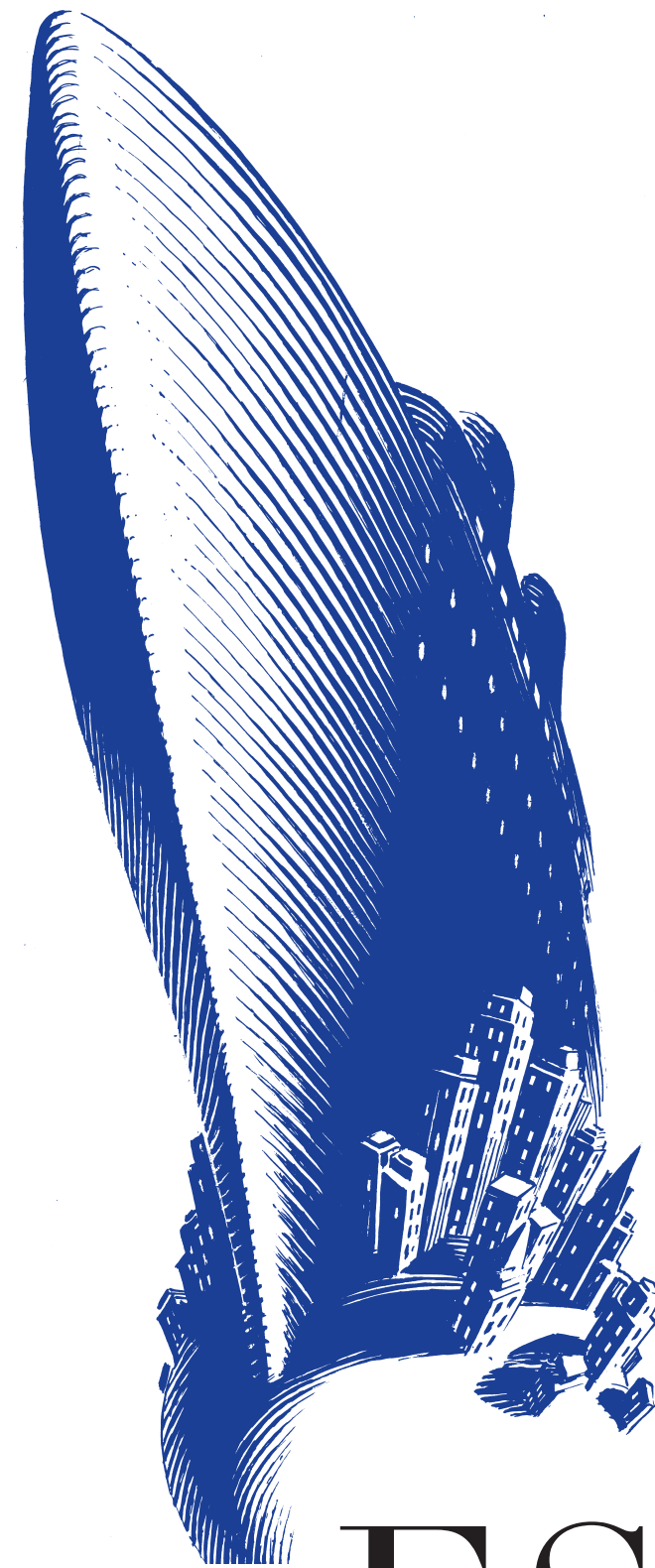




THE EUROPEAN SEA PORTS ORGANISATION

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ESPO AWARD 2011

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INTRODUCTION



In this third year of the award it is clear that more and more European ports are conscious of the imperative to move steadily towards environmental and social sustainability in their activities and to be seen by their host cities as an asset rather than a problem. This year's award applications demonstrate that they continue to innovate in multifarious ways in doing so.

But carrying out worthy projects is insufficient. Unless a port's stakeholders become aware of them, support them, and carry away an improved image of the port as a result, they cannot achieve the full desired effects. For this a successful communication strategy is necessary, and this year it is this aspect for which the award is given.

The Jury was looking for overall strategies showing that the ports had defined their aims and their target audiences, worked out how to achieve them, and come up with creative ways to do so. We were not disappointed. Several projects did exactly that. Many others contained examples of extremely creative ideas, which other ports might well want to emulate.

*John B. Richardson
Chairman of the ESPO Award Jury*



The decision to make, as of this year, the ESPO Award on Societal Integration on Ports thematic proved to be the right one. Seventeen port authorities responded to the theme 'Creative Strategies to Communicate the Port to the Wider Public' with innovative and inspiring projects. A high rate of response, which illustrates that more and more ports care about the way they interact with society around them. This conclusion also appears from the new ESPO Port Governance 'Fact-Finding Report', which we published earlier this year. Many of the surveyed port authorities profile themselves as interfaces between the port community and societal stakeholders. This motivates us to continue the Award initiative and I am happy to announce that we have already selected the themes for the coming two years. In 2012 we focus on 'youth' and in 2013 'heritage' will be the guiding theme. For this year, I warmly congratulate all the ports that joined in the competition and I very much thank the Jury who, under the capable leadership of John Richardson, will no doubt have come to a wise verdict again.

*Victor Schoenmakers
Chairman of ESPO*

ABOUT THE ESPO AWARD

The ESPO Award on Societal Integration of Ports entered its third edition this year. The Award was established in 2009 to promote innovative projects of port authorities that improve societal integration of ports, especially with the city or wider community in which they are located. In this way, the Award wants to stimulate the sustainable development of European ports and their cities. With the experience of two editions, it was noted that 'societal integration of ports' is a topic that covers many layers. The diversity of applications has been very high, which made the task of the jury to select a winner a very challenging one. To make this task lighter, and to make it easier for ports to know which kind of project to submit, it was decided to make the ESPO Award thematic as of this year. The overall scope remained 'societal integration of ports' but per year a specific theme is selected. For the 2011 competition, the theme 'Creative Strategies to Communicate the Port to the Wider Public' was chosen. The call for proposals resulted in 17 project submissions which are summarised in this brochure. The jury shortlisted the projects of the ports of Koper, Stockholm and Thessaloniki for their long-term and multifaceted strategic approaches. The winning project will be announced on 9 November 2011 at the Town Hall of Brussels.

THEMES FOR THE 2012 AND 2013 COMPETITIONS

The themes for the next two years are:

- 2012: 'Youth': attracting young people to work in ports, educational partnerships, making school children aware of ports
- 2013: 'Heritage': contemporary use and promotion of port heritage

The competitions will each time open on 15 January and run until 15 July. Details on application and selection criteria as well as application forms will be available from the ESPO website as from the day the calls open.

THE MEMBERS OF THE JURY OF THE ESPO 2011 AWARD ARE:



John B. Richardson,
Chairman, Former Head of
the Maritime Task Force at the
European Commission



Denis Davoult,
Information – Documentation
Manager, AIVP - International
Association of Cities and Ports



Bart Derison, Partner,
Connect-Communication Agency
for Infrastructure, Mobility and
Public Space



Michael Grey,
Former Editor-in-Chief of
Lloyd's List



Marta Moretti,
Deputy-Director of Città
d'Acqua, International Centre
Cities on Water



Maria Nygren,
Deputy Managing Director,
TransportGruppen



Nigel Rowe,
Chairman, Sail Training
International



Eric Van Hooydonk,
Chairman Flanders Water
Heritage

FLEMISH PORTS



Port authorities :

Ports of Antwerp, Zeebrugge, Ghent, Ostend, the department Mobility and Public Works of the Flemish government, Belgium

Project name :

Flemish Port Day 2011 (Vlaamse Havendag 2011)

Persons interviewed :

Eddy Bruyninckx, CEO Port of Antwerp, Joachim Coens, Chairman-Managing Director, Port of Zeebrugge, Daan Schalck, CEO Port of Ghent, Paul Gerard, CEO Port of Ostend, Fernand Desmyter, Secretary General of the Department Mobility and Public Works of the Flemish Government



Eddy Bruyninckx,
CEO Port of Antwerp



Joachim Coens,
Chairman-Managing Director,
Port of Zeebrugge



Daan Schalck,
CEO Port of Ghent



Paul Gerard,
CEO Port of Ostend



Fernand Desmyter,
Secretary General of the Department
Mobility and Public Works of the
Flemish Government



Q. Why has your port participated to the ESPO Award ?

Port of Antwerp

Societal integration is a key task for port authorities in the 21st century. We have developed a communication strategy to restore the links between the port, the city and its inhabitants. To achieve this we have to let the general public become acquainted with the port and learn about it. We aim to generate public support not only by bringing people from the city to the port, but also by taking the port to the city.

Port of Zeebrugge

On the "Flemish Port Day" citizens could discover the large diversity of activities that are going on in the port of Zeebrugge. Behind the scenes visits were possible in the otherwise well fenced and safeguarded but fascinating world of a seaport. On the same day a job platform was organized by the port companies in order to find skilled people for their port activities. The principal aim of our participation is to improve the awareness about the role of ports in society. The Espo award is an ideal opportunity to promote the multiple functions of a seaport to a general audience.

Port of Ghent

The Port of Ghent participated because our policy is to balance the economic function of the port with other functions: living, agriculture, landscape, nature and recreation. We proved this two years ago with our project "Strategic Plan Ghent Canal Zone" for which we got a special mention in the ESPO award 2009. This time we want to show that we very much engage ourselves in promoting the port also to the wider public of Flanders, people who do not necessarily live in the port. We also participated because we support the "Flanders Port Area" policy of the Flemish government.

Port of Ostend

Ports are more than loading and unloading cargo; added value is created in ports (whether small or big), of which employment is an important factor. Moreover ports are integrated in an environment and have to live in harmony with people around port areas while many persons have a negative

image of ports. The "Flemish Port Day" just wanted to give people the chance to see by themselves the social relevance of ports.

Q. Please describe your project in a few words

The Flemish government stimulates the cooperation of the four Flemish seaports with "Flanders Port Area", one of its strategic goals is to increase public support for ports.

How to better charm citizens than to immerse them directly into the port world? A "Flemish Port Day" with all of us organising, on the same date, an open day to the general public seemed to be a suitable strategy. The umbrella communication campaign of the "Flemish Port Day" was developed by the Flemish government and decided in consultation between us and all other involved parties. The local communication campaigns and the organisation were done on behalf of each port with a presentation in each of the maritime services of the Flemish government.

You cannot beat the real thing which was the main reason for us to organise a "Flemish Port Day": a day where everyone could experience their ports directly instead of just being "informed". We did not sell them a port or the "Port Day". We sold them in the first place a first-hand experience. This needed to be streamlined: each port presented a number of routes coupled with characteristic topics. Each activity/sight on the route featured a story told by one of our "people-in-the-port": Who better to give shape to the topic "living in the port" than... someone who really lives in the port? With the Location Based Storytelling Application we brought our tales to life. QR-codes and phone numbers, belonging to a certain route and sight, found in the paper version of the programme as well as in the ports themselves, generated stories told by children. Moreover all the different stories could be downloaded beforehand.

Q. At which stage of the implementation is the project? What are the results achieved as of now?

The “Flemish Port Day” took place on 25 June 2011. Despite the rainy and cold weather, it won the hearts of 56.000 visitors. The follow-up has been organised and the communication campaign, the coordination, the course of the Flemish Port Day and the cooperation with the stakeholders are evaluated. Assessment data were gathered in July and August 2011. Afterwards all the data will be processed in an assessment report that will be presented in October-November 2011, the actual end of the project “Flemish Port Day” 2011.

Q. What other initiatives do you plan to take in the near future to increase the societal integration of your port?

On 11 October 2011 “Flanders Port Area” will be organising an informative day on successfully engaging people living in the neighbourhood of investment projects.

Port of Antwerp

- More guided tours by bus, boat, car, bike starting at the MAS Port Pavilion.
- Publication of a recreational map covering the port area. We are currently experiencing a plan for placing information boards, benches, observation towers, to be ready in 2012.
- Maritime event (yearly).
- We are working with the city of Antwerp and Lillo Port Centre (Province of Antwerp) on a programme for young people: “Young Port”, a bridge between economics and education.
- Recreational/landscape: we help to set up nature reserves within the port area; working together with the Natuurpunt Conservation Society (brochure and observation hides).
- Maritime heritage, e.g. renovation of old port cranes.
- Founding partner of MAS, the new Museum by the River (history of the port).

Port of Zeebrugge

- A new media campaign (with an intelligent mix of several media channels) will be launched in the coming months to bridge the gap between the general public and the port and to foster societal integration of the port.
- The port targets to get the interest of young people. Guided tours will be organised for students. Several educational booklets will be distributed to infants, primary and high school pupils.
- On 4 July an observation post at the new sea-lock in Zeebrugge was inaugurated. The observation post is open every day. With the observatory the port of Zeebrugge aims at reducing the sometimes inaccessible and invisible character of the port. This initiative should close the gap between people and the port. After all a port is fascinating and offers unique and surprising views. From the platform on top of the container visitors can enjoy a unique view. It is located at the hinge point between the outer and inner port. Visitors can admire the cruise vessels calling or a gigantic car carrier that enters the sea-lock. The tower also offers a marvellous view on the ends of the two breakwaters, which lie about 3.5 km into the sea. Inside the observatory an exhibition gives explanations on the port and its environment. Benches and bike racks are provided. The exhibition inside the observatory is accessible to wheelchair users.

Port of Ghent

- We further implement our strategic plan 2010-2020 in which the objectives are based on clear choices concerning economic growth, space productivity, sustainable cooperation with stakeholders and corporate social responsibility.
- Moreover, we keep targeting the wider public by releasing means for sponsoring socio-cultural events and by offering, as from October 2011, free boat tours with our Port Yacht every Saturday.



Port of Ostend

- In autumn 2011, the port will organise bus trips on several Sundays, quarter by quarter, for all the inhabitants of Ostend, explaining the port activities while driving through the port.
- The mayor of Ostend, who is one of the directors of the port, plans two meetings per year with quarters surrounding the port area in order to explain the investment projects in the port and their relevance. He will give feedback to the port afterwards.



RIJEKA



address the problems and conflicts between the port and the city of Rijeka. In 2011, there were many effective meetings and workshops, consultations and other actions that will solve the problem of the urban redevelopment of the port facilities located in the Rijeka city centre, known as Delta and Porto Baros areas. Communication with citizens was regarded as very important especially in terms of creating a mutual vision based on the long public and expert perception and awareness of the need for the integration of the city residential and commercial spaces and its port. The conclusion was that citizens of Rijeka would like to see their port actively engaged with its environment.

The case of the waterfront development of the Delta and Porto Baros areas is a great candidate for the ESPO Award due to the strong and particular challenges of the project borne by overlapping activities of the World Bank procedures, oncoming EU port regulations and their relation to the existing Croatian law. It was of huge importance to realise that the port of Rijeka and the city can benefit from increased collaboration through agreed planning principles, understanding of social, economic and political conditions and a shared approach to waterfront planning that was eventually recognised by all parties' needs.



Port authority:
Port of Rijeka Authority, Croatia

Project name:
Port-city interface – Delta and Porto Baros areas

Person interviewed:
Bojan Hlača, Executive Director, Snježana Papeš, Project manager of Delta and Porto Baros



Q. Why has your port participated to the ESPO Award?

The relationship between ports and cities with the complementary development of the port of Rijeka in Croatia with its urban region is an economic, socio-cultural and also environmental priority of one specific component of the Rijeka Gateway project. For many years the Port of Rijeka has sought out appropriate planning principles, strategies and approaches that could effectively

Q. Please describe your project in a few words

Rijeka Gateway Project is one of the biggest projects in South-East Europe; the total investment in modernisation of the port of Rijeka is 190 million Euros (250 million USD) which includes 160 million Euros via a World Bank loan and 30 million Euros from the Croatian National Budget.

The modernisation, overhaul and restructuring of Rijeka port within the Rijeka Gateway project





is gradually changing the look of Rijeka port and coastline. The Port-City Interface redevelopment foresees a complete redesign and modernisation of a 17 hectares area in the centre of Rijeka, presently used for port activities, with various port facilities and warehouses. The decision to have the strictly industrial facilities, placed within the port area, transformed and redeveloped into new urban spaces providing public benefit to the city residents and visitors, is certainly an important indicator of the willingness to accept and follow modern European and global trends in the urban organisation of the city.

The most crucial part of the project that deals with urban redevelopment required a wide public awareness of the quality and accessibility of the port areas that can be improved as well as strongly influence the positive image of the port as a place to experience, live and work.

Q. At which stage of the implementation is the project? What are the results achieved as of now?

A preparation of the developers/investors selection for the Delta and Porto Baros areas is in progress. Relocation of port activities from the Delta and Porto Baros areas comprising an area of 17 ha of attractive land will enable transformation into urban areas, opening the waterfront to the citizens of Rijeka.

For that purpose, a market survey among developers and consultants was conveyed to discuss some general issues which will be useful for preparing a proper bidding documentation. The Port of Rijeka Authority invited also potential partners - developers to express their interest in the proposed investment, and participation in "Open Days" in September 2011.

Meanwhile, a wider public was also given the opportunity to get informed and involved in the port city interface activities via <http://www.mojadelta.com>, the communication platform which was created for the public to actively interact and comment on the current activities. Last but not least, this project envisaged to open the middle

part of the port basin to commercial purposes, the citizens were given the chance to have access to this part of the shore, the passenger terminal, the southern Delta and Porto Baros and to visit and use these parts of the harbour around the clock, thus creating new and attractive places in the city, more appropriate for an urban development on the Mediterranean.

Q. What other initiatives do you plan to take in the near future to increase the societal integration of your port?

- "Open port" events will be organised for the citizens: walking tours or guided tours on ships and areas of Delta and Porto Baros with the updated information on urban development.
- Public discussions will be held during the entire duration of the project.
- A dedicated website is under construction with the English version available for the international public.
- The art and sport manifestations and exhibitions that already take place on the 1,7 km long breakwater of the new port passenger terminal will be also possible on the waterfront.
- The main goal is to bring together both port and city entertainment, cultural, educational and recreational initiatives which will reveal to citizens the real meaning of the ideas "open port" and "open city" and how they should merge into one proper urban atmosphere.

LEMESOS

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Our decision to participate in this year's competition is based on the fact that we are proud to have already proceeded with one of our main development projects, at the island's main commercial city, Lemesos.

We are certain that this project is an exceptional sample of our social responsibility since it will retain the recovery and regeneration of the old Lemesos port, strengthen the city's town character and contribute to the area's revitalisation.

It will further enhance the general image of the ports under Cyprus Ports Authority's jurisdiction, as well as the organisation's image as a semi-governmental entity. It will attract different target groups, based on socio-economic profile, age, gender and general status characteristics, bringing the public closer to the ports world offering them at the same time the opportunity (through the Nautical Museum "Thetis" and Exhibition Centre) to gain knowledge on the ports and marine life history in Cyprus.

In addition, the project will generate a significant number of job opportunities within the market of the new regenerated Old Port area, for both locals and foreigners, let alone the financial/economic multiplier effects to CPA and the economy in general.



Port authority:
Cyprus Port Authority, Cyprus

Project name:
Development and Reconstruction of the Land Area of the Old Lemesos Port

Person interviewed:
Yiannakis Kokkinos, General Manager

Q. Why has your port participated to the ESPO Award?

It is our conviction that this award is very important being set up by the ESPO organisation, since it constitutes an additional motive for ports to act towards their societal integration with greater responsibility, cost effectiveness and with an actual and more practical/concrete approach.

Q. Please describe your project in a few words

The ambitious project, at an estimated cost of €18 million Euros, funded directly through Cyprus Ports Authority's resources, includes the construction and renovation of eighteen buildings of a total 5763 m² area. Buildings to be constructed include offices, restaurants,





cafeterias, bars, open parking areas, shops, a large central square and pedestrian areas as well as areas of cultural events. Two of the previously existing buildings in the area are being renovated preserving their original character, one into a nautical museum and exhibition centre and the other into a winery, which will also include a wine cellar and exhibition area on wine history in Cyprus.

The project's completion also entails the development of a pedestrian bridge, innovative landscaping and plazas with fountains, tree planting, walkways, cycle paths and parking areas.

Q. At which stage of the implementation is the project? What are the results achieved as of now?

The project is currently under construction. Construction works began on 4 October 2011. Actual results (as mentioned above) are expected to be reached once the project's construction works are completed, within two years.

Q. What other initiatives do you plan to take in the near future to increase the societal integration of your port?

Cyprus Ports Authority always tries to generally offer its best contribution to societal events and projects in progress. This is translated either with pecuniary contribution to cultural and/or other social events as well as with direct attendance and personnel contribution. These actions are an integral part of the Authority's operating activities and will continue as such.

Once the specific project is completed and once new occasions and/or needs come up, which may encourage new actions towards societal integration, the Authority will positively proceed with necessary actions.

LE HAVRE



Q. Please describe your project in a few words

The project was based upon two main creative communication drives: one displaying posters all over the city and port to circulate the idea that the port could now draw benefits from the implementation of the recent French port reform in terms of competitiveness and reliability to confirm its rank as a “major West European port”. The slogan was “Port of Le Havre, a new start” and the message: “250,000 people make Le Havre a major seaport in Western Europe”. The idea that every person working and living in the area was “carrying the port” illustrated the solidarity and complementarity of all port actors. A second one focused on the different port trades performed, illustrating the service quality and expertise of people at work. As a graphic continuation of the first image, the posters presented a series of 12 different pictures of a few port trades. The message was: “they, too, contribute to make the port of Le Havre...” with a different message end according to the trade. The posters were supported by press releases and radio adverts thoroughly describing the trade presented. The next stage will be a national and international campaign.



Port authority:
GPMH-Le Havre Port Authority, France

Project name:
Port of Le Havre moving closer to the population

Person interviewed:
Laurent Castaing,
Chairman of the Management Board



Q. Why has your port participated to the ESPO Award?

Port of Le Havre participated into the ESPO Award as it is essential for us and the port community to work in harmony and close relationship with the local population. The ESPO award was an excellent opportunity for us to show our concern for the societal integration of the port.

Q. At which stage of the implementation is the project? What are the results achieved as of now?

The two stages of the communication campaign are now over and the first results achieved are that we have had a very positive feedback from the population and the port community. People feel very concerned by the image of the campaign



and identified themselves into being the carriers of the port development. We have had many requests from the press and individuals to receive the written supports, the posters and have information about the port authority. All this meaning that Le Havre inhabitants love their port and wish to help it growing and being dynamic. Everyone in Le Havre feels involved in its success as most of Le Havre people directly or indirectly live on the port, the companies and firms set up in the area. GPMH has succeeded in emphasising the value of the local community and reinforcing the public support to port development. Our new port organisation provided the good opportunity to achieve this.

Q. What other initiatives do you plan to take in the near future to increase the societal integration of your port ?

We constantly have initiatives with our partners (the local community, port professionals, the City of Le Havre) to increase the societal integration of our port. For example, we have put prestigious premises (the ex-transatlantic harbour station) at the disposal of the Le Havre cultural centre "Le Volcan" to help them have a cultural season as usual during the time they perform upgrading works in their own buildings and we have developed a specific programme to integrate the port in the cultural life of the area. We also regularly participate in local public events, like those taking place in city and port districts during which we can present the port and its activities to the local population.

MARSEILLES



Q. Please describe your project in a few words

The Port of Marseilles Fos and ENSA-Marseilles (school of architecture of Marseilles), within the framework of its educational initiative, encourage the formation by the project and try hard to confront students to operational realities. This workshop allowed more than 100 students, distributed in 10 teams, supervised by professional architects, to wonder about the city port relationships, the sense and the symbolism of the gates of the port.

They also discovered the functional and technical requirements of a port and the importance for the territory of the harbour economy. During 15 days, bridges were tightened between two worlds; we could make the bet that some ideas will walk and, why not, will become a reality.

The objective was ambitious: help the students to understand a major industrial and economic space and its relationship to the territory. The challenge is to bring them to think on what would seem to be irreconcilable at first sight, to develop an industrial tool in town, in the heart of a coast in transformation, in a city which is subjected to a strong urban and land pressure. Which possible balances between city and harbour can be achieved?

Q. At which stage of the implementation is the project? What are the results achieved as of now?

Since 2010, themes chosen by the Port concerning fragments of its territory in association with the teaching team of the ENSAM are proposed to 100

Port authority:
Marseilles – Fos, France

Project name:
The urban gates of the port drawn by the students of the school of architecture of Marseilles

Person interviewed:
Dirk Becquart, Director of Development / CCO

Q. Why has your port participated to the ESPO Award?

We decided to participate to this 3rd ESPO Award because we deal with an original project in a city in renovation and a port in development. These works done by the students of the architecture school form a good exercise which brings a new vision of the relationships between the port and the cities of Marseilles, Fos, Martigues and Port de Bouc.





students to suggest possible scenarios. They have 15 days to advance on a developing city-port interface.

After this short period a return is organised. It takes place in front of a wide jury which allows to elect the prize-winning team, proposing an original project meeting the constraints caused by the harbour activities.

Q. What other initiatives do you plan to take in the near future to increase the societal integration of your port ?

The Port encourages also projects for citizens. It is acting for its population in order to discover its landscape and activities.

In 2004, the Port of Marseilles Fos decided to introduce new urban uses in the port area while preserving port activities by the way of a call for projects. The project which has been chosen is a shopping mall called the "Terrasses du port", it will be built on the upper deck of the port facilities (the ground floor will be preserved for port operations). It illustrates the example of co-activities: urban and harbour purposes, the architecture of the building will allow the passage on the ground of vehicles and the travellers to Corsica and Maghreb, in the same logic as the Silo. In June 2010, the building work started, it should open in 2014.

Since 2007, the Port organises open port days where citizens can discover the port installations of Marseilles and Fos by bus or by boat.

In 2013 Marseilles will be the European Capital of Culture. This will allow the Port of Marseilles to engage in partnerships on several projects, like the opening of the seawall to the population as a walkway, the transformation of an old building into a huge artistic show room. Moreover the port will welcome during 6 weeks an artist who wishes to build a project on oral history, the memory and the transmission through the relation between the port and work.

BAYERNHAFEN



which has a permanent impact must provide an insight into the various facets of the port in order to create real “port ambassadors”. When the oldest Bayernhafen location, the international goods hub of the west port in Regensburg, celebrated its 100th anniversary in 2010, we therefore adopted the motto “Experience the port first-hand”. Large numbers of people came and took home experiences which remained firmly rooted – in their minds and in their hearts.

Q. Please describe your project in a few words

To mark the 100th anniversary of the west port of Regensburg, Bayernhafen organised a festival for the public from 16 to 18 July – on land, on water and in the air. The recipe for success was: “Experience the port first-hand”. For the young and the not so young, for those who love technical stuff and nostalgic things, above all for families and children.

The programme highlights included trips on a historic steam train, a cruise vessel and flights around the port by helicopter. When it came to scooping up water, the children themselves took control of a 45-tonne port crane, and there was also the opportunity to gain an “engine driver’s licence” in a real shunting engine. As a front-seat passenger in a state-of-the-art reachstacker crane, visitors were able to watch containers being stacked from right up close.

Further attractions were a large technical show with transshipment equipment and transport vehicles, a water and shipping school for children, exhibitions about the waterway system and the Danube as a place for business and living, as well as guided tours at many of the companies which are based at the port.



Port authority:
Bayernhafen GmbH & Co. KG, Germany

Project name:
Experience the port first-hand - 100 years of
the west port – bayernhafen Regensburg

Person interviewed:
Joachim Zimmermann, Managing Director

Q. Why has your port participated to the ESPO Award?

As the operator of six inland ports in southern Germany, we know how important it is for ports to be accepted within society. “Port” must have an outstanding connotation among the public so that port areas can be expanded, new companies can be attracted and new employees can be recruited. This sustainable reputation is produced by engaging in continuous dialogue with all relevant target groups. Public relations work





The visitors came in great numbers – and went home in great excitement and having gained lots of new impressions.

Q. At which stage of the implementation is the project? What are the results achieved as of now?

What made the port festival so special was the great variety of different components which allowed people to actively experience things. So it was not just a simple visit, people were able to “experience the port first-hand” by sampling, experiencing and trying things for themselves, simply immersing all their senses in the atmosphere of the port. This opportunity to really get stuck in will live long in the memory of many visitors – both children and adults. This meant that the festival created port ambassadors in the best sense of the term.

Tens of thousands of visitors, including many families with children, came to Regensburg for the port festival - an impressive number in a city of around 150,000 residents. This illustrates that it was possible to turn a “port anniversary” into a major event for the region.

Q. What other initiatives do you plan to take in the near future to increase the societal integration of your port?

Thanks to the hugely positive response to “Experience the port first-hand” and the high level of demand, there are plans for a new version of this festival at regular intervals. The intention is also to employ the port festival concept at other Bayernhafen locations. This produces “port ambassadors” and people who then have a real affinity “with their port”. This delivers a potential for acceptance among the public which represents a real triumph particularly in light of possible future areas of conflict between maintaining the status quo and embracing plans for expansion.

For instance, we regularly offer guided tours of the port to classes of schoolchildren and

students. The “LimitLess” ideas competition is aimed at students from universities and colleges in Bavaria; with the “promotion award for logistics” the “Bayernhafen Gruppe” wants to bring together apprenticeships and professional life, science and practical experience. Various advertising campaigns on city buses and on regional radio are directed at the general public. During the open day at the Bavarian Ministry of Finance, we presented the Bayernhafen locations in the state capital Munich, well away from the waterway for shipments of goods.

HAMBURG

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importance to adjust the way we communicate as well as the type of communication we use to reach out to people in ways that are in line with their communication habits.

We succeeded in doing that with our Hafen TV project. Hafen TV is built on and stands for the societal integration of the port of Hamburg. It is an illustrative example of how complex topics can be made understandable and easily accessible to the population through the use of creative communication.

Hafen TV helps us engage in a dialogue with the citizens, the port's managers and decision-makers and the dockworkers.



Port authority:
Hamburg Port Authority, Germany

Project name:
Hafen TV

Person interviewed:
Jens Meier, Chairman of the Management Board

Q. Why has your port participated to the ESPO Award?

The societal integration of ports poses a tremendous challenge, especially so in Hamburg where the port is located right in the centre of the city and the city and the port area intertwine. We need to build understanding and support for the port and its operations and make the population proud of it. We are tackling this challenge and with our project we want to demonstrate that it is not only the ports that have to adapt to constantly changing requirements. It is of equal

Q. Please describe your project in a few words

Hafen TV is a programme that we co-produce with Hamburg 1, a local TV channel. The fortnightly 12-minute television programme showcases documentaries and interviews and presents news from the Hamburg Port Authority and the port industry as well as developments and expansion projects of wider-ranging importance. Hafen TV offers a platform where people from the port industry can have their say and provide authentic insights into their business. Furthermore, we feature activities and festivals which, apart from emphasising the economic importance of the port, also depict it as an attractive tourist destination that offers a lively cultural environment. The Hamburg Port Authority and Hamburg 1 make it a point that people are at the forefront of the format: dockworkers as well as managers give outsiders a better understanding of their tasks and projects.





Hafen TV aims to communicate to the public even complex subjects in an illustrative and comprehensible way.

Q. At which stage of the implementation is the project? What are the results achieved as of now?

Hafen TV has been aired since November 2009. On 1 January 2011, we launched a channel on YouTube to supplement the TV programme, www.youtube.de/user/hamburgportauthority

The TV format is now firmly established and has become a constant factor in the city of Hamburg and its port as well as a key feature of Hamburg 1st output. In a survey conducted by the broadcaster around 20% of the people polled in 2010 stated that they particularly liked the format of Hafen TV. More than 13,500 visitors on YouTube and over 21,500 film viewers within eight months clearly show how much the population is interested in topics revolving around the port.

Figures, talks and the interactions on YouTube show us that the programme contributes to making the port comprehensible, visible and attractive. Hafen TV offers a glimpse into the working world of the port which is often perceived as closed up. The format's value lies in the multiplier effect it has on the economic engine of the city and in addition, it merges what is separated by the River Elbe: the city and its port.

Q. What other initiatives do you plan to take in the near future to increase the societal integration of your port?

Hamburg has been named European Green Capital 2011 which, of course, has also moved the port into the focus of the public. On guided bicycle tours along the port, Hamburg's citizens can see, hear, smell and discover their port. School class trips, lectures and presentations at various public events outline the port's overall importance and raise awareness levels of the public. In addition, we take pride in the fact that we hosted the GreenPort Congress this year,

which allowed us to offer international experts a forum to discuss port issues right in the heart of the city.

Of course, there is also an array of events that take place regularly: the Hamburg Cruise Days fascinate guests and citizens alike, during the "Blue Port" light show the whole harbour lights up in magical blue and when the harbour celebrates its birthday, up to 1.5 million people flock to the city on the Elbe.

All this helps to reinforce and continuously improve the societal integration of the port of Hamburg. In this aspect, Hafen TV not only acts as an important multiplier but as a disseminator of the diverse topics and developments in and around the port, too.

THESSALONIKI



Q. Please describe your project in a few words

Knowing “The Mystic Port” aims at communicating the port of Thessaloniki to the city of Thessaloniki, as well as to the wider public community. It is an innovative project, at least for the Greek ports. The project which lasted one year (July 2010-July 2011) aimed at filling the gap in the port and port-city relationship. To do so, the project has been built on three pillars.

The first one was to communicate and open the port to young people. The second one was to communicate the port to the wider public and the third one to communicate the port to the port’s main stakeholders. In total the project included 19 actions (leisure, cultural, educational activities etc). Many of the actions were co-organised or had the support of many stakeholders of the city of Thessaloniki. Something that shows that the project has been accepted and adopted by the city with great enthusiasm.

Through the development and application of the project “Knowing the “Mystic Port”, Thessaloniki Port Authority S.A. made the first step towards a more friendly and open port to the local as well as the wider community.

Q. At which stage of the implementation is the project? What are the results achieved as of now?

The project duration was one year (July 2010-July 2011) and is already completed. However some of the actions included are still running giving the opportunity to the community to learn more about the port and its role for the economy, the society and the environment.

Port authority:
Thessaloniki Port Authority S.A., Greece

Project name:
Knowing the “Mystic Port”

Person interviewed:
Stylianos Aggeloudis, President and C.E.O.

Q. Why has your port participated to the ESPO Award?

Contemporary ports cannot be isolated from the city and the community in which they operate. The communication of the port to the city, the citizens and the port’s stakeholders is of vital importance. The ESPO Award is a great opportunity for Thessaloniki Port Authority S.A. to make publicly known its efforts towards the societal integration of the port and we hope that other port authorities might be inspired by some of the actions included in our project.





During the implementation of the project the citizens showed a vast interest in the events organised inside the port area. As a result there were extensive tributes to the organised actions via the media thus contributing to the further dissemination of the project initiatives and results. The project completion showed more than 30.000 people (in total) having a direct contact with the port area through their visit to the port as part of the project actions.

Q. What other initiatives do you plan to take in the near future to increase the societal integration of your port ?

Thessaloniki Port Authority S.A. will continue the efforts to increase the societal integration of the port. Apart from continuing some of the actions included in the project such as the school visits, the issue of ThPA's newspaper etc, the port authority is in the process of developing new actions in order to communicate the port to the community.

The locomotive of the new initiatives will be the completion of the project for the renovation of the port's first pier. The works will be completed at the end of September 2011 and the first pier will become the new meeting point for the citizens of Thessaloniki offering leisure and recreational activities as well educational activities via the development of two new museums (a water sports museum and a museum of the port's history).

LIVORNO

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activities developed in the last two years to establish a relationship between the port and the local community. Livorno Port Authority strongly believes that the ESPO Award is a good opportunity to give the "Open Port" project European attention. Moreover, the participation can be a profitable experience to share its experiences with other European ports on the theme of societal integration of ports.

Q. Please describe your project in a few words

Livorno "Open Port" is an integrated project started four years ago to promote the image of the port by opening its gates to local citizens. In each edition, from October to May, local students and citizens, through a series of completely free events (visits of the port, meetings at school, TV programmes, exhibitions, performances and concerts during the maritime day on 20th May, etc.), are invited to come inside the port to get to know the world that, for Livorno, represents its main economic driving-force.

Right from the beginning, Livorno Port Authority worked in agreement with the main port actors and with the local public bodies to devise the project, paying attention to the real necessities of dialogue and cohabitation between the port and the city. For the next edition, Livorno Port Authority intends to enlarge its philosophy, binding more societal stakeholders to the port in two ways: creating a port centre, which will be a crucial instrument in regenerating the connection between port and citizens and linking the "Open Port" project to the general renovation of the town related to the so called "Sea Gate" operation (the "Livorno waterfront renovation").



Port authority :
Livorno, Italy

Project name :
Open Port

Person interviewed :
Giuliano Gallanti, President

Q. Why has your port participated to the ESPO Award ?

Since its first edition, the ESPO Award has been a great occasion to communicate European ports' initiatives to better integrate the port within the town and to promote a greater understanding of the benefits ports bring to the community. Livorno Port Authority wholly supports the ethos of the ESPO Award: it participated in the first edition presenting the first two editions of a project called "Open Port" and in this one it delivers again this project to explain the new





Q. At which stage of the implementation is the project? What are the results achieved as of now?

Until now, four editions have been realised (1st Edition: October 2007 to May 2008; 2nd Edition October 2008 to May 2009; 3rd Edition October 2009 to May 2010; 4th Edition October 2010 to May 2011). A fifth edition is set to take place from October 2011 to May 2012.

Through time, the “Open Port” project has turned in a singular container of events which is nowadays a classic appointment for the town and has become the main Livorno Port Authority communication policy. In the first four editions over 20,000 citizens and school pupils visited the port and a little transformation of the Livorno port image started to take place, as well as a reintegration of the port as a key tool in the local economy.

The last day of the next edition will be a sort of start up for the project port centre creation which will be a real tool for the concrete implementation of the city-port relationship.

Q. What other initiatives do you plan to take in the near future to increase the societal integration of your port?

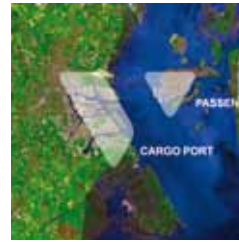
Besides the main activities designed to let local people become familiar with the port, the next edition “Open Port” is, as mentioned before, devising to enlarge its scope, linking with the general renovation of the town related to the so called “Sea gate” operation (the “Livorno waterfront renovation”) and starting the main operations to open in 2012 a port centre specially dedicated to get people becoming closer to the port.

At local level, Livorno Port Authority will also improve other important actions in the field of social integration: first of all, it will continue its collaboration with the municipality and with the local public bodies about the new Master Plan of the port; secondly, it will improve its “Extended Green Port” project, to bind all the port actors and

stakeholders also to environmental themes and to encourage a corporate social responsibility behaviour.

At international level, Livorno Port Authority would like to be in contact with the platform of European port centres existing right now (Genoa, Antwerp and Rotterdam) to be inspired by their successful activities and to share its experience with them.

VENICE



needs a specifically targeted communication, and yet a coherent communication line must be maintained. Furthermore, citizens, as well as port operators, must be engaged too, because the sometimes difficult relation with the surrounding city is another key issue for a port.

When I was appointed as President of Venice Port Authority, I felt that creating a symbol representing the Port of Venice (rather than the Port Authority alone) was not only a marketing tool, but also a chance for representing the port community and the city-port relationship as a whole.

The chosen payoff "Where the Earth revolves around the Sea" transmits, through the language of the Copernican revolution, the concept of a revolutionary change and of the beginning of a new era. It promotes the idea of the Port of Venice's pivotal role as promoter of a sustainable development, to the benefit of both its customers and the local community. Crucially, the payoff makes Venice's maritime tradition, the fundament of the city's very existence and the source of its vast cultural heritage, resurface to the mind and heart of its citizens, and awakes their civic pride.



Port authority:
Venice Port Authority, Italy

Project name:
Port of Venice – Where the Earth revolves around the Sea

Person interviewed:
Paolo Costa, President



Q. Why has your port participated to the ESPO Award?

By taking part in the ESPO Award we share our experience with fellow port authorities and can learn from their initiatives. In the current edition we present the way we tackled a port's main communication problem: coping with its audiences' diversity and extent.

People living in areas around the port, operators, the economic hinterland and costumers: each

Q. Please describe your project in a few words

The new, v-shaped, trademark is an icon synthesizing Venice Port's nature and structure as a cargo and a passenger port, depicting a city spread on both the lagoon and the mainland. The lettering is inspired by stencil fonts, common in the port tradition on boxes and on ships' hulls, but also used in the Venetian road signs reading the names of the "calli".



It can be seen as a North-East pointing compass needle, indicating the port's target markets (Central-Eastern Europe) and its hinterland (North-Eastern Italy). The colours (light blue and green) refer to water/sea and earth, elements meeting in every port (most significantly in Venice, literally founded on water), and recall how the port shares the citizens' aspiration to a sustainable development.

Decisively, the use of the trademark is extended to local companies to promote themselves as part of a wider community.

programme encompassing visits to the port, educational initiatives for school children and offering free availability of port buildings for city's events.

Secondly, we will continue financing projects benefiting the local community, such as the creation of an urban park on land currently used as a landfill.

Finally, we wish to implement a dialogue strategy with concerned citizens through the web, specifically by the means of the social networks.

Q. At which stage of the implementation is the project? What are the results achieved as of now?

The new Port of Venice trademark and payoff were launched during the 2010 Port Year inauguration ceremony, in the presence of all the stakeholders and the wider community.

The community was offered the chance to put the Port of Venice trademark along their individual ones. The stakeholders welcomed the chance of putting the new trademark side by side with their own and local bodies (such as civic associations and other institutions) use it in the instance of activities and events related to the port. This shows how either the goal (integration-identification), the process and the result were understood and well received.

Community members wish now to communicate to third parties their sense of belonging to the port. This could be achieved because the trademark and the payoff highlight the same priorities (development, sustainability and occupation) expressed by port operators and the city.

Q. What other initiatives do you plan to take in the near future to increase the societal integration of your port?

Our societal integration projects will follow three main lines. First of all, the engagement of the city's social components in our "Open Port"



examples of good practice and successful performance in the field of societal integration, providing a source of inspiration and a platform to share ideas. Recognition from ESPO is important, not only at local level, it is also proof of high international assessment that would boost up future performance and inspire future success stories.

Q. Please describe your project in a few words

For ten years the annual celebration of Riga City Birthday and the Anniversary of Riga Port take place in August in the framework of the Annual Riga City Festival. The city-port festival has become a beautiful tradition, providing a varied programme of attractive cultural and sports events. In 2010 while planning the Riga port 810th anniversary the Freeport has launched an initiative to enhance communication with stakeholders and society. It was the start of a new project, operational and enjoying sustainable development. Such tools as efficient and creative PR campaigns, cultural and sports events are being used to address the project target audience - the employees of the Freeport and its stakeholders as well as the users of the port services, the residents and guests of Riga.



Port authority:
Freeport of Riga Authority, Latvia

Project name:
The Port of Riga over Nine Centuries

Person interviewed:
Leonids Loginovs, Chief Executive Officer

Q. Why has your port participated to the ESPO Award?

The Freeport of Riga Authority is proud of its achievements in the field of societal integration. All events organised by the Freeport in the framework of the Riga Festival and Riga Port Anniversary, as well as everyday life activities have enjoyed an overwhelming response and have been highly estimated by Riga residents and guests, as demonstrated by the huge number of visitors.

The Freeport of Riga Authority wholly supports the ESPO Award project because it is an excellent opportunity for each and every port to present

Q. At which stage of the implementation is the project? What are the results achieved as of now?

The Project "The Port of Riga over 9 Centuries" was submitted and implemented in summer 2010 with the aim to maintain and further develop the port societal integration. In the process of its 810th Anniversary preparation and implementation, a considerable societal and media support was provided. The project is implemented and has become an annual event. Riga's residents and visitors enjoyed the festival, and people of different age groups actively attended the cultural and



FREEPORT OF RIGA AUTHORITY



sports events. The festival enhanced the image of the port as a friendly, open and accessible partner.

As a result the port has become more society-friendly. Children address the port as “My Port” in their drawings; many residents highly appreciate the port promotion of a healthy and sportive life style. Everyone that has heard or watched any of the 60 broadcasts in the framework of the contest “What do you know about the port?” is aware of many interesting issues associated with the Port of Riga.

Everyone had the opportunity to learn comprehensive information about the port’s history, about new and recent events from mass media and about the port’s everyday activities, by taking part in numerous competitions, by visiting the icebreaker Varma, etc.

Q. What other initiatives do you plan to take in the near future to increase the societal integration of your port ?

The very efficient cooperation between the Freeport of Riga Authority, the Riga City Council, municipal and culture promoting institutions and mass media began within the framework of the 2010 City-Port Festival organisation. One of the objectives of the Freeport Board’s policy is to make this partnership evolve, aiming to ensure societal integration and enhancing the port’s reputation as a socially responsible entity.

This year joint activities on the City-Port Festival organisation had a wider scope, providing numerous and attractive events for citizens and visitors. The culmination of the festivities was the Gala Choir Concert dedicated to the Port -a huge ship with high masts decorated the stage and was one of the main attractions presenting popular Latvian songs. The Freeport CEO and the Board Chairman presented the Freeport’s award to the legendary choir conductors, the Kokars brothers, to commemorate their 90th anniversary.

The Riga port anthem, performed by 7000 singers, was enjoyed by thousands of spectators, either live or via broadcast. The society-friendly Freeport has always been and remains an avid supporter of national heritage and culture.

However, our activities in the field of societal integration are not limited to the Port and City festival celebrations; our management has developed an Action Plan to implement diverse events and activities with the aim to enhance its image as a reliable partner and a good neighbour.

One of such examples is a cooperation agreement concluded with Vecmilgravis Development Association, which includes a series of activities designed to strengthen and harmonise the port’s and society’s interaction, creating a fertile environment for sustainable development. Various activities have been implemented:

1. “Our Port Yard” - Vecmilgravis art school students were invited to cover the port fence with drawings, so that children could display their understanding of what is going on behind it.
2. Children’s Festival in Vecmilgravis, one of the oldest port regions. Many activities were organised, involving children and their parents: dish painting, percussionists’ shows, stunt and puppet theatre shows, bike safety training, orienteering competition, etc.
3. Opening of the memorial to commemorate Latvian seafarers’ training institution, the Mangali Seamen School, founded in 1876 by Krisjanis Valdemars -the first Quay Festival, where both small and big participants could enjoy the historical atmosphere of Vecmilgravis as it was centuries ago.

The planned activities to be implemented:

1. “Our Port Quay” – Vecmilgravis coastline will be redeveloped into an attractive and comfortable leisure zone, that might become a traditional meeting place for residents and port people.
2. “What is going on in our port?” - A broad and continuous exchange of information between the Freeport and local community, involving many activities: organisation of guided educational and leisure boat trips in the port area for children and adults.
3. An educational short film “Our port” for children about the Freeport of Riga will be created. Combining documentary, acting and animation elements, it will provide interesting stories and wonderful revelations associated with the exploration of the port diverse and fantastic environment.

We will continue our Project!

KLAIPEDA



stakeholders who are enthusiastically engaged in the project "Dissolve the Boundaries: Board the Port!". It is also a way to enlarge the team of the project organisers, participants and supporters rather than observers.

Our goal is to bridge the interest of city and maritime communities, make them benefit from long-lasting historical co-existence, improve and expand maritime cultural assets, mutual relationships and comprehension and re-define "the boundaries" between the port and the city by changing people's attitudes.

Q. Please describe your project in a few words

The project "Dissolve the Boundaries: Board the Port!" is a multi-faceted public relations campaign, launched in 2008, which aims to bridge the interests of Klaipėda residents and its maritime community, to unveil socio-economic benefits generated by the marine industry, to get the city's inhabitants and visitors acquainted with the port activities, developments, perspectives and to improve the image of the maritime profession. The project consists of three components:

1. Free boat tours within the port waters for the general public guided by port representatives (for example, port managers, captains, executives, etc.).
2. Large number of national and international regattas and boat races, involving the local community as participants, observers, visitors, sponsors, organisers and promoters.
3. Widespread maritime activity-related promotion within the country: dissemination of information with new forms and tools of communications to awaken the interest in port activities, raise

Port authority:
Klaipėda State Seaport Authority, Lithuania

Project name:
Dissolve the Boundaries: Board the Port!

Person interviewed:
Dr. Eugenijus Gentvilas, Director General

Q. Why has your port participated to the ESPO Award?

ESPO, as the largest and the most important international maritime organisation, plays the role of a multinational platform to raise awareness of port-and-city confrontation issues and a place to share experience among other ports in the field of societal integration.

By gaining international attention and acclaim with this competition, the ESPO Societal Integration Award is also a tool to extend our gratitude to all





awareness in maritime environmental affairs, enrich knowledge of maritime cultural and historical values and heritage. This promotion campaign includes a number of nationwide competitions of drawing marine pictures, writing maritime poems and essays and creating maritime songs; a display of outdoor mobile photo exhibition and a port quiz on the website of Klaipėda Port.

Q. At which stage of the implementation is the project? What are the results achieved as of now?

The project “Dissolve the Boundaries: Board the Port!” is fully operational since 2011. However, with active involvement of all stakeholders, it continues to evolve. Creative forms and new tools of communications have been used in this project. For example, the Port anthem (song) was created (first publicly performed on stage during the celebration of the 20th anniversary of Klaipėda State Seaport Authority); the outdoor mobile photo exhibition was produced.

The success of the events proved the organisers that the project is crucial to unite maritime community and public.

Public opinions, community and individual feedbacks show that the project achieved very good results: port activity and related air and noise pollution problems are solved more efficiently and by joint collaboration of the port, municipal and national authorities.

Voluntary coastal (beaches, dunes) environment protection projects are organised. Increased enrolment in maritime schools is reported, maritime tourism is rapidly developing, the country’s population esteem as a maritime state is invigorated.

Interest, awareness, knowledge of maritime history and traditions help communities to enrich their culture, broadens their outlook, shape human values and attitudes. It also promotes the ideas of life-learning, voluntary engagement, tolerance, solidarity and mutual support.

Q. What other initiatives do you plan to take in the near future to increase the societal integration of your port?

The goal of Klaipėda State Seaport Authority is, primarily, to shape the long-term and all-inclusive guidelines of this public relations campaign, because our project continues to expand and embrace all maritime sectors. Later on, we intend to set-up and introduce a National Societal Integration Strategy.

The port’s societal integration will go to the upper stage with the development of an infrastructural waterfront. The impressive waterfront development projects Memel City and Sea Gates are emerging in the city centre. Historically located in Klaipėda Castle site, they will enlarge the old town and propose a large variety of entertainments.

Enlargement and revival of Klaipėda waterfront.

The remarkable revival of the areas on the Dane river estuary, in the very centre of the town, will unveil for the visitor and residents of Klaipėda the unique opportunities to enjoy the rebuild old town on the one side of the river, and to profit the modern entertainments on the other side.

Waterfront project SEAGATE, (right embankment of the Dane River).

In the territory of the former ship repair yard, in historical downtown Klaipėda, the waterfront is being reconstructed to preserve the maritime heritage: old warehouses, half-timber building and cobblestone streets will be reconstructed. Even more, it is planned to entirely rebuild the Klaipėda Castle which will be the largest sight of this kind in the city.

Waterfront project MEMEL CITY (left embankment of the Dane River).

The territory of the former ship repair yard will be reconstructed to offer outstanding business, residential, and entertainment facilities. The modern district which will boast of distinctive architecture will have a large variety of leisure areas, restaurants, hotels, parks, fountains.

OSLO



Q. Please describe your project in a few words

For two decades, there has been an intense debate about the Port of Oslo. Should Oslo be a “Port City” with an industrial port or should Oslo be a “Fjord City”, where the port areas should be transformed into residential and recreational areas?

The debate has harmed the reputation of the Port of Oslo. Our opponents argued that the ugly containers and the noise that follows port activity have no place in Oslo. The result of the debate is that the port stays in the city, but half of what used to be port is going to the new Fjord City. So we started this project in order to rebuild the harmed reputation of the port.

We made a new strategy for communicating with the wider public, to be used in paid advertising as well as in our communications in newspapers, television, own website and social medias. Our goal is to make the wider public think that “The Port of Oslo is more useful to me than I knew, and can give me more enjoyment than I thought.” For this concept, we have a slogan that follows the paid advertisement and the external communication in our own medias (website, Facebook, etc). The slogan is “The Port of Oslo. More than a pier”.

As a part of this project, we have made billboards in bus shelters. The campaign also aims to make people come down to the port area. One of the boards has the headline “You are now ca 5 km away from one of the four “Kiss and sail”-piers in the Port of Oslo”. All the billboards this year have a little map, our slogan “The Port of Oslo.



Port authority:
Port of Oslo, Norway

Project name:
The Port of Oslo. More than a pier

Person interviewed:
Anne Kristin Hjukse, Head of Communication

Q. Why has your port participated to the ESPO Award?

The lack of public support is a problem that the Port of Oslo shares with many other ports in the world. By participating in the ESPO Award, we hope that we can share our knowledge with other ports and equally important, that we can learn from them. Hopefully, this competition can inspire us all to find new ways of improving the societal integration of ports.





More than a pier” and the label “Discover the Port of Oslo”. This label directs the wider public to our Facebook-page. There they will find more information about these places and examples.

We also use the same strategy when we are promoting the Port of Oslo in newspapers and other medias. We find that the stories that make people think that “The Port of Oslo is more useful to me than I knew, and can give me more enjoyment than I thought” are easier accepted by the media than traditional port stories about the economic function of the port. Some of the stories that have been accepted by the media, are “The Port of Oslo is breaking the ice for people having ice baths the whole winter”, “The new boat of the Port of Oslo will be your knight this summer – it will help the shipwrecked and clean the fjord by picking up floating rubbish”.

Q. At which stage of the implementation is the project? What are the results achieved as of now?

Creative ways of communicating with the public has been our priority for several years. This year, we have used considerable resources on the concrete project “The Port of Oslo – more than a pier”. We have made a new billboard-campaign, revitalised our Facebook-page ([Facebook.com/Oslohavn](https://www.facebook.com/Oslohavn)), attended more exhibitions and fairs than ever, and have been more proactive towards the local media. This summer, we are also redesigning our website in order to communicate better with the wider public.

We have not measured the image of the port after we started this work, so it is difficult to “prove” that our strategy of communicating to the public is a success. Nevertheless, we are convinced that this is the way to go. Improving a reputation is a work that has to be done in the long term. We are patient and will follow the strategy in the years to come.

Q. What other initiatives do you plan to take in the near future to increase the societal integration of your port?

In the years to come, we will further develop the cooperation with our stakeholders and partners, take part in more events and stay focused on the project.

We have already augmented next year’s budget for the project, and we are considering the need for closer cooperation with our partners in order to further increase the impact of the project.

AVEIRO

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Nowadays the port is seen by the local and regional communities as a partner, as a friend with whom the community can count. This is why we believe that “Meeting Aveiro Port” translates exactly what is expected by the ESPO Award: the societal integration of ports.

Q. Please describe your project in a few words

The original and innovative characteristics of the Project “Aveiro Meeting Port” must be seen through the company activity in its society and country frames.

■ The Port of Aveiro was a pioneer in inventorying, cataloguing and preserving its Historical Archive and on its accessibility to the public in general and the scientific community in particular. This can be done either personally at the ADHAPA headquarters or through the internet thanks to the publication of the website <http://arquivodoportodeaveiro.org>.

■ The Port of Aveiro was the first Portuguese Port Administration to create its own YouTube Channel. There are 454 videos available, which puts the port in the top position regarding the number of videos published by public and private institutions of the Central Region of Portugal.

■ It was also the first Portuguese Port Administration to have official pages on Facebook and Twitter. It took a few years for other Portuguese Port Administrations to decide to follow the steps of the Port of Aveiro.

■ The Port of Aveiro is the only Portuguese port having a regular radio programme, the “Porto de Encontro” programme, broadcasted



Port authority:
Aveiro Port Authority, Portugal

Project name:
Meeting Aveiro Port

Person interviewed:
José Luís Cacho, President

Q. Why has your port participated to the ESPO Award?

The “Meeting Aveiro Port” project has been the successful start of several creative communication campaigns, activities and initiatives which the Port of Aveiro has launched to connect the port with all the citizens of the central region of Portugal and increase its integration in the whole country.

Today the Port of Aveiro is recognised regionally and nationally, a recognition never achieved before.





bimonthly at Radio Terra Nova. Besides information about the Port of Aveiro, we give special emphasis to local and regional community initiatives related to the maritime activity.

- In the same spirit of getting closer to the community, the Port of Aveiro Authority is carrying out solidarity objectives as well. This is the only one in Portugal to launch its own publication of Christmas cards with drawings of children and young people with special needs. The revenue of the sale of these cards is handed in full to an institution of social solidarity (CASCI, in Ílhavo).

Q. What other initiatives do you plan to take in the near future to increase the societal integration of your port ?

Our challenge, nowadays, is not to be satisfied with the results obtained. We intend to go further: a meeting is scheduled in 2012 with all the participants in the project. Its purpose is to prepare the "Aveiro Meeting Port 2", for the decennium 2016-2025.

Q. At which stage of the implementation is the project? What are the results achieved as of now ?

The project is fully operational. After six years, the results are clearly positive, due to the multiple initiatives, the community recognition and their consequent impact. The Port of Aveiro manages to affirm its 'brand' next to the stakeholders and national political decision-makers; improves the recognition of local and regional communities, with opinion leaders and local associations considering now the port as a partner. Before this project, the port was seen as a disturbing agent with an "abrasive" activity, unessential and even as a threat to its external environment.

Nowadays a healthy, honest, vigorous and proactive communication policy has become an integral part of the company practice and its corporate culture. Every project has now a communication component in its multiple aspects.

The pioneering nature of this great number of initiatives carried out by the Port of Aveiro, in the context of this project, deserves special attention. The list of initiatives in which the Port of Aveiro was original is already significant, inspiring also other port authorities (coopetition instead of competition).

KOPER

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of European ports are confronted with a similar lack of public acceptance and a deficiency of information and knowledge as to their operation. By sharing good practices we hope to contribute to the community of European ports.

Q. Please describe your project in a few words

The project particularly focuses on different communication channels and tools with which we spread the news and information to our employees, local inhabitants and all the others whose lives are touched by our port's operations. In order to be better understood, we strive to open outwards and through new channels of communication address our neighbours as well as commonly interact with the local population. In addition to operating in a green and people - friendly manner, beyond that which is mandatory under legislation, we strive to search for parallels and commonality with relevant groups in the realisation of local projects, employing the rule "walk the talk", both in our planning and operations.

Q. At which stage of the implementation is the project? What are the results achieved as of now?

The project is fully underway, the National Spatial Plan for our port has been adopted, so in the coming years we will continue with adding the elements to the project and keep upgrading the channels, themes and interaction with the local and other relevant public. Using social networks and searching for new channels to reach young people and other local groups has proven to be quite a friendly way to address our neighbours.



Port authority:
Port of Koper, Slovenia

Project name:
Živeti s pristaniščem – Living with the Port

Person interviewed:
Gregor Veselko, President of the Management Board

Q. Why has your port participated to the ESPO Award?

We have been developing and upgrading the project "Living with the Port" for more than 10 years now, so the reason behind our participation in the ESPO Award remains the same – we wish to present the challenges we face set within an urban and spatially-limited environment, as well as our responses to these challenges (Living with the Port project). We realised from the projects pertaining to previous ESPO Awards that most





We are aware that the establishment of the desired synergies is a long-distance race, but nonetheless our project has already resulted in the first changes for the better as well as fostered a more friendly relationship between the town and the port.

Q. What other initiatives do you plan to take in the near future to increase the societal integration of your port ?

One of the major objectives will be the realisation of the National Spatial Plan, in particular those points which anticipate environment-friendly photovoltaic generation of energy and the further greening of the port zone. The anticipated measures and new technologies will additionally reduce noise and light pollution. Currently, energy-saving bulbs account for seventy percent of the port illumination and the new system also ensures there is no light radiation above the horizontal. Up to eighty percent of waste generated in the port is collected separately for reprocessing, and organic waste from the entire Koper Municipality is processed into compost within the port's in-house plant. Further to the real-time publication of dust and noise measurements in the port, a light pollution map is also to be published.

The "Living with The Port" sustainable development portal together with a facebook profile is becoming a user friendly e-point at which all may acquire information about our operations, current events and issues that may affect them.

Each year we also expand the annual Port Day event, which is slowly becoming a true common festival for the port and the city.

STOCKHOLM



Q. Please describe your project in a few words

Stockholm is expanding and has the long-term aim and ambition of continuing to grow. In capital cities that are also port cities we see the same trend the world over – central, attractive port real estate is needed and is earmarked for development to create new housing, business premises and commercial districts.

Ports of Stockholm identified this development trend at the beginning of the 1990s and subsequently initiated a dialogue with leading politicians and civil servants to establish the best way forward for the mutual, integrated development of the city and the port.

At the same time a major internal effort began. The aim was to develop tangible solutions and proposals as to how the integration of the city and port could proceed physically and practically. At the same time an active communication plan was created to increase social integration by disseminating information and raising the awareness of politicians and the general public. The need for and value of port operations being locally available to a growing city were key messages in this communication plan.

This work is summarised in a project that describes the future vision for the port, 'Portvision 2015'.



Port authority:
Ports of Stockholm, Sweden

Project name:
Portvision 2015

Person interviewed:
Johan Castwall, CEO

Q. Why has your port participated to the ESPO Award?

The importance of sustaining port operations in close proximity to the city is not self-evident. We believe that participating in the ESPO Award leads to increased awareness of the importance of winning the hearts and minds of the general public and stakeholders. It is also important that the question is raised and discussed, and it is also an advantage in the work with Corporate Social Responsibility (CSR) to collect good examples to learn from.





Q. At which stage of the implementation is the project? What are the results achieved as of now?

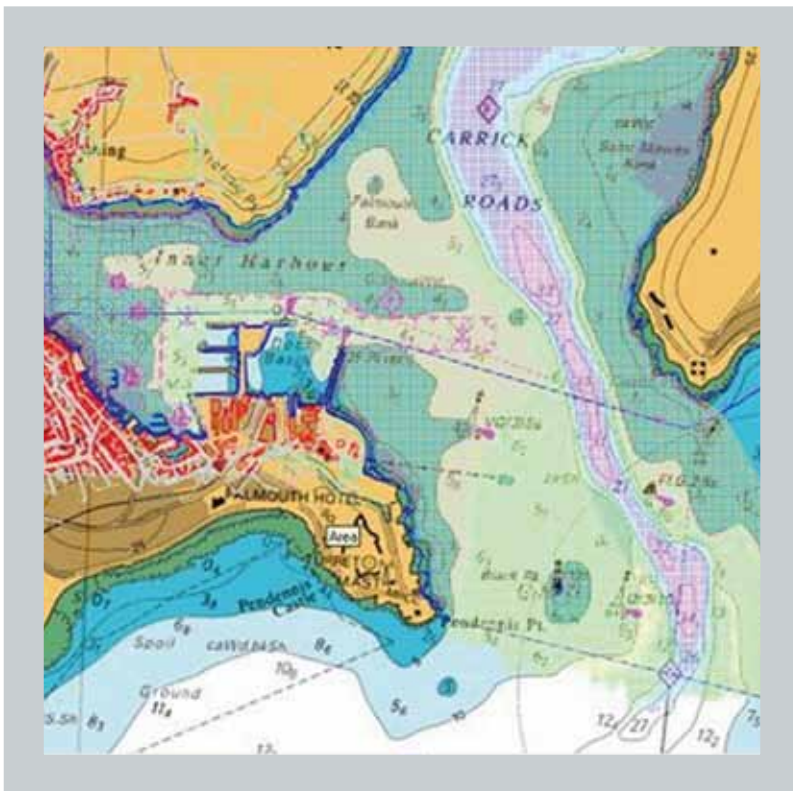
The communications plan that has been developed covers the period 2001-2015. Activities are currently being carried out and followed-up in accordance to the communications plan.

Q. What other initiatives do you plan to take in the near future to increase the societal integration of your port?

Activities within six different categories are developed and carried out according to the communications plan, each with the same aim of reaching the citizens of Stockholm and stakeholders, creating dialogue and disseminate information.

1. Collaborations
2. Digital presence
3. Exhibitions and events
4. Improving access to port areas
5. Environmental initiatives
6. Dialogue with stakeholders

FALMOUTH



address skills issues at a local educational level whilst ensuring a sustainable and costs-effective source of research of the port environment. We believe that the innovative ways that the port-stakeholder interface has been developed whilst raising the profile of the port and encouraging the development of a skilled port workforce through the FaME project has wider application. The ESPO Award would be very beneficial to disseminating these concepts.

Q. Please describe your project in a few words

Falmouth Marine Enterprise (FaME) is a partnership project between the local Marine College and the Port Authority. The partnership enables local students to bid to the Port Authority for sponsorship towards their final year research projects. The most relevant projects are awarded support and work based learning opportunities or directed to the relevant industrial contacts.

The venture encourages sharing of resources, joined up research for the port and raises awareness of the port activities within the local community. The port has gained a much greater understanding of the functioning of an educational establishment and identified the potential for running courses specifically aimed at providing marine skills for the ports industry. The college has gained an industrial partner with a need for research projects to be undertaken and the ability to fund or otherwise resource the research. The industrial contacts of the port authority allow for other appropriate industrial sponsors to be identified. Students gain experience in presenting their ideas in a competitive environment and support to facilitate their projects.



Port authority:
Falmouth Harbour Commissioners, United Kingdom

Project name:
Falmouth Marine Enterprise (FaME)

Person interviewed:
Captain Mark J. Sansom, CEO and Harbour Master

Q. Why has your port participated to the ESPO Award?

Falmouth Port is one of many European ports finding a skill deficit when recruiting for relevantly qualified port employees. We have also identified areas where tension exists between socio-economic aspirations and environmental management.

A partnership with the local Marine College enables Falmouth Harbour Commissioners to





Q. At which stage of the implementation is the project? What are the results achieved as of now?

Nearing the end of the inaugural year, FaME aims to expand year on year with a five year goal to create an “exemplar” training package or “tool box” for ports to adopt to assist with the development of their port-stakeholder interface. By the end of year one the enterprise has successfully embedded the principals of FaME into the local community and delivered quick wins to all partners involved. As the potential benefits are realised FaME increasingly facilitates a forum for communications, engagements and cooperation of commercial port stakeholders.

Outputs to date include;

- Significant external funding and further interest in FaME from external organisations.
- Five high profile public exhibition and seminar events.
- A pilot website designed and developed and managed by local students.
- Small scale trial of new, work related assessment programme for students introducing students to the importance on networking skills, ambassadorial skills and professionalism.
- A special edition of all the student work in Falmouth Port in the Ocean and Coastal Management academic journals.
- Public engagement and interpretation materials, explaining port activities and the marine environment to the local public (incorporated into Port Authority shop window)
- Preliminary exploration of designing and running marine skills courses.

Q. What other initiatives do you plan to take in the near future to increase the societal integration of your port?

Through FaME, Falmouth Harbour Commissioners are seeking to establish an exemplar Marine Skills foundation degree (i.e port skills specific) at the local college (Falmouth Marine School). Falmouth Harbour Commissioners hope to facilitate the work based learning and marine skills element to the course and have commenced liaisons with external partners to develop a Port Marine Skills foundation degree approved curriculum.

As a potential and sustainable marine skilled workforce emerges for the port sector, FHC expects the awareness of port issues within the local community to also develop.

ESPO CODE OF PRACTICE ON SOCIAL INTEGRATION OF PORTS



ESPO published in May 2010 a Code of Practice on Societal Integration of Ports. This Code builds on the experience of the first edition of the ESPO Award and resulted from the project "People Around Ports" that was initiated by the Port of Rotterdam.

The Code brings together a series of practical recommendations that can guide port authorities in improving their general public image, attract young people to work in the port and make people living in and around the port area their ambassadors.

The code is available from :
www.espo.be

COLOPHON

The ESPO Award Statue and Logo were designed by François Schuiten.

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