Baltic Loop

WP2 Business models for smart and sustainable sea logistics and port operations

Stakeholder day, Tallinn, 24.09.2019

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Baltic Loop WP2

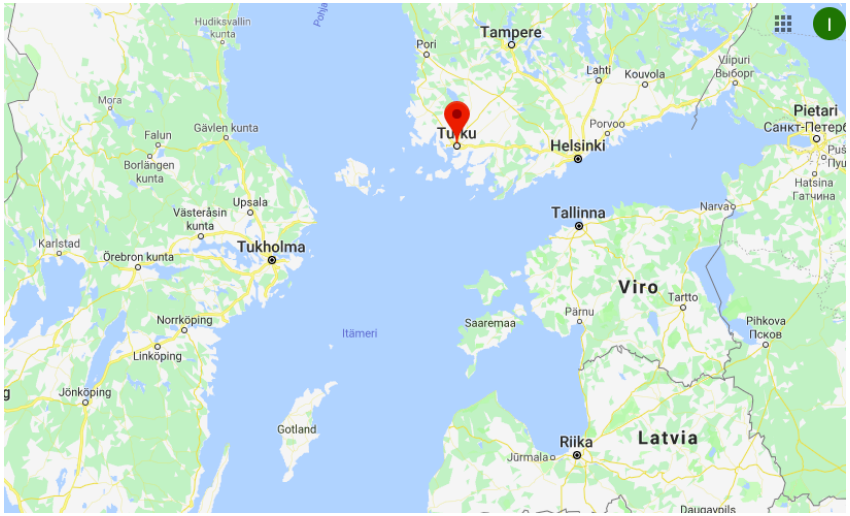
- WP2 responsible– **Åbo Akademi University**
- Title:“Business models for smart and sustainable sea logistics and port operations”
- Project Manager Irina Wahlström
- Doctoral Thesis worker Yiran Chen
- Senior Staff – Assistant Professor Magus Hellström, Docent Anastasia Tsvetkova

Who we are

Baltic Loop

- Finland´s only Swedish speaking university
- 5000 students, 1100 employees
- 1400 publications p.a.

- “The Sea” strategic profile



Who we are

Baltic Loop

- The Laboratory of Industrial Management (chair prof. Kim Wikström) focuses on new business models, value creation in business ecosystems, ecosystem governance, and solution sales in connection to investments for energy and transportation infrastructures.

- One specific area of interest are transitions towards systems with higher life-cycle value (e.g. energy efficiency and lower operating cost) as opposed to lowest initial capital expenditure.

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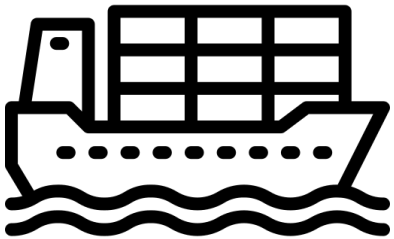
MAIN GOAL (OUTPUT): Achieve fuller shiploads, timely and efficient cargo handling by small regional hub ports resulting in higher economic performance and less emissions caused by shipping in the BSR transport corridors and nodes

	ACTIVITY	DELIVERABLE
	A1. Analysis of existing and potential cargo and passenger flows within and between partner regions	**D1** – Identification of bottle-necks and inefficiencies
	A2. Current information flow, data sharing and coordination of services	**D2** – Recommendations for enhancing information visibility and transmission processes

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ACTIVITY	DELIVERABLE
A3. Analysis of hub port infrastructure investment needs	D3 – Hub port infrastructure investment plan

A4. Development of a generic business model for establishing small ports as hubs for hinterland cargo	D4 – Implementation of the business model

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Authorities

- National, regional, local

Transport and logistics associations

- The Swedish International Freight Association (Transportindustriförbundet)
- Estonian Logistics and Freight Forwarding Association (ELEA)
- Latvian Logistics Association (LLA)
- Suomen kuljetus ja logistiikka (SKAL), Logistiikkayritysten liitto

Port Associations & Ports

- Estonian Ports Association, Sveriges hamnar, **Latvian Association of Small Ports,** Latvian Port Association, Finnish Port Association

Industries, industry clusters, hinterlands

- National Industry Associations
- Chambers of commerce
- Ventspils High Techonogy Park Foundation (Freeport Authority of Ventspils)

Transport Companies

- Shipping companies (Ro-Ro, bulk, industry and retail goods) operating in the corridors
- Road haulage companies (e.g. Ahola Transport)

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Activity	Title	Deliverable	Deliverable
A.T3.1	**Work package meetings, seminars and workshops**	**D.T2.1.1**	**Brainstorming and experience exchange**
A.T3.2	**Analysis of existing and potential cargo** (and passenger) **flows** within and between partner regions desktop studies, company interviews, partner workshops)	DT3.2.1	**Preliminary draft report** on identified cargo flows and bottlenecks
A.T3.3		DT3.3.1	**Final report** on identified cargo flows and bottlenecks
A.T3.4	**Analysis and identification of communication forms, information types, flows and solutions** supporting improved operations, data sharing and coordination of services in the transport chain between relevant stakeholders and regions (interviews, workshops)	D.T3.4.1	**Preliminary recommendation report** on methods, actions and ICT-solutions linked to enhanced information visibility and transmission processes improving the overall cargo flow efficiency
A.T3.5		D.T3.5.1	**Final recommendation report**
A.T3.6	**Analysis of hub infrastructure investment needs** enabling adequate, quicker and well-coordinated cargo handling (workshops and interviews with ports, cargo owners, shipping companies)	D.T3.6.1	**Delivery** of preliminary hub **infrastructure investment plan**
A.T3.7		D.T3.7.1	Delivery of the **final** hub **infrastructure investment plan**
A.T3.8	**Development of a generic business model** (method) for establishing small ports as hubs for hinterland cargo in the BSR	D.T3.8.1	**Implementation of the business model** for small ports to function as hubs for hinterland cargo

Baltic Loop

www.balticloop.eu

Interreg
Central Baltic

European Union
European Regional
Development Fund

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Åbo Akademi
University

WP2- Business models for smart and sustainable sea logistics and port operations

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Activity specification:

1. Gathering existing and relevant material **as desktop study** (reports, reviews, articles, statistics) and **information exchange** and **input from project partners** (and other stakeholders)

- **cargo flows [industrial (separation of unitised and bulk if relevant) and retail freight]**
- **identification of transport/traffic bottlenecks**
- **identification of logistical strokes, nodes**
- **identification of hinterland connections, industries, flow directions**
- **port statistics**
- **EU, BSR, national and regional plans and strategies affecting cargo flows, port operations and maritime traffic**
- **Information flows and IT-systems exploited in supply chains**

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Activity specification:

2. **Stakeholder interviews and information exchange** (in conjunction with workshops, face-to-face interviews) with

- **Regional authorities - planning regions (Örebro, Tallinn, Riga)**
- **Transport authorities and associations**
- **Port authorities (Estonia, Latvia, Sweden)**
- **Transport companies (road haulage, rail road)**
- **Shipping companies**
- **Industries and industry associations (Ventspils)**

- The profile area is a collaborative effort with the University of Turku. The research has a particular focus on marine biology, regulation and other steering mechanisms as well as maritime logistics and trade, with the Baltic Sea serving as a global model.

- Within the cross-disciplinary entity, researchers collaborate in environmental and marine biology, public administration and the industrial economy.