Sustainable development of cruise port locations

→ Cruise ships on order have far bigger dimensions than the average current cruise fleet. 7.6 million cruise passenger visits are expected by 2025 in the Baltic Sea Region (BSR) and cruise ship calls will reach some 4000. In addition, the BSR will face new regulations for ship emissions by so called Emission Control Areas (ECA). In addition, an EU Directive (2005/33/EC) limits sulphur emissions for inland waterways as well as for all ships moored at any EU inland or sea port. Planning and meeting the fast growing demand and the associated environmental requirements in the cruise sector in a strategic, sustainable manner is necessary. Due to the transnationality of the ‘cruise product’ only a joint planning process of BSR ports will have sustainable results.

<table>
<thead>
<tr>
<th>Priority area</th>
<th>Transport</th>
</tr>
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<tbody>
<tr>
<td>Specific objective</td>
<td>Shipping</td>
</tr>
<tr>
<td>Project acronym</td>
<td>Green Cruise Port</td>
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<tr>
<td>Lead Partner</td>
<td>Hamburg Port Authority, Germany</td>
</tr>
<tr>
<td>Project partners</td>
<td>2 DE, 1 DK, 1 EE, 1 FI, 1 LT, 1 LV, 1 NO, 1 PL</td>
</tr>
<tr>
<td>Project budget*</td>
<td>Total EUR 2,8 MM</td>
</tr>
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*preliminary figures before contract signature

Summary

The cruise shipping sector in the Baltic Sea Region (BSR) has grown enormously in the last decade. From 2001 to 2013 cruise ship calls (visits by a cruise ship at a port) grew by a total of 59 % (1,601 to 2,552), passenger visits increased by a total of over 260 % (1,227,000 to 4,434,000). Cruise tourism is global and in the BSR continued strong growth is predicted and is going to remain on a strong growth trend with the available capacity (determined by the active cruise fleet) continuing to grow.

While at the seaside private shipping lines and international bodies, e. g. the International Maritime Organization (IMO) are the main actors, on land national port administrations and terminal operators take over this responsibility. Clean Shipping is
needed in order to encourage investments in environmentally friendly cruise port infra-
and superstructure as well as in better, smart traffic links to the public transport and
supply systems.

Consequently the core challenge of the project with its ten partners and ten
supporting organizations from all BSR countries will address the main public and private
stakeholders in the region (and beyond), like ports and Port Authorities, terminal
operators, shipping lines, politicians, etc. The project aims to find smart solutions for
greener cruise ports in the BSR in three work packages (WP): Sustainable Energy Supply
& innovative Emission Reduction, Cruise Terminal Buildings & innovative Reception
Facilities and Maritime and Landside Cruise (Terminal) Traffic Links. This integrated
thematic approach, supported by consequent project management will build a sound
basis for a successful project implementation 2016-2019.

Project tools and main outputs and results will include Conferences, Workshops
and Best Practice Tours (taking place in all BSR countries), Policy Papers, Research,
Technical and Concept Studies as well as Business Cases, Sustainable enhancement of
partner staff capacities (and other cruise industry stakeholders) and launching of a BSR
Green Cruise Port Action Plan 2030, offering strategic orientation and practical guidance
for a smart green cruise port development in the coming decade.