

CB845 CBSmallPorts - Energetic small ports in Central Baltic region

D.T2.1.

**CURRENT SITUATION OF THE MARKETING
ACTIONS OF SMALL PORTS IN THE CB AREA,
AND PLANNING OF JOINT MARKETING
MATERIAL AND ACTIONS FOR CB SMALL PORTS**

1 Introduction to CBSmallPorts

The Central Baltic area is formed by areas in Finland (incl. Åland), Sweden, Estonia and Latvia. The area is known as a boating and sailing region with various types of small ports. E.g. some of the ports are located next to large cities, others in the areas of natural parks. The small ports provide services to boaters and other users of the small ports. In the Central Baltic area, several small ports have performed a lot of activities and investments both in safety and resource efficiency services. However, at the moment, a common platform for information and marketing aimed at boaters is missing. CBSmallPorts will gather the relevant information, accomplished investments in the CB area and all essential resources into one joint network in order to have all the services widely used – and utilized for further marketing. Instead of various separate web apps, the project will formulate a common online platform “CBSmallPorts” combining the information both for boaters, other service users and small ports.

In the CBSmallPorts project activities, the main theme is climate friendly leisure time in small ports, with a focus on energy supply and use – especially on the efficient use of energy by boaters and other small port users. The objectives of the project can be achieved through strengthened cooperation. The main reason for collaboration is that despite being located in different areas, the small ports all face the same issues: short sailing season, competition of people’s time and limited financial and skills resources for the port development.

Essential tasks include composing an online energy auditing tool for defining the energy efficiency of ports, manual for small port investments, marketing strategy, and open online “CBSmallPorts” platform to combine the data found in different sources and applications. In addition, the project will execute investments supporting environmental approach, energy efficiency and green values in marketing.

Summary of the communication and marketing activities

The communication and marketing activities in CBSmallPorts are vast. They include making of the online platform “CBSmallPorts” for marketing, meetings and events (site visits, workshops, seminars), online communication and marketing (webpages, social media, videos) communication material (e.g. posters, rollups, leaflets), and participation to the most appreciated fairs of boating in Finland, Sweden and Germany. All material can be found on the project website (<https://sub.samk.fi/projects/cb-small-ports/>) when formulated and published, as well as in the online platform to be developed.

The data collected for this report included a survey made to small ports, expertise and knowledge of project partners and common marketing tools of the field.

2 Survey to small ports

A survey was carried out with the aim to identify the current marketing situation of small ports in the Central Baltic area. The goal of this survey was to identify small ports in the Central Baltic region representing partner regions with a potential to be included in the project’s marketing strategy and, consequently, those to be included in all marketing materials that will be developed within the project.

Data gathered with the survey identified the small ports that would form the network of the Central Baltic region. In addition, it clarified the current situation of the marketing actions of the

ports and their needs for new knowledge, methods and tools to support the marketing and promotion of the small ports towards target markets.

The survey was done using the Google survey tool and it took place from 10th of November 2020 to 14th of December 2020. In total 56 questions were included, divided into three sections: Port Information, Statistics, Current Situation of Marketing Actions of Small Ports). Project partners were using their existing contact databases for identifying the ports the survey would be sent to. In addition to the online survey, individual interviews with the project partners were held. The focus of the interviews was on gathering the missing information and more detailed discussion of the survey results.

The results of the survey and the collected information will be used for the development of the marketing strategy and for identifying the network of small ports in the CB area.

2.1 Survey overview and results

I Current situation in the CB area (network of small ports):

- Small ports' information
- Overview of available services, navigation and technical information

In response to the survey only 57 answers were received, even after various reminders and personal communication. Although this number may be considered as insufficient for quantitative data analysis, the aim of the survey was to identify the current activities in small ports' marketing, and further plans and expectations of the small ports in this regard. Since the ports that submitted to the survey represent the CB area as a whole, we were able to provide some conclusions based on qualitative information collection.

The representation of respondents per country was: Finland - 16, Sweden - 23, Estonia - 11, Latvia - 7. All the small ports that represent the project partners replied to the questionnaire.

The small ports of the region are mostly (82%) public ports.

The survey collected contact information about the ports in the CB area, which can be used in creating the basic data base of the CB ports:

1. Name of the small port, contact details, contact person;
2. Coordinates of the entry point/ entry mark (e.g. N 57°45'16.8 E 24°20'24.7);
3. Webpage and social media accounts.

This information is stored and will be used for the preparation of marketing materials.

All the respondent small ports provided their contact information, webpage and social network links. There are only 8 ports that left the web representation question blank which means that in general ports are well presented online.

The data of available technical services was collected, as well. This data will form the background for the marketing materials that will be developed during project implementation.

The received data shows that most (78% and more) of the small ports provide all the basic services (electricity, water, shower/WC) that are needed for welcoming sailors. About one third of the respondent small ports provide wintering services and are equipped with a trailer ramp. In general, small ports are ready to welcome tourists and to offer the services needed (see Figure 1).

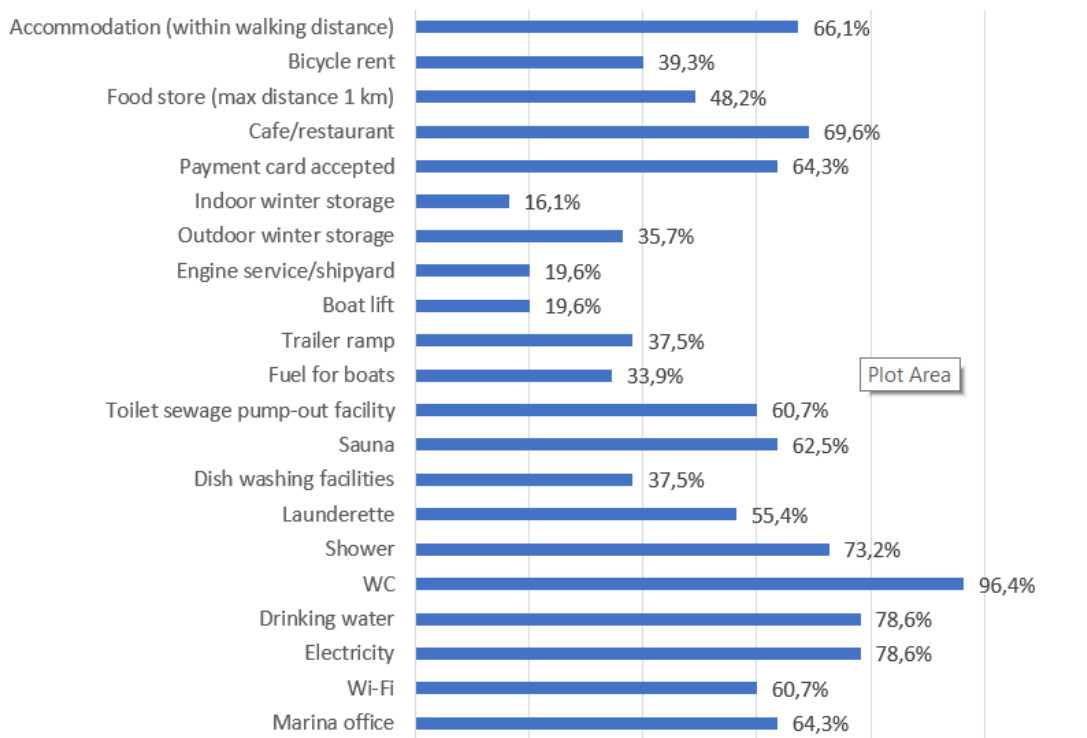


Figure 1: Services and facilities available at small ports. CBSmallPorts online survey, December 2020.

The survey showed that the small ports of the area are still using the traditional port management and berth reservation system. 72% of the small ports are not using any online management systems. Among those who do use the online management system, the most popular are www.dockspot.com and www.marinamia.eu.

As an answer to the request on collecting data on visiting ports, only half of the small ports (53%) are collecting this data and were ready to share that with the project.

II Marketing activities and needs of the small ports

- Marketing and communication activities of the ports
- Main communication channels
- Collaboration with the sailing community
- Needs of the ports: trainings and marketing materials and activities.

In general, small ports understand the necessity of marketing activities and online presence. Most of the ports (79%) have participated at boat shows of the region to spread information about the port. Allt for Sjön in Sweden and Vene/Båt in Finland are the most mentioned boat shows.

As the main communication channels small ports mention:

- Social media (Facebook - most mentioned, Instagram - less mentioned);
- Port webpage;
- Printed material;
- Boat shows;
- The notion of “Our guests are our ambassadors” is very important within the sailing community, and of course it is of the most importance for small ports in general.

Small ports have developed and are using the following printed marketing materials:

- harbour guides;
- brochures;
- handbooks.

Most of the small ports mentioned that it is important to have printed material available at the port.

The communication channels and marketing materials mentioned above are, according to the ports of the survey, important for further communication and development of the marketing activities. The most important information for the sailors is related to navigation, available services, and other practicalities. This information should be easily found on the internet, it should be comparable and understandable.

In general, the small ports refer to the following main marketing needs:

- presence in social media, networking, making of a common easy-to-find online system;
- information availability, sharing and common events;
- developed tourism product offer for sailors.

Only some ports mentioned that they already cooperate with the local tourism information center. On the other hand, there is an understanding that the information on tourist attractions around the port area should be easily available.

Reaching out to the end-users of the small port services is the key to successful marketing. Thus, the collaboration with the sailing community is of great importance. Only 20% of the respondent small ports host a Yacht Club at their territory. It means that special attention should be dedicated to addressing the sailing community through the events and other communication channels.

The most attended regattas of the region were identified in the survey:

Regattas & events in Estonia:

- Moonsund Regatta (Muhu Väina regatt), biggest sailing event in Estonia, <http://muhuvain.ee/en>
- Dago Regatta (around Hiiumaa island) <http://jkdago.ee/voistlused/dago-regatt/>
- Serial competition Kärkla Purjutuur, 9 legs May to September, <http://jkdago.ee/voistlused/kardla-purjutuur>
- Tallinn Maritime days
- Sõru Regatt, season closing event in the end of September.

Regattas & events in Latvia:

- Gulf of Riga Regatta
- Pavilosta Open
- Ruhnu Sauna Regatta (Roņu pirts regate)
- Auda Autumn Cup (Rudens kauss)

Regattas & events in Lithuania

- Klaipėdas yacht club opening and closing regatta

Regattas & events in Finland:

- Kotkan Meripäivät - Kotka Maritime festival (<https://meripaivat.com/>)
- Loviisan Venefestivaali - Small Ships' Race <https://laivasilta.fi/>
- <https://www.suomalainenpursiseura.fi/160>

Regattas & events in Sweden

- <https://nynashamn.se/uppleva/evenemang>, <http://www.nynashamnyachtclub.se/>
- Dykdalben, Högtidsregattan segelvik.com

International Regattas:

- https://www.nnmk.ee/index_est.php
- Kuršių marių regata
- Tallinn Sailing Regatta
- Muhu Väina regatta, www.muhuvain.ee
- GoRR, www.gulfofrigaregatta.eu

This list was provided by the small ports and may need to be updated.

As part of the small port development and improvement of the provided services, training is important. However only 22% of the ports expressed interest into training and developing the additional skills. There are various reasons for that, e.g. 26% of the small ports answered that they do not have any full-time employees. Most of the ports have seasonal employees and subsequently, during the busy season it is hard to find time for training.

Among the subjects of interest for training:

- Safety, safety training online;
- Communication and service skills, guest welcoming experience;
- Small ports management systems, online port management system, online berth reservation system;
- Boat fixing;
- Logistics;
- SOPEP (Ship Oil Pollution Emergency Plan) DRILL training;
- Sharing best practices, Study trips, exchange different management models.

Study trips and best practices are often mentioned in other questions as well (e.g. expectations), it is considered to be the best way of receiving new information.

2.2 Survey conclusions and recommendations

For the development of the network of the CB area small ports of the area it is important to identify all, or at least the major part of the small ports in the CB area. So identifying the small ports of the CB area is one of the tasks of the project. As a starting point we are considering the small ports that have already participated in one or other port related EU project. The identified small ports should be included in the marketing materials (route map, image map).

At the same time the survey showed that the selected approach of identifying the ports that have participated at the EU project, might not be sufficient since some of the ports of this Survey stated that they have never participated in any EU project. To better identify small ports the other sources of information will be used as well.

Statistical data of visiting boats is missing. That would be very useful and would help to identify the potential target market. The other sources on statistics are being identified.

The Survey has been a great source for understanding of the marketing needs of the small ports of the region. As result, the following was concluded:

I. Focus on online information spreading

Internet (both webpages and social media) is the main source of information. Valuable, practical, updated information is the key for successful marketing of the network of the small ports.

The small ports mention the importance of developing a better online coverage on available ports, preferably in one webpage. Information on navigation, services and facilities should be easily accessible across different sites as well.

Speaking about the Central Baltic region in general, ports mention that there is not enough information on the ports and their services. Ports would like to see the network of ports as a more developed tourism product, e.g. easy-to-find advice on the things to do on the coast, rental services, general travel advice.

The project result, online platform “CBSmallPorts” aims to collect and make easy-to-find the needed information.

Use of online management systems is underestimated in the region. Only a few ports are using an online management system (both for the port management and berth reservation). But there is a growing interest in knowing more about existing solutions.

Digitalization of small ports could provide better and comparable data (including visiting boats statistics) as well as function as another tool for spreading information on the network and growing online presence.

Ports mentioned the need of training on communication (including online), technical knowledge and port management knowledge. However, ports showed overall low interest in training that may be related to the very few full-time employees in the ports, and for the seasonal employees there are too many other priorities during the season, so training is left out. Furthermore, small ports might not have available budget for training.

Cooperation with the Tourism Information Centers might be underestimated in the region, only few ports have mentioned TIC as information channels.

There is still a high demand for the developed printed marketing materials, and since all the developed materials will be uploaded for online use, it is important to develop the materials considering its online layout.

The COVID-19 situation has augmented the need of online information since the number of face-to-face contacts has really decreased due to governmental restrictions. One of the challenges of the project is to find new ways and alternatives to the previous ways of spreading information, e.g. boat shows.

II. Speak about navigation, practicalities and services

Ports have clearly named the need for easy-to-find, updated, practical information about the port. Depth, length overall (LOA) and width is the most important information that should be published “everywhere”.

Marketing materials and communication should always be based on advice on navigation and information about practical needs of the sailors.

Although online communication is very important, ports still consider that printed materials are of a great value (brochures, maps, harbor guides) and ports would like to have those available on site.

It is planned to develop two printed marketing materials during the project: *Sailing Routes in the Central Baltic*, that would include examples of sailing routes targeted to different audiences, and

Image map, the map of the CB area with strategically important ports to encourage navigation in the region. The developed materials will be available online.

III. Connect with Sailors

Collaboration with the sailing community should be improved. Sailors are still the main (the most trustworthy) and the best way of spreading the information. It is important to identify communication channels to reach out to the sailing community.

Establishing contacts with the sailing community is important for spreading the information about the network. Some ports mentioned that there is no cooperation between a local yacht club and the port, for the development of the network of ports it is crucial to improve collaboration between the port and the sailor. Participation at the events and regattas is planned within the project.

3 Common marketing tools in the field of small ports and sailing

3.1 Boat fairs as marketing events

There are many international, national and regional boat fairs in the Central Baltic area. The major international ones are Vene-Båt in Helsinki, Finland, Allt för Sjön in Stockholm, Sweden, and Boot in Düsseldorf, Germany. During the last years several Interreg-funded projects have been promoting different project's small ports at the fairs. Only few small ports have resources to market their small port themselves. The format of boating fairs in the coming years may vary as the COVID-19 pandemic has now cancelled many fairs. The Vene-Båt 2021 event was organized for the first time online and CBSmallPorts attended with marketing of project small ports done on the online platform of the fair.

3.2 Online tools as marketing instruments

Various online tools related to boating and small ports exist and are being developed. Some of the tools are publicly funded, some made by private companies. Some tools are for certain area, others cover several areas. Some are related to navigation and weather, some to services and some to information on small ports. The availability in languages also differs a lot. Examples of online tools for boating and on small ports are presented in Table 1. As can be seen from the table, the number of different tools is vast. This is a challenge for marketing activities as different boaters and other small port users use different tools. None of the existing tools is in common use from cross-border marketing activities of small ports and their services for boaters and other small port users. CBSmallPorts project tackles this issue with gathering information under one online tool available open access to all.

Table 1. Examples of online tools for boating and on small ports.

Site/app name	URL	Administrator / producer	Region	Languages	Description
Roopekartta	https://www.roopekartta.fi/	Pidä Saaristo Siistinä ry	Finland	Finnish, Swedish, English	Information for boaters on sea areas and lakes in Finland. Focus on ways of keeping the waters clean and trash-free.
Meriopas	https://meriopas.ymparisto.fi/	Suomen Ympäristökeskus	Finland	Finnish, Swedish, English	Service with information on destinations, weather and satellite-collected material in the Finnish sea areas. Part of the www.itämeri.fi entity.
Sailspots - NB! mobile app	https://www.sailspots.com/		Global	English	Detailed weather and wind forecast presented in a clear and intuitive way. A large number of natural harbors and marinas is also represented.
PortMate	www.portmate.eu	SAMK / Portmate	Finland, Sweden	Finnish, Swedish, English	Website presenting ports in the CB area of Finland and Sweden, implemented within CB PortMate project.
Marinamia	https://marinamia.eu/home	EVAK / Smartports	Finland, Latvia, Estonia, Norway, Romania, Portugal, Netherlands, Spain, Ireland, Greece, France, Italy, UK, Denmark, Poland, Lithuania, Germany,	English	Connecting marinas and sailors in 10 countries with more than 60 ports and over 700 berths.

			Sweden		
Masapo	application	Ålands Sjöräddningssällskap / Masapo	Åland	English	Mobile app; selected guest harbours in Åland
Smart Marina	application	Smart Marina Baltic	Finland, Åland, Sweden, Estonia	English	Selected guest harbours in Finland, Åland, Sweden, Estonia
30 Miles	http://www.30miles.info/	XAMK	Finland, Estonia	Finnish (English)	Website collecting the material (routes, safe approach videos etc.) of the 30Miles project
0100100 merellä	application	Oy Eniro Finland Ab	Finland	Finnish	Maps of the sea areas in Finland. Weather forecasts and MOB (man overboard function).
Boating HD Marine & lakes	application	Navionics	Global(?)	English	Nautical charts for cruising, fishing, sailing, diving and all your activities on the water. NB! Navionics or Garmin user account needed for login.
Eniro på sjön	application	Eniro	Sweden	Swedish	Swedish fairways, routes, AIS.
Gästhamnsguide	application	Gästhamnsguiden Scandinavia	Sweden	Swedish	Presents almost 500 small ports along the Swedish coastline, inland lakes and canals.
Marine radar	application		Global	English	Interactive real-time ship tracking, all types of vessels. In addition, map with ports and other locations.

Sailmate	application	Nautics Oy	Finland	Finnish, English	Finnish navigation app for leisure boaters with nautical charts provided by the Finnish Transport Agency, and database of Finnish guest marinas.
Windy	application	Windyty SE	Global	English	App for weather forecast visualization with 40 different weather maps.
Yr	application	NRK & Norwegian Meteorological Institute	Global?	English	Weather forecast app.
Aaltopoiju	https://aaltopoiju.fi/		Baltic Sea	Finnish, English, Swedish	Near real-time observation data from wave buoys located in the Baltic Sea. Wind, sea level, temperature observation data from other locations and wave, wind and sea level forecasts.
Veneretki - Båtfärd	http://www.veneretki.fi/map	Trafi	Finland	Finnish	Communal service for boaters maintained by Trafi. User can create an account and add new content related to boating to platform.
Aluskartta.com	http://aluskartta.com	Väylävirasto	Finland/Baltic sea	Finnish	Interactive map that can be used to follow vessels, having AIS equipment, in realtime. Vessel information is updated automatically to the map. Different vessel types (tanker, cargo, passenger, sailing boat, tug boat, war ship, special, authority, other) have different color codes. Also mobile app is available.
Satamat	https://veneretki.fi/satamat/	Vene-lehti	Baltic Sea +	Finnish	Interactive map with ports in Baltic sea region.

Suomen Vierassatamat Oy	http://vierassatamat.fi	Suomen Vierassatamat Oy	Finland, Sweden, Åland, Estonia	Finnish, English, Swedish	Small ports information from Finland, Åland, Stockholm region and Estonia
Eastbaltic.eu	www.eastbaltic.eu	Rīga Planning Region	Estonia, Latvia	English, German (from 2 nd half of 2021)	Full list of harbours in Estonia and Latvia, possibility to view and download the Harbour Guide and other information materials, Other useful information on navigation in the East Baltic.

4 Gained expertise of project partners

Based on the results of our survey, it is evident how marketing activities should rely both on useful information and on expertise. Henceforth, when it comes to our project CBSmallPorts, a holistic approach, which includes and synergizes the different activities of the different Work Packages, not only is recommended, but necessary. Particularly, if we look at the activities of the Work Package T1, “Energy efficient small ports”, we can easily identify elements that the survey described above have recognized. These elements not only show the importance of the investments related to a sustainable development of the small ports, but also highlight how much both port operators and sailors value their implementation.

This leads to the second aspect, which is expertise. Many, if not all the partners involved in CBSmallPorts project, have had - and are still having - experiences in other international projects which highlighted both resource efficiency and marketing. This has created a large pool of experts in their own fields, which can draw from their own knowledge and expertise to suggest, guide and implement ideas and concepts for our marketing activities.

4.1 Knowledge from past projects

A good example of expertise and good practice can be retrieved in the implementation of the CB PortMate project and its final result, the PortMate.eu tool (www.portmate.eu). CB PortMate focused heavily on safety and resource efficiency, which are, as described above, highly valued aspects regarding small ports and recreational sailing. The project, which ended in 2019, provides a very useful starting point to reflect on the marketing strategies needed to promote the Central Baltic Area. The importance of visual elements, especially videos, as well as the contribution of experts and partners, in relation to the content creation, are all crucial aspects to include in any development of marketing activities. However, these elements also need to be clearly designed with a well-defined idea of the target audience, to better tune the message to their frequency. Finally, the very creation of the portmate.eu platform, gave the possibility to further reflect on its impact, its challenges and strengths, something that could be easily transferred to CBSmallPorts activities has fundamental experience. For example, the difficulties in increasing its base users,

as well as the issue related to the creation, update and maintaining of the page contents, will be addressed further in the development of our WP T2 activities, with specific regard to the online platform.

Rīga Planning Region and Kurzeme planning region during the projects “Smartports” (2017-2018) and “EST-LAT Harbours” (2018-2020) were working on the development of joint marketing activities to promote the network of the small ports in Estonia and Latvia, and East Baltic Coast as a sailing destination. The project gave a possibility for the small ports to receive investments into infrastructure thus develop as a modern sailing destination attractive for sailors. The joint marketing activities, such as participation in boat shows and development of the Harbour Guide of the destinations have been highly appreciated by the sailing community and other stakeholders. The gained expertise in marketing of the small ports will serve as a solid background for the developing of the Marketing Strategy for the small ports in the CB area.

In the next sections, we will briefly describe the lessons learned, as well as different types of possible implementations, regarding both resource efficiency and marketing.

4.2 Lessons learned

Like said, in the CB PortMate project, emphasis in terms of marketing and making the investments to be seen was mostly put in developing of www.portmate.eu. Even though the platform is nice and usable and it contains indeed all the quality videos and material produced during the project it hasn't really been used that much. Reasons could be that from a boater point of view there is a limited amount of small ports you can find information about. In addition, updating and promoting of the platform stopped when the project ended. There are also so many other competing sites, apps and sources for information on small ports. Although port operators should find the safety and resource efficiency related information useful in their port development but while all the materials are in English it takes that little extra effort or push for them to really start reading, using it and trusting in what they read.

Lessons learned from this is that if you do valuable and useful material for small port development and marketing make sure that you use at least the same effort for advertising your achievements. Social media channels work well and it might be worth paying that little bit of extra for added visibility in them. Local language always works best and nourishes trust better than English or other foreign languages. This is the case especially when talking about small port investments and financial risks.

What was done in CB PortMate could be used further:

- the country-specific and regional videos with drone and hand camera footage showing nice sceneries of the ports and surroundings,
- the approach videos for newcomer safe arrival to ports which makes the first visit safe and give information in visual form of the port in question and
- videos showing the safety and resource efficiency investments, but maybe with a bit more selfie type personal touch.

In CBSmallPorts investments are concentrated on energy efficiency that is only part of resource efficiency.

Moreover, the partnership upon which CBSmallPorts has been built includes many partners with a lot of experience in port development as well as in marketing activities. The instance mentioned above regarding the www.portmate.eu platform is just an example of the work and research that has been done in the preparation phase - and that it is continuously improved and developed as more experience is gained. In addition to the personal experience, the network that has been built throughout the years has proven to be very important to define the activities of our project. In fact, it would be preposterous to start from scratch when much expertise has been developed, not only in relation to the projects the different partners have been involved, but also regarding other projects that have been and are still implemented. Indeed, during the past years, many projects concerning the development of small ports have been funded by different organizations. As an extremely valuable foundation for our project, during the application phase, we collected information on some of these projects (based on the Baltic Sea Region) and tried to identify strengths and weaknesses, as well as creating contacts with some of the involved organizations. We collected the most prominent ones into a list – which is far from being a complete and exhaustive list:

- 30MILES - Small port every 30 miles apart - Development of services for lively water tourism in the Eastern Gulf of Finland
- ADAPT - Assuring Depth of fairways for Archipelago Public Transportation
- CoMET - Internationally competitive maritime education for modern seagoing and high-quality port services
- FamilyPorts - Green and Family-friendly Archipelago Ports
- MASAPO - Development of Maritime Safety in the Small Ports in the Baltic Sea Region
- SEASTOP - Modern ports in historic waters
- Smart Marina - Contemporary harbours with soft energy technology
- SmartPorts - Modern and attractive small ports network through cross-border interactive information system, joint marketing and improved port services
- Sustainable Gateways - Small ports - sustainable gateways to coastal national parks
- PortMate - Safely connected and sustainable small ports in Central Baltic region
- EST-LAT Harbours - Improvement of sailing infrastructure and yacht harbours network building in Estonia and Latvia

Even though sometimes the projects' main goals can differ, it is interesting to note how sustainability, resource efficiency and marketing appear to a certain degree in each of them. This is not the place for an extensive analysis of each of them, but the analysis of these projects provided us with a deeper understanding of what is needed in terms of experience and expertise – and it is something that we are including while developing CBSmallPorts activities.

Finally, based both on the results of the data provided by the survey and on the experiences that the partners have been having working in small ports development projects, it is evident the lack of a common strategy on the marketing of the Central Baltic as a destination.

There are several examples of implementation of promotional activities done by local entrepreneurs and port owners. While many of these activities show the commitment and the commitment to promote their services, they also fall short of a broader view.

The lack of an overall common vision, not only on a central Baltic level, but also locally, within the destination they are implemented, is one of the biggest challenges to face and to consider. Local conflicts, as well as narrow views on what is considered positive and beneficial for their own small port, could create tensions and difficulties in the cooperation. However, based on the

experience and on the common challenges that all the Central Baltic Area destinations are facing, a joint effort is not only recommended, but highly desirable in order to improve the common image of the area and, ultimately, increase the number of visitors.

5 Work plan and responsibilities for implementation

All partners will participate in the marketing actions and each contribution will be extremely valuable to reach the objectives and target values identified.

SAMK will provide the basic framework for the marketing operation. Moreover, the existing web app “portmate.eu” – created within CB PortMate of which SAMK was lead partner – will provide valuable data and information. SAMK is the responsible partner for building the online platform “CBSmallPorts”.

RPR will coordinate implementation of the marketing work package in order to improve local and regional mobility and improve travel opportunities to small ports. Coordination of planning joint marketing materials and actions in CBSmallPorts is the responsibility of the RPR, as well as organizing participation at boating fairs outside CB area, e.g. "Boot" Dusseldorf.

KPR role will be the promotion of the Central Baltic as a safe and green sailing environment, not only to the local targets, but also to possible visitors from Germany, and other neighboring countries. by developing a marketing strategy with materials for CB area small ports. In addition, the partner has experience in preparation and design of printed materials for specific target groups.

EVAK will define example sailing routes to small ports in CB areas taking into account different user groups. EVAK will promote the Network of Estonian marinas in neighboring sailing regions and at further target markets. The reason behind this is that international cooperation and cross-border networking with similar organizations helps to harmonize understanding about sailing infrastructure standards, the needed service quality and procedures fluent to the port users, operators and decision-makers.

Söderhamn will take care of practicalities for participating at boating fair "Allt för Sjön" Stockholm, as well as will continue promoting small ports of the Söderhamn archipelago.

6 Evaluation

To support the process of achieving project results, internal evaluation will be done throughout the project. The indicators of the evaluation are the deliverables and project outputs described in the project application as well as the number of target groups met during the project.

The project indicators will be checked once in an evaluation period in progress meetings and in the steering group meetings. The steering group can propose changes to the project's implementation if found necessary. The lead partner makes the official change requests to the Central Baltic Joint Secretariat.