

**ANNEX****Annual work programme for the year 2011 under the second “Marco Polo” Programme****I. Objectives and political priorities****1. OBJECTIVES OF THE PROGRAMME**

Shifting the balance between transport modes to achieve a more sustainable development strategy has been at the heart of the European policy and notably since the Gothenburg European Council in 2001.

In its review<sup>1</sup> of the White Paper on the European Transport Policy, the European Commission suggests a shift from the road to more environmental friendly modes where appropriate, especially on long distance, in urban areas and on congested corridors.

In order to continue the support action engaged on that scheme with the first Marco Polo Programme<sup>2</sup> between 2003 and 2006, the European Union decided to extend its support to the economic operators with the Marco Polo II Programme<sup>3</sup> hereinafter called “the Programme”. A midterm review of the programme has taken place in order to increase its effectiveness. This resulted in a change to the legal basis.<sup>4</sup> The Programme aims at achieving a traffic shift or avoidance that is a substantial part of the expected yearly aggregate increase in international road freight traffic, measured in tonne-kilometres, to modes of transport with lower external costs in which road journeys are as short as possible.

The Programme is running between 2007 and 2013 with a global budget of €450 million and will be the subject of annual calls for project proposals.<sup>5</sup>

The programme proposes to support actions to reduce congestion, to improve the environmental performance of the transport system and to enhance intermodal transport, thereby contributing to a more efficient and sustainable transport system which will provide EU added value without having a negative impact on economic, social or territorial cohesion.

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<sup>1</sup> Communication from the Commission to the Council and the European Parliament No. (2006) 314 final “Keep Europe moving - Sustainable mobility for our continent. Mid-term review of the European Commission’s 2001 Transport White Paper” - 22.06.2006.

<sup>2</sup> Regulation (EC) No. 1382/2003 of the European Parliament and of the Council of 22 July 2003 on granting of Community financial assistance to improve the environmental performance of the freight transport system (“Marco Polo Programme”), OJ L 196, 02.08.2003, p 1.

<sup>3</sup> Regulation (EC) No. 1692/2006 of the European Parliament and of the Council of 24 October 2006 establishing the second “Marco Polo” programme for the granting of Community financial assistance to improve the environmental performance of the freight transport system (“Marco Polo II”), OJ L 328, 24.11.2006, p 1.

<sup>4</sup> Regulation (EC) No. 923/2009 of the European Parliament and of the Council of 16 September 2009 amending Regulation (EC) 1692/2006 establishing the second “Marco Polo” programme for the granting of Community financial assistance to improve the environmental performance of the freight transport system (“Marco Polo II”), OJ L 266, 9.10.2009, p 1.

<sup>5</sup> Undertakings do not have to wait until the call is published to prepare their proposals and to ask for advice from the Marco Polo Help Desk, but proposals can only be submitted when a Call is open.

The measures proposed under the Marco Polo Work Programme 2011 shall contribute to achievements of the EU goals for sustainable growth as established in the Europe 2020 Strategy.

## 2. ADDRESSING CHALLENGES ON THE MARKET

Alleged distortion of competition by some projects funded by the Marco Polo programme (in particular in the maritime sector) is a subject of concern for the European Commission. Indeed, the start-up aid to new or upgraded services in highly competitive markets in some cases leads to difficulties.

At the same time, the European Commission pays particular attention to the environmental challenges faced by the short sea shipping sector, *inter alia* in view of the forthcoming requirements with respect to the implementation of the requirements of Annex VI of the IMO MARPOL Convention.

The Marco Polo Work programme 2011 addresses this complex situation by limiting, as far as Short Sea Shipping (SSS) – based services are concerned, the scope of the programme for modal shift, Motorways of the Sea and catalyst actions to those services which implement innovative technologies or operational practices which significantly reduce polluting emissions of maritime transport, such as the use of low sulphur fuels, of LNG powered vessels, of vessels operating scrubber technologies for the cleaning of exhaust emissions or of vessels using shore side technology.

As a consequence, no funding will be available in 2011 for modal shift, for catalyst actions or for Motorways of the Sea actions which are based upon Short Sea Shipping services which do not make use of the environmental technologies referred to above.

Apart from that, in the rail sector, the Single Wagon Load (SLW) form of transport has, in several countries, seen a sharp decline. The reasons for this are manifold, however, one important factor is that new entrants have not yet entered into this market segment on a wider scale, partly due to problems of access to the "last mile" and to train formation facilities, partly due to the need to build up critical volumes to make Single Wagonload traffic economically viable; these circumstances constitute an important market entrance barrier. Access problems are currently being reduced by stronger regulation.

In comparison to intermodal transport, Single Wagonload Traffic offers a number of advantages including more favourable payload/deadweight-ratio, and better utilisation of train-length (net-ton per 100 train-meter) than in intermodal transport, the possibility to accommodate indivisible goods of large dimensions and to arrange transports door-to-door by rail. In consequence this can lead to transport cost advantages and better environmental performance. Trainload traffic offers in principal the same advantages, however, suits only major traffic flows. Thus, Single Wagonload traffic is necessary, if rail does not want loose important market segments on the European transport market.<sup>6</sup>

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<sup>6</sup> The advantages of Single Wagonload traffic and its development prospects have been analysed more in detail for example in the following study: Nelldal, Troche, et al.: "Efficient Train Systems for Freight Transport – A systems study", Royal Institute of Technology Stockholm(KTH), Railway Group, 2005

In order to help addressing these issues, the Marco Polo Work Programme 2011 introduces a specific priority and facilitation measures for SLW rail transport. A political message supporting new Single Wagonload traffic delivered through the Marco Polo-programme would encourage existing as well as new actors to (re)build new Single Wagonload services. What is more, the start-up phase of new services is particularly challenging in Single Wagonload traffic, since volumes need to be acquired from several sources, often at different locations along a corridor or in a region. Thus an alleviation of the economical burden during the critical start-up phase may contribute to some extent to revitalise Single Wagonload traffic

### 3. TYPES OF SUPPORTED ACTIONS

In 2011, the programme supports five distinct types of action:

(1) **Modal shift actions**, which focus on shifting as much freight as economically meaningful under current market conditions from road to short sea shipping<sup>7</sup>, rail and inland waterways. They may be proposing start-up of new services or significantly enhance existing services. They shall be robust, but not necessarily innovative: *just shift freight off the road!*

(2) **Catalyst actions**<sup>8</sup> change the way non-road freight transport is conducted in the Union. Under this type of action, structural market barriers in European freight transport are overcome through a highly innovative concept: *causing a real break-through*. This is essentially done in three steps by applicants: first the barrier must be clearly defined, then a highly innovative solution presented, and finally a modal shift service of great growth potential for freight transport is proposed for timely implementation. Dissemination of results must be ensured within the duration of the EU grant.

(3) **Motorways of the sea actions**<sup>9</sup> achieving a door-to-door service, which shift freight from long road distances to a combination of short sea shipping and other modes of transport. Actions of this kind are innovative at a European level in terms of logistics, equipment, products and services rendered, *imply high quality and frequent transport services, move frequently very large volumes of freight and include, preferably, the use of the most environmentally friendly transport modes, such as inland waterways and rail for hinterland freight transport and integrated door-to-door services*. Dissemination of results must be ensured within the duration of the EU grant.

The Motorways of the Sea actions shall be consistent with the features of the Motorways of the Sea priority project defined in the framework of Decision No 1692/96 EC of the European Parliament and of the Council of 23 July 1996 on Community guidelines for the development of the trans-European transport network.

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<sup>7</sup> Modal shift actions are only eligible for those SSS-based projects, which implement innovative technologies or operational practices which significantly reduce polluting emissions of maritime transport, such as the use of low sulphur fuels, of LNG powered vessels, of vessels operating scrubber technologies for the cleaning of exhaust emissions or of vessels using shore side technology.

<sup>8</sup> Catalyst actions are only eligible for those SSS-based projects which implement innovative technologies or operational practices which significantly reduce polluting emissions of maritime transport, such as the use of low sulphur fuels, of LNG powered vessels, of vessels operating scrubber technologies for the cleaning of exhaust emissions or of vessels using shore side technology.

<sup>9</sup> Motorways of the Sea actions are only eligible for those projects, which implement innovative technologies or operational practices which significantly reduce polluting emissions of maritime transport, such as the use of low sulphur fuels, of LNG powered vessels, of vessels operating scrubber technologies for the cleaning of exhaust emissions or of vessels using shore side technology.

(4) **Traffic avoidance actions** integrate transport into production logistics: *reducing freight transport demand by road with a direct impact on emissions*. Actions of this type shall be innovative and shall not adversely affect production output and production workforce. Dissemination of results must be ensured within the duration of the EU grant.

(5) **Common learning actions** enhance knowledge in the freight logistics sector and foster advanced methods and procedures of co-operation in the freight market, with an overall objective of promoting intermodal solutions. Under this type of action, improvement of co-operation and sharing of know-how is encouraged: *training on how to cope efficiently and in a sustainable manner with increasingly complex transport and logistics solutions*. Dissemination of results must be ensured within the duration of the EU grant.

#### 4. POLITICAL PRIORITIES

The political priority targets are defined as follows:

##### (1) Political priority for Inland Waterway Transport

- o Positively evaluated proposals presented with the objective of shifting freight transport from roads to Inland Waterways will have a preference over the rest of successful proposals for up to 10% of the available budget for the year.

##### (2) Political priority for SSS-based projects which implement innovative technologies or operational practices which significantly reduce polluting emissions of maritime transport

- o In order to address the environmental challenges faced by the short sea shipping sector, a political priority is established to encourage the sector to use services which implement innovative technologies or operational practices which significantly reduce polluting emissions of maritime transport.

##### (3) Political priority for Single Wagonload Traffic (SLW)

- o In order to address the emerging problem of decreasing support for SWL traffic in the market, encourage Single Wagonload Traffic, defined as “less-than-trainload rail traffic not using intermodal load-units”.

##### (4) Political priority targets for Modal shift actions, Motorways of the Sea and Traffic avoidance actions

- o Reinforce interconnections between modes of transport and the integration of freight services at terminals;
- o Reduce road congestion especially in the main traffic bottlenecks in the European Union and improve the environmental performance of the freight transport system within the European Union;
- o Support actions in the freight transport, logistics and other relevant markets, taking into account the needs of SMEs;

**(5) Political priority targets for Catalyst actions**

Intra-European maritime freight services, meeting at least one of the conditions below:

- o Road-competitive quality of service;
- o Central integrated control of the services and offer of a “door-to-door” concept;
- o High-quality in terms of punctuality, client information and transshipment concepts;

Interoperable rail services, meeting at least one of the conditions below:

- o Road-competitive quality of service;
- o Central integrated control of the services and offer of a “door-to-door” concept;
- o Guaranteed departures and arrival times;
- o Compensation system for quality deficiencies;
- o Applied international interoperability of equipment, safety or information systems.

Transport services that shift road freight traffic to a combination of rail and inland waterways modes of transport in which road journeys are as short as possible, meeting at least one of the conditions below:

- o Road-competitive quality of service;
- o Central integrated control of the services and offer of a “door-to-door” concept;
- o Optimisation of transshipment with other modes in terms of cost efficiency, handling speed and information technology.

**(6) Political priority targets for Common learning actions**

Common learning actions related to intermodal transport including training, addressing at least one of the following topics:

- o Adapting procedures and methods in transport systems to meet today’s logistics requirements;
- o Improving procedures and methods in sea and inland ports;
- o Sharing knowledge, learning, exchanging experience for the stakeholders of existing or potential Motorways of the Sea actions;

- o Co-operation between railways and inland waterway and/or short sea shipping and/or road;
- o Integration of inland waterway, short sea shipping and rail transport in the logistics supply chain (“door-to-door” concept);
- o New co-operation and capacity management models in rail;
- o Improving pricing, procedures and methods in the terminal;
- o European training centres realising programmes focused on promotion of co-modal transport;
- o Reduction of transport damages and prevention of theft and/or sabotage;
- o Increasing the efficiency and demand for non-road transport;
- o Improving the shippers’ understanding of intermodal freight transport;
- o Actions aiming to improve the integration of the new Member States into the logistics chain.
- o Actions aiming to improve the knowledge and use of TEN-T corridors.
- o The joint set-up of test/pilot/demonstration services to evaluate new concepts before bringing them to the market and that aim to shift freight traffic off the roads.

## **5. CALL FOR PROPOSALS**

The implementation of the annual work programme will be realised through the Call for Proposals, which will provide detailed information on exclusion, eligibility, selection and award criteria, the arrangements for European Union financing, the arrangements and final date for the submission of proposals and the planned date for closing the award procedure.

The indicative date for launching the call for proposals is the second quarter of 2011.

## **6. GENERAL FUNDING CONDITIONS**

6.1 The Programme grant shall be conditioned as follows:

(i) For Modal shift actions the grant will be limited to 35% of the total eligible costs. Ancillary infrastructure costs are eligible up to 20% of the total eligible costs. The grant will not amount to more than EUR 2 (two Euro) for each shift<sup>10</sup> of 500 tonne-kilometres or 2000 cubic metre-kilometres (in case the volumetric equivalent is used) from road to any other land or water modes actually realised. This indicative amount could be adjusted, in particular, in accordance with the quality of the action or the real environmental benefit obtained.

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<sup>10</sup> The shift will include the goods transported, the intermodal transport unit plus the road vehicle, including empty intermodal transport units and empty road vehicles effectively loaded and unloaded at the beginning and the end of the multimodal journey, if these are shifted off the road too.

(ii) For Catalyst actions, the grant will be limited to 35% of the total eligible costs. Ancillary infrastructure costs are eligible up to 20% of the total eligible costs. The grant will not amount to more than €2 (two Euro) for each shift<sup>11</sup> actually realised of 500 tonne-kilometres or 2000 cubic metre-kilometres (in case the volumetric equivalent is used) from road to any other land or water modes. This indicative amount could be adjusted, in particular, in accordance with the quality of the action or the real environmental benefit obtained.

(iii) For Motorways of the sea actions, the grant will be limited to 35% of the total eligible costs. Ancillary infrastructure costs are eligible up to 20% of the total eligible costs. The grant will not amount to more than €2 (two Euro) for each shift<sup>12</sup> actually realised of 500 tonne-kilometres or 2000 cubic metre-kilometres (in case the volumetric equivalent is used) from road to any other land or water modes. This indicative amount could be adjusted, in particular, in accordance with the quality of the action or the real environmental benefit obtained.

(iv) For Traffic avoidance actions, the grant will be limited to 35% of the total eligible costs. Ancillary infrastructure costs are eligible up to 20% of the total eligible costs. The grant will not amount to more than €2 (two Euro) for each avoidance<sup>13</sup> actually realised of 500 tonne-kilometres or 2000 cubic metre-kilometres (in case the volumetric equivalent is used) or 25 vehicle kilometres<sup>14</sup> of road freight. This indicative amount could be adjusted, in particular, in accordance with the quality of the action or the real environmental benefit obtained.

(v) For Common learning actions it will be limited to 50% of the total eligible costs.

## 7. GENERAL ELIGIBILITY AND SELECTION CRITERIA

The following eligibility criteria define the scope of the call and apply to five types of actions – Modal shift, Catalyst, Motorways of the Sea, Traffic avoidance and Common learning.

### 7.1. General eligibility criteria

E1. **Uniqueness:** the type of action for which a project is proposed must be clearly specified by the applicant.

E2. **Transport Services:** the proposal must dominantly concern transport **services** or logistics concepts in the market place, i.e. infrastructure, research or study projects are not eligible.

E3. **European Dimension - Undertakings:** an action can be submitted by either a single undertaking or by a consortium of undertakings established in any EU Member State or fully

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<sup>11</sup> The shift will include the goods transported, the intermodal transport unit plus the road vehicle, including empty intermodal transport units and empty road vehicles, effectively loaded and unloaded at the beginning and the end of the multimodal journey, if these are shifted off the road too

<sup>12</sup> The shift will include the goods transported, the intermodal transport unit plus the road vehicle, including empty intermodal transport units and empty road vehicles, effectively loaded and unloaded at the beginning and the end of the multimodal journey, if these are shifted off the road too

<sup>13</sup> The avoidance will include the vehicle-kilometres generated by empty or loaded truck movements.

<sup>14</sup> The measure of vehicle-kilometres is needed to account for actions reducing empty runs or increasing load factors. These might not avoid tonne-kilometres but lead to less vehicles on the road.

participating country<sup>15</sup>. In case of actions submitted by consortia, one undertaking should be identified as the lead partner. An undertaking from a close third country may also be involved as an associated partner (not as a lead partner) to a project.<sup>16</sup> Actions shall involve the territory of at least two Member States or the territory of at least one Member State and the territory of a close third country.

E4. **European Dimension - Cost:** the budget will only finance costs<sup>17</sup> arising on the territories of the European Union or fully participating countries<sup>18</sup>. Legal or natural persons established outside these countries cannot be the recipients of European Union funds under this call in a capacity of project partner. Their costs shall not be eligible. Furthermore, subcontracting to legal or natural persons established outside these countries shall be duly justified in view of the technical and economic necessity and may not be used to circumvent the eligibility rules applicable to project partners<sup>19</sup>.

E5. **Type of Legal Entity:** all project participants must be legal persons. They must be privately or publicly owned commercial undertakings. Public law entities engaged in economic activities in accordance with their national laws are entitled to participate. Natural persons are not eligible. Project partners must prove the status of being a commercial undertaking, for instance by providing a VAT number or being listed in the commercial register.

E6. **Start-up of action:** the action must start the proposed service or activity between 1 July 2010 and 1 July 2012. No grant may be awarded retrospectively for actions already completed.

## 7.2. Specific Eligibility Criteria

All projects submitted for financing will have to comply **simultaneously** with all the corresponding eligibility criteria per type of action mentioned below:

### 7.2.1. *Modal shift actions*

MOD1. **Route:** The envisaged route, from which transport is shifted by the action, must be situated on the territory of at least two EU Member States or on the territory of at least one EU Member State and a close third country.

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<sup>15</sup> The programme is open to participation by countries which are candidates for accession to the European Union. Participation shall be governed by the conditions laid down in the Association Agreements with those countries, and on the basis of the rules laid down in the decision of the Association Council for each country concerned. The programme is also open to participation by EFTA and EEA countries and close third countries, on the basis of supplementary appropriations in accordance with procedures to be agreed with those countries. Currently, in the programme, fully participating countries are: Croatia and EEA countries (Norway, Iceland and Liechtenstein).

<sup>16</sup> Close third country means any country not a member of the European Union with a common border with the European Union or with a coastline on a closed or semi-closed sea neighbouring the European Union.

<sup>17</sup> In practical terms this means that the planned route has to be located on the territory of a fully participating country, in order for the costs to be eligible under a Marco Polo II contract.

<sup>18</sup> Croatia and EEA countries (Norway, Iceland and Liechtenstein)

<sup>19</sup> In cases where these conditions are satisfied (in addition to the other eligibility criteria as set under section 7 "General eligibility and selection criteria"), the costs of subcontracting shall be eligible

MOD2. **Duration:** The action achieves its objectives within a period of a maximum of 36 months.

MOD3. **Threshold:** The minimum modal shift proposed by the action shall be an average of 60 million tonne-kilometres, or its volumetric equivalent, per year. In the specific cases of projects aiming at:

a) modal shift from road to inland waterways, the minimum modal shift proposed by the action shall be an average of 13 million tonne-kilometres, or its volumetric equivalent, per year;

b) modal shift from road to Single Wagonload Traffic, the minimum modal shift proposed by the action shall be an average of 30 million tonne-kilometres, or its volumetric equivalent, per year;

### *7.2.2. Catalyst actions*

CAT1. **Route:** The envisaged route from which freight is shifted by the action is situated on the territory of at least two EU Member States or on the territory of at least one EU Member State and a close third country.

CAT2. **Duration:** The action achieves its objectives within a period of a minimum of 36 months and a maximum of 60 months.

CAT3. **Threshold:** The minimum modal shift proposed by the action shall be an average of 30 million tonne-kilometres, or its volumetric equivalent, per year.

### *7.2.3. Motorways of the sea actions*

MOS1. **Route:** The envisaged route from which freight is shifted by the action is situated on the territory of at least two EU Member States or on the territory of at least one EU Member State and a close third country.

The Motorways of the Sea actions shall be consistent with the features of the Motorways of the Sea priority project defined in the framework of Decision No 1692/96 EC of the European Parliament and of the Council of 23 July 1996 on Community guidelines for the development of the trans-European transport network<sup>20</sup>. Therefore, regarding projects within the EU, only those relating to the category A ports as defined in Article 12(2) of the said Decision (i.e. ports with a total annual traffic volume of not less than 1,5 million tonnes of freight or 200.000 passengers) will be eligible to Marco Polo funding under the Motorways of the Sea actions.

MOS2. **Duration:** The action achieves its objectives within a period of a minimum of 36 months and a maximum of 60 months.

MOS3. **Threshold:** The minimum modal shift proposed by the action shall be an average of 200 million tonne-kilometres, or its volumetric equivalent, per year.

### *7.2.4. Traffic avoidance actions*

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<sup>20</sup> OJ L 228, 9.9.1996, p.1.

**TAV1. Routes:** The envisaged routes on which freight is avoided by the action are situated on the territory of at least two EU Member States or on the territory of at least one EU Member State and a close third country.

**TAV2. Duration:** The action achieves its objectives within a period of a minimum of 36 months and a maximum of 60 months.

**TAV3. Threshold:** The minimum traffic avoidance proposed by the action shall be an average of 4 million vehicle-kilometres or 80 million tonne-kilometres per year.

#### ***7.2.5. Common learning Actions***

**LEA1. Duration:** The action achieves its objectives within a period of a maximum of 24 months.

**LEA2. Threshold:** The minimum indicative grant threshold per action is EUR 250,000.

### **7.3. Specific Eligibility criteria for SSS-based modal shift, Motorways of the Sea and catalyst actions**

Applicants submitting SSS-based projects under the modal shift, Motorways of the Sea and catalyst actions must demonstrate that for the achievements of the projects' objectives they use innovative technologies or operational practises which significantly reduce polluting emissions of maritime transport.

#### **7.4. Selection criteria**

##### ***S.1. Financial Capacity of Applicants***

Undertakings must be legally constituted and registered. They, acting alone or in a consortium, must have the financial capacity to give confidence in the action to be supported. Evidence of this requirement should be provided with audited unconsolidated financial statements.

The last available financial statements of at least one of the project partners should show the minimum values for the following two ratios: (1) Current assets/current liabilities >0.75, and (2) EU grant/Equity <1.

##### ***S.2. Technical Capacity of Applicants***

Applicants must have the technical and operational capacity to complete the action to be supported and should justify it with appropriate supporting documents. This capacity shall be supported with evidence of at least a 5-year experience by the applicants in the commercial and business area where the project will be implemented or with evidence of at least 5-year experience of their directly involved employees in the commercial and business area where the project will be implemented. Documentary evidence of this requirement shall be provided with company records and CVs.

## **8. AWARD CRITERIA**

### **8.1. Quantity of freight shifted off the road or quantity of road traffic avoided**

This criterion requires a clear definition and presentation of both the old “road”-route and the new “modally shifted”-route for Modal shift, Catalyst and Motorways of the Sea actions.

Common learning actions are not required to be concerned with a transport route.

For Traffic avoidance actions a clear definition and presentation of the old and new transport service (route, number of trucks, number of tonne-kilometres and number of vehicle-kilometres) are obligatory.

#### **8.1.1. *Modal shift***

The effected Modal shift in a Modal shift, Catalyst and Motorways of the Sea action is to be measured in tonne-kilometres.

As an **alternative for light goods** the volume equivalent “freight tonnes” measured in m<sup>3</sup> may be used by the applicant. This means, that **4 cubic metre–kilometres (m<sup>3</sup>km) shall be equivalent to 1 tonne-kilometre (tkm)**, and all calculations and key-figures throughout the proposal are to be presented in analogy to the tonne-kilometres case. The choice of basic unit m<sup>3</sup>km or tkm must be clearly specified by the applicant.

#### **8.1.2. *Traffic avoidance***

The effected traffic avoidance is measured in vehicle-kilometres (or tonne-kilometres or its volumetric equivalent). This is measured in comparing the new quantity of road transport versus the old one.

### **8.2. Environmental benefits and external costs savings**

Environmental benefits and external costs savings have quantitative and qualitative elements and they must be thoroughly described and justified.

The quantitative environmental benefits and external costs savings calculation is based on a comparison of the relevant external costs for the old “road”-route with the new “modally shifted”-route respectively “old” transport service with the “new” concept of traffic avoidance. Only environmental benefits and external costs savings achieved on the territory of countries fully participating in the Marco Polo Programme may be used for this calculation.

### **8.3. Credibility of the action**

The market research or feasibility study results and a business plan coherent with the action described, are vital elements to judge the credibility of the proposal as well as the likely utilisation of the service in terms of potential customers (supported by letters of intent, or even better, letters of commitment), presentation of business objectives in the light of relevant EUROSTAT transport statistics, etc. When applicable, a proper analysis of the service's competitiveness compared to existing road operators should be provided covering at least a comparison of costs and travel times.

### **8.4. Viability of the action**

All actions should be sustainable beyond the project duration. This should be clearly demonstrated in a solid business plan, including clear profit and loss projections.

#### **8.5. Innovative approach**

All actions (except Modal shift actions) have to be innovative.

#### **8.6. Dissemination plan**

For all actions (except for Modal shift actions) the results and methods shall be disseminated based on a concrete and detailed dissemination plan.

#### **8.7. European added value – Improvement of co-operation, sharing of know-how**

This criterion is only applicable to Common learning actions and covers the European dimension of the action, the target groups to be trained or reached, the cooperation among the stakeholders and the sharing of know-how. The added value of the action should be demonstrated through a proper analysis of the situation in the sector and any potential shortcomings the action would contribute to correct.

#### **8.8. Degree of intermodal integration**

This criterion is only applicable to Motorways of the Sea actions and covers the integration of the maritime link into the overall door-to-door transport chain, for instance through the availability of integrated tracking and tracing, of a single electronic window for the exchange of information between the service providers and users concerned by the Motorways of the Sea, of a one stop-shop for administrative issues, of a single liability regime covering the whole intermodal chain, coordination of timetables, common marketing and single invoicing.

### **9. ACCOMPANYING MEASURES**

Pursuant to Art 12 of the Marco Polo Regulation<sup>21</sup>, the Work Programme 2011 covers additional accompanying measures reacting for emerging policy needs and focusing on preparation of future actions in the general context of the programme. The actions to be financed by the programme in 2011 embrace:

*Impact assessment on evaluation and possible revision of the EU intermodal policy* – to be realised through open tender for service contract with estimated budget of €150.000. The procurement procedure is expected to be launched in the second quarter of 2011;

*Study on Establishment of a Single Transport Document and Liability Regime for Multimodal Transport* – to be realised through open tender for service contract with estimated budget of €150,000. The procurement procedure is expected to be launched in the second quarter of 2011;

*Study on Single Wagonload Traffic in Europe* – to be realised through open tender procedure for service contract with estimated budget of €205,000. The procurement procedure is expected to be launched in the second quarter of 2011;

*Organisation and implementation of a 'Promotion Vessel Tour' on inland waterways* – to be realised through open tender procedure for service contract with an estimated budget of

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<sup>21</sup> Please refer to footnote 3, page 1

€55,000. The objectives of the action are raising awareness for inland waterway transport (IWT), showing the potential of IWT, promote (inland) ports as the nodal interface between IWT and the logistic chain and industrial sites, attracting young people to the profession and addressing the multipurpose usage of inland waterways. The action would cover, in collaboration with and taking into consideration possible similar events, the running of an inland vessel(s) on selected European inland waterways (e.g. the Rhine and/or Danube) and dissemination events at a number of ports/cities. Examples of events would be exhibitions onboard in combination with 'open days in ports' and specific events for local industries and the IWT sector. Target groups are the general public living along the river, young people, industry and logistic organisations. The procurement procedure is expected to be launched in the second quarter of 2011.

*Contribution to European programme for the support of Short Sea Shipping* (budgetary line 06 02 06) – to be realised through a grant under Article 168(1)(f) of the Implementing rules to European Shortsea Network (ESN) composed of Short Sea Promotion Centres (SPCs). The priority and the objective of the action are to provide neutral and objective information to shippers and freight forwarders on transport solutions including a Short Sea Shipping leg. The foreseen results are the realisation of a programme of actions for the promotion of short sea shipping. The estimated contribution is of €350,000. The reception of application is expected in the second quarter of 2011. The maximum co-financing rate shall be 50%;

## **10. BUDGET**

The proposed budget for 2011, coming from the budget lines 06 01 04 01, 06 02 06 and 06 01 04 32 is approximately €7,5 million with which the Commission envisages to fund around thirty-six (36) projects. This proposed budget also includes foreseen funding in the amount of EUR 112.600 for certain administrative expenses such as acquiring external expertise, organisation of meetings, dissemination of information, external studies and publications as well as any other administrative expenses that have to be accounted for, including the annual transfer to the Executive Agency for Competitiveness and Innovation (EACI) of €1,592,000 to cover the Agency's administrative expenses. Furthermore, the proposed budget includes a maximum of €200,000 for implementation of the marketing activities aimed at promoting the Programme, which will in 2011 be allocated either through EACI for commitment through its framework contracts or through the framework contracts of the Commission. Finally, the proposed Programme's budget for 2011 also includes the amount of €1,810,000 which will be used to finance the accompanying measures as referred to in Section 9 of this document.