

North Tyrrhenian Port Center Network

Past, present and future of the North
Tyrrhenian Ports Outreach Strategy

Francesca Morucci

Head of Promotion and Public Relations Office

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SPEAKERS PRESENTATION



Claudio Capuano

Manager of Promotion, Public Relations, Training, Transparency and Anti-corruption Department

- Philosophy University Degree
- Coast Guard Officer in the Italian Navy
- Port of Piombino Harbor Master (12 years)
- Manager at Piombino and Elba Port Authority (20years/ budget, personnel, transparency, anti-corruption, general administration)

Francesca Morucci



Head of Promotion and Public Relations Office

- PhD in “Territorial management, urbanism” + 2 Master degrees (semiology and communication)
- 2 years Secretariat and PR at Porto di Livorno 2000 (Livorno passenger terminal)
- Secretariat/Promotion and PR at Livorno Port Authority/PNA of the North Tyrrhenian Sea (23 years-international cooperation, promotion and communication, port urbanism)
- representing NTPN on several bodies such as ESPO « Cruise and ferries network », AIVP board, and the MedCruise Association

The NTPN Outreach Strategy

What is an outreach strategy?
(Wikipedia)

An outreach strategy is a specific set of tactics intended to attract new customers. Depending on the complexity of your sales organization, your outreach strategy can consist of one action or a combination of multiple tactics.

For about 20 years with «Open Port» the former Livorno Port Authority, nowadays Port Network Authority of the North Tyrrhenian Sea, has been working to improve the port-city integration.

OBJECTIVE
To link ports and cities

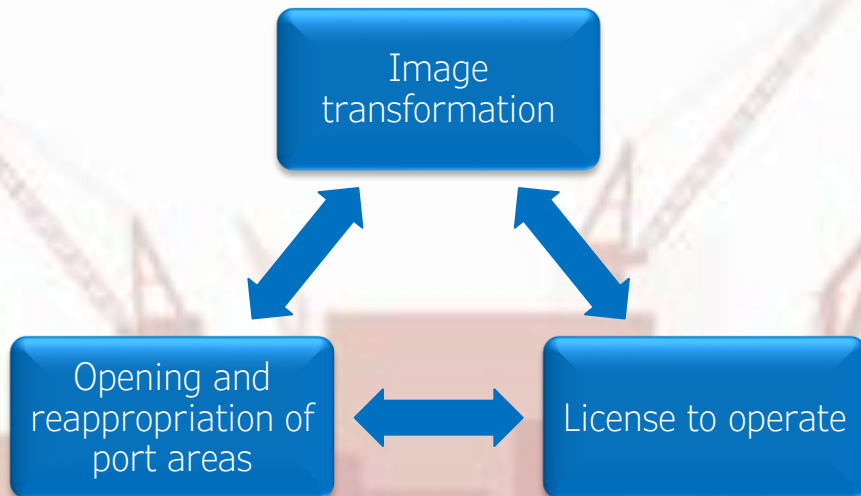
Integrated and strategic project to link the ports to the cities and to their territories through a series of completely free events to be closer to the community, inviting people to come inside the port, beyond its customs gates, to get to know the world that represents their main economic driving-force.

“Open Port” project (from 2007) is a sort of umbrella that brings together different actions to reach a better understanding of the port within its community, most of all local citizens, school sector and universities. Its first aim is to promote the image of the port by opening its gates.

PRESENTATION OVERVIEW



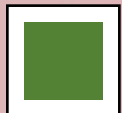
1. PORT NETWORK AUTHORITY OF THE NORTH TYRRHENIAN SEA PRESENTATION – C. CAPUANO
2. NORTH TYRRHENIAN OUTREACH STRATEGY- F. MORUCCI
 - A. Time table overview
 - B. The «Open Port» Project
 - C. The Old Fortress and the waterfront integration
 - D. The Livorno Port Center, a knowledge urbanism tool
 - E. The project for a North Tyrrhenian Network Port Center
3. CONCLUSIONS
 - A. Back to the time-table with some photos/docs/slogans
 - B. 16 years on: taking a stock....some lessons learnt



THE ESTABLISHMENT OF THE PORT NETWORK AUTHORITY

Claudio Capuano
1/2

- Following the Legislative Decree n. 169, 4th August 2016, the North Tyrrhenian Port Network Authority was set up, including the ports of **Livorno, Piombino, Portoferraio, Rio Marina, Cavo and Capraia Island**
- North Tyrrhenian Port Network accounts for over 14% of Italian Port traffic (Ro-Ro, Containers and General Cargo) and holds the national record for ro-ro traffic and number of commercial vehicles handled
- The natural logistic **leading node for Tuscany on the Scandinavian-Mediterranean TEN-T Corridor** not only for ro-ro traffic but also forest products and new cars



NTPN presentation 1/2



NT outreach strategy



Conclusions

THE NORTH TYRRHENIAN SEA PORTS IN A NUTSHELL



2° Italian network
for passenger traffic

2° Italian network
for ro-ro traffic

4° Italian network for
tons

Livorno 1° Italian
port
For forest break-bulk
products and new cars

Livorno 3° Italian
port
gateway for container
traffic



A- Time-table overview

EU's
Integrated
Maritime
Policy

E.V. Hoydonk Soft
Values of
Seaports: A
Strategy for the
Restoration of
Public Support for
Seaports

European
Maritime Day
—each year 20
May

ESPO Code
of Practice
on Societal
Integration
of ports

ESPO AWARD
Creative Strategies
to Communicate
the Port to the
Wider Public

ESPO Code
Presentation
to AIVP- Port
Center
Network
Charter

First Port
Center
network
meetings

2007

2008

2010

2011

2010-
2012

*Open Port
Project starts as
an experimental
project*

*Open Port
becomes a
formal project*

*First
presentations
of Open Port at
an international
level-
the idea of a
port museum in
Livorno starts*

*Open Port
submitted to
ESPO Award 1
project in 2013
(heritage) -
one of the three
finalists*

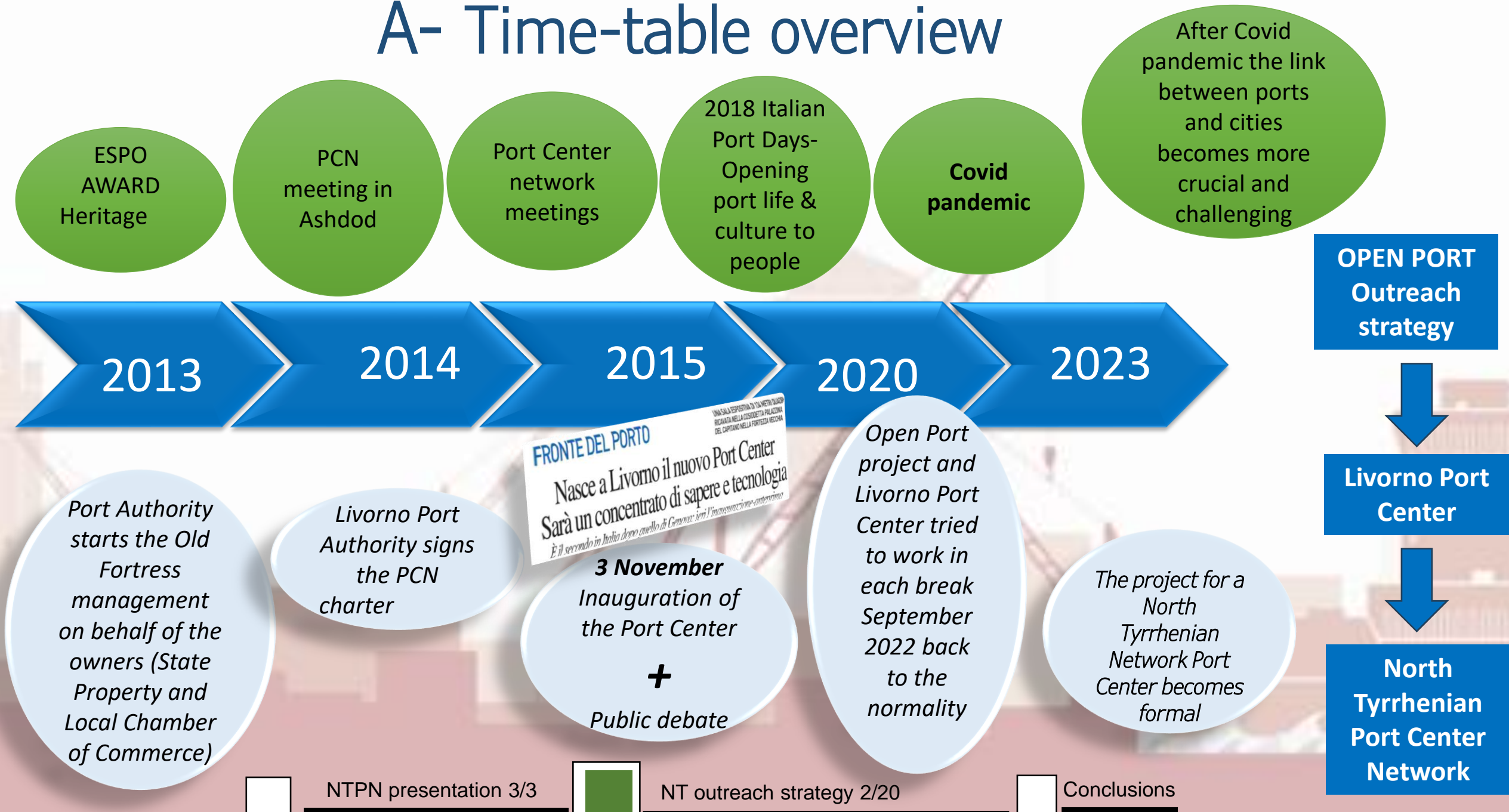
**FROM THE
IDEA OF A
PORT
MUSEUM IN
LIVORNO
TO THE
LIVORNO
PORT
CENTER
PROJECT**

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NT outreach strategy 1/20

Conclusions

A- Time-table overview



A- Time-table overview

2007



2023

The AIVP Agenda 2030
10 goals indicating the
main challenges for
sustainable port cities,
and 46 measures for
action.

Each one of AIVP's 10
goals connect to
several UN SDGs,
responding to the
holistic approach we
need for sustainable



01 - CLIMATE CHANGE ADAPTATION

Preparing city ports for the consequences of climate change



02 - ENERGY TRANSITION & CIRCULAR ECONOMY

Innovative sustainable energy and industry for city port territories



03 - SUSTAINABLE MOBILITY

Finding new mobility connecting city and port



04 - RENEWED GOVERNANCE

Using innovative governance for sustainable port cities



05 - INVESTING IN HUMAN CAPITAL

Human capital for port and social development



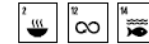
06 - PORT CULTURE & IDENTITY

Local port Identity as a key asset for sustainable relationship



07 - QUALITY FOOD FOR ALL

City ports are crucial for sustainable food distribution



08 - PORT CITY INTERFACE

Port city interface is a resource to mix different programs



09 - HEALTH & LIFE QUALITY

Having good living conditions a priority for the city port



10 - PROTECTING BIODIVERSITY

City port biodiversity must be preserved and protected



NTPN Documento Pianificazione Strategica Sistema- DPSS



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Conclusions

B- 2007-2023: 16 year of “Porto Aperto-Open Port”

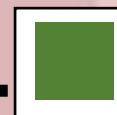
- Guided tours to the port of Livorno
- “Porto Aperto News” local television broadcast both in Livorno and Piombino (the main ports of the Port Network)



- From 2017 guided tours to the ports of Piombino, Portoferraio, Capraia Island
- Livorno Port Center and Historical Vessels Warehouse as an essential part of the general project



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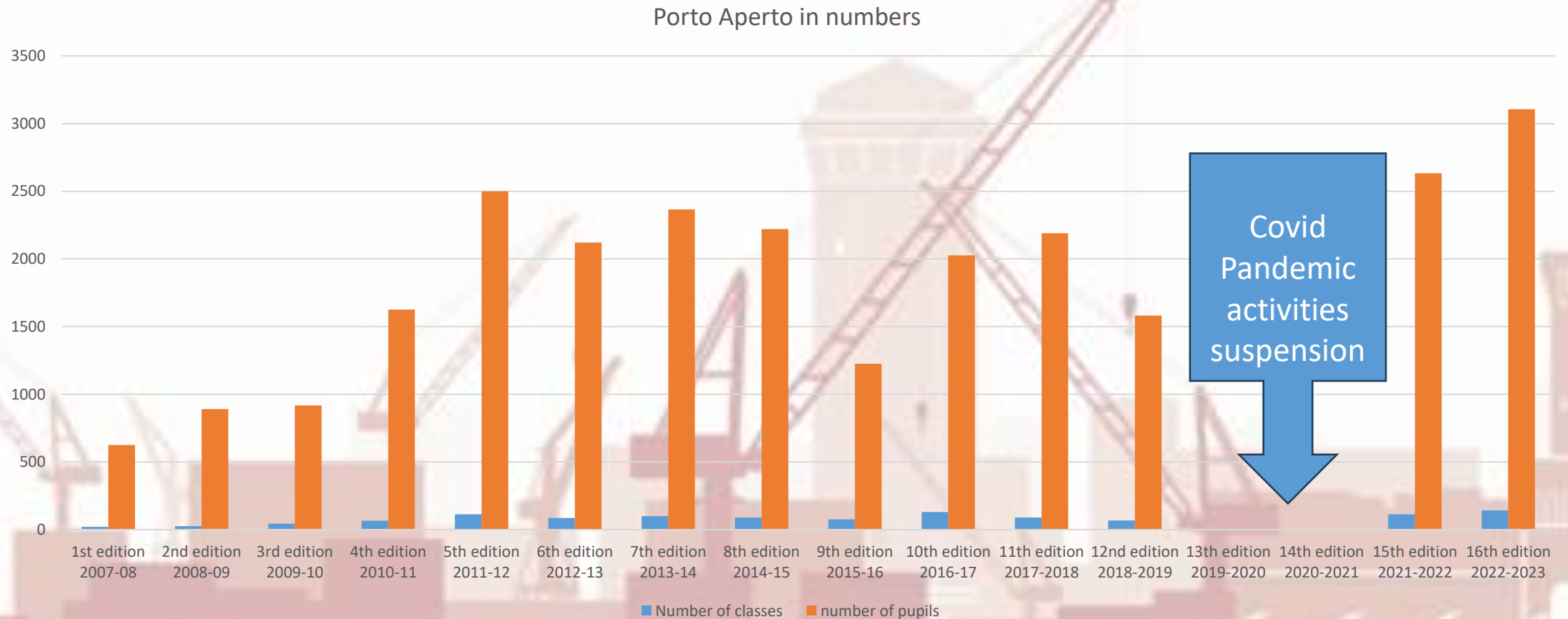
NT outreach strategy 4/20



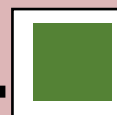
Conclusions

B- "Porto Aperto" in numbers

Starting from its 1st edition in 2007, the project has involved about **25,000** students (on average 100 students every week throughout the school year)



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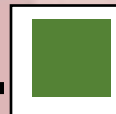
NT outreach strategy 5/20



Conclusions

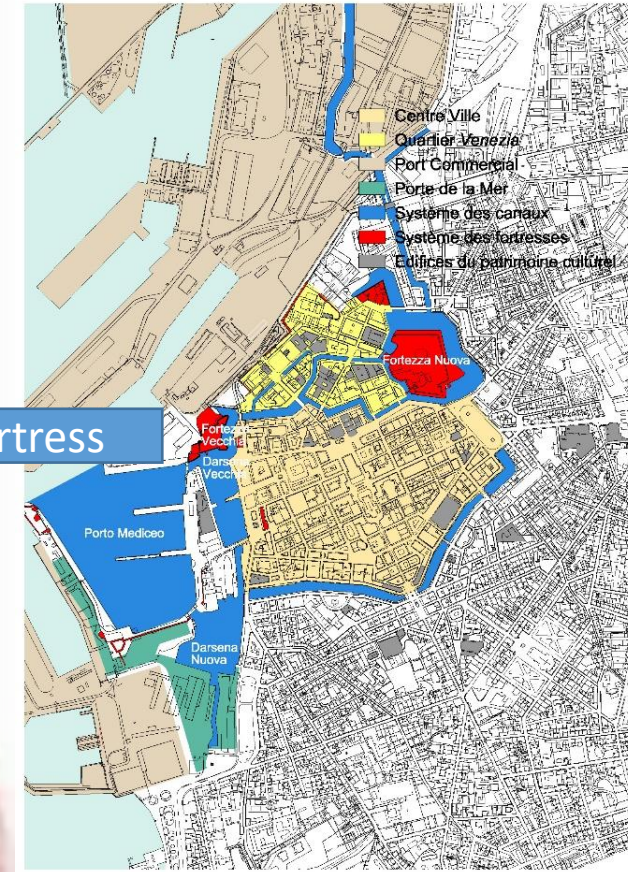
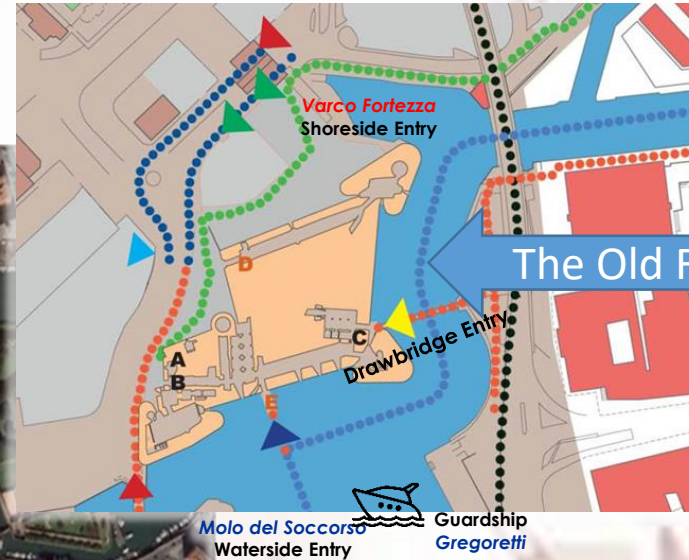
C- The Old Fortress and the waterfront integration

Since 2013 the Port Authority is responsible for managing the **Livorno Old Fortress**, the main symbol of the city, situated in the area of pax terminal, in the waterfront core



B+C= experience and services provided for 16 years

Locations on Livorno port's territory



Physical
accessibility



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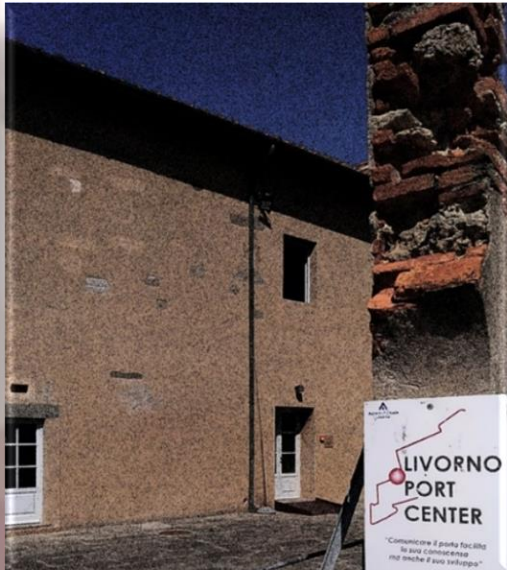
NT outreach strategy 7/20



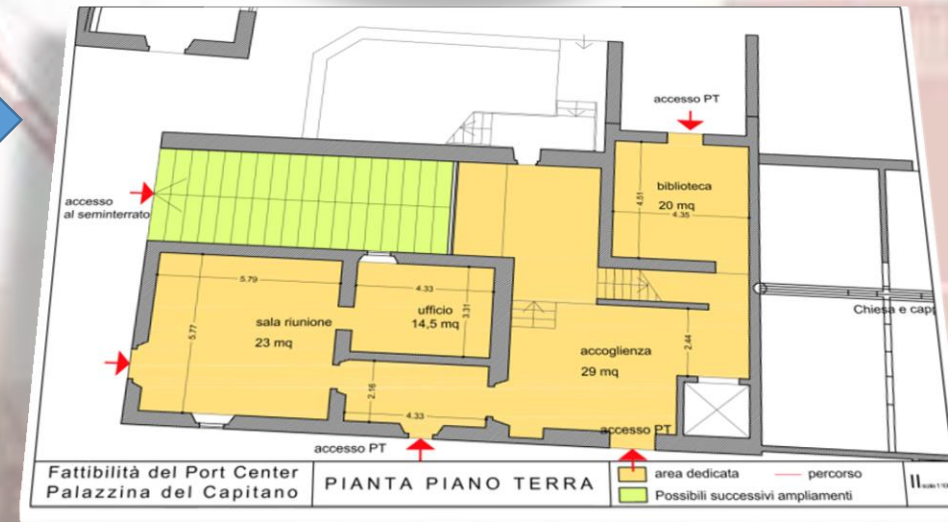
Conclusions

D- The Livorno Port Center: technology in the core of history

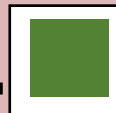
Situated into the Old Fortress of Livorno, the Livorno Port Center is attractive not only for students, but also for port passengers and tourists, considering its fascinating location in the core of one of the most important monuments of the city



- Surface area of the **Port Center Exhibition** 458 sqm:
- 179 sqm ground floor, with offices and library of 133 sqm, reception and exhibition 46 sqm
- 223 sqm first floor, with toilet, safety scale and stairwell 76 sqm, exhibition hall 147 sqm
- 56 sqm attic, with technical spaces



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Conclusions

D- Target visitors

- The main target groups: pupils and teachers of primary schools, students of high schools and universities
- During the cruise season as well as on special dates (Christmas period; summer events organized in the Old Fortress): ships passengers, tourists and local people
- Official delegations visiting the port of Livorno



D- The edutainment trail: the multimedia lab

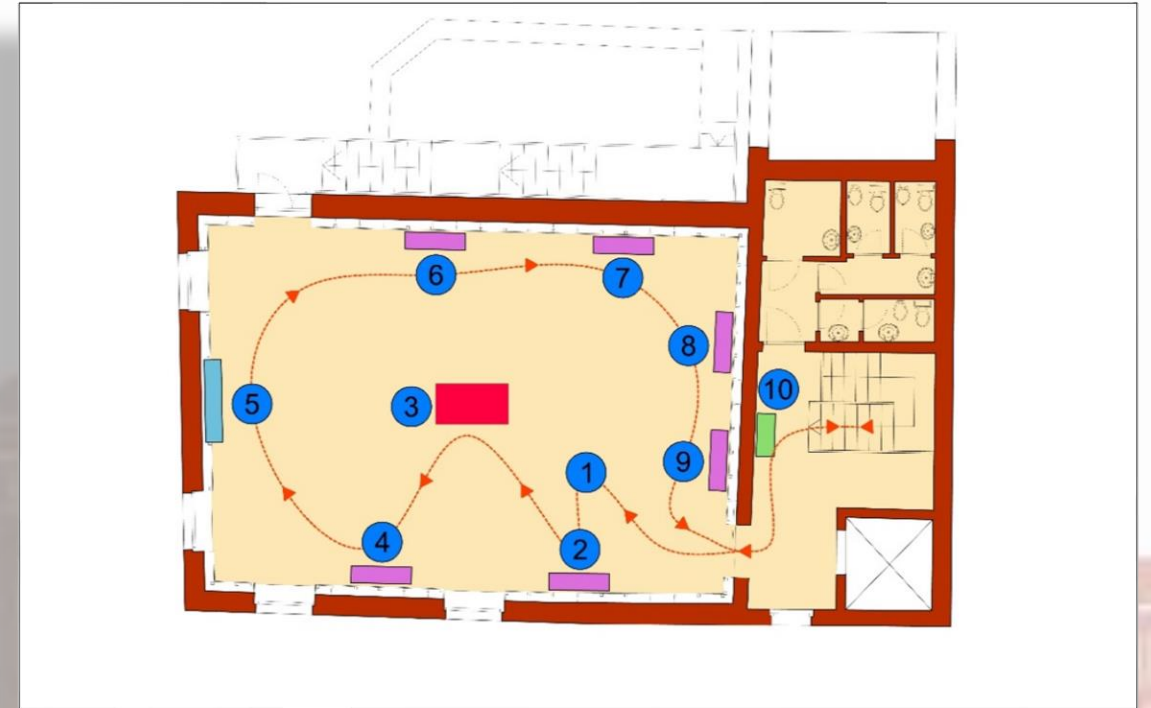


- Discovering and experiencing the port from the inside, using virtual reality and kinetic technology that allow different kinds of interaction. The main contents are explained in a form that can be understood by all, without renouncing to technical and sector information
- Promotion and dissemination by using tools that can generate aware and pleasant experiences with a view to the emotional formation of visitors



D- The edutainment trail: the virtual tour

The multimedia lab of Livorno Port Center hosts 9 interactive exhibits dedicated to different dimensions of the port world, also available at <http://www.livornoportcenter.it/en/virtual-tour/>



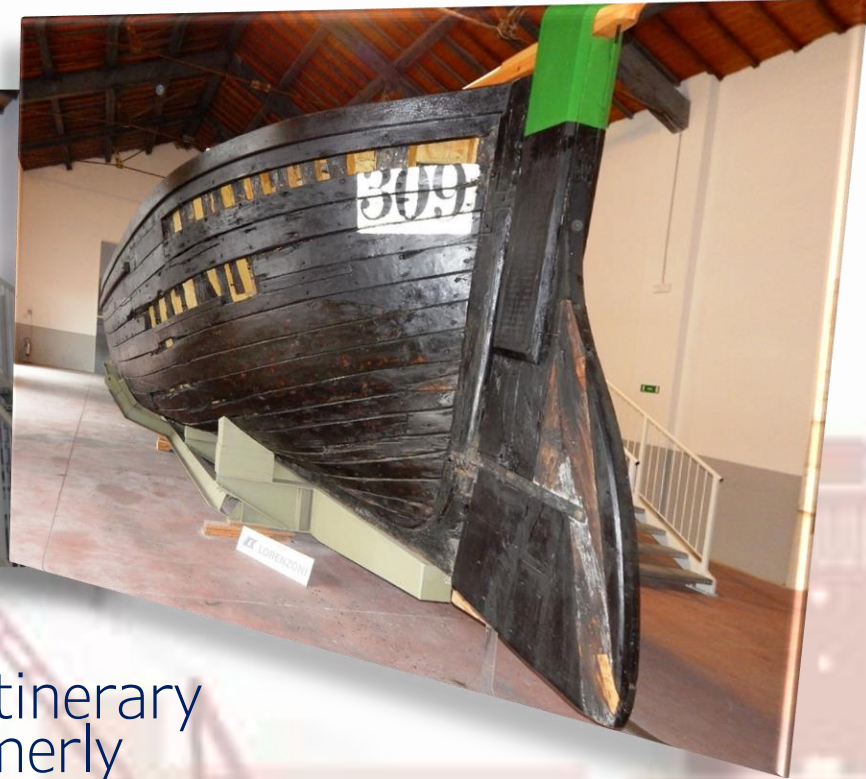
1. Ceiling multiprojection;
2. The port of times past;
3. The port today;
4. Marine traffic;
5. Actors of the port;
6. Categories of cargo;
7. The containers;
8. Customs and port procedure;
9. The port, the city and the surrounding area;
10. Ship simulator



Exhibit	Name	Devices	Exhibit total duration (minutes)	Video number	Split video duration (minutes)
1	<i>The port</i>	Multivision	02:55:00	--	--
2	<i>The port of times past (7 videos in sequence)</i>	Video projection + Kinect	14:42:00	1	01:27:00
				2	01:08:00
				3	02:00:00
				4	02:30:00
				5	01:15:00
				6	00:58:00
				7	02:29:00
3	<i>The port today</i>	Touchscreen table	free	--	--
4	<i>Marine traffic</i>	Video projection + mousepad	free	--	--
5	<i>The main actors of the port (8 videos)</i>	Sliding Monitor	19:00:00	1	01:56:00
				2	07:32:00
				3	01:29:00
				4	01:53:00
				5	01:21:00
				6	01:41:00
				7	01:29:00
				8	01:39:00
6	<i>Categories of cargo (6 videos)</i>	Video projection + tag recognition system	15:00:00	1	02:30:00
				2	02:30:00
				3	02:30:00
				4	02:30:00
				5	02:30:00
				6	02:30:00
7	<i>The main port operations: Container (3 videos)</i>	Video projection + Kinect	03:50:00	1	02:09:00
				2	00:34:00
				3	01:07:00
8	<i>Custom and procedure (video presentation – 2 sequences)</i>	Video projection + interactive pushbuttons	06:00:00	1	03:00:00
				2	03:00:00
9	<i>The port, the city and the surrounding area (3 videos)</i>	Video projection + Kinect	06:04:00	1	02:05:00
				2	02:11:00
				3	01:48:00
Total duration:			64:36:00		



D- The edutainment trail: the Historical Vessels Warehouse



The Livorno Port Center exhibition itinerary also includes the Warehouse formerly belonging to the National Railway Company, currently hosting 5 historical vessels + the tugboat "Gregoretti" moored in the Mediacean Port

Covered surface area of the Historical Vessels Warehouse 795 sqm + Courtyard's surface area: 883 sqm = Total surface: 2136 sqm



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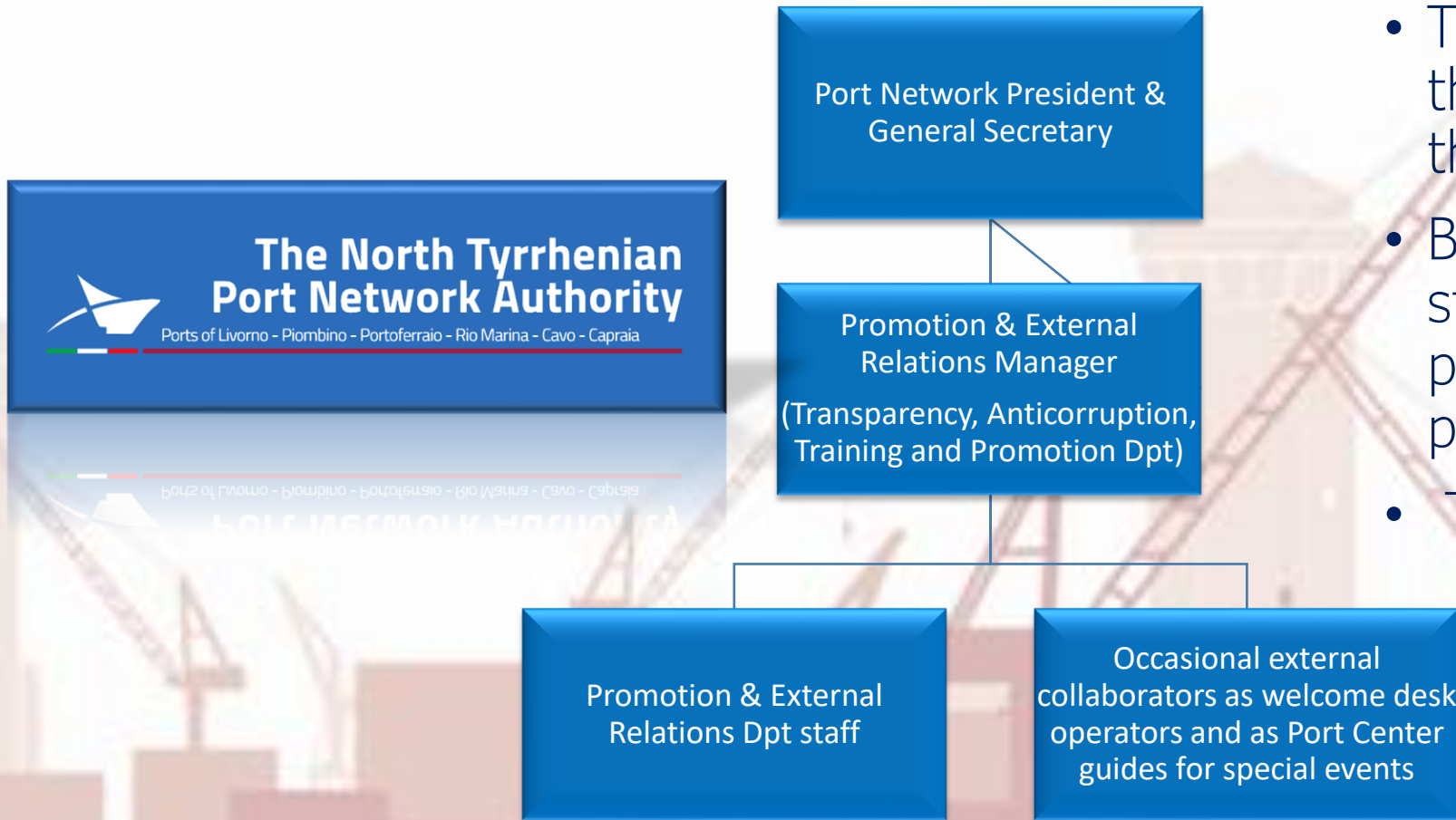


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Conclusions

D-The Port Center management and staff



- The Port Center is managed by the Port Network Authority of the North Tyrrhenian Sea
- Being a port managed structure, and the port being a public body, LPC is also a non-profit organization.
- The entrance is free



NTPN presentation 1/3



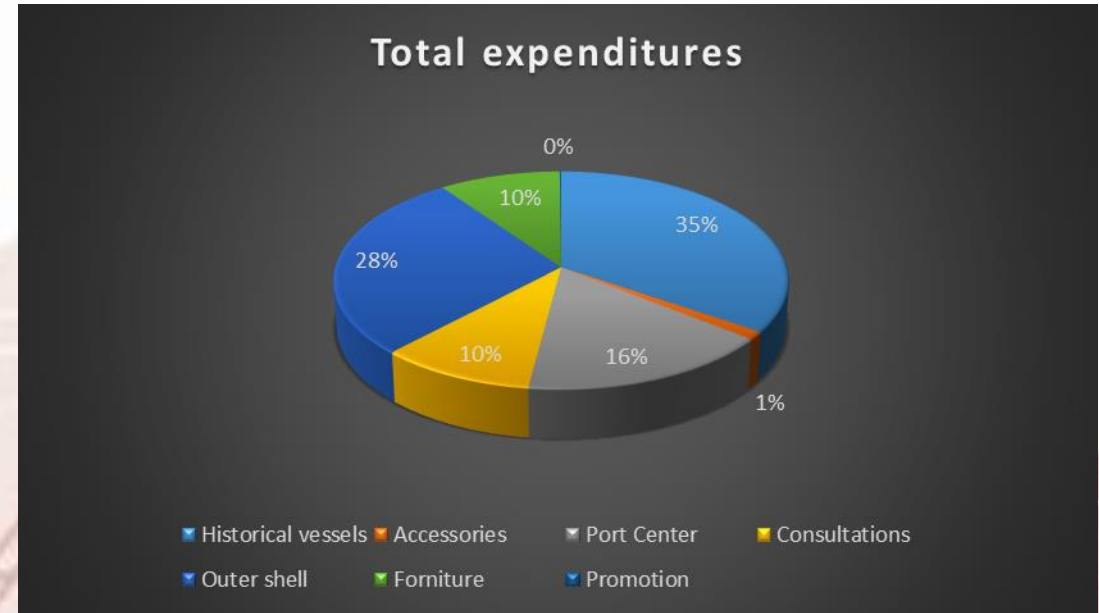
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Conclusions

D-Source of revenues and budget

- Up to now, the building of LPC has been totally financed by the former Livorno Port Authority, with the contribution of Provincia di Livorno and for a small part of an European project (IT-FR Maritime Programme)
- Nearly all “hard” expenses have regarded the technological asset, the restoration of the offices and of the room hosting the media lab
- There are no ticket sales, nor space rentals to be paid
- Average annual budget (including the Old Fortress): € 250.000,00



- A secondary area of expenditure is the website, as well as the communication and promotional activities

D-The main cost items in the building budget

Expenditures	Total amount committed	Notes
<i>Historical vessels</i>	€ 405.930,69	Vessels restoration
<i>Accessories</i>	€ 13.874,38	Posters and plaques
<i>Port Center</i>	€ 192.198,80	Multimedial equipment
<i>Consultations</i>	€ 117.564,69	Pisa University - Installations design
<i>Outer shell</i>	€ 330.582,20	Repair and restoration of the buildings
<i>Forniture</i>	€ 113.908,22	Historical vessels warehouse
<i>Promotion</i>	€ 1.362,00	Inauguration
Total	€ 1.175.420,98	



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Conclusions

D- A view to some Port center Activities «I Giovedì del Port Center» and the North Tyrrhenian Ports Library

November-June: in the wake of «Les jeudis du Port Center» or with a view to sharing experiences with other Port Centers, since 2017 the Livorno Port Center organizes a series of Thursday afternoon – one afternoon – through issues with particular attention to clues and themes regarding the interaction between port and city



In May 2022, after the complete book digitalisation the North Tyrrhenian Ports Library has been opened and included in the online network of Port Libraries. The first step was taken by private and public partners. New resources which the Port Center Library



The most successful activities aim at **promoting awareness** of the port to visitors, also organizing several **activities regarding port's issues** (the new Italian ports' law, "Port Innovation Day", trainings in the port-logistics sector dedicated to secondary schools)



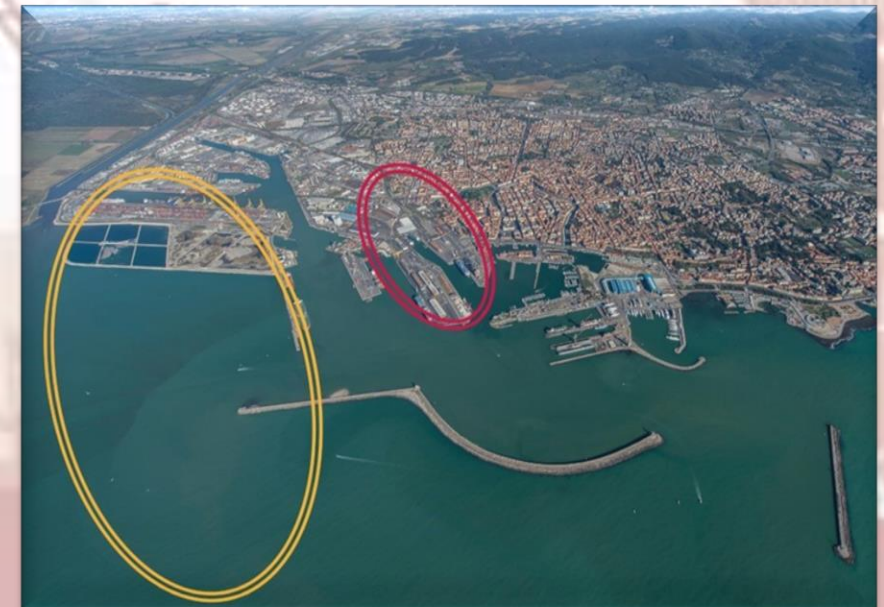
D-The Livorno Public Debate

The “Dibattito in Porto” (2015-2016) is a process of information, discussion and debate about works and projects of considerable importance for the regional community, involving environmental, local, conservation, social, cultural and economic issues

With Regional Law Nr 46/2013 the Region of Tuscany made it mandatory to conduct a Public Debate in relation to any public or private works involving total investment of over EUR 50 million



The Multimedia room of the Port Center holds a touchscreen table allowing to explore a specific section on the Public Debate
Contents are accessible through the following virtual interactive map

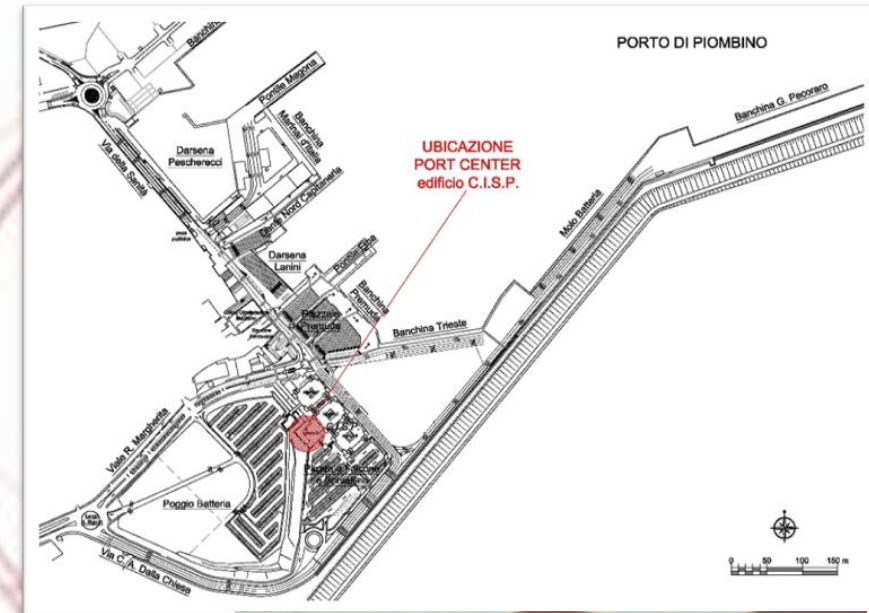


E-The project for a North Tyrrhenian Port Center Network

- **Step 1.** (Autumn 2019/Winter 2020) Layout of the project → Livorno Port Center upgrade and selection of the exhibits that will host new contents regarding the other ports of the Port Network Authority of the North Tyrrhenian Sea (Piombino, Portoferraio, Rio Marina, Cavo, Capraia Island)

202-2022 Covid pandemic

- **Step 2.** (Spring/Summer 2023) Updating of the first project → general structure will be revised in line with the layout of Livorno Port Center and with the the new idea of two news Port Centers: Piombino and Portoferraio
- **Step 3.** (Summer/Autumn 2023) Study for the Public Procurement for the Livorno Port Center upgrade and the installation and setup of Piombino Port Center linked to the main contents of the Livorno Port Center (virtual tour of the Livorno multimedia lab; real-time marine traffic and main information about the ports of North Tyrrhenian Sea)
- **Step 4:** 2024 forecast for a first step of the Piombino Port Center
- **Step 5:** (to be defined): Layout of the project for the Portoferraio Port Center



A-Back to the time-table with some photos/docs/slogans

PORTO
APERTO
2007



LIVORNO PORT CENTER
2015
A knowledge urbanism
tool

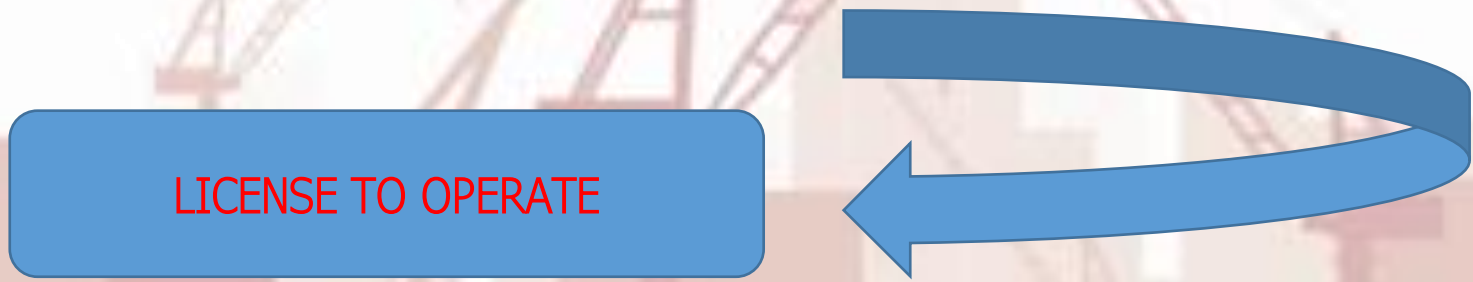
North
Tyrrhenian
Port Center
Network
2023



B-16 years on: taking a stock...



- Even if Livorno Port Center's activities were interrupted during the Pandemic, we can say that this structure has and is still **allowing the port to have a new relationship with the city**, inviting people to see the port as a relevant part of the city redevelopment and a liveable place
- Becoming the **physical container** "Porto Aperto" activities, it gave to this project a **new visibility** and, at the same time, it helped in focusing the city's attention on the port



NTPN presentation 3/3



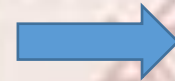
NT outreach strategy 20/20



Conclusions 2/3

B-.....some lessons learnt

- Integration of different strategies/activities
- Material integration always linked to immaterial one
- From visions to strategies to action: **start!**
- Avoid the « uniform » effect
- It may be difficult to involve all the stakeholders but a *driver* is necessary
- Long term strategy



« Le port...Un mot, un lieu, mille et une visions.
Hors de tout contexte qui le situe dans le temps ou dans l'espace, le port évoque un foisonnement d'images. Puissantes et multiples, attractives ou repoussantes, froidement réalistes ou follement romantiques, ces images sont vibrantes de résonances. Le sens métaphorique pris en français par les mots « port » ou « havre », que des expressions courantes empruntent au langage littéraire ou poétique, indique la profondeur de leur ancrage dans les esprits et l'étendue de leur portée sémantique »

Aude Mathé - *Image et imaginaires du port*

MERCI DE VOTRE ATTENTION
THANKS FOR YOUR ATTENTION

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