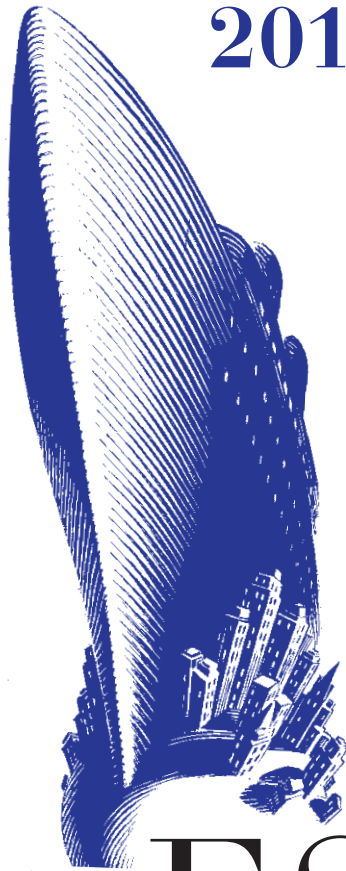


2015



ESPO
AWARD

About the ESPO Award

The ESPO Award on Societal Integration of Ports entered its seventh edition this year. The Award was established in 2009 to promote innovative projects of port authorities that improve societal integration of ports, especially with the city or wider community in which they are located. In this way, the Award wants to stimulate the sustainable development of European ports and their cities. The experience of the first two ESPO Award editions made it clear that ‘societal integration of ports’ is a topic that has many layers. The diversity of applications has been very high, which made the task of the jury to select a winner a very challenging one. To make this task lighter, and to make it easier for ports to know which kind of project to submit, it was decided to make the ESPO Award thematic as from its 3rd edition. The overall scope will remain ‘societal integration of ports’ but a specific theme is proposed within which project submissions should be made.

For the 2015 competition, the theme is “Relationships with Schools and Universities”.

The Award will be presented to the port that demonstrates the best strategies in making schools and universities aware of their local port and its activities. The winning project will be one that succeeds in creating the interest of the local schools and universities in the work of the port and stimulates these institutions to work and/or do research on subjects of interest to ports. In doing so, it makes young people knowledgeable of the port industry and excites them about entering into a career in the port at all levels, which will lead to a better understanding of the port within its community.

The call for proposals resulted in 22 project submissions which are summarised in this brochure. The jury shortlisted the projects of 5 ports on 8 September: Antwerp, Bremenports, Dublin, Guadeloupe, Valencia.

The winning project will be announced on 10 November 2015 at the Albert Hall in Brussels.



ESPO chairman's foreword

Today we are living in a quickly evolving world. Business and society change dramatically. This means that work-force skills and requirements have to adapt accordingly. Jobs that exist today did not exist ten years ago. Ports in Europe are a perfect example of this phenomenon: new equipment, changes in volumes, bigger size of vessels, further globalisation, transport digitalisation, new environmental rules, security challenges, ... All imply new skills, new challenges but also new opportunities. European port

authorities understand more than ever that there is not only a need to explain to their schools and universities what they do, what they can offer, what it means to have a port in your town, in your region. They also have the obligation and the social responsibility to help in preparing pupils and students for life after class. By explaining the wide variety of skills they need, port authorities can help the local youth to get prepared to succeed in this rapidly evolving world. They can also help schools and universities to tailor their programmes to the needs on the job market and to deliver more value to their students.

Through this seventh edition of the ESPO award, 22 ports are showing what they are doing to engage with schools and universities, how they attract pupils and students to their ports and make them familiar with the different activities and professions ongoing in the port.

I would like to congratulate all participants in this year's ESPO award. They motivate others to follow their example and they show once again that port authorities in Europe, notwithstanding their governance model, invest in their societal function.

I am also grateful to the jury, which has invested a lot of time in assessing the projects, which are one by one very valuable, in order to identify the one that has "that something more", that makes it a winner.

Santiago Garcia-Milà

Previous winners

- 2014 Port of Koper (Slovenia): No waste, just resources !
- 2013 Port of Antwerp (Belgium): Heritage, the breadcrumb trail between city and port
- 2012 Port of Genoa (Italy): Citizens of the Port – Knowing and Living the Port of Genoa
- 2011 Ports of Stockholm (Sweden): Hamnvision 2015 (Portvision 2015)
- 2010 Port of Helsinki (Finland): Port as Part of the City
- 2009 Port of Gijón (Spain): Gijón Port & City Together

There were also special mentions to Genoa Port Authority (Italy): Genoa Port Center – Breaking Down the “Social Distancing” of the Port and Ghent Port Company (Belgium): Project Ghent Canal Zone – Working Together on the Sustainable Development of the Ghent-Terneuzen Canal Zone



We received twenty-two entries for the ESPO Award 2015. All of them were interesting and all of them challenged the judgement capacities of us, members of the jury. It was difficult to make the required shortlist of five projects and even more difficult to select a winner out of those five. All ports make considerable efforts to connect with the educational community in their neighbourhood.

Ports take up their responsibility towards the schools and universities in their community in very different ways. It was clear to us that in this respect size does matter. Therefore, it was especially difficult to compare the projects of a large port that handles millions of tons of cargo, with for instance a small port that specializes in fishing.

We considered several criteria to make our selection. How broad is the link with education? Does the port work with all school levels? What is the impact of the initiatives on the students and pupils? What is their response to the programmes that the ports set up? How successful is the port authority in finding partners among other port stakeholders? In how far is the project a continuous effort that, year after year, leads to results?

The contributions from all twenty-two ports were interesting, showed the engagement of port authorities and their staff and proved that links between ports and their social environment are strong. At times the proposals were original and innovative. Ports prove to be very realistic in what they can achieve, they prove to have strong links to the towns they work in and to be socially very active partners in their local communities.

The entries of this year's ESPO Award clearly show how deeply the ports are involved in society and how keen they all are to take up their social responsibility.

Dirk Sterckx

Chairman of the Jury, former Member of the European Parliament

THE JURY



Greta Marini

AIVP – International Association of Cities and Ports



Michael Grey

Former Editor-in-Chief of Lloyd's List



Marta Moretti

Board Member, River-Cities Platform Foundation



Guy Mintiens

Former journalist at the Lloyd



Christine Segers

School Director in Brussels



Jakob Svane

Special Adviser on Ports and Maritime Affairs,
Confederation of Danish Industry

The Projects

- Antwerp Port Authority, Belgium, Creating an outstanding experience for future employees in the Port of Antwerp
- Port of Rijeka Authority, Croatia, Bridge the GAP – Generations around port
- Port of Aalborg, Denmark, The Triple Helix Innovation
- Port of Dunkirk, France, Integration of local scientific knowledge for innovative coastal protection
- Port Authority of Guadeloupe – Guadeloupe Port Caraïbes, France, Discovering my port
- Riviera Ports Authority, Ports of Nice and Cannes, France, L'Ecole au port
- Bremenports GmbH & Co. KG, Germany, Maritime Economics & Logistics
- Dublin Port Company, Ireland, Port Communities Educational Support Programme
- Shannon Foynes Port Company, Ireland, COMPASS Schools Programme
- Livorno Port Authority, Italy, Towards growth with the port: the Open port project, Livorno Port Centre and education opportunities
- Venice Port Authority, Italy, Venice Open Port ! Sailing among the docks of yesterday and today
- Freeport of Riga Authority, Latvia, Student Project Competition “The Port for the City”
- APS – Ports of Sines and Algarve Authority, Portugal, SIIG – Geographic Information and Identification System
- Port of Barcelona, Spain, Form@t al Port
- Santander Port Authority, Spain, Border Box. Creativity and Enterprise Laboratory
- Port Authority of Valencia, Spain, Valenciaport Foundation: The Knowledge Centre of the Leading Port Cluster in the Mediterranean
- Port of Dover, United Kingdom, Skills now, skills for the future
- DP World London Gateway, United Kingdom, Dover Sole Hatchery
- Peterhead Port Authority, United Kingdom, Our Port, Their Future
- Tees and Hartlepool Port Authority (PD Ports), United Kingdom, The High Tide Foundation
- Port of Tilbury London Ltd, United Kingdom, Logistics Academy East of England

ESPO Code of Practice on Societal Integration of Ports



ESPO published in May 2010 a Code of Practice on Societal Integration of Ports. This Code builds on the experience of the first edition of the ESPO Award and resulted from the project “People Around Ports” that was initiated by the Port of Rotterdam. The Code brings together a series of practical recommendations that can guide port authorities in improving their general public image, attract young people to work in the port and make people living in and around the port area their ambassadors.

The code is available in English and in Spanish from : www.espo.be

The ESPO Award is an initiative of
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ANTWERP PORT AUTHORITY

Belgium

Creating an outstanding experience for
future employees in the Port of Antwerp

THE PROJECT. Our paper “Creating an outstanding experience for future employees in the Port of Antwerp” describes the various practical initiatives aimed at convincing families, young children, teenagers, the 18+ and students of how the port is a great place to work. It all begins with getting young and old alike interested in the port and its wide range of activities. Since over 60,000 people are employed directly in the port area, it goes without saying that the various initiatives and collaboration arrangements must involve the entire port community as much as possible.

Added value of the project. The strong partnerships within the port community are constantly putting their weight behind new and existing initiatives that create confidence in the port as an employer based on a single, shared value, namely the belief in the future generation! We try to make young people, school pupils and students ‘feel at home in the port’. In the long term we seek to attract sufficient numbers of talented young people with the right qualifications to fill vacancies, especially for some types of key job specifically in the logistics and industrial sectors.

Impact of the project. Visits to the port generate a feel-good factor and a unique experience thanks to the varied collaboration between the Port Authority, the Port Centre, Alfaport-Voka, primary and secondary schools, colleges, universities and finally Talent Stream. Some examples:

- For families: we strongly believe that discovering the port starts in the cradle. For the past two years, the Port Authority has been organising bus tours based

on the concept of letting families become acquainted with the port in a child-friendly way;

- For youngsters (12-18 years old): there is the success of the tailor-made visits organised by the Port Centre: nearly 30,000 pupils (70% of total visitors) were given an introduction to the port in 2014;
- For the young adults (+ 18 years old): the formal collaboration agreements between the Port Authority and the University of Antwerp since 2008 and the Antwerp Management School since 2011 bring students closer to the port. Through these collaborations, current challenges facing the port find their way into teaching options in the different faculties.

Stage of implementation of the project. Societal integration in the Port of Antwerp is an ongoing process. It is very important to constantly re-examine all the initiatives with the partners and to strengthen them in line with the present social context. Over the years e.g. the Port Centre has developed greatly in order to reflect changes in society and the economy. The main theme running through the visits is job promotion, in particular as regards choice of studies and job. The emphasis lies on the discovery of the port and getting people interested in port jobs. As for the colleges and universities, we also tell about the various collaboration arrangements set up by the Port Authority aimed at making students familiar with the economic and social importance of the port, in particular as regards sustainability.



“The focus on young people is one of the social topics into which the Port of Antwerp puts great effort. I strongly believe that people make the port.

The port is the largest employer in the wider Antwerp region. The day-to-day efforts of all these employees are crucial for the success of the port. The port’s utmost labour productivity and the high level of education and training mean that the human factor (human capital) plays an important role in making the Port of Antwerp attractive as Europe’s high leading maritime, logistics and industrial platform.”

Eddy Bruyninckx
CEO

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PORT OF RIJEKA AUTHORITY

Croatia

Bridge the GAP – Generations around port

THE PROJECT. In the Port of Rijeka's area, life and business have been significantly transformed in the last 30 years. Therefore, it is an ideal opportunity to face two different generations who can shape a genuine perspective on the development of the port activities and on its impact on the education, whether elementary, academic or even lifelong learning.

The structure of intergenerational relationships and solidarity provides an essential context for understanding the nature of development. Links between generations in academic terms can be of key benefit to the projects because it allows students to develop essential critical thinking skills. The Pensioners club of the Port of Rijeka consists of professionals who have been working in the Port of Rijeka. Their knowledge and experience have the capability to inspire students to achieve more than they thought was possible. A project like "Bridge the GAP" has the unique ability to open up new doors of understanding for all parties involved. The experience of the elders will enable the students to comprehend living and working in the port.

Added value of the project. Huge infrastructure projects are necessary for port modernization. With every project undertaken, no matter the scale, the cooperation with local education will provide a core focus on connecting people and the environment, promoting local economic development, and further partnerships with communities and society.

Impact of the project. Embracing dialogue with schools and academic institutions is for many port authorities a difficult process since it often seems to be a distraction from the commercial rationale of port operations.

Moreover, the distance between professionals and students has in many cases been widened through processes of globalisation of port authorities. However, the economic function of ports can only be sustained in the longer run if the societal function is taken seriously. The most crucial benefit is seen when people who witnessed professionally great changes and transition work together with young and talented people who are willing to work and contribute to the development of the port. As a result, the cooperation generally promotes a positive image of the port as a place where living and working is a great experience.

Stage of implementation of the project. The activities considering environmental awareness have already been performed. A case study after the activities of the Primatijada event organised by the University of Rijeka is in preparation. It involves teams of students who will solve practical problems in the port business dealing with science and research, thus supporting sustainable development of the port. A market survey of the redevelopment of the port area is in implementation by youth associations that use cultural containers situated in the breakwater centre. The survey focuses on the effect on integration awareness of students and retired people working in the port. “Student days”, a seven-day festival, were held in June 2015 in the port area. School of football “First Goal” organised a match between youngsters and pensioners. Open days will be organised in cultural containers by the end of 2015 and some form of publication will be produced (picture book, dictionary or documentary).



“The cooperation between young ambitious pupils, students and professionals provides an authentic understanding of the progress from their different perspectives. This will lead us all to further involvement, a strong commitment to tradition and a vision of our lives and work in the port.”

Vlado Mezak
Executive director

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PORT OF AALBORG

Denmark

The Triple Helix Innovation

THE PROJECT

The Triple Helix Innovation implies cooperation between the local-based knowledge institutions and the Port of Aalborg. The strategy is based on an ongoing working relation between the partners and has existed unofficially for an even longer time period creating the platform for common interests and entering into a defined and constructive cooperation. The main part of the strategy is to become the first port in Denmark with a strong position on intelligent collaboration, networking, logistics, research and most of all a productive cooperation. The Triple Helix Innovation is still in progress and has already obtained great results and it has also played a key role in facilitating the overall strategy of “The Intelligent Port”.

Added value of the project

Port city relations, port/maritime careers and awareness of the port’s role in local business are all key pointers in a teaching platform created to stimulate and inform schools and to arouse their interest in the Port of Aalborg and its multiple activities.

Impact of the project

The port is generating awareness on its activities, regional maritime business and career opportunities and is engaging with the school system through guided tours and an educational platform. Students receive knowledge about the port and spread the word to their relatives and friends. In this way information and knowledge about the port are integrated in the minds of the wider community through the sharing of information. The young minds also gain insight into the regional economic influence of the port.

Stage of implementation of the project

The functioning of the project is essentially a constant and circular process – improving and evolving. Even though there are many examples of successful results so far, the main object is still to make adjustments, to find new ways of making the port more intelligent and to strengthen the cooperation with the educational institutions.



“The main part of the strategy is to become the first port in Denmark with a strong position on intelligent collaboration, networking, logistics, research and most of all a productive cooperation. The Triple Helix Innovation is still in progress, and has already obtained great results. Our goal is to create the best collaboration between educational institutions – from high schools to universities, networks and ports - that has yet to be seen in Europe.”

Ole Brøndum
Head of Marketing

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PORT OF DUNKIRK

France

Integration of local scientific knowledge
for innovative coastal protection

THE PROJECT. In 2010, the Port of Dunkirk and the Côte d'Opale University (ULCO) made a common commitment to improve their knowledge and management of Dunkirk's shoreline in order to protect and renature the coast with its undeniable ecological interest.

They signed a first collaborative research agreement, setting up a five-year partnership for regular hydro-geomorphological monitoring of the beaches located in the port area, to understand the site's evolutionary trend, and also to draw up proposals to combat the problems of erosion and rising sea levels. To supplement this scientific analysis, they jointly decided to launch an applied research programme through the immersion of a PhD student in the port team, focusing on the highly innovative subject of sand movement caused by the wind in the dune areas of the port's coastline.

The work carried out under this partnership led to the drafting of a complete programme for the management of the port's coastline. This more thorough knowledge of the site's sedimentary operation provides a response to the demands of protecting the coast by making use of the opportunities offered by the mobilisation of large quantities of sand from dredging as part of the port maintenance and those resulting from the major developments in the near future.

Following the results of this first study phase, and in light of the positive partnership experience, it was decided in 2014 that the partnership should be renewed for five years and even extended to a neighbouring study area. The partners have also jointly defined a new PhD subject, this one consisting of a morpho-dynamic analysis of the resanding operations on the coast of northern France with sustainable reuse of dredged sand.

Added value of the project. The implementation of the project presents a large environmental interest by providing solutions for sustainable management of the port's sediment resources and their use for protection of the coastline all along the Côte d'Opale.

The research collaboration contributes to develop the shared knowledge of scientists and students of the university and the port's technical staff. In this project, the university is a stakeholder on an equal footing with the port. This encourages and simplifies communication between the two institutions.

From the university standpoint, this research collaboration has given strong social and economic justification for the basic research conducted in its laboratory and its operational implementation. In addition, the field work conducted has served and still serves as a methodological basis and for practical exercises for the university's students.

Impact of the project. The project contributes significantly towards the port's societal integration. The partnership arrangement has created bridges and synergies that go well beyond the partnership.

More broadly, based on the studies carried out during the first phase of the project, a first beach resanding operation took place in the first half of 2014, creating an additional 20 hectares of beaches that are accessible to the public.

Stage of implementation of the project. The first phase of the project ran from 2010 to 2015, and has now been completed. In light of the positive experience, a new partnership agreement was signed by the port and the university in November 2014 and will last for five years. The Doctorate began in October 2014, and runs for three years.



“The partnership set up between the Port of Dunkirk and the Côte d’Opale University reflects our ambition for the area: develop a common body of knowledge and establish good practices for sustainable management of the coastline at the Port of Dunkirk, and beyond to the whole of the Côte d’Opale.”

Stéphane Raison
CEO

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THE PROJECT. “*Discovering My Port*” is a project aimed at improving the integration of the port into its environment. Our desire is to create ambassadors among the young people – the future users of the port – who will then have assimilated the dominant role of the port and be able to carry on our values.

The goal is to facilitate understanding of our activities by sharing our vision of the sustainable development of the archipelago.

Our approach is mainly centred on the works at the “Port Nouvelle Génération” (dredging and expansion of the container terminal), for which buy-in from the citizens is a must.

Added value of the project. The main added value lies in the development of a 360° vision.

By supporting university research, we intend to improve the scientific knowledge of the natural environment in which our activity operates. Thus, we fund studies on the underwater heritage potential of the harbour of Pointe-à-Pitre, the census of cetaceans in the Guadeloupe archipelago, etc. The goal is to enable young generations to become aware of the richness of this environment and the need to conserve it.

Similarly, the understanding of the port activity and its economic weight (95 % of trade with the rest of the world) in an island economy by the young public is of paramount importance. The regular opening of the port to schools, meetings

held with socio-occupational professionals from the port site or the publication of educational pamphlets are all ways to generate interest and recruitment.

Finally, the sustainable management of our infrastructure is a key element of our strategy. We strive to convey our approach through this project, particularly by financing the creation of teaching tools and outreach activities on the marine world for schoolchildren, by the co-creation of educational tools on the industrial port zone in collaboration with the teachers, by supporting initiatives for conservation of the tropical ecosystem, etc.

Impact of the project. With facilities spread over five sites, we participate in the development and in the balance of the territory. Our insularity gives us a significant role as an economic regulator in the archipelago.

In addition to educating pupils in port cities with this infrastructure as part of their everyday visual environment, the project is intended for all the young people of the archipelago, particularly through the new opportunities for events organised as part of the Port Centre Charter.

Stage of implementation of the project. The project began in 2010 and will end in 2020, following the schedule of the “Port Nouvelle Génération” works. 2015 represents a pivotal period, marked by the beginning of the dredging and the signing of the Port Centre Charter, helping to develop more synergy around our actions.



“The port is part of our roots. It is both a central player in the archipelago’s history and a key element in the construction of its future. By encouraging more young people to adopt this tool, we are pleased to be contributing to the transmission of a rich, vital heritage : the economic lifeblood of yesterday, today and tomorrow.”

Yves Salaün
CEO

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A large group of children and adults are gathered on a pier. In the background, two large ships are docked. The ship on the left is a grey tugboat with a crane. The ship on the right is a white ferry with a glass-enclosed cabin. The children are wearing various casual clothing like t-shirts, hoodies, and hats. The scene is set in a harbor with hills and buildings visible in the distance under a clear sky.

RIVIERA PORTS AUTHORITY, PORTS OF NICE AND CANNES

France
L'Ecole au port

THE PROJECT. Riviera Ports Authority organises an annual open day for pupils to highlight the historic roots of the port, its various activities and professions, as well as certain environmental aspects using a fun and educational approach.

These days are organised in the Port of Nice (visited by 1,000 primary school pupils aged from 8 to 10 and secondary school students aged from 12 to 14) and in the Port of Cannes (600 pupils just from primary school).

Pupils can meet professionals and learn more about the different activities/jobs in the ports and about its historic heritage.

Each pupil is given a specially designed comic book based on the open day and a book about port jobs, which they may take home.

The day is organised around 3 themes:

- History : Focusing on heritage;
- Sustainable development : Highlighting environmental actions carried out on the ports;
- Jobs : Meeting with professionals working at the port.

For each of these themes, workshops running simultaneously and lasting 30 to 45 minutes are organised throughout the day.

Added value of the project. The Ports Directorate manages ports that have a strong city port interface. It presents a vision of its ports as places where different activities come together and that generate significant economic impact for the French Riviera.

These open days for schools provide an insight into the constant evolution of ports over the years. A wide-range of activities are presented: cruise operations, ferry crossings to Corsica, transport of freight, yachting and boating, boat maintenance and repairs as well as their professions and jobs (crane operator, pilot, stevedore, port officer, captain, shipping agent, broker, ...).

The project is highlighting port activities in a fun and educational way. Young people are better informed about the role of the port and they can inform their parents.

We demonstrate that the ports evolve over the years by adapting to different demands, different traffic and ships. We also promote different jobs, both traditional and innovative, associated with port activities and we encourage young people to consider ports as a possible career direction.

Impact of the project. The port wishes to inform and educate the adults of tomorrow about the importance of commercial ports and their role in the city:

- Historical / cultural
- Activities / jobs

We demonstrate the economic, social and urban importance of a city port. We try to educate young people about environment and more specifically about recycling and anti-pollution measures.

Stage of implementation of the project. Since 2009, the project has been a really big success, taking place in March each year.



“L'école au port’ is an innovative project that highlights the societal integration of the port via a local and young population. It’s an important and intrinsic part of our role as port manager with a responsibility towards all sectors of society, not least the adults of tomorrow.”

Franck Dosne
Managing Director

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BREMENPORTS GMBH & CO. KG
Germany
Maritime Economics & Logistics

THE PROJECT. It is important that the economics syllabus taught at secondary schools also communicates the importance of the port and logistics industries. This requires not only concepts and materials for the syllabus, but also modules for teacher training in this subject. The project gives both pupils and teachers in the secondary school sector an initial overview of the maritime economy and logistics as well as the diverse options for vocational training and courses of study in this sector.

Firstly, the project presents the career, vocational training and study options in this sector as part of careers guidance at schools. Secondly, it communicates the structure of the maritime business and its importance for the macroeconomy as part of the economics syllabus and it also uses the ports, logistics and shipping business as examples for teaching fundamental economic theory. Fact-finding assignments at business enterprises and question and answer sessions with local experts enable the pupils to consolidate their theoretical knowledge in practical situations.

Added value of the project. Presentations of a port are frequently limited to just a film or a brochure. This project is different as the Institute for Economic Education (IÖB) has designed comprehensive teaching materials for use in economics lessons at secondary schools. The 142-page pupil workbook “Economics at the Ports” for secondary school grades 8–10, for example, not only contains information about the ports in Germany, but also deals with port-related logistics, structural changes at the ports and the role of the ports in a macroeconomic and global context. The workbook also includes numerous different methods to round off the learning options. The entire materials portfolio consists of two workbooks for pupils (in addition to the one described above, there is also a workbook for grades 11–13), the corresponding handouts for teachers and an online portal with supplementary digital materials.

The IÖB also offers a range of lectures and seminars from the project for student teachers as part of the BA/MA Economic Education courses at Oldenburg University. Various advanced education and training events are also available for active teaching staff, to raise their awareness of these subjects. In addition to background knowledge about specific port issues, the courses also teach them specialist didactic methods for planning their own lessons.

Impact of the project. The workbooks and the online portal mean that school pupils from grade 8 upwards learn about the port near their home town, about the companies located there or doing business with the port, the importance of the ports for the national and global economy and the career opportunities that the port has to offer. Especially in view of the frequently controversial debate about infrastructure development projects in and around the port, this in-depth examination of these aspects enables the pupils to analyse and assess the issues in a more balanced and objective way.

Stage of implementation of the project. There is a great demand for these materials in the federal states of Bremen and Lower Saxony. The workbook is already a fixed item on the annual curriculum at many schools and is used in all classes. The workbook “Economics at the Ports” was therefore reprinted for the fourth time in August 2015 in an updated and enlarged edition.

There has also been a steady rise in demand from the other North German federal states which have taken part in the project since 2011 and an increasing number of schools now regularly use the material. A large number of teachers have attended parallel advanced training and education courses to qualify them to teach this subject.

In just under ten years, the long-term project has therefore become a well-established element of the educational system and is continuously expanding, both in terms of the materials on offer as well as the level of demand.

bremenports :



“Ports are of central importance for Germany and Europe. However, not enough citizens are aware of this. The use of our materials in school lessons draws the attention of both pupils and teachers to the ports. In many cases, pupils go on to discuss the subject of ports at home with their parents. The cooperation between science, educational authorities and the business community allows us to produce materials which are of excellent theoretical and didactic quality. The pupils receive attractive classroom materials, the teachers receive support for their lessons and this ultimately improves the general perception of the ports and the port’s actors.”

Michael Skiba
Head of Marketing

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DUBLIN PORT COMPANY

Ireland

Port Communities Educational Support Programme

THE PROJECT. Port communities in Dublin have been impoverished by the great reduction in employment opportunities caused by the industrialisation of cargo handling in the beginning of the 1960's with the growth of unitised freight. Dublin Port Company (DPC) has created a multi-faceted programme to help increase employment options within the disadvantaged communities who in the past provided the port's workforce:

Early Learning Initiative: Not all homes provide the environment needed for a young child to succeed in school. DPC partnered with the National College of Ireland to support the Parent Child Home Programme, which supports children from 18 months up to three years old to learn through play and encourages attentive parenting.

Technology in schools: Children in disadvantaged schools have the same needs for technology in education as those from wealthier areas. DPC provides technology such as white boards and computers to local schools. Most recently, we launched a five year iPad Programme in Ringsend College. New students receive their own iPad and the programme will be self-sustaining after its initial five years to support future generations of children.

Scholarships Programme: In the past, few children from local communities progressed into university education, often due to a lack of financial resources. The scholarships programme helps to provide essential support to purchase books and bus/train tickets and to meet general living expenses.

Sport: Sport is an essential part of education and as part of our programme, DPC supports soccer, Gaelic football and hurling teams in local schools and communities. With this support, the opportunity to combine learning and sport in such a way as to avoid anti-social activity helps to create normal healthy opportunities for young people to develop.

Added value of the project. Social and educational challenges in local communities are supported by the national and local governments. Our programme adds value by directly identifying particular needs in individual local families.

Impact of the project. The Port Communities Educational Support Programme requires us to engage daily with community leaders in local communities and with residents. There is longstanding goodwill towards the port and the local communities have pride in their heritage and history. The continued involvement of the port in the daily lives of local residents maintains the longstanding relationship and helps us to design projects and initiatives in such a way that they not only meet the needs of the port but also support local communities in their daily lives.

Stage of implementation of the project. The Port Communities Educational Support Programme has been running for 15 years.



“Here at Dublin Port Company we take our Corporate Social Responsibility very seriously and view it as one of the key elements of our overall business strategy. We understand higher education attainment not only benefits the individual but our economy as a whole and is proven to be a factor in improving living standards. Even though the programme takes a “cradle to grave” approach offering modules suitable for pre-school right up to adult education, we are constantly looking for ways to improve our offerings and uphold our commitment to the city to be a conscientious corporate citizen.”

Charlie Murphy
Communications Manager

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SHANNON FOYNES PORT COMPANY

Ireland
COMPASS Schools Programme

THE PROJECT. The scope of the COMPASS Programme is to foster greater awareness amongst students of the Shannon Estuary Ports in their region, particularly on the businesses and resources which play an important role in its development. The programme title COMPASS denotes “*Creating Our Marine Ports and Schools Synergy*”. The programme includes:

- Primary School Visits
- Post Primary School Transition Year Competitions
- Facilitation with Port visits of local post primary schools hosting European Exchange Students
- Liaising with local Universities with regard to Graduate and Post Graduate studies
- Other institutes such as SOLAS (Formerly FÁS) who provide a range of training options available to job seekers to assist their re-entry into the labour market.

“COMPASS” is a vital initiative as part of our mission to engage with the community and region as well as to encourage a greater understanding of the dynamic regional economy, while at the same time providing second level students an opportunity to test their creativity and initiative.

One of the objectives of this integration is to ensure public accessibility through the hosting of “open days” and organised tours. The Board and Management Team, on this topic, decided to develop further on school tours and include these under COMPASS which would include visits to our ports and in addition, our staff visiting schools to promote the port’s message.

Added value of the project. Our mission is to engage with the community and region as well as to encourage a greater understanding of the dynamic regional economy, while at the same time providing second level students an opportunity to test their creativity and initiative. This promotes a positive image with the general public and identified quality and accessibility of port areas. This fostered the added value of integrating the port into the community through the educational sector.

Impact of the project

- Promoting a positive image with the general public ;
- Identifying quality and accessibility of port areas ;
- Creating a relevance to different target groups, and in the case of COMPASS, the educational sector in general ;
- Enlisting neighbours, schools, universities and their students as our ambassadors to the wider environment ;
- Creating an environment to encourage public support in port endeavours ;
- Ensuring that the work of the port is communicated to the surrounding societal environment and that all know about its role and future development.

Stage of implementation of the project. This year, the COMPASS competitions were organised for the first time. They will be held every two years with the preparations starting 6 to 8 months before the presentation day. The primary, post primary & university visits are ongoing, normally running from September through to the following May each year.



“It has become obvious to us that the greater public and many of our stakeholders, such as national and regional policy makers, do not understand the full potential of the port. So we decided that it was necessary to change this in our Company’s 30 Year Plan “Vision 2041”. We have an excellent story to tell and we need to tell it. There are many ways to do this and one was the COMPASS schools competition. The more awareness of the importance of a piece of infrastructure such as the port, the more support it will get from the public and policy makers.”

Pat Keating
CEO

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LIVORNO PORT AUTHORITY

Italy

Towards growth with the port: Open port project,
Livorno Port Centre and education opportunities

THE PROJECT. “Towards growth with the port: Open port project, Livorno Port Centre and education opportunities” has been bringing together different projects led by Livorno Port Authority since 2007 to attract young people:

- The “*Open port*” project is a *communication container* of events: visits of the port, an education programme, meetings at school, TV programmes, exhibitions, cultural activities during the European Maritime Day, etc. It is designed to allow local communities, most of all youngsters, to become familiar with the port.
- The *Port Centre* project, intended to open on 3rd November 2015, regards the creation of a centre specially dedicated to disseminate port knowledge. Its inauguration, organised with the support of Italian Ports Association and International Association of Cities and Ports, will start with an opening event: a “Think Tank workshop on *From the Citizen Port to the Port Centre Concept*”.

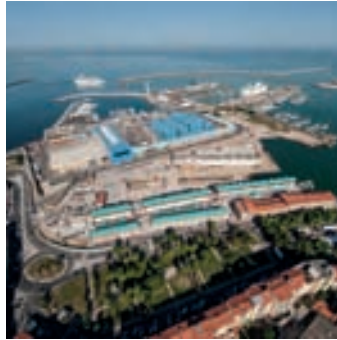
In May 2015, on the occasion of the European Maritime Day, a first step has been realised with the creation of a centre especially dedicated to show the renovation of two old vessels, an important heritage of the port and the city. This centre is located in a symbolic place: an old warehouse inside the passenger terminal and nearby the town centre.

Added value of the project. The Livorno Port Centre is located inside the Old Fortress, which is right between the port (passenger terminal) and

the city. The Old Fortress has been managed by Livorno Port Authority for two years and runs a cultural programme, part of which is specially dedicated to youngsters. This programme will be enriched by the Port Centre's activity, allowing the centre itself to become a sort of *bridge* between the port and the town: a physical container of "Open Port" activities and, at the same time, a catalyst of new touristic and cultural activities for the port-city.

Impact of the project. Accepting the challenge of disseminating port knowledge, Livorno Port Authority implemented projects specially dedicated to young people at different levels. The "Open Port" focuses on attracting schools, the education programme activities are designed to excite youngsters about a career in the port, the cultural activities in the Old Fortress make sure people enjoy the port area, and the Port Centre will be dedicated to the understanding of port reality. This strategy facilitated the creation of a new port image and therefore a better integration between the port and the local community.

Stage of implementation of the project. The general programme started in 2007 with the "Open port" project, which runs each year from October to May. Now it is at an important step related to the inauguration of the Livorno Port Centre (November 2015). The cultural activities organised in the Old Fortress started in Summer 2013 with a seasonal programme, which nowadays is extended to an annual programme with a peak period during the summer.



“Establishing a relationship between the port and the local community needs not only a communication programme, as Livorno Port Authority developed in the last years. A focus on youngsters and on schools/universities is essential in order to reduce the gap between young people and the job market as well as between research and its application on the port work cycle. Therefore, the inauguration of a place like the Port Centre, which is supposed to become a crucial instrument in regenerating the connection with citizens, represents an important step in Livorno Port Authority’s strategy.”

Giuliano Gallanti
Commissary of Livorno Port Authority

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VENICE PORT AUTHORITY

Italy

VENICE OPEN PORT!

Sailing among the docks of yesterday and today

THE PROJECT. In 2015 the Venice Port Authority (VPA) realised a project dedicated to local primary schools, to present the port following a historic path, describing Venice and its maritime origins and highlighting the strong link that binds the city to its port.

The project focuses on the past-present relationship and is dedicated to primary schools, involving the school's management and the teachers, in order to introduce the topic "port" in the school's curriculum.

We started with workshops followed by boat tours to the port, combining playful and educational aspects, aiming to raise awareness of the port among children in a suitable way, according to their age.

During the workshops, two professional educators (using handmade tools such as books and maps) involved kids in a fantasy journey that begins with Marco Polo and ends today. The children "travelled" to remember that Venice has always been a port. The workshops were then followed by proper "journeys" to the port of Venice, i.e. boat tours to the cargo and passenger port, guided by VPA staff.

To give the project a recognizable and effective identity, we provided it with a "face", creating an official image, that includes all the concepts and notions that we want to convey. Having surveyed some primary school students, a professional illustrator created a suitable brand, now depicted on notebooks, backpacks, posters and other tools.

Added value of the project. The added value of the project can be summarized as:

- *The entrance in the school's curriculum*, thanks to the cooperation with schools and the support received by local institutions.
- *The focus on the past-present link theme*, the backbone of all initiatives.
- *The involvement of professional childhood educators and illustrators*, so as to use the language of children.
- *The creation of a proper brand* – realised in cooperation with the children.
- *The use of a new format for the initiatives*, divided into two steps (workshops and guided tours).

Impact of the project. When we started the workshops, we immediately noticed the enthusiasm of both children and teachers: the new format had a great success, combining learning and entertainment, and arousing a deep and sincere interest among the participants. Furthermore, when we took the children to the tours, their enthusiasm turned into real thrill and enchantment, leading to the need of full comprehension of what they were seeing. Most of all, teachers demonstrated a great interest, integrating the topic as a component of school curriculum. This is a great achievement, especially considering that the children involved actually live in physical and social proximity to the port and its entities. Last but not least, the media had a relevant reaction, publicising the project and its initiatives.

Stage of implementation of the project. The project is fully operational. We completed the session of 2015 and plan to implement the project again in 2016, involving other schools and institutions.



“This year, we decided to give a special role to local primary schools, with whom we started an educational project focused on the history of the Port of Venice. Fourth and fifth graders took part in indoor laboratories with professional educators, and then concluded their educational journey watching closely the port reality and its actors. During the trip, while observing ships, docks, cargo, cranes, warehouses and workers, children were involved in a role-playing game, to learn the port professions and careers, and their relevance for the territory. The whole project, from the laboratories to the guided tours, involved around 10 different schools and 500 students: we consider it a great achievement and huge satisfaction.”

Claudia Marcolin
Secretary General

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FREEPORT OF RIGA AUTHORITY

Latvia

Student Project Competition “The Port for the City”

THE PROJECT

The annual “The Port for the City” competition has a double objective. Firstly, it promotes the understanding of students regarding the port’s activities and development by means of increasing their knowledge about the port, which will be useful for their future careers. Secondly, it aims to facilitate the exploration of economic, social, as well as cultural events worthy of serious research and analysis.

All students studying at a higher education institution in the Republic of Latvia, as well as anyone of Latvian nationality studying at a higher education institution outside Latvia, can participate in the competition. The creative work is to be developed according to the requirements of higher education institutions set for the students’ scientific projects. This means that participants can also use and submit the projects they created during their studies.

Added value of the project

The students’ creative project competition “The Port for the City” was organised with the aim to foster students’ understanding of port operation and development in the framework of the port as well as in the context of students’ careers. For this competition, visits to the port area as well as meetings with professionals were organised, promoting a much better understanding of the processes taking place in the port. The competition is one of the options the port can use to communicate with the public and to create an image of the port as a socially responsible entity and a potentially interesting working place. By organising the competition the Freeport of Riga wants to stimulate the

students' learning process and the practical application of their skills, to foster the development of creative and erudite individuals, as well as to find new creative ideas, based on inter-sectoral science areas with the aim to enhance the port's competitiveness and its further integration into the economic, social and cultural space.

Impact of the project

A port is essentially a territory that is not open to the general public, so both the society and the media sometimes have the impression that the port operation is not transparent. Therefore the contest is a great opportunity for students to break prejudice with regard to the port, to provide broader and more precise information on port activities, its goals and achievements – building an open subject image for the society.

We believe that it is important to develop the perception of the port image and an awareness of the importance of ports at an age when students' and young people's minds are open to new ideas and their notion of a port is being developed.

Stage of implementation of the project

The Freeport of Riga has been successfully communicating with young people and involving them in the development of the Freeport by means of the competition “The Port for the City” since spring 2012. The next competition will be organised in autumn 2015 to successfully continue the ongoing communication process.



“The annual ‘The Port for the City’ competition has a double objective. Firstly, it promotes the understanding of students regarding the port’s activities and development by means of increasing knowledge about the port, which will be useful for their future careers. Secondly, it aims to facilitate the exploration of economic, social, as well as cultural events worthy of serious research and analysis. Participants of the competition are encouraged to search for new, creative, interdisciplinary approaches, thus supplementing their education with new experiences and a broader knowledge of the port.”

Maris Purgailis

Latvian University of Economics and Management Faculty Professor
President of the Competition Jury

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THE PROJECT. Our project consists in the integration of the database on the quality of marine environments obtained in environmental monitoring, into a SIIG – Geographic Information and Identification System.

Environmental monitoring of the port area, with the objective of detecting any levels of contamination and/or possible effects of contamination, provides a database on the quality of marine environment. This environment includes seawater, rocks and sediments as well as sand, bathing water and indicator organisms.

Until now this information was available mainly in paper documents and maps, but although these are easy to access and manipulate, it was not easy to combine various data and to visualise the evolution of these over time and space.

Now this information is organised, stored, and geo-referenced and can be accessed throughout the organisation easily. Our project contributes to environmental management and control of the Port of Sines by identifying issues of anthropogenic contamination and suggesting measures for their correction and prevention.

Added value of the project. With the implementation of SIIG, it was possible not only to organise, store and geo-reference data but also to view and distribute data spatially, to visualise the temporal evolution, to demonstrate changes already accomplished or to anticipate scenarios, allowing an easy identification of potential contamination and the implementation of corrective

and preventive action if necessary. In this way, SIIG contributes to the environmental management and control of the port.

With the ALOHA integration it is possible to see the diagrams generated by the modelling programme that estimates threat zones associated with chemical leakage including explosions, fires and toxic gas clouds, and to visualise the spots spatially.

In conclusion, this project facilitates the access to environmental information, supports environmental operations and the port of Sines' environmental management plan.

Impact of the project. Our project was developed in partnership with the University of Évora (UE). The monitoring study of marine environments is coordinated by the Marine Sciences Laboratory (CIEMAR) at the University of Évora (UE), in collaboration with other laboratories and research institutes. The implementation of the SIIG was supported by the Department of Landscape, Environment and Management, Sciences and Technology School.

With the implementation of SIIG it is possible to view and distribute data spatially, to visualise the temporal evolution, to demonstrate changes already accomplished or to anticipate scenarios, allowing an easy identification of potential contamination, and implementation of corrective and preventive action if necessary. In this way SIIG contributes to the environmental management and control of the port and the good relationship between the community and the port.

Stage of implementation of the project. The project is fully implemented.



“With the implementation of SIIG, we support environmental management to help answer questions and solve problems, presenting the results in a manner understood by the elements of the organisation and we support a quick and easy sharing of information.

Today, you can see, inquire, interpret, and visualise available data concerning the quality of marine environments in many ways, and understand relations, patterns and spatial trends, embodied in maps, reports or charts.

The SIIG is our port management system, which increases the port management efficiency and supervision and optimizes port operations while assuring adequate levels of security.”

José Brazuna Fontes
Security and Environment Director

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A group of people are seated on a boat, viewed from behind, looking out at a large blue container ship docked at a port. The ship is heavily loaded with colorful shipping containers. A large yellow gantry crane stands behind the ship. The sky is clear and blue.

PORT OF BARCELONA

Spain

Forma't al Port

THE PROJECT

The Port of Barcelona launched the “Forma’t al Port” (Train yourself in the Port) project in its commitment to continuing education. This project is aimed at students of centres in Barcelona and the Prat de Llobregat enrolled in postgraduate vocational training in Logistics, Transport and International Business. The idea behind the project is to ensure that the logistics community in Barcelona is well prepared, capable of facing future challenges and to strategically place Barcelona and Catalonia at the forefront of logistics activities in Europe and the world. Aside from this, the project’s goal is to cement the communities’ lifelong commitment to training.

Added value of the project

The unique character of the “Forma’t al Port” course gives the students an extraordinary opportunity to discover first-hand the Port of Barcelona, its infrastructures, facilities and logistics operations. Moreover, the project contributes to the alignment of the training needs of companies with curricula designed and taught at training centres, and it encourages companies to hire students in dual training, which is beneficial both for the students and for the companies.

Impact of the project

The results from the first two editions of the course have shown that it has already significantly contributed towards the port's societal integration by establishing the framework for a dialogue between the Port of Barcelona, sector associations and the training centres. The Port Community and the Local Community have started to work together, in an attempt to improve the image of the Port of Barcelona and the training of the future professionals. It is also worth highlighting the importance of the project in establishing the space for dialogue between the port and the city of Barcelona. The “Forma’t al Port” gathered together and facilitated collaboration between the Port Community, the training centres and the city of Barcelona, with a shared vision of the better future of the young members of Spanish society.

Stage of implementation of the project

The project “Forma’t al Port” is fully operational and will be realised initially during three academic years: 2014-2015, 2015-2016 and 2016-2017.



“Forma’t al Port’ allows us to establish an emotional bond with the youth of the cities where the Port of Barcelona operates. These future professionals have chosen logistics and international commerce for their professional careers, and the Port of Barcelona feels honoured to support them during their journey towards success.

‘Forma’t al Port’ creates a framework for dialogue and collaboration between the vocational students and professional groups, represented by their associations, and the Port of Barcelona stakeholders. It is necessary to create an exciting and challenging environment for the young members of our society if we want them to follow their dreams and succeed in the logistics community. ‘Forma’t al Port’ is an excellent and unique opportunity to achieve this goal.”

Pedro Arellano

Deputy Manager of Organisation and Internal Resources

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An aerial photograph of the Port of Santander, Spain. The image shows a dense urban area with red-tiled roofs and narrow streets, situated along a curved coastline. The harbor is a large, dark green body of water, with several piers and docks extending into it. A prominent bridge crosses the water, connecting the city to a smaller peninsula. The surrounding landscape is a mix of green fields and rocky terrain.

SANTANDER PORT AUTHORITY

Spain

BORDER BOX. Creativity and Enterprise Laboratory

THE PROJECT. BORDER BOX aspires to become a creative laboratory that generates ideas and opportunities for innovation, and that transforms these into valuable assets through their practical implementation, thus making the most of the talents and skills of unemployed young people.

BORDER BOX, as a bridge between education and work, seeks to focus its activities on generating opportunities for unemployed youths to find jobs, enhancing their employability by enabling them to join businesses and entities or by setting-up organisations as if they were “start-ups”.

BORDER BOX: “Innovation” and “entrepreneurship” to drive and transform the local production fabric and generate new jobs.

Added value of the project. By training young students in the use of tools, techniques and advanced methodologies, and by keeping in direct contact with companies to transform ideas into effective innovative experiments, BORDER BOX wants to become an “ecosystem of knowledge” with extensive added value. It wishes to be a driving force in the creation of opportunities for employment and businesses, a mechanism to keep and attract talent and to be the nucleus and eventual catalyst of an innovation and entrepreneurship “hub” in the port area.

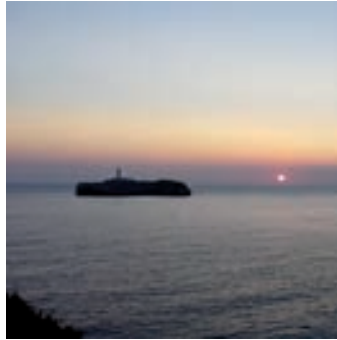
Impact of the project. The BORDER BOX initiative converges and connects with the strategic priorities that drive the actions of the city and

universities, and that place “knowledge” as the driving force leading to the transformation and development of the local and regional productive fabric. “Cantabria Campus Internacional” is a project aimed at promoting actions designed to achieve international excellence regarding the academic, scientific-technological capabilities of the region. It intends to transform Santander into a “Smart City”, making it an urban laboratory in this field.

The Port of Santander is one of the entities affiliated to “Cantabria Campus Internacional”, as well as a member of the “Local Covenant for Innovation”, a plan promoted by the City Council to strengthen the innovative and entrepreneurial nature of the city.

Therefore, BORDER BOX is an opportunity to strengthen and improve the relationship of the port with the city, with the local community and its university system, as well as to unite efforts to enhance talent, creativity and innovation in fields of economic development that contribute to the overall view of the port city as a “smart area”.

Stage of implementation of the project. The Port Authority of Santander has been working to shape and promote this initiative since late 2014. To date, we have addressed three key tasks: the concept of the project, the assignment of a space to accommodate the activities and the establishment of an operational base and management framework to implement the project in the summer of 2016.



“Knowledge is an essential factor for progress. Schools and universities are places for transmitting knowledge which, thanks to research, acts as a primary source of knowledge generation. We, the Port Authorities, which are a fundamental part of the history of the cities in which we are located and where we act as dynamic centres of economic activity, have the potential to transform ourselves into a source for the education-science-innovation feed system. This is the viewpoint of the Port of Santander, which has collaborated in this work with schools and universities for decades. BORDER BOX represents a new step in this line, an innovative experience focused on the search for solutions to the high rate of youth unemployment through innovation and entrepreneurship.”

Cristina López Arias
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PORT AUTHORITY OF VALENCIA

Spain

**Valenciaport Foundation: The Knowledge Centre of
the Leading Port Cluster in the Mediterranean**

THE PROJECT. The Port Authority of Valencia (PAV) created the *Valenciaport Foundation (VF) Project*, together with local public universities, associations and companies belonging to the sector and prestigious academic and economic organisations in Valencia, as a tool to bring together the port community, academic and civil society. Its role as a driving force for research, development and innovation in the Valenciaport cluster, developing projects in conjunction with businesses in the cluster and local universities, makes the Port of Valencia a true testing ground for innovation in which academic and scientific groups can develop their initiatives.

Added value of the project. *A strong commitment promoting specialised training* that started with the postgraduate master's degree in port management and intermodal transport 23 years ago, covering nowadays all kinds of training related to port and logistic topics for professionals, young graduates and unemployed people.

Port and shipping documentation centre – CEDIPORT –, unique in Spain, has a collection of more than 14,000 documents, 40 subscriptions and a catalogue of 24 own technical publications, that offers a support tool for the port community, researchers, scholars, university students and the general public.

Strong R&D&I Programme with 105 projects carried out together with over 400 partners, to maintain a balance between consolidating its work as a specialised research centre and as a think tank centre. It is based on the reflection and the generation of ideas in the search for solutions to the technological challenges facing the sector, the port and the logistics community.

Leading role in Corporate Social Responsibility, encouraging actions together with professional associations, leading companies and organisations linked to the

port, mainly through the *APORTEM – Valencia Solidarity Port Project*. For this project 19 entities work united under a common plan to help people in need in the port's surrounding areas, counting on employees, local schools and NGOs.

- *Free guided “educational” tours* around the port to communicate its importance and spread knowledge of its activities among schoolchildren, university students, institutional visitors, port professionals, their families and the public.
- *Valenciaport Foundation Awards*, created to recognise and support best practices and research academic activities carried out by organisations linked to the port cluster.

Continuous support to specialised chairs in transport belonging to local universities and ICO (Government's financial agency).

Impact of the project. Nowadays this initiative is the knowledge centre of the port community, a support specialised in applied research, training and cooperation that connects the shipping world to local education and training centres and universities. Working together with companies from the industry on the one hand and with universities and other education & training centres on the other, it is a two-way exchange, because bringing the port and academia together benefits all concerned.

Stage of implementation of the project. It is a consolidated project launched 10 years ago, with a long-term commitment backed by its port community and partners.



“The PAV is conscious of the importance of making society and academia aware of the port’s role as an economic and social driving force. The Valenciaport Foundation is synonymous with excellence in training in port and shipping areas and has led efforts to bring the port community closer to schools and universities. Today, the Valenciaport Foundation is a consolidated project with deep roots. It is a well-known organisation with a recognised local, national and international prestige.”

Ramón Gómez-Ferrer
General Manager

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A group of young people, likely students, are standing on a pier or walkway at the Port of Dover. They are dressed in casual outdoor clothing like jackets and scarves. In the background, the iconic White Cliffs of Dover are visible across the water. The scene is captured in a slightly overcast, natural light setting.

PORT OF DOVER

United Kingdom

Skills now, skills for the future

THE PROJECT. As the main freight corridor to the continent for the United Kingdom and Republic of Ireland handling €130 billion of trade, the Port of Dover is a vital international gateway for European trade. Its success relies on the quality of the people, skills and partnerships with its customers and community. Its work with school and university partners in creating the right conditions for success is critical to the port.

Through its Business and Corporate Social Responsibility strategies, the port has engaged local education providers and inspired young adults to consider careers in port logistics and created a local and sustainable talent pool of high quality staff to meet current needs and future business development opportunities.

This has been achieved through increasing maritime interest and skills, improving business acumen and employment prospects, and nurturing both individual and team excellence. Through new partnerships and new port skills initiatives with local education providers as well as through the port's local apprenticeship and university bursary schemes, the port is preparing a future workforce with exciting career pathways.

Added value of the project. Through the successful implementation of the project, Dover (and the wider area) is now talking about a shared vision, one nurtured by the port itself. The port is working at the heart of the community to ensure that local people both understand the opportunities available at the port now and in the future, and have the right skills to take them. This creates a sustainable model of local talent supporting the local economy and the operation of a major international gateway.

Impact of the project. The project stimulates local interest in a port career at Dover. Together with the port's community events such as the Port of Dover Community Regatta and Marina Open Day there is general increased interest and knowledge of the port's activities and much support for what it is trying to achieve both as a port and as a major employer in the local community.

Stage of implementation of the project. The port's training and mentoring programmes, as well as the apprenticeship and university bursary schemes are already delivering results for the local community.

- Major sponsor of Young Enterprise for nine years, nurturing local enterprise and business acumen in schools.
- Commitment to support 10 apprentices annually – in 2014 four were recruited following participation in the scheme.
- The bursary scheme saw two bursaries awarded to Dover students in 2014 and a further bursary awarded in 2015.
- The Knowledge Transfer Partnership with the University of Kent is enabling the port to take on highly qualified people to take forward port-related projects on traffic flows and port layout. This project was implemented in 2015.

Offering work placements and training in partnership with universities, UK Sailing Academy and the Prince's Trust (youth charities), the port has engaged the wider transport and logistics industry as part of its work in the community.



“Our work with local young people is at the core of the Port of Dover’s vision to be the best port in the world for the benefit of our customers and community.

I remain absolutely committed to providing a host of fantastic opportunities in order to match local skills training with the current and future needs of the port. As the major source of employment locally, we are working at the heart of our community to nurture a truly sustainable local workforce, one that is supporting economic activity in Dover whilst being responsible for operating Europe’s busiest ferry port.”

Tim Waggott
Chief Executive

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DP WORLD LONDON GATEWAY

United Kingdom
Dover Sole Hatchery

THE PROJECT

As part of the initial Environmental Impact Assessments (EIA) published in 2003 to support the planning approvals for the new DP World London Gateway Port, the Dover Sole was identified as the pelagic fish species that has commercial value in this part of the Lower Thames. As part of the Harbour Empowerment Order (HEO) DP World London Gateway had to come up with a Fisheries Compensation Scheme. This scheme has now compensated 17 local fishermen that could demonstrate that the Capital Dredge programme, which deepened the channel whilst also providing material for the construction of the new port area, had an impact on their allowable landed catches of Dover Sole from the fishery.

Added value of the project

The project enables the community to become self-sufficient through providing a sustainable source of fish. It also creates a safer environment for the local fishermen as it will enable them to fish locally rather than having to go out to sea.

Impact of the project

In 2010 when DP World London Gateway first commenced dredging of the Thames Estuary it was seen as a “giant” which would “destroy the environment and economies” which it now supports. In 2015 the local community users of the Thames Estuary come to us for advice and support. We have achieved this through regular consultation and presentations and an open door policy. The fishermen informed DP World London Gateway that there were low population numbers of Dover Sole and we used our data to back this statement up. The Dover Sole project provides long term support to the fishing industry which protects their livelihoods and families.

The ability to show local schools the Dover Sole Hatchery will also further integrate the port into the community.

Stage of implementation of the project

The feasibility study is complete, the doctorate is underway along with the design stages and specifications of the hatchery. Implementation is not expected until 2016.



“As well as maintaining a high standard of environmental compliance with all local permits and licence conditions, DP World London Gateway has put in a massive effort to show local fishermen that the port can be a very good neighbour to the local community and find innovative ways of ensuring the Thames Estuary remains a thriving and sustainable waterway. The Dover Sole hatchery will be a world’s first and will hopefully assist local fishermen land good quality fish that can be sold to local restaurants and markets.”

Marcus Pearson
Environment Manager

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PETERHEAD PORT AUTHORITY

United Kingdom
Our Port, Their Future

THE PROJECT

The ‘Our Port, Their Future’ project has evolved from its origins in 2012 into a coherent and integrated approach taken by various port sectors. It promotes an awareness of the opportunities and experiences which a career in the port environment can provide to visiting academic groups.

The visits are presently coordinated by a group of committed volunteers from the Fishing Heritage Group who compliment the port tour with a historical insight into the origins of the port and arrange the visits to include the various working sectors of the port.

Added value of the project

The project has not only provided visitors and the local community with a better understanding of the port’s working environment, but stronger communication links have also been established between the various port sectors, the port and the surrounding community and also the youth and the respected elders of the town’s fishing community. In addition we sponsor courses at the local Scottish Maritime College for deckhands to ensure there exists an ‘evergreen’ sustainable source of recruits for the fishing industry upon which we are so heartily dependent.

Impact of the project

As a result of the project, academic visits to the port have become routine with study and business relationships being established with the local universities. The local Maritime College has seen an increase in the number of applications for marine based qualifications and the port now sponsors circa 20-30 community-based clubs and organisations whose primary objective is to further the social and professional development of our youth. This, in turn, we believe contributes to the social fabric of our town and residents, enhancing the quality of life and community we enjoy.

Stage of implementation of the project

Although the project is firmly established in the port, efforts are still being made to encourage other work sectors of the port to integrate their business into the port tour experience. Work based study visits are increasingly becoming part of the local school and educational curriculum which can inspire professional participation in our industry.



“We have many great children in our schools. We don’t know who will be the next Bill Gates or for that matter ‘First Minister’. However, what we do know is that our youth will need to be equipped with many skills if they are to raise their chances of success.

If we can stimulate that child on just one visit to Peterhead Port, then maybe that will be the one school day from which they aspire to be something more than they ever contemplated.

We want to be part of their dream, where their vision can become our reality.”

John Elliott Wallace
Chief Executive

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TEES AND HARTLEPOOL PORT AUTHORITY (PD PORTS)

United Kingdom
The High Tide Foundation

THE PROJECT. Teesside has some of the highest rates of youth unemployment in the UK and suffers from significantly lower levels of aspiration and attainment amongst its young people. David Robinson, PD Ports' Chief Executive Officer, along with Kevin Shakesheff, Chairman of Casper Shipping, co-founded the High Tide Foundation to tackle this issue and bring together industry and education across Teesside providing an insight into how businesses operate whilst developing skills and showcasing employment opportunities.

The High Tide Foundation's aim is to improve learning and employment opportunities whilst raising aspirations for young people across the region through unique work experience and industry-led skills programmes. Using the River Tees as a connecting theme, the Foundation brings together industry and education to increase awareness of port-related industries and the many career options available to local young people.

The charity is recognised by HRH Prince of Wales Charities as a major vehicle for change and engaged between schools and industry.

Added value of the project. The High Tide Foundation provides a *structured link between education and industry* on Teesside, working with a number of schools and colleges as well as businesses across the region. This has allowed PD Ports to *engage with more young people* highlighting the opportunities available at the port and inspiring them to work in the maritime industry.

This new visibility of the industry, brought about by the Foundation, helps to *break down the skills gap* that businesses in the area are currently facing. More

young people will understand what roles are available on Teesside leading to changes in their career path.

As well as this, the High Tide Foundation *supports young people with career progression* providing work experience at companies around the River Tees, giving them the knowledge of job roles and showing them the great opportunities in the area.

Impact of the project. Through the High Tide Foundation, Teesport has seen more visitors, specifically young people involved with the charity. This increased interaction has given PD Ports *more visibility in the local area* with young people taking the knowledge they've learnt back to school and to their families.

High Tide has *engaged with over 1,000 young people* across Teesside providing PD Ports with the opportunity to interact with schools and colleges. This has allowed PD Ports to *raise awareness of Teesport* and the surrounding industries.

This improved visibility in the area, and association with High Tide, *showcases PD Ports as a responsible business* undertaking activities to improve the local community which highlights the port as *a desirable place to work*.

Stage of implementation of the project. The High Tide Foundation is now a fully operational charity having been established in 2012. Operating on Teesside, High Tide is now continuing to expand both its reach, and consequently its impact.



“With so many of today’s young people lacking the necessary skills and knowledge to help support them on a fruitful career path, we are working with High Tide to open the minds of young people, raise their aspirations and provide real employment opportunities.

The Foundation is founded on the principles of engagement and collaboration both with young people and connected private sector businesses on and around the River Tees. In order to interact with young people it’s essential we build great relationships with schools and colleges in the area to ensure the long-term stability of this initiative.”

David Robinson
PD Ports’ CEO & High Tide Trustee

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PORT OF TILBURY LONDON LTD

United Kingdom

Logistics Academy East of England

THE PROJECT. An Academy for the Port, its tenants and the community. With major port estate expansion plans coming online in 2015 and as part of the 2012 London Olympics legacy, the Port of Tilbury decided to invest in the development of a dedicated ports and logistics Training Academy. Based in the building successfully used to manage the 2012 London Olympics logistics operation, the newly refurbished facilities provide a range of mandatory, technical and management trainings. This is open not only to our own employees, but also to the 135 companies and 3,500 people employed within the port estate, and vitally to the local communities across the Thames Gateway area – including schools and universities – with a particular focus on attracting young people into the sector.

Added value of the project. Creating jobs and attracting more young people into the ports and logistics sector is central to building a stronger, more diverse workforce leading to a more competitive and longer-term sustainable business. The Logistics Academy East of England project is helping to create an interest in the port sector through its work with local schools, colleges and universities.

Working with young people is a key element of the port's local employment and engagement strategy. For example, the cooperation with Job Centre Plus in providing longer-term unemployed young people between the ages of 18 and 24, with 'real' work experience placements in port operations supported by employability skills training through the Port of Tilbury Traineeship Programme, led to an apprenticeship at the port. Indeed, the Academy is currently supporting 48 apprentices directly or indirectly employed,

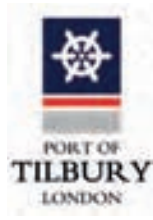
undertaking apprenticeships and/or apprenticeship qualifications programmes across the port.

Over the past 12 months, our direct schools programme saw 15 structured work experience placements of one week or more for local school students representing a total of 119 supervised days. Furthermore, we actively work with universities specialising in maritime and logistics qualifications, to provide internships and port visits. This includes Anglia Ruskin University, with which the Academy worked to develop a level 5 qualification/foundation degree in International Supply Chain Logistics.

Impact of the project. The port has received national and regional recognition for its efforts to promote skills training and education for the local community. With 65% of the workforce living in the local community, the Academy has had a vital impact on bringing the port and the community even closer together.

Stage of implementation of the project. The success of the Academy in the first year and a half has been felt in 2015, with over 100 trainees, apprentices and advanced apprentices from the local area having undertaken a broad range of training and education programmes, achieving success in qualifications or awards in different areas, such as numeracy and literacy, warehousing and logistics, plant operations, health and safety and first aid. This includes the six first line managers completing their level III certificate in Management, as part of the newly launched Advanced Apprenticeship.

The next stage of the project is to actively utilise our relationship with the local community to support our new customers/tenants moving to the port in terms of recruiting and training locally.



“We are an important employer in the area with over 800 people directly employed at the port and we contribute to the local economy with over 8,000 jobs. All these people are counting on us to continue to be successful.”

The port has a CSR programme dating back nearly 20 years, built upon a philosophy of providing employment opportunities for our local community, continuously investing in the skills of our existing workforce and supporting our customers and tenants to grow through high quality training. Having a skilled workforce is key to delivering the service level our customers expect from a major port. The Academy and its work with schools, colleges and universities will play a central role this year and the next as the port and our customers expand significantly.”

Perry Glading
Chief Operating Officer – Forth Ports

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Acotec is a key player in the renovation and corrosion protection of marine, offshore, shipping, mining and petrochemical infrastructure. The company's success lies in a complete solution to protect steel and concrete structures for decades. The key values of Acotec's success are:

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