



# Pas-de-Calais

*Le Département*

*Europe*

## "PASSAGE" project

Public Authorities Supporting  
low-carbon Growth in European  
maritime border regions

**LAUNCHING  
CONFERENCE**  
12 May 2016

BOULOGNE-SUR-MER



**Interreg  
Europe**



European Union | European Regional Development Fund





"Since 2009, Pas-de-Calais County Council has been committed to bringing strait-related issues to the attention of the European institutions by launching the European Strait Initiative. A few months after the COP 21, approval of the European project PASSAGE represents a recognition of the challenges specific to maritime borders in the context of a revolution: the shift towards a low-carbon economy. In the next four years, the eleven partners participating in the project have the opportunity to become involved in this revolution for the straits."

**Michel DAGBERT**  
President of Pas-de-Calais County Council  
PASSAGE project lead partner



# PASSAGE project



## ➤ What is it?

PASSAGE is a project developed within the framework of the European Straits Initiative, which brings together local authorities and organisations wishing to work together on issues specific to straits. The acronym stands for **P**ublic **A**uthorities **S**upporting low-**c**arbon **G**rowth in **E**uropean maritime border regions. PASSAGE receives 85% of its funding from the European Regional Development Fund (FEDER) within the framework of the Interreg Europe cooperation programme.

## ➤ Why low-carbon economy?

Carbon emissions generated by human activity definitely contribute to climate change. Maritime and logistics flows, port operations and related industries leave a particularly large carbon footprint in strait zones.

The aim of PASSAGE project is **to reduce the consequences of such flows and activities on climate change by promoting low-carbon initiatives**. The long-term competitiveness of the straits depends on it.

## Low-carbon economy

The European Commission defines low-carbon economy (also called "green growth") as an economy that is respectful of the environment and consumes less energy. One of the European Union's goals for 2050 is to reduce carbon emissions by 80% compared to their level in 1990.

In the context of a low-carbon society, maritime and coastal zones hold a specific potential based on maritime resources and sea-related innovation – the so-called "blue growth".

## Blue growth

The European Commission's "blue growth" strategy puts seas and oceans at the heart of the European economy on the basis of their high potential with regard to innovation and growth. According to the European Commission, today "blue" economy provides 5.4 million jobs and a gross value added of close to 500 billion euros per year, with an even greater potential for development.



## ➤ Maritime borders – at the heart of the project

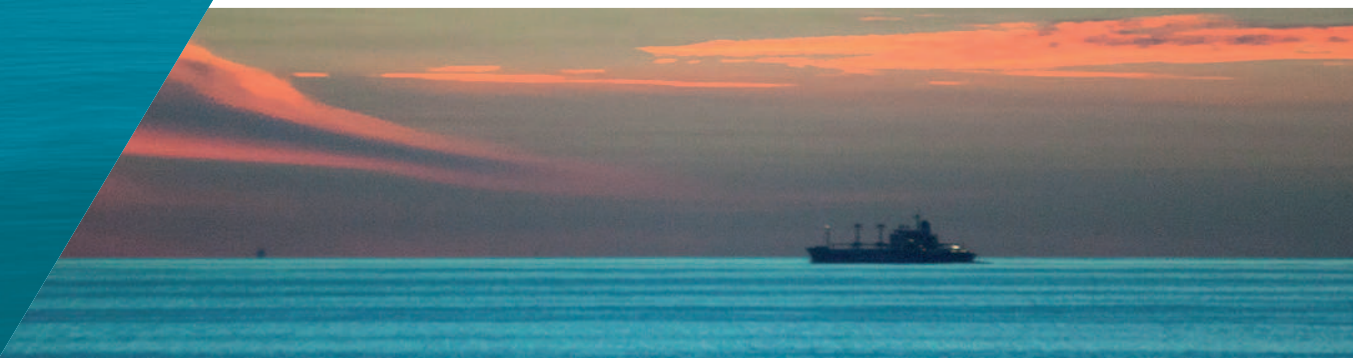
It is always worth reminding that carbon dioxide emissions do not stop at national borders. Although every public player makes an effort to reduce emissions to the extent they can, very specific coordination is nevertheless required in border areas, where the goals and interests of each region may differ from one place to the next. Consultation is therefore needed between public and private players on both sides of each border, as well as an **integrated approach** beyond the borders towards environmental issues.

In the case of maritime borders, discontinuity between regions and a physical border strongly marked by the presence of the sea may complicate the above-mentioned approach, which may seem natural to others.

One of the goals of the PASSAGE project is **to promote cross-border consultation within maritime borders** so as to take full advantage of the opportunities linked to low-carbon development and “blue” economy.

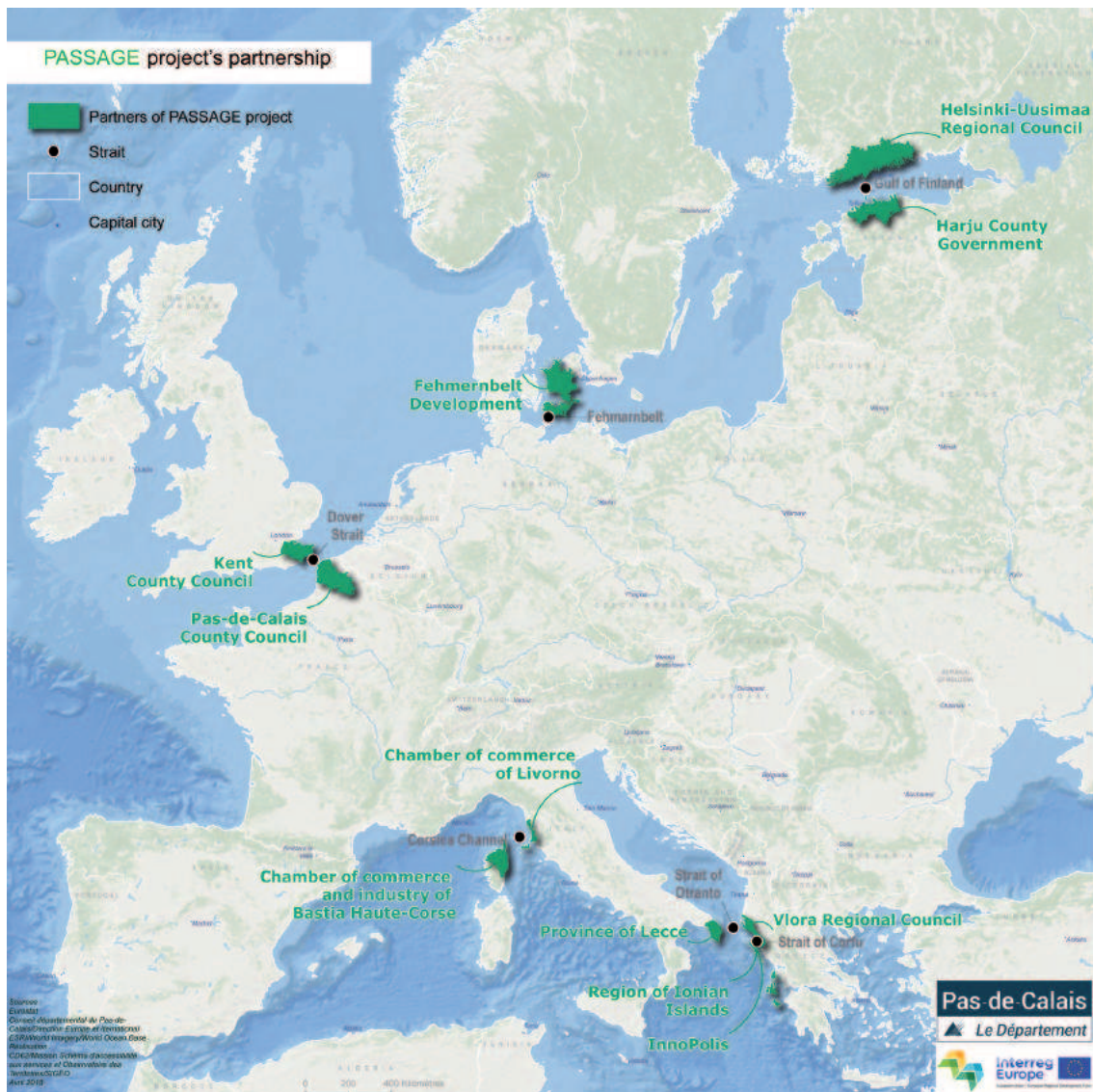
### CROSS-BORDER COOPERATION

For 25 years, the European Union has been developing funding programmes designed to promote cross-border cooperation. Partners of PASSAGE project will work together with these programmes called “Interreg” on each maritime border of the project.



## ► Project partners

Eleven partners are involved in PASSAGE project, namely local authorities, chambers of commerce and development agencies on 5 maritime borders: Dover Strait, the Fehmarn Belt, the Corsica Channel, the Straits of Otranto and Corfu and the Gulf of Finland.



## ► Key figures

- > 11 partners in 8 European countries
- > 5 maritime borders
- > 1,9 million euros over 4 years

## ► Find out more

Website of the European Straits Initiative: [www.europeanstraits.eu](http://www.europeanstraits.eu)  
Website of the Interreg Europe programme: [www.interregeurope.eu](http://www.interregeurope.eu)



# TRANSPORT

## » Did you know?

According to the European Commission, transport is responsible for a quarter of greenhouse gas emissions in the European Union. Road transport alone amounts to a fifth of all CO<sub>2</sub> emissions, the main greenhouse gas. Navigation is responsible for 14% of emissions and has been continuously growing in recent years.

## » Why is this a key issue for PASSAGE project?


Straits, which lie at the heart of maritime borders and large European transport networks, **concentrate transport flows on both sea and land routes**: international maritime traffic, traffic between the two banks, concentration of logistics activities in the ports, etc. All this traffic generates high carbon emissions that directly contribute to climate change. Public authorities bordering European straits have little control over the flows that cross their territories. However, it is possible to develop initiatives on a local and cross-border scale so as **to limit the environmental impact of these flows and maximise their economic performance**.



## ► The goals of PASSAGE

- Better identify and quantify the environmental impacts of the flows of people and goods in European straits so as to resolve the root of any problems
- Promote a coherent and concerted approach to managing cross-border flows
- Work across borders with the main players of the transport industry so as to create innovative, low-carbon and competitive initiatives

### ► A few examples

- Dover Strait is one of the most important maritime crossing points in the world (more than 400 commercial ships every day, i.e. a quarter of world traffic); land traffic is less well-known, yet still responsible for one third of CO<sub>2</sub> emissions in Kent.
  - The building of a tunnel linking the German bank to the Danish bank of the Fehmarn Belt will increase traffic and emissions, including during the works. Only an innovative approach that will anticipate these changes can minimise their impact on this cross-border zone.
  - The Helsinki and Tallinn capital regions are directly affected by the CO<sub>2</sub> emissions linked to traffic between the two banks of the Gulf of Finland (9 million passengers per year) and to logistics activities. In 2013, more than 40 million tons of goods went through the ports on the Finnish side of the Gulf of Finland. Inland transport alone represents 17% of greenhouse gas emissions in the Helsinki-Uusimaa region.
  - Road transport is responsible for 39% of the 18.3 kilotons of CO<sub>2</sub> emissions in the maritime border zone between France and Italy, with the Corsica Channel at its heart.
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# ENVIRONMENT AND ATTRACTIVENESS OF TERRITORIES

## ► Did you know?

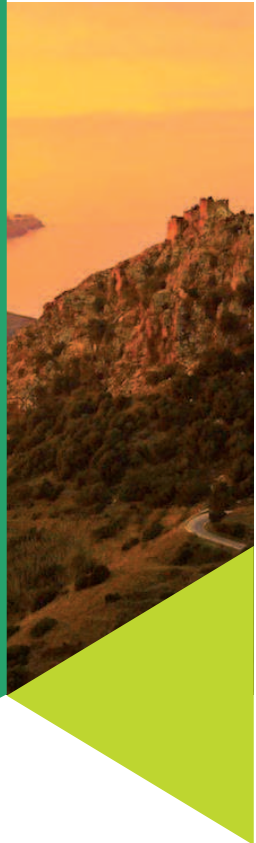
Globalisation increases competition between territories. One of the main attractiveness factors for territories is the quality of life they offer. Studies tend to show that a region that does not guarantee sustainable and responsible development can, as a result, lose the ability to attract new inhabitants, keep and develop economic activities, or generate tourism.

## ► Why is this a key issue for PASSAGE project?

Often seen as regions hosting many polluting activities (transport, heavy industries, energy production, etc.), straits and **maritime border regions in general are not always attractive areas**. And yet, they boast many assets, in particular the sea and its resources.

One of the goals of the PASSAGE project is to help change this perception and **promote the idea of developing a low-carbon society as an attractiveness factor** for these territories.





## ► The goals of PASSAGE

- Identify increased attractiveness linked to low-carbon development
- Refute the perception of a maritime border as an obstacle to low-carbon development within such territories
- Place the sea at the heart of the advantages of coastal areas thanks to its potential of low-carbon growth

### ► A few examples

- Tourism is an important economic activity for many straits; for instance, it represents more than 12% of the economic benefits of the province of Livorno. In the province of Lecce, tourism increased by 60% in ten years – making tourism a key economic issue.
- The region of Vlora in Albania has a coastline that spans 244 kilometres and constitutes a double maritime border with the province of Lecce in Italy and the Ionian Islands in Greece. Tourism is one of its main economic activities.  
Ensuring responsible tourism development with regard to carbon emissions will help attract new visitors and strengthen the industry, which is one of the goals of the regional strategic plan: “Zero emissions territory”.
- On an international level, the tourist attractiveness of the Ionian Islands in Greece, and the Corfu Channel in particular, increases the flow of air traffic but also the number of cruise ships (which tripled between 2004 and 2013). This increases the area’s carbon footprint.



# ENTREPRENEURSHIP AND SOCIAL INNOVATION



## ► Did you know?

The evolution towards a low-carbon economy is based on focusing on innovative activities and renewing the approach to traditional economic sectors (fishing, logistics, tourism, etc.). This (r)evolution requires learning new trades and acquiring new skills, for which the support of local authorities can be a determining factor.

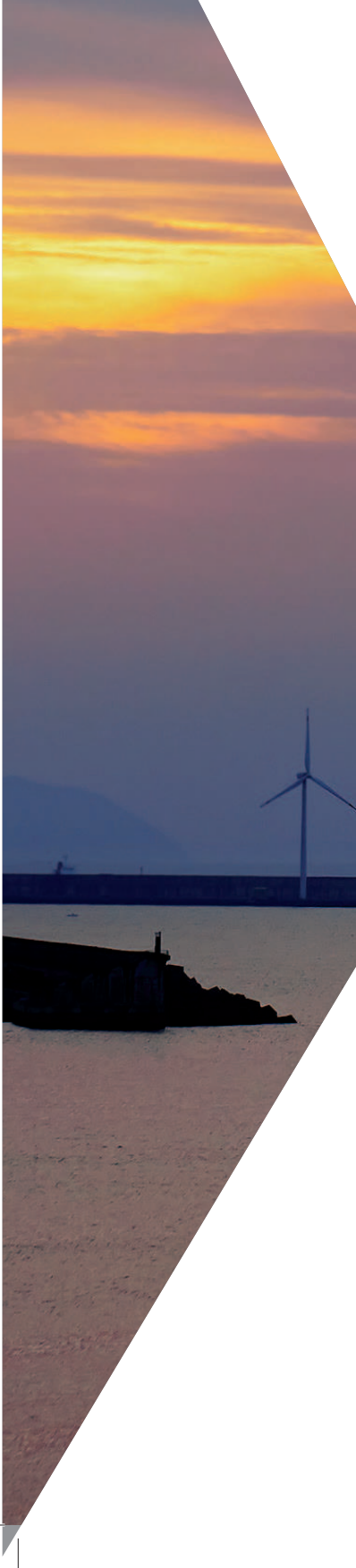
## Social innovation

Within the framework of the Europe 2020 strategy, the European Union defines social innovation as the creation of new projects, services and models so as to more effectively tackle social problems and prepare society for future challenges..



## ► Why is this a key issue for PASSAGE project?

Whether through their specific potential with regard to blue growth or the opportunities available thanks to inland economic reconversions, straits are a laboratory for developing future jobs based on traditional skills and knowledge. Promoting new projects through research, innovation and teaching, among others, will allow the partners involved to create a pool of specific skills on each territory.





## ▶ The goals of PASSAGE

- ▶ Match future needs with professional skills of partner territories
- ▶ Speed up the introduction of innovative clusters within maritime borders by including local initiatives in cross-border networks

## ▶ A few examples

- Each European region has defined smart specialisation sectors designed to promote economic development of the European Union: many sectors have a great potential for developing a low-carbon economy, such as renewable energy (in Corsica) or innovation linked to the environment (in Tuscany), on both sides of the Corsica Channel.
- The “Third Industrial Revolution” theorised by Jeremy Rifkin is built around combining Internet technologies with renewable energy. To become involved in this revolution is to open up to the creation of new economic activities, to acquire specific skills and to use the territory’s resources in a different way.
- Within the framework of the regional strategy “Zero emissions territory”, the Regional Council of Vlora in Albania has decided to focus its low-carbon development on three key sectors: tourism, rural development (agri-industry in particular) and light industry (including renewable energy).





Helsinki-Uusimaa  
Region



KËSHILLI I QARKUT  
VLORE



Camera di Commercio  
Livorno

