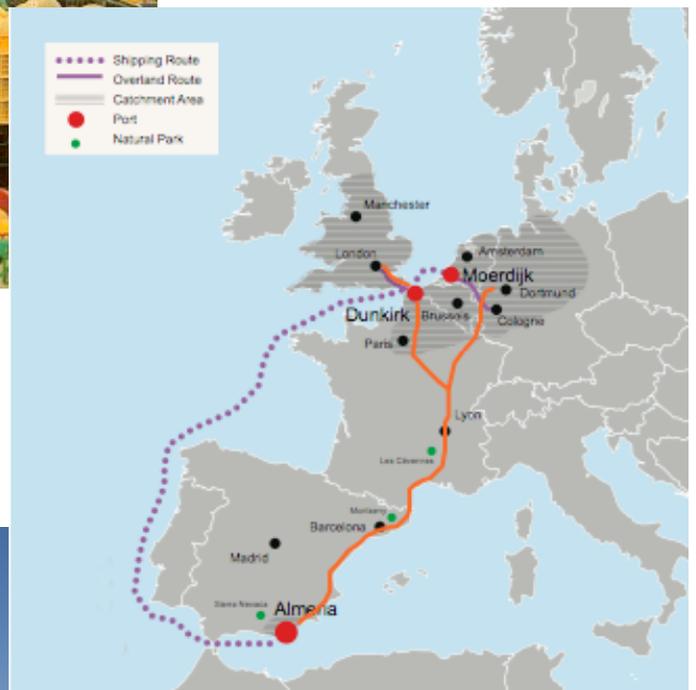


Andalucia Fresh Line

Fresh-Express

Project proposal for a modal shift action
to the Marco Polo II programme

May 07, 2009



Form I.1 Project Overview

I.1 Title of proposal¹	Andalucia Fresh Line Fresh-Express
I.2 Acronym for proposal²	Fresh-Express
I.3 Type of action applied for	Modal shift
I.4 Lead partner (company)	
Company name	Van Uden Maritime b.v.
Address part 1	Brielselaan 85
Address part 2	
Town/City	Rotterdam
Post code	3081 AB
Country	The Netherlands
I.5 Contact person	
Family name	Brocades Zaalberg
First name	Hans
Company name	van Uden Maritime bv
Address part 1	Brielselaan 85
Address part 2	
Town/City	Rotterdam
Post code	3081 AB
Country	the Netherlands
Telephone	+31 (0)10 297 31 00
Fax	+31 (0)10 485 10 44
E-mail	j.l.zaalberg@van-uden.nl
I.6 Other partners	
2nd partner's name (company)	Autoridad Portuaria de Almería
2nd partner's country	Spain
Other partners (name, country)	Andalucia Fresh Line, Spain

¹ Short, but meaningful name for the proposed action.

² Handy abbreviation of the title of a maximum of 20 characters

I.7 Project idea (max. 2.000 characters)	<p>The Andalusia Fresh Line's Fresh-Express action creates a new intermodal transport line offering integrated door-to-door services for refrigerated fruit and vegetables from Almería (Spain) and markets in England, the BeNeLux, northern France and Germany. Key in this service is a new short sea shipping line from Almería to Dunkerque (France) and Moerdijk (the Netherlands) that offers 2 departures weekly throughout the year with a capacity of 200 45" HC PW reefers each.</p> <p>The action contributes in various ways to the Marco Polo goals: Fresh-Express would realise a major, structural modal shift in a high volume transport market that is currently entirely dependent on road transport. During the action period of 36 months, 998.001 tons of goods will be modally shifted, resulting in a total modal shift of 2.136 million tkm. This modal shift would reduce traffic along a 2100km stretch of the E-15 highway, with up to 350 trucks per week, relieving bottlenecks such as the Pyrenees.</p> <p>The partners, a Dutch line operator, its Spanish subsidiary and a Spanish Port Authority have build a strong international network of public and private partners to include the required operational capabilities, obtain local political support and finally ensure interest from potential customers in order to create a sustainable transport line that will create significant modal shift in a transport market now entirely serviced by road transport.</p>
I.8 Entire transport/logistics route (old road route) (max. 500 characters)	<p>The old road route leads from the south of Spain (Almeria) to markets in northwest Europe (southeast England, the BeNeLux and western Germany). The long haul section of this route follows the international traffic artery E-15 along roughly 2000km, from Almeria to northern France, passing hotspots such as the Pyrenees. The cargo is delivered directly at customers in the indicated area of destination, roughly between 2200 and 2600 kilometres from the origin. The average transit time is 2,5 days.</p>
I.9 New "modally-shifted" part of route (max. 500 characters)	<p>The proposed new route has 5 legs. Leg 1 consists of freight collection in Almeria. Leg 2, the long haul modally shifted leg, is short sea shipment from Almeria to Dunkerque (France, avg 2800km). Leg 3 is distribution in England (avg. 200 km). Every other voyage from Almeria will continue with a 2nd SSS-leg (leg 4) from Dunkerque to Moerdijk (Rotterdam, the Netherlands, avg. 250km). Leg 5 consists of road distribution (avg. 250km). The transit times are respectively 0,5 - 3,5 - 0,5 - 0,5 and 0,5 days.</p>
I.10 Duration of EC subsidy D [months]	36
I.11a Total modal shift during EC subsidy F_{shift} (tkm)³	2.135.799.900
I.11b Total quantity of road traffic avoided during EC subsidy grant T_{av} (vkm)⁴	
I.12 Environmental and social benefits B [€]	48.930.804
I.13 Total eligible cost of action C_{total} [€]	69.066.070
I.14 EC subsidy requested S [€]	7.527.428
I.15 Environmental efficiency R_s [-]	6,50

³ For **Modal Shift, Catalyst and Motorways of the sea** actions, if volume equivalent option is chosen, please put the m^3km and the equivalent tkm value.

⁴ For **Traffic avoidance** actions, please also include tkm or m^3km