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# PORT CENTER BY AIVP

**6th Port Center Network Meeting  
Bilbao, Spain – 24 and 25 of October 2019**





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LH Port Center was opened in December 2013 with the signature of the Port Center Charter of AIVP. In December 2015, the founding members (Haropa Port of Le Havre, City of Le Havre, the Le Havre Seine Cities Community, the Chamber of Commerce and the UMEP) decided to create an official non profit organisation and to constitute a managing office with a permanent staff. Since December 2018, LH Port Center is developing new services and facilities in order to become a place where all kind of publics can meet and contribute, discuss, learn and share their port and industrial culture.



# Key Data of your Port Center

- Your Port Center (building or platform): Physical Port Center placed at the port city interface (1300 m<sup>2</sup>)
- Year of creation: 2013 (signing of the charter ) , December 2015 creation of the official association
- Actors involved (or approached): Very large panel of actors (professionals, companies, local and regional governments, university, employment agencies, education authorities, cultural actors etc. )
- Website (insert the link if you have): <https://lehavreportcenter.com/>
- Audience (children? general public? Students ? All of them?): 60% school children and students, 20% professionals and 20% general public
- Key themes for your Port Center: Port activities, Industries, logistics, environment, smart port city etc.

	2016	2017	2018	2019
N° of visitors (or expected)		25.000	9000	expected 12.000
Budget		500.000	500.000	500.000 – 600.000
Key activities		Visits for students and schoolchildren Specific program of visits for general public	Visits for students and schoolchildren Specific program of visits for general public Renting of spaces	Visits for students and schoolchildren Specific program of visits for general public Renting of spaces
Projects of the year		500 years of the Port of Le Havre	New permanent exhibition	New temporary exhibitions, children activities and school professional catalog





**Please give us a couple of examples of the main projects you have developed in your port center and how you evaluate its success**

Project title and year	Brief description	How successful?
Jeudis du Port Center (2017 – 2019)	Specific port visits for general public with the contribution of professionals	Still very successful , but needs a good programme and requires a lot of time
School and student program (2017- 2019)	Specific offers adapted for all levels	Demands arrives from outside the Normandy region (25%)

**What have been the main difficulties to develop your Port Center or the associated activities?**

- Develop a relationship of trust with the professionnels in order to offer on site visits
- Be able to develop the school program but keeping reservation procedure easy and smooth





## What are your goals/expectations for the PCN Meeting in Bilbao ?

1. Testing new business models
2. Understanding goals and missions of other port centers
3. Imagine possible collaboration for sharing exhibitions and pedagogical tools.



## What useful knowledge should AIVP provide you with?

1. Contacts for developing products and different tools
2. ...



## Key topics for future PCN Meetings

1. Human Capital
2. Participation of citizens in shaping and designing new offers and services at the port city interface.
3. ...

# PORT AUTHORITY OF THE EASTERN LIGURIAN SEA, PORTS OF LA SPEZIA AND MARINA DI CARRARA



**Name:** Monica Fiorini  
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## Key Data of your citizen initiatives

- Which actors do you usually collaborate with? Municipality of Spezia, Contship Italia Group, Tarros Group, Grendi Group, Scafi Srl, Cost Guard of La Spezia and Coast Guard Marina di Carrara
- Website with information about social activities : <https://www.adspmarligureorientale.it> <http://www.portolab.it/home.php>
- Key Audience for your initiatives: children and general public.

Social Initiatives you have recently developed	Year	Nº of visitors	Budget	Description
Activity 1	2019	500	€ 5000,00	Port Lab La Spezia
Activity 2	2019	400	€ 5500,00	Port Lab Marina di Carrara
Activity 3	2019	600	€ 1000,00	Port Days 2019
Activity 4	2019	3000	€ 30000,00	Exhibition from the Mainland to the Promise Land Aliya Bet from Italy to Israel, 1945-1948





## **What are your goals/expectations for the PCN Meeting in Bilbao ?**

1. To collect testimonials
2. To initiate contacts with the port center
3. Of other European Ports



## **What useful knowledge should AIVP provide you with?**

1. Suggestions
2. Contacts
3. ...



## **Key topics for future PCN Meetings**

1. ...
2. ...



## What have been the main difficulties to develop a citizen activities in your port city?

1 Economic support from private operators

Example 2

Example 3

## Key themes you would include in your future Port Center (if you plan one) or citizen activities

1 Environmental sustainability of port activities.

2 Economic importance of the port's activities

3 Maritime culture





Port de Barcelona

The Maritime Museum of Barcelona is a space for interpreting and sharing Catalan maritime culture in a way that is innovative, participative and in touch with society and the country through research, conservation and the protection of our heritage. It seeks to be a point of reference for Mediterranean maritime culture, open and accessible to society as a whole, an entity that works in cooperation with people and organizations. It strives for excellence in the management of heritage, the creation of knowledge and in education, with the mission of promoting social progress locally. It does all of this while focusing on the relationship between Catalonia, its people and the sea. This is what most sets the Maritime Museum of Barcelona apart from other museums of its kind.

[www.mmb.cat/en/museum/about-us](http://www.mmb.cat/en/museum/about-us)

**mmb** MUSEU MARÍTIM DE  
BARCELONA

*up by the Port de Barcelona*

Name/Position: Pedro Arellano / Adjunct General Manager of the Port de Barcelona

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The Consortium of the Drassanes Reials i Museu Marítim de Barcelona was created in 1993. It is a local public institution made up of the Barcelona City Council (owner of the building) the Barcelona Provincial Council (owner of the Museum) and the Port Authority of Barcelona.

Its objective is the conservation and rehabilitation of the historical complex of the Royal Shipyard (Drassanes Reials) as well as providing the services associated with the Museum. The historic precedent for this Consortium is the 'Concordia' signed by King Pere IV, the Consell de Cent (Council of One Hundred) and the Diputació del General in 1378. This agreement sought to find an efficient solution for the construction of the Royal Shipyard. It is thanks to the spirit of collaboration between institutions that this jewel of Catalan civil gothic was built.

The origin of the Maritime Museum dates from 1936, being promoted together with the naval library, within the Nautical School of Barcelona, founded in 1769.

The Foundation to support the Maritime Museum of Barcelona (Museu Marítim i Drassanes Reials de Barcelona) was founded in 2006 with the aim of expanding the Museum's participation and collaboration with the world of business and organised civil society, in addition to other public bodies. One of the Foundation's main objectives is to forge bonds of complicity with motivational agents at the Port of Barcelona with the aim that the Maritime Museum of Barcelona, the Drassanes Reials and the Museum's fleet (headed by the schooner Santa Eulàlia), should become the most emblematic historic and cultural landmark of the Port of Barcelona.

The goal of the Foundation is to promote, develop, publicise, enhance, defend and expand the actions and the heritage of the Maritime Museum of Barcelona, and to contribute to the conservation of all the buildings and structures of cultural interest comprised by the Drassanes Reials of Barcelona.

The Foundation is currently made up of 31 bodies, of which six are institutions: Barcelona Provincial Council, Barcelona City Council, the Port of Barcelona, Barcelona Tourism, the Generalitat of Catalunya and the State Ports. The remaining 25 are companies in the Port sector which are highly representative of the economic activity of this sector in Barcelona. The Patrons' unconditional support via the Foundation facilitates actions in the fields of research and dissemination which raise the prestige of both the Foundation and the Museum, as well as informing the general public about the maritime culture of our surrounding area.

[www.mmb.cat/en/museum/about-us](http://www.mmb.cat/en/museum/about-us)





- Your Port Center (building or platform): *Museu Marítim de Barcelona -up by the Port de Barcelona-*
- Year of creation: 1936/1993
- Actors involved (or approached): Barcelona City Council, the Barcelona Provincial Council (Metropolitan government) and the Port Authority of Barcelona.
- Website (insert the link if you have): [www.mmb.cat/en](http://www.mmb.cat/en)
- Audience (children? general public? Students ? All of them?): All of them.
- Key themes (“VALUES AND PRINCIPLES”): Creating and sharing knowledge / Participation / Open to society / Innovation / Excellence / Sustainability / Universal access / Efficiency
- Report-Memory 2018 (in catalan) € <https://www.mmb.cat/wp-content/uploads/2019/02/Mem%C3%B2ria-2018-Museu-Mar%C3%ADtim-de-Barcelona.pdf>
- Visitors 2018 € 301.836 (+ 3% from 2017)
- Budget 2018 € 9 M€ [ <https://www.seu-e.cat/web/cdrassanesrealsimuseumaritim/govern-obert-i-transparencia/gestio-economica/pressupost/liquidacio-del-pressupost/despeses-per-programa> ]



## + *PORTCENTER*: FUTURE SPACE FOR DIALOGUE

**IT WILL BE A UNIQUE AND ICONIC “SPACE FOR DIALOGUE”  
BETWEEN PORT PARTNERS AND STAKEHOLDERS**

**TO HAVE SUPPORTERS,  
IT'S VITAL TO CREATE STRATEGIC RELATIONSHIPS  
IT'S VITAL WE SHARE THE ESSENCE OF A PORT.**





# CCI Nice Côte d'Azur



**Name:** Cecile COMTE

**Position:** Ports planning and cooperation

**Contact :** [cecile.comte@cote-azur.cci.fr](mailto:cecile.comte@cote-azur.cci.fr)

Citizen program(s) :

- Préserver et valoriser le patrimoine
- Animer les espaces et quartiers portuaires
- Transmettre la culture portuaire aux jeunes

2020 : WEB PORT CENTER pour sensibiliser aux enjeux patrimoniaux et économiques, et valoriser la diversité des activités portuaires azuréennes : yachting, plaisance, croisières, ferries, côtiers, fret ...



*Vieux Port de Cannes*



*Port Gallice*



*Port de Nice*



*Port de Golfe Juan*



*Port Vauban*

# Key Data of your citizen initiatives

- Which actors do you usually collaborate with? [All the Port Community : Ports Authorities, clients, citizens, companies, maritimes companies, professionnels, association, university, school ...](#)
- Website with information about social activities (insert the link if you have):
- Key Audience for your initiatives (children? general public? both?) [Children and general public](#)

Social Initiatives you have recently developed	Year	N° of visitors	Budget	Description
Connaitre et faire connaitre notre économie portuaire	Depuis 2014	5 071 visiteurs web	80 K€ annuel	Observatoire Portuaire <a href="http://www.observatoire-portuaire.fr">www.observatoire-portuaire.fr</a>
Préserver et valoriser le patrimoine	Annuel	390 000 visiteurs web	25 M€ - 100 M€ d'investissement	Entretien, sauvegarde et modernisation des 5 sites portuaires (5 sites classés ou inscrits, MH, labels patrimoniaux ...) <a href="http://www.riviera-ports.com">www.riviera-ports.com</a>
Animer les espaces et quartiers portuaires	Annuel			Programme d'animations adapté pour chaque site, selon la typologie des clients (plaisance, croisière, ferries ..), les riverains, les touristes ... >grands évènements nautiques : Cannes Yachting Festival, Régates de Nice, Open Days Yachting à Nice, Voiles d'Antibes ... > grands évènements type « Fêtes du port » ; >soutien aux manifestations organisées par les associations locales ; > partenariat avec les associations de commerçants toute l'année pour valoriser leurs offres > évènements spécifiques pendant les pics de fréquentation des ports (escales des croisiéristes, liaisons Corse...) > solutions de stationnement pour la clientèle des établissements des quartiers portuaires
Transmettre la culture portuaire aux jeunes publics	Annuel	2000 écoliers reçus	20 K€	Ecole aux port chaque année à Nice, Antibes et Cannes





## CHIFFRES CLÉS ACTIVITÉS PORTUAIRES des Alpes-Maritimes

**38 SITES PORTUAIRES<sup>1</sup> SOIT 37 PORTS<sup>2</sup>**  
**+2 SITES PORTUAIRES MONEGASQUES SOIT 2 PORTS**  
SUR **146,5** (MONACO COMPRIS) KMS DE FAÇADE MARITIME



**DEFINITIONS**

<sup>1</sup> SITE PORTUAIRE : Espace géographique d'un seul tenant accueillant des activités portuaires (plaisance, yachting, croisière, ferry, fret ou pêche). Fluvial ou maritime, c'est une zone d'activités sans délimitation administrative.

<sup>2</sup> PORT : Espace accueillant des activités portuaires, délimité et régi par des règles administratives particulières.

### 5 PORTS GERES

CANNES - GOLFE-JUAN - ANTIBES - NICE



What have been the main difficulties to develop a citizen activities in your port city?

Attentes différentes des membres de la communauté portuaire, selon segment d'activités, professions ...

Coûts des opérations

Gestion de la participation citoyenne / orientations politiques locales

Key themes you would include in your future Port Center (if you plan one) or citizen activities

*Place et rôle des ports dans les territoires*

Qu'est ce qu'un port? Qu'apportent les ports aux territoires? Qui fait quoi dans cet écosystème? Présentation des activités portuaires (yachting, plaisance, côtier, croisière, ferry, transport de passagers, pêche, réparation navale ...)

*Patrimoines*

Description du patrimoine naturel : environnemental et bâti

Liens vers les musées

Parcours patrimonial

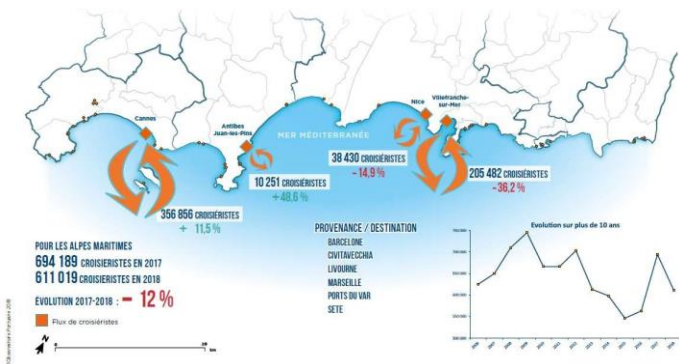
*Métiers et formations*

Diversité des métiers

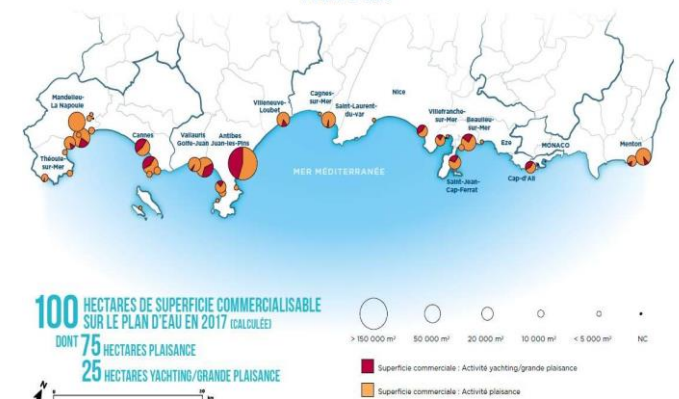
Formations

Témoignages de professionnels

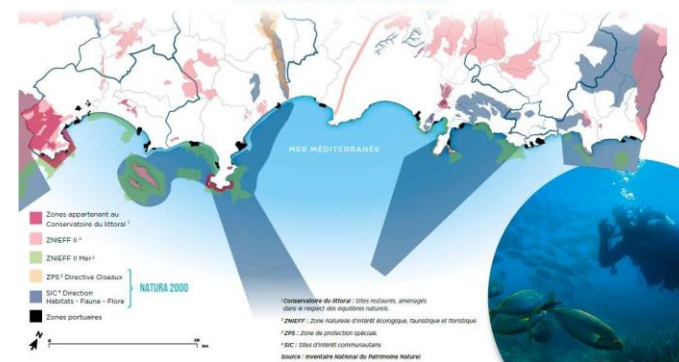




## CAPACITÉ D'ACCUEIL SUPERFICIE COMMERCIALE PLAN D'EAU



## PRINCIPALES PROTECTIONS ENVIRONNEMENTALES DU LITTORAL PERIMETRE DES PORTS 2018



## What are your goals/expectations for the PCN Meeting in Bilbao ?

1. Prendre exemple sur les bonnes pratiques des autres ports center
2. Réseau

## What useful knowledge should AIVP provide you with?

1. La marque Port center
2. Le rayonnement international
3. Echanges et bonnes pratiques des partenaires AIVP

## Key topics for future PCN Meetings

1. Bilan de l'évolution des autres ports center (échecs/difficultés/réussites)



# CCI Nice Côte d'Azur



**Name:** Cecile COMTE

**Position:** Ports planning and cooperation

**Contact :** [cecile.comte@cote-azur.cci.fr](mailto:cecile.comte@cote-azur.cci.fr)

Citizen program(s) :

- Preserve and promote cultural heritage
- Make Port neighbourhoods lively and attractive
- Raise awareness about port culture amongst the youth

2020 : WEB PORT CENTRE to share and promote port culture, heritage and economy issues, and explain the diversity of our martim activities : yachting, cruises, ferries, cottiers, freight ...



*Vieux Port de Cannes*



*Port Gallice*



*Port de Nice*



*Port de Golfe Juan*



*Port Vauban*



# Key Data of your citizen initiatives

- Which actors do you usually collaborate with? [All the Port Community : Ports Authorities, clients, citizens, companies, maritime companies, professionals, association, universities, schools ...](#)
- Website with information about social activities (insert the link if you have):
- Key Audience for your initiatives (children? general public? both?) [Children and general public](#)

Social Initiatives you have recently developed	Year	N° of visitors	Budget	Description
Raising awareness about port economy	Since 2014	5 071 web visitors	€80 K annual	Observatoire Portuaire <a href="http://www.observatoire-portuaire.fr">www.observatoire-portuaire.fr</a>
Preserve and promote heritage	Annual	390 000 visiteurs web	€25 M - €100 M	Maintain, preserve and modernize 5 port sites (5 classified or inscribed sites, heritage labels ...) <a href="http://www.riviera-ports.com">www.riviera-ports.com</a>
Organize events in port districts	Annual			<p>Program of events adapted for each site, according to the typology of the customers (yachting, cruise, ferries ..), the local residents, the tourists ...</p> <ul style="list-style-type: none"> <li>&gt;Great nautical events : Cannes Yachting Festival, Régates de Nice, Open Days Yachting à Nice, Voiles d'Antibes ...</li> <li>&gt; Major events « Fêtes du port » ;</li> <li>&gt; support events organized by local associations;</li> <li>&gt; partnership with the trade associations all year to value their offers;</li> <li>&gt; specific events during the ports peaks season of (cruiser stopovers, Corsican routes ...)</li> <li>&gt; parking solutions for the customers of the establishments of the harbour districts</li> </ul>
Raising awareness about port culture amongst young audience	Annual	1 850 schoolchildren received	10 K€	School at the port each year in Nice, Antibes and Cannes



## CHIFFRES CLÉS ACTIVITÉS PORTUAIRES des Alpes-Maritimes

38 SITES PORTUAIRES<sup>1</sup> SOIT 37 PORTS<sup>2</sup>  
+ 2 SITES PORTUAIRES MONEGASQUES SOIT 2 PORTS } SUR 146,5 (MONACO COMPRIS) KMS DE FAÇADE MARITIME



**DEFINITIONS**

<sup>1</sup> SITE PORTUAIRE : Espace géographique d'un seul tenant accueillant des activités portuaires (plaisance, yachting, croisière, ferry, fret ou pêche). Fluvial ou maritime, c'est une zone d'activités sans délimitation administrative.

<sup>2</sup> PORT : Espace accueillant des activités portuaires, délimité et régi par des règles administratives particulières.



What have been the main difficulties to develop a citizen activities in your port city?

Different expectations of members of the port community, depending to activities, professions ...

Cost of organizations

Citizen Engagement Management / Policy Choices

Key themes you would include in your future Port Center (if you plan one) or citizen activities

Ports and territories

What is a port? What do ports bring to the territories? Who does what in this ecosystem? Presentation of port activities (yachting, coastal, cruise, ferry, passenger transport, fishing, ship repair ...)

Heritages

Description of natural heritage: environmental and men made

Museums

Heritage trail

...

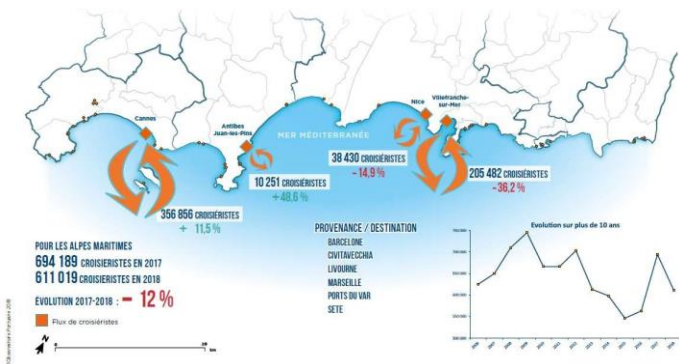
Trades and training

Diversity of trades

Training

Testimonials from professionals

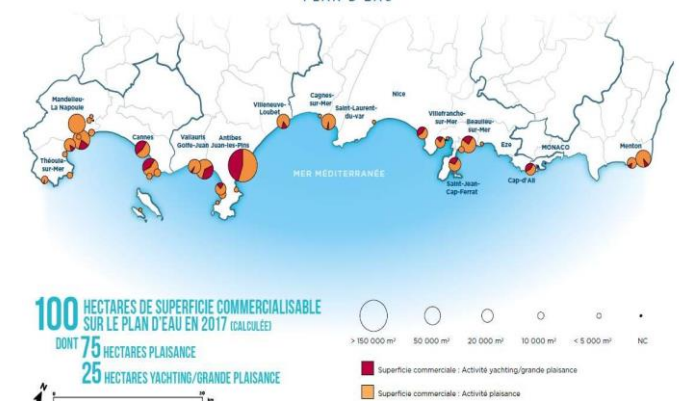




## What are your goals/expectations for the PCN Meeting in Bilbao ?

1. Catch up with best practices from other port center
2. Networking

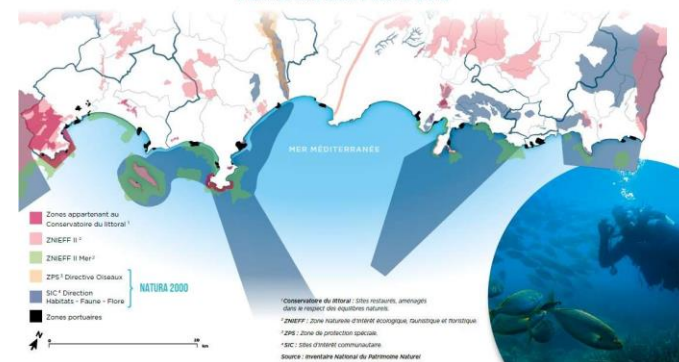
## CAPACITÉ D'ACCUEIL SUPERFICIE COMMERCIALE PLAN D'EAU



## What useful knowledge should AIVP provide you with?

1. The brand port center
2. International influence
3. Networking opportunities/contact list

## PRINCIPALES PROTECTIONS ENVIRONNEMENTALES DU LITTORAL PERIMETRE DES PORTS 2018



## Key topics for future PCN Meetings

1. Assessment of the evolution of the other port center (failure, difficulties, achievements)





**FREEPORT  
OF RIGA  
AUTHORITY**



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**Position:** Specialist of  
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[linkedin.com/in/kristine-  
birgele](https://www.linkedin.com/in/kristine-birgele)

Every year Freeport of Riga Authority (FRA) organizes and supports social, educational, cultural and sports events for the residents and visitors of the city.

# Freeport of Riga Authority





# Key Data of your citizen initiatives



FREEPORT  
OF RIGA  
AUTHORITY

- Which actors do you usually collaborate with? **Port neighborhood communities, schools and universities**
- Website with information about social activities (insert the link if you have): [www.rop.lv](http://www.rop.lv)
- Key Audience for your initiatives (children? general public? both?): **both**

Social Initiatives you have recently developed	Year	Nº of visitors	Description
«Big Clean-Up»	every year	~ 200	For the eleventh year, the Freeport of Riga Authority is also participating in the Big Cleanup where FRA staff help to clean up the port neighborhood areas. E.g. this year during the clean-up, old, uninhabited buildings were demolished, household waste was discharged from the area adjacent to the port, and more than 50 trees were planted with the residents of Kundzinsala neighbourhood. A total of 120 cubic meters of waste and 5 tons of used car tires were collected.
Competition for schoolchildren in the neighborhoods adjacent to the Freeport of Riga	2019	~ 380	From September 15 to October 3, 2019, the Freeport of Riga Authority organized cycle of 7 excursions by boat across the Freeport of Riga in order to promote cooperation between the port and city residents, as well as to raise young people's understanding of the port activity. Within the framework of this project, we have addressed several educational institutions located in the territories adjacent to the port. At the end of the cycle, the most attractive class (Facebook activity) and the class teacher will have the opportunity to go on a cruise to Stockholm.
Port Festival	every year	~ 120 000	In the framework of annual Riga City Festival FRA organizes the Port Festival that includes many attractive and family friendly activities, surprises and opportunities to win valuable prizes as well as events such “Canal Regatta” and 24h long basketball tournament “Coast Match” with the participation of FRA staff. As a novelty - at the FRA main building there is an interactive educationally entertaining booth “Aquatorium” and the special musical fountain and water light show.

# Key Data of your citizen initiatives

Social Initiatives you have recently developed	Year	Nº of visitors	Description
Blood Donor Days	every year	-	Every year in cooperation with the State Blood Donor Center and basketball club “VEF Riga” FRA organizes Blood Donor Days in the main FRA office. All the participants are very much aware of the importance of blood donation and are happy to make such contribution on the state level. Each blood donor receives an additional invitation to the VEF Riga game for two and a piece of VEF anniversary cakes.
Landscaping works of port's territory	2019	-	At the initiative of and in collaboration with local residents, the Freeport of Riga Authority has constructed sports fields and courts and landscaped recreational territories in the residential area of Kundzinsala and in Mangalsala at the “Auda” yacht club. Within the framework of landscaping work in the port's territories, a mini football field, a beach volleyball court and a streetball court have been constructed, a footpath with concrete cobble pavement has been built, benches have been installed and dumpsters have been set up.
Kundziņsalas dzīvojamā rajona nosusināšanas projekts	2019	-	At the initiative of the local community and in cooperation with the “Kundzinsala” society, the Freeport of Riga Authority has initiated construction works to drain the Kundzinsala residential area. The purpose of this project is to mitigate the effects of industrial operations at the port and improve quality of life for local residents. An amelioration system to lower the level of underground waters, as well as a pump station to pump away excess water from residential areas will be constructed during the project.





## What have been the main difficulties to develop citizen activities in your port city?

Long after the restoration of Latvia's independence, it seemed to people that the port was something closed, completely isolated from the city, and thus unfriendly to the people. This view comes from the times of the USSR when access to the port and its territory indeed was restricted, and the town's inhabitants had no influence on this matter.

Citizens have lost the sense that the port is a place of work, a place for the exchange of goods and ideas, as well as a gateway to opportunities.

The presence of water (river) in the city is not sufficiently emphasized and used.

## Key themes you would include in your future Port Center (if you plan one) or citizen activities

Quality of life of the port neighborhoods' residents

Environmental Protection

Cooperation between the port and the city



## **What are your goals/expectations for the PCN Meeting in Bilbao ?**

1. To learn about Port Centers' activities and best practices
2. To exchange information and learn best formulas of port-city cooperation



## **What useful knowledge should AIVP provide you with?**

1. Advantages of Port Centers
2. Society's view of the opening of Port Center and it's participation for port city governance
3. Engaging of stakeholders in the Port Centers

## **Key topics for future PCN Meetings**

1. Financing possibilities and EU Funding







**Name:** Sylvain Godfroid  
**Position:** Communication manager  
**Contact:**  
sgodfroid@port.brussels

The Port of Brussels signed the AIVP Port Center Charter in June 2017. A location has been chosen and work has begun. We also aim to develop an extensive visit programme aimed at Brussels' school children.



# Key Data of your citizen initiatives

- Which actors do you usually collaborate with? Inside resources (e.g. colleagues for visits), other public actors, associations
- Website with information about social activities (insert the link if you have): [www.feteduport.be](http://www.feteduport.be)
- Key Audience for your initiatives (children? general public? both?): both

Social Initiatives you have recently developed	Year	Nº of visitors	Budget	Description
Brussels Port Festival	2018	35 000	250 000€	Biennial event taking place on the port estate with the aim of welcoming the general public in the port and allowing them, in a fun environment, to take conscience of different aspects of port activity.
Visit programme	In development	/	/	The aim is to work with Brussels' primary schools (last two years) to include, on their yearly programmes, a visit to the Port of Brussels. The Port Centre (in development) would be an integral part of this visit, which would include a guided boat tour.
Brussels Port Centre	In development Aim: 2021	/	/	The location has been determined (Brussels Cruise Terminal), the preliminary works on site have begun and consultants are working on the scenography/museography. The aim is to open the Port Centre in 2021.
Events	Ongoing	/	/	The Port of Brussels takes part in several events organises in Brussels (water days, Brussels region day, etc.) The aim of the Port of Brussels is also to encourage the organisation of events in the port area that allow it, mainly reconverted public quays.





## What have been the main difficulties to develop a citizen activities in your port city?

Lack of resources

Too many initiatives within the city

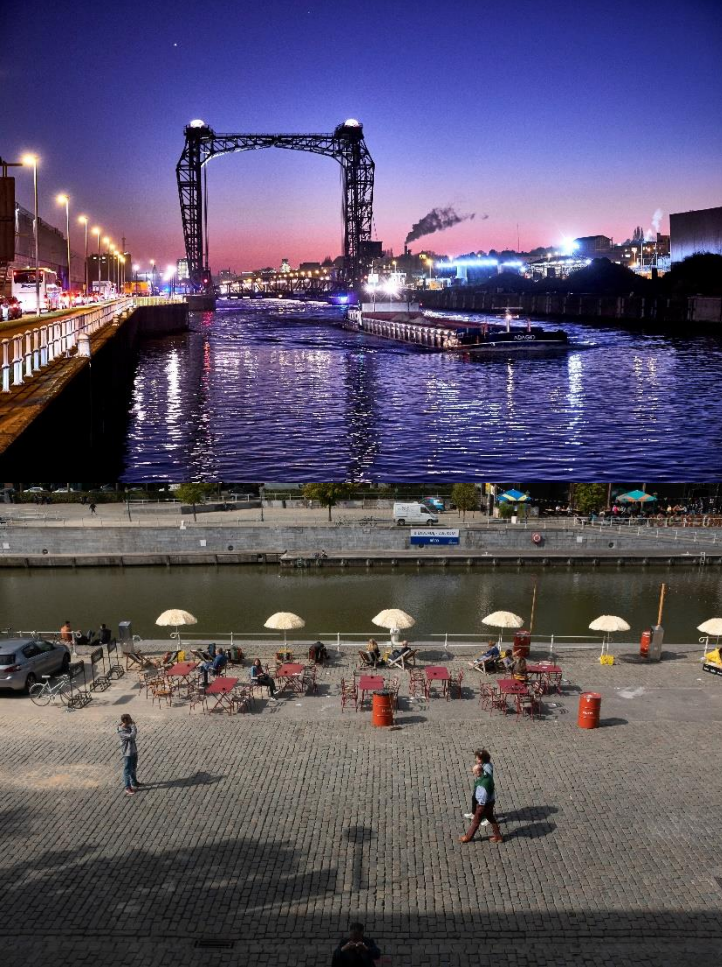
Lack of involvement from institutional partners

## Key themes you would include in your future Port Center

Importance of the Port and its functions for the city

Include the Port Centre in a wider visit programme of the Port

Interactive and immersive activities



## **What are your goals/expectations for the PCN Meeting in Bilbao ?**

1. Meet others involved in the creation and/or management of a Port Centre
2. Learn about the issues and challenges
3. Information about good practices

## **What useful knowledge should AIVP provide you with?**

1. Good practices
2. Key common issues

## **Key topics for future PCN Meetings**

1. As it is my first PCN meeting, no idea at the moment ;-)





**Name:** Claire Hallé

**Position:** In Charge of City-  
Port Partnership and Projects  
Head Office / City-Port  
Department

**Contact:**  
[claire.halle@marseille-port.fr](mailto:claire.halle@marseille-port.fr)

2 “Port Centers” in Fos

No “Port Center” yet in Marseille

# Grand Port Maritime de Marseille





# Key Data of Fos Port Centers

- On Thursday, **September 14, 2017** the port of Marseille Fos, the Chamber of Commerce and Industry, the Department, the Metropolis as well as the cities of Marseille, Port-Saint-Louis-du-Rhone, Port-de-Bouc and Fos-sur-Mer have signed "the charter missions of a port center" alongside the AIVP, the international association of port cities.
- Your Port Center (building or platform): **Port Center Fos 1 & Port Center Fos 2**
- Year of creation:
  - PCF1 : built before 1980 ("CIPAM"), renamed "Port Center Fos 1" in 2016, and renovated in 2019
  - PCF2 : built in 2010 ("Pavillon 2XL"), renamed "Port Center Fos 2" in 2017
- Actors involved (or approached): On September 15, 2017, partners of the Continuous Concertation were invited to show their adherence to the principles of the charter edited by the AIVP and to support the actions of appropriation of the port reality by the citizens, for the sustainable development on the territory city port
- Website (insert the link if you have): -
- Audience (children? general public? Students ? All of them?): visitors and professionals
- Types of use : reception of delegation before any visit of the Fos harbor area ; training session of the Port Institute; meeting as part of the ongoing consultation of the port; greetings to agents; meetings for GPMM managing staff ; colloquia; press conferences ; customer appointments.
- Equipment :
  - PCF1 : exhibition room + harbour and industrial area model + auditorium
  - PCF2 : wood building with view on the Fos container terminal and the Distriport logistic area : meeting room + industrial area model



	2017	2018	2019
N° of visitors	PCF1 ≈ 4000/year		
N° of days of use	PCF1 = 162	PCF1 = 158 PCF2 = 27	PCF1 = 76 PCF2 = 77



# Key Data of other citizen initiatives

- Which actors do you usually collaborate with? *Local authorities (city, county, district...), state services, port community, university...*
- Website with information about social activities (insert the link if you have): <https://www.marseille-port.fr/fr/Accueil/>
- Key Audience for your initiatives (children? general public? both?) : *both*

Social Initiatives you have recently developed	Year	Nº of visitors	Budget	Description
Port Open days	last edition in 2013	more than 10000 each year it took place	≈ 110K€/year	Free guided tours on boats of both Marseille and Fos harbours during 3 days each year  This year : <a href="https://inscriptions.usineextraordinaire.com/bienvenue">https://inscriptions.usineextraordinaire.com/bienvenue</a>
Group visits	For more than 20 years	More than 2000 each year	2 full-time equivalent	Possibility to visit both Marseille and/or Fos harbour with a free GPMM guide (the group who wants to visit has to provide a bus or boat) : <a href="https://www.marseille-port.fr/fr/Page/16461">https://www.marseille-port.fr/fr/Page/16461</a>
Consultation meetings about city-port topics	since 2010	>	>	For the Fos industrial Port Area : “concertation continue” since 2010 (workshops organised by the GPMM Conseil de Développement) : <a href="http://www.marseille-port.fr/fr/Page/18341">http://www.marseille-port.fr/fr/Page/18341</a>
	since 2019	3 x 3 ateliers entre sept. Et nov. 2019	>	For Marseille : “dialogue ville-port” since 2019 : <a href="https://www.dialoguevilleportmarseille.fr/">https://www.dialoguevilleportmarseille.fr/</a>
Toll free	2019	>	>	To inform people and collect questions and complaints about port activities  For the Fos industrial Port Area : ZIP-COM 06 08 96 33 54
	2015	203 calls	>	For Marseille : numero vert Bassins Est 0800 007 091



## What have been the main difficulties to develop a citizen activities in your port city?

Financial considerations

Lack of ressources to run and animate the “Port Centers”

Intern organisation...

## Key themes you would include in your future Port Center (if you plan one) or citizen activities

Explaining the port to children and students, its activities, the main development projets (both industrial and city-port projects), its economic impacts on territory

Jobs and especially new jobs linked to digital and energetic transitions

Guided tours to discover concretly how the port works and lives

...





## **What are your goals/expectations for the PCN Meeting in Bilbao ?**

1. To discover what other city-port communities are doing / developing
2. To meet Port Center referents / people in charge of other port/territories and discussing ideas / difficulties with them, exchanging experience
3. ...

## **What useful knowledge should AIVP provide you with?**

1. Benchmark
2. Port Center business models / exemples of ressources...
3. Help to structure institutional partnerships

## **Key topics for future PCN Meetings**

1. Port Center business models and juridical structuration
2. Use of new technologies in Port Centers
3. ...



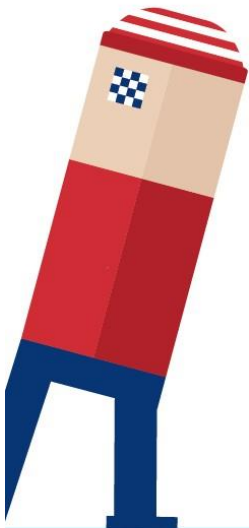



**Name:** Philippe Bertout  
**Position:** Director, Grand Quai  
**Port of Montreal**  
**Contact:** bertoutp@port-montreal.com

The new Port Centre with interactive exhibition which explains the different steps of the industry of the Port. Explore the many professions and the particularity of the Port of Montreal. Opening in December 2019.

Your mission : the Port of Montreal invites you to import and export some merchandise by cargo!

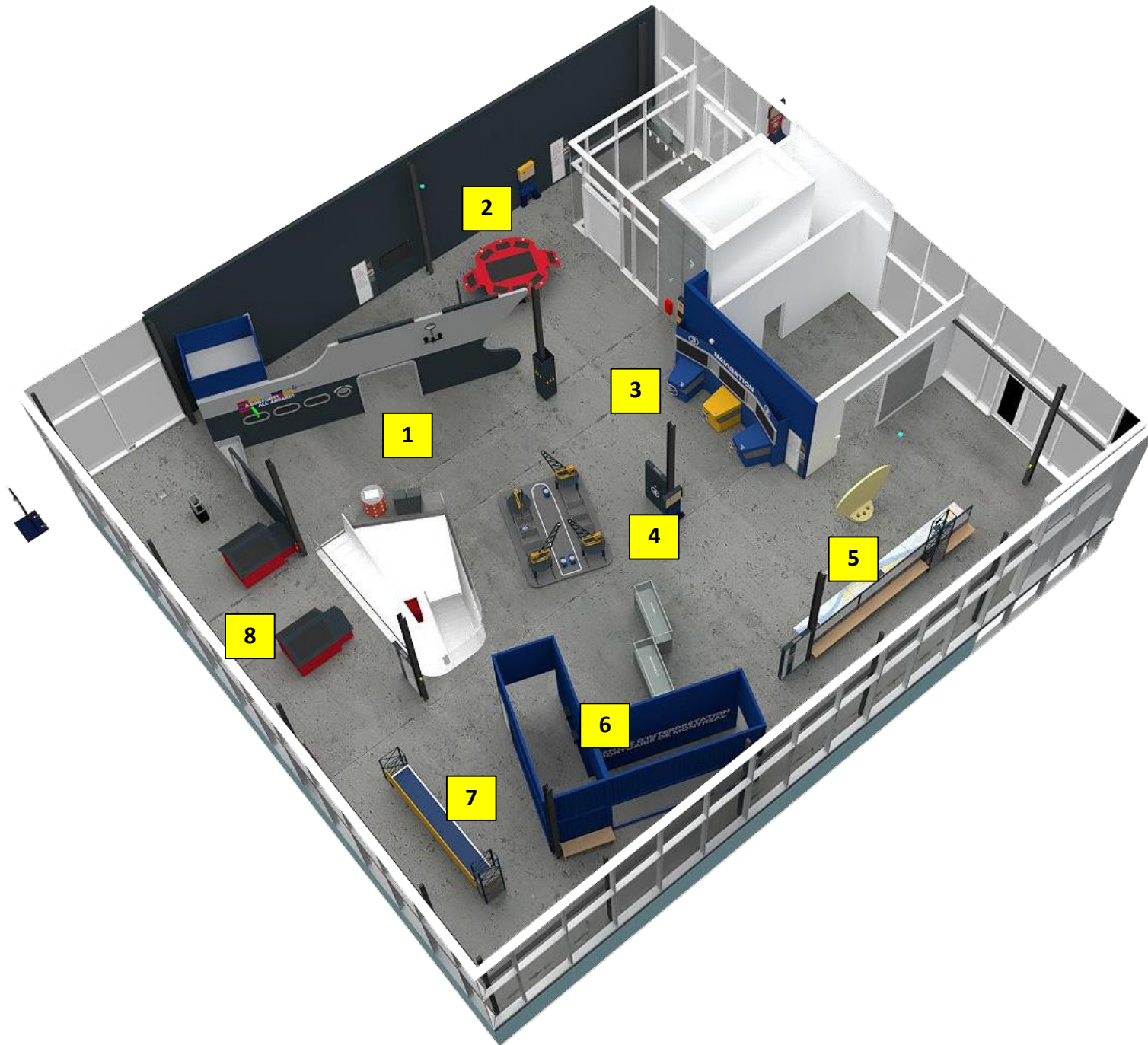
You'll be required to navigate the seas and the St. Lawrence, moving your merchandise by ship, train and truck, all while respecting the environment.

# ALL ABOARD !

	 <p><b>Découvrez le Port de Montréal</b>  dans une exposition interactive  pour toute la famille.  <b>ENTRÉE GRATUITE</b></p>	 <p>PORT MONTRÉAL</p>	 <p><b>Discover the Port of Montreal</b>  in an interactive exhibition  for the whole family.  <b>FREE ADMISSION</b></p>	<ul style="list-style-type: none"> <li>Pilotez un navire ■ Pilot a ship</li> <li>Manœuvrez des grues ■ Operate cranes</li> <li>Gérez le trafic ■ Manage traffic</li> </ul>
				

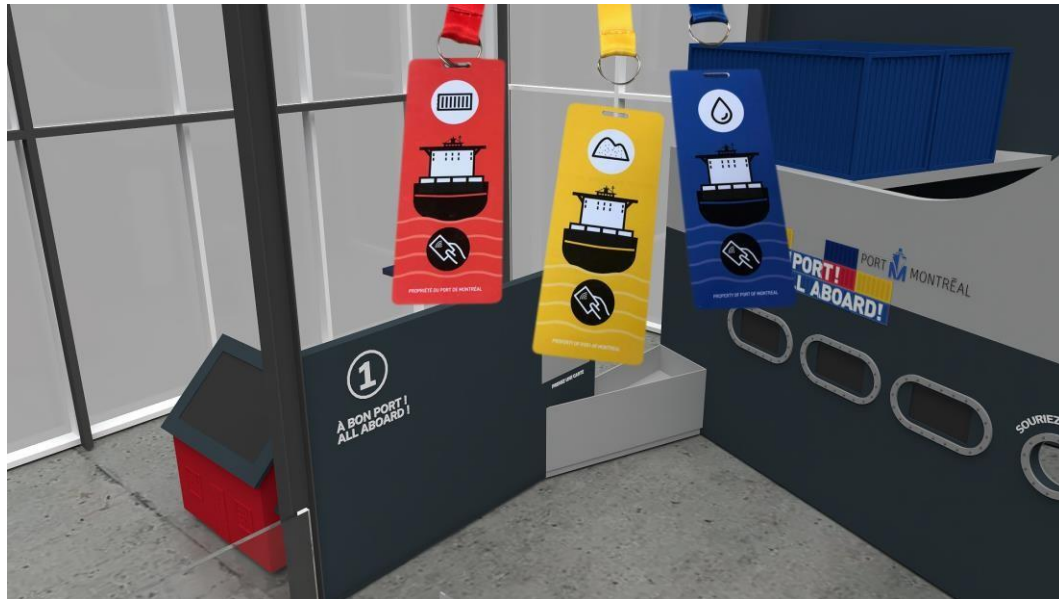
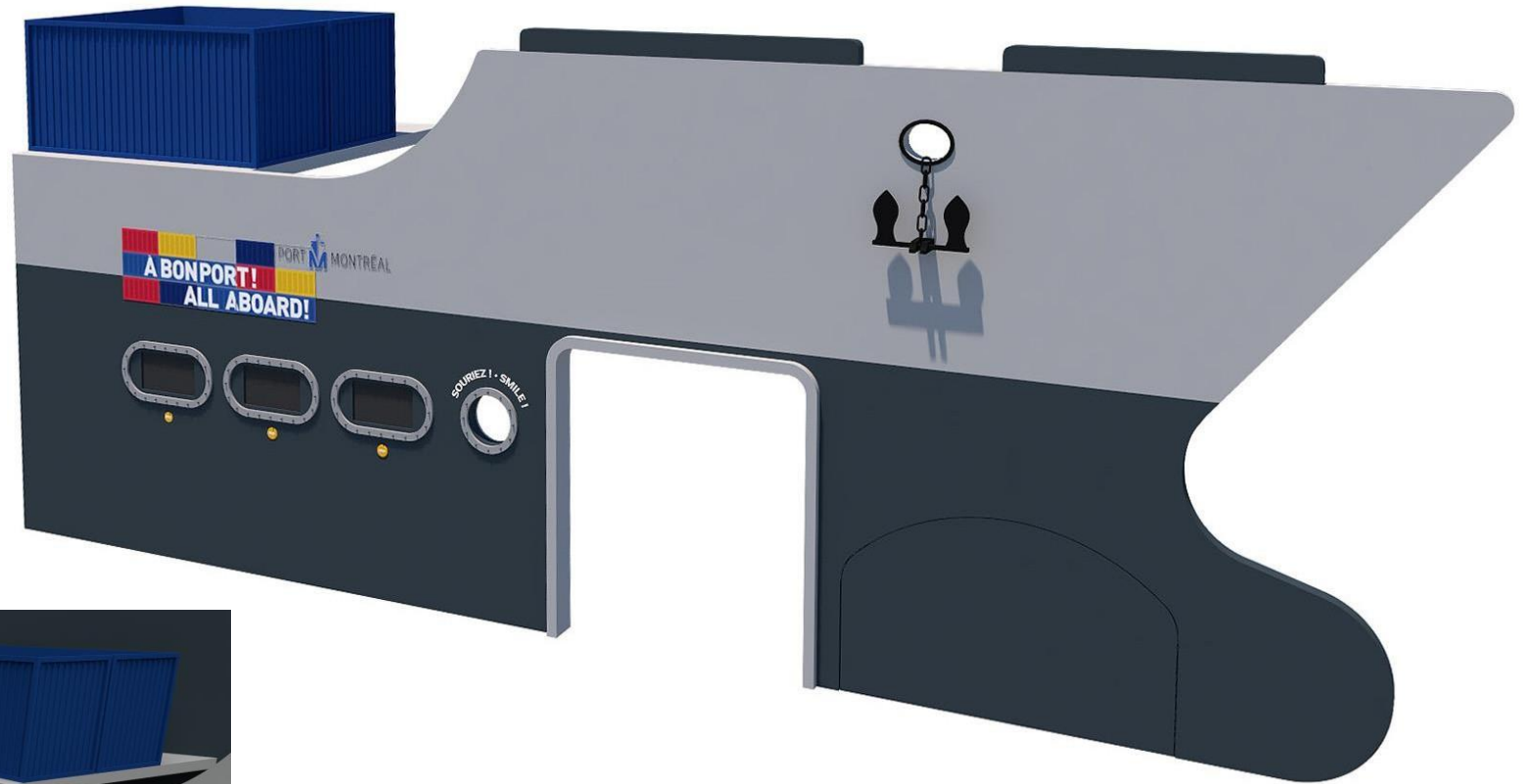


# OVER VIEW



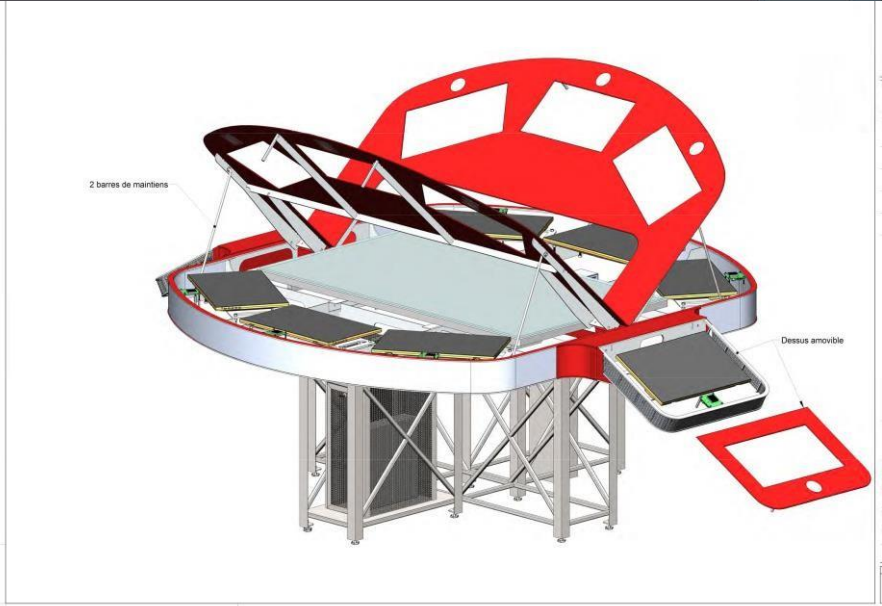
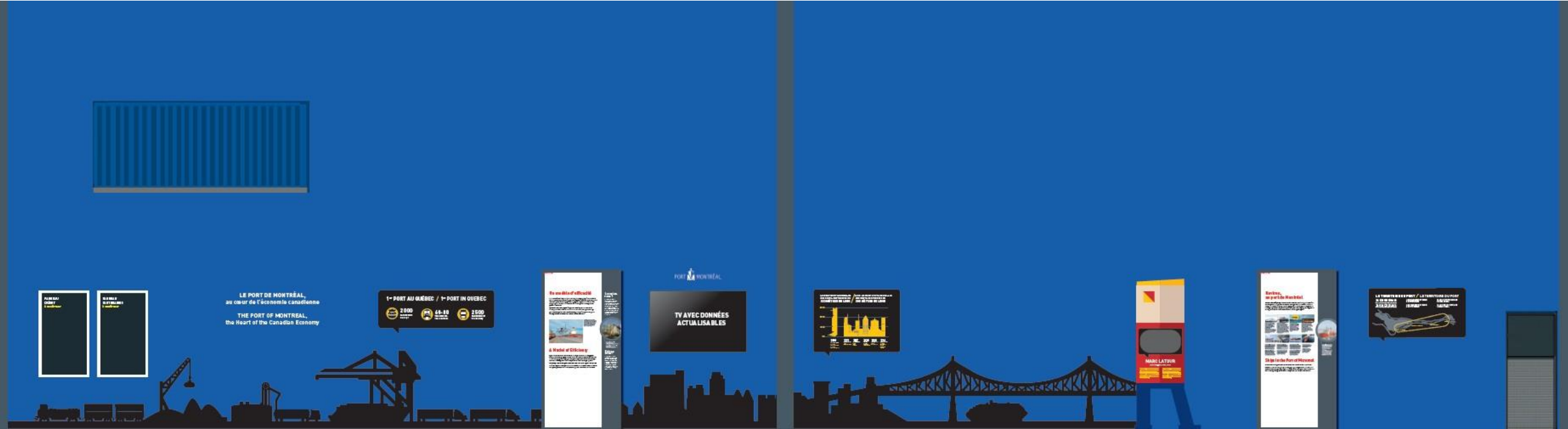
- 1 Start
- 2 Marine Transportation
- 3 Navigation
- 4 Longshoring
- 5 Port Infrastructures
- 6 Environment
- 7 Land Transportation
- 8 Merchandise

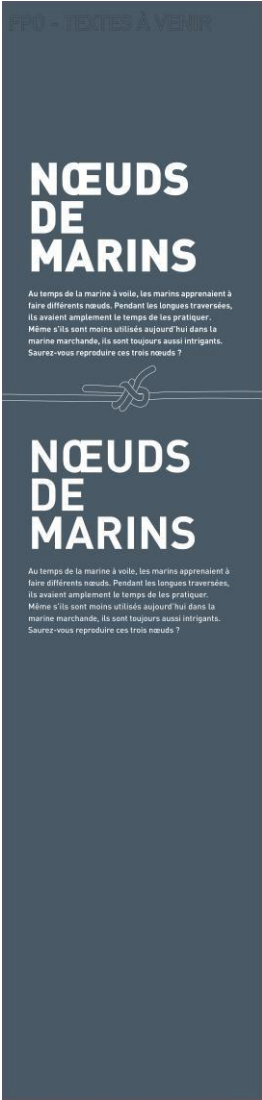
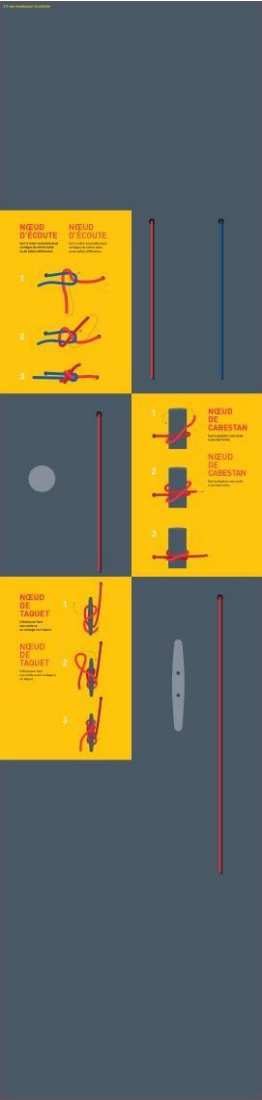
## STATION 1 - START





# STATION 2 – MARINE TRANSPORTATION



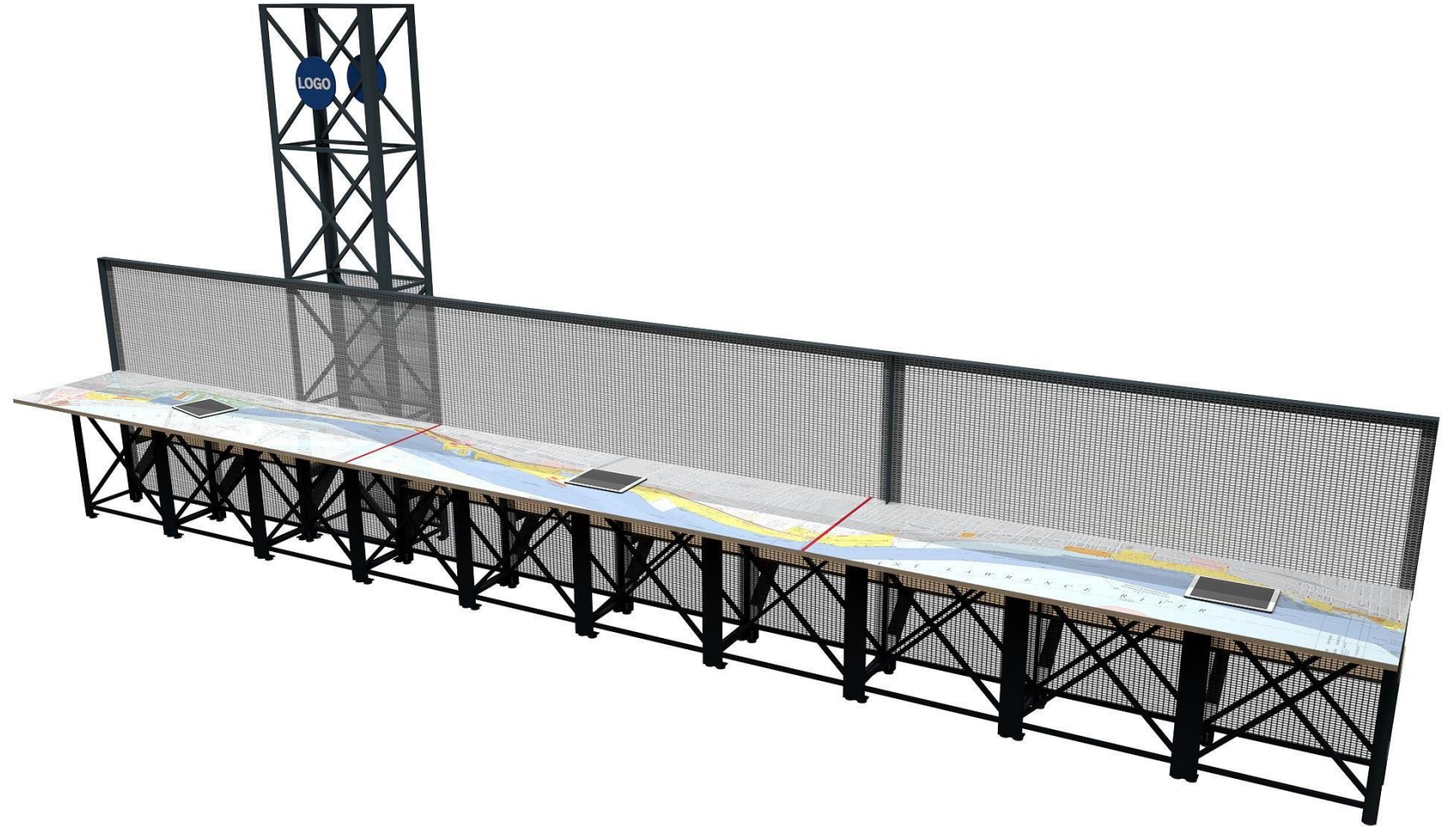




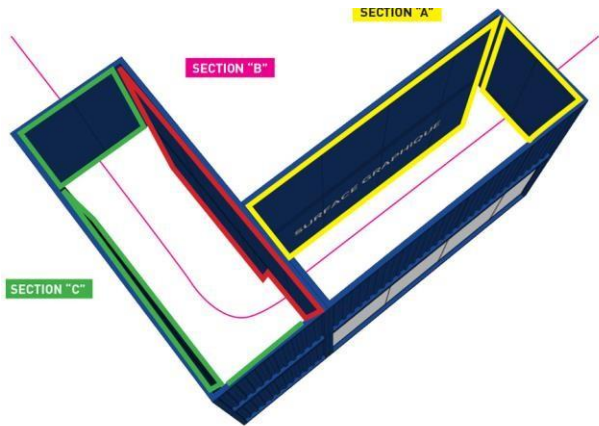
## STATION 4 – LONGSHORING



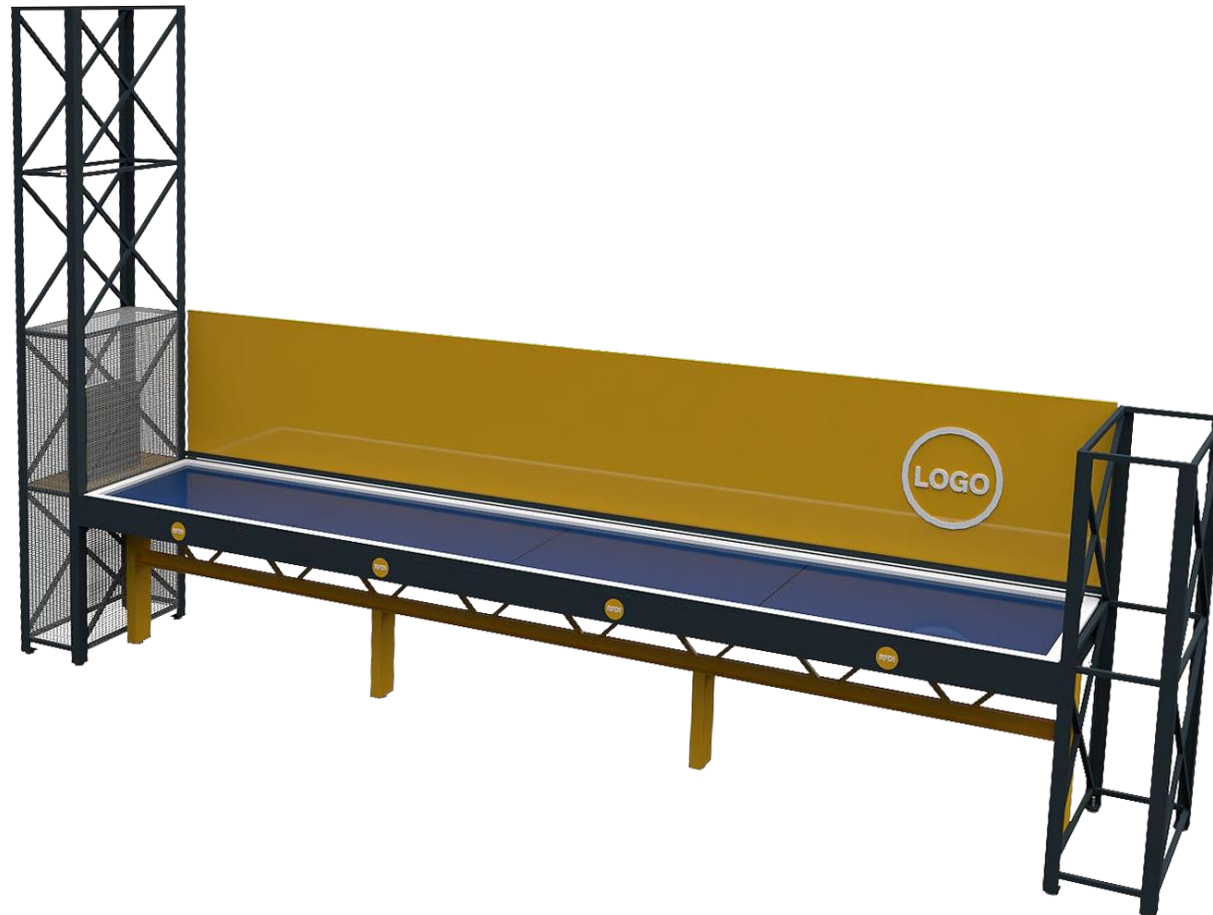
## STATION 5 – PORT INFRASTRUCTURES





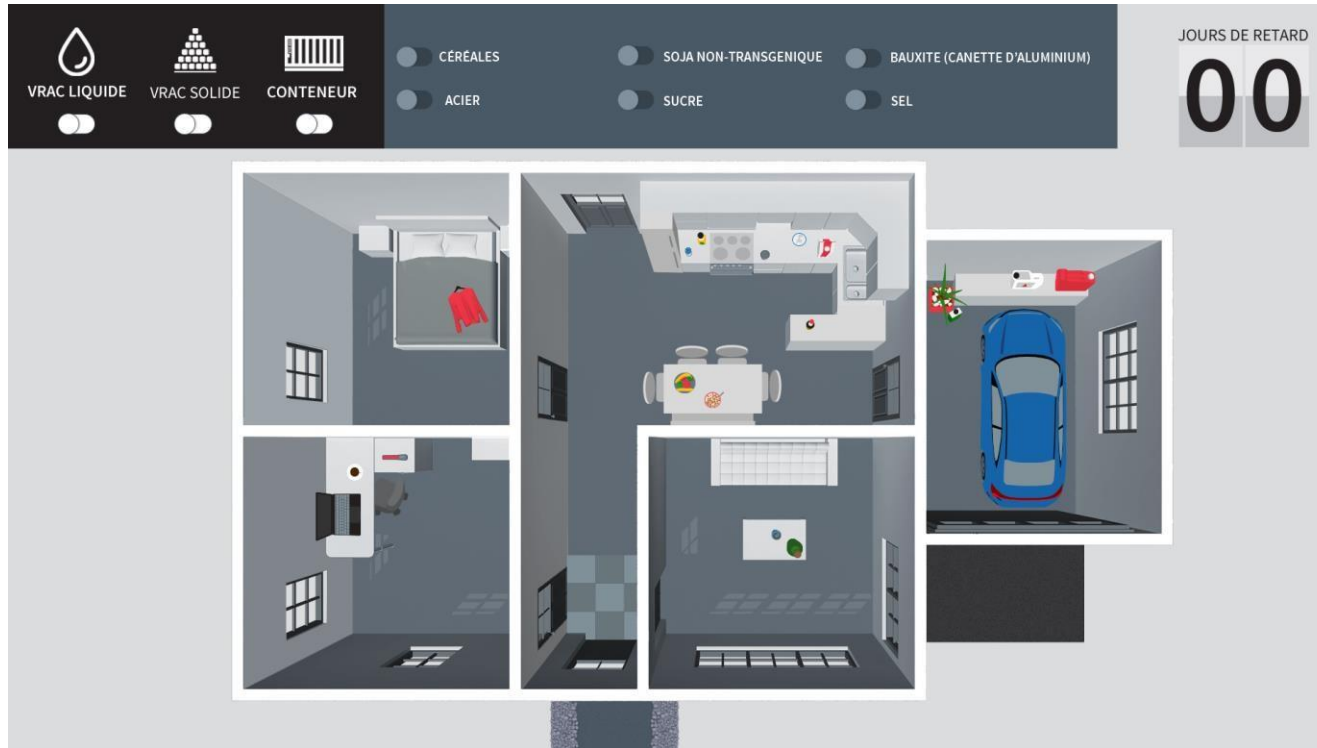


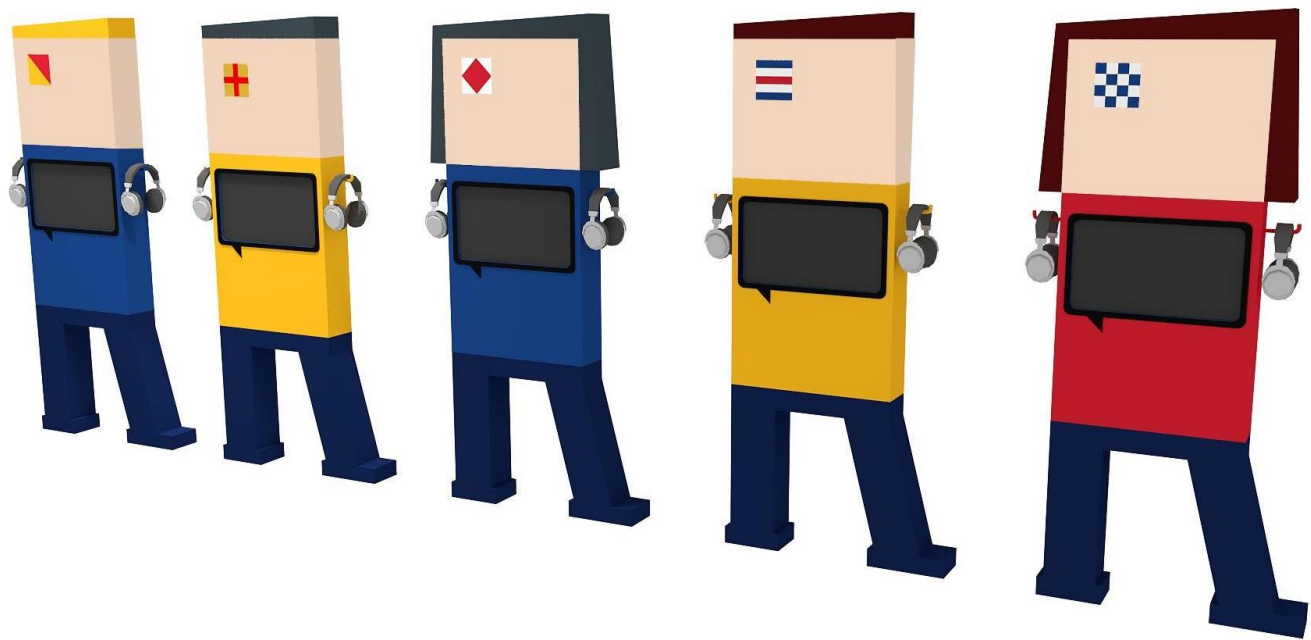
## STATION 7 – LAND TRANSPORTATION





## STATION 8 – MERCHANDISE









12-104


### Des sacs et des tonneaux... aux conteneurs !

Avant l'invention du conteneur, les cargaisons sont chargées et déchargées par les débardeurs. Ces hommes forts s'affairent des jours durant à remplir et à vider les filets que les grues abaissent ou montent des cales. Les cargaisons sont ensuite entreposées, puis rechargées, une manutention laborieuse, de plus en plus coûteuse.

De 1950 à 1975, le trafic portuaire mondial se multiplie par six. Les ports sont congestionnés, les quais encombrés... Un grand besoin d'innovation est ressenti. Le conteneur est inventé, puis les cargos pour les transporter et les machines pour les manipuler. Les débardeurs deviennent alors grutiers. Le conteneur devient roi !


Les débardeurs à l'œuvre au Port de Nantes, vers 1960. Photo : Archives municipales de Nantes.

Longshoring working at the Port of Nantes, circa 1960. Photo : Archives municipales de Nantes.



### Le saviez-vous ?

En 1966, les administrateurs du Port veulent construire un premier terminal pour conteneurs au Vieux-Port. Plusieurs facteurs font cependant reculer ce projet : manque d'espace, congestion, accès difficile, fort courant sous le pont Jacques-Cartier... Le terminal pour conteneurs sera plutôt implanté à plusieurs kilomètres à l'est.



### Did you know?

In 1966, Port administrators wanted to construct a container terminal on the site of the old port. Several factors – lack of space, congestion, difficult access, strong current under the Jacques-Cartier Bridge, etc. – pushed the project back. The first container terminal was in fact constructed several kilometres to the east of the old port.

### From sacks and barrels... to containers!

Before the container was invented, cargo was loaded and unloaded by longshoremen. These men – very strong men! – worked all day filling and emptying nets that cranes then lowered or raised from the holds of ships. Cargo was then stored and loaded again, labour-intensive handling that became more and more expensive.

From 1950 to 1975, world port traffic multiplied by a factor of six. Ports were congested, wharves were full... There was a pressing need for innovation. The container was invented, then the cargo ships to carry them as well as the machinery needed to handle them... Many longshoremen became crane operators. The container became king!

A 3D rendering of a vertical interpretation panel. The main body is light grey with two sections of placeholder text: 'Lorem ipsum français' and 'Lorem ipsum anglais'. To the right is a dark grey sidebar with a circular historical photo and the text 'Capsule Historique'. The panel is shown at an angle, giving it a three-dimensional appearance.

The logo for aiVP, featuring a stylized 'a' and 'i' in a circle next to the letters 'aiVP'.

# Lorient Port Center



**Name:** Antich Y amengual Frank

**Position:**

**Contact:** f.antich@audelor.com

Port centers allow us to create a new relationship with ports and to strengthen ties with the inhabitants of the port town that may have weakened.

Since 2016, the specificity and the force of the Port Center concept in relation with Lorient Agglomeration is that it covers all the sites and maritime sectors





# Key Data of your Port Center

- Your Port Center (building or platform): Platform
- Year of creation: 2016
- Actors involved (or approached): AudéLor, Lorient Agglomération, University, House of the sea, BPN, LGL...
- Website (insert the link if you have): <https://www.lorientportcenter.com/>
- Audience (children? general public? Students ? All of them?): 500 /month
- Key themes for your Port Center: Shipbuilding and ship repair, the fishing sector, shellfish farming, the commercial port, boating, french navy, renewable marine energy

	2016	2017	2018	2019
N° of visitors (or expected)				
Budget			30 000 euros	30 000 euros
Key activities			Website, communication, happening,	communication tools, happening, professional gathering
Projects of the year			New Website : Lorient Port Center	Professionnal gathering, happening,



**Please give us a couple of examples of the main projects you have developed in your port center and how you evaluate its success**

Project title and year	Brief description	How successful?
communicate with young public	Create educational and fun communication materials on the different ports of Lorient.	Very Good
inform and aggregate sea professionals	(creation of) Create professional meetings to valorize the different ports and also to make them meet.	Very Good
provide information on maritime	creation of communication tools	Good

**What have been the main difficulties to develop your Port Center or the associated activities?**

- Example 1 : co-construction of the global approach
- Example 2 : Exist on the territory by being dematerialized
- Example 3:





## What are your goals/expectations for the PCN Meeting in Bilbao ?

1. exchange of experience
2. exchange on the models of Port Center
3. Culture and Port Center



## What useful knowledge should AIVP provide you with?

1. Connecting with others port center
2. Discover other Port Center
3. ...



## Key topics for future PCN Meetings

1. ...
2. ...



# Syndicat Mixte Ports of Normandy – Port of Dieppe



FOUCHAULT Marie-Dominique  
Project manager to the  
director

Partnership with the ports of  
Seine-Maritime  
marie-dominique.fouchault  
@portsdenormandie.fr

Reception of the public for  
port visits, exchanges with  
professionals, exhibitions and  
cultural events, promotion of  
activities, various  
communication media



Port of Dieppe: cross-Channel activities, wind turbines, gravel and sea trade, fishing, boating, ship repair

[www.leuropevueduciel.com](http://www.leuropevueduciel.com)



# Key Data of your citizen initiatives

- Which actors do you usually collaborate with? : Normandy Region - Seine Maritime Department - Dieppe Maritime Agglomeration for actions to the trades and employment and promotion actions - Dieppe Maritime Tourist Office and City of Dieppe, City of Art and History for heritage tours- ESTRAN as maritime museum - Dieppe Navals and Logistics Seine Maritime as a cluster of companies on the port, The Association of the Channel Local Ports...
- Website : <http://www.portdedieppe.fr/>
- Key Audience for your initiatives : high school- students-companies-tourists-administrations- any local and regional audience

Social Initiatives you have recently developed	Year	Nº of visitors	Budget	Description
Port heritage visits - port activities and auction	Every year	from 10 to 30 people	NC	an agent of the port of Dieppe visits the Colbert Bridge, the dry port in the form of refit, auction and technical fishing area, spaces for cross-channel activity and trade
JL Saiz's photo exhibition on port activities and on dredging in the ports of the channel	2013	over several weeks	NC	Exhibitions on people practicing port work, on dredging in the ports of the Channel
yacht shows, ship repair, maritime services, logistics booth at regional events Armada, herring fair and scallop	Every year	NC	NC	port agents attend trade and tourism fairs
Dieppe Navals network of actors		fifty companies	NC	The port of Dieppe with the Dieppe Maritime agglomeration participates in the network of actors Dieppe Navals for the development of maritime activities



Form of refit transformed into automated dry port



landed fishing auction and fish market



technical area and ship repair

## What have been the main difficulties to develop a citizen activities in your port city?

To respect the security and confidentiality of the activities while visiting port activities

To organize tourist visits while the activity is depending on the tide

To have volunteer agents for the visit especially on weekends

## Key themes you would include in your future Port Center (if you plan one) or citizen activities

Theme 1 :  
cohabitation of port activities and that of a city; for example for fishing, for maritime trade activities, with risks

Theme 2 :  
the renovation of the maritime heritage and the necessities of circulating in the city and the port

Theme 3 :  
setting up a port network in a maritime territory





Aeolian maritime trade and Colbert bridge listed as a historic monument



Dieppe Newhaven Cross Channel Waterway



Ango building for boaters and Tourist Office

## **What are your goals/expectations for the PCN Meeting in Bilbao ?**

- 1-meet people who set up public information programs on port activities
- 2- exchange port experiences in France and abroad

## **What useful knowledge should AIVP provide you with?**

- 1- contacts, knowledge of ports...
- 2- rotate exhibitions

## **Key topics for future PCN Meetings**

- 1- setting up Port center adapted to each port while promoting a port network in a maritime area for effective communication with citizens





**Name:** Karine Lerendu  
**Position:** Communication  
Department Manager  
**Contact:**  
[k.lerendu@nantes.port.fr](mailto:k.lerendu@nantes.port.fr)

In 2018, 29 000 visitors discovered the Loire estuary and the port facilities, with the Tourism Offices and associations. In parallel with these visits, actions are carried out around public events like *The Bridge*, *Débord de Loire*, *la Mer XXL*...

# Nantes Saint-Nazaire Port





# Key Data of your citizen initiatives

- Which actors do you usually collaborate with? Tourist Offices in Nantes (A Journey to Nantes) and in Saint Nazaire (Saint Nazaire Tourism). Associations like Estuarium or Cultural and Maritime Center of Nantes...  
Nantes - Saint Nazaire Port is a founder member of the "Visitez nos entreprises en Pays de la Loire" ("Visit Our Companies in Pays de la Loire") Association.
- Website with information about social activities (insert the link if you have): <http://www.nantes.port.fr/about-the-ports-activities/visiting-the-port/?L=1>
- Key Audience for your initiatives (children? general public? both?) : Both. The main public is the people who live in Loire Estuary.

Social Initiatives you have recently developed	Year	Nº of visitors	Budget	Description
Coach tours of the Saint Nazaire, Montoir de Bretagne and Donges facilities	2018	2069		individuals and organized groups - duration: 2 hours
Saint Nazaire sea cruises	2018	5120		From April to September. An exploration by sea of the port facilities from Saint Nazaire to Donges (individuals and organized groups - duration: 2 hours)
Loire Estuary cruises	2018	19577		From Nantes to the port of Saint-Nazaire you will see unique points of view on the villages, the flora and fauna, the works of the estuary route. On board, a guide comments your discovery: the places, their stories, their stakes ...
Cultural and Maritime Center of Nantes	2018	846		Cruise to discover the industrial heritage of the Loire estuary
Estuarium	2018	900		Educational program to discover the Loire estuary : natural landscapes, industry, activities
Discovery of natural area of Donges	2018	52		Discovery of the management of natural areas: biodiversity, migratory flows of birds, agricultural activity, hunting...





## What have been the main difficulties to develop a citizen activities in your port city?

The availability of professionals and the adaptation of the speech

Internal mobilization

## Key themes you would include in your future Port Center (if you plan one) or citizen activities

Port professions

History and projects

Issues and role





## What are your goals/expectations for the PCN Meeting in Bilbao ?

1. Discovery
2. Experience sharing...



## What useful knowledge should AIVP provide you with?

1. approach, method, risks, levers...



## Key topics for future PCN Meetings

1. ...
2. ...



**Name:** THEGAT Dominique  
**Position:** Responsable  
Communication, relations  
institutionnelles &  
commerciales  
**Contact:**  
[d.thegat@portdeguyane.fr](mailto:d.thegat@portdeguyane.fr)

# Grand Port Maritime French Guiana



**The only** european  
and french port in  
South America

**95% of** imported  
products

**Less than 1 million**  
gross tons a year

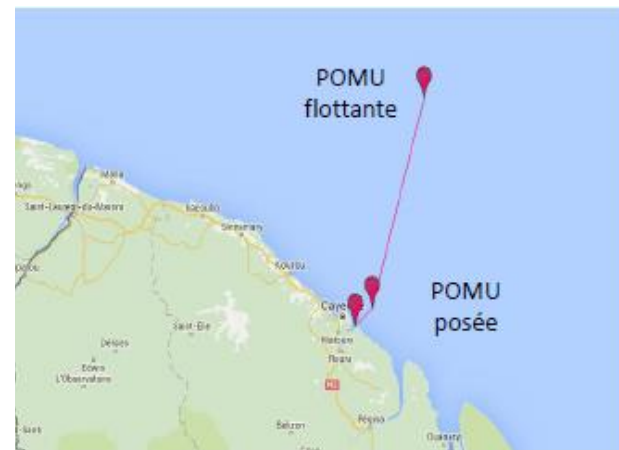
**Nearly 80**  
companies and  
government  
agencies

**1400** direct and  
indirect jobs  
related to port



# Key Data of your citizen initiatives

- Which actors do you usually collaborate with? Private Port actors, Local Employment Authority, local Education Authority , and soon Local Maritime Cluster
- Website with information about social activities (insert the link if you have): <http://www.semaine-emploi-maritime.fr/en-regions/>
- Key Audience for your initiatives (1 to 2 educational visits a month, so 40 to 80 children a month).

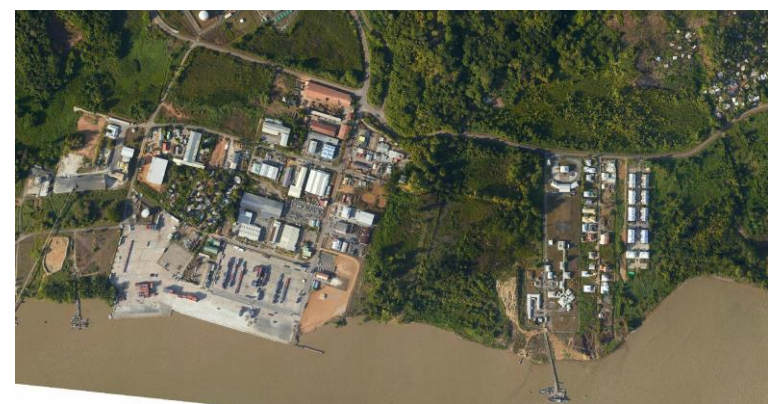


## What have been the main difficulties to develop a citizen activities in your port city?

The main commercial port of French Guiana (84 000 square kilometers)

Lack of overall vision of the port

Lack of port actors



## Key themes you would include in your future Port Center (if you plan one) or citizen activities

Promotion of maritime and port trades

Sustainable and innovate activities in a port

Bring school children of the city of the port back to port.







## **What are your goals/expectations for the PCN Meeting in Bilbao ?**

1. benchmarking
2. Look for innovative ideas
3. Participate to an example of signing event



## **What useful knowledge should AIVP provide you with?**

1. Social and sustainable information
2. Expertise for creating our port center
3. Network of professional contacts



## **Key topics for future PCN Meetings**

1. The best way for giving priority to circular economy projects
2. The clean energy



# Dublin Port Company



**Name:** James Kelleher  
**Position:** Head of Special  
Projects, Port Heritage &  
Communications  
**Contact:**  
[jkelleher@dublinport.ie](mailto:jkelleher@dublinport.ie)

Short description of your citizen  
program(s)





# Key Data of your citizen initiatives

- Which actors do you usually collaborate with? *Local community orgs, Local authority offices, Port Users and internal Stakeholders*
- Website with information about social activities (insert the link if you have): [www.dublinport.ie](http://www.dublinport.ie) ; dublinportarchive.com
- Key Audience for your initiatives (children? general public? both?) *Both*

Social Initiatives you have recently developed	Year	Nº of visitors	Budget	Description
Tangible soft values - built environment	2015	Apx. 100,000 per annum	€0.55M	The Dublin Port Diving Bell
Tangible soft values project – built environment	2016	Apx. 4000 per annum	€0.5 M	Seafarers’ Centre
Intangible soft values- Arts - Music	2018	50+ ‘x’ number outreach online	c. €5k	Hidden Pianos –Beneath the Quays
Intangible soft values – Arts Theatre, Plays	2019	tbc	tbc	In Our Veins and Last Orders at the Dockside plays in 2019



## What have been the main difficulties to develop a citizen activities in your port city?

Example 1: Stakeholders, stakeholders . . . Don't forget internal ones.

Example 2: Accessibility, health & safety constraints,

Example 3: Perception & recognition

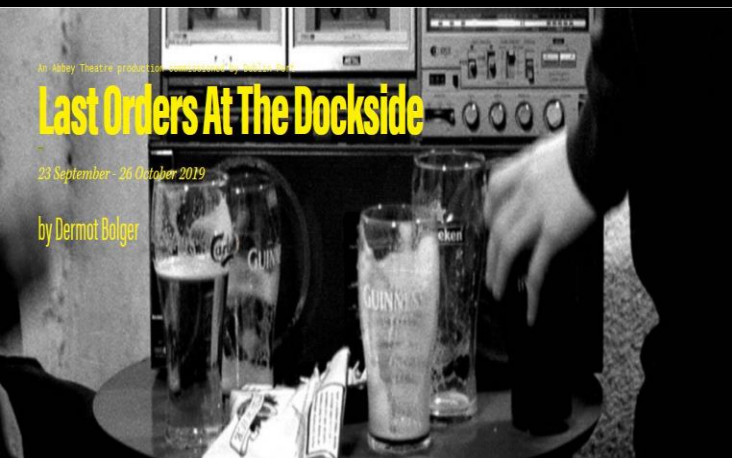
## Key themes you would include in your future Port Center (if you plan one) or citizen activities

Theme 1: Heritage in all its facets

Theme 2: Modern port function

Theme 3: Environment, Biosphere





## What are your goals/expectations for the PCN Meeting in Bilbao ?

1. ...share/ receive knowledge and shared experience
2. ...networking
3. ...AIVP social and experiencing the port city of Bilbao

## What useful knowledge should AIVP provide you with?

1. ...Development of the Port
2. ...Port city integrations projects
3. ...Future contacts, delegates

## Key topics for future PCN Meetings

1. ...tbc
2. ...





**Name:** Francesca Morucci

**Position:** Head of Public Relations Office

**Contact:**

**[f.morucci@portaltotirreno.it](mailto:f.morucci@portaltotirreno.it)**

The Livorno Port Center has been created in 2015 on the wake of “Porto Aperto” project and of Port Authority’s open port activities in order to improve the social and cultural relations between the city, the territory and the port.

# Livorno Port Center

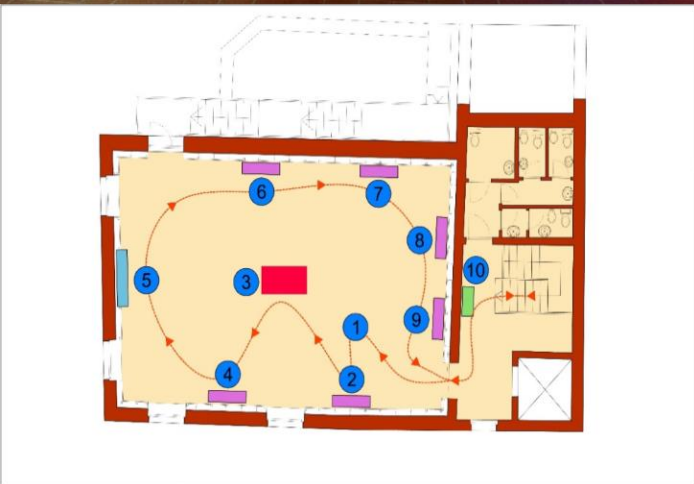




# Key Data of Livorno Port Center

- Port Center (building): Fortezza Vecchia (Livorno Old Fortress)
- Year of creation: 2015
- Actors involved: Port Network Authority of the North Tyrrhenian Sea (formerly Livorno Port Authority)
- Website: [www.livornoportcenter.it](http://www.livornoportcenter.it) [www.portialtotirreno.it](http://www.portialtotirreno.it)
- Audience: children, students, general public
- Key themes: discovering and experiencing the port from the inside; technology to allow different kinds of interaction; promotion and dissemination of the port values by using tools that can generate aware and pleasant experiences

	2016	2017	2018	2019
<b>N° of visitors</b>	1,000 ca	2,300 ca	2,500 ca	1,300 ca up to now + 500 ca expected within 2019
<b>Budget</b>	No specific budget (a general budget of € 250,000 per year devoted to Old Fortress/Port Center/Historical Vessels Showroom)	No specific budget (a general budget of € 250,000 per year devoted to Old Fortress/Port Center/Historical Vessels Showroom)	No specific budget (a general budget of € 250,000 per year devoted to Old Fortress/Port Center/Historical Vessels Showroom)	No specific budget (a general budget of € 250,000 per year devoted to Old Fortress/Port Center/Historical Vessels Showroom)
<b>Key activities</b>	School visits to the multimedia lab; tour of the port of Livorno; visit to the Historical Vessels Showroom	School visits to the multimedia lab; tour of the port of Livorno; visit to the Historical Vessels Showroom	School visits to the multimedia lab; tour of the ports of Livorno, Piombino, Portoferraio; visit to the Historical Vessels Showroom	School visits to the multimedia lab; tour of the ports of Livorno, Piombino, Portoferraio, Capraia; visit to the Historical Vessels Showroom
<b>Projects of the year</b>	<ul style="list-style-type: none"> <li>• PORTO APERTO IX Edition</li> <li>• Saturday opening of Port Center</li> </ul>	<ul style="list-style-type: none"> <li>• PORTO APERTO X Edition – 10th Anniversary special celebrations: “Conurgenza Project”; Historical Vessels Showroom restoration</li> </ul>	<ul style="list-style-type: none"> <li>• PORTO APERTO XI Edition</li> <li>• “I giovedì del Port Center” (Thursdays at the Port Center) 1st season on the wake of “Le jeudis du LH Port Center”.</li> </ul>	<ul style="list-style-type: none"> <li>• PORTO APERTO XII Edition</li> <li>• “I giovedì del Port Center” (Thursdays at the Port Center) 2nd season</li> <li>• “Navi di Maggio” (School visits to vessels equipped for environmental activities) – May 2019</li> </ul>



Please give us a couple of examples of the main projects you have developed in your port center and how you evaluate its success

Project title and year	Brief description	How successful?
<i>Dibattito in Porto</i> (Public Debate) 2016	Process of information, discussion and debate about two works and projects of infrastructural requalification of the port of Livorno involving environmental, local, conservation, social, cultural and economic issues (mandatory by Tuscan Regional Law Nr 46/2013 in relation to any public or private works involving total investment of over EUR 50 million)	The Port Center was chosen as headquarters of all the debate activities. Furthermore, the Multimedia room holding a touchscreen table allowing to explore the port, a specific section with contents about the public debate accessible through virtual interactive maps has been implemented
PORTO APERTO project	Guided tours to the ports belonging to the Port Network; “Porto Aperto News” local television broadcast; Livorno Port Center and Historical Vessels Warehouse as an integral part of the general project	Starting from its first edition in 2007, the project has involved more than <b>19.000</b> students (an average of 100 students every week during the school year)



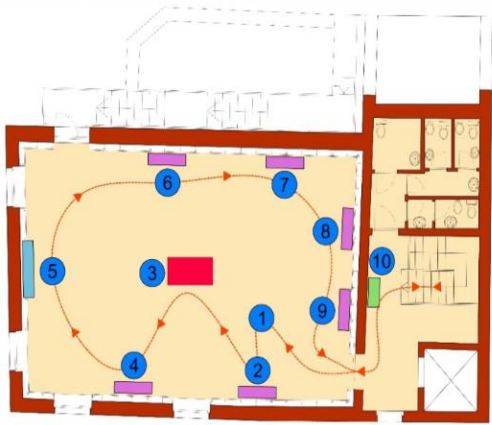


**Please give us a couple of examples of the main projects you have developed in your port center and how you evaluate its success**

**What have been the main difficulties to develop your Port Center or the associated activities?**

Example 1: The source of revenues. The Port Center and all its activities have been almost totally financed by the Port Network Authority

Example 2: Drawing general public. The best feedback is from the schools, while private people is less responsive to the Port Center activities





## **What are your goals/expectations for the PCN Meeting in Bilbao ?**

1. Sharing good practices and experiences
2. Finding new strategies to face the main difficulties associated with the Port Centers' activities
3. Fostering and strengthening the Port Center Network by joint activities

## **What useful knowledge should AIVP provide you with?**

1. Other Port Centers' projects
2. How other European Countries manage the port-city interface issues
3. How other Port Centers manage their project and activities

## **Key topics for future PCN Meetings**

1. Port Centers: discovering the new networking/members
2. How to relaunch the Port Center activity for general public





# Port Saint John



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**Position:** Director  
**Communications & Corporate  
Social Responsibility**  
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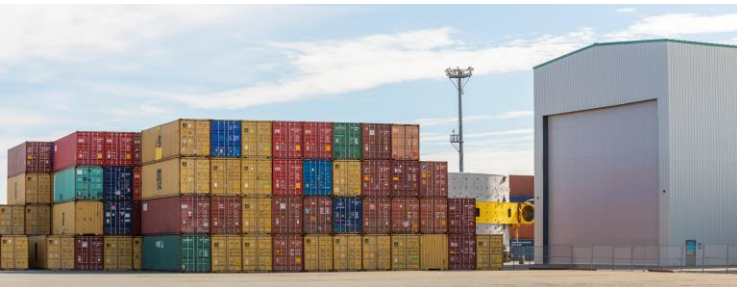


# Key Data of citizen initiatives

- Which actors do you usually collaborate with? **Port Stakeholders, government and related agencies, Community leaders/members and Residents**
- Website with information about social activities (insert the link if you have): <https://www.sjport.com/community/>
- Key Audience for your initiatives **Children/families living in priority neighbourhoods surrounding the Port + general public**

Social Initiatives recently developed	Year	Nº of visitors	Budget	Description
Community Day	2011 – 2019	3500-5000	\$40,000 (including sponsorship)	This one-day, annual event brings our Port stakeholders and community together for an afternoon of fun and learning. This event has a significant sponsorship component and has broke even. Over the past 9 years the event has raised more than \$100,000 CAD for charities working with children in need and prioritized on breaking the cycle of inter-generational poverty.
Inclusion Model (stakeholder and community engagement)	2011 - now	80-150 participants	\$2,500	The Inclusion Model was created and implemented in 2011 and has evolved into a primary tool by which the Port Saint John management team maintains a cycle of engagement with stakeholders in an inclusive manner. Semi-annual forums encourage presentations from both the Port Saint John team and from our stakeholders for the benefit of sharing priorities amongst members of the Port community. Working committees encourage project and issue specific engagement in intervals between the semi-annual forums. Feedback gathered from engagement through these activities is fed into the strategic planning process with the Board of Directors for the Business Plan annual update.
Port Education Program	2014 – now	800-1000/per year	\$7,000	Students from grades 3 through 10 are engaged with port learning opportunities through both in-class presentation materials and the opportunity to pair these with a weekly port tours. Our port tours are led by a trained educator and are carried out in co-operation with stakeholders at Barrack Point Potash Terminal, the container terminal and American Iron and Metal. Hundreds of students were provided up-close-and-personal experiences on these tours each year. In 2017, the program was further developed with the addition of a high school/careers module. This module was designed to highlight types of work in the port/marine transportation sector to with the goal of engaging students who may be making decisions about their future career path. In addition to these efforts, Port Saint John regularly partners with educational entities such as Enroute to Success, New Brunswick Community College, UNB Saint John and Saint John High School to provide intern and co-op opportunities for secondary and post secondary students.
Harbour Lights Campaign	1998- now	Broadcast audience of CBC	\$10,000	Each year Port Saint John partners with CBC and Saint John Energy on the Harbour Lights Campaign to raise funds for 15 food banks from St. Stephen to Sussex. Over 22 years, the cumulative total amount raised from our generous communities in Southern New Brunswick surpasses \$2.7 million.





## What have been the main difficulties to develop a citizen activities in your port city?

Example 1: Available human and financial resources from an operational perspective.

Example 2: Sustaining momentum in periods of friction.

Example 3: Incorporating a stronger presence from port stakeholders

## Key themes you would include in your future Port Center (if you plan one) or citizen activities

Theme 1: Value of Port to Region

Theme 2: Importance of logistics chain and role of marine terminals in this

Theme 3: Focus on adaptation to climate change



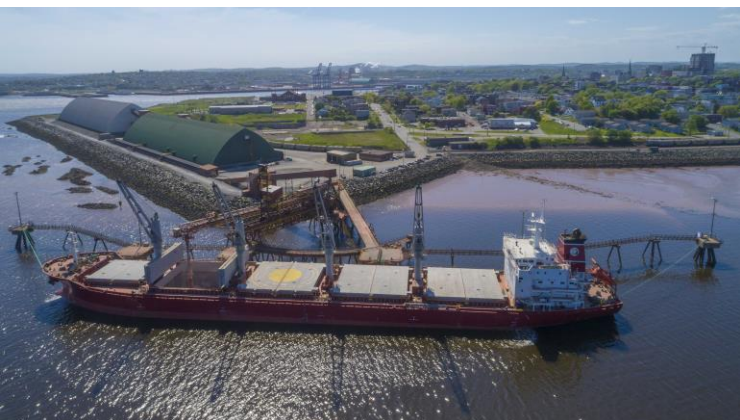
## **What are your goals/expectations for the PCN Meeting in Bilbao ?**

1. To engage with colleagues who are facing similar issues
2. To learn from the Bilbao example
3. To evaluate value of a full AIVP membership for next year



## **What useful knowledge should AIVP provide you with?**

1. How other ports are working with their municipalities, regions and publics
2. Key studies in mitigating the less desirable impacts of Ports for residents
3. Alignment with global industry trends in sustainability (eg Agenda 2030)



## **Key topics for future PCN Meetings**

1. Best practices for working with local governments
2. Best practices for working with indigenous populations



# Port Network Authority of the Central Tyrrhenian Sea



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**Position:** Marketing -  
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Short description of your citizen  
program(s)

Castellamare di Stabia



Naples



Salerno



# Key Data of your citizen initiatives

- Which actors do you usually collaborate with?



- Website with information about social activities (insert the link if you have): [www.portoaperto.it](http://www.portoaperto.it);
- Key Audience for your initiatives (children? general public? both?): [tourists, students and citizens](#).



## Social Initiatives you have recently developed:

The main activity to let people know more about ports is Porto Aperto.

The aim of “Porto Aperto” is to involve citizens by telling them about the three main ports of Campania region, through guided visits and by making these open days a celebrating occasion and a festive moment.

“**Porto Aperto 2019**” has come to its third edition. This year it was for the first time the “*Porto Aperto*” event for Naples, Salerno and Castellammare di Stabia, the three ports belonging to the Campania port system. This is the reason why this year the Port Network Authority of the central Tyrrhenean Sea has organised a celebratory open day in each port.

The show was carried out during three days: on May 17th in Castellammare di Stabia, on the 18th in Salerno and on the 19th in Naples.

PORTO  
APERTO





AUTORITÀ DI SISTEMA PORTUALE  
DEL MAR TIRRENO CENTRALE  
NAPOLI SALERNO CASTELLAMMARE DI STABIA



**17/19 MAGGIO 2019**

**17 CASTELLAMMARE DI STABIA**

**18 SALERNO**

**19 NAPOLI**



# PORTO APERTO



**VISITE GUIDATE MUSICA EVENTI**



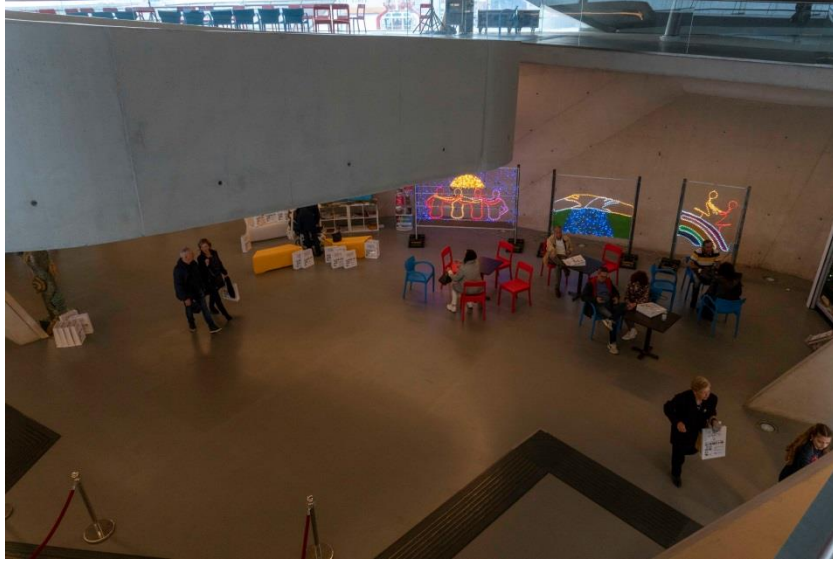


## Castellammare di Stabia

**Porto Aperto started on the 17th with a conference** having as discussion theme “the value of the port for the territorial development”; the Conference took place in the Council Hall of Castellammare di Stabia’s municipality.

During the day, guided tours of the military establishment of ropes production were organised for the local high school students, as well as boat excursions, in cooperation with the “Lega Navale” of Castellammare di Stabia (registration was necessary through the website [www.portoaperto.it](http://www.portoaperto.it)).

In the afternoon, a very suggestive concert ended the day.



## Salerno

**The 18th of May day** was dedicated to the Port of Salerno, with guided tours of the harbour on motorboats, from morning till noon, (reservation was needed through the website [www.portoaperto.it](http://www.portoaperto.it)). In the meanwhile, in the morning and in the afternoon guided tours of the Maritime Station designed by the famous anglo-irachenian archi-star Zaha Hadid were organised. Entertainment and musical moments went on during the whole day, then leading to a symphony of boat whistles in the early night and then a final concert called “Mare Nostrum”.





## Naples

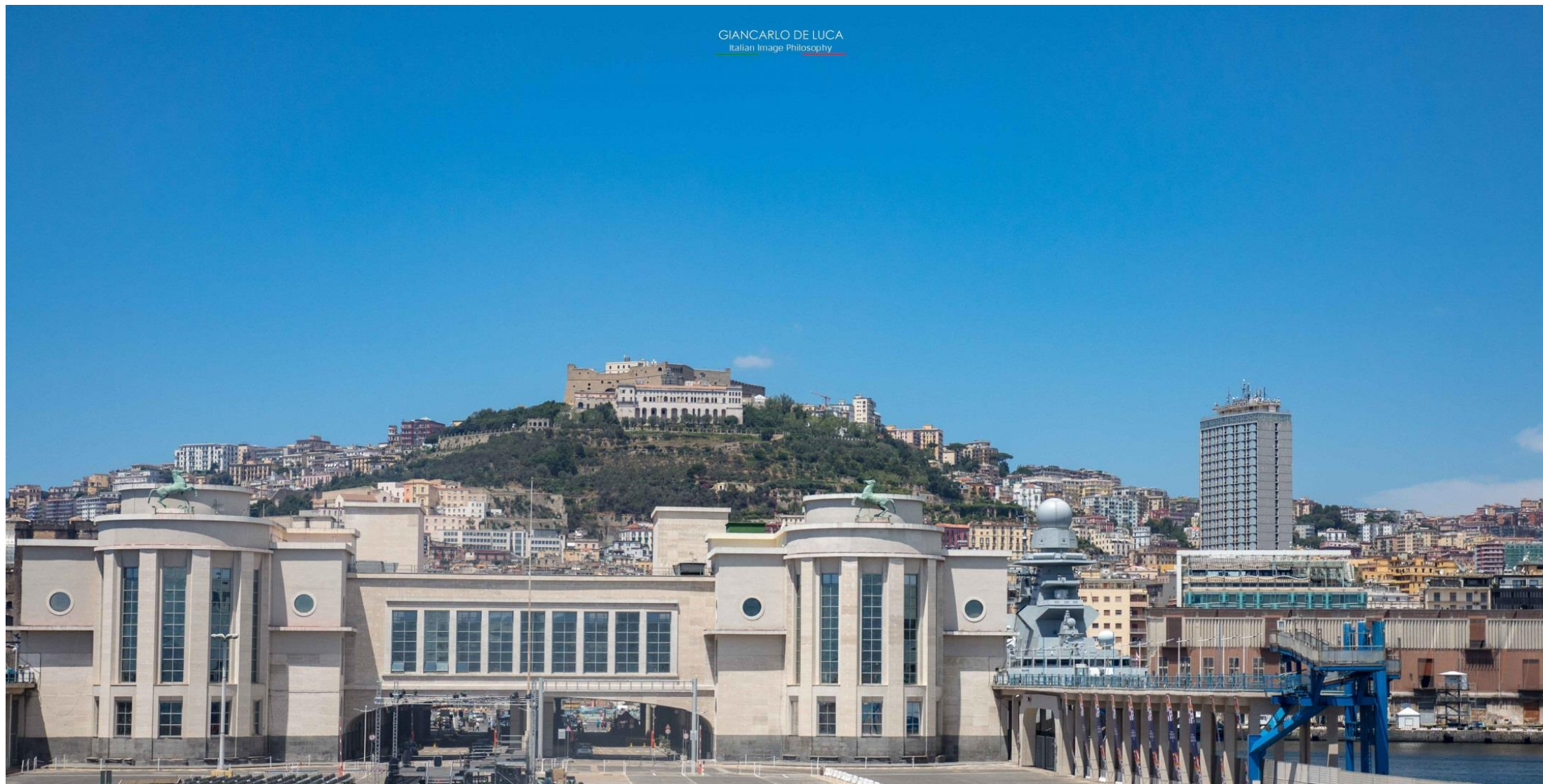
The closing day was in the Port of Naples, **Sunday 19th of May**, with guided tours of the harbour by motorboats and port tours by bus.

In the afternoon, guided visits by motorboat to “San Vincenzo” pier (upon reservation) were organised, while the final part of the celebration started at the “Darsena Acton” area with musical events.





## Porto Aperto editions 2017-2018



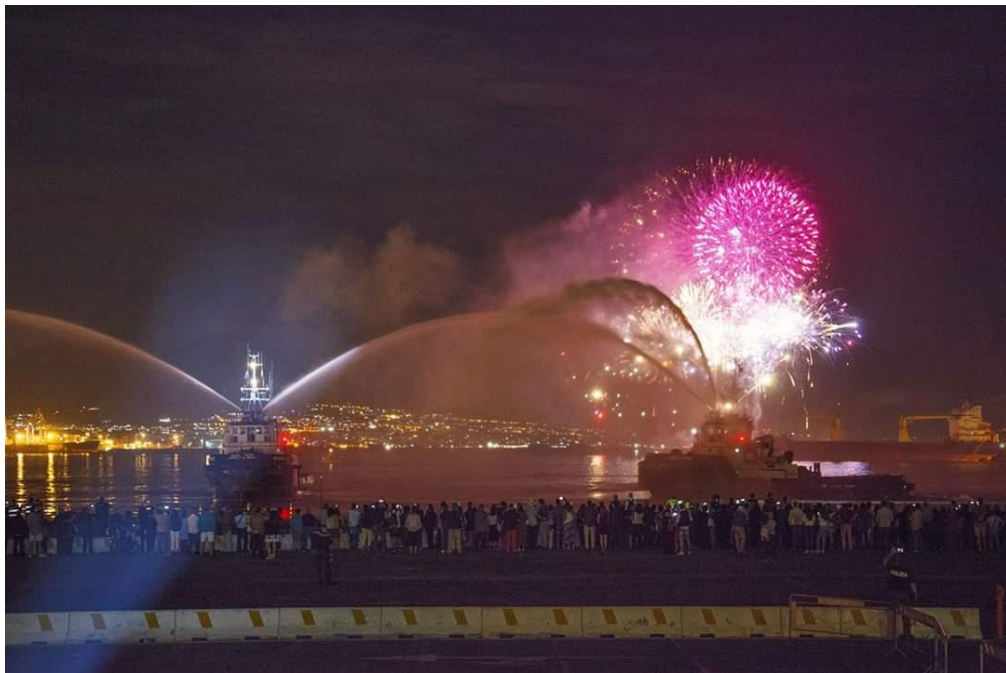


## Porto Aperto editions 2017-2018





## Porto Aperto editions 2017-2018





What have been the main difficulties to develop a citizen activities in your port city?

Let people know more about the activities that take place inside the ports. Make it clear that ports are an integral part of the city.

Carry out events that connect citizens to the port.



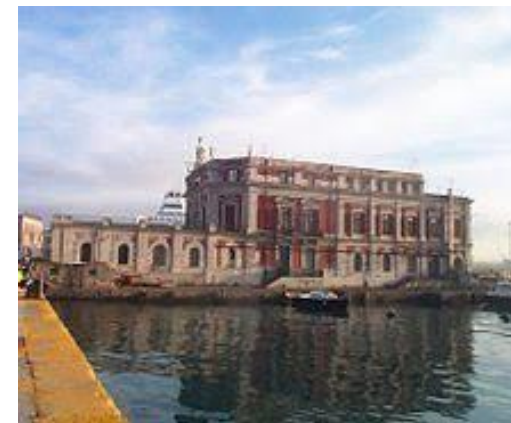
Giancarlo De Luca Photo

Key themes you would include in your future Port Center (if you plan one) or citizen activities:

- Develop the concept of a Port Citizen;
- Implement a Port Centre in a historic structure of the Port of Naples: [Palazzo Immacolatella](#);

### [Palazzo Immacolatella](#):

Designed by Domenico Antonio Vaccaro, Palazzo Immacolatella was built by Charles III of Bourbon in the mid-18th century, by the sea between the large pier and the Carmine castle, in the Mandracchio basin, connected by two bridges to the mainland. The building housed the Deputation of Health and was a primary element of the urban and port landscape. Following the twentieth century transformations of the port, it is now part of Porta di Massa quay.







### What are your goals/expectations for the PCN Meeting in Bilbao ?

Acquiring most of best practices of existing port centers;  
getting more information for realization and organization of a new one.

### What useful knowledge should AIVP provide you with?

All useful information/experience that can support our activities and strengthen contacts with other organizations that already implemented a PCN;

### Key topics for future PCN Meetings

1. Funding and investments;
2. Organization aspects;
3. Support by local and national bodies for the realization of all the activities necessary to the creation of a new port center.



PORT OF  
OSLO  
HAVN

# Planning a multimedia Port Center in The Port of Oslo

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# Key Data of our citizen initiatives

- Actors: The Port Walk in cooperation with customers and Port related organizations.
- Website: <https://www.oslohavn.no>
- Key Audience: Families of all ages in the city

Social Initiatives you have recently developed	Year	Nº of visitors	Budget	Description
	2019			The European Commission awarded Oslo the prestigious European Green Capital title for 2019. We have received a lot of delegations and journalists from all over the world to learn about The Port of Oslo.
	2014-2019			Port Walk – 10 000 citizens enjoy activities along the 9 km harbour promenade.
	2010-2017			Boattrips with neighbours and students
	2019			Planning and celebrating 3 parks and a new shore power station



# We need a Multimedia Center

- **What have been the main difficulties to develop a citizen activities in your port city?**
- No difficulties. The citizens of Oslo love the activity in the port.
- For The Port of Oslo it is a question of priority and how to learn and entertain people.
- **Key themes to include in our future Port Center**
- Make the citizens understand the importance of The Port of Oslo.
- Environmental port issues
- Property developement

# Goals, expectations and knowledge

## **For the PCN Meeting in Bilbao**

1. Get inspired
2. Learn from other ports

## **Useful knowledge AIVP can provide us with**

1. We need good ideas
2. Learn about the possibilities







# We make a yearly Port Walk with activities









# Port Walk Parkour







NORTH ADRIATIC SEA  
PORT AUTHORITY  
PORTS OF VENICE AND CHIOGGIA



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**Position:** Head of Promotion,  
Communication and Institutional  
Relations

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We organize Open Port Days, guided  
tours to the port, initiatives with  
schools, Universities and families. In  
cooperation with local Institutions and  
organizations, we host sport and  
recreational events.



**Name:**  
Giorgia  
Costantini  
**STAFF**



**Name:**  
Maria Sol  
Scanferla  
**STAFF**

# North Adriatic Sea Port Authority

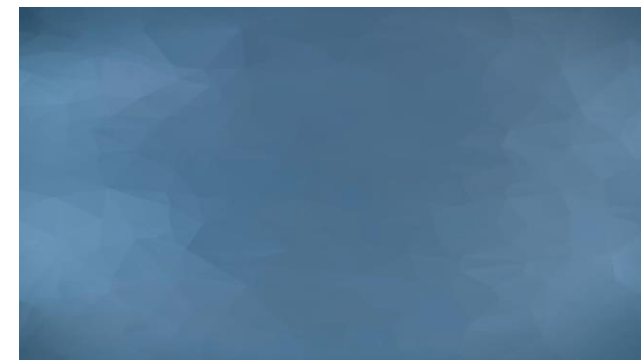


# Key Data of your citizen initiatives

- Which actors do you usually collaborate with?

Schools, Local Institutions, Professional Associations, Non-profit Organizations, Port Actors.

- Website with information about social activities <https://www.port.venice.it/en/the-open-port.html>
- Key Audience for your initiatives: general public, schools, families, professionals.



Social Initiatives you have recently developed	Year	N° of visitors	Budget	Description
Guided tours to the Port and "Kids on Board" project	2019	700	€ 7,700.00	The "Open Port" program includes a number of guided tours to visit the port infrastructures, both of the commercial and of the passenger port, led by the Port Authority staff. The tours are organized both by boat and by bus, and allow the participants to see and understand how a port works and which is its role for the territory. The "Kids on board" project is a particular kind of guided tour specially designed for primary school students. The initiative, spread on multiple dates, welcomes the young students and their teachers in the Port Authority premises, where a logistic-themed laboratory takes place in a format suitable for children. The event terminates with an adventurous tour on the technical-nautical boats made available by the Coast Guard and by the Towing and Mooring Societies.
"Otello in Porto" project	2019	170		Six High Schools of the venetian territory participated to this cultural project organized in cooperation with the "Teatro La Fenice" Foundation. Each school has been hosted at the passenger port premises, both indoor and outdoor, for a video shooting aimed at creating a personalised trailer of the "Otello" Opera, settled in the port area. A technical jury then elected a winner class, whose trailer has been shown at the Otello Première.



# Key Data of your citizen initiatives

Social Initiatives you have recently developed	Year	Nº of visitors	Budget	Description
Academia delle belle Arti	2019	200 students 100 recipients	€ 11,700.00	In order to give an artistic interpretation to the motto "Port of Venice. Bridging the world since forever", the Port Authority decided to involve the ancient Venetian institution "Accademia delle Belle Arti" and its young talents. It was created an institutional gift. Thanks to the engagement of over 200 students attending the Paper Technology Course, through an intense training program focused on past and current port facilities, the students have interpreted Venice as a port city, enhancing its important role in relating to new markets and cultures. Technically, it is a decomposed image represented through various overlapped levels: each level is realized without drawings and shows a detail of the image defined only by a silhouette. The distance between one level and the other creates the three-dimensional effect, possibly amplified by a backlight system.
"Play Day" event	2019	1.400	€9,400.00	Participants have the opportunity to get in touch with the passenger port and lagoon side of Venice, by practicing sports in very close contact with the lagoon ecosystem. Sport was used to raise awareness among children about the concept of inclusion, to build a different relationship model. We organized a real "Piazza Porto di Venezia" (Port of Venice's Square): a space dedicated to children for educational and creative workshops that allow them to "live a port". In particular, laboratories were focused on sea-related themes: the "Boats" ; "The Island of the Sea Nodes"; "Discovering the containers".
REstoring the MEmory of Adriatic ports sites. Maritime culture to foster Balanced tErritorial growth	2020	<p>REMEMBER is an European project co-funded by the cross-border cooperation Programme Italy-Croatia 2014-2020 with an overall allocation of € 2,8 million.</p> <p>The project is led by the Central Adriatic Sea Port Authority and <b>involves the Port Authorities of North Adriatic Sea</b> ,together with Central North Adriatic Sea, Eastern Adriatic Sea, the Polytechnic University of Marche Region, the Port Authorities of Zara and Dubrovnik, the National Museum of Zara and the Regional Development Agency of the Split-Dalmatia County.</p> <p>REMEMBER aims to promote the maritime cultural heritage of Adriatic Sea, through the creation of a network of <b>8 virtual museums</b> spread on the coastal area of both countries. The virtual museums will contribute to preserve and to increase the knowledge about the development of traditions, professions, arts and more generally the maritime culture of the Adriatic port-cities. Citizens and visitors will be able to access wide array of documentation, pictures, tales and monuments that are tangible proof of such a maritime heritage, with the support of multimedia instruments that will enable the users to upgrade the fruition with a virtual experience.</p> <p>The North Adriatic Sea Port Authority is responsible for drafting the methodological guidelines to implement activities for the preservation of the cultural heritage – tangible and intangible assets - of Italian and Croatian Adriatic ports. This ongoing step is fundamental for an effective promotion of the cultural and historical added-value of maritime port-cities heritage and improving their relationships with their connected neighbourhoods.</p> <p>This objective is achieved through the collection and preservation of the memory of the social and economic evolution of the port-city relations. The Venetian port authority will be involved in the creation of a "virtual museum" (VM) related to the Venetian maritime and port-based culture, to be included in the cross-border permanent network of VM.</p>		



## What have been the main difficulties to develop a citizen activities in your port city?

Lack of human and financial resources

Lack of strategic vision

Lack of communication with the Municipality - program of initiatives not shared

Engaging the port community

## Key themes you would include in your future Port Center (if you plan one) or citizen activities

Relation between the past and the present

Social and economical role of the Port in its territory

Commitment to raising citizens awareness on the 5Ps (17 Sdgoals – Partnership, Peace, People, Profit, Planet)





## **What are your goals/expectations for the PCN Meeting in Bilbao ?**

1. Brainstorming to get new ideas and tips
2. Exploring the port center to see its technologies and contents

## **What useful knowledge should AIVP provide you with?**

1. Tips and tricks from different cultural perspectives
2. Best practices on the implementation of sustainability ideas and objectives through activities citizen/institution

## **Key topics for future PCN Meetings**

1. Sustainability
2. Citizens involvement in the definition of port-city's policies

ITALIAN  
PORTS  
ASSOCIATION







Opening port life and culture to people

AdSP Mar Ligure Occidentale



**MAGGIO**  
**16**

**MAGGIO**  
**17**

**MAGGIO**  
**18**



Opening port life and culture to people



AdSP Mar Ligure Orientale



**MAGGIO**  
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**MAGGIO**  
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Opening port life and culture to people



AdSP Mar Tirreno Settentrionale

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Opening port life and culture to people



AdSP Mar Tirreno Centro-Settentrionale



Opening port life and culture to people

AdSP Mar Tirreno Centrale



Opening port life and culture to people





AdSP Mare Adriatico Meridionale



Opening port life and culture to people

AdSP Mar Ionio



Opening port life and culture to people



AdSP Mare Adriatico Centrale



Opening port life and culture to people

AdSP Mare Adriatico Centro-Settentrionale



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Opening port life and culture to people



AdSP Mare Adriatico Settentrionale



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Opening port life and culture to people

AdSP Mare Adriatico Orientale



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Opening port life and culture to people