

SECRETARÍA DE ESTADO DE PRESUPUESTOS Y GASTOS DE HACIENDA DIRECCIÓN GENERAL DE FONDOS EUROPEOS





## Una manera de lacer Europa

## BUENAS PRÁCTICAS Actuaciones Cofinanciadas

EXTENSION OF THE PUBLIC SERVICE OBLIGATION IN THE REGULAR INTERISLAND MARITIME CABOTAGE LINE "SANTA CRUZ DE TENERIFE/LOS CRISTIANOS-LA ESTACA-LOS CRISTIANOS/SANTA CRUZ DE TENERIFE" Department of Public Works and Transport

Programa Operativo de Canarias

Año 2018

Fondo Europeo de Desarrollo Regional

#### **GOOD PRACTICE**

#### EXTENSION OF THE PUBLIC SERVICE OBLIGATION IN THE REGULAR INTER-ISLAND MARITIME CABOTAGE LINE "SANTA CRUZ DE TENERIFE/LOS CRISTIANOS-LA ESTACA-LOS CRISTIANOS/SANTA CRUZ DE TENERIFE"

On 16 November 2018, the Department of Public Works and Transport of the Canary Islands Government approved the extension of the Public Service Obligation contract, awarded to the maritime operator CAFLAJA S.L.U., of the shipping company Naviera Armas S.A. group, to guarantee the maritime connection of the island of El Hierro with the rest of the Archipelago, through the regular inter-island maritime cabotage line known as "Santa Cruz de Tenerife-Los Cristianos-La Estaca".

The second and final extension of this service, which will be in force until 19 November 2019, is presented as a Good Practice.

The provision of this inter-island maritime transport service ensures the connectivity of residents on the island of El Hierro (11,000 people), promotes the transport of goods and the mobility of the population in their journeys for medical reasons, for accessing education and culture, for work reasons, business and leisure, assuring, at the same time, the arrival of tourists.



Public expenditure for the extension:  $\notin$  4,500,000 ERDF aid (85%):  $\notin$  3,825,000

The impact in 2017 is an increase of 164,415 passengers and 38,223 linear meters of freight transport.

#### Justification of Good Practice Criteria:

#### 1-High dissemination among beneficiaries and the general public.

News on the website of the Canary Islands Government:

http://www.gobiernodecanarias.org/noticias/opt/Vicepresidencia/102940/obras-publicas-hace-efectiva-prorroga-contrato-lineatransporte-maritimo-santa-cruz-tenerife-cristianos-estaca

#### Vicepresidencia

#### 19 de noviembre del 2018 - 13:58

Obras Públicas hace efectiva la prórroga del contrato de la línea de transporte marítimo Santa Cruz de Tenerife-Los Cristianos-La Estaca

La prórroga se ha establecido por el plazo de un año y por un importe de 4.500.000 euros

🍰 Imprimir Noticia

El vicepresidente y consejero de Obras Públicas y Transportes del Gobierno de Canarias, Pablo Rodríguez, ha tirmado la orden mediante la cual se promoga, por el plazo de un año, el contrato administrativo suscrito para la prestación de la tínea regular de transporte maritimo interinsular entre Santa Cruz de Tenerte-Los Cristianos-La Estaca, por un importe de 4.500.000 euros, financiado al 85% por fondos



del Programa Operati Canarias 2014-2020, tiene un cost total de 26.487.500 euros y un

Este servicio, que se enn

total de 26.497.500 euros y una ayuda FEDER asignada del 85% de cofinanciación, que asciende a 22.514.575 euros

### News on Facebook: <u>https://www.facebook.com/COPT.gobcan/</u>



#### News on Twitter:

https://twitter.com/VicepresiCan/status/1067775839587184640



Video on the website of the shipping company Naviera Armas played on the ship's screens: https://www.navieraarmas.com/el-hierro-y-tenerife-mejor-conectados-con-naviera-armas



Canarias y el Fondo Europeo de Desarrollo Regional para las Regiones Ultrapentént as han dotado de unas conexiones maritimas acordes a su desarrollo econômico y social.

Levendo e cabo una inversión de 4,5 millones de euros anuales -con una tasa de cofinanciación 35%- se está prestando la conexión maritima entre los puertos de La Estaca (El Hierro) y os (Tenertle). Con siete servicios de ida y vuelta semanales para pasajeros y mercancias, dando cobertura a las necesidades de comunicación de istas con una situación especial de lejanía.

#### News on the digital press:

https://eldia.es/canarias/2018-11-19/13-Gobierno-prorroga-contrato-linea-Santa-Cruz-Cristianos-Estaca.htm



## 2.- The action incorporates innovative elements.

The marketing of the service is one of the innovative elements of this operation, as the operator Naviera Armas has a wide network of ticket sales through its website (www.navieraarmas.com and the Customer Service Telephone), where the public is attended to, in several languages, from Monday to Sunday from 8 a.m. to 8 p.m., and in any of the offices of the shipping company. The sale of tickets is also carried out in the network of travel agencies in the Canary Islands, Spain and Europe, in travel websites and in the App for Naviera Armas mobile phones.

As a novelty, the shipping company does not oblige passengers to print the boarding card, so they can board the ship directly, without going through the window, showing only their ID. With respect to the accreditation of the residence in the Canary Islands for the application of the discount in the fee, the Shipping Company makes an automatic consultation to the competent authority so that the passenger does not have to facilitate the certificate of residency. After the extension of this service, the shipping company will continue to broadcast on the screens of the ship the promotional video made by the Directorate General of Transport of the Government of the Canary Islands, which informs passengers of the financing of the service with ERDF funds. The content of this video is considered innovative as it informs that, for the first time, expenditure linked to public service obligations and contracts in the Canary Islands is financed by the Structural Funds.

The format used for the presentation of the video content involves the use of innovative resources, with simple but very visual cartoons and animations, and the graphic representation of facts and figures makes the message more understandable. As the users of the maritime service are the main recipients of the campaign, the choice of the ship's screens as the main channel for its diffusion, together with the promotion on social networks, is considered innovative.

#### 3.- The results obtained with this campaign are adapted to the established objectives.

The implementation of this line has guaranteed, fundamentally, the basic maritime communication of the island of El Hierro, with 7 weekly return services to Los Cristianos, the closest port to Tenerife.

The rapprochement between the islands undoubtedly promotes economic, social and cultural development in the archipelago, promoting tourism, business development, the entry and exit of products, and employment. This service has generated, directly, the hiring of qualified personnel to cover the maritime line, and indirectly, has benefited providers of food, cleaning, accommodation and transport, among others.

#### 4.- It contributes to the resolution of a regional problem or weakness.

In a remote and fragmented territory such as the Canary Islands, instruments such as the establishment of public service obligations, which aim to guarantee communications with the smaller islands, both by air and sea traffic, coexist with the general free market that provides cabotage maritime transport.

In this case the contracting of the line responds to the special situation of remoteness of El Hierro, with the rest of the Archipelago, and the size of its market and population, which require a special status that is not based on demand. For this reason, this service guarantees the island's connectivity, both for passenger and freight traffic.

#### 5.- It has a high degree of coverage over the target population.

The main beneficiaries of the regular line are mainly the population resident in El Hierro, but this regular service also guarantees the transfer of other Canary Island residents and tourists, especially at weekends and during holiday periods.

## 6.- The horizontal criteria of equal opportunities, environmental sustainability and/or social responsibility have been taken into account.

The ship "Volcán de Tirajana" complies with safety and environmental requirements. It has several international certificates, such as the certificate of suitability for the transport of dangerous goods, and insurance relating to civil liability for oil pollution damage.

Likewise, the ship has the minimum accessibility conditions for people with disabilities required by the applicable regulations. In this sense, it has a PRM access with a ramp at the bow.

On the other hand, the shipping company has a balance quota in the Department of Human Resources, in the area of navigation as well as in technical, administrative and commercial areas to develop the contracted activity and service.

#### 7.- Synergies with other policies or instruments of public intervention.

This instrument is added to the compensatory policies financed with funds from the Government of the Canary Islands and the General State Administration, such as the 75% bonus on the ticket price of regular inter-island maritime services, which benefits all the population resident in the Canary Islands; as well as the compensation for inter-island transport of goods.

All this results in a guarantee of maritime communication, a reduction in the costs of insularity and double insularity and, in short, an advance in regional mobility in order to achieve the objective of territorial cohesion in the Canary Islands.



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