

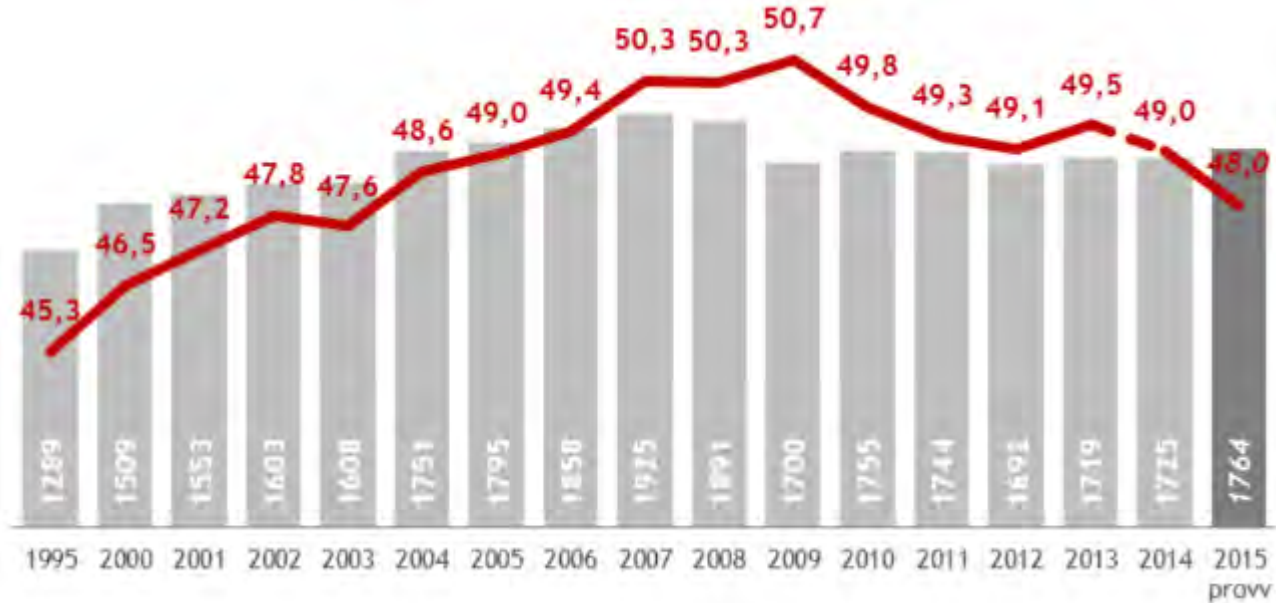
# How to Incentivise the Highways of the Sea: the «Marebonus Scheme» An Italian Perspective

AUTORITA' DI SISTEMA PORTUALE  
DEL MAR TIRRENO SETTENTRIONALE



# REFERENCE BACKGROUND- Road traffic in EU 28

**Table n.1 EU28 Road traffic (tkm), % on the total carried, sea and air included**



*To date, there is still imbalance between transport modes. Road transport in EU 28 has remained stable over the last 10 years, marking an increase in 2015 both in carried tons (+1.4%) and in number of vehicles (+2.6%)*

Source: Anfia from Eurostat, 2017

*Italy, along with Germany, UK, Poland and France is among the European countries where road traffic holds major shares (69% globally)*

## REFERENCE BACKGROUND – Social externalities

**Table n.2 Social costs: externalities of transport modes**

Externality	Road Transport € /1000tkm	Rail Transport € /1000tkm	Maritime Transport € /1000tkm
Air pollution	4,91	1,111	1,81
Greenhouse gasses	5,32	-	1,5
Accident rate	1,23	0,001	-
Congestion	14,85	0,25	-
Noise	0,09	0,131	-
<b>Total</b>	<b>24,6</b>	<b>1,492</b>	<b>3,31</b>

*Strategy to promote a sustainable transport: improving the road-sea and the road-rail combined transport*

Source : RAM spa on Price Waterhouse Coopers data,2015

## ECOBONUS: MISSION ACCOMPLISHED ?

Some elements have had a negative impact on the ability of Ecobonus to have effective results on modal shift from road to sea

- Strong fragmentation of road transport when the incentive was provided and the inability of companies to offer an integrated service
- Lack of an offer of ro-ro / ro-pax traffic services in many Italian ports.
- Poor specialization of many ports for roro traffic at the time of the incentive.
  - The Ecobonus only covered a marginal part of the overall cost of the transport.

## THE MAREBONUS SCHEME: THE OBJECTIVE

To encourage a modal shift of freight from road to coastal and short sea shipping transport by sustaining the intermodal chain and thus to generate environmental and wider social benefits from reduced lorry journeys on the road network.

The objective will be pursued through public financial support for launching new maritime services for combined freight transport or the upgrade of services for combined freight transport on existing sea routes, arriving at and departing from Italian ports, which connect ports in Italy or in the Member States of the European Union or in the European Economic Area.

To that end, the Marebonus Scheme provides grants towards operating costs for new and upgrade of existing coastal and short sea shipping services, with the intention to offset some of the additional costs of switching to a more environmentally friendly mode of transport.

## ECOBONUS VERSUS MAREBONUS

	ECOBONUS	MAREBONUS
<b>Legislation</b>	<b>Law n.265/2002 and subs.</b>	<b>Art.1 par. 647 – Legge di Stabilità (Stability Law) 2016 and subs.</b>
<b>Reference period</b>	<b>2007-2010</b>	<b>2016-2018</b>
<b>Amount of incentive</b>	240 million euros (77 million € in 2007-2008-2009 + 30 million € in 2010)	138,4 million euros (45,4 million planned for 2016, 44,1 million for 2017 and 48,9 million for 2018)
<b>Main goals</b>	Support by road hauliers for combined road-sea transport Measures are intended to encourage partnerships between small trucking companies, in order they can efficiently use maritime alternatives to road transport	To develop combined road-sea mode by creating new maritime services and the improvement of existing ones (the Government has established eight thematic categories relating to actions for improvement of existing lines).
<b>Direct beneficiaries</b>	European trucking companies constituted in the form of temporary or permanent groupings.	Shipping companies operating in Italy formed as a consortium or cooperative or slot agreement, presenting three-year projects. Trucking companies can benefit from part of the incentives as indirect beneficiaries. Direct beneficiaries can channel the contribution not only to the trucking companies but also to anyone who loads the goods

## PUBLIC INCENTIVES: FROM ECOBONUS TO MAREBONUS

- **The MAREBONUS** was planned in 2015, ten years after the Ecobonus. The Marebonus scheme is different than the previous incentive (Regulatory limits and different scenario)
- The Marebonus is planned at a time when the offer of routes in the Tyrrhenian and the Adriatic, as well as to Sicily has grown dramatically.
- The contribution provided by the law is lower than that of the previous incentive (138.2 million € against 240 million € of ecobonus).
- The number of beneficiaries has expanded.
- There is an increased complexity in the scheme and its financing mechanisms.



*This leads to think of a reduced ability of the new incentive in promoting the maritime leg of combined transport.*



# MAREBONUS IMPACT ON THE PORT OF LIVORNO: POSSIBLE SCENARIOS

## Port of Livorno: ro-ro traffic (2016)

- ✓ Total throughput: **12.413.062 tons**
- ✓ Loaded/unloaded units (trucks, trailers, semitrailers): **389.961**
- ✓ Ferries (ro-pax): **2.855 ships**
- ✓ Ro-ro (all cargo): **1.427 ships**

### Line services

Livorno – Capraia	ro/pax	
Livorno – Bastia	ro/pax	
Livorno – Bastia	ro/pax	
Livorno – Golfo Aranci	ro/pax	
Livorno – Olbia	ro/pax	
Livorno – Olbia	ro/pax	
Livorno – Olbia	ro/ro	
Livorno – Cagliari	ro/ro	
Livorno – Cagliari	ro/ro	
Livorno – Palermo	ro/pax	
Livorno – Catania	ro/ro	
Livorno – Catania	ro/ro	
Livorno – Tunisi (Rades)	ro/ro	
Livorno – Barcellona	ro/ro	
Livorno – Valencia	ro/ro	



## USE OF ECOBONUS IN THE PORT OF LIVORNO

### Regular ro-ro and ro-pax line services that have benefited from the incentive

Line service	2007	2008	2009	2010
Livorno – Catania	X			X
Livorno – Palermo	X	X	X	X
Livorno – Trapani	X	X	X	X
Livorno - Barcellona	X	X	X	X
Livorno – Tarragona	X	X		
Livorno - Valencia	X	X	X	X

## MAREBONUS IMPACT ON THE PORT OF LIVORNO: POSSIBLE SCENARIOS

### Eligible projects

- a. Reduction of the shipping line's environmental impact;
- b. Reduction of the time frames for the overall intermodal chain;
- c. Improvement of ground loading/unloading services;
- d. Greater frequency of shipping line services ;
- e. Improvement of on-board services during navigation, including the reception services for the driving personnel;
- f. Implementation of ITS technologies;
- g. Empowerment of safety and security levels;
- h. Offer of increased capacity.

### Eligible maritime routes

- Livorno – Catania
- Livorno – Genoa
- Livorno – Barcelona
- Livorno – Palermo
- Livorno – Savona
- Livorno - Valencia

## MAREBONUS IMPACT ON THE PORT OF LIVORNO: POSSIBLE SCENARIOS

Expected results from Marebonus :

### The strenghts of the port of Livorno:

- Wide range of maritime services (to be complemented by the existing eligible services)
- Increased presence of shipowners in terminal business
- High specialisation of the port in roro traffic

### General strenghts:

- Greater organizational capacity of trucking companies and their cultural change.
- Multiplier effect of other incentives dedicated to intermodality (Ferrobonus, incentives for port masterplans, incentives provided by rail reform law, etc.)

## CONCLUSIONS

Ecobonus experience has shown that the provision of a contribution in the form of incentive is not sufficient to develop combined road-sea intermodality.

The incentives are not able to modify the organizational and logistic models inside ports to facilitate intermodality or even the behaviour of operators of road transport.

Elements such as: freight costs, frequency and quality of services (reliability, security, speed of practices), transit time, play a decisive role in the choice of truck drivers in favor of sea-road combined traffic.

To be really effective Marebonus must be framed in a national strategy for the development of intermodality

## CONCLUSIONS

The port of Livorno is a good testing ground for initiatives supporting the road-sea combined traffic (Marebonus included) thanks to its wide range of ro-ro and ro-pax line services, the growing demand and the market concentration in the hands of two large groups of shipowners that manage directly the terminals.

The investments made by shipowners offer more control of the supply chain, better cost management of port operations and continuity of maritime services.

However, trucking companies, from a cost perspective, are interested in the combined traffic on routes of at least 800 km long where they can break down better freight costs

**THANK YOU FOR YOUR ATTENTION**