



Welcome to CBSmallPorts workshop

# Energy Efficient Small Ports and Their Digital Marketing

Wednesday, 16.02.2022, 10:00 - 13:30

Platform: Teams



## Energy Efficient Small Ports (10.00-11.30, in Finnish)

1. Welcome words, program and review of preliminary questions - [Jussi Sutela / XAMK](#)
2. CBSmallPorts project basics and recent developments (Covid-19, increased boating, trends) - [Veijo Pönni / UTU](#)
3. Examples of energy efficiency investments in small ports - [Teemu Heikkinen / SAMK](#)
4. Project and investments - highlights from the project report - [Jussi Sutela / XAMK](#)
5. Free discussion

## 11.30-12.00 Lunch break

## Workshop on communication and digital marketing (12.00-13.30, in English)

[Jūlija Jaunrodziņa](#), Riga Planning Region, Marketing specialist

1. Digital communication and marketing: Trends 2022
2. Connection between a port and a sailor: In life and on-line
3. Communicate effectively: Digital tools to reach out

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