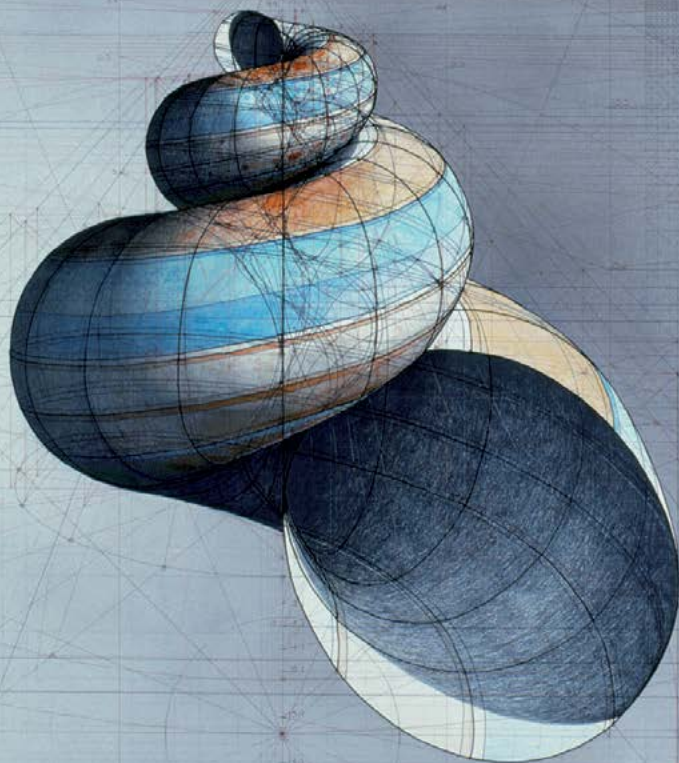




# ODISEO

10 years special edition | 2006 - 2016



## The blue spirit





Escola Europea de  
Short Sea Shipping  
2E3S.eu



Port de Barcelona



GRIMALDI LINES



AUTORITÀ PORTUALE DI GENOVA

<b>MENTAL TRAINING: ORATORY, RHETORIC AND BASIC SCIENCES .....</b>	<b>6</b>
<i>Soft actions, strong results. Sixte Cambra .....</i>	<i>7</i>
<i>Training and values. Eduard Rodés .....</i>	<i>11</i>
<i>Innovation at the service of ideas. Joaquim Coello .....</i>	<i>15</i>
<i>The Escola's legacy. Emanuele Grimaldi .....</i>	<i>18</i>
<i>The Mediterranean Network. Pasqualino Monti .....</i>	<i>22</i>
<i>European maritime links. Ing. Roberto Martinoli .....</i>	<i>25</i>
<i>The Escola's new method. Luigi Merlo .....</i>	<i>28</i>
<i>Short sea promotion through training. Godwin Xerri .....</i>	<i>31</i>
<i>The future is in the hands of those who believe in their dreams. Rosa Aza .....</i>	<i>33</i>
<i>Sapientia or the art of building together. Elena García Hernando .....</i>	<i>35</i>
<i>The Escola's history .....</i>	<i>39</i>
<i>The blue spirit .....</i>	<i>46</i>
<i>Our Team .....</i>	<i>49</i>
• <i>The Founders .....</i>	<i>49</i>
• <i>Executive Committee .....</i>	<i>54</i>
• <i>The Staff .....</i>	<i>56</i>
• <i>The Teachers .....</i>	<i>56</i>
• <i>The Academic Partners .....</i>	<i>58</i>
<i>Arete Awards .....</i>	<i>65</i>
• <i>Arete Excellentiam awards .....</i>	<i>66</i>
• <i>Arete Aurum awards .....</i>	<i>67</i>
• <i>The sculpture: Arete .....</i>	<i>68</i>

# Your partner in the Med.

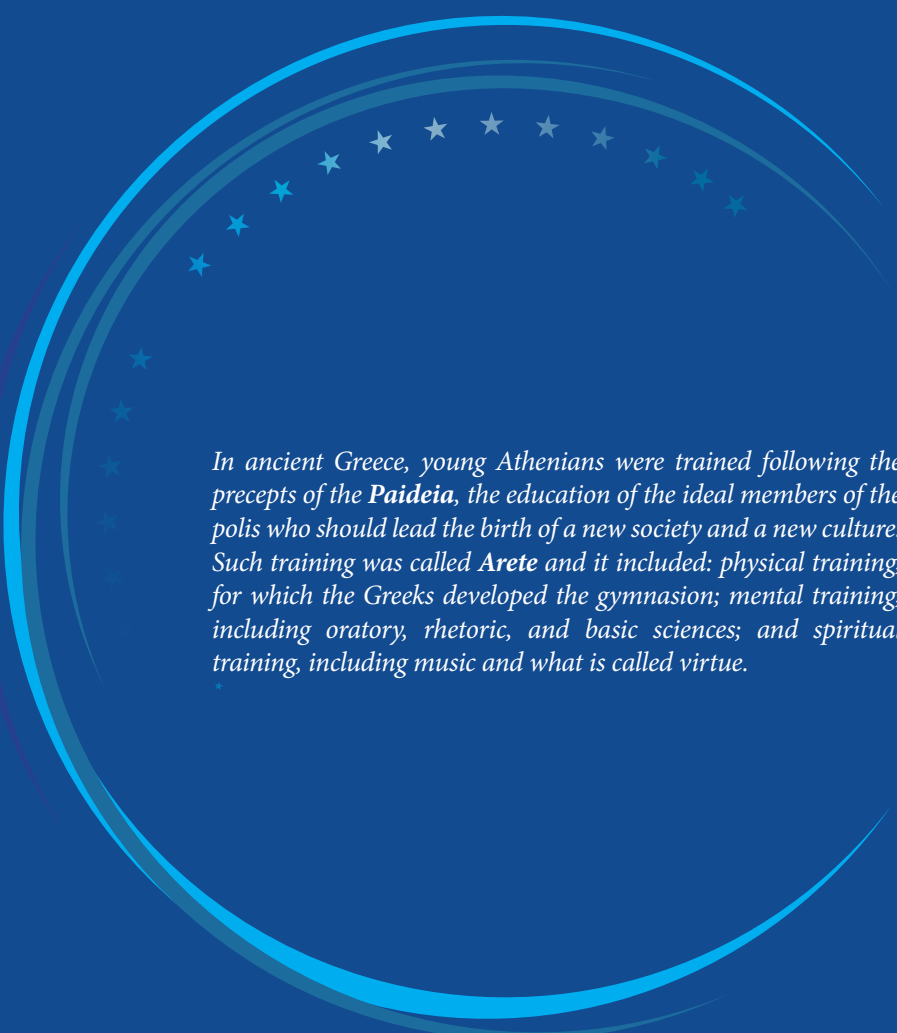
The Port of Barcelona offers you the most advanced logistics and services network. Because it has nearly 100 regular lines that connect to 300 ports across 5 continents, 30 specialised freight terminals, inland terminals spread throughout the Iberian Peninsula and southern France and an international gauge rail link with Europe.

All of this, combined with the Efficiency Network quality mark and its most recent extension to reach a handling capacity of 5 million containers per year, makes the Port into a hub that is constantly growing and is your partner in the Mediterranean.

Port de Barcelona, the leading logistic hub in southern Europe.



**Port de Barcelona**



*In ancient Greece, young Athenians were trained following the precepts of the **Paideia**, the education of the ideal members of the polis who should lead the birth of a new society and a new culture. Such training was called **Arete** and it included: physical training, for which the Greeks developed the gymnasium; mental training, including oratory, rhetoric, and basic sciences; and spiritual training, including music and what is called virtue.*

## MENTAL TRAINING: ORATORY, RHETORIC AND BASIC SCIENCES

A portrait of Sixte Cambra, a middle-aged man with dark hair, wearing a dark suit, light blue shirt, and a blue and white striped tie. He is smiling slightly and looking towards the camera. His hands are clasped in front of him.

Sixte Cambra

*President*

*Escola Europea de Short Sea Shipping*

## Soft actions, strong results

Before the start of each course, I sign a letter. This letter is handed to each participant as an invitation to a unique experience. This ritual, which was also performed by the Presidents who preceded me – Mr Joaquim Coello and Mr Jordi Valls –, brings me closer to the Escola's work and makes me realize how important its activities are. While signing each one of these letters, I am impressed by the variety of students, profiles and nationalities on which we have influence.

The Escola started as a European project, as something which many considered ephemeral or temporary. Throughout the years it has become a set of values and *savoir faire*, which few institutions feature, I dare to say. Since the beginning, the Escola has been able to create an atmosphere in which learning is unavoidable and everlasting, thanks to the combination of all the elements at its disposal: ports, vessels, highly-qualified professionals and, as a key element, the participants' need to be trained.

Like all ports, we are a community with large infrastructures, which implies big projects and many actors: the port authority, terminals, shipping companies, stevedores, port services – pilots, berth and tugs among others –, and the customers who decide to work with maritime transport. All and each one of them define the economic core of the Port of Barcelona, a contributor of tangible values to the city and the region.

While all other ports offer replicable services, the Port of Barcelona owns in its territory a singular body, the essence of which translates into a one-of-a-kind activity. Unique in Europe, and why not, in the entire world.

In each letter, ergo in each course, the Escola tries to transmit to the participants the will to change and improve through each training activity. This desire follows the defining lines of intermodal transport – collaboration (between transport modes) and commitment (with the environment) –, and it is conceived as a “soft-action”, a complementary activity to projects and main objectives.

Collaboration and commitment are also the Escola's guidelines. The project itself was created as a result of a collaboration between different relevant actors of the Mediterranean and the commitment to improve transport practices in Europe, all of that motivating an international and open environment.

These two values have been involving more individuals: on the one hand, port and railway terminals and their employees, who share their methods and knowledge with the participants, and on the other hand the participants, who commit themselves to make use of what they learned at the Escola in their work and personal environments. In total, thousands of people have taken part in the Escola's activities: more than 8.000 students and hundreds of collaborators have passed through the centre's doors.

At the end of the day, the participation, the knowledge and the will of everyone allow this project, which was formally understood as a “soft-action”, to end

up yielding results which go further than expected. As I explain in this letter, participating in a course and making a journey in on one of the most important Motorways of the Sea in Europe allows us to better understand the operations involved in intermodal transport, where social and environmental costs also need to be considered. Being able to adapt our working performance to new technologies, new methods and disciplines and, in the case of logistics, to new transport combinations, implies making changes in the structure and organisation of our company, opening new doors to internationalisation and commercial agreements, and facing new challenges on which we must work daily. These can make our company stand out for its economic and social excellence, which in practice means professional success.

For this reason, in my opinion the expression “soft-action” does not stand for such a great impact. What started as an awareness-raising action in order to motivate the use of short sea shipping has become an adventure every time a course takes place, combining new theoretical and practical knowledge, new friendships and unforgettable memories.

In ten years only, the Escola has been able to change patterns and create projects. These are strong results coming from the efforts of everyone who took part in it. And I say only ten years, because I am sure that there is still a lot to do and grow, always pursuing the excellence and strong results that make the Escola a unique project.

Sixte Cambra



Motorways Of the Sea Training

Organized by:



# PRACTICAL TRAINING ON INTERMODAL TRANSPORT FOR PROFESSIONALS

Italy · Spain · Portugal · France



Join our sea of knowledge!

A portrait of Eduard Rodés, a middle-aged man with short, graying hair and a light beard. He is wearing glasses and a dark suit jacket over a light blue shirt. He is looking directly at the camera with a slight smile. The background is a blurred indoor setting.

Eduard Rodés

*Director*

*Escola Europea de Short Sea Shipping*

## Training and values

I remember that the Escola's project was first drafted during a meeting with Roser Ribó and Àngels Calafell from the Port of Barcelona Customer Service team. During the meeting I made a comment that later proved very important: "If we want the Escola to last, we need to give it a soul. Otherwise, the first big obstacle will close it down". What we called "the spirit of the school" rose from there and accompanied it along its path.

The spirit of the school is built upon its identity symbols: the logo, the seal and the anthem. Those who did one of our courses know them well, because they are introduced and described with fair amount of detail in every closing session. I want to think that many students keep a pleasant memory of the emotions they experienced during the presentation of such symbols. We especially remember everything that moves us, and the closing ceremonies are always emotional. Ten years have passed and I am still moved, and I know that also the rest of teachers who took part in them and still do, share the same feeling.

Summer 2006 was hectic for us. In September the Escola was founded and the inaugural course was carried out. There was a lot to do. What had started two years earlier as a commercial action to promote the maritime lines connecting Barcelona to Italy, turned into a freestanding project with a full own personality, formed by the main actors of this service field: the Port of Barcelona, Grimaldi Lines, the Port of Civitavecchia, GNV and the Port of Genoa. The presidents of the institutions and some of their most relevant executives had dedicated time and efforts to make this project possible.

The commitment of the members of the Port of Barcelona's Customer Service made the dream come true, through efforts and talent. They gave value to the actions carried out to prepare the courses in 2004 and 2005, which were accomplished thanks to a close co-operation between the Port of Barcelona, Grimaldi Lines and the Spanish Shortsea Promotion Centre (SPC). Antonio Vargas, Luigi Ranauro, José Francisco Vidal and I reached an agreement in 2003 to set out the first promotional course. A second course saw the participation of students of the Master's Degree in Transportation and Logistics Management of the University of Oviedo, where I served as a teacher and which was lead by Rosa Aza: always brave and willing to accept new challenges that can add value to her cutting-edge educational project, leader in its sector in Spain.

The results of the courses were beyond all our expectations and in that moment I thought that the best way to give them continuity and future was for them to have their own personality. I remember having a meeting with Joaquim Coello, president the Port of Barcelona at that time, where I told him I wanted to create the Escola Europea de Short Sea Shipping and that maybe we could obtain some European funding to finance part of the project, although this was not guaranteed. His answer was simple and straight-forward: do it! That was enough.

We submitted our application for the development of the project to the ‘call for proposals’ of Marco Polo programme, issued by the European Commission’s DG-MOVE. I know as a fact that at that time some people like José Anselmo Laranjeira took decisive part in the approval of this first subsidy. Then other projects followed like GLAD and LIFE logistics. The projects passed from the DG-MOVE to the EACI (Executive Agency for Competitiveness & Innovation), and then to the INEA (Innovation and Networks Executive Agency). At each step, new people were involved to help the Escola to evolve.

Every new project has implied new challenges. In GLAD, the opening to Europe and the integration of the railway system that allowed us to create an innovative training model on board of trains, both in Spain and Portugal. The help and implication of the SPC of Spain, Portugal, France, Belgium and Italy were decisive to recruit the teachers and involve the training centres and the professionals of each country. As for the LIFE logistics Project, the implementation of new technologies: Port Community Systems and National Single Window.

Many people from several departments of the Port of Barcelona – some in a direct way, others more anonymously – helped us offer our courses in the best possible conditions: printing, maritime stations, PR, Consolat de Mar’s crew, map of the port, IT, maintenance, sales, strategy, business development and many others I’m not mentioning.

To many commanders, first mates and crews from Grimaldi Lines and GNV ships, met on the way. To many collaborators of companies, associations and media of the Port Community that regularly cooperate in our activities: they all contributed to the project’s success.

To the Escola’s team and its teachers, and to the teachers of the training centres that accompanied us. They dedicated their time and efforts to a worthy purpose: they did their bit to make logistics in Europe, and especially in the Mediterranean, more sustainable. They contributed to the exciting challenge of raising a new generation of logistics managers, better trained and more committed to the values we defend in our Escola: Imaginatio, Dialogus, Libertas, Opus, Fides and Sapientia.

To all, thank you very much.

Eduard Rodés



# ATEIA-OLTRA

Asociación de Transitarios Internacionales de Barcelona  
Organización para la Logística, el Transporte y la Representación Aduanera

## The Freight Forwarders' Association in Barcelona

120 forwarding companies take care of logistics and international transport

Vía Laietana 32-34 2º - 08003 BARCELONA

Tel.: 93 315 09 03 / Fax.: 93 310 62 47

[ateia@bcn.ateia.com](mailto:ateia@bcn.ateia.com)

Visit our website: [www.ateia.com](http://www.ateia.com)



**HOLDING M.  
CONDEMINAS**

**PRESIDENCY AND GENERAL MANAGEMENT**  
World Trade Center (WTCB)

📍 Muelle Barcelona s/n  
Edificio Este, 5º Planta  
08039 Barcelona  
☎ +34 932 954 580  
✉ [gerencia@ergransa.es](mailto:gerencia@ergransa.es)


#### ERGRANSA

📍 Muelle de Contradique s/n  
08039 Barcelona  
☎ +34 934 433 716  
✉ [silo@ergransa.es](mailto:silo@ergransa.es)

#### DISTRICENTER

📍 Pol. Ind. Zona Franca  
Sector B, Calle B nº 7  
08040 Barcelona  
☎ +34 932 643 940  
✉ [districenter@districenter.es](mailto:districenter@districenter.es)



A portrait of Joaquim Coello, a middle-aged man with short, graying hair and glasses, wearing a light blue button-down shirt. He is looking directly at the camera with a slight smile. The background is dark and out of focus.

Joaquim Coello

*Former President  
Port of Barcelona*

*President  
Spanish National  
Association of Stevedoring  
Companies & Ship  
Agencies (ANESCO)*

## Innovation at the service of ideas

Some things don't change: to put new ideas into practice, innovation is necessary. It is difficult to improve through traditional practice and processes: the "journey" can start as usual, but it is highly likely that it will end just there, that is, without any improvements, new benefits or significant savings. This innovation might come not only through new processes or products, but also sometimes through new collaborations with other companies that complement one's capabilities and experiences.

Short Sea Shipping doesn't only intend to reduce road or railway traffic, or to soften the impact of transport on the environment, but also to improve the service by reducing costs and transit times.

In order to make this possible, the administrative steps to prepare the whole transport process need to be as few as possible, because, the transit being short, any delay in such steps can make the duration of the journey extremely ineffective and thus unbearable.

Achieving this is not easy. We need communication technology, safe and automated verifications and simplified paperwork to be filed to Public Administrations, the environment, and to the service provider, the forwarder.

Forecasting cargoes and simplifying the individual transport reservation and booking processes can prove to be time- and cost-saving and bring about an improvement to transport in terms of punctuality and regularity.

The same can be said about the transported tare. If the roll-on/roll-off tractor units don't need to travel, which increases the payload, in order for it to be possible the origin and destination forwarding agents must share risks and opportunities: share their business to make it more efficient and at the same time - and inevitably -, let go part of their control, which will not be exclusive anymore since both parties will be equally responsible and reliable for the transport. They will have to build a relationship based on mutual trust.

The Escola was founded to spread knowledge through learning basic techniques and practices and, on this basis, to create new more innovative, fruitful and useful ones.

It is probably true that the path is made as you walk. This is the Escola's essence: practising, analysing the practice, correcting what was done and start the cycle over again. Doing this on board during the journey has clear advantages, since it brings the theory nearer to the practical difficulties, and you cannot really say you know something until you have put it into practice.

Ten years have passed since the Escola started and this practice grew strong and carved a niche for itself. This means it has been useful, so the reason why the Escola was founded was proven worth it.

Happy anniversary!

Joaquim Coello



GRIMALDI LINES



A portrait of Emanuele Grimaldi, CEO of Grimaldi Group, standing outdoors in front of a harbor. He is wearing a dark blue suit, a light blue striped shirt, and a yellow patterned tie. In the background, there is a body of water with several boats, a rocky pier, and a large mountain under a cloudy sky.

Emanuele Grimaldi

CEO

*Grimaldi Group*

## The Escola's legacy

Short Sea Shipping in Europe developed and flourished in recent years thanks to the strong contribution of various players; first of all the late European Commissioner for Transport Loyola de Palacio, in the years of my presidency of ECSA, and then the Trans-European Transport Network policy (TEN-T) which considered the Motorways of the Sea the essential infrastructure for the cohesion of Europe; those great shipowners which believed and bet on this innovative mode of transport; and the Escola Europea de Short Shipping which spread the Doctrine of Short Sea Shipping, combining theory with practice.

The organisation of the transport of goods and people on the basis of a rational use of different means is called “intermodality” and “maritime intermodality” is strongly supported by the European Union as it makes transport economically, socially and environmentally sustainable.

In this context, over the last 20 years the Grimaldi Group has been the pioneer in the development of short sea shipping and, particularly, of the concept of the Motorways of the Sea in Europe. A viable alternative to road transport, the Motorways of the Sea are a success story in constant growth, combining regularity, reliability, safety, cost savings and a reduced environmental footprint. They represent the most sustainable mode for the transport of goods and people with Ro-Ro and Ro-Pax vessels, i.e. ferries.

Some figures on a yearly basis, can better explain the importance of the ferry industry worldwide:

- 2,2 billion passengers, only 5% less than those transported by airline carriers;
- 260 million vehicles, about three times the new vehicles produced every year;
- 40 million trailers. All together they would form a queue of around 540 thousand kilometres: over 13 times the Earth circumference and 1,4 times the distance between the Earth and the Moon.

Focusing on the Mediterranean area, ferries transport every year:

- 460 million passengers;
- 37 million cars;
- 9,7 million trailers, 62% of TEUs moved in the same area.

The first Motorway of the Sea of the Grimaldi Group was launched in 1999 connecting Salerno (Italy) to Valencia and Malta. Several other services were introduced soon after throughout the Mediterranean, among which the innovative Civitavecchia-Barcelona daily service for the transport of rolling freight and passengers.

During the last ten years the presence of the Group in the Mediterranean and particularly in Spain has been further strengthened, as part of a plan to expand the Motorways of the Sea network and provide logistics services with a strong maritime basis. Today, about 80 Grimaldi short sea services served by a fleet of about 30 Ro-Ro and Ro-Pax vessels directly connect over 20 ports in Greece, Italy, Malta, Montenegro, Morocco, Spain and Tunisia while our daughter company Minoan Lines, leader in the Greek ferry sector, regularly links Italy to Greece as well as Piraeus (the port of Athens) to Heraklion (the capital of Crete).

In the Baltic and North Sea, the Group is present through its daughter company Finnlines, leader in Ro-Ro and Ro-Pax transport between Belgium, Finland, Germany, Poland, Russia, Spain, Sweden and the UK.

In recent years, important investments have also been made in terminal infrastructure in various countries in the Mediterranean and Northern

Europe, allowing the further development of the traffic flows handled by the Group's Motorways of the Sea.

While strengthening its maritime services, the Grimaldi Group, in line with its Corporate Social Responsibility, fully supports education and training courses for students and professionals which encourage the knowledge of the short sea shipping concept. For this purpose, our Group has been one of the founders of the Escola Europea de Short Sea Shipping in 2006, sharing the aim of a high quality training centre to promote co-modality and intermodal transport as the basis for the development of sustainable logistics within Europe. The two cruise ferries deployed on the Civitavecchia-Porto Torres-Barcelona route, the Cruise Roma and Cruise Barcelona, the largest and fastest cruise ferries in the world, are used as "classrooms" for the MOST (Motorways of the Sea Training) courses organised by the Escola for professionals and logistics, transport management and international business students.

The success of MOST has led to the introduction of a dedicated MOST-Italy course, performed on board the Cruise ships during navigation between the ports of Civitavecchia and Barcelona. The intention is, for participants, to get acquainted with the activities linked to the Motorway of the Sea itself, such as the loading/unloading operations of a vessel, the port infrastructure, documentation, etc. In this context we are proud to show our state-of-art terminal in Barcelona. Inaugurated in 2013, the facility has a total surface of 63.000 square metres with a three-level building allowing to handle 1.800 passengers boarding and 1.800 disembarking at the same time, thanks to a footbridge with three fingers for the access of passengers from the terminal directly into the ships. Other ramps, allow cargo units (trucks, trailers and other rolling units) to be loaded separately from passengers.

The Grimaldi Group would like to express its most sincere congratulations to the Escola Europea de Short Sea Shipping for its tenth anniversary. During all these years, the Escola has built a solid reputation in the shipping and port community, providing the necessary skills and knowledge to those who work or intend to be employed within the maritime and port industry. The Group will continue strengthening its partnership with the Escola, trusting in the future projects of the school.

Emanuele Grimaldi

# MOTORWAYS OF THE SEA



## Civitavecchia Port of Rome Mediterranean Capital

[www.portidiroma.it](http://www.portidiroma.it)

 **PORTI**  
di **ROMA**  
e del **LAZIO**  
AUTORITÀ PORTUALE DI CIVITAVECCHIA

A portrait of Pasqualino Monti, a man with short dark hair, wearing a dark blue suit, white shirt, and a patterned tie. He is looking slightly to the right with a serious expression. The background is a blurred harbor scene with ships and buildings.

Pasqualino Monti

*Extraordinary Commissioner  
Port Authority of Civitavecchia*

## The Mediterranean Network

Ten years have passed since the Port Authority of Civitavecchia started promoting and actually collaborating to develop the courses of the Escola Europea de Short Sea Shipping, in synergy with the ports of Genoa and Barcelona and thanks to Grimaldi shipping company which offered logistics support hosting the course participants on their ships.

The intuition was to open an international school, the first of its kind, with the participation of students coming from many European countries, aiming at educating and training, at different levels, the future logistics operators and executives of the maritime sector, including the Motorways of the Sea which have become relevant for the economic growth of every country.

It is an important activity that allowed us to consolidate over the years the existing relationship between Civitavecchia and Barcelona ports of call, and to create new employment for young people, since the Motorways of the Sea is a sector in tremendous expansion by now, guaranteeing stable jobs and enabling to create a bond between the operators and the place where they will work, for which the Port of Civitavecchia acted as a forerunner.

The importance of the courses was acknowledged by the European Union, which from the start considered the initiative as one of the worthiest: partly because they are carried out on board of a vessel we can say the Escola's courses are unique.

During these 10 years, many students arrived at the Escola, not only from Italy and Spain, but also from France, Portugal, Holland, Belgium, the United Kingdom, Ireland, Germany, Greece and other countries.

The Port of Civitavecchia has always been at the centre of the Mediterranean strategic choices stating its role – also thanks to the activity of the Escola Europea de Short Sea Shipping – as one of the main hubs of the Motorways of the Sea.

This project is a feather in the cap for the port of Civitavecchia, since it has grown exponentially propelling the port's development and assuring a valid and fruitful training opportunity. Above all, it helped unblocking the job market for many young motivated people.

For these reasons, we wish that the Escola will consolidate its essential role in the development of the Motorways of the Sea's corridors in the Western and South-Western Europe, assuring the growth of new projects and the launch of new courses which will enable the exchange of verified and certified data and information about food and agriculture products both in import and export with the new strong Mediterranean markets.

Pasqualino Monti



## WE SAIL FOR EACH ONE OF YOU.

Discover GNV, one of the leading Italian ferry companies, to reach the most attractive destinations in the Mediterranean Sea.

FERRIES TO SARDINIA, SICILY, SPAIN,  
TUNISIA, MOROCCO AND ALBANIA.

INFO AND RESERVATIONS: GNV.IT - +39 (0)102094591 - TRAVEL AGENCIES



A portrait of Ing. Roberto Martinoli, Chairman and CEO of GNV. He is a middle-aged man with grey hair, wearing a dark blue pinstripe suit, a light blue shirt, and a dark tie with small red polka dots. He is looking directly at the camera with a slight smile. The background is a blurred outdoor scene with a ship's mast and rigging visible against a clear blue sky.

Ing. Roberto Martinoli

*Chairman and CEO*  
GNV

## European maritime links

GNV is one of the leading Italian shipping companies operating in the fields of coastal navigation and passenger transport in the Mediterranean Sea.

The company was founded in 1992 and the first ship, the M/n Majestic, was launched in 1993.

Nowadays GNV operates a fleet of 13 ferries.

The Company provides 9 international routes and 5 domestic routes for a total of 14 Short Sea Shipping services linking Sardinia, Sicily, Spain, Tunisia, Morocco, France and Albania.

As well as passenger services, GNV's fleet is committed to the development of Motorways of the Sea routes: seaborne transport represents a cheaper alternative to traditional road transport and provides a worthwhile solution to environmental issues linked to the intensive use of motor vehicles on our road networks.

With 1.200 employees and a turnover of over 300 million € per year, GNV is a leading European short sea operator specialized in passengers and cargo transportation within the Mediterranean Sea, and cooperates with some of the most influent training center in the shipping industry.

The long collaboration with the Escola Europea de Short Sea Shipping has born to invest and reinforce the European maritime links, as sustainable means of transport of person and goods and to improve the education and the training into the logistic field, as alternative sustainable way of transport, offering its own knowledge to achieve this objective.

The Company share the objectives of the Escola Europea de Short Sea Shipping: GNV has been the first Company that introduced the concept of Motorway of the Sea, and the case history of the sea connection between Genoa and Barcelona has been mentioned in The White Book of the European Union, as the Company has been running a Short Sea Shipping service between Genoa and Barcelona with six services per week since 1998.

The philosophy of the Motorways of the Sea is one of the greatest points of interest in the strategy of transport into the European Union: beyond the islands, coastal shipping is the best alternative to road transport, as it is a concrete response for the reduction of costs related to the transfer of goods, and provides a viable solution to the environmental problem, closely linked to the intensive use of vehicles on the national and European road network.

Ing. Roberto Martinoli



AUTORITÀ PORTUALE DI GENOVA

[www.porto.genova.it](http://www.porto.genova.it)



A portrait of Luigi Merlo, a middle-aged man with a shaved head, smiling. He is wearing a dark suit, white shirt, and dark tie. The background is a blurred interior with bookshelves.

Luigi Merlo

*Consultant for logistics and  
transport for the Minister of  
Transport of Italy*

*Former President  
Port Authority of Genoa*

## The Escola's new method

I was privileged to be appointed President of the Port of Genoa when the Escola had just been established and took its first steps into the world of maritime and ports specialised training. Therefore, along

all these years, I could see in my dual perspective of both partner of the school as well as client of the same, the great evolution and improvement – in some cases really impressive – that the training offer of the institution has been able to produce.

From an initial testing of courses related almost exclusively to short sea shipping issues, the Escola went to extend the range of courses offered in such a way that it can be defined today as a full coverage training center for management of shipping and intermodal logistics, in all of its very different albeit complementary components, with no exceptions.

As an institution that follows all the educational issues of the management for shipping and logistics, including the most modern and controversial implications such as those related to the eco-compatibility of intermodal transportation and its progressive integration with the infrastructure policies of the European Union, Escola ends up being configured as a real strategic “think tank”, whose intense activities benefit all the partners – be they public or private ones – that are able to get from the Escola highly innovative and useful ideas and further develop them in their own port or logistical entrepreneurial business environment.

In recent years, we have clearly noticed a radical change in the quality of the scholars who attend the Escola’s courses as well, and also a marked change with regard to the teaching methodologies deployed by the lecturers, a fact that has been largely induced by the qualitative increase of the Escola users, and that I personally find absolutely positive.

In facts, what we see today is that less and less training modules are based on a top-down classical approach. Most of the Escola’s designed training is currently operated during ports and terminals on-site visits while intense efforts are kept in the organization of workshops and operational management confrontations, with open and multiple solutions just like our everyday business activity. This orientation toward a customized, almost personal training experience is something that really puts the performances of the Escola far above any of our expectations.

Thanks to the distinction of its teaching methods and contents, the Escola was finally appreciated even by the world of university education, which sees the urgent necessity of opening up to the experience of business management, at least in Italy.

Along with a new Motorways of the Sea aboard training for Italian specialists, people already in the business, in February 2017 we will finally run the Escola 4th edition of a tailored Training Scheme for the University of Genoa, Faculties of Maritime Economics and Engineering, while the first Erasmus applicants will begin taking their academic career in Barcelona and Genoa simultaneously thanks to the joint agreement that was signed between the University of Genoa and the Catalanian University Pompeu Fabra, an international innovation that the Escola strongly favoured, at all levels.

We would not be able to achieve all of this if not thanks to the people actively working to get this goal. Let me express, then, my deepest feelings of gratitude to the Director of the Escola, Eduard Rodés, to all the Members the Executive Committee and to all the Escola's fabulous staff, people with a strong motivation and dedication to work. Our tenth anniversary is mostly for them, they really deserve it.

Luigi Merlo

A portrait of Godwin Xerri, an older man with grey hair, wearing glasses, a dark suit, a light blue striped shirt, and a dark striped tie. He is smiling slightly and looking towards the camera.

Godwin Xerri

*Chairman*

*European Shortsea Network*

## Short sea promotion through training

The vision of the European Community is to create a Single European Transport Area through such measures as the development of a Blue Belt in the seas around Europe and the opening up of markets in combination with quality jobs and good working conditions.

Various objectives have been laid down by the European Commission towards the realisation of the vision, with each objective having as its fundamental point of departure the need to change – change in systems of operation, technical solutions which are not environmental friendly, outlooks, perspectives – the EU transport policy is, in essence, a plea to embrace change in order to render transport sustainable and economically efficient.

The management of change is at the core of the Escola's vision and mission:

“Help people change and bring about change”

Over the 10 years that the Escola has been in operation, more than 8.000 ‘students’ had the opportunity of participating in 200 courses that the Escola organised. In the latest Connecting Europe Facility programme issued by the European Commission, 195 projects were selected to draw funds from the Euro 6,5 billion budget allocated. A prime objective of this EU direction is the creation of 100.000 jobs in the EU economy by 2020. These jobs entail training and knowledge transfer – a role that the Escola has managed in past years and that will continue to play in the years to come. Notwithstanding technological developments, artificial intelligence and IT solutions, the human input remains the prime mover in the transport industry. This, however, entails continuous training and incentivising to reach even higher goals and to search for new alternatives. Entities such as the ESCOLA are essential partners within the transport industry because unless this industry is harnessing and training its younger generation, there will be little hope for the European transport industry of tomorrow.

The focus on Short Sea Shipping makes the Escola even more relevant to the European geographical reality. The main stakeholders of the European transport industry need to work in collaboration with neutral entities such as the Escola to develop new methods of transporting cargoes within Europe that guarantee efficiency, safety and career development.

The future of the Escola lies in collaboration with the European transport industry – road, sea, rail – to analyse the present and develop solutions for the future.

Godwin Xerri

A portrait of Rosa Aza, a woman with short, wavy brown hair, wearing a dark blue blazer and a pearl earring. She is smiling slightly and looking towards the camera. In the background, a portion of a blue flag with a yellow emblem is visible. She is sitting at a desk with a map of a coastal area in front of her.

Rosa Aza

*Professor  
University of Oviedo*

## The future is in the hands of those who believe in their dreams

Every year, during the MOST Management course that we attend with the students of the Master's degree in Transportation and Logistics Management of the University of Oviedo, Eduard Rodés repeats this sentence which reflects really well what the Escola Europea de Short Sea Shipping is, why it is the way it is and the path it has walked to reach its 10th anniversary.

In 2004 Eduard called me to tell me about a project he was thinking over, a dream: organising courses on Short Sea Shipping aboard a ship with the purpose of offering students the opportunity to get to know the whole real-time operation process by actually seeing it.

The project appealed to me because it went along the same lines of our Master's degree. I must also admit that Eduard has the ability to infect others with his enthusiasm. We immediately said yes and in June 2005, we attended the course for the first time, even before the Escola was founded. Since that first year, we have not missed one month of June accompanying the following classes.

Since the first course in 2005, we have seen the Escola mature, observed the way the courses got more and more complete, approaching intermodality from different perspectives and with growing rigour. Also we could observe the increasing internationalisation of the course, with students coming from several European countries and other continents.

Four days working and living together aboard ship, binding strong and long-lasting ties, where the students mingle by competing and collaborating. People of different origins and in different stages of their lives working as a team. On one hand, young postgraduate students, who have not started working yet, who know the problems that may arise but who still have not had the opportunity to face them. On the other, young or less young people, who already have had to make decisions to solve professional problems.

Four days where the Escola's team transmits values that help training European citizens committed to the society and the environment. Four days where we try to demonstrate that competing and collaborating is possible.


Over all these years, we have been strengthening friendships that were born thanks to the people who form the Escola, to such an extent that we talk of the Escola as they do, as if it was ours, not others'.

We have seen that project, that dream, develop fully. We have seen the courses improve and expand, transmitting "the spirit of the Escola", its principles Libertas, Dialogus, Sapientia, Opus, Fides... – Freedom, Dialogue, Wisdom, Work, Confidence...

In ten years' time, when celebrating the twentieth anniversary of the Escola Europea de Short Sea Shipping, we will still see and confirm that the future is in the hands of those who believe in their dreams.

Thank you to every member of the Escola's team. Thank you, Eduard, for believing in your dreams and making us part of them.

Rosa Aza

A close-up portrait of Elena García Hernando, a woman with long, wavy brown hair, smiling gently at the camera. She is wearing a dark green top. The background is blurred, showing other people in a social setting.

Elena García Hernando  
Editor-in-Chief for Catalonia  
Grupo Diario

## Sapientia or the art of building together

The Escola Europea de Short Sea Shipping completes ten years. You can rest assured that this is a big deal for such a project. Mainly, this could be achieved thanks to its inventor's madness – please consider the word in its most affectionate meaning – and to the imagination he used during the last decade to turn the Escola into an outstanding training institution.

I am an alumna of the Escola and, believe me, I know what I am talking about. If you think that attending a course at the Escola Europea de Short Sea Shipping means sitting down and listening to some teacher just transmitting their knowledge, you are totally wrong. These courses offer a 360° experience where 24 hours a day the students share efforts and abilities searching the truth, that is, trying to achieve a consensus, which is only possible when the group reaches the *sapientia* (wisdom).

As I already wrote after I did one of the Escola's courses in October 2015, the path towards wisdom is full of obstacles that can be overcome through some values that can help you attain your goals:

*Imaginatio* – imagination – : the ability to depict images of real or imaginary things and, as a consequence, the search for new ways to do things;

*Dialogus* – dialogue – : rational speech, that leads to improvement through collaboration;

*Libertas* – liberty – : the freedom to decide for ourselves and build our lives;

*Opus* – work – : the effort to develop a project;

*Fides* – faith – : the confidence and the commitment to our environment.

This is the path that defines the Escola's spirit. Down this path the Escola leads its students through its courses. The idea of this walk was of that 'mad man' that made the first ten years of existence of the Escola possible: its director, Eduard Rodés, for whom this walk "symbolises the journey that all of us should make to attain our goals and fulfil our wishes".

All the Escola's alumni know what I am talking about when I refer to such a path, the distinguishing mark of the school thanks to which we are now celebrating the tenth anniversary.

As I previously said, you must not think that this path towards *sapientia* is easy. However, those who dare take it will do it by the hand of the whole team of the Escola, who design the courses foreseeing the best way to create a favourable atmosphere for dialogue and imagination among the students, thus fomenting the ability to decide.

The values fomented by the Escola are essential in nowadays world, especially in the logistics world, a field that needs refreshing every day.

Sapientia is awaiting us at the end of the Escola's path. There resides the knowledge to be shared in order to build. To build together. Congratulations to all those who made these ten years of the Escola Europea de Short Sea Shipping possible.

Elena García Hernando

**GRUPO  
CARES**   
IN THE HEART OF THE LOGISTICS



**Warehousing**      **Product Management**

**Quality Control**      **Industrial Maintenance**

**In-home | Outsourcing**

Special employment center · [www.grupocares.org](http://www.grupocares.org)

# SHIP<sup>2</sup>SHORE

The world of transport **on line...**  
[www.ship2shore.it](http://www.ship2shore.it)



...through **Ship2Shore** daily news,  
in-depth analysis and scoops directly  
on PC, smartphone and tablet



**DAILY NEWS**  
**NEWSLETTER + WEEKLY MAGAZINE**  
**SPECIAL SUPPLEMENTS**



**Tailor-made  
for our  
customers**

**(34)91 535 88 72/73/74**



THE PROPELLER CLUB  
BARCELONA

*Club of directors and executives  
of the logistics sector*

Founded in 1993, the Propeller Club of Barcelona promotes international trade, maritime business and logistics activity.

The Club promotes the professional training in the logistics sector and develops corporate social responsibility.



**In Barcelona, we lift a  
lot more than containers**

**Technology and efficiency**

- Efficient management
- Resources optimization
- Latest technology
- Sustainability and environmental care

[www.apmterminals.com](http://www.apmterminals.com)



**Las Golondrinas®**

**SINCE 1888  
AT THE PORT OF  
BARCELONA**



[www.lasgolondrinas.com](http://www.lasgolondrinas.com)

**Ports of Spain**

# SHORT SEA SHIPPING

**THE SHORTEST ROUTE TO GOING FURTHER**

By promoting **Short Sea** as complementary to conventional transport, we can offer competitive, cheaper and more sustainable maritime-terrestrial transport solutions using our **Motorways of the Sea**. For everything and everyone.

The Spanish **Short Sea** service strengthens the intermodal transport model and positions it as the most efficient, sustainable and compatible solution.



# The Escola's history

The Escola Europea de Short Sea Shipping - 2E3S.eu is a European training centre and a reference for intermodal transport and logistics, promoting sustainable logistics in Europe through innovative courses. Our aim is to promote intermodal transport as the basis for sustainable logistics in Europe.

The first courses were organised in 2004 and were promoted by the Customer Service Department of the Port of Barcelona with the collaboration of Grimaldi Lines and the Ports of Rome and Lazio.

In 2006 the Escola was formally founded in the shape and form as it is known today by the Ports of Barcelona, Rome and Genoa, as well as the shipping companies Grimaldi Lines and GNV. Throughout the years, the Escola has gained experience and know-how in the areas of administration of national and international projects, communication, contents creation and in the promotion and development of logistics' clusters in collaboration with recognised European institutions.

Nowadays the Escola focuses its activities on three main areas: Project Office, Training and Communication, Knowledge and Research.

The innovative training activities were born out of our desire to seek formulas through which professionals and students from the transport sector could have the opportunity to gain a practical and realistic view of the operations.

Individually we aim for the participants to become more familiar with this type of operations and to get a firsthand vision of the ports and their logistics communities.

Our long-term goal is to pave the way for the existence of competitive services and efficient logistics chains in Europe, using ports as central points of intermodal exchanges.

At the beginning participants came mainly from Spain, France, Belgium and Portugal but nowadays the Escola regularly receives students from all over Europe, Mediterranean countries and Latin America.

After 10 years of existence, more than 200 courses and more than 8,200 students, the Escola remains committed to practical training to provide a complete view on intermodality and innovative projects to foster intermodal transport.

# 2004

- ★ 1<sup>st</sup> promotional course for professionals organised by the Port of Barcelona SAC department



# 2005

- ★ 2<sup>nd</sup> course for professionals
- ★ 1<sup>st</sup> course for students



# 2006

- ★ The Escola is created in the shape and form it has today
- ★ Common Learning Actions project funded by Marco Polo Programme



- ★ The website [www.2e3s.eu](http://www.2e3s.eu) is launched
- ★ Award from El Vigía newspaper for the Best Logistics Initiatives of the year
- ★ 1<sup>st</sup> Arete - Excellence awarded by the Escola to the vessel Eurostar Barcelona



# 2007

- ★ PETRA second prize from the Spanish Ministry of Development for the Best Business Experiences
- ★ 1<sup>st</sup> edition of WEST-MOS courses



- ★ 1<sup>st</sup> edition of Medcruise course



# 2008

- ★ Participation in the project about new technologies and comodality: COMODALWEB (funded by the Ministry of Public Works and Transport)



- ★ Leader of the GLAD training project. The GLAD project included an environmental approach and new railway courses



*Achievement: 1.000 participants in the courses*

# 2009

- ★ 1<sup>st</sup> edition of MEDAMOS course



- ★ 1st courses in intermodal rail transport for Spain



*Achievement: 50 courses*

# 2010

- ★ 1<sup>st</sup> edition of the MOST Europe course for European professionals and policy-makers



- ★ 1<sup>st</sup> course on intermodal rail transport on board of the school train *El Expreso de la Robla* (built under GLAD project)



# 2011

- ★ Participation in the TEN-T project MOS4MOS that focused on new technologies in MoS



- ★ Leader of the LIFE - Logistics Intermodal Freight Enhancement project



- ★ 1<sup>st</sup> course LIFE MOS Gloss course focusing on a study of SSS in Mexico
- ★ 1<sup>st</sup> issue of the ODISEO newsletter



*Achievement: more than 1.000 participants in a year!*

# 2012

- ★ 1<sup>st</sup> courses in intermodal rail transport in Portugal (SURCO Inaugural)
- ★ Shortsea Initiative Trophy from BP2S (SPC France)



*Achievement: 100 courses and 5.000 participants*

# 2013

- ★ 1<sup>st</sup> courses without any external funding
- ★ Participation in the TEN-T projects Clyma (as Project Office) and B2MoS



DEVELOPMENT OF THE  
CONNECTION  
LYON-MADRID  
ON THE MEDITERRANEAN  
CORRIDOR



**b2mos**  
business to motorways of the sea

- ★ Participation in the Optimed project (ENPI programme) to foster the relationship with the South Mediterranean neighbouring countries



**Optimed**



**ENPI  
CBCMED**  
THE MEDITERRANEAN COOPERATION  
PROGRAMME

- ★ Shortsea Ambassador Award from SPC Flanders

# 2014

- ★ Escola de Sagres Award from the Shortsea Promotion Centre Portugal



*Achievement: 150 courses*

# 2015

- ★ 1<sup>st</sup> edition of Forma't al Port course

Forma't al Port  
Formació marítima i transport intermodal al Port



- ★ The Escola gives a course for Brazilian government officials focusing on SSS in Brazil, funded by the World Bank



# 2016

*Achievements:*  
*200 courses*  
*8.000 participants*  
*9 projects*





# The blue spirit

The blue and the white foam playing and embracing each other around the stern of the ships in which we sail the Mediterranean Sea, where Odysseus from the Greek mythology wandered and we train our pupils, forming washes that weave a warp supporting our past, present and future transport operations.

The sea has always been a source of wealth and a propeller of economic development. To find our way in hard times, we had to learn to rediscover it.

Nowadays Mare Nostrum plays a leading role, for better or for worse. It is both grave and path of hope for thousands of people only looking for some future, risking their lives at sea to escape a hopeless and dreadful situation. The sea is the promise of Europe, who seeks to provide through the sea a solution for tomorrow, taking advantage of the unexploited potential offered by the oceans, seas and coasts to obtain a sustainable growth of resources, economic development and new jobs.

The European Commission is starting an Integrated Maritime Policy for a solid development of the blue economy in member States, regions, companies and in society. This means that each one of us, in the organisations we manage, and also as individuals, will have to think about their role in this new scene. After all, the Mediterranean nations and people throughout the course of history developed and created civilisations by defending the Mediterranean cultures and overcoming its limits.

The touristic and industrial sectors composing the blue economy are interdependent. They have common competences and shared infrastructures, like the ports, and depend on each other to use the sea in a sustainable way. In the maritime sector we will move forward in the so-called “European maritime transport space without barriers”, which comes to simplify the administrative procedures and will result in the creation of the Blue Belt,

a single transport area for shipping in Europe and its surroundings. In this context, we will have blue lines, blue vessels, blue results. The challenge ahead is the free circulation of goods and passengers in the Mediterranean basin.

In order to achieve this, it is necessary to promote the cooperation and the exchange of best practices among the Mediterranean countries, both in public and private sectors, adopt high standards for navigational safety and security and the protection of the Mediterranean Sea and infrastructural investments in the Mediterranean basin. Ultimately, the Mediterranean Sea has to transform into a peaceful area of increased cooperation among the various nations promoting their cultural development.

Finally, or maybe firstly, what we really need are people. People with what I like to call “blue spirit”, full of creative genius, imagination, pride and working hard to better themselves. Great rhetoricians, with a good balance between wisdom and power, and brilliant speakers able to convince and lead.

From the Escola, we try to do our bit for our participants to find power and strength in their own discourse, articulated in the preparation and presentation of their works, and in the live experience of the intermodal reality hand-in-hand with operators along the course. The teachers who accompany the participants, key elements in the context and the training development, tell us that during each course the participants change. They change throughout a journey ending up initiatic. I believe that part of the Escola’s blue spirit stays within them forever, and this is something the whole team, our collaborators and myself are very proud of.

We started out teaching logistics, practical knowledge, and ended up educating people, teaching spiritual knowledge. We did this because we too have changed throughout these years.

At the Escola’s entrance there’s a sign saying: “Wish it, dream it, do it!” Our wish is a Mediterranean in peace, with jobs for everyone, with freedom and equal rights as the main rules of behaviour. Our dream is to make it real and our determination is to work to achieve it, keeping in mind that the most important thing is the journey towards this utopia.

*When you set out on your journey to Ithaca,  
pray that the road is long,  
full of adventure, full of knowledge.*

...

*Always keep Ithaca in your mind.  
To arrive there is your ultimate goal.  
But do not hurry the voyage at all.  
It is better to let it last for many years;  
and to anchor at the island when you are old,  
rich with all you have gained on the way,  
not expecting that Ithaca will offer you riches.*

*Ithaca has given you the beautiful voyage.  
Without her you would have never set out on the road.  
She has nothing more to give you.*

*And if you find her poor, Ithaca has not deceived you.  
Wise as you have become, with so much experience,  
you must already have understood what Ithacas mean.*

*Excerpt from Ithaca, Constantine P. Cavafy (1911)*

# Our Team

## *The Founders*



### Antonio Fco. Vargas Casas

Antonio Vargas obtained the degree of Captain of Merchant Marine at the Faculty of Nautical Studies of Barcelona in 1973, and immersed himself in the study of maritime business and theory. In 1995 he obtained a Master in Maritime Law from the Barcelona Lawyer School. Having captained various vessels throughout his maritime career, Mr Vargas continues his education by obtaining numerous specialised degrees and diplomas. Currently serving as adviser of Grimaldi Logística España and previously having been its managing director since 2004, Mr Vargas can also be credited with the start-up and development of numerous SSS lines connecting Barcelona and Italy (Salerno, with Grimaldi Group, in 1996, and then again Civiavecchia, with Grimaldi Group, in 2004-2006; and Genova, with GNV, in 1998 and 2002). He has served as a member of the Board of Directors of SPC Spain in 2007, President of the SSS Commission on the Port Community Council of Barcelona, and President of the SSS Commission at the Shipbrokers Associations, among other titles.

In 2004 he was a teacher at the Escola Europea de SSS first courses which took place under the umbrella of the Customer Services department of the Port Authority of Barcelona, and he became one of the Escola's founders in 2006 when it was formed in the shape and form that it is known today. Apart from serving as a regular teacher at the MOST courses, Mr Vargas also teaches at the Barcelona Shipbrokers Association, the Barcelona Nautical School in the Master of Maritime Technical English.



## José Francisco Vidal

José Francisco Vidal got his degree as Naval Architect at the Universidad Politécnica de Madrid and completed his education with a Master on Shipping Business (Instituto Marítimo Español).

He began his career in 1972 in Optima S.A., Consulting specialized in subjects of maritime Economy. He followed in ANAVE (Spanish Shipowners' Association), having performed the functions of Head of the Studies Department and, after, Director of the department of Maritime Transport (Responsible for Maritime Policy). At that time, he spent two years in Brussels, at the time of the entrance of Spain in the European Communities, representing the Spanish shipping interests and Madrid enterprises near the European Commission. Later, he was Commercial Manager and International Business Manager at PORTEL, Servicios Telemáticos S.A.

From 2002 to 2010 he directed the Shortsea Promotion Centre of Spain and in 2010 he was appointed Chairman of the ESN (European Shortsea Network).

During several years he was a member of the Spanish Delegation in the OECD Maritime Transport Committee. As adviser, he was part of the Spanish delegations that negotiated the Bilateral Agreements on Maritime Transport signed with Ecuador, Mexico, USSR, Morocco, Tunisia, Algeria, the Ivory Coast, Cameroun, the Congo, Gabon, Senegal and Equatorial Guinea. During seven years he was member of the Maritime Policy Committee of and the Statistic Committee of ECSA (European Shipowner's Association).

Expert on Logistics. Professor and member of the Academic Committee of the Escola Europea de Short Sea Shipping.

He is also member of the Spanish Maritime law Association, of the Spanish and American Institute of Maritime Law and of the Spanish Maritime Arbitration Association.



## Luigi Ranauro

Mr Ranauro's impressive career began in 1974 when he attended stage at Prudential Lines, a US shipping company which operated in Sydney and in Perth (Fremantle). In 1975 he travelled to Venezuela to take on the role of Marketing and Traffic Manager for the shipping company Linea Manaure / Sel-Maduro. In 1984 he advanced further to become the General Manager for the Venezuelan shipping line Cantaclaro Container Line operating between Caracas and Miami (US). He stayed in this line throughout the 80s, working also as the Commercial Manager for Taurel @ Cia. a shipping line operating between Venezuela and the states. He served simultaneously as a consultant for international transport and logistics to General Motors

headquartered in Venezuela, and as a consultant to the ASOVAC (Venezuelan International Freight Forwarders Association).

In 1991 Mr Ranauro returned to Europe to take on the post of Line Manager for Grimaldi Group Napoli in the Adriatic - East Med - West Africa services. In 1996 he became the Manager for Short Sea Shipping for the Group, and advanced to the post of Commercial Director for the Michele Autuori Agency (part of Grimaldi Group Napoli). In 2006 he became founder and teacher at the courses of the Escola Europea de Short Sea Shipping, and continues to attend the MOST courses in representation of Grimaldi Lines. He is also currently serving as an Attorney of Grimaldi Group Napoli in the Fundació Museo Marítim in Barcelon, Spain. Since 2015 he has also been named representative of a shipowner in the Caribbean and Central America branches of Grimaldi Group.



## Eduard Rodés i Gubern

Eduard Rodés, the current director of the Escola Europea de Short Sea Shipping, begun his career in Information Systems and international business. Having completed a Bachelor Degree in Business Studies, he went on to complete an MBA at IESE (Institute of Higher Education of Business - or Instituto de Estudios Superiores de la Empresa) in 1985, Mr Rodés entered the business world striving to make a change in the way businesses function with the development of the Internet and electronic data interchange. In 1999 Mr Rodés found his way to the Port of Barcelona, and worked as a general director of PortIC, the Barcelona's central Port Community System. He oversaw the creation of the company, before moving on towards the

Department of International Cooperation at the Port Authority of Barcelona. He advanced through the organization, working as the director of business development, manager of digital commerce projects with other countries, director of the customer services department of the port authority, creator of the CCLink bulletin, among others. Since its foundation in 2006 he's been the director and the force behind 2E3S, guiding it through its evolution to the reference institution it has become today.

Mr Rodés also dedicates his time towards teaching and advisory roles, serving as the president of the Training, Innovation, Research and Development Commission of the Barcelona Catalunya Centre Logistic, Responsible of the working group of Training of the Advisory Board for the Promotion of the Barcelona's Port Community and as a professor of entrepreneurship in the University of Barcelona, e-logistics in the University of Oviedo and intermodal transport in the Universitat Politècnica de Catalunya. He is also a regular teacher of e-freight and intermodal transport at the Escola's maritime and rail courses and owns a Certificate of Proficiency in Nautical Science and Engineering at Universitat Politècnica de Catalunya.

## *Executive Committee*

Eduard Rodés

*Director of Escola Europea de Short Sea Shipping*

Pedro Arellano

*Port Authority of Barcelona*

Silvio Ferrando

*Port Authority of Genoa*

Malcolm Morini

*Port Authority of Civitavecchia*

Luigi Ranauro

*Grimaldi Lines*

Antonio Pedevilla

*GNV*

# *The Staff*

Director

*Eduard Rodés*

Finance-Accounting Management  
& Projects Coordination

*Concha Palacios*

*Eva Marco*

External Relations

*Marta Miquel*

*Viviana Zappa*

Projects, Knowledge & Quality

*Adriana Díaz*

Communication

*Lidia Slawinska*

*Léa Jacquier*



# The Teachers



## **Abengochea, Santiago**

Northeast Logistic Services Manager  
- ADIF

## **D'Alfonso, Salvatore**

Senior Programme Manager - Union  
for the Mediterranean Secretariat

## **Arévalo, Ana**

Short Sea Shipping Comercial  
Manager - Port de Barcelona

## **Belmar da Costa, António**

Executive Director - Associação dos  
Agentes de Navegação de Portugal  
(AGEPOR)

## **Benevolo, Francesco**

Director - Rete Autostrade  
Mediterranee

## **Bonavía, Jaume**

Director General - Alfil Logistics

## **Caldeirinha, Vítor Manuel dos Ramos**

Director of Strategic Development  
and Logistics - APSS

## **Camarero, Alberto**

Lecturer - Universidad Politécnica de  
Madrid

## **Campagna, Andrea**

Consultant in transport and logistics

## **Casaca, Ana**

Associate Researcher - Logistics, Port  
Engineering and Business Studies  
Group (GELNEP), Federal University  
of Maranhão (Brazil)

## **De Decker, Willy**

Market Prospector - Shortsea  
Promotion Center Belgium

## **Delalande, Florence**

Executive General Manager -  
Froidcombi

## **Díaz Alonso, Adriana**

Projects, Knowledge & Quality  
Manager - Escola Europea de Short  
Sea Shipping

## **Feniello, Alessandro**

Sales Freight Manager - GNV

## **Ferrando, Silvio**

Marketing and International  
Relations Manager - Autorità  
Portuale di Genova

## **Galán, Manuel**

Port Community Promotion  
Manager - Port de Barcelona

## **García Álvarez, Alberto**

Managing Director - Fundación de  
los Ferrocarriles Españoles

## **Gómez, Carlos**

Managing Director - Acciona  
Trasmediterranea

**Góngora, Antonio**

Technical Director - Puertos del Estado

**Lluch, Xavier**

International consultant in the field of logistics and transport

**Luezas, Jaime**

Services and Port Community Area Manager - Puertos del Estado

**Martins, Antonio Nabo**

Head of Division - CP Carga

**Massarotti, Mario**

CEO - Grimaldi Logística, España

**Méndez, José Ángel**

Director of Operations - LOGIRAIL

**Millour, Jean-Marie**

Managing Director - Shortsea Promotion Centre France

**Miquel, Marta**

Responsible for Educational Resources, External Relations & Training - Escola Europea de Short Sea Shipping

**Pardo, Miguel**

Commercial Director - Trasmediterranea

**Perez, Claire**

Delegate in Rhône-Alpes (France) - Port of Barcelona

**Pirrone, Giovanni**

Chief of Operations - Grimaldi Logística España

**Ramos, Isabel**

Executive Director - Shortsea Promotion Center Portugal

**Rodés, Eduard**

Director - Escola Europea de Short Sea Shipping

**Rodriguez Dapena, Álvaro**

Technical Manager - Puertos del Estado

**Romero, Rosa**

Lawyer - Bellvehí Advocats

**Rúa, Carles**

Strategic Projects and Innovation Manager - Port de Barcelona

**Schreuders, Mike**

Country Manager - De Rijke Transporte & Logística Espana

**Soares, Joao Lino De Figueiredo**

General Manager - Logimaris

**Tepper, Hans**

Business Development Director - Alfil Logistics

**Thomas, Nathalie**

Delagate in Midi-Pyrénées (France) - Port de Barcelona

**Vargas, Antonio F.**

Ex-Director General - Grimaldi Logística España

**Vidal, José Francisco**

Transport and Logistics Consultant

**Vila, Jordi**

Environmental Manager - Port de Barcelona

## The Academic Partners



Barcelona Europe South Terminal



mercabarna



Autoridad Portuaria de Santander



Autoridad Portuaria de Gijón



Zona d'Activitats Logístiques  
Port de Barcelona



# naucher

INFORMACIÓN MARÍTIMA FIABLE Y PROFESIONAL



**NAUCHERglobal es:**

La primera plataforma informativa exclusiva online y abierta de temática marítima en lengua española

- + 500.000 sesiones abiertas
  - + de 250.000 usuarios
  - + de 900.000 páginas vistas
- Envíos semanales de Newsletter

Web de referencia en ámbitos como:

- Derecho Marítimo,
- Asuntos portuarios,
- Industria náutica,
- Economía y política marítima,
- Ingeniería naval,
- Tecnología,
- Seguridad y Salvamento...

**Y, además...**

- Consultoría de comunicación para asuntos marítimos
- Organización de eventos sectoriales
- Elaboración de informes especializados

ESTUDIOS MARÍTIMOS NAUCHER, SL

C/Escair, 6-8 • Edificio Consorci El Far, despacho 15 (08039 - Barcelona)

Teléfono: 932 218 560 | [www.naucher.com](http://www.naucher.com) | [info@naucher.com](mailto:info@naucher.com) | [publicidad@naucher.com](mailto:publicidad@naucher.com)



# KEEP CALM AND READ

## **GOT** CARGA

REVISTA INDEPENDIENTE PARA EL SECTOR  
DE LA LOGÍSTICA Y EL TRANSPORTE

to calmly read about the substantial  
developments taking place in the  
logistics sector

[www.gotcarga.com](http://www.gotcarga.com)

# Diario del Puerto.com

conjunto de medios y métodos necesarios  
para llevar a cabo la organización de una empresa,  
o de un servicio,  
especialmente de distribución.

## logística y periodismo

Captación y tratamiento, escrito, oral, visual o gráfico,  
de la información en cualquiera de sus formas y variedades.

grupo  
**Diario**

Your digital journal of logistics and transport

More than  
one decade  
reporting



Ever since the beginning, 50 years ago, a primordial base has been along the steps of Publishing Group Men-Car: complete and objective information about transport sector (maritime, ports land, air, railroad, express, foreign trade, etc.), the nautical sector and the tourist sector.

[www.men-car.com](http://www.men-car.com)

# In 2016, more leaders



EL VIGIA



[www.elvigia.com](http://www.elvigia.com)

# Happy Anniversary

10 years of blue spirit  
2035.eu training & values

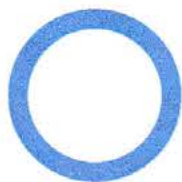


Associació d'Agents  
Consignataris  
de Vauxells de Barcelona

Más de 90 años atendiendo  
a buques en Barcelona

[www.consignatarios.com](http://www.consignatarios.com)

# THE DAY AFTER CIRCLE



## Agentes de Aduanas

Profesionales titulados para la intermediación de todos los servicios de la cadena logística:

- Representantes Aduaneros
- Asesores de Comercio Exterior
- Transporte Internacional
- Despacho de Aduanas
- Legislación Aduanera
- Inspecciones Aduaneras
- Almacenamiento
- Distribución



Colegio de Agentes  
de Aduanas  
de Barcelona



Expertos en  
comercio internacional



Colegio Oficial de Agentes de Aduanas de Barcelona

## Secretaría

Tel. 933 292 666 - Fax 934 415 108

Email: [coacab@coacab.com](mailto:coacab@coacab.com)

Web: [www.coacab.com](http://www.coacab.com)

Diputació, 295 | 08009 Barcelona



## The RAIL MOTORWAY reference

## First step towards integrated multimodality



# transitia

[www.viaa.com](http://www.viaa.com)

The logo consists of a circular arrangement of small blue stars, with several concentric blue arcs of varying thicknesses surrounding them.

# Arete Awards



Since its foundation the Escola defined a symbol of quality to distinguish those people and institutions that help carry out the courses. The “ARETE EXCELLENCE” certificate took its name from the Arete training of ancient Greeks’ *Paideia*. *Arete* included: physical training, for which the Greeks developed the gymnasium; mental training, which included oratory, rhetoric, and basic sciences; and spiritual training, which included music and what is called virtue.

The Escola’s mission is not only to transfer knowledge and values to its alumni but also to encourage them to train and convince others, making them trainers of other citizens, who in their turn will carry on the work with the same principles.

The Escola has a challenge: the thorough training of professionals specialised in intermodal management and operations, in other words of experts in *comodality*. According to the new paradigm they will make decisions based on ethical values and will apply the methods of the emotional logistics and the applicable legal aspects with the ability of transmitting these concepts to other people. To go deeply into *comodality* taking into consideration these new operational, ethical and legal concepts is a challenge. Consequently we have to think about the integration of logistics experts as well as university and training centres’ students into logistics communities, by training them in a stimulating work environment where all participants can learn to cooperate, commit and share. An epistemology, or doctrine of the foundations and methods of the scientific knowledge, of persuasion in the field of logistics.

The Escola delivered Arete Excellence awards to the means of transport and facilities that hosted its courses thus certifying their suitability for our activities, so that ships, trains and classrooms can show the emblem that credits them as one of our training centres.

In its tenth anniversary the Escola gives form to the original idea and puts it into practice by creating the Arete Excellentiam and Arete Aurum distinctions. The first is dedicated to the institutions and training centres, and to their representatives and collaborators who contributed with their work and dedication to the development of the Escola’s courses. The second is awarded to people who for their attitude and acts gave a decisive impulse to the creation and growth of our institution.

## Arete Excellentiam awards in 2016 were conferred on the following centres:

### American universities



- Universidad Anáhuac México Sur  
*Maestría en Logística y Negocios Internacionales*



- Universidad ESAN Perú  
*Maestría en Supply Chain Management*

### European universities



- Université d'Evry Val d'Essonne  
*Licence Professionnelle Management de la Chaîne Logistique*



HoGent

- University College Ghent - HoGent  
*Logistiek Management en Bedrijfsmanagement Opleidingen*

### Spanish universities



Universidad  
de Oviedo

- Universidad de Oviedo  
*Máster en Transporte y Gestión Logística*



- Universitat de Barcelona  
*Máster en Logística y Comercio Internacional*



- Universitat Politècnica de Catalunya  
*Master Executive en Lean Supply Chain Management.  
Dirección de Operaciones y Logística*



- ILI - Universitat Abat Oliba CEU  
*Master en Logística y Comercio Internacional*



- La Salle - Universitat Ramon Llull  
*Máster en Supply Chain Management*



- Universitat Politècnica de Catalunya  
*Master en Derecho y Negocio Marítimo y Gestión Portuaria (Shipping Business)*

## High schools



- Institut Lluïsa Cura  
*CFGS Comerç Internacional / CFGS Transport i Logística*



- Institut Ribera Baixa II  
*CFGS Transport i Logística / CFGS Comerç Internacional*



- Instituto Marítimo Español  
*Máster en Negocio y Derecho Marítimo*



- Confederación Española de Transporte de Mercancías  
*Master en Dirección y Gestión Estratégica de Empresas de Transportes*



## Shortsea Promotion Centres

- Agência Shortsea - Portugal
- Asociación Española de Promoción TMCD - Spain
- Bureau de Promotion du Shortsea Shipping - France
- Promotie Shortsea Shipping Vlaanderen - Belgium
- Rete Autostrade Mediterranee - Italy

## Arete Aurum awards in 2016 were conferred on the following personalities:

### José Anselmo Laranjeira

José Antonio Laranjeira Anselmo (José Anselmo) is a Principal Administrator (Retired) of the European Commission and the Senior Advisor of the European Coordinator for Motorways of the Sea.

Jose Anselmo holds a BSc and a MSc in Transport.

Following 17 years of active career in Shipping, he joined the European Commission in 1992.

For the last “quarter of a century”, Jose Anselmo performed the roles of Administrator, Head of sector, Head of unit and Head of Division for Maritime and Waterborne research as well as for research in transport including Railways, Road, Renewable Energy and Intelligent Transport Systems. In 2004 he joined the TransEuropean Networks’ Department in DG MOVE, being namely in charge of the Evaluation Process that he initiated in 2005 and handing it over to INEA in 2007/8 and since 2009 he has been the Principal Administrator responsible for the Development of Motorways of the Sea (MoS) where more than 95 individual MoS projects worth of 3 billion Euros were implemented.

### Joaquim Coello Brufau

Marine Engineer graduated at the Escuela Técnica de Ingenieros Navales of Madrid and Executive MBA at IESE, Joaquim Coello Brufau is today the President of ANESCO (Spanish National Association of Stevedoring Companies & Ship Agencies) and board director at Noatum Ports, Marmedsa and Autoterminal.

During his mandate as president of the Port of Barcelona, from 2004 and 2006, he acquired an inestimable experience in port negotiations. Afterwards he was named president and CEO of Applus+, general director of Gamesa Power Systems and Gamesa Eólica.

Coello was the Founding President of the Escola in 2006. At the time he was President of the Port of Barcelona, and Josep Oriol i Carreras was the appointed Director.



## The sculpture: Arete

It is an original work by sculptor José Luis Pascual exclusively carved for the Arete awards of the Escola.

The materials the artist used were iron for the sculpture and wood for the pedestal. The surface finishing of the iron is obtained with an oxydating treatment induced through acid.

The iron slab is laser cut following the artist's drawing. Once the slab has been cut, the sculpture is carved by hand to give shape to each element. Some call this technique "ferroflexia" (iron-bending in Catalan).

The work represents in its upper part the sun rising from the sea, formed by stars that symbolise the countries of the Escola's alumni/participants.

In the centre appears Isis, the goddess of wisdom, who lights our way forward. The sea breeze caresses her face, symbolising beauty, and strokes her hair, symbolising strength and determination. On her side the Mediterranean, the cradle of the revolution of knowledge, which is the driving force of change towards new sustainable logistics, where the stars reflect over the waves.

## The artist: José Luís Pascual

José Luis Pascual lived in Barcelona (until 1980), in Ibiza (until 1986), in Centelles (until 1994), and since then he has been living in the region of Alt Empordà (Girona).

He finished his architectural studies at the Higher School of Architecture in Barcelona in November 1970.

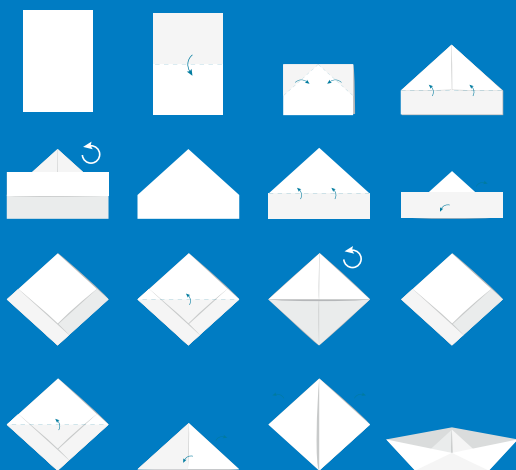
Autodidact, he learnt drawing, painting and sculpture by himself. He held his first exhibition in 1965 and since then over one hundred in Spain and abroad.

In 1980 he exposed in the XXXIX Venice Biennale and in 1982 in the XVI São Paulo Bienal.

Nowadays, he has his studio in Saus-Camallera (Alt Empordà) where he works and he also carries out cultural activities in his Art Space / Art Gallery KM7.







# Forma't al Port

[2E3S.eu/format](http://2E3S.eu/format)



## La logística des de primera línia

## Disclaimers

Any course or service published on the book may be the subject of Intellectual Property rights reserved by Escola Europea de Short Sea Shipping, AEIE (2E3S.eu)

All information provided by the book, including, without limitation, any 2E3S.eu course or service or marketing materials (collectively, «Information») is intended for informational purposes only and is subject to change or withdrawal by 2E3S.eu at any time without notice. 2E3S.eu assumes no responsibility for the accuracy or completeness of the Information. THE INFORMATION IS PROVIDED «AS IS», WITHOUT WARRANTY OF ANY KIND.

## Trademarks

The 2E3S.eu logo and 2E3S.eu product names and logos referenced herein are either registered trademarks or trademarks of 2E3S.eu. All trademarks, trade names, service marks and logos referenced herein belong to their respective companies.

