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BUENAS PRÁCTICAS

Operaciones Cofinanciadas

**Inter-Island maritime cabotage line
“SANTA CRUZ DE TENERIFE/LOS
CRISTIANOS-LA ESTACA-LOS
CRISTIANOS/SANTA CRUZ DE
TENERIFE”**

CAFLAJA, S.L.U.

Programa Operativo de Canarias

Fondo Europeo de Desarrollo Regional

Año 2017

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

In order to guarantee the maritime connection of the island of El Hierro with the rest of the archipelago, the regular inter-island maritime cabotage line known as "SANTA CRUZ DE TENERIFE/LOS CRISTIANOS-LA ESTACA-LOS CRISTIANOS/SANTA CRUZ DE TENERIFE" of Annex II of Decree 9/2009, of 27th January, which develops the special regime for the provision of scheduled maritime transport, has been provided since the beginning of the programming period by means of a special administrative contract.

This is a public service obligation contract awarded to the maritime operator CAFLAJA, S.L.U., of the group Naviera Armas S.A., following a public tender with community advertising on the terms required by Law 12/2007, of 24th April, on the Organisation of Maritime Transport in the Canary Islands and the aforementioned Territorial Decree 9/2009, of 27th January.

Within the Canary Islands ERDF Operational Programme 2014-2020, the current cost of the operation amounts to 22,500,000.00 euros (4,500,000.00 euros per year), with an ERDF aid of 19,125,000.00 euros allocated (85% co-financing) and with a carrying out in terms of the productivity indicator of 1,251 public transport service actions achieved by mid-2017.

It is considered as a BEST PRACTICE because the following criteria have been met:

THE ACTION HAS BEEN CONVENIENTLY DISSEMINATED BETWEEN THE BENEFICIARIES AND THE PUBLIC IN GENERAL:

Various actions have been taken to disseminate the operation to beneficiaries and the general public.

The most noteworthy action in 2017 was the design and production of a 3-minute, 14-second video, in which, using 2D animation, the entire approach of the campaign is represented with simple but very visual lines, which aims at providing full information on the importance of this transport service by raising public awareness of the fundamental role of the ERDF for ORs in its financing. The video "CONECTANDO CANARIAS" seeks to reach the widest possible audience in the most clear and expository way. It is especially aimed at the users of the line, who are all residents of the Canary Islands without distinction, since each one of the needs covered by the operation of the service are named and represented, as well as the opportunities of all kinds that are provided with it, whatever the motivation of the trip.



<http://www.gobiernodecanarias.org/copt/FEDER/Armas.html>

With regards to the **adequacy of the general objective of dissemination of the funds**, this is ensured by the following means:

- The content set out above has an impact on the public contribution made by the operation of the line, highlighting the high rate of ERDF co-financing of up to 85%. The aim is to make people fully aware of the importance of European funds and to convey the European Union's sensitivity to the basic communication needs of fragmented territories such as the Canary Islands when the free market is unable to satisfy them, that is to say, Europe not only accepts the establishment of the Public Service Obligation in justified cases, but also provides financial assistance for its maintenance.
- From a visual point of view, the colour monotony of the video highlights the stars of the European Union in yellow, and in red, their degree of participation. On each of the vignettes appears the Logo of the Canary Islands ADVANCING FOR EUROPE and the emblem of the European Union and the European Regional Development Fund (ERDF).
- The video broadcast on the televisions of the ship that does the trips effectively delivers the information to the main recipient: the passenger.

- Its further dissemination on websites and social networks. On the one hand, it is available on the website of the Ministry of Public Works and Transport in the section on European Funds and on Facebook. On behalf of Naviera Armas, a banner has been placed on their web leading to the video and a text with a summary of the publicity. They have also circulated it through Facebook and YouTube.



https://www.navieraarmas.com/es/inicio

Inicio | Naviera Armas | Noticias | Preguntas frecuentes | Contactar

NAVIERA ARMAS

PASAJE | PROMOCIONES | AUTOCHECK-IN | HORARIOS Y OFICINAS | TU FACTURA | ARMAS STYLE | PROFESIONALES | INVESTORS

Email o nº de tarjeta:
Registro / Recuperar datos

PASAJE | CARGA

Origen:

Destino:

Fecha: Salida: Regreso:

Pasajeros:

Acomodación: Ida: Vuelta:

Vehículo de pasaje:

Bonificación:

Animales:

BUSCAR

INFORMATE AQUÍ

EL HIERRO & TENERIFE

AHORA MEJOR CONECTADOS

Canarias avanza con Europa

CAFLAJA | ARMAS | Canarias avanza con Europa | Gobierno de Canarias | Unión Europea

EL HIERRO & TENERIFE | VALLE GRAN REY (La Gomera) | ¡Descuentos a bordo! | A

NUESTROS DESTINOS

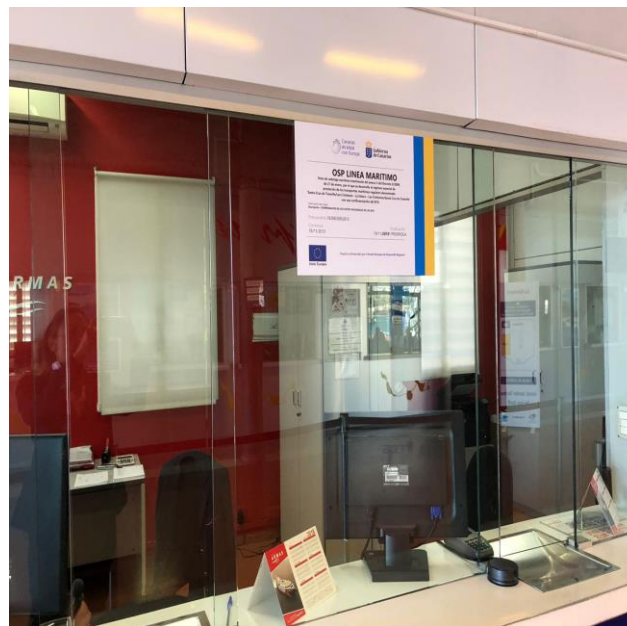
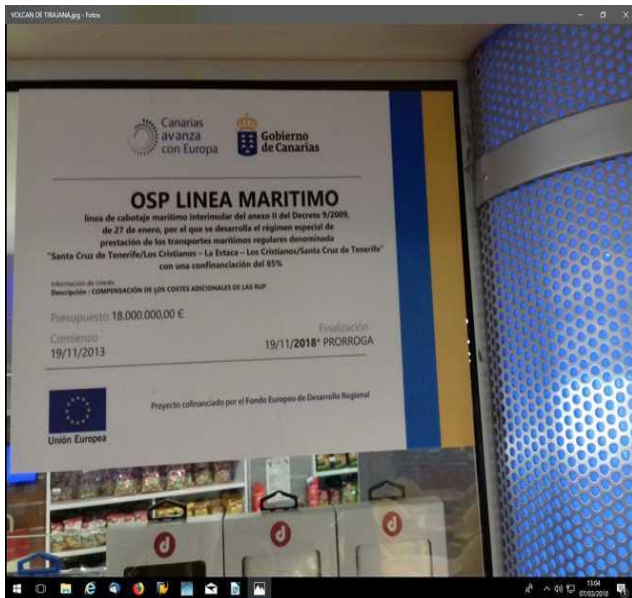
CALL CENTRE +34 902 456 500 Contactar

TU FACTURA, AQUÍ

https://secure.navieraarmas.com/es/tu_factura

13:50 27/02/2018

This action complements others already carried out to give publicity to the co-financing of the regular route, such as the placement of posters both at the ticket sales points at the ports of Los Cristianos and La Estaca, as well as in the boat shop that gives the service “Volcán de Tirajana”.



INTRODUCING INNOVATIVE ELEMENTS:

Regarding the commercialisation of the service, the operator disposes of a wide net of ticket sales points through the following means:

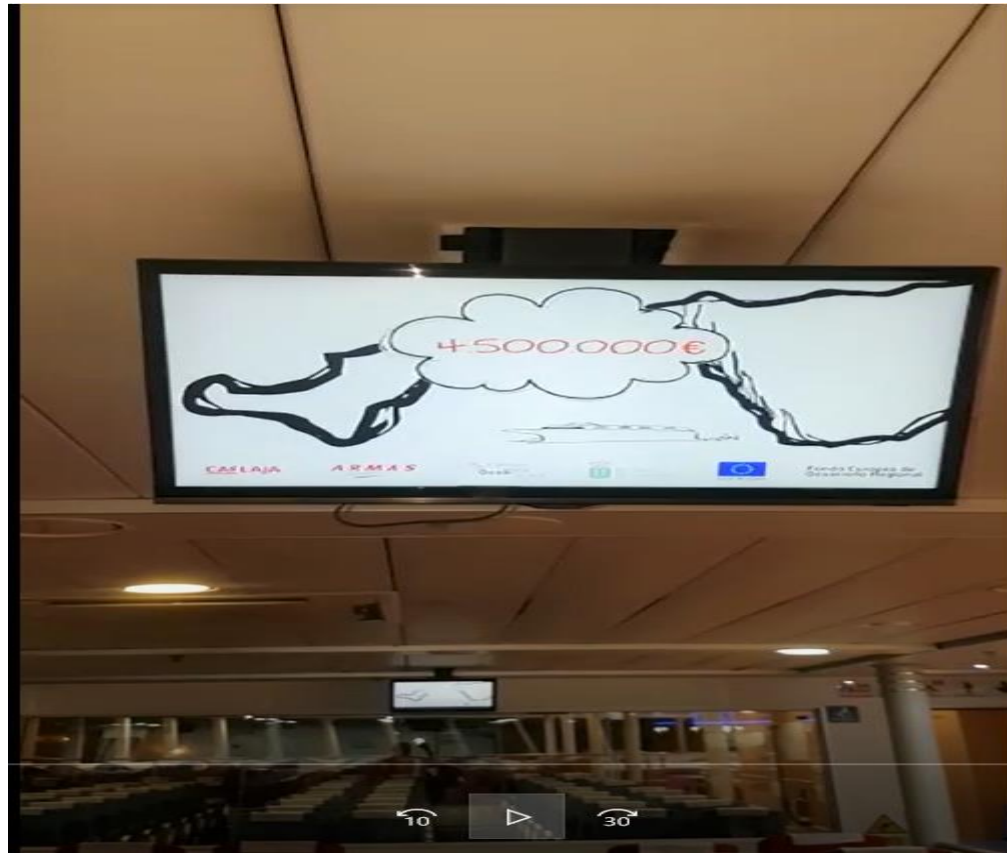
- Web www.navieraarmas.com
- Call Centre 902 456 500 available from Monday to Sunday from 8:00 h to 20:00 h, various languages available.
- At any of the offices of the shipping company.
- Throughout the travel agencies network in the Canary Islands, peninsula and Europe.
- Through the travel websites that sell their service worldwide.
- Through the App Naviera Armas, available in the App Store and Google Play.

On the other hand, boarding is made easier for customers without having to print the ticket so that they can board directly with their ID card without going past the counter. Similarly, with regard to the accreditation of the residence to apply for the bonus, the competent authority is automatically consulted.

The promotional and informative video produced by the Directorate-General for Transport is considered innovative for the following reasons:

- The content is in itself novel, since expenditure on public service obligations and contracts in the Canary Islands are being financed for the first time by the Structural Funds. It is unprecedented that there is audiovisual information on the financing of a regular inter-island maritime cabotage line through ERDF for ORs.

- The format used for the presentation of the contents involves the use of innovative resources, given the inclusion of simple but highly visual drawings and the graphic representation of facts and figures simultaneously with the speech, which results in a better understanding of the message being conveyed.
- Given that the main target audience for the campaign is users of the service, it is considered innovative to choose, as main channel and time of broadcasting the video, the televisions of the ship providing the service, which broadcast it twice on each voyage.
- The additional diffusion of video on websites and social networks.
- Involving the shipping company itself, which provides the service, in the design, execution and diffusion of the video, thus promoting the company itself, has meant a great saving in advertising space costs since, as has been explained, the maximum diffusion is achieved by the means provided by Naviera Armas, on the ship itself and on its website.



Browser address bar: <https://www.youtube.com/watch?v=cQAS7PECFSM>

Browser tabs: El Hierro y Tenerife mejor cone... RUTA LOS CRISTIANOS - VA...

Browser menu: Archivo Edición Ver Favoritos Herramientas Ayuda

Browser status bar: Ve los vídeos de YouTube en Chrome. Descárgatelo.

YouTube interface:

- Search bar: Buscar
- Buttons: Iniciar sesión
- Video player:
 - Thumbnail: A hand holding a red car over a map of the Canary Islands.
 - Progress: 1:36 / 3:14
 - Logos: CAELAJA, ARMAS, Canarias, Gobierno de Canarias, Fondo Europeo de Desarrollo Regional
- Video title: RUTA LOS CRISTIANOS - VALVERDE
- Channel: NavieraArmasVideos (367 subscribers)
- Views: 135 visualizaciones
- Actions: Añadir a, Compartir, Más
- Published: el 21 feb. 2018
- Category: Viajes y eventos

Recommended videos (Siguinte):

- ¿PORQUE LOS CRISTIANOS NO GUARDAMOS EL Nazareno GB (314.243 visualizaciones)
- Versión Completa: Victor Küppers, El valor de tu actitud (54:55)
- Elevator pitch: Aprende a venderte en 60 segundos (27:04)
- Durísima bronca entre Julia Otero y Arcadi Espada (8:33)
- "PECERA", el corto más reivindicativo del año. (11:52)

Taskbar: 12:42 09/03/2018

CONTRIBUTION TO THE RESOLUTION OF A PROBLEM OR WEAKNESS IDENTIFIED IN THE IMPLEMENTATION AREA.

In an outermost and fragmented territory such as the Canary Islands, interventionist instruments such as the establishment of public service obligations relating to conditions of regularity, frequency, ports, capacity to provide services, fare policy and crew, and public service obligation contracts, coexist with the general regime of freedom to provide maritime cabotage transport. All this in order to ensure those essential regular communications which are not sufficiently covered by the market.

In this case, the contracting of the line responds to the situation of special remoteness of El Hierro and the size of its market and population, which requires a special status that is not based on demand, but on guaranteeing the connectivity of the island and the accessibility conditions for its inhabitants.

Under the ERDF Operational Programme for the Canary Islands 2014-2020 this action is in line with Priority Axis 15: Reduction of additional costs hampering the development of the outermost regions and Specific Objective: 12.c.1. Financing costs related to the public service obligations.

THE APPROPRIATENESS OF THE RESULTS OBTAINED TO THE ESTABLISHED OBJECTIVES.

With regard to achieving the main objective, the implementation of the line has fundamentally guaranteed the basic maritime communications of the island of El Hierro, currently with 7 weekly return services with Los Cristianos, its nearest port in Tenerife.

In addition, with the Ferry service, the flow of passengers and cargo has increased from 87,000 passengers and 31,763 linear metres of cargo in 2014 to 129,199 passengers and 32,899 linear metres of cargo in 2016. Therefore, with this intervention, beyond meeting the public service obligation, the promotion of the mobility of the population, goods and services has been achieved.

The line, which provides greater comfort during the journey, has improved the quality of life of the population of Herreña, providing them with access to essential services such as health, education and culture, and in general, has increased travel options for work, business and leisure for all citizens.

The rapprochement between the islands undoubtedly fosters economic, social and cultural development in the archipelago, promoting tourism, business development, and 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 suppliers of food, cleaning, accommodation, transport, etc.

HIGH DEGREE OF COVERAGE OF THE TARGET POPULATION

The main beneficiaries of the regular line are the users of the same, both residents of El Hierro and of the rest of the Archipelago. The information campaign is aimed at everyone and is intended to be comprehensive and easy to understand. With the broadcast of the video on the approximately 36 televisions that the current ship Volcán de Tirajana has, it is possible to reach almost 100% of the passengers. In addition, because it is broadcasted twice per voyage, better assimilation and retention of the message is achieved.

Through the different marketing and information networks of the service, it is possible to reach the entire population of the Canary Islands and other potential users.

CONSIDERATION OF HORIZONTAL CRITERIA OF EQUAL OPPORTUNITIES AND NON-DISCRIMINATION, AS WELL AS SOCIAL RESPONSIBILITY AND ENVIRONMENTAL SUSTAINABILITY

In accordance with the specific administrative clauses and technical specifications regulating the contracting of the service, the assigned ship must comply with the conditions of habitability, transport capacity, speed in service, quality, compliance with the ISM Code, safety tests and surveys, crew and flag throughout the term of the contract. As regards safety and environmental requirements, the 'Tirajana Volcano' has, inter alia, an international certificate for the prevention of oil pollution, an international certificate for the prevention of air pollution, an international certificate for the prevention of pollution by dirty water, a certificate of suitability for the carriage of dangerous goods, an insurance certificate relating to civil liability for oil pollution damage caused by bunker oil, etc.

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

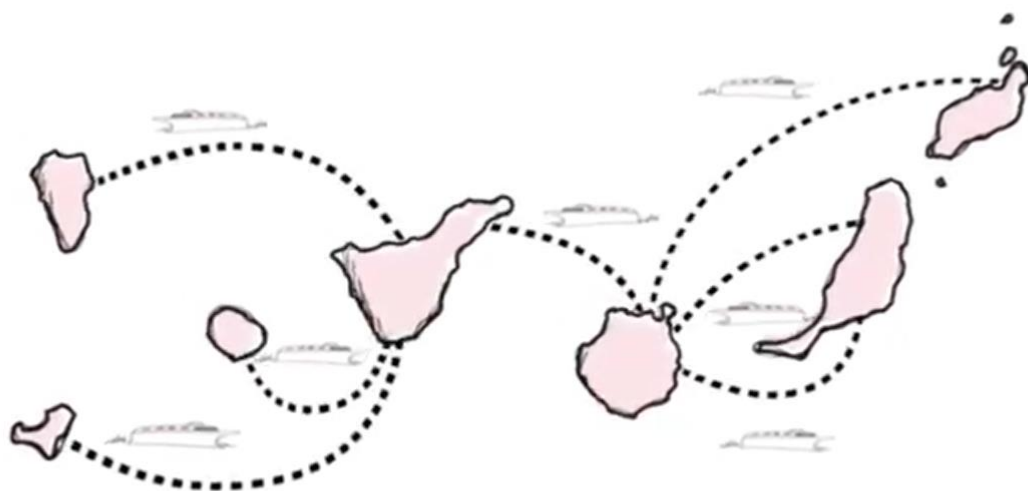
The shipping company has the necessary and sufficient human resources in the navigation, technical, administrative and commercial areas to develop the activity and service contracted. It has an administrative team of more than 100 people in areas such as marketing and sales, administration, quality and risk prevention, more than 100 people for direct sales and marketing at counters and coordination of dock operations, more than 20 people in the technical area, and a crew, including officers, sailors and service providers, of more than 300 people.

SYNERGIES WITH OTHER POLICIES OR INSTRUMENTS OF PUBLIC INTERVENTION

This instrument adds to the compensatory policies financed with funds from the Government of the Canary Islands and the General State Administration, such as the 75% discount on the ticket price for regular inter-island maritime services, from which all residents of the Canary Islands benefit, as well as compensation for inter-island freight transport.

This results in guaranteeing maritime communication, reducing the costs of insularity and double insularity and, in short, progressing in regional mobility to achieve the objective of territorial cohesion in the Canary Islands.

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Opciones para este sitio

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