



PIANC French Section



# PIANC Mediterranean Days and Conference «Port of the future» by Cerema 25 to 27 october 2023 in Sete France

Marinas Leading to digital transition  
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1. What is U.V.P.O.?
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# 1. Union des Villes Portuaires d'Occitanie? (Union of marinas in « Occitanie »)



runs a network of 51 marinas:

- 33 coastal marinas / 18 inland marinas
- 220 km of coast / 250 km of inland waterway network
- 30 000 berths / ships from 4m to 100m
- 6 working committees (Digital, Energy, HR, Law, Dredging, Inland waterways),
- Partners : Région Occitanie (*territorial collectivity*) / Government / 16 companies
- A new Brand



## 2. Current challenges

- Anticipate age structure change and habits (*average age of boat owners = 63 years old*)
- Anticipate new customer services
- Move to an Interconnected Ecosystem
- Meet climate challenge
- Anticipate Energy sobriety challenges
- Manage Severe water restrictions



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### 3. Achievements in Occitanie



Port Camargue



Port Vendres



Port de Palavas



Port Leucate



Port de Sète



# Port Camargue – 5000 berths (Gard – 30)



## Objectives

- Provide **new online services**,
- **Optimize** harbor masters job focusing on value-added activities,
- Devote more **valuable time** to controlling access to the shipyard,
- **Anticipate** future electricity and water consumption management (smart grid).

This new Port Camargue App offers access to several Port Camargue services from a smart phone

- Marina Communication,
- booking of shipyard spaces,
- reservation of bikes,
- webcams,
- online weather forecast.



# Port Vendres – 267 berths (Pyrénées Orientales – 66)

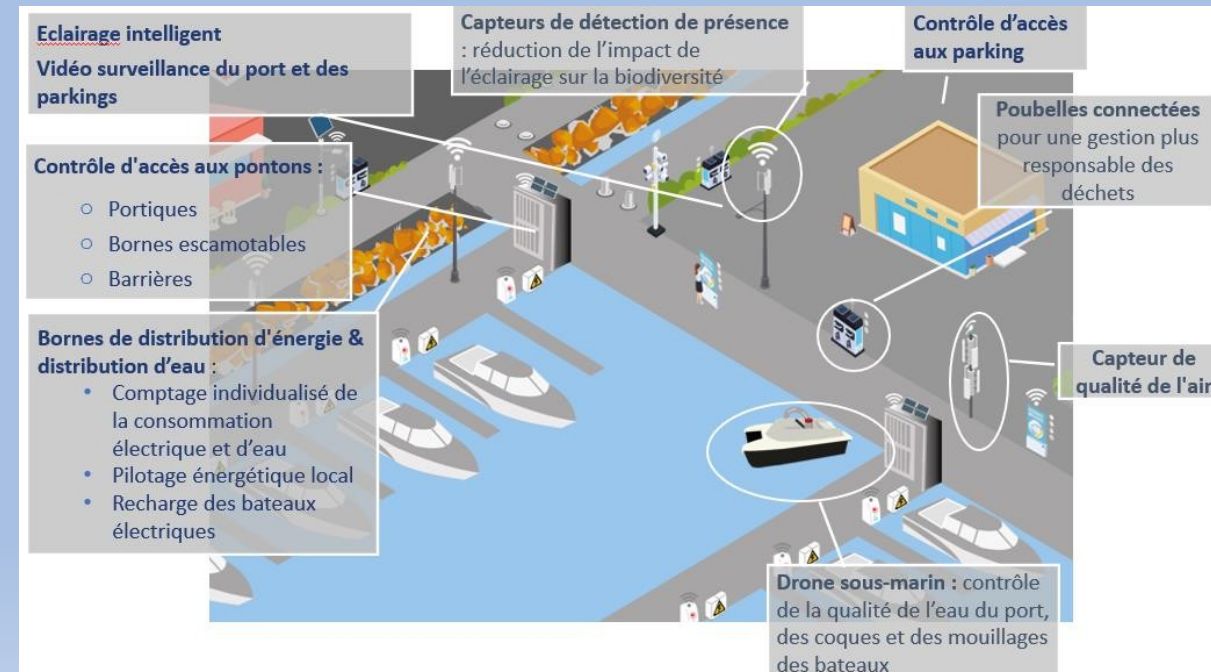


## Objectives

- Improve sustainability throughout new practices,
- Monitor and reduce water and electricity consumptions,
- Improve marina attractivity providing new services,
- Bring the marina to a better security level,

## A new integrated marina with

- Online connected pedestals,
- Remote access control,
- CCTV,
- Smart Lighting management,
- Connected waste management solutions.



# Port de Palavas – 1750 berths (Hérault – 34)

## Objectives

- Modernization and digitalization of means of communication,
- Improvement of customer relations,
- Monitoring of harbor equipment for an optimal customer experience.

## Means under development:

- CCTV system, access control,
- WIFI, Website, Webcams, interactive screens,
- Pooling of services, billing a customer relations: new ERP-CRM,
- Anticipate future electricity and water consumption management (smart grid),
- Inventory of technical works,
- Live weather forecast.





# Port Leucate – 1400 berths (Aude – 11)



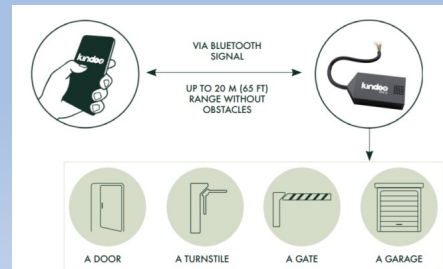
## Smart terminals :

- Avoid pirate connections (id client)
- Analysis of consumption
- Leak detection system
- -30% consumption thanks to packages



## Access control managed by smartphone :

- Ease of use
- Reinforced security
- User comfort
- Centralized and simplified management
- User satisfaction



## Connected buoys Benefits:

- Occupancy and attendance statistics
- Real-time occupancy
- Check availability
- Buoy reservation
- Boat identification
- Services & activities
- Security alerts



# Port de Sète – 820 berths (Hérault – 34)



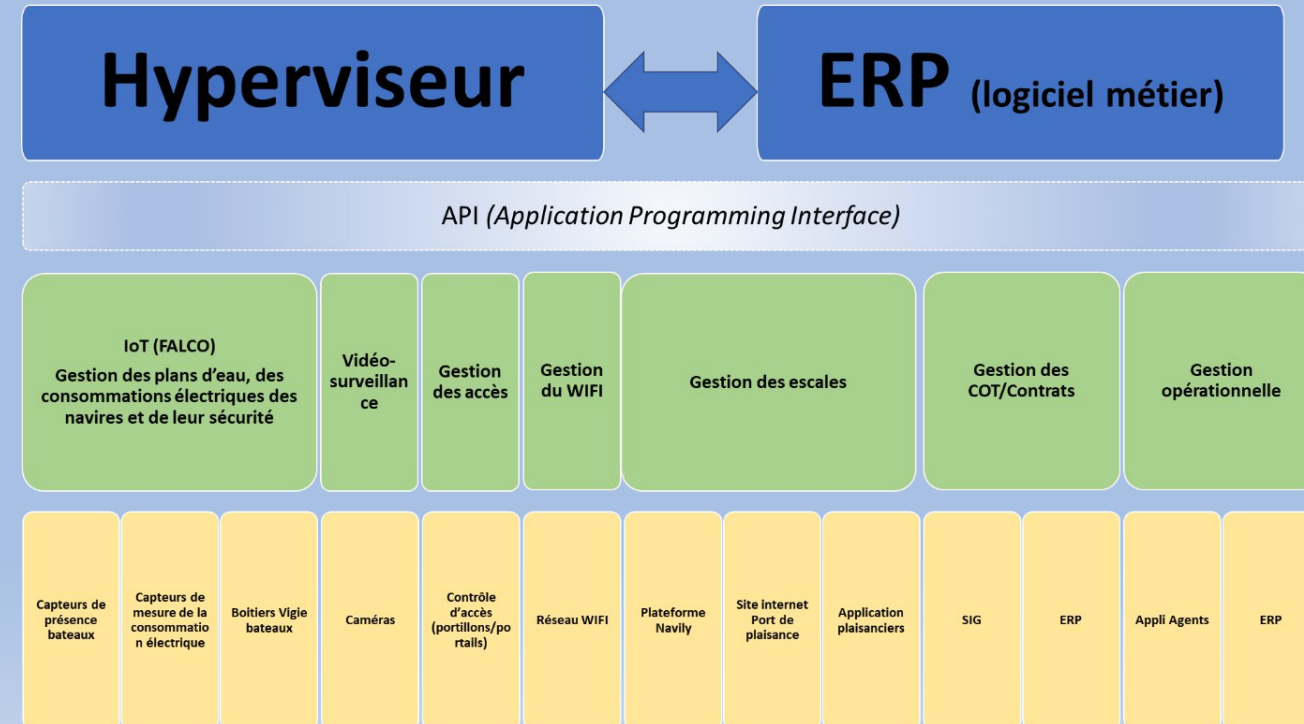
## Objectives :

- Optimize staff productivity,
- Free up time for value-added activities
- Rationalize use of **different operational software**

## Solution :

VMM (Virtual Machine monitor) or Hypervisor to manage

- ERP,
- IoT,
- CCTV,
- Booking platforms,
- GIS,
- Customer Apps,
- Access control,
- WIFI.



## Summary of structuring actions

- **Apps** (new customer services)
- **Smart pedestals**
- **Connected buoys**
- **ERP-CRM**
- **CCTV / Acces control**
- **Smart lighting Management**
- **Smart waste Management**
- **Integrated software Management (VMM)**

## « Digital transition » consists of Managing change

- **Culture change reluctance (boaters)**
- **Dehumanization of customer relationships**
- **« Big brother » is watching!!!**
- **Start-ups (new technologies)**
- **Staff skills increase (training)**
- **Staff project acceptance**
- **Meet Budget balance**



**Merci pour votre attention!**

