



# The role of Chambers of Commerce system to support integrated port-mobility strategies

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## Businesses and Cities of the Mediterranean

Engines of Innovation, Cohesion and Peace

September 19<sup>th</sup> 2025  
Cagliari, Italy

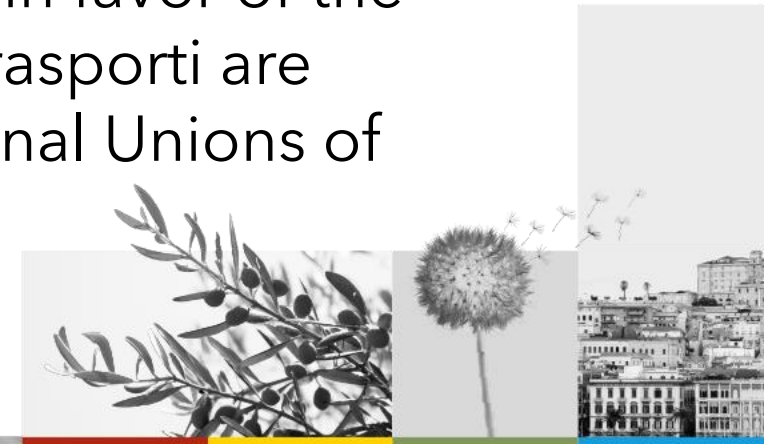


# ABOUT US



Uniontrasporti is the **Italian Chamber Competence Center** created to provide technical support to Unioncamere and the local Chambers of Commerce in **promoting growth and territorial competitiveness in terms of accessibility, logistics efficiency, innovation and ICT**

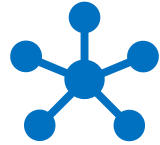
Uniontrasporti promotes initiatives and projects for Chambers of Commerce in the context of a policy of economic growth of the territories and for the competitiveness of SMEs and **supports the role of Chambers of Commerce on the strategic impact of transport infrastructures, logistics and innovation technology** in favor of the Italian entrepreneurial system. The members of Uniontrasporti are Unioncamere, 30 Chambers of Commerce and 7 Regional Unions of Chambers of Commerce.



# MARITIME TRANSPORT WEAKNESSES ↔ CHALLENGES

1

Last-mile hinterland  
connections to ports



**Missing or poor links:** construction and upgrade of port/hinterland infrastructure to deal with new capacity and synchro-modality demands.

2

Development of port  
cities



Improve port-urban relationship: enhance synergies for better mobility of residents and higher quality of life in the port city. This requires simultaneous **technical advances in the port and improvements in urban planning** and mobility in the port-city belt.

3

Motorways of the Sea  
(MoS)



The Adriatic-Ionian macro-region is part of the EU's Motorways of the Sea (MoS) initiative, which aims to promote the use of maritime transport as **an alternative modality to road transport**.



# MARITIME TRANSPORT WEAKNESSES ↔ CHALLENGES

4

## Digital Transformation



Adoption of the **“smart port” model** to optimize logistics, improve efficiency, enhance security, and reduce environmental impact.

- **VTMIS** - Vessels Traffic Monitoring and Information System delayed implementation in some Mediterranean countries



- **ITS** - Information Transport System needs to adopt a strategic framework. Significant results are to be highlighted in Italy and Greece with a project for the creation of a National Integrated PCS

5

## Legislation framework



A basic **alignment** with the legislation is needed also for landlocked countries

6

## Green Transformation



Environmentally friendly policies and provision of **clean fuels**.

**LNG** - Liquefied Natural Gas facilities **no concrete progress in some Med Countries**. LNG can give major contribution to reduce carbon emissions from maritime freight transportation, but also for passengers, ferry and cruise ships.



- Promoted by the the Catanzaro-Crotone-Vibo Valentia Chamber of Commerce, in agreement with the Gioia Tauro Port Authority;
- Calagreen aims to develop a **modular and scalable system for monitoring and predicting environmental risks** at the port of Crotone based on the Internet of Things (IoT) paradigm.
- The solution aims to significantly **reduce the environmental impact of transportation and movement of goods and people** in both port and metropolitan areas.
- The project will consist of the **creation of a cloud-based software platform and the installation of mobile environmental sensors (air, water, weather)** in the port of Crotone and in the areas under the jurisdiction of the Crotone Chamber of Commerce.



CALAGREEN enables **predictive analysis of global emissions levels** in the areas under consideration, enabling key stakeholders in the context (Gioia Tauro Port Authority, Chamber of Commerce, local municipalities, etc.) to effectively plan the movement of goods and people, prevent risks arising from traffic congestion, and reduce the overall environmental impact of operations (e.g., carbon footprint, dust, radiation, etc.) through the use of a DSS (Decision Support System).





# Incentives or frameworks help to attract private investment in ports development

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# Key factors for attracting private investment

- Stability and transparency
- Administrative simplification (SEZ or SLZ)
- Connectivity
- Strategic investments

## How Chambers of Commerce and Port Authorities can act:

- Promote connectivity
- Create a favorable business environment
- Establish partnerships

## Financing tools and strategies:

- Closed-end funds
- Public-private collaboration

