



PORTMATE

Safe and resource efficient small ports
in Finland, Åland and Sweden



Research manager Minna Keinänen-Toivola, Ph.D.
Satakunta University of Applied Sciences
15.11.2018
CB Annual event in Turku, Finland

Photo: Kristiina Kortelainen



EUROPEAN UNION
European Regional Development Fund



FINANCIER

EU: Interreg Central Baltic Program

DURATION

1.11.2016–31.12.2019

BUDGET

Total budget: €2 727 225
ERDF: €2 045 419

PROJECT LEADER

Minna Keinänen-Toivola
minna.keinanen-toivola@samk.fi
+358 44 710 3063



PARTNERS

Satakunta University of Applied Sciences (Finland) | *leading*
City of Rauma (Finland)
Municipality of Gävle (Sweden)
Municipality of Söderhamn (Sweden)
Municipality of Sottunga (Åland)
Kökar Havspaviljong Ab. (Åland)

Why PortMate?

TRADITIONS AND HABITS OF BOATING ARE CHANGING:

- Boats are getting bigger
- New boaters are accessing the waters and visiting small ports.
- Boaters have higher expectations
- Times staying in ports are longer

ENVIRONMENTAL EXPECTATIONS ARE GROWING

- Lack of sustainable and resource efficient services in many small ports.

NEED FOR BETTER CO-OPERATION AND MARKETING

PORT TRIANGLE

between Finland, Åland and Sweden

Söderhamn & Gävle | SWEDEN

Small ports in the heart of the cities and in the islands of Jungfrukusten



Rauma | FINLAND

Lively boating area with several small ports in the Bothnian Sea

Kökar & Sottunga | ÅLAND

Beautiful places for boating in the archipelago of Åland

An aerial photograph of a harbor area, likely in Sweden, showing a sailboat in the foreground, a ferry in the middle ground, and several buildings along the waterfront. The text is overlaid in white on a dark blue background.

ACTIONS AND RESULTS

11/2016–11/2018



Photo: Kristiina Kortelainen



Photo: Kristiina Kortelainen



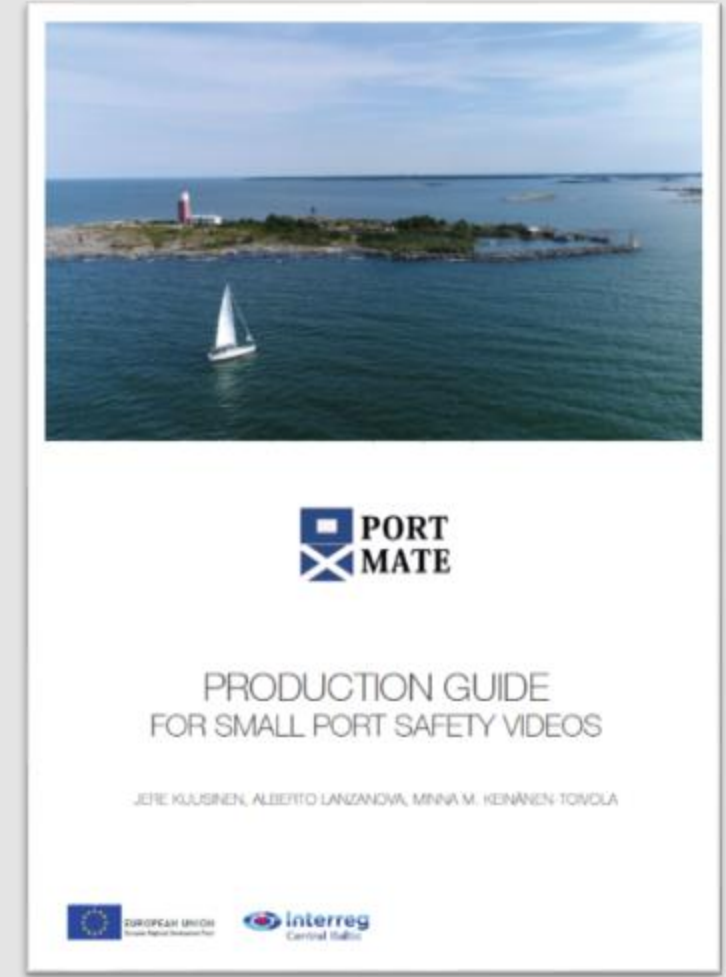
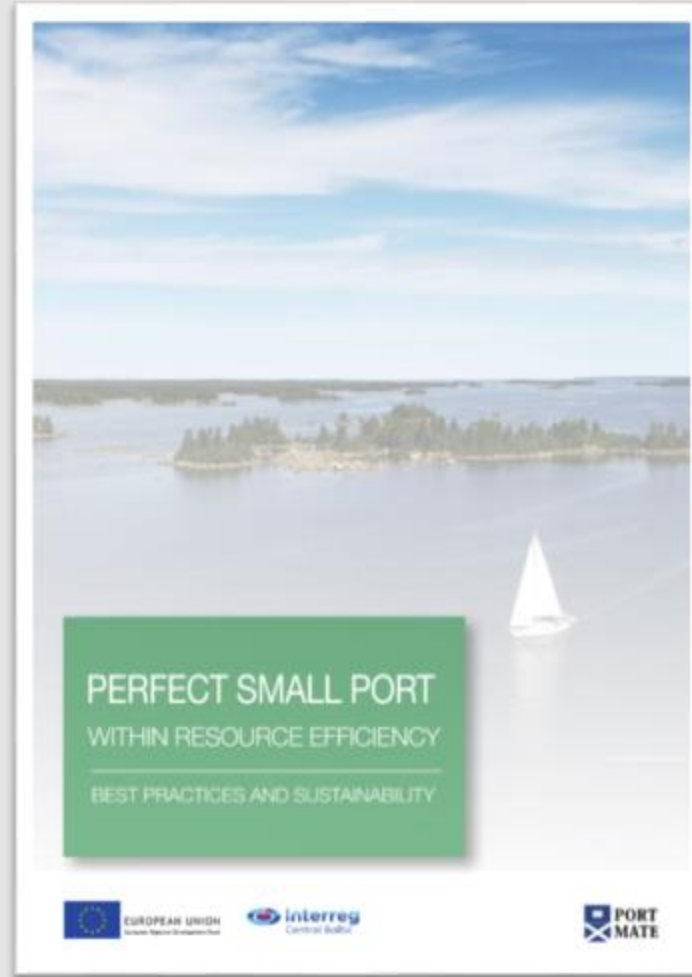
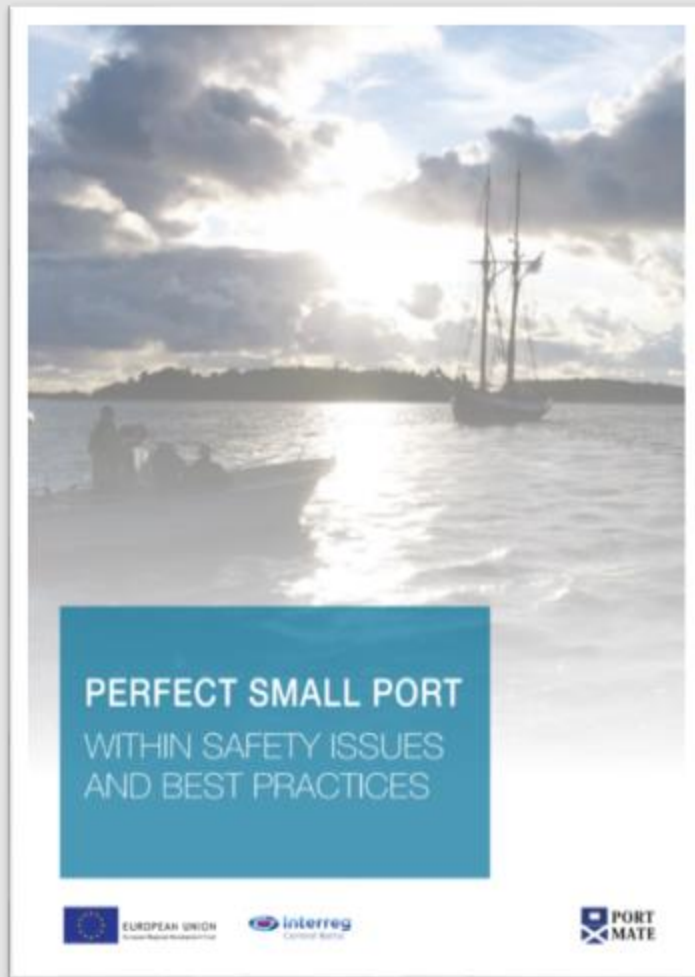
Photo: Kristiina Kortelainen

STUDIES, SURVEYS & BENCHMARKING

- **STUDIES** and **BENCHMARKING** of small ports and boating
- **SURVEYS** to port visitors and port operators

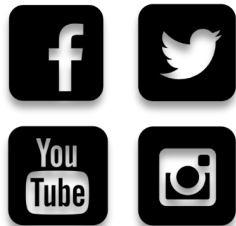


OPEN ACCESS PUBLICATIONS:



COMMUNICATION & EVENTS

- Organizing workshops
- Participating in fairs and other events
- Media articles in newspapers & interviews on radio
- Newsletters and leaflets
- Active social media:



@cbportmate
#portmate

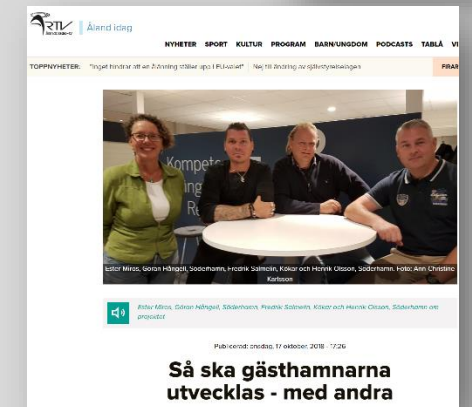
Photo: Kristiina Kortelainen



Photo: Minna Keinänen-Toivola



Photo: Kristiina Kortelainen



PortMate workshop in Åland 10/2018





Photo: Kristiina Kortelainen



Photo: Kristiina Kortelainen

VIDEOS

1. safe approach to small ports
2. online short courses in safety and resource efficiency
3. marketing







Photo: Kristiina Kortelainen



Photo: Riitta Dersten

CB PortMate TOISTA KAIKKI

			
PortMate Online Short Courses (1/2): Smart and...	PortMate Small Ports in Rauma, Finland	PortMate: Safe Approach to Kylmäpihlaja port in Rauma,...	PortMate: Safe Approach to Kuuskajaskari port in Raum...
SAMK AV-julkaisu 50 näyttökertaa • 6 päivää sitten Tekstitykki	SAMK AV-julkaisu 1,1 t. näyttökertaa • 3 vuosi sitten	SAMK AV-julkaisu 1,1 t. näyttökertaa • 5 kuukautta sitten	SAMK AV-julkaisu 760 näyttökertaa • 5 kuukautta sitten

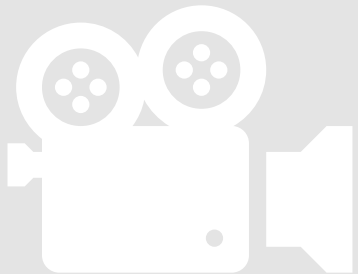




Photo: Kristiina Kortelainen

INVESTMENTS

in sustainability, safety and services

- Bridges
- Safety equipment
- Water management
 - e.g. installation of desalination system, well
- Wastewater management
 - e.g. septic tank emptying systems, sewer to municipal treatment
- Waste management
 - e.g. hazardous waste collection
- Energy solutions
 - e.g. solar energy, led lighting
- Service house
- Sauna



Photo: Kristiina Kortelainen



Photo: Markus Savolainen



Photo: Minna Keinänen-Toivola

An aerial photograph of a city, likely Tampere, Finland, showing a river (Tampere River) flowing through the center. The city is densely packed with buildings, including residential houses and larger apartment blocks. The sky is clear and blue. The text "WHAT TOURISTS FIND IMPORTANT?" is overlaid in large, white, bold, sans-serif capital letters in the center of the image.

WHAT TOURISTS FIND IMPORTANT?

PORTMATE SURVEYS FOR BOATERS: Resource efficiency & safety

Importance of different factors when selecting a small port to visit	Importance of environmental friendliness when visiting a small port	Importance of different safety factors of a port
<p>TOP 3:</p> <ul style="list-style-type: none"> Tidiness Cosiness Location	<p>TOP 3:</p> <ul style="list-style-type: none"> Cleanliness of water Cleanliness of facilities Waste collection	<p>TOP 3:</p> <ul style="list-style-type: none"> Sheltered from waves Well-marked routes Information of port entrance available

PortMate developing tourism

INVESTMENTS MAKING PORTS MORE ATTRACTIVE

- Safety
- Resource efficiency
- Services

MARKETING PORTS

- Marketing videos of each area: Finland (Rauma), Åland (Sottunga & Kökar) and Sweden (Söderhamn & Gävle)
- Safe approach videos have also marketing value
 - Videos showing, how to enter a certain port
 - People can see the port area

VISIBILITY TO PORTS AND BOATING

- Social media posts
- Participation in boating and travel fairs
- ICT-tool

Central Baltic Region as tourist attraction?

CHALLENGES

- Short boating season
- Vulnerable nature
- Maintenance: no municipal infrastructure on remote islands
- No cellphone network/WiFi-connection

OPPORTUNITIES

- Activities outside boating season for other port users.
- Unique environment as an attraction
- Hidden gems for tourists
- Not tourist traps: space and time to rest without disturbance.



Long-term effects and sustainability

- **Sustainable investments in PortMate ports**
- **PortMate ICT tool: "Not another sailing app"**
 - Collects all the valuable information in one place
 - Information for port operators and for boaters and other port visitors
 - Open source data

Thank you for your attention! Questions?



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<http://smarturbanbusiness.samk.fi/portmate/>