

Regional Action Plan for the Danube River Region

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1 Regional action plan as part of project “DBS Gateway Region”

1.1 Project structure

The main aim of the project is to support the turning of the DBS region into an attractive gateway region for eco-friendly ways of transport between Central Europe and Black Sea, Caspian Region and the Far East (Danube-Black Sea gateway region, DBS). Part of the project are representatives from all countries where the “backbone” of the region goes through – Danube river.

The project has five main elements:

1. Developing **Capabilities Analysis**, which shapes the current state of the DBS region, the common challenges and development potential. The analysis uses results from previous projects, as well as statistical, economical and historical data;
2. Preparing **Joint Vision 2040**, which shows the path towards making the whole region an attractive regional portal. The Vision is based on the results from the opportunities analysis and has a mid- and long-term span;
3. Creating a **Roadmap**, which shows what should be the main steps to fulfil the goals of the Common vision for the region.
4. Each port region will prepare Regional action plan based on the Roadmap. It contains priority measures for each region. The current document is a Regional action plan for Danube river region.
5. The summary of the whole information on the project will turn into **Platform for cooperation**. It should guarantee long-term engagements and constant support. The platform will offer an opportunity to exchange specific experience (know-how), gained during the execution of the project. This platform will make financing of the needed activities from the roadmap easier, will guarantee stability and sustainability of the project results and will develop future steps for executing the Joint Vision 2040.

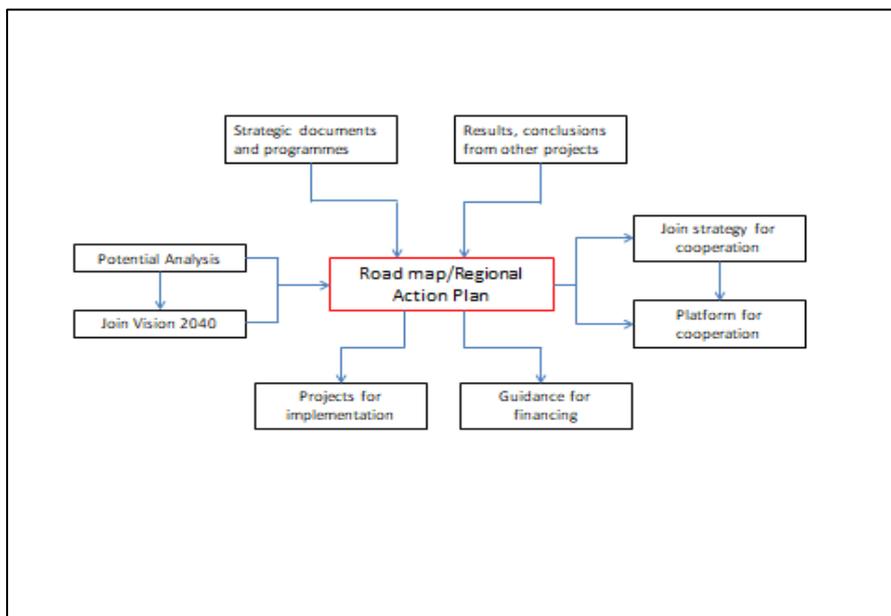
The project has an overall duration of 30 months, with the project activities starting in January 2017 and finishing by June 2019. Preparation, coordination and adoption of the regional plans needs to be done between January and July 2018 and in the meantime the roadmap should be approved by all partners.

Key element of the project is establishing partnerships that would not only make reaching the project goals easier, but are also going to be the foundation for the future development of the region. For this reason, the project is being executed via a complicated partnership network of a total of 10 partners and 20 associated ones from 7 EU member countries (Austria, Bulgaria, Germany – Bavaria, Romania, Slovakia, Hungary and Croatia) and from 3 outside of the Union (Moldova, Serbia and Ukraine – Odessa). There are three partners in Bulgaria – “Bulgarian Ports Infrastructure” Company - chosen to be the leading partner in the country, Varna municipality and Burgas municipality. Associated partners are MTITC and “Varna Port” J.S. Co.

1.2 The regional plan’s place within the project

The roadmap consists of measures that develop further the Joint Vision 2040. As such, it is an important document giving clear directions for the efforts that need to be supported and the projects that need to be financed. The roadmap develops the operational goals by summarising concrete measures. Executing a certain measure can be achieved via few investment projects, executed by different institutions; hence the measures have a wider scope than an investment project. The regional action plans develop even more the measures by adding details such as beneficiaries, responsible institutions, sequence of different steps to be taken and the budget. The graph below shows the logical relationship between the project’s elements.

Graph 1: Link between different elements of project DBS Gateway Region



The Regional plan will give summarized and prioritized information for planned projects on regional level. Guidance for financing will be prepared during the next stage (Working package 5). The document will put together all available information about the set of opportunities for financing and relevant requirements of the donors.

Key result of DBS Gateway Region project is the choice of one investment project out of the current Regional plan that will be prepared for next stage for implementation (WP 5, activity 5.2). The chosen project will be analyzed based on the Guidance for financing – what is its preparation phase; which financing institution could support such project; what are the requirements that the project has to meet and what has to be further prepared (for example, feasibility study, cost-benefit analysis, environmental assessment, conceptual/detailed design) .

1.3 Execution process

For preparation of current Regional Plan the following types of documents have been taken in consideration: documents prepared under the project such as *Join Vision 2040*, *Potential Analysis*, national and regional strategic documents – *Integrated transport strategy until 2030*, *Seven years programme for construction, reconstruction, rehabilitation, maintenance, development and management of the Bulgarian transport ports of national importance*, Bulgarian Ports infrastructure Company, *Regional strategies for development for the period 2014-2020 for regions of Vidin, Ruse and Silistra*.

The structure of the plan is unified for all project's partners and based on the documents specified above particular measures for Bulgarian part of Danube river were highlighted.

Representatives of regional structures of Bulgarian Ports infrastructure Company brought local point of view during the plan preparation as they actively participated. The plan is coordinated among the stakeholders.

2 Importance of the activity – why action plan?

2.1 Main challenges for transport on Danube River as part of the Danube – Black Sea region

The potential analysis outlines the two main groups of challenges. The first one is related to conditions of the fairway along Danube River. The second group are problems with old port infrastructure, as well ineffective and non-transparent intermodal services.

The recommended service level in terms of fairway depth for Danube River is 2.5m with low floating water level. Due to bad maintenance of the waterways by the administration along the river, fairway conditions are hard. The potential analysis establishes that *~...along large number of the main critical river parts in terms of maintenance and rehabilitation the recommended fairway depth of 2.5m with low floating water level hasn't been reached in almost all years of the last decade. As a result, heavy financial losses have been registered, including interruption of logistical chains, which hinders the economic potential of transport on Danube River.* Despite the annual dynamic of the river, the Bulgarian section of Danube River can be characterised as critical.

At the same time, in order to achieve the main goal – establishing effective and efficient connection between central Europe and Black Sea, Caspian region and Far East, it's necessary to establish a modern connection between the Bulgarian ports Rouse and Varna and between Danube River and the inland parts of the country.

These are the main conclusions, related to the first group of challenges for the Danube-Black Sea region that motivate the selected measures on the roadmap and the current regional action plan.

Apart from the waterways that aren't maintained well, the old port infrastructure also limits the usage of the River as a transport corridor. Within the Bulgarian context of huge importance is also the restructuring of property ownership and the sector reform towards liberalisation. These processes have been accompanied by normative gaps and institutional instability over the years.

In such setting it can't be expected that private initiative fill fully compensate for the shortfalls and will help with the development of a more effective intermodal network. For this reason the measures that are forecast in the roadmap are related to capital investments and also to continuing the process of attracting private capital for the maintenance and exploitation of port infrastructure through mechanisms of public-private partnership and more specifically concession.

Based on the Potential Analysis, the Joint Vision 2040 and the current national, regional and sector strategic documents, for the Danube Region on Bulgarian territory priority have the following sections:

- 1. providing navigability of Danube River throughout the whole year;**
- 2. providing effective connection between Danube River and Black Sea on one side, and on the other – between Danube River and the inland part of the country;**
- 3. providing appropriate legal setting for developing effective water transport;**
- 4. providing informational upgrade of the systems for communication and management;**
- 5. providing wide recognition of the water transport;**

2.2 Danube-Black Sea region

The scope of Danube region is defined by “Danube Transnational Cooperation Programme” and comprises of eight countries with fast developing economies, bordering with newly created markets. Due to its span, the region has competitive advantage that needs to be used for the promotion of ecological water transport.

In the Joint vision 2040, the Danube-Black Sea portal region is defined to “...include western ports of Black Sea as entry points, Danube River as the backbone for the inland water connections with Central Europe, the ports along Danube River as intermodal nodal points and effective links between ports and their hinterlands...”

2.3 Aims

The mission of Joint Vision 2040 is built on three pillars, which aren't in hierarchical order but are completing each other. They are:

- Strengthening the development of Danube – Black Sea region;
- Strengthening the regions and
- Increasing the role of the ports

2.4 Strategic Objectives

At the same time, the strategic goals are based on the above described pillars and define the frame of the roadmap and the regional plans, including the one for Danube River. The success of the actions will be measured against the strategic goals. They are¹:

Strengthening the Danube – Black Sea Region

DBS **successfully competes within the international freight transport market**, using the power of unity and internationally acclaimed common marketing brand and strategy.

Strengthening the regions

Danube-Black Sea region is **economically prospering region** (good conditions for the business and the population) , supported by competent, effective and reliable logistic services **along the whole transport chain (=widening the port influence zone)**.

Strengthening the ports

Danube-Black Sea region is an **attractive portal for marine and inland-water transport** in Central Europe and the Western Black Sea region (encompassing Bulgaria and Romania) and goes towards Western Europe, the whole Black Sea region, Caspian Region and Far East with **ports, acting as modern intermodal nodal points offering additional services**.

2.5 Target Groups

The main target groups at which the project is aimed are local, regional and national authorities, port infrastructure operators, providers of transport services, business as a whole and more specifically small- and medium-size enterprises.

3 Action plan – fields of intervention

Based on the strategic goals the following intervention areas have been identified. They summarize the measures in the action plan.

3.1 Legal framework

- Providing international harmonisation of standards:
 - Encouraging harmonisation of the legislation and the unified application of the respective EU legislation;
 - Establishing standards for trainings and qualification of the port personnel at Danube-Black Sea portal region level and developing regulatory frame at European level in order to provide widely qualified port employees and ability for mobile workforce;
 - Cooperation for harmonising custom and administrative rules and procedures.
- Stimulating ecological behaviour:
 - Stimulating companies to use nature-friendly ways of transport;

¹ The mentioned strategic goals as well as their wording are quoted from Joint Vision 2040.

- Stimulating the transport sector for modernisation/building green infrastructure and fleet.
- Enabling competitive prices for transport aimed at increasing competitiveness of inland-water transport and guaranteeing transparency when calculating the infrastructure fees.

3.2 Infrastructure

- Ensuring accessibility of the port's hinterland:
 - High-quality road and railroad axes from the ports to the nodal points of the trans-European road network / business zones/clients in the region;
 - Wide-ranging network of final infrastructure segments ("last mile") from the ports to clients/users.
- Ensuring security and accessibility of the entire Danube – Black Sea region:
 - Secure state of Danube River's navigability throughout the whole year (bringing the Danube River to a good navigational status and ensuring effective maintenance of the river and waterway);
 - High-quality infrastructure of the Danube corridor (replacement systems / alternative freight routes to inland waterways in case of low or high water levels or ice).
- Providing adequate infrastructure at ports aimed at turning them into intermodal hubs:
 - Building new multimodal platforms
 - Improving the road and railroad infrastructure in the ports' region;
 - Modernising port equipment and storage facilities.

3.3 Services

- Establishing high-quality connections between Black Sea and Danube ports;
- Turning ports into functional intermodal hubs by optimising processes and specialisation, based on hinterland demand and the role which the respective port plays in the overall regional and international logistic chain;
- Optimising processes and communication between ports for better usage of available the capacity and facilities;
- Expanding the functionalities of the ports by adding new/special services in their portfolio (containerization and de-containerization maintenance and cleaning of containers, distribution, urban logistics etc.)

3.4 Organization/Cooperation

- Providing the ability to efficiently exchange information between ports to optimize operations and processes:
 - supporting the full implementation of information and communication systems (e.g. interface between RIS and port systems) and linking them to similar maritime transport systems; providing access for participants from the logistics sector to the system; integration of customs agencies into the information flow
 - The exchange of information between ports regarding capacity;
 - Exchange of information between ports and hinterland link providers.

- Encouraging joint planning and making decisions regarding transnational challenges:
 - Lobbying for the development and implementation of short-and medium-term solutions and action plans to support the navigation path to ensure good shipping conditions, including improved coordination between national infrastructure managers on maintenance activities.
 - Developing and implementing a sustainability strategy for the Danube- Black Sea portal region, including for example services in emergency/urgent situations with countries from the DBS.
- Encourage the offering of joint services:
 - Developing joint services (port specialization within the port system of DBS)
 - Accessibility of joint services: informational and communicational apps and integrated informational exchange (“all-in-one kiosk service”) helping the intermodal and logistical services.
- Improving communication and cooperation between interested parties in the Danube-Black Sea portal region aimed at coordinating, presenting and protecting common interests.

3.5 Marketing

- Developing internationally acclaimed brand and strong common voice:
 - Popularising offers of the ports and the region (developing sustainable transport chains);
 - Advertising ecological responsibility (promoting DBS as a sustainable multimodal portal);
 - Sharing information about the economic benefits of the water transport;
 - Developing a common brand.
- Supporting campaigns for raising awareness and winning the trust of shippers and freight forwarders towards water transport and its relative advantages.

3.6 Research/Innovation/Technologies

- Opening new areas for research (e.g. alternative energy sources, designing ships with less draughts, fast ships, etc.);
- Ensuring implementation of innovation in the inland waterways and the ports.

3.7 Business development

- Development and operation of business parks in or around ports (for example, by providing a suitable in size and location area for setting up a business);
- Planning: inclusion of Danube-related companies in regional economic policies and planning;
- Business creation services: support for establishing companies and provision of services for those using inland waterway transport.

4 Regional action plan

4.1 The description of the Port Region

Republic of Bulgaria borders the Black sea to the east; Greece, Turkey and Macedonia to the south; Serbia to the west and Romania to the north. From strategic point of view, the country is on a crossroad between Europe, Middle East and Russia and former Soviet republics. The strategic position of the region is enhanced by relative proximity to the Adriatic, Aegean seas. The geographical position offer good communication and transport links, along with the River Danube at Bulgaria's Northern border with Romania.

The Regional plan is about the region of Bulgarian ports along the Danube River. The main ones are those at cities of Ruse and Vidin.

The town of Ruse is situated at North-Eastern part of the country, on the right bank of the Danube River. The leading advantage of the town is its geographical position, which is excellent from transport options. The region is crossed by two European transport corridors - № 7, where Danube River is inland waterway and №9, connecting the Baltic with Aegean Sea through motorways.

Close to the Danube River bridge near Ruse is situated a direct transport connection to forth-million capital of Romania – Bucharest, which is at just 75 km. distance. All modes of transport are very well developed at Ruse region – road, rail, inland water, even an infrastructure for air transport exists.

The region of Vidin is at North-Western part of Bulgaria. The distance between the town of Vidin and the capital Sofia is 200 km. From geographical point of view, the municipality's makes it well-accessible, which predefines its importance for national and European transport systems. The corridor "Orient/East Mediterranean": Kraiova (Romania) - Vidin - Sofia - Koulata is the shortest road connecting the countries in Western, Middle and Eastern Europe. There is a road and rail connection with Romania true Danube Bridge 2.

Graphs 2: The Regional Action plan area and its coverage at Danube region



The implementation of measures is targeted towards ports operators, local economy and the transport business as a whole. The measures implementation will create conditions for development of DBS Region as attractive regional gate for all ecological modes of transports between Central Europe and Black Sea, Caspian Region and Far East. Year-round and safe navigation on the Danube River will contribute for sustainable planning and reliable and efficient enforcement of all transport and logistic activities and modern methods for communication.

The measures for the port region of Ruse are important for improvement of the efficient performance of intermodal transport and container traffic between Varna port and the hinterland, which covers the towns of Byala, Veliko Tarnovo and Gabrovo. Besides, they will attract more freight from hinterland to the port, and there is an opportunity for freight from South part of Bulgarian. On Graphs 2 the important business centers are marked in orange.

The measures for the port Vidin will exclusively support socio-economic development of the port region itself and the municipalities along the modernized railway Vidin-Sofia and road infrastructure at corridor “Orient/Mediterranean”. The region is among the poorest in Europe and with limited potential for development, because the low quality of the infrastructure and connectivity as a whole. The measures will contribute for the development of business, transport and logistic services, transport intermodality and will secure an alternative route between Black

sea ports and the ones along the upper Danube, in case of low water and limited navigation at critical river points between Vidin and Ruse.

Besides, the measures implementation will help for development of the cross-border port region of coastal areas of Romania and Serbia; will enhance the freight transportation through the new Danube Bridge 2 by rail and road and will [promote the intermodal connectivity of Danube River. On Graph 2 are shown hinterland areas with direct effect in green; areas with opportunities for improvement of business competitiveness in light blue, and the port and the city in blue and orange.

Regional Action Plan consists of 9 measures that are under the following scope of interventions:

- Legal framework – 1 measure, which aim is through public-private-partnership principle to obtain additional financing for modernization of Bulgarian ports infrastructure, This will increase their competitiveness and the one of Danube River as inland waterway;
- Infrastructure – 5 measures. The measures are directly linked to the main priority for providing year-round navigation of Danube River and connectivity between the river and hinterland. The measures are related to modernization of rail way Vidin-Sofia and Ruse-Gorna Oryahovitzza-Dimitrograd, as well as two measures focused on intermodal transport at ports Ruse and Vidin;
- Cooperation – 2 measures for integrated information exchange, which will upgrade already done and will reinforcing the cooperation between member states of DBS Region. It is foreseen the development of Integrated Intermodal Informational System and Construction of systems along the two corridors passing through the territory of the Republic of Bulgaria (Rhine - Danube and Orient - Eastern Mediterranean) for management, optimization and automation of logistic processes and multimodal transport (Port Community System);
- Marketing – 1 measure for creation and implementation of marketing strategy for Bulgarian ports at Danube River, which to bring business and public awareness to ecological water transport and the potential of DBS Region as a whole.

The measures are chosen to be relevant to the whole port region and taking into account the connectivity with the rest of the country. Measures that can be implemented by the district and municipalities authorities and could be implemented independently of the core measures are not included in the Regional plan. The rationale is that the implementation of the core measures will stimulate the local ones.

The measures are prioritized based on the following criteria:

- Effect for year round navigation on Danube River;
- Intermodality;
- Connectivity with the hinterland;
- Socio-economical effect on the region;
- Cross-border cooperation and synergy;
- Comprehensive and simplification of procedures;
- Unified and easy modern data and documents transfer.

The main challenge before the implementation of all measures is providing the needed financing so the measures will be put into a force as a package within a midterm horizon. Applying the principle for their complex realization will allow in relatively short period of time to overcome the main deficits of Bulgarian ports at Danube River and to assure conditions for their future financial sustainability. Providing the needed financing is a responsibility of the national and district authorities in the country. From that point of view, the challenge is inter for the national transport system.

The achievement of maximum success and effectiveness of implemented measures depends on external, regional factors. On the first place it is important for achieving a year-round navigation of Danube River efforts to be made and from Romanian authorities, because the river is a border. In relation with measures for assurance integrated informational exchange, in order to have a maximum effect of its implementation it is necessary and the other state members of DBS Region to invest in this sphere. The implementation of DBS Gateway project is based on cooperation and joint activities of all participants. The existing network should be supported and built up after the project closure, in order to support future joint efforts.

The measures have been ordered in accordance to the sequence of the intervention areas, presented in chapter 3 of this document.

1. L ...: Developing the transport infrastructure through mechanisms of public-private partnership	
Description	Implementation of the next stages of the "Strategy for development of the transport infrastructure of the Republic of Bulgaria through the concession mechanisms"
Beneficiaries	The ports as a whole, local economies and the transport business
Responsible institutions	<ul style="list-style-type: none"> • Ministry of transport, informational technologies and communication
Steps	<ul style="list-style-type: none"> • Review and prioritization of public transport ports of national importance included in the Strategy; • Update a register of port assets that are subject to concession (if necessary); • Update of the whole package of documents that MTITC applies for concession under the new Concessions Act, which came into force on 2 January 2018
Execution period	2018 – 2025
Budget	Up to 1 % of the received concessionary payments in the last 5 years
Example for good practice	N/A

2. I133 – Improvement of the infrastructure to ensure smooth and safe navigation on the Danube River by dredging and construction of hydrotechnical facilities	
Description	Dredging in the harbor waterfront to maintain a level of 2.5 m and dredging in critical areas of the fairway to maintain navigation and exploration and design for future construction of hydrotechnical facilities to provide navigable fairway and waterfront of the ports
Beneficiaries	Shipping, transport companies, port operators The public
Responsible institutions	Executive agency for exploration and maintenance of the Danube river “Bulgarian Ports Infrastructure” Company
Steps	<ul style="list-style-type: none"> • Exploration of depths and planning of dredging works in the waterfronts of the ports • Conduct a regular dredging auction in the waterfronts of the ports and in the narrow stretches of the fairway • Exchange of information between the two agencies and ships sailing along the river; also using RIS to obtain fairway status information • Review and Analysis of the FastDanube River Techno-Economic Engineering Survey Report after it is published • Selection of a consultant for the design of proposed engineering measures and other hydro-technical facilities offered by studies, valuation of measures and their environmental relevance, cost-benefit analysis • Selection of a pilot project and provision of funding • Implementation of the project and analysis of results • Preparation of a program for construction of next engineering facilities • The project will be considered successful with the successful construction of pilot engineering facility
Execution period	2015 -2022
Budget	About 2 000 000 Euro per year for regular dredging. EU and national funds.
Example for good practice	Hydrotechnical equipment in other countries along the Danube River.

3. I165 – Modernization of railway line Vidin - Sofia by areas	
Description	The railway connects the two ports Thessaloniki and Vidin along Orient/East-Med Corridor and in its part from Sofia to Vidin needs modernization and reconstruction to ensure a stable and fast railway transport along the corridor and to the port of Vidin and to the railway bridge across the Danube River in Vidin
Beneficiaries	Areas along the line, railway operators, port and logistics operators, business and industry, population
Responsible institutions	National Railway Infrastructure Company
Steps	<ul style="list-style-type: none"> • Pre-feasibility studies and conceptual design have been prepared. The first stage includes preparing the projects for the individual sections complying with the new regulatory requirements of the European Interoperability System • The coordination of the project will be carried also with the ports in Vidin and the eventual operator of the intermodal terminal in the town. • After application for funding the preparation of documentation will start as well as the splitting of lots and conducting procedures under the PPA for the construction work • The first stage is the construction of the section Vidin - Medkovets • The second stage is the construction of the section Medkovets – Rousska Byala • The third stage is the construction of the last section Rousska Byala - Sofia • The project can be considered successful in two stages - when the construction works start and when the first train is started on the renewed route of the separate sections
Execution period	2022 – 2034
Budget	According the last calculation the project cost is 1.828 mln. euro. Financing from international and European structural funds
Example for good practice	

4. I172 – Modernization of railway line Rousse – Dimitrovgrad	
Description	The railway line connects the economically more developed South Bulgaria through Stara Planina along the main TEN-T network with Rousse and the ports in Rousse. The line is electrified but needs rehabilitation to provide a stable and fast railway transport along the corridor and to the port of Rousse and the future intermodal terminal in Rousse, as well as for the railway cargo passing through the Danube Bridge to Rousse.
Beneficiaries	Areas along the line, railway operators, port and logistics operators, business and industry, population, intermodal operators
Responsible institutions	National Railway Infrastructure Company
Steps	<ul style="list-style-type: none"> • Because there is no project readiness, the first stage includes preparing feasibility studies and designs for the individual sections complying with the new regulatory requirements of the European Interoperability System • The coordination of the project will be carried also with the ports in Rousse and the intermodal operator in the town. • After application for funding the preparation of documentation will start as well as the splitting of lots and conducting procedures under the PPA for the construction work • The first stage is the construction of the section Rousse-Gorna Oryahovitsa • The second stage is the construction of the section Gorna Oryahovitsa to Dimitrovgrad • The project can be considered successful in two stages - when the construction works start and when the first train is started on the renewed route of the separate sections
Execution period	2022 – 2027
Budget	No less than 1 ml. euro. At this stage calculations that are more precise cannot be given, because there is no pre-feasibility studies prepared. No financing secured.
Example for good practice	

5. I208 – Construction of an intermodal terminal in North Central Planning Region in Bulgaria - Rouse	
Description	Constructing an intermodal terminal in Rouse
Beneficiaries	The public, transport companies, railway carriers, business and industry, port operators
Responsible institutions	Ministry of transport, information technology and communication
Steps	<ul style="list-style-type: none"> • Analysis and update of the preliminary study and the urban plan, as well as the needs of the shippers • Coordination with railway carriers, transport associations, large industrial exporting companies and their needs • Updating the project after completion of the research • Procedure under the PPA for a contractor of the construction works and the supply of the equipment • Construction activities and equipment supply • Promotion of ITT and its benefits • The project can be considered successful after completion of the deliveries and functional loading of the facilities
Execution period	2025
Budget	About 22 000 000 euro. It is planned for construction of the intermodal terminal PPP (Built-Operate-transfer) to be used.
Example for good practice	

6. I265 – Project “PORT BULGARIA WEST – SAFE AND COMPETITIVE MULTIMODAL PORT”	
Description	Constructing an intermodal port in Vidin
Beneficiaries	The public, transport companies, railway carriers, business and industry, port operators
Responsible institutions	Bulgarian Ports Infrastructure Company + public-private partnership
Steps	<ul style="list-style-type: none"> • Analysis of the preliminary study and town planning plan and modification of railway road connection to the port area of the intermodal terminal • Coordination with "National Company Industrial Zones" , municipality, National Railway Infrastructure Company, Transport Associations, public-private partnership participants • Update of the project after completion of the study • Procedure for a contractor for the construction work and equipment supply • Construction activities and equipment supply • Promotion of intermodal terminal construction and its benefits • The project can be considered successful after completion of the supply and functional loading of the facilities
Execution period	2017-2020
Budget	About 15 000 000 Euro. National financing and public-private partnership
Example for good practice	

7. C22 – Building Integrated Intermodal Informational System	
Description	The project aims to analyze the needs of customers and operators and to upgrade the existing information systems in the railway carriers, road transport, ports and intermodal terminals to provide automation option of the logistics processes for multimodal transport
Beneficiaries	Intermodal operators, navigation at Danube River and Black Sea, internal transport, port and logistic operators, business administration agencies and authorities; the public
Responsible institutions	MTITC
Steps	<ul style="list-style-type: none"> • The project will take place in stages • Firstly, the available data and customers / users and systems will be analysed, the state and functionality of the different systems across transport operators at national and international level • Analysis of the necessary changes in regulations • Selection of a structure for preparation of PPL documentation and establishing a responsible contracting authority for the implementation of the project • Determining budget and timeframe for implementation • Developing documentation for contractor selection • Implementation of the project after the procedure • The project will be successful when intermodal services grow and the administrative burden and needed time for the customers of transport services is reduced
Execution period	after 2025
Budget	Budget and financing after the analysis
Example for good practice	

8. C29 – Construction of systems along the two corridors passing through the territory of the Republic of Bulgaria (Rhine - Danube and Orient - Eastern Mediterranean) for management, optimization and automation of logistic processes and multimodal transport (Port Community System)	
Description	The project aims to use the experience and studies of the Port Community System project for the Bulgarian seaports, to compare and analyse the data and the needs in the river ports and to further build the system by including the sea ports with the Danube ones and providing opportunity for automation of logistic processes in multimodal transport
Beneficiaries	Navigation at Danube River and Black Sea, inland transport, port and logistic operators, administrative organisation and authorities, controlling authorities, the public
Responsible institutions	Bulgarian Ports Infrastructure Company
Steps	<ul style="list-style-type: none"> • The project will take place in stages • Firstly, the available data and customers / users and systems in river ports will be analysed and will be compared with those of the projected system for seaports • Analysis of the data volume and communication channels • Developing a project to upgrade the PCS software and hardware architecture • Developing documentation for contractor selection • Implementation of the project after an auction • The project will be successful if cargo traffic through ports increases and the administrative burden and time for transport customers is reduced
Execution period	2018-2020
Budget	Budget of 5 million Euro, national and private financing
Example for good practice	

9. M 13: Creating and executing marketing strategy for ports in the Bulgarian part of Danube River	
Description	<p>Creating a marketing strategy for the promotion of Bulgarian ports along the Danube River.</p> <p>The primary, immediate goal of the strategy is to promote the ports and services they offer to potential customers and the public in general. The long-term goal is to promote water transport and build its public image as a competitive, secure and environmentally friendly transport.</p>
Beneficiaries	<ul style="list-style-type: none"> • <u>The ports as a whole</u>. The development and implementation of a marketing strategy will help the overall business development of ports by enabling them to promote themselves among potential customers and to build a clear public image. The implementation of a marketing strategy provides additional value to the ports and services they provide; • <u>Port areas</u>. The promotion of Danube ports and their transformation in an integrated part of the logistics transport chain will improve the business environment and the overall well-being of local communities. It will help develop the local economy using some of the main competitive advantages of the regions
Responsible institutions	<ul style="list-style-type: none"> • Bulgarian Ports Infrastructure Company for the development of a marketing strategy • „Port Complex Ruse“ J.S. Co and „Vidin“ Ltd. For the implementation of the strategy
Steps	<ul style="list-style-type: none"> • Carrying marketing research to establish the characteristics of the market and its potential; • Preparation of a technical assignment for choosing a contractor for the development of a complete marketing strategy. During the development, all interested parties, including port operators, freight companies and local community representatives will be involved; • Developing the strategy, its discussion and adoption. In order to achieve its goal, the marketing strategy must be recognised by the port authorities, so they must be involved at every stage of the implementation of the measure; • Implementing the measures described in the strategy by the state-owned enterprises operating the ports
Execution period	<p>2018 – 2019 for developing the strategy: from developing a task to accepting the final version;</p> <p>2020 – 2023 for strategy implementation</p>
Budget	<p>90 000 BGN (exc. VAT) for strategy development</p> <p>180 000 BGN (exc. VAT) for implementing the measures in the strategy for Vidin, Ruse, Silistra and Tutrakan ports in 3 years. The planned budget is for the implementation of a marketing plan that isn't too ambitious and on the condition there aren't any specific problems that need solving</p>
Example for good practice	N/A

5 Expected results

The main result, which is aimed, is the assurance of year-round navigation in the fairway of Danube River, in order to secure safe, reliable, efficient, ecological and attractive water transport.

The existence of intermodal terminals along the Danube River will bring substantial increase of river used for transport of freight and containers. Additional synergy effect will have the measures for implementation of information technologies for easier and systematic exchange of information, lowering the administrative burden, increase the transport efficiency and freight tracking from start to end transfer locations not related to the modality or the change of the transport. The improvement of infrastructural connection between the hinterland and the DBS region's ports, promoting the ecological aspects, reliability and effectiveness of water transport within the region would be important for leveraging the business and the public awareness towards that mode of transport.