

30
Miles

FOR MILLION
SMILES



Interreg
Central Baltic

PASSAGE
Interreg Europe



European Union
European Regional
Development Fund

Sustainable Development
of the Guest Marinas

Utilize the skills and networks of hobbyists



28.-30.3.2017 | Project Seminar in Lecce

30
Miles

FOR MILLION
SMILES



European Union
European Regional
Development Fund

30MILES

Small port every 30 miles apart – Development of services for lively water tourism in the Eastern Gulf of Finland



Topi Haapanen

Director of Regional Development

topi.haapanen@posintra.fi



28.-30.3.2017 | Project Seminar in Lecce

Project overview – Facts

Financial framework

- Interreg Central Baltic Programme 2014 – 2020, Program Priority P3 – Well-connected region
- Specific objective 3.2 – Improved services of existing small ports to improve local and regional mobility and contribute to tourism development

Main institution involved

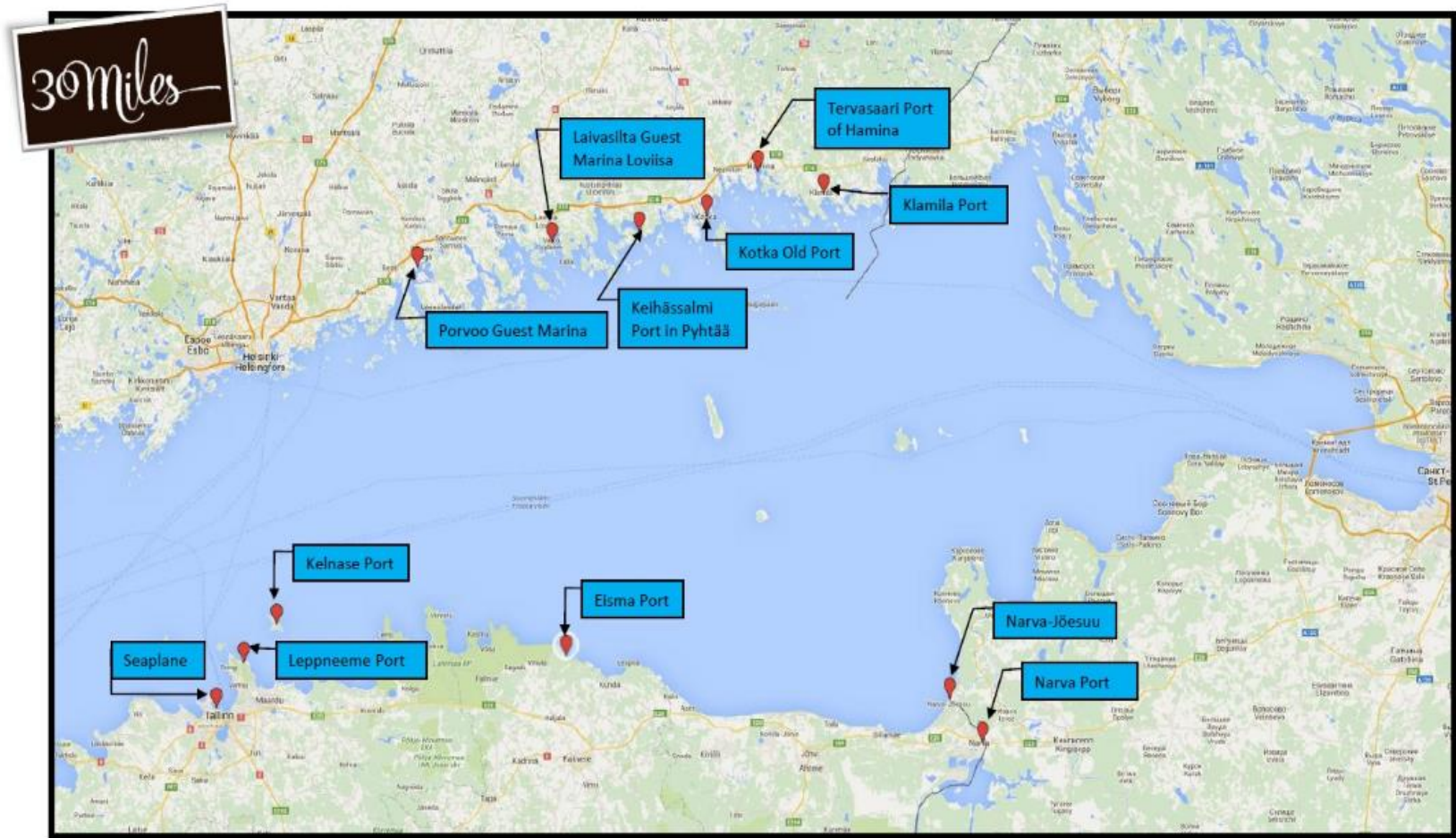
- FI Lead Partner: **Kotka Maritime Research Association**
- FI Project Partners: South-Eastern Finland University of Applied Sciences, University of Helsinki, Development Company Cursor Ltd, Development Company Posintra Ltd
- EE Project Partners: Reconstruction and operation of Eisma Port, Viimsi municipality, Estonian Maritime Museum, Narva City Development and Economy, Narva-Jõesuu municipality
- Associate partners: Lääne-Viru County Government (EE), Finnish Sailing and Boating Federation (FI)

Location of the practice

- NUTS 1 = FI1 / EE0 (NUTS 2 in Finland = FI1B, FI1C)
- NUTS 3 = FI1B1 **Helsinki-Uusimaa**, FI1C5 **Kymenlaakso** / EE001 **Harjumaa**, EE006 **Lääne-Virumaa**, EE007 **Ida-Virumaa**

Timescale 1.9.2015 - 31.5.2018 – Budget 3,3 million €

Project overview – Area



Project overview – Why?

Eastern Gulf of Finland (GoF) needs

- *Network of the safe and well equipped ports within every 30 miles*
- *Sustainability for the small port business development*
- *Actions to increase the attractiveness of the region*

30MILES basic idea is to establish a ring of developed ports

- *Joint development of sustainable port services **boosts up the business opportunities***
- *Carefully studied cost-effective development **protects the environment***
- *Joint marketing actions **increases the awareness of new services***

=> Cross-border co-operation is essential

Project overview – Target Audience

- **Public authorities from communities of the target ports**
 - Authorities involved with planning and land use, authorities from the city development and environmental development
- **Public authority from regions of the target ports**
 - Authorities involved with planning and land use, authorities from the development and international co-operation.
- **Infrastructure and public service providers related to the target port operations**
- **SMEs – port service providers, operators, other port related service providers**
- **Regional development companies or other business support organizations outside the target areas**
- **All persons interested in water tourism**
 - from Finland, Estonia, Russia and Baltic Sea countries
 - from EU / outside EU
 - tourist traveling by boat / without a boat
 - local sailors and motor boaters / local people without a boat
 - families, elderly etc.

Project overview – Focus on Sustainability

- **Environmental sustainability and the green economy considered in all plans, recommendations, concepts and investments**
- **Economic sustainability secured by sufficient communication and marketing actions**
- **Low-carbon economy supported by considering the CO2 emissions in all plans, recommendations, concepts and investments**
- **The blue growth aspect of coastal tourism is in line with the sustainability aims of the project as well**



Juurola, M. & Karppinen, H. 2003.

Best Practise #1

Utilize the skills and networks of hobbyists by Posintra Ltd.

Detailed information on the practice

- *One concrete measure of the 30MILES project was to create a business concepts for four marinas*
- *In practice, the work was done by a consulting group outside of the project, directed by marina work groups formed in the marinas*
- *The most important stakeholders of the planning work were the municipalities responsible for the development of the marinas, marina operators, and boaters using the marina services*

Best Practise #1

Utilize the skills and networks of hobbyists by Posintra Ltd.

Resources needed

Carrying out the operation required

- *Financial investments towards the expenses of an outside expert, work time of people participating due to their profession, and expenses related to implementation of workshops*
- *Personnel resources, in addition to the aforementioned, were needed from boaters participating in the development workshops in their spare time*



Best Practise #1

Utilize the skills and networks of hobbyists by Posintra Ltd.



Best Practise #1

Utilize the skills and networks of hobbyists by Posintra Ltd.

Evidence of success (results achieved)

The practice can be considered good, because

- The boaters participating in working on the goal (the business concepts) represented with their backgrounds a wide range of competence*
- The development work successfully brought together new people and new competence on the basis of a shared hobby of the participants*
- The practice enriched the work of many of the project's parties by combining surprising competence and new networks in alignment with the goals of the project*
- The practice strengthened multidirectional communication on the measures of the project*
- The wide competence capacity and involvement also function as resources in carrying out future project measures*



Best Practise #1

Utilize the skills and networks of hobbyists by Posintra Ltd.

Evidence of success (results achieved)

- *Factual proof – Examples of boater competence backgrounds with respect to the project's theme:*
 - **Boater - doctor** -> marinas as boosters of well-being and health, and as first aid stations
 - **Boater - icebreaker engineer officer** -> large ship point of view to safety in small-scale boating
 - **Boater - journalist** -> increasing the visibility of marina development
 - **Boater - bus entrepreneur** -> road traffic points of view in marinas
 - **Boater – service entrepreneur** -> giving birth to new businesses in marinas
 - **Boater - designer** -> furthering the visual aspects and usability of marinas
 - **Boater - trainer** -> marinas as education environments

Best Practise #1

Utilize the skills and networks of hobbyists by Posintra Ltd.

Evidence of success (results achieved)

- *The business concepts created are better in quality, and the unexpectedly found competence supports future development work*
- *The summary report of the business concepts can be downloaded here:*

<http://www.posintra.fi/wp-content/uploads/2017/01/Small-port-business-concepts-summary-report.pdf>

Best Practise #1

Utilize the skills and networks of hobbyists by Posintra Ltd.

Cross-cutting dimension

- *The project gathered and mobilized public and private operators, researchers and amateurs of the field*
- *The wide participant group represented different kinds of competence areas*
- *In border-crossing cooperation, all knowledge and experience is shared*

Potential for learning or transfer

- *The practice can be copied as such into all development work*

Lessons learned

- *Don't underestimate the roles, competence, and networks of hobbyists in development work*
- *Don't over-plan; leave room for surprises*
- *Don't let the hobbyists down; they are "developing their free time"*

Best Practise #1

Utilize the skills and networks of hobbyists by Posintra Ltd.

Conclusion

- *The best results were achieved by bringing a wide group of stakeholders to take part in shared development = over 100 people participated in the planning workshops held in the marinas*
- *The cross-cutting dimension was strengthened by boaters of various backgrounds, who brought their wide competence and their own networks into the development work = the participants were joined by a shared hobby*
- *The analysis is based on observations made during the execution of the project and on personal experience*

Best Practise #1

Utilize the skills and networks of hobbyists by Posintra Ltd.

Conclusion

- *Enable and create*
 - *Enable the participation of different people*
 - *Create a platform for human interaction*
- *Trust and avoid*
 - *Trust people's thinking*
 - *Avoid over-planning*
- *Explore and share*
 - *Bravely explore surprises*
 - *Share what you learn and experience*

Preview - Best Practise #2

Sustainable port development analysis by University of Helsinki

Background

- *Development of a small port or marina is a self-feeding system: pure and rich natural environment affords memorable experiences. Boaters value high the nature and the ecosystem services that they use, and want to use them also in the future.*
- *On the other hand port-users appreciate good services and activities. Lively port and coastal tourism activities inevitably load the nature to some extent, but the magnitude of stress caused can be reduced in planning. The investments that foster the good condition of environment, have also the potential to bring more clients.*
- *The environmentally friendly solutions does not claim extra investments, but the initial investment may be higher and the savings are gained in the long run and through divergent mechanisms.*

Preview - Best Practise #2

Sustainable port development analysis by University of Helsinki

Analysis

- *An analysis is conducted to study how small ports could be developed in a sustainable way; this will be done by acknowledging the aspects of economical profitability, safety and environment.*
- *In future, based on this analysis, the sustainable reconciliation of different objectives and future investments is pursued.*
- *Small ports and marinas and their development in the GoF forms a pilot development environment for design and exploration of a new kind of guest marina business concept.*

Preview - Best Practise #2

Sustainable port development analysis by University of Helsinki

Detailed information on the practice

The project collects and compiles information concerning

- *The boating habits and preferences of divergent client groups*
- *The way the clients and the businessmen communicate and think about the concept of sustainability*
- *Magnitude and feasibility of alternative investments in ports*
- *The level and type of environmental pressure caused by the business*

Based on this information, the project produces

- *a probabilistic optimization tool for sustainable port development, based on user profiling and cost-effectivity analysis*
- *a qualitative analysis on the how the key players understand the sustainability of port development*

Preview - Best Practise #2

Sustainable port development analysis by University of Helsinki

Potential for learning or transfer

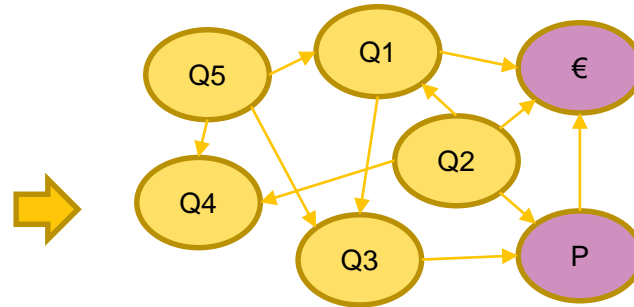
- *The reported general key findings can be utilized when planning the future development of the ports*
- *The developed tool can be used to conduct port-specific aspects*
- *The future customer feedbacks can be planned so that they can be used to update the analysis tool, which will this way follow the trends among the clients, taking into account the changes in the recommendations*
- *The methodologically oriented scientific paper (published as open access article) can be utilized by the other researchers, consults or other developers worldwide, who wish to go further with the analysis*
- *The model code will be published in the internet also as open access*

Preview - Best Practise #2

Sustainable port development analysis by University of Helsinki

Web-query data (366 respondents)

	Question 1	Question 2	Question 3	Question 4	Question 5	...
Respondent 1	yes	27	a	50	no	
Respondent 2	no	35	a	120	no	
Respondent 3	yes	65	c	80	yes	
...						



Data-learned Bayesian network

P = probability that a client chooses to visit the port

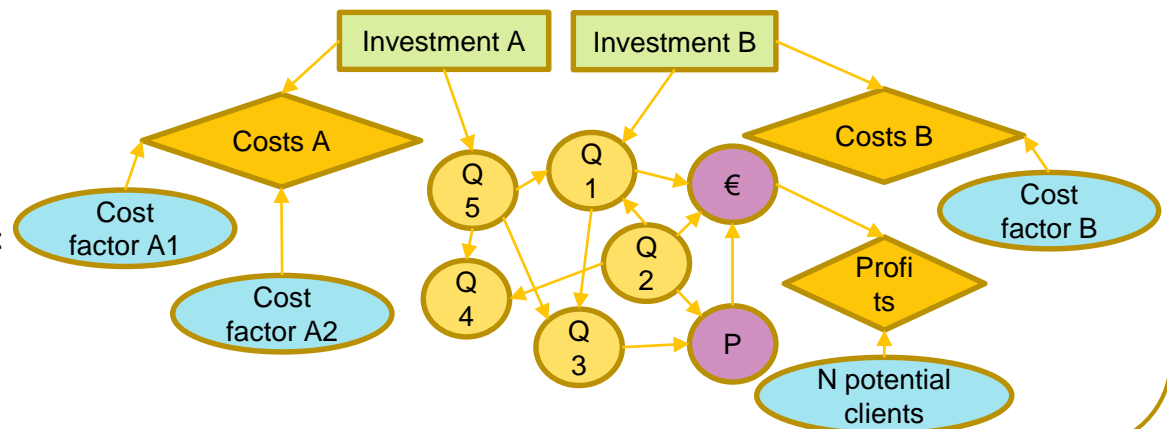
€ = likely amount of money spent in the port during a visit



Optimization model

- Adding investments and their costs
- Acknowledging the key factors influencing the costs
- Adding profits, given the number of clients

Use of the tool: Make settings by locking e.g. cost factors and current service level that correspond the case of a certain port and the model compares the costs against the profits for the new investments.



Summary report on statistics of the data:

<http://www.merikotka.fi/wp-content/uploads/2015/11/30MILESsummary.pdf>

Best Practises #1 + #2

Stakeholder involvement binds the parts #1 and #2 together



Preview – What else?

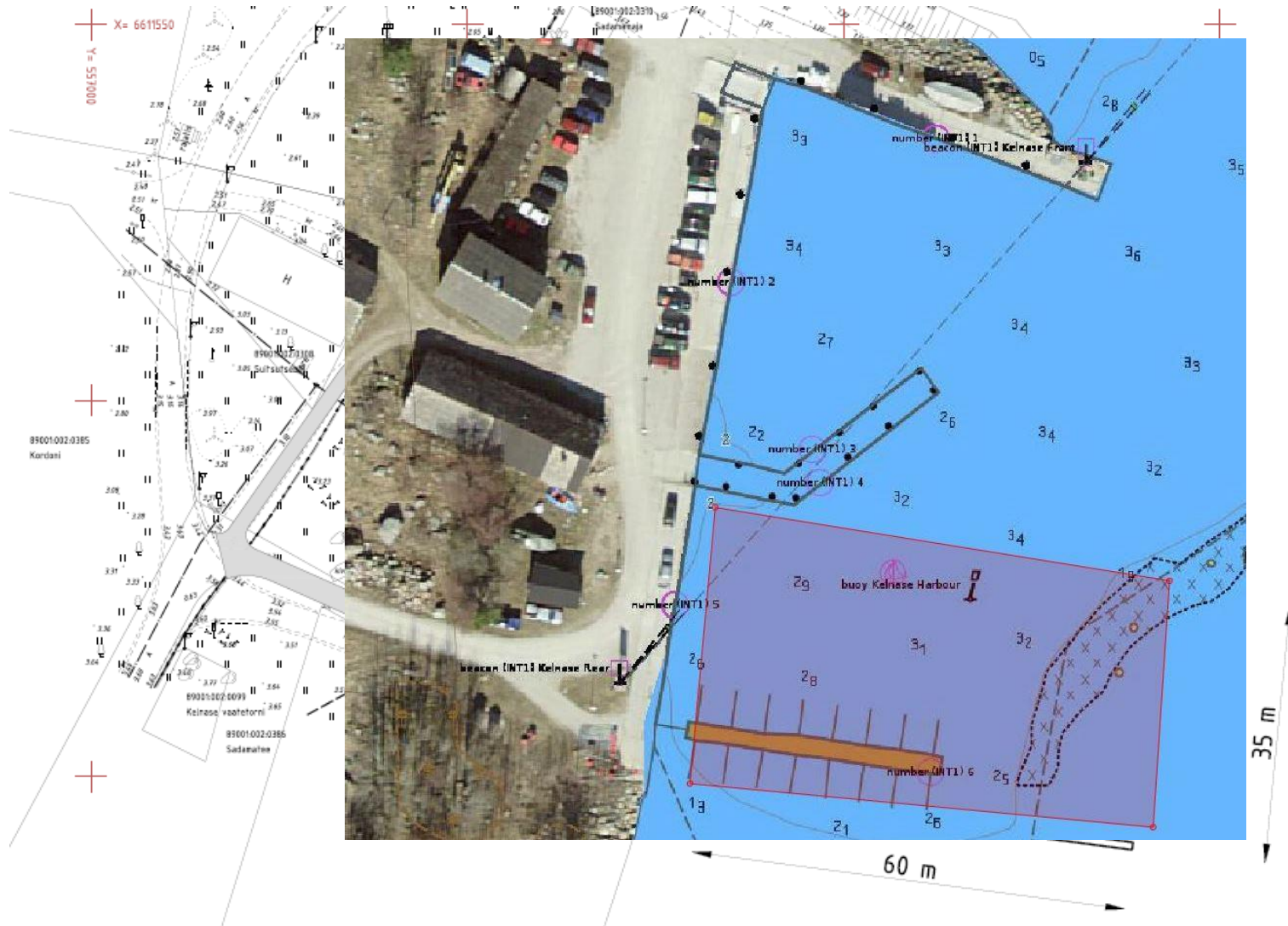
Some other interesting 30MILES observations

Four examples of the measures supporting the low-coal and environmental goals of the 30MILES project

- Marinas as urban areas
Marinas are inside cities, so the concentration of various services into the marinas reduces transportation emissions; the marinas are service stations and traffic nodes
- Safety also protects the environment
For instance, safe refuelling at the pier prevents the occurrence of oil spills
- Online-course package of the safety issues
Best practise is to make the information easily accessible
- Sea thermal power in marinas – Case Kelnase
Island construction requires wise use of resources, and the thermal energy utilized from the sea reduces the need for other energy

Preview – Case Kelnase

Sea thermal power in Kelnase marina by Viimsi Municipality



Further information

www.merikotka.fi/30miles

Contact details / Lead Partner

- Miina Karjalainen, Kotka Maritime Research Association
- miina.karjalainen@merikotka.fi

Contact details / Best Practice #1

- Topi Haapanen, Posintra Ltd
- topi.haapanen@posintra.fi

Contact details / Best Practice #2

- Emilia Luoma & Annukka Lehikoinen, University of Helsinki
- emilia.luoma@helsinki.fi, annukka.lehikoinen@helsinki.fi

Contact details / Case Kelnase

- Esta Tamm, Viimsi Municipality
- esta@viimsivv.ee

Contact details / Safety Work Package

- Tomi Oravasaari, South-Eastern Finland University of Applied Sciences
- tomi.oravasaari@xamk.fi



PASSAGE

Interreg Europe



European Union
European Regional
Development Fund

30
Miles

FOR MILLION
SMILES



Thank you!

*Let's remember -
Sailing itself has 0
emissions!*