

## The PoWER Strategy In a nutshell

The PoWER Strategy for the evolution of ADRION ports into Innovation Hubs consists in four **Evolution Pathways**, in which the shared strategic topics individuated by the PoWER ports have been grouped and synthesized as follows.

### PORT AS LOGISTIC HUB

This pathway is characterized by the following elements:

**Enhancement of logistic services**, with the aim of increasing port operations efficiency. Examples of this action range from increasing productivity of current transport services and facilities, to enhancing multi-modal services, greening transport operation and providing dedicated services (such as the “freight village” concept).

**Enhancement of port operational spaces**, which may take the way of an optimization of available spaces and facilities, while, otherwise, it may lead to an extension of existing port areas according to multiple purposes (e.g. new containers, passenger or cruise terminals, storage facilities, LNG terminals, etc.). This includes also the reuse or regeneration of dismissed port areas, with special regard to those closer to urban settings.

**Upgrade and integration of current infrastructures** (e.g. transport, energy and ICT) for increasing multi-modal transport capacity and connectivity from and to the port.

### PORT AS DIGITAL HUB

Digital Transition is considered as an enabler and fertilizer for the uptake of development actions across all the other pathways. ICT services and systems would offer a decisive contribution on two different lines of innovation: **enhancement of existing processes**, such as ports logistics and communication, and **launch of new actions** addressing further topics, such as waste management, energy efficiency, automation and 4.0 industry.

### PORT AS SUSTAINABILITY HUB

This pathway is characterized by the following elements:

**Showcase** of a wide range of available technologies connected to energy efficiency and sustainability (from RES to alternative fuels, from waste management, including sea waste, to recycling, from EE measures, including smart grids, nZEB standards and lighting, to pollution reduction measures, etc.)

**Testbed** of innovative technologies and processes in EE and sustainability topics (from hydrogen power to biofuels, from innovative RES to circular models, from green transport to green shipping, etc.), so to pave the ground for a competitive advantage to be gained.

**Construction of energy infrastructures** (connected to the Logistic Hub) s. a. LNG terminals, for stimulating the activation of high level services and businesses.

### PORT AS ECONOMIC HUB

This pathway is characterized by the following elements:

**Enhancing touristic facilities** (e.g. marina, restaurants, passenger terminals, etc.); touristic offer and services (e.g. fostering nautical tourism, connections with inland or onshore touristic destinations, cruise ships stops, also in view of deseasonalisation, etc.); tourism logistics (optimization of touristic flows).

**Promoting the territorial economy** (at a regional-scale level), by boosting the export potentialities of local supply chains and favouring the setting up of joint initiatives, and by favouring the increase in demand of local goods. To this extent, the relevance in the future of the cultural and creative businesses in close connection with evolved tourism and integrated branding strategies has to be underlined.

### Overall time framework of the strategy

| Evolution Pathways         | Short term                   | Medium term                       | Long term               |
|----------------------------|------------------------------|-----------------------------------|-------------------------|
| Port as Logistic Hub       | <i>Services &amp; Spaces</i> | <i>Spaces &amp; Infrastr.</i>     | <i>Infrastructures</i>  |
| Port as Digital Hub        | <i>Processes</i>             | <i>Innovative actions</i>         |                         |
| Port as Sustainability Hub | <i>Showcase</i>              | <i>Testbed</i>                    | <i>Energy infrastr.</i> |
| Port as Economic Hub       |                              | <i>Promotion &amp; Facilities</i> |                         |

The strategic framework outlined above allows a further level of synthesis, aimed at drawing out the general dynamics underpinning the 4 Evolution Pathways:

**Inwards dynamics**, aimed at fostering the reconnection of port, city and territory according to these trends: *strategic* (based on collaboration practices), *entrepreneurial* (based on the activation of innovation partnerships), *environmental* (based on sustainability and quality goals) and *thematic* (based on shared services and spaces).

**Outwards dynamics**, aimed at fostering a closer cooperation among ADRION ports in view of their potential transformation into an integrated logistics ecosystem able to reach a deeper penetration into world-scale trades, acting as junctions between sea routes from and to Mediterranean/Black Sea and the Eastern markets, and land routes from and to Central Europe, Italy and the Balkans.