

## **Modern and attractive small ports network through cross-border interactive information system, joint marketing and improved port services (SmartPorts)**



Programme Priority: P3 Well-connected region

Programme Specific Objective: 3.2. Improved services of existing small ports to improve local and regional mobility and contribute to tourism development

Sub-programme: Central Baltic

Duration: 01.10.2015 - 30.09.2017

Total funding: 1.455.658 EUR

ERDF funding: 1.225.260 EUR ERDF

Project Summary:

The project SmartPort aims at improving and integrating the network of small ports via modern information and communication technology. The project increases the service quality of small ports in the Central Baltic region and helps to create better awareness about marina network to double the number of visitors by the sea.

In practice, the project implements systems that facilitate cross border information exchange, as well as creates new port services by investing in modern marina technology.

As a result of the project, a cross-border interactive information system for small harbours is jointly developed and piloted. More precisely, the level of services is improved in 16 marinas in four countries. The number of foreign visitors by the sea is increased and doubled by 2020. The visitors are also expected to stay longer in the improved ports. Notable parts of the result are the improved safe navigation and docking services in the small ports as well as improved environmental protection and pollution prevention services.

## **Map of Partners**

## Partners

Lead Partner

### MTÜ Eesti Väikesadamate Arenduskeskus

Country: EE

[www.evak.ee](http://www.evak.ee) [1]

**Partner budget:** 235.265 EUR

**Amount of ERDF funding:** 199.975 EUR ERDF

Project Partners

### Kurzemes pi?nošanas re?ions

Country: LV

[www.kurzemesregions.lv](http://www.kurzemesregions.lv) [2]

**Partner budget:** 111.587 EUR

**Amount of ERDF funding:** 94.849 EUR ERDF

### R?gas pi?nošanas re?ions

Country: LV

[www.rpr.gov.lv](http://www.rpr.gov.lv) [3]

**Partner budget:** 112.472 EUR

**Amount of ERDF funding:** 95.601 EUR ERDF

### J?rmalas ostas p?rvalde

Country: LV

[www.lielupesosta.lv](http://www.lielupesosta.lv) [4]

**Partner budget:** 80.000 EUR

**Amount of ERDF funding:** 68.000 EUR ERDF

### M?rsraga Ostas P?rvalde

Country: LV

www. [Mersragsport.lv](http://Mersragsport.lv) [5]

**Partner budget:** 102.752 EUR

**Amount of ERDF funding:** 87.339 EUR ERDF

### **Skultes ostas p?rvalde**

**Country:** LV

[www.skulteport.lv](http://www.skulteport.lv) [6]

**Partner budget:** 110.000 EUR

**Amount of ERDF funding:** 93.500 EUR ERDF

### **Salacgrivas Ostas P?rvalde**

**Country:** LV

[www.salacgrivaport.lv](http://www.salacgrivaport.lv) [7]

**Partner budget:** 110.000 EUR

**Amount of ERDF funding:** 93.500 EUR ERDF

### **P?vilostas ostas p?rvalde**

**Country:** LV

[www.pavilostaport.lv](http://www.pavilostaport.lv) [8]

**Partner budget:** 149.608 EUR

**Amount of ERDF funding:** 127.167 EUR ERDF

### **Hiiu vald (K?rdla sadam)**

**Country:** EE

[marina.kardla.ee](http://marina.kardla.ee) [9]

**Partner budget:** 13.080 EUR

**Amount of ERDF funding:** 11.118 EUR ERDF

### **Sottunga kommun**

**Country:** FI

<http://www.sottunga.ax/> [10]

**Partner budget:** 55.490 EUR

**Amount of ERDF funding:** 41.618 EUR ERDF

### **Archipelago Foundation in Stockholm County**

**Country:** SE

<http://archipelagofoundation.se/> [11]

**Partner budget:** 65.000 EUR

**Amount of ERDF funding:** 48.750 EUR ERDF

### **Eesti Spordiselts Kalev Jahtklubi**

**Country:** EE

[www.kjk.ee](http://www.kjk.ee) [12]

**Partner budget:** 21.000 EUR

**Amount of ERDF funding:** 17.850 EUR ERDF

### **Liimala Sadama Arendus MTÜ (Port of Purtse)**

**Country:** EE

**Partner budget:** 19.110 EUR

**Amount of ERDF funding:** 16.244 EUR ERDF

### **Lõunaranna Investeeringud OÜ**

**Country:** EE

[www.lounaranna.ee](http://www.lounaranna.ee) [13]

**Partner budget:** 135.147 EUR

**Amount of ERDF funding:** 114.875 EUR ERDF

### **Kõiguste Marina MTÜ**

**Country:** EE

**Partner budget:** 135.147 EUR

**Amount of ERDF funding:** 114.875 EUR ERDF

## Results

### Expected results

### Achieved results

Project result in category - Improved small port

## Interactive information system for small harbours created by SmartPorts

Thanks to the project, 16 small guest harbours were improved with better infrastructure and safety in four countries (most ports in Estonia and Latvia).

Ports invested in new safety and environment protection equipment to make ports more secure, sustainable, comfortable and to provide better services in harbours. Ports have purchased navigation marks, buoys, meteorological stations, directional lights, and improved port facilities. E.g. Kõiguste installed self-service kiosk, navigation marks, line marks and gate system, and Purtse developed new webpage, purchased rowing boat, surveillance and port gate opening system.

The SmartPorts project created an interactive information system for small harbours.

Modern ICT solution ([www.marinamia.eu](http://www.marinamia.eu) [14]) was launched to integrate region's small port network and contribute to tourism development.

The app, HelloPort, includes Port & Buoy Navigation, Marina info and payment.  
<https://hello-port.com/> [15].

Common marketing strategies and plans were developed for the participating ports and regions. During the project, partners held training sessions and meetings to discuss methods how to increase visitors' number and provide sailors even better service quality. The most useful communication for project partners was attending at the maritime fairs in Germany, Sweden, and Finland. Thanks to the fairs, the partners could introduce and promote their ports to visitors. It provided great opportunity to answer to sailors' questions and concerns. Also, a lot of sailors were interested in the best sailing routes in Baltic Sea. The number of foreign visitors by the sea is increasing. The visitors are also expected to stay longer in the improved ports.

Notable parts of the result are the improved safe navigation and docking services in the small ports as well as improved environmental protection and pollution prevention services.

The cooperation was very effective and successful between Estonia and Latvia. With Finland and Sweden, the communication was weaker, but the project was well implemented.

Project page in database

[Modern and attractive small ports network through cross-border interactive information system, joint marketing and improved port services](#) [16]

At a glance

- 16 small ports with improved services in four countries
- Investments in infrastructure, safety and comfort
- ICT solution for finding the next port, <https://marinamia.eu/home> [17].
- Effective communication at maritime fairs

Tags

[Tourism](#) [19]

[ict and digital society](#) [20]

[infrastructure](#) [21]

## **Project Visibility**

### **Social media links**

[MarinaMia. Find a place to dock \(website, 2021\)](#) [17]

[SmartPorts Info in Swedish](#) [22]

### **Other media visibility**

[Ventspils Jahtu osta – noz?m?gs pieturas punkts](#) [23]

[Satiksmes ministrs iepazīst P?vilostas ostu](#) [24]

[L?dz ar mazo ostu att?st?bu prognoz? daudz liel?ku bur?t?ju interesi par Latvijas piekrasti](#) [24]

**Source URL:**<https://database.centralbaltic.eu/printview/32>

### Links

[1] <http://www.evak.ee> [2] <http://www.kurzemesregions.lv> [3] <http://www.rpr.gov.lv> [4] <http://www.lielupesosta.lv> [5] <http://Mersragsport.lv> [6] <http://www.skulteport.lv> [7] <http://www.salacgrivaport.lv> [8] <http://www.pavilostaport.lv> [9] <http://marina.kardla.ee> [10] <http://www.sottunga.ax/> [11] <http://archipelagofoundation.se/> [12] <http://www.kjk.ee> [13] <http://www.lounaranna.ee> [14] <http://www.marinamia.eu> [15] <https://hello-port.com/> [16] <https://database.centralbaltic.eu/project/32> [17] <https://marinamia.eu/home> [18] <https://marinamia.eu/home.> [19] <https://database.centralbaltic.eu/tags/tourism> [20] <https://database.centralbaltic.eu/tags/ict-and-digital-society> [21] <https://database.centralbaltic.eu/tags/infrastructure> [22] <https://skargardsstiftelsen.se/om-skargardsstiftelsen/projekt/smartports/> [23] <https://www.ventasbalss.lv/zinas/brivosta/33938-ventspils-jahtu-ostanozimigs-pieturas-punkts> [24] <http://travelnews.lv/>