



contship italia group

CHANGE  
your point of  
VIEW



CONTSHIP PORTO LAB



## IN 2005, we started from 3 questions:

- Are our ports accessible to the people?
- Is the language we use easy to understand for all our stakeholders?
- Are containers “transparent”?

Porto Lab was consequently created with the goal of transforming these three **NOs** into three **YES**

Our main objectives were to:

- ✓ Open the port gates to the community
- ✓ Use a clear, direct and understandable language to talk about our job
- ✓ Literally “open” the containers, talking more about their scope

# WHY PORTO LAB ?



BECAUSE WE BELIEVE THAT:



SOCIAL RESPONSIBILITY IS A KEY ELEMENT OF MODERN INDUSTRY MANAGEMENT



SUPPORTING KIDS AND SCHOOLS IS A WORTHY EFFORT, COHERENT WITH THE CONSHIP GROUP VALUES



THE DYNAMIC INDUSTRIAL ENVIRONMENT OF THE PORT OFFERS MULTIPLE OPPORTUNITIES TO ENGAGE VISITORS WITH EXCITING CONTENTS



MAKING AN EFFORT TO EXPLAIN OUR BUSINESS USING SIMPLE, DIRECT AND EASY TO UNDERSTAND WORDS IS A VALUABLE EXERCISE FOR US



## THE PORTO LAB PROJECT

Since 2005, Contship terminals welcome young primary school students and take them on a unique experience.

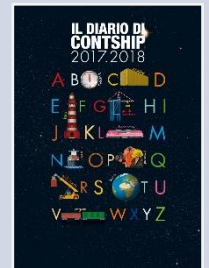
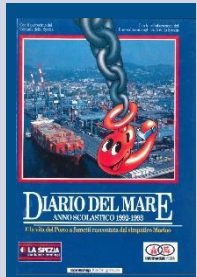
The visit, with an innovative approach, is always based on the expertise, values and contents that ports and intermodal terminals can provide.



## THE CONTSHIP DIARY

The Contship Diary was created together with the Porto Lab project, to tell more about what happens inside the port: a world that, for safety reasons, is often closed, inaccessible and insufficiently known, but also very interesting and fascinating.

# TIMELINE 1992-2016



1992

IL DIARIO  
DEL MARE

2005

FIRST YEAR  
OF PORTO LAB

2006

FIRST CONTSHIP  
DIARY

2008

FIRST PORTO LAB  
ACADEMY

2017

12° CONTSHIP DIARY  
12° YEAR OF PORTO LAB



# PORTO LAB TODAY: 2016 / 2017



Contatti: [portolab@contshipitalia.com](mailto:portolab@contshipitalia.com)  
Web: [www.portolab.it](http://www.portolab.it)

Il Diario di Contship è parte del progetto PortoLAB ideato e realizzato da Contship Italia



## PORTOLAB SPONSORS



briedacabins

Control Techniques  
Leroy-Somer



INAIL



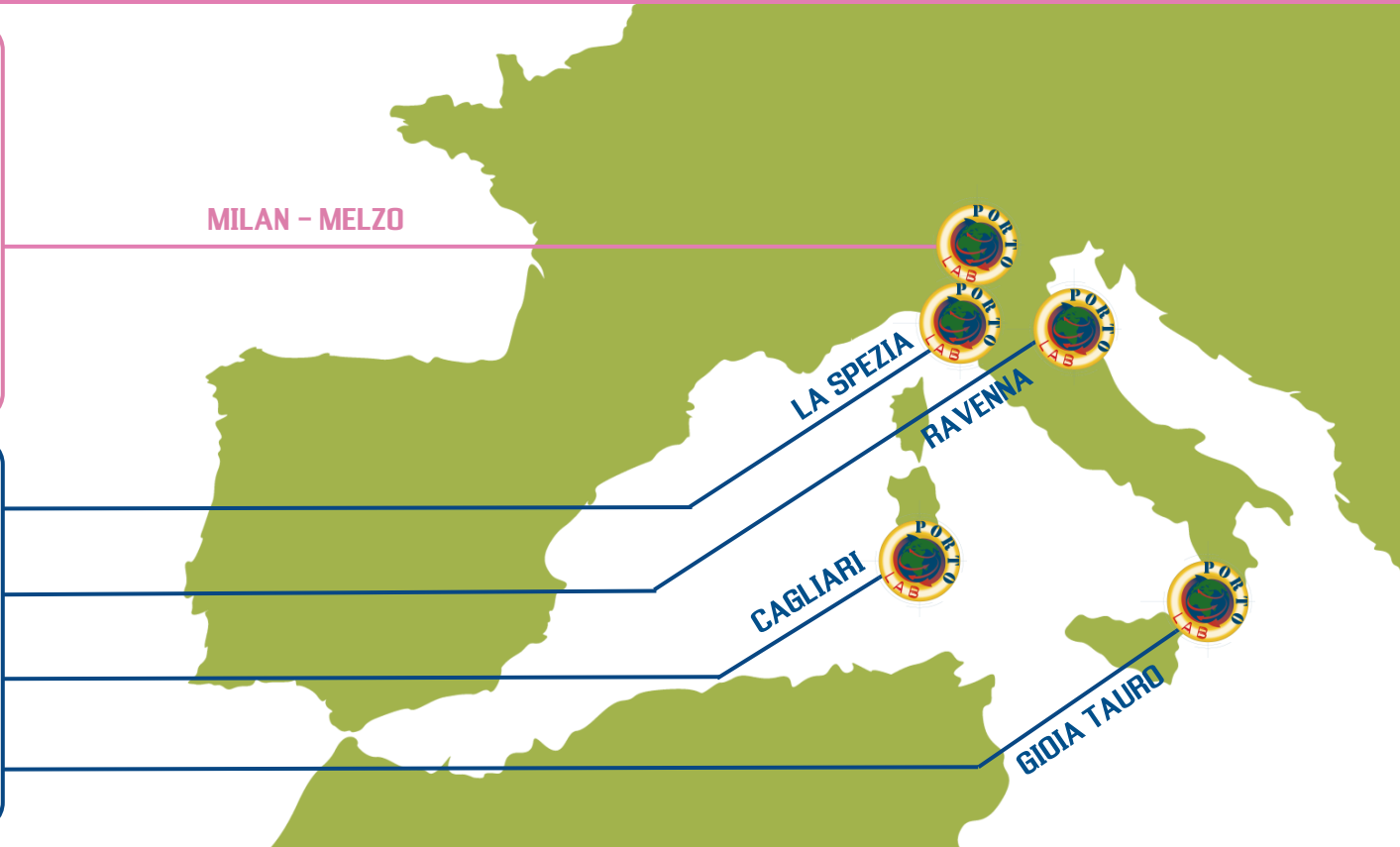
WHERE



## INTERMODAL & LOGISTICS

- sogemar**
- hannibal**  
EUROPEAN GATERAIL
- oceanogate**
- RHM** rail hub milano

- LSCT** la spezia container terminal
- MCT** medcenter container terminal
- CICT** cagliari international container terminal
- 



## MARITIME TERMINALS

# AN OPPORTUNITY TO SHARE INTERESTING CONTENTS



## TALKING ABOUT ...

SAFETY AND SECURITY



GEOGRAPHY



INFORMATION TECHNOLOGY



HISTORY



JOBS AND CAREERS



ECONOMY AND SUPPLY CHAIN



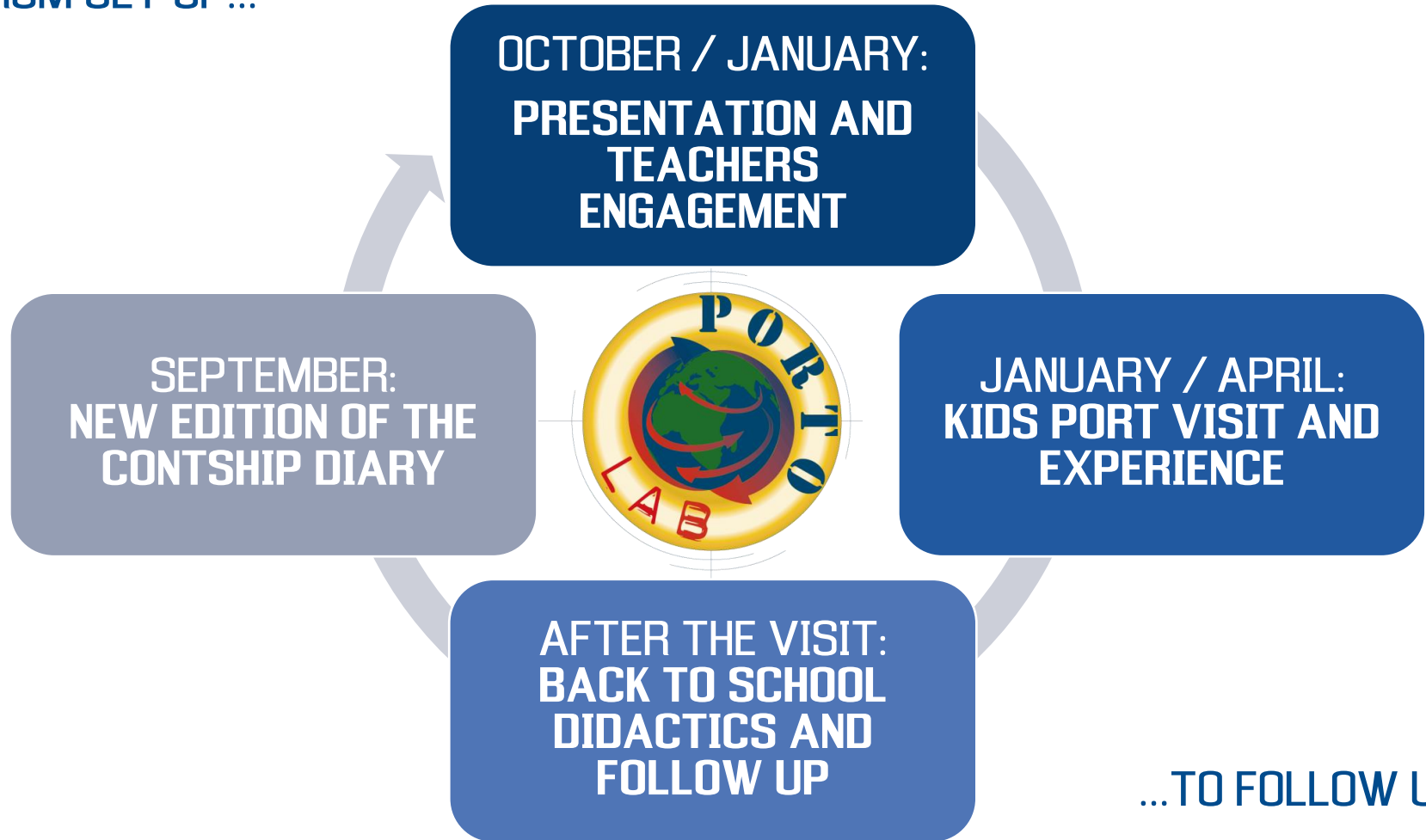
*...and much more!*



# PREPARING THE PERFECT VISIT: A YEAR LONG PROJECT



FROM SET UP...



...TO FOLLOW UP



**5**

Children every day for 11 years

**940**

Primary classrooms in 11 years

**22,000**

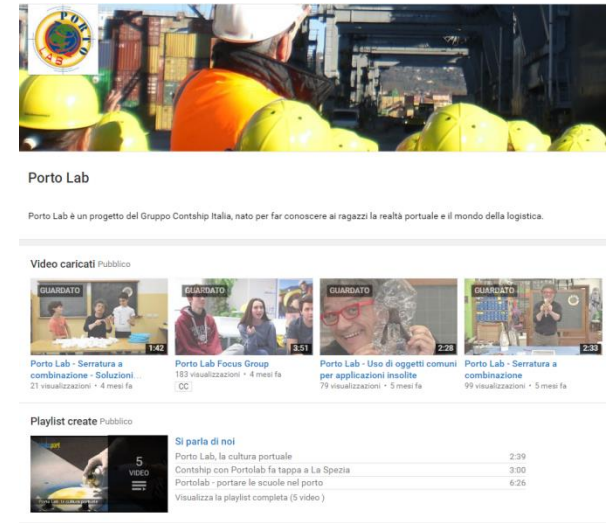
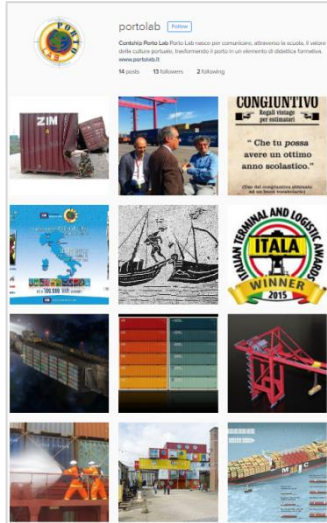
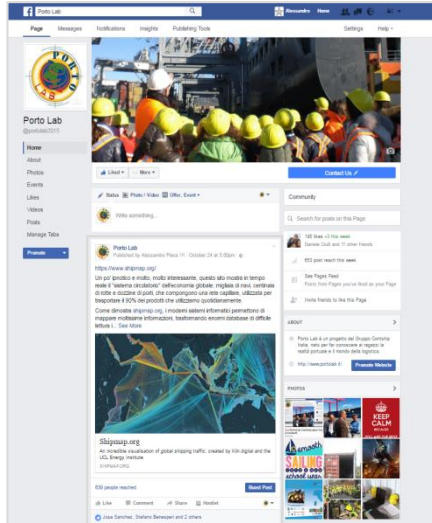
Students

**110,000**

Diaries already distributed



# DIGITAL PRESENCE: SOCIAL NETWORKS



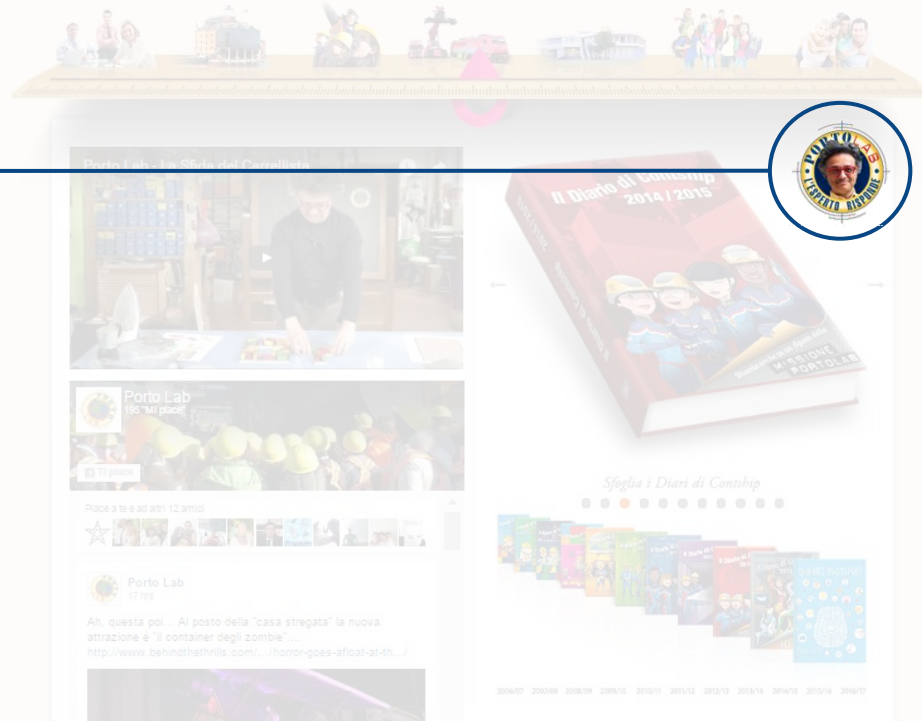
FOR AN AGILE, INTERACTIVE AND BIDIRECTIONAL COMMUNICATION



# DIGITAL PRESENCE: WWW.PORTOLAB.IT



**DIRECT CONTACT WITH  
OUR EXPERT, SUPPORTING  
TEACHERS IN DEVELOPING  
HIGH QUALITY VISITS AND  
ENGAGING LESSONS**



**ONE TEAM SOUL**



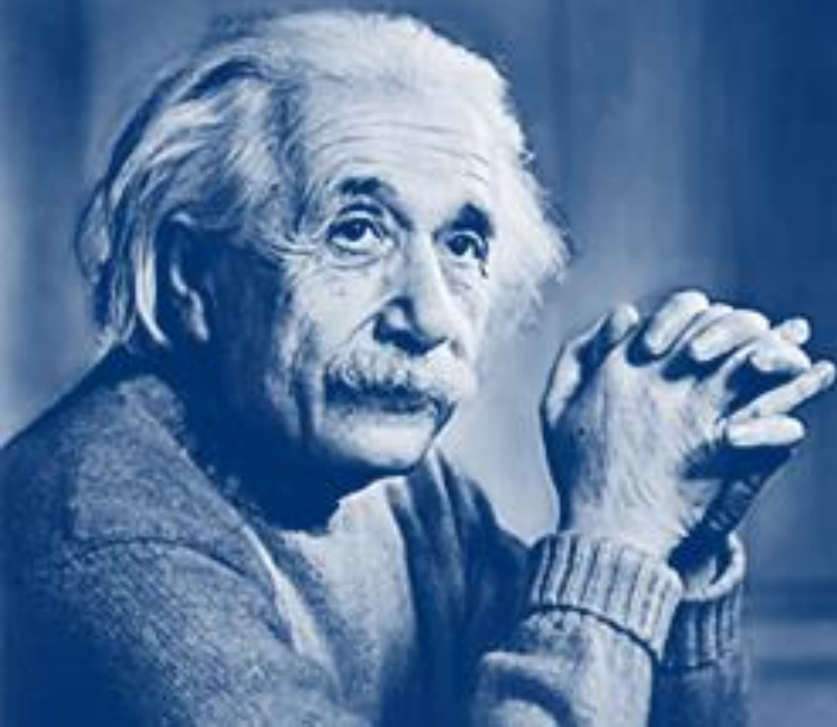


EXPLAIN OUR BUSINESS USING SIMPLE, DIRECT AND EASY WORDS



If you can't explain it simply, you don't understand it well enough.

– Albert Einstein



EXPLAIN OUR BUSINESS USING SIMPLE, DIRECT AND EASY WORDS



Inspiring and challenging games, stimulating curiosity and lateral thinking, animated by

**Emanuele Breveglieri**

*Children Entertainer and Educator*

Porto Lab project Consultant



**SEE YOU AT 14.00!**

