst	2	1	2
Common learning	2	2	2
Motorways of the sea	1	0	1 
Traffic avoidance	0	0	2 



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## Previous Calls: Significant improvements



- 125 grant agreements signed to date
- 78 field visits carried out to date
- Most responses handled within 24 hours
- 2008 call pre-financing payment time down to 16 days on average
- Better on-site monitoring through standard check lists



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## Maritime transport to the fore



- With 90% of the EU external freight trade transported by sea, maritime transport is an EU priority
- A 'one stop' helpdesk for Motorways of the Sea projects launched today



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## 2010 Call: Better and simpler



As of 2010:

- Easier access for small enterprises
- Lower eligibility thresholds
- Higher level of funding
- Simpler procedures



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## 2010 Call: 64 million euros to...



Modal shift



Catalyst action



Motorways of the sea



Traffic avoidance



Common learning

- ▶▶ Use 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



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## 2010 Call: Stay ahead of the game!



- Call will be published in March
- Start your preparations early
- Get the most out of today's event
- Check the MP website regularly
- Sign up to the MP e-newsletter service



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## Raising interest

- A leaflet with all essential information about the programme
  - ▶ To motivate business stakeholders to take part





### Providing inspiration

- A brochure with a selection of Marco Polo success stories

- ▶ To provide applicants with some good project examples



### Showing results

- Two Marco Polo videos to place the programme in its wider policy context

- ▶ A first video dedicated to railway projects
- ▶ A new video focusing on maritime transport and motorways of the sea – *released TODAY!*





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## Spreading the word

■ 63 articles in specialist and national press in 2009



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## Upcoming events not to be missed!



■ Marco Polo Regional Conference

- ▶ Vienna, early October 2010
- ▶ Focus: inland waterways



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## You can help!



### For project partners:

- Display MP logo on your website
- Acknowledge MP funding in your promotional materials
- Inform your local audience about your project achievements



**Good luck  
with your next proposal!**