

ESPO
AWARD
2012

TABLE OF CONTENT



INTRODUCTION	p.2
---------------------	-----

ABOUT THE ESPO AWARD	p.3
-----------------------------	-----

Theme for the 2013 Competition	p.3
--------------------------------	-----

The Members of the Jury of the ESPO 2012 Award Are	p.3
--	-----

APPLICATIONS:

Antwerp Port Authority (Belgium) : Port of Antwerp, Port of Youth, Port of the Future	p.4
---	-----

Port of Rijeka Authority (Croatia) : Joining City and the Sea	p.6
---	-----

Port of Le Havre Authority (France) : Dry Docks Open Day - Open Places to Open Minds	p.8
--	-----

Marseille-Fos Port Authority (France) : The [Learn] Lord Port	p.10
---	------

Bremenports (Germany) : Economics in the Port	p.12
---	------

Piraeus Port Authority (Greece) : Project PRYMNO (PoRt - Youth - MoNitOring)	p.14
--	------

Faxaports - Port of Reykjavik (Iceland) : Faxaports - Port of Reykjavik Youth Programme	p.16
---	------

Port of Genoa (Italy) : Citizens of the Port - Knowing and Living the Port of Genoa	p.18
---	------

Livorno Port Authority (Italy) : Towards the Livorno Port Center : The Open Port Project	p.20
--	------

Port Authority of Naples (Italy) : "The Port of Naples Meets the Schools"	p.22
---	------

Port of Savona (Italy) : "Let me Take You to the Port of the Alps of the Sea"	p.24
---	------

Port of Venice (Italy) : A Training Network for Tomorrow's Port Workers	p.26
---	------

Groningen Seaports (Netherlands) : Seaports Xperience Center	p.28
--	------

Port of Rotterdam (Netherlands) : From Cradle to Quay!	p.30
--	------

Port Authority of Barcelona (Spain) : "About the Sea": Educational Activities for the youth	p.32
---	------

Port Authority of Cartagena (Spain) : Meet your Port	p.34
--	------

Port Authority of Santa Cruz de Tenerife (Spain) : "Get to Know our Port" - Environmental Education Programme	p.36
---	------

Port of Gothenburg (Sweden) : The Handshake	p.38
---	------

Ports of Stockholm (Sweden) : Project Sjöliv	p.40
--	------

Chichester Harbour Conservancy (United Kingdom) : Educating for the Future	p.42
--	------

Port of Dover (United Kingdom) : Youth Engagement Scheme (YES)	p.44
--	------

Falmouth Harbour Commissioners (United Kingdom) : Falmouth Marine Enterprise (FaME)	p.46
---	------

Milford Haven Port Authority (United Kingdom) : MHPA Scholarship Scheme	p.48
---	------

ESPO CODE OF PRACTICE ON SOCIAL INTEGRATION OF PORTS	p.50
---	------

COLOPHON	p.50
-----------------	------

INTRODUCTION



In these economically difficult times in Europe there is an inevitable tendency for business enterprises, as well as governments, to focus their attention and their resources on essentials, on their core business, and perhaps also to concentrate on the short term rather than on consolidating the foundations of their future sustainable growth.

It is therefore all the more encouraging that so many ports have demonstrated with the projects presented in this brochure that they do not intend to neglect their relations with the citizens of their host ports, nor in particular the need to begin at an early age to engage them in getting to know what a port does, why it is important for the local economy, and how it can provide them both with future job opportunities and also with a sense of pride in the place of the port in their local identity.

This year's ESPO award will go to the port which has presented, in the opinion of the Jury, the most innovative and successful programme for engaging with young people. But what is so exciting about the collection of projects described here is how varied they are. Together they are a veritable treasure chest of ideas from which other ports can pick out those which would best suit their own situations.

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



The younger generations are on the agenda of ports. I think we can safely conclude that from the high interest that this year's ESPO Award competition has generated. Ports from different parts of Europe, large and small, have demonstrated that there is a variety of creative ways in which port authorities can reach out to young people. Young people not only have the potential to be future employees but are really the future of the ports. They should in the first place become enthusiast ambassadors of the port. And, judging from the applications we received, there is plenty of enthusiasm around!

I congratulate all the applicants and most warmly thank the Jury of the ESPO Award for the time and effort they have again put in to evaluate the different projects. I am sure other ports will be inspired by this year's submissions, which are summarised in this brochure.

*Victor Schoenmakers
Chairman of ESPO*

ABOUT THE ESPO AWARD

The ESPO Award on Societal Integration of Ports entered its fourth edition this year. The Award was established in 2009 to promote innovative projects of port authorities that improve societal integration of ports, especially with the city or wider community in which they are located. In this way, the Award wants to stimulate the sustainable development of European ports and their cities. With the experience of the first two editions, it was noted that 'societal integration of ports' is a topic that covers many layers. The diversity of applications had 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 in 2011. The overall scope remained 'societal integration of ports' but each year a specific theme is selected. 'Youth' was chosen for 2012. Societal integration of ports also means making future generations of employees, neighbours and other stakeholders aware of what the port sector has to offer. Awareness has to start at an early age and this is why the 2012 edition of the ESPO Award wants to promote projects of ports reaching out to young people, whether these are school children, students or young professionals. A variety of possibilities exists, including educational partnerships at various levels (from kindergarten to university), hands-on experience events, job campaigns and the use of games and multimedia. The call for proposals resulted in 23 project submissions which are summarised in this brochure. The jury shortlisted the projects of 10 ports on 11 September: Antwerp, Bremenports, Cartagena, Dover, Genoa, Marseilles, Piraeus, Rotterdam, Santa Cruz de Tenerife and Venice. The winning project will be announced on 7 November 2012 at the Town Hall of Brussels.

THEME FOR THE 2013 COMPETITION

The theme for next year is: 'Heritage': contemporary use and disclosure of port heritage. The competition will open on 15 January and run until 15 July. Details on application and selection criteria as well as application forms will be available from the ESPO website as from the day the calls open.

THE MEMBERS OF THE JURY OF THE ESPO 2012 AWARD ARE:



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



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



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



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



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

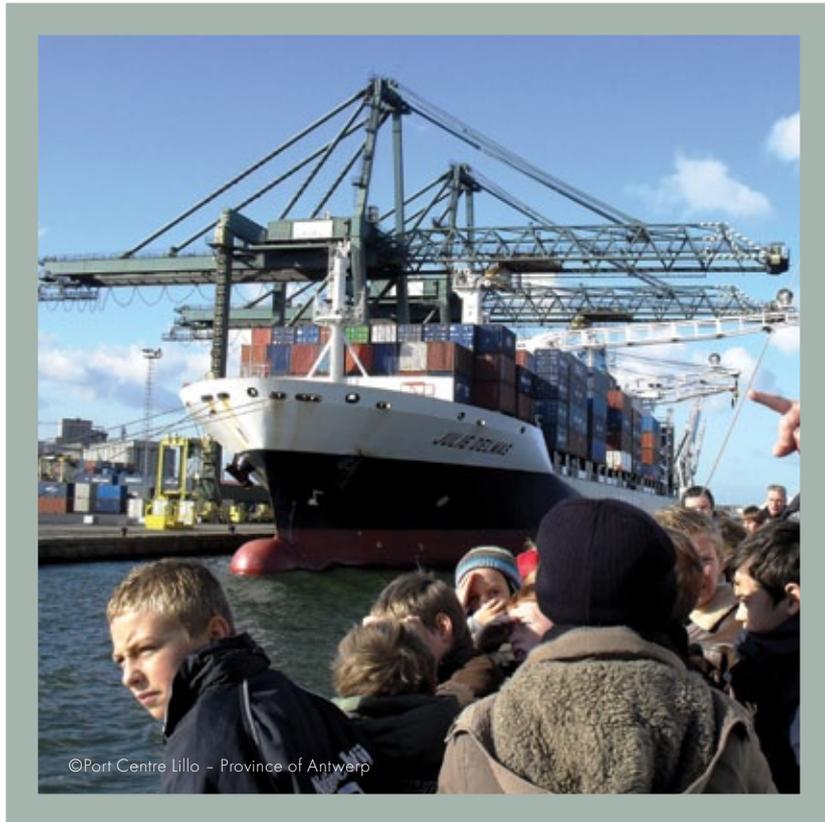


Nigel Rowe, Chairman,
Sail Training International



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

ANTWERP



Collaboration between the Port Authority, the port community and local authorities (cities and provinces). Complementarity of location, prospects and investments. This collaboration has created rich and varied prospects for young people, in Antwerp and far beyond.

Every year, tens of thousands of people -including among others local residents and school children- visit the port of Antwerp by boat, bicycle or car. We found it essential to show ESPO that together with our MAS Port Pavilion, the Lillo Port Centre and the MAS we truly acknowledge the importance of societal integration of ports. In this 4th edition of the ESPO Award of which youth is the central theme, we want to emphasize the obvious and intense collaboration between the above partners with, as result, youth finding their way into the port of Antwerp for work and play.

Q Please describe your project in a few words

We have summarized our project in 5 categories:

■ ANTWERP HAS A VISION

"Who looks to the future, looks to youth. To the young people who in a few years will assume their role in society, take jobs and start making decisions."

■ YOUNG PEOPLE DISCOVER THE PAST

"Antwerp's brand-new maritime museum, the 'Museum Aan de Stroom' (MAS) has attracted no fewer than 1,000,000 visitors in its very first year."

Port authority:

Antwerp Port Authority, Belgium

Project name:

Port of Antwerp - Port of Youth - Port of the Future

Person interviewed:

Eddy Bruyninckx, CEO

Q Why has your port participated to the ESPO Award?

Creating broad support for the port and pursuing sustainable development are two sides of the same coin, and both must focus on youth. In the case of Antwerp this is not a solo job; rather it is a joint effort involving a large number of players, with collaboration and complementarity being the key concepts.





■ MODERN INTRODUCTION TO THE PRESENT

"In the MAS Port Pavilion, visitors can discover the modern port in all its aspects in a contemporary, inviting and dynamic way."

■ OUR YOUTH IS OUR FUTURE

"Thanks to the Lillo Port Centre young people are able to experience the rhythm of the port, see its constant activity and perhaps even get bitten by the maritime bug!"

■ ON THE JOB!

"Divided into three groups, young people receive information in a clear, attractive way about career possibilities in the port."

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

The importance which the Antwerp port community places on youth is among other things demonstrated by the fact that Lillo Port Centre, the educational centre in the heart of the port, operated by the Province of Antwerp, celebrates its first quarter-century next year: 25 years of operation centred on youth. This vision is shared by all the partners, as evidenced by the wide range of projects. What is important here is that these projects are complementary, varied in content and age-specific; they are tailored to the particular target audience, starting with the 10-year-olds who are given a playful introduction to the port and allowed to discover this new world at their own pace. In this way they are encouraged get a "taste" of the port, see it in a wider context and included in their choice of studies, so that we can eventually welcome them as enthusiastic new employees and/or ambassadors of the port of Antwerp. We continue to invest in transferring knowledge in a fun, innovative way, and we continue to believe in it here in Antwerp.

Next to this, Antwerp's history and heritage are brilliantly brought to life in the city's brand-new maritime museum, the 'Museum aan de Stroom' (MAS). After all, who seeks to secure the future must also know the past. The Port Authority has made its own special contribution in the form of the MAS Port Pavilion in which the modern port is presented using the latest multimedia techniques. The contemporary port is further presented in a more didactic way in the Lillo Port Centre.

So the project is fully operational, has already proven its results and continues to grow.

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

We have developed a communication strategy to restore the links between the port, the city, its inhabitants and visitors and to promote Antwerp as an international port icon and this on different levels. One of the permanent action points of the Port of Antwerp and the Lillo Port Centre is to bring more -young- people into the port.

During the summer 2012 the Port of Antwerp launched a Port Bus Tour starting off at the MAS Port Pavilion. People could book -free of charge- a 3 hour guided bus tour taking them through the entire Port of Antwerp. It was a tremendous success. About 3,500 people participated. We will most likely repeat this initiative next year.

We are also in a pre-development phase of a mobile application to guide our port visitors. The publication of a recreational map covering the port area is also in a preparatory stage. The plan for installing information boards, benches and observation towers will most likely be finalized by the end of 2013.

RIJEKA



areas is a common process in historic ports which are located near city centres; the goal of the project is to be a successful conversion process where port areas will be re-developed for residential, commercial and industrial destinations. The most crucial benefit of this Award can be identified as a co-operative synergy and cooperation with other cities and ports, improving the quality and accessibility of particular port areas that generally promote a positive image of the port as the place where living and working is a great experience.

Q Please describe your project in a few words

Enhancing communication with the community is the main competitive strength of the project which requires to identify the challenges of the activities by preparing strategic communication on the benefits of the project. Communication with the citizens was regarded as very important especially in terms of creating a mutual vision based on the long public and expert perception and awareness of the need for the integration of the city residential and commercial spaces. The conclusion was that the citizens of Rijeka would like to see their port actively engaged with its environment. The vision of the citizens is found to be not as much connected to the facilities as to the need for green spaces and growing environmental awareness. Therefore, a section "Enhancing City Life-Connecting green and blue qualities" (parks and sea) is followed by sections such as new image as an urban growth centre, widening urban public space for citizens, becoming a destination (historical, natural, industrial heritage), and reopening access to waterfront/improve spatial organization.



Port authority:

Port of Rijeka Authority, Croatia

Project name:

Joining City and the Sea

Person interviewed:

Bojan Hlaca, Executive Director

Q Why has your port participated to the ESPO Award?

The theme of this year's competition 'Youth' matched the efforts of the Port of Rijeka Authority to investigate solutions for the redevelopment and conversion of the Delta and Porto Baross port areas from port into urban, residential and commercial areas in order to reconnect the city to the port. As such transformation of the port





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

A selection of developers/investors for the Delta and Porto Baross areas is expected in 2013. Relocation of port activities from the Delta and Porto Baross areas, comprising an area of 17 ha of attractive land will make transformation into urban areas possible, opening the waterfront to the citizens of Rijeka. A market survey among developers and consultants was conveyed to discuss some general issues which will be useful for preparing a proper bidding documentation. The Port of Rijeka Authority invited also potential partners-developers to express their interest in the proposed investment, and participation in "Open Days" in September 2011. Meanwhile, the wider public was also given the opportunity to get informed and involved in the port city interface activities on the website www.mojadelta.com which was created as the communication platform to actively interact and comment on the current activities.

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

"Enhancing city life" events will be organized for the citizens in terms of walk tours or guided tours on ships and areas of the Delta and Porto Baross with updated information on urban development.

The specially dedicated website is completed with the English version available also for the international public. The art, sport and gastronomic manifestations and exhibitions that are already in practice on the 1,7 km long breakwater of the new port passenger terminal will also help the set up of activities on the waterfront territory. The main goal is to bring together both port and city entertainment, cultural, educational and recreational initiatives which will reveal the real meaning of the ideas of open port and open city to the citizens and how they should merge into one proper urban atmosphere.

LE HAVRE



Q Please describe your project in a few words

As in many ports, we face the paradox that some population living very near the port area is really poorly aware of our activities. They simply ignore the port and new security measures make it hard to enter the port perimeter. In the long term, the result is that every one suffers from a double barrier: physical and mental!

We realised we had a wonderful site for our project: a series of 3 dry docks, still in operation, and close to a regenerated urban area. This place was literally a natural theatre to have people physically experiencing a particular port activity, ship repairs, and open their eyes on what was all behind the wall: a working port in a living city!

The "show" was prepared upstream with kids of the area who worked to prepare an exhibition on the dry docks through suitable tools such as drawings, films, comics... This work was specifically designed to meet kids' expectations and to make them think about the port area close to where they live.

The global result was a successful open-day with an exhibition that was completely and freely prepared by the kids and their teachers.



Port authority:

Port of Le Havre Authority (GPMH), France

Project name:

Dry Docks Open Day - Open Places to Open Minds

Person interviewed:

Pascal Poitou, Real Estate Management and Development Director

Q Why has your port participated to the ESPO Award?

At the beginning, the action we had with local youngsters seemed to be quite simple, but considering the impact it had, the energy and momentum created with our local partners, we realised it was worth a larger tribune and the ESPO Award seemed to be the right opportunity for that.





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

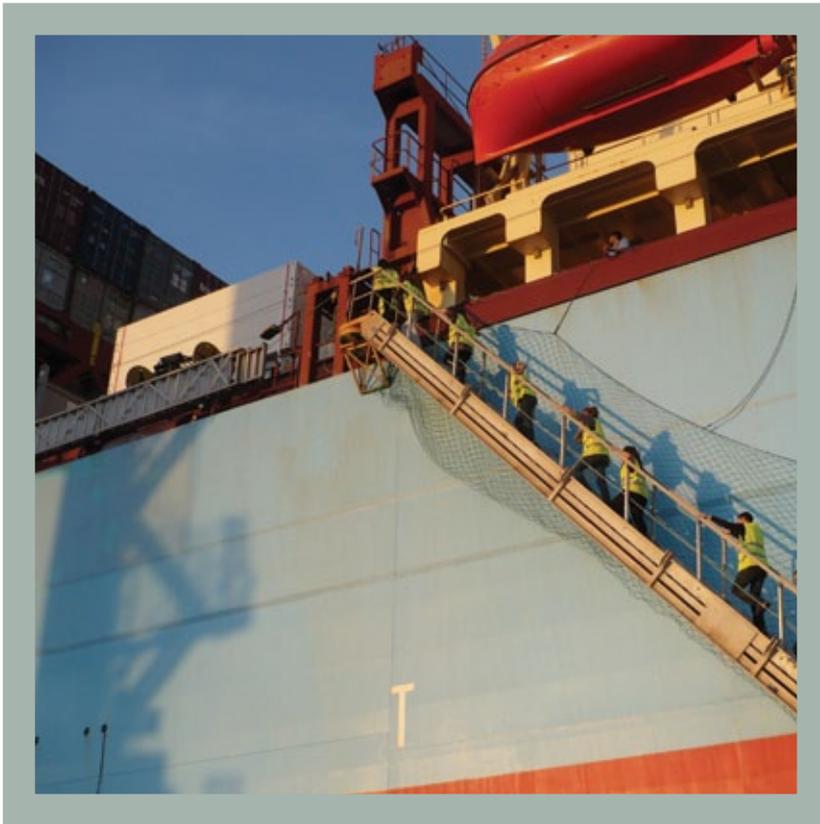
The project took place in September 2011. One of the most important results is that the Port Authority, in the people's mind, inhabitants and officials, is now a partner in any local event : we are now working together with the city and the local associations to the next edition of the popular fair.

This time, the people will be able to visit the whole port area and young students from a local high school, graduating in photography, will show the work they have done all year long on the port atmosphere. Later, the exhibition is to be shown in other areas of the city that are completely remote from the port.

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

Together with the city, and other local partners, we are considering the feasibility of a "Port Centre" as a permanent tool to explain the port activities, not only to the youngsters but also to any kind of public. The reflexion started shortly after what we did with the Dry Dock open days as we all felt there were real expectations from the population!

MARSEILLE FOS



Strong youth-oriented actions have been put in place since several years and now the GPMM wants to gather and promote these actions as a part of its development strategy integrating them in its next strategic plan.

The ESPO Award 2012 is a wonderful opportunity for consolidating the previous actions and also as a kind of “kick-off meeting” for the port of Marseille Fos to go deeper in the way of a better societal integration of the port.

Participating in the ESPO Award 2012 is also an opportunity for the port of Marseille Fos to contribute to the hard task of ESPO aiming at integrating European ports in the society.

And finally, participating in ESPO Award 2012 is an opportunity for us to show the GPMM’s youth policy to all our shareholders through the communication made around this event.



Port authority:

Marseille Fos Port Authority (GPMM), France

Project name:

“The [Learn] Lord Port”

Person interviewed:

Jean-Claude Terrier, CEO

Q Why has your port participated to the ESPO Award?

After the French ports reform, the main functions of the Port of Marseille Fos Authority have changed. Beyond the landlord port model, the GPMM has decided to turn itself towards the population understood in a very broad sense: professionals, inhabitants, associations, workers in and out the port, and also the youth.

Q Please describe your project in a few words

The [Learn] Lord Port project is a major part of a bigger project supported and promoted by the GPMM: the “cit  portuaire”. The “cit  portuaire” project, located in Marseille, aims at making the port activities known and understood, along with its interaction with the region; it also aims at highlighting and promoting the port community’s know-how; allowing future generations to discover port job opportunities. As a part of this project, the [Learn] Lord Port project is to make our port subject and object of studies, a port that teaches and learns, a port that provides training, a port that is open to young people, a port that supports the world of education surrounding it.





That is in few words the [Learn] Lord Port project which gives to the GPMM the opportunities to link the port and the Youth (School, professional trainings, Universities, business school and so on...), for a better social integration of the port. If we want the inhabitants to have a new approach of the port activities, we need to improve our relationships with the young people who have the new ideas!!

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

The project is on the way, it is difficult to say at which stage it is because the [Learn] Lord Port project is more a process than a real project with a start and an end. Nevertheless, some major steps have been accomplished, for example, since 2009, the partnership with the Ecole Nationale Supérieure d'Architecture de Marseille (National School of Architecture of Marseille) to rethink the gates of the port, the interaction between the city and the port. Another example is the creation of the Professional "Licence" Degree in "Maritime Transport Law and Management" and the Master's Degree in "International Maritime Management". Both take place at the Institute at the Port of Marseille Fos. Finally, we are expecting soon (end of 2012-early 2013) several signatures of partnership between the universities and the GPMM. For now, the results often are the same: a hugely improved understanding of what is a port, of who work in the port, and for what and with whom the port has to be developed. On the other hand, we received a lot of interesting ideas from young people with a new way of thinking. It is exactly what we expected of our [Learn] Lord Port project and we can say: it works!

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

Taking the opportunity of Marseille Provence 2013, European culture capital, the port of Marseille will enhance its actions towards the general public regarding cultural issues in an industrial environment.

For instance, a huge and ancient warehouse has been renovated and will be affected partially to exhibitions on the upper floors while the ground floor will be kept for port operations. Other parts of the port that have been identified as remarkable will be used as places to see works of art. In 2012, a maritime shuttle will be put into service between the port entry downtown and the Great Breakwater in order to allow the population to walk along this promenade as it used to be before safety measures closed the bridges. Moreover, the port will participate to the organization of the 50th anniversary of the port-industrial area of Fos, 70 km away from Marseille but also part of Marseille Provence 2013.

BREMEN



Thus the initiators of the project (port management company Bremenports GmbH & Co. KG, logistics company BLG Logistics Group and the local education authority, Landesinstitut für Schule Bremen) have had teaching and classroom materials prepared for use in local secondary schools.

The project is meanwhile supported by all 5 North Germany coastal federal states. As the compiled teaching materials and the underlying objectives impact on more than just this region and have been designed for use irrespective of location, the initiators have decided to participate in the ESPO Award in order to raise awareness of this project and also expand the group of participants in the medium term.



Port authority:

Bremenports GmbH & Co. KG,
Bremen/Bremerhaven

Project name:

Economics in the Port

Person interviewed:

Michael Skiba, Head of Marketing

Q Why has your port participated to the ESPO Award?

Ports and their downstream logistics activities are of central importance for Germany in view of the country's strong export activities and above all for the North German federal states. Transport and logistics are two of the key sectors of the German economy; they already account for almost 3 million jobs. Nevertheless, the general population is not sufficiently aware of the great importance of this sector.

Q Please describe your project in a few words

It is important that the economics syllabus for secondary schools also communicates the importance of the port and logistics industries requiring not only concepts and materials for the syllabus, but also modules for teacher training.

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





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

Since it was launched in 2007, the project has attracted support and financial sponsors beyond Northwest Germany. It meanwhile covers the whole of North Germany and underlines the importance of the port and logistics business amongst other things as an employer. In just a few years we have thus succeeded in establishing cooperation within a region and a sector of industry that transcends all boundaries in a situation which is otherwise fiercely competitive.

To date, the following tangible results and working materials have been compiled and communicated/distributed:

Pupil workbook “Economics in the Port” (secondary school level I) and teacher handout

- Target group: secondary school pupils in grades 8 – 10
- Topics: port and regional economy; companies in the port; infrastructure and logistics; structural change in the port; occupations related to ports and logistics; world trade and globalization
- 140 pages, 1st edition 2008; 2011: 3rd completely revised edition, 14,000 workbooks distributed

Pupil workbook “Maritime & Logistics Sector” (secondary school level II) and teacher handout

- Target group: grammar school pupils from grade 10 and up
- Topics: world trade and globalization; economic significance of ports and logistics; conditional framework for international companies; structural change based on the example of the maritime sector; occupational prospects in the logistics and maritime sectors
- 140 pages, 1st edition 2009, 2012: 2nd completely revised edition, 2,000 copies distributed

Online portal “Maritime & Logistics Sector online” (www.marwilo.de)

- Freely accessible website complementing the workbooks “Economics in the Port” and “Maritime and Logistics Sector”; teachers receive additional materials via login -approx. 200 registered users
- Activation: October 2010
- Over 200 website pages with background information, over 50 worksheets and solution sheets for direct application in economics class, over 15 films and 35 audio files
- Extensive pictorial material prepared in presentations and slides

Qualification modules for initial, continuing and further teacher training in economic education

The portfolio of offerings is supplemented by teacher training and education opportunities. The Institute for Economic Education (IÖB) has been conducting Internet-aided continuing and further training for teachers. There is also a BA/MA programme at the university aiming at economics teachers. The project topic has been implemented in all areas. For this purpose 3 qualification modules were developed: Logistics and infrastructure, Analysis of an economic area and Northwest metropolitan region.

These modules are provided to interested teachers via the learning platform ECEDON. Furthermore, continuing education and a study module were put together and have been in use in Lower Saxony and Bremen as well as at the University of Oldenburg since spring 2012. Modularization of the content enables smooth transfer to other interested federal states in Germany.

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

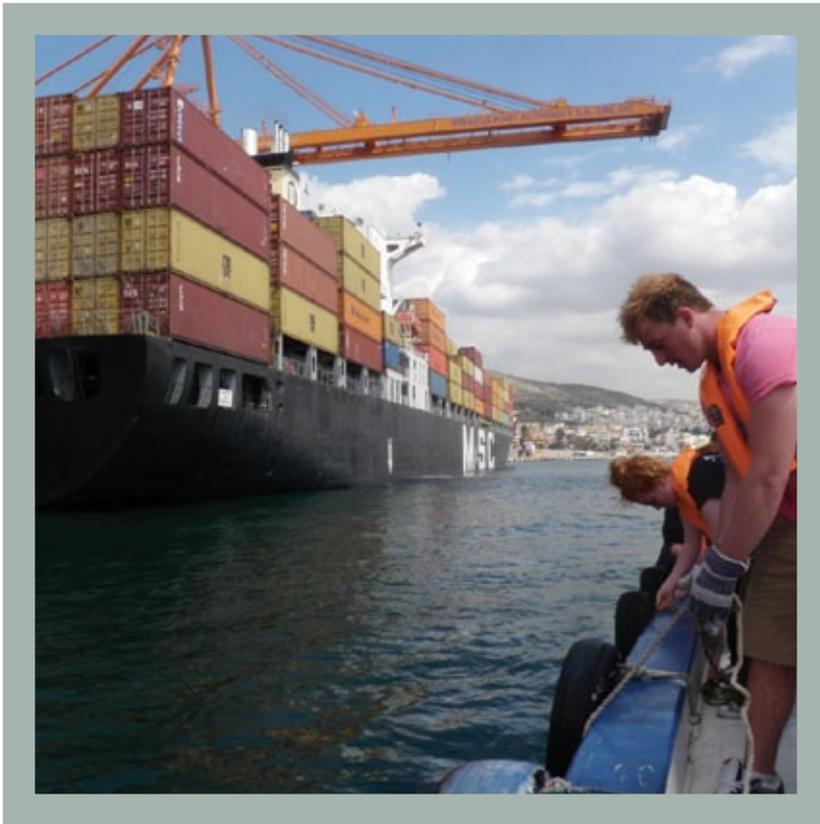
Our project teaches pupils the importance of ports for the region, for the German and European economies at an early stage of their education. Secondary school pupils are encouraged to analyse the structures and challenges of the maritime industry, a process which has a sustainable impact on eliminating reservations and prejudices. The materials are designed to establish direct links between young people’s day-to-day lives and the tasks handled by the port business. Accordingly, pupils are given the opportunity to get to know and examine career prospects available in ports as part of the careers guidance process.

It has become apparent in the course of many discussions that there has been a significant shift in the attitudes of both pupils and teachers and that the project has led to more objectivity and generated increased interest. After working with the materials, the pupils regard the port enterprises as an opportunity rather than as a threat or negative factor.

The short-term plans envisage placing the project on an even broader basis, i.e. encouraging in particular national associations to participate. We have already successfully canvassed the support of the German Shipowners’ Association (VDR) and the Maritime Cluster Northern Germany (MCN). We believe this will provide a significant opportunity for communicating not only more comprehensive information about the importance of the port and logistics industry, but also for making the diversity of this sector more transparent and thus substantially raising the understanding and acceptance of the industry, particularly by young people.

PIRAEUS

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We should learn to co-habit with the cities and give new perspectives to young people regarding shipping and port industry, the (port) culture and social integration.

The 2012 ESPO Award has given us the opportunity to show to the local municipalities, as well as to the European port industry, our true concern for the way we interact with young people and especially young students. The general public, stakeholders and the wide port industry will become aware of our effort to bring young people to the port, teaching them the importance of monitoring the environment and giving them tasks in the a port that combines a variety of activities. After all, one project may give motivation for the development of another one. In that way, we improve our ports and we become better for the mutual benefit of both the port and the society.



Port authority:

Piraeus Port Authority SA (PPA SA), Greece

Project name:

Project PRYMNO (PoRt - Youth - MoNiitOring)

Person interviewed:

Yiorgos Anomeritis, Chairman & CEO, Stavros Hatzakos, General Manager



Q Why has your port participated to the ESPO Award?

In Europe, all ports are located in the heart of the cities and they will continue to be in the heart of the cities due to their fundamental contribution to local and national economy. Thus we believe that ports should develop and cultivate strong bonds with the community.

Q Please describe your project in a few words

Project PRYMNO was named after one of the Oceanids, who according to the Greek mythology, were sea nymphs protecting the oceans while incorporating as well the three basic project components: PoRt - Youth - MoNiitOring, demonstrating what the project represents.

The Project is a port-inspired, collaborative initiative specifically designed and developed to assist students to make the transition from academic studies to becoming young marine professionals within the port sector and associated marine operations. The scope is international in terms of participants and brings together port professionals, university departments and marine industries. In particular, Greek and British students are briefed together



and asked to work with each other on an environmental monitoring programme, both onshore and offshore, within the Piraeus Port Area. The objectives are to enhance knowledge, practice skills and develop an appropriate attitude for effective port environmental management through a field course based on a 'hands-on' experience, applied surveys and site visits within the demanding setting of the port area itself.

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

The Project was initiated by the Port of Piraeus in 1997 following its hosting one of the initial EC ECO-information R&D meetings during which the sector set out to develop practicable tools and methodologies for the effective implementation of ESPO port environmental policy. Since then it has evolved annually through innovation and engagement involving new techniques, broader scope and additional site visits. In 2011 it celebrated 15 years of collaboration between the Port of Piraeus, the School of Earth and Ocean Sciences, Cardiff University, UK, and the Department of Maritime Studies, Piraeus University.

Students, as a result of their participation in Project Pymno, have gained, amongst other benefits:

- Greater knowledge and understanding of the application of scientific and economic studies,
- A vivid insight into the activities and operations of a major port,
- Practical experience of environmental monitoring, analysis and reporting,
- Encouragement and incentive to pursue a maritime career,
- Personal development by working in an international team,
- Satisfaction of contributing to the Monitoring Programme of a port with an established and widely recognized reputation for its environmental policy.

Many of those students have already become successful professionals working in well-established marine and environmental institutions and agencies, as well as shipping companies. This makes us really proud and realise even more the significant contribution of Project Pymno to young students.

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

Beside the on-going activities regarding the social integration of the port with the city, such as school visits, organized port tours, communication campaigns and of course the Project Pymno, PPA SA is currently working on the development of the Piraeus Cultural Coast within the port area.

This project was incorporated in a Memorandum of Understanding and Cooperation, signed by the port and the Attika Region Municipalities and is regarded currently as the biggest urban renewal project in the entire region of Attika, where almost 4 million people live. It is a substantial urban renovation in the port area that will make it attractive to people through restructuring old abandoned port installations into sites of culture, upgrading the archaeological region and creating open spaces for recreation.

A cluster of Museums (National Maritime Museum, Museum of Underwater Antiquities and Museum of Immigration) will be established, as well as thematic parks, exhibition and art production sites, all related to the port and shipping sector. The old existing cereals stock house building facilities (SILO) and its surrounding open space will be redesigned and converted into a Museum of Underwater Antiquities through an International Architectural Competition. Impressively, 1744 architects and architectural offices from 88 countries, amongst those even very young architects, have participated in the competition. Piraeus Port had decided that even undergraduates or graduates in architectural schools could participate, enhancing the development of fresh ideas and encouraging young students to work in a project of their field.

The Master plan was officially presented in an open conference, hosted by the port, where the Vice-President of the Hellenic Government, the Minister of Culture, Mayors of the Municipalities surrounding the port, citizens and media were invited. The implementation of this project will change the image of the broader region. In the entire area of Piraeus there are no places, such as museums or thematic park, combining recreational activities with culture.

The main goal is that the Piraeus Cultural Coast becomes a new landmark for the city and the Piraeus port, with main reference to culture, quality tourism and sustainability, giving a new life to an area that until now was not easily accessible to the public. The Piraeus Cultural Coast will be linked to the Project Pymno as well, since students participating in it will also be visiting the Piraeus Cultural Coast and will have the chance, apart from the 'hands-on' experience gained from the field work, to enhance their knowledge of shipping.

PPA SA, along with its operational and development plans, has placed the Human and the Ecosystem in the centre of the decision-making regarding its Investment Plan. People should consider the port as part of their neighbourhood and the Piraeus Cultural Coast is a major plan to increase the accessibility of the port and connect it with the city.

REYKJAVIK



and this is the idea of our programme that employs students as “real workers” during the summer and young people organising and running the Festival of the Sea. Our experience from these programmes tells us that involving the young people “hands-on” at the port makes the best representatives contributing to the societal integration of port and city.

Q Please describe your project in a few words

The programme consists of 3 levels:

1. Educating sixth grade classes (11 and 12 years old) about harbour activities and the basic science of the ocean.
2. Employing students between 14 and 18 years of age for basic maintenance work around the harbour area during the summer and finally
3. “The festival of the Sea” where students work both on organising the festival and running it.

The programme covers all sixth grade students in Reykjavik and four other communities, a total of approximately 1,200 youngsters each year. The Faxaports-Port of Reykjavik employs 20 students during the summer who work on maintenance in the port area. The students are responsible for several tasks during the “Festival of the Sea”. The entire programme is 100% financed by the port and is filed under the marketing department.



Port authority:

Faxaports – Port of Reykjavik, Iceland

Project name:

Faxaports – Port of Reykjavik Youth Programme

Person interviewed:

Gísli Gíslason, Port Director

Q Why has your port participated to the ESPO Award?

We want to share the experience gained from running our Youth Programmes with others within ESPO. Having run the programme for the 6th grade students for 20 years the Faxaports – Port of Reykjavik has now over 20,000 individuals, in the Reykjavik area, who do understand and support the port activities as a normal development for the City of Reykjavik. The ideal way to understand and learn is to participate





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

All three projects have been running for some years and the one for the sixth grade classes for over 20 years. Over the years the programmes have been amended and developed, from time to time, to meet the different requirements.

The programmes have definitely contributed to a better and more favourable image of the port among the citizens of Reykjavik. The programmes have also brought about a better understanding between the port authorities and the persons responsible for education in Iceland. All in all, the efforts to bring societal integration between port and city are a long term objective and best met by involving young people in suitable projects.

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

The present projects will be continued as long as they contribute to the overall objective of a better understanding between the port and the public. In addition a project for youngsters and adults, that enables fishing at a dedicated area within the harbour boundaries is underway.

GENOA



In particular, we were compelled to participate to this Award edition because the selected theme "Youth" is especially valued in the Genoa Port cluster since new generations represent our future stakeholders and the most important resource of our city. We think that the activities in favour of young people we are carrying on with the present project "Citizens of the Port-Knowing and Living the Port of Genoa" can attain to the spirit of the Award and of this edition in particular.

Moreover, our participation was driven by the fact that the societal integration of the port is a very crucial issue in the Genoa public debate principally due to the morphological characteristics of our region, developed in a narrow strip of land between the sea and the mountains. The scarcity of land available for port activities and the consequent close relation with the city had generated some contrasts with communities in the past and a rather low local consensus.

Finally, the participation to this fourth edition of ESPO Award can be a profitable experience of exchange and comparison with other European Ports about the theme of the societal integration of ports.

Q Please describe your project in a few words

The project "Citizens of the Port" is one of the major activities of the Genoa Port Centre, the Exhibition-Educational Centre of the Port was created in 2008. This educational project is addressed to students with the goal of creating a new generation of citizens more informed and aware of such a complex issue in the Genoese public life. The educational activities

Port authority:

Port of Genoa, Italy

Project name:

Citizens of the Port - Knowing and Living the Port of Genoa

Person interviewed:

Luigi Merlo, President.

Q Why has your port participated to the ESPO Award?

The opportunity offered by participating to the ESPO Award can represent a further important channel to communicate to the port cluster and to the local urban community one of our initiatives to establish a win-win relationship between the port and the city of Genoa.





provided by "Citizens of the Port" are different depending on the age of the participants and on the subjects proposed, including geography, economics, chemistry, physics, architecture, but also macro-themes that embrace education law and that stimulate critical thinking.

Students aged 8 to 18 years can know, from a closer point of view, the activities that are carried out within the port and they will discover which are the professions involved in the everyday operations. "Citizens of the Port " allows also the youngsters to feel the intense activity of the port through original and modern devices and technologies such as radio, webcams, simulators, touch screens, ICT systems (as the Port Community System and VTS), etc allowing to reproduce activities like sailing on a coastguard patrol boat on port surveillance, mooring a cargo vessel or simulating the pilot jump.

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

The project "Citizens of the Port", activated for the first time in 2009, reached its third edition in 2011. The project is developed every school year, beginning in September with the promotion of the initiative and going on with the guided tours and the activities till June.

This project has a very ambitious objective: within less than a decade, bringing all the young Genoese, along with a good number of their Italian and foreign peers, to visit the Genoa port at least once during their school career.

The involvement in the project "Citizen of the Port " has been remarkable: 241 classes, 4,974 students and 438 teachers participated to the project initiatives in 2011. A majority of the students was coming from high school (62%) followed by middle school students (28%). Even if the majority of classes came from Liguria, 12.5% of them came from other Italian regions and 3 classes came from abroad. It is worth mentioning that the level of involvement registered by the students had an increase during the last edition, passing from 60% in 2010 to 84% in 2011.

The promoters of the Genoa Port Centre (most of all the Port Authority and the Province of Genoa) have a strong commitment to this project, supported by Fondazione Carige (a Genoese bank foundation) and by Fondazione Muvita, of which the Port of Genoa is a founding member.

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

The Port of Genoa is planning some other actions in the field of societal integration. From this year, for example, the "Genoa Port Run", the first footrace inside the port areas, has been organised and the intention is to make it a yearly event. The initiative was really successful and each of the 700 participants had been provided with a pack entitled "Come and discover the port of Genoa".

There is, in addition, a particular attention to all the artistic proposals connected to the port life or potentially able to be developed in port areas, always in order to reduce the distance between the port and the city and to make people more aware of the port reality. The "Port Day", offering our citizens new and wider opportunities and ways to know deeper our port cluster and the social and economic benefits of port activities, is one of the events (annual and lasting three days) that gather many different proposals (music, shows, gastronomic stands, etc).

The Port Authority carries on also an almost daily collaboration with the City Government (Comune) of Genoa concerning many areas in the city/port boundary where the planning activities are necessarily developed together in order to make the port closer to the citizens.

Furthermore, in the guidelines of the new Port Master Plan, the Port Authority puts a strong accent on the necessity of making the port more "usable" and liveable by every citizen, also thinking about the possible conversion of old buildings previously dedicated to port activities.

Moreover, the Port of Genoa, for the first time, will inform all the port stakeholders also through a system of social and environmental accounting.

LIVORNO

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As in two previous editions, Livorno Port Authority delivers again to the ESPO Award the "Open Port" project, which is devised to establish a relationship between the port and the local community. Livorno Port Authority strongly believes that the ESPO Award is a good opportunity to bring the European attention to the "Open Port" project. Moreover, the participation can be a profitable experience by sharing its experiences with other European ports on the theme of societal integration of ports.

Q Please describe your project in a few words

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

Right from the beginning, Livorno Port Authority worked in agreement with the main port actors and with the local public bodies to devise the project, paying attention to the real necessities of dialogue and cohabitation between the port and the city. For the next edition, Livorno Port Authority is devising to enlarge its scope through three other important creative communication and vocational training strategies: creating a "port centre", which will be a crucial instrument in regenerating the connection between port



Port authority:

Livorno Port Authority, Italy

Project name:

Towards the Livorno Port Center : The Open Port Project

Person interviewed:

Giuliano Gallanti, President

Q Why has your port participated to the ESPO Award?

Since its first edition, Livorno Port Authority wholly supports the ethos of the ESPO Award. In its opinion, it represents a great occasion to communicate European ports' initiatives to better integrate the port within the town and to promote a greater understanding of the benefits ports bring to the community.





and citizens; investing in the field of job market, linking the communication activities to the vocational training ones, in order to disseminate port knowledge and to reduce the gap between young people and the job market related to logistic chain and port operations; linking the "Open Port" project to the general renovation of the town related to the so called "Sea Gate" operation (the Livorno waterfront renovation).

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

Until now, five editions have been realized, always from October to May. A sixth edition is set to take place from October 2012 to May 2013.

Through time, the "Open Port" project has turned in a "container" of events in continuous evolution, which is nowadays a classic appointment for the town and has become the main Livorno Port Authority communication policy. The Port Authority is now in a new devising phase of implementation: in the next edition it will invest in creating the Livorno port centre and it will link this activity to the field of vocational training, most of all related to University and Research, and to the general renovation of the port and of the town ("Sea Gate" operation).

In the first five editions, over 25,000 citizens and school pupils visited the port and a little transformation of the port image started to take place, as well as a reintegration of the port as a key tool in the local economy.

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

Besides the main activities designed to let local people become familiar with the port, the next "Open Port" edition is, as mentioned earlier, aiming at enlarging its scope linking with the general renovation of the town in order to let citizens, most of all young generations, understand that to live in a city with a port is an added value for their future. The "port centre" will represent the ideal link between port and city, as it will be specially dedicated to get people closer to the port.

Always at a local level, Livorno Port Authority will also improve other important actions in the field of social integration: first of all, it will continue its collaboration with the municipality and with the local public bodies about the new Master Plan of the port; secondly, it will improve its "Extended Green Port" project, to bind all the port actors and stakeholders also to environmental themes and to encourage a corporate social responsibility behaviour.

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

NAPLES



Awareness has to start at an early age and this is one of the reasons why the Port Authority of Naples wants to promote projects of ports reaching out to young people.

Q Please describe your project in a few words

This project was created not only from the wish to communicate the value of marine and port culture, but also for attracting attention to the opportunities of work at sea and in port, transforming the port itself and its multiple protagonists into an educational teaching element. The choice of the schools participating in the project was simple: those are further away from the port and have the majority of ten years old pupils with low income families. The reason of this choice is based on the will to give them a possibility to enlarge their knowledge horizon. The project consists of a visit from the President of the Port Authority to the schools to explain to the children the different types of jobs that are performed in the port. It is a good occasion for knowing the possibilities of work that the sea and the port can give them when within 10 years they will look for a job.

Moreover a particular attention was given to sea environmental protection and work safety. After a week a visit is organized to the port by the children and their teachers to gain direct experience in the field. During the visit the pupils are explained how measures are adopted by the operators in these sectors. In the container terminals they all wore safety clothes to grasp the importance of prevention of accidents at work. On the other hand, pupils asked numerous and interesting questions about the discussed



Port authority:

Port Authority of Naples, Italy

Project name:

"The Port of Naples Meets the Schools"

Person interviewed:

Luciano Dassatti, President

Q Why has your port participated to the ESPO Award?

We participated to the ESPO Award because the theme of this year "Youth" is very interesting for us and is linked with our project. Moreover, we agree that the societal integration of ports also means making future generations of employees, neighbours and other stakeholders aware of what the port sector has to offer.





arguments. Finally, a trip was organized by boat in the Gulf of Naples which was an occasion for all pupils and teachers to stay together to exchange their opinions and ideas about the project and enjoy the beautiful day.

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

The achieved success for these three editions of the project make it sure that we will continue this experience. We contacted more than 2,000 pupils and more than 100 teachers and with the cooperation of port stakeholders we created an open laboratory where pupils had the potential of being the port's best ambassadors. The first message of these young ambassadors has reached their families because the children transmitted their experience and enthusiasm to them. Now, is the starting point of developing a good port-city relationship by its young people.

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

Actually, we would like to go on with the project "The Port of Naples meets the schools". But, it is our intention to increase the opportunities of cooperation with the city for improving the quality and the accessibility of the port areas. Also for this reason we participated to the CTUR Thematic Network - Urbact II- European Programme.

SAVONA



Nevertheless citizens often perceive the port as an "alien" entity, resource consuming and trouble generating, and do not realise the importance of port activities for their own life and for the future of the new generations. Thus, developing sound communication strategies is more and more important to fill the gap between the port and the community, ensuring an easier co-existence and a more constructive relationship.

The ESPO award is therefore an interesting opportunity to confront strategies and share experiences with other ports, defining best practices and finding new solutions which may be implemented in the future.

Q Please describe your project in a few words

As most of its development plans are aimed at granting sound work opportunities for the new generations, through the project "Let me take you to the port of the Alps of the Sea" the Port Authority of Savona wants to address the youngsters and their families by explaining the logistics role of the port of Savona Vado and to provide young people with useful information for their future education choices.

The project proposes a didactic approach, but at the same time informal and engaging, to all the port activities. The idea is to go beyond traditional guided tours, in which children/teens have an essentially passive role, increasing their involvement through active participation.

Children are accompanied along a knowledge path which touches the different shipping and port activities, alternating classroom work and



Port authority:

Port of Savona, Italy

Project name:

"Ti porto al porto delle Alpi del Mare" ("Let me Take You to the Port of the Alps of the Sea")

Person interviewed:

Cristoforo Canavese, President

Q Why has your port participated to the ESPO Award?

The strategy of the Port Authority of Savona during recent years has been aimed at achieving a main goal: to strengthen the port activities and to contribute making Savona a pleasant place to live, looking for opportunities for sustainable development, starting from the efficient use of available resources and existing infrastructures.





“field trips”. Then, together with their teachers and officials of the port authority, they are invited to create original works (depending on their level: drawings, texts, brochures, multimedia tools), which can be used to illustrate the port and its activities during the visits of other schools. When possible, the students have then tested their knowledge by guiding other small visitors along a tour of the port.

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

The project was launched in 2010 and is in constant evolution: each year new topics and further lines of action are identified, also in relation to the available funds (always shrinking due to budget cuts imposed by the Government in promotion activities of port authorities).

Thanks to the involvement of students and to their active participation in the initiatives, with the creation of original works and their direct engagement as tour guides during the visits of other schools, the interest raised among them was much higher than in the case of traditional tours. In addition, the learning of port issues was much deeper.

The children discovered with enthusiasm the different activities which take place in the port of Savona and the variety of jobs that the port can offer. What’s more, many of them revealed their ambition to work in the port and asked questions about the studies needed to prepare for the different jobs.

This is particularly important as, due to the heavy crisis of industries which has affected Savona’s province since the 1980s, port and port-related activities (transport, logistics, repairs, cruise tourism etc.) are among the few sectors which can open up opportunities for the economic relaunch of the territory.

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

Although I will soon end my mandate as a president of the Port Authority of Savona, I am sure that this philosophy will be maintained in the future and all the initiatives launched during the last years with the aim to develop a constructive dialogue between the port and all its stakeholders (at the institutional, economic, social and cultural level) will be implemented and expanded - always with an eye on the available budget.

I am thinking of the publication of the Social Responsibility Report, which the Port Authority has published since 2006, to try and make clear its strategic design and to provide an overall interpretation and summary of its initiatives. Or to the yearly event of the European Maritime Day, when the port opens to citizens, organizing tours by bus and by boat, guided by the managers of the port authority and of the port companies.

But the attention of the Port Authority of Savona, of course, is greatest toward the younger generations. “Let me take you to the port of the Alps of the Sea” is the main line of action in this direction and for the next year the aim is to extend the activity to second grade-secondary schools, while maintaining the philosophy of stimulating the active participation of students.

The idea is to set up an equipped space inside a container, to create a short knowledge-journey among port activities, by means of illustrative panels, brochures and multimedia tools, to be used on the occasion of port visits. Each involved school will address a specific theme, according to their main study subjects. The container will be located in an area accessible to the public (for example, on the fringes of the cruise terminal), where citizens and tourists could pay a visit too.

VENICE



It is very important to make citizens aware of the port's role in the city's development and wealth and it is even more important to engage the young, who are tomorrow's citizens and the port's potential workers. Several different jobs, with the most varied but peculiar skills, can be done in a port. Many young people, however, do not know about it, or ignore how to get the necessary training. We must let them know, and we must diffuse the image of the port as a cool, interesting place to work in, and where it is possible to train and study, too.

Open port initiatives, as well as own training centres on port-related works, are quite common among ports in Europe. The innovative character of our project lies in the matching of the two activities through a networking approach where universities, port authority, port training centres and port operators, side by side, groom a new generation of port workers. This co-operation starts at the very first contact with the port that takes place during educational visits to the port. On top of that we set up partnerships with large, external institutions, such as universities, broadening the port training's scope and widening its audience, ensuring a more successful societal integration.

If we consider that in Italy, at the expenses of young would-be workers, a gap between the universities' training and the employers' needs is often felt (and more so in the port sector) the port of Venice approach for making these separate worlds meet increases the chances of finding employment in the port. What better proof that the port is a source of opportunities? What better promotional campaign?



Port authority:

Port of Venice, Italy

Project name:

A Training Network for Tomorrow's Port Workers

Person interviewed:

Mr Paolo Costa, President

Q Why has your port participated to the ESPO Award?

It is the third year that Venice competes in the ESPO Award. That is because the "Open Port" activities are very important to us: social integration projects are renewed every year. And every time they focus on different aspects: physical integration and renovation of the waterfront (2010), communication (2011), education and training for the young (2012).



PORT OF VENICE
WHERE THE EARTH REVOLVES AROUND THE SEA



Q Please describe your project in a few words

The Venice Port Authority built an innovative network among its training agencies, local universities and port operators to provide all the different skills needed for a career in the port, at any level.

Schools teaching courses related to port jobs are specifically targeted, as are the universities in the region. Alongside the guided tours to the port, the students meet representatives from the port authority and from port operators, who introduce them to port’s jobs and explain how to enter port careers or one of the many training and education programmes.

For the first time, in Venice, the port’s educational offer goes beyond the traditional technical training and, due to partnership with universities, higher education programmes specifically designed for the port are now available.

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

In 2009 it was decided to add a new twist to the Port of Venice’s “Open Port” initiative. Since then, to the end of 2011, more than 2,100 students visited the port and met members of the port community to learn about this particular reality and consider entering this interesting world.

During the same period, the people who attended the courses proposed by our training agencies were 4,000 (with a 80% rate of placement in port-related jobs among them), and 52 internships at port companies or institution were offered to students of the Masters of Advanced Studies (MoAS) that the port authority offers in partnership with Venice’s IUAV and Ca’ Foscari University.

The first MoAS (related to Venice as a passenger port) is the “MARCH N+Y”, in naval and yacht architecture, that started in 2009; the second (related to Venice as a cargo port) is the “Masterlogistica”, a MoAS in transport and logistics started in 2010. The third, to start in 2013, will be the “PEM”, a MoAS in port economics and management. The latter will be an international course, with lessons held in English by teachers from all over the world.

Port operators are engaged, too. If once they just offered teachers for the occasional class, they now are involved in the whole training process and offer apprenticeships within their companies, often hiring the students.

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

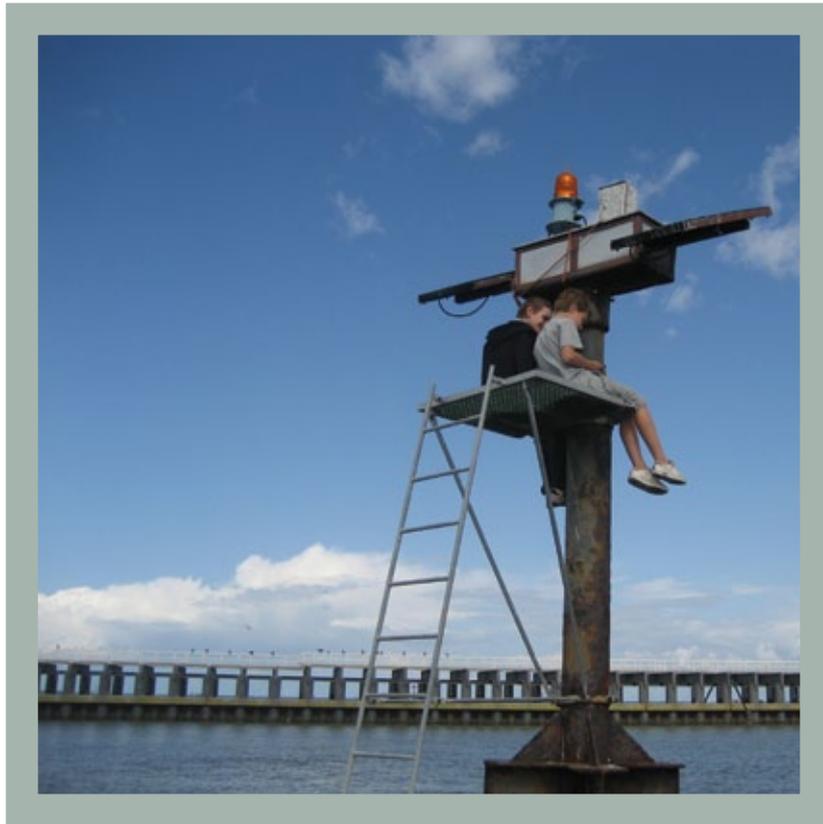
At the Port of Venice we no longer considered “Open Port” initiatives as PR-only issues. We will work hard on enhancing the present co-operation with the port’s stakeholders. This is something rooted in the Port of Venice’s tradition but, as we have done with this training network initiative, we wish that the current relations become stronger and transform into partnerships.

Besides that, we will continue organizing events for the city (also offering free availability of port buildings) and financing projects benefiting the local community.



The training network

GRONINGEN



Q Please describe your project in a few words

Seaports Xperience Center (www.seaportsxperiencecenter.nl) aims to coordinate the supply and demand in the job market in the near future within the Eemsdelta region. Thousands of new jobs are expected in the next few years. The question, however, is where does the region find the suitable applicants? In the last decade, the enthusiasm for technical education and technical occupations decreased significantly. Less than 4% of all youth in the Netherlands chooses a technical education. With a growing demand and a decrease of influx the labour market for technical personnel will be tighter in the coming years. SXC is an Xperience Center where anyone can inquire about almost everything in the Region, about the socio-economic developments, training facilities and regional industrial activities in both ports and several industrial areas. SXC is an intermediate rather than a recruitment organization. We bring people and parties together: enterprises and organizations, politicians, education and others who want to join forces in building a flourishing Eemsdelta region. In this way, we can establish cooperative and successful projects that offer new opportunities for people, business and education with a view to creating new training facilities that suit new industrial activities.



Port authority:
Groningen Seaports, Netherlands

Project name:
Seaports Xperience Center

Person interviewed:
H.D. Post, Managing Director

Q Why has your port participated to the ESPO Award?

In the short and medium term, a serious shortage of technical personnel is expected in the Eemsdelta. The shortage of highly trained and available technical personnel will potentially slow down the economic growth. Against this background, the initiative Seaports Xperience Center was created to match supply and demand of the future technical labour market.





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

SXC is supported by the temporary subsidy (40% of the total costs) granted under the EFRO scheme of the European Union to the Cooperation Organization North-Netherlands. Partners contribute to the other 60%. When this financial incentive ends, the aim is that the activities of SXC will be financed by business and education in the region. Over the last 2 years more than 10,000 people visited the SXC and participated in Xperiences or guide tours. All visitors received the latest information on the development of both the harbours of Groningen Seaport (Port of Delfzijl and the Eemshaven). The impact of both harbours on the regional economy of North of the Netherlands is better understood and appreciated. Visitors react very positively on the information provided by SXC.

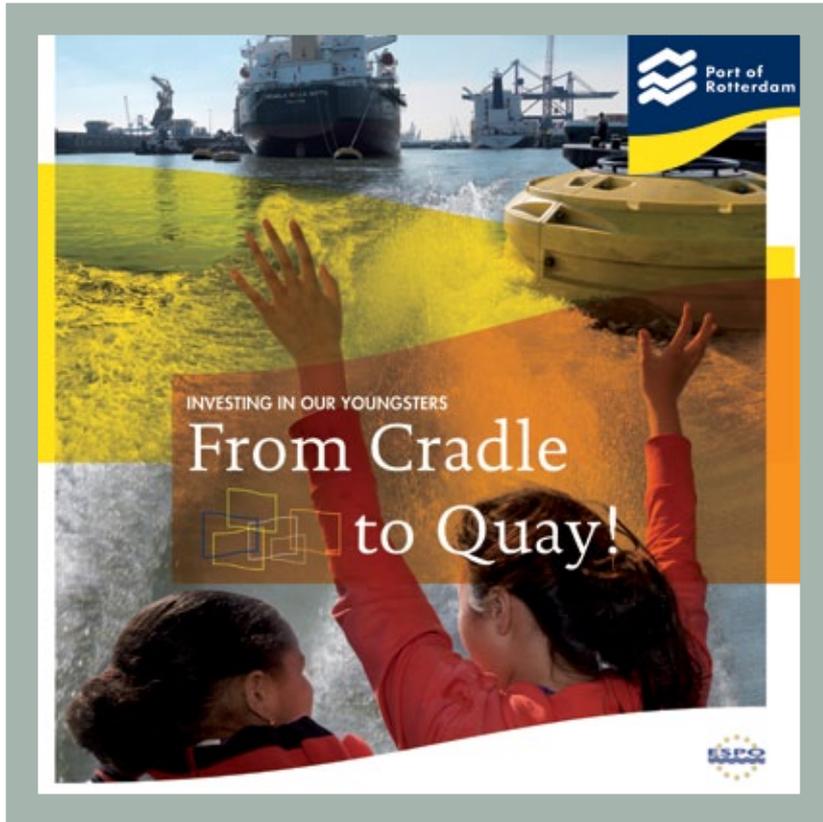
SXC track record

- 7,000 secondary school and university students
- 3,000 visitors (from business, government and education)
- 120 trainees and dissertations
- Advanced technological Xperience area
- Business Talents Eemsdelta
- Regular labour-market research
- Company promotion
- Unique public-private partnership
- National and international network

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

Corporate social responsibility is a very important principle in all of the activities of Groningen Seaports and is enshrined in their mission. This subject is taken extremely seriously and has been translated in numerous ways into a mature sustainability policy around the concept of People, Planet, Profit. Sustainability is expressed first and foremost in the environmental policy plan.

ROTTERDAM



choose a future in the port later. That is why we are so pleased that the European Sea Ports Organisation chose 'youth' as the central theme for this year. The Code of Practice on Societal Integration of Ports offers a handhold and provides direction to all the ports in Europe, while the ESPO Award on Societal Integration of Ports, which stemmed from the Code of Practice, provides a platform for good ideas. Every year, the submissions for the ESPO Award form a major source of inspiration. We look forward to all the new ideas, knowledge and experience of a topic that is becoming increasingly important for all of us: well-educated young people who are enthusiastic about working in the port.

Q Please describe your project in a few words

The "From Cradle to Quay!" project ties in with the different phases that young people go through from primary school to the moment they start work in the port, and even beyond that. Within each phase are a number of initiatives with special focus on the needs of that particular age.

For our young people to develop a long-term interest in the port, it is important to get them into contact with the port at a young age. That is why the Port Authority collaborated on the development of an exciting and adventurous television programme for children from 6 to 12 years of age, which takes place in the port of Rotterdam: "Naranjina en de Kadekapers"! At the same time the children go through a whole series of teaching programmes from primary school all the way through secondary school.

When they finish secondary school they can choose from a wide range of educational institutions with maritime programs that cover all



Port authority:

Port of Rotterdam, Netherlands

Project name:

From Cradle to Quay!

Person interviewed:

Hans Smits, CEO

Q Why has your port participated to the ESPO Award?

We are doing our best to make the port more attractive to young people. After all, we urgently need a young and energetic input in the coming decades, not only in the port of Rotterdam but also in other European ports. Young people are full of fresh, innovative ideas. Thanks to the excellent education opportunities, they also possess a fantastic amount of knowledge, and that is the most important competitive factor for the future. Our vision of the future is that the primary-school children of today will logically





educational levels, from vocational education to scientific research. Students can enrol in various internship programmes. When they enter the labour market they can become a member of the Young Port Association which focuses on networking, development and pleasure.

Because the separate components of the project are matched to each other and run into each other, they continually stimulate interest. In this way the port stays with the young people all the way from primary school through adolescence right up to the moment they start working. We create long-term bonds with young people through good education and internships at world-class businesses. It is a proactive and extensive approach to guiding young people "From Cradle to Quay!"

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

The "From Cradle to Quay!" project is fully operational. Most components have been running for several years, while other components have just started in 2012.

The results are substantial. To name a few:

- More than 90% of all children in the Netherlands have seen "Naranjina en de Kadekapers" on television and become acquainted with the port in this way.
- Thousands of children completed the teaching programmes for primary en secondary school in 2011.
- The number of students trained for process controller increased tenfold in the past years, from 65 in 1998 to around 650 in 2011.
- A state-of-the-art knowledge centre and school for vocational en higher education has been realised at the RDM Campus. Around 1,200 students studied there in 2011.
- The three academies in Rotterdam now offer seven port-specific minors.
- The Smart Port community now consists of 5 professors, 32 researchers and 36 PhD students.

- In the past four years, the Port Research Centre published more than 30 research reports together with students and young researchers.
- This year 85 students participated in the Mainport Internship Days at 40 different businesses from the port. That is 15 more than in 2011.
- The Young Port Association now has more than 430 active members.
- Every year, around 400,000 people visit the World Port Days, including many young people.
- Since it opened in 2009, FutureLand (information centre for Maasvlakte 2) has welcomed more than 400,000 visitors, including many secondary school students.

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

1. Under the umbrella of the Port vision 2030 we will execute several projects on the theme of societal integration. For example: a social project in cooperation with the local administration department. Its purpose is to connect unemployed people and employers in the port and industrial area by starting training programs together with educational institutes in the region. We anticipate on the opening of terminals on the Maasvlakte 2 area at the end of 2013.
2. Another good example is a project about a career guarantee for vocational technical students by sponsoring their books and fees and stimulating companies to offer internships.
3. We aim to concentrate on the continuous learning line of secondary school towards vocational training in technical maintenance by consolidation two vocational institutes on RDM-campus.
4. Last but not least we started a world port city program to integrate the port within the city by several initiatives; like a port route in the inner city (audio visual billboards), strengthening the port quarter (museums, interactive use of vacant shop windows, a ports playground). 365 open port days in the city.

BARCELONA



Initiatives such as the ESPO Award are an excellent opportunity to disseminate good practice examples of ports that allow, in this case, young people to get in touch with a scenery of vital importance to our society and in constant transformation.

Recognitions as the ESPO Award gets, could allow projects like the one presented here to have a recognition not only locally but also internationally.

Q Please describe your project in a few words

To facilitate the knowledge by young people of the activities performed in the Port of Barcelona, El Far Consortium, supported by the Port of Barcelona, has developed an educational program that promotes the knowledge of the port and the sea with 13 educational activities, 6 of which are focused on the Port of Barcelona, on board of traditional boats, a Balearic cat-boat build in 1922, which allows young people to get in touch with the cultural and historical heritage. At the same time, they can see the harbour from the sea, to know the social, economic, strategic, historical and environmental aspects of the Port of Barcelona.

These activities allow young people to have an approach of the Port of Barcelona and to discover and appreciate the strategic importance of the port for the city. It also allows them to grasp the importance of the port considered as a part of our environment with activities affecting, directly or indirectly, our society and our way of life.

Port authority:

Port Authority of Barcelona, Spain

Project name:

About the Sea, Educational Activities for the Youth

Person interviewed:

Sixte Cambra, President

Q Why has your port participated to the ESPO Award?

In society today the integration of ports and their activities is essential and that is why the Port of Barcelona gives full support to the programme "About the Sea, Educational Activities for the Youth", developed by the El Far Consortium, with the aim of promoting the Port and its importance for young people.



Port de Barcelona



This educational program presenting the Port of Barcelona allows young people with financial problems to join in the educational activities through scholarships that make the knowledge of the port to all young people accessible.

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

The project is fully operational and the results achieved are:

- Project implementation time: 19 years
- Number of people who attended: more than 113,000
- Number of schools which attended: more than 5,150
- Loyalty: 77.5%
- Rating: 6.4 / 7
- Publications: 6 to 8 different portfolios for teachers, and 8 different worksheets for students.

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

The Port of Barcelona is working on the development of a Port Centre.

This project is going to be performed in the Barcelona Port Authority institutional building. The building will be recovered as it was at the beginning of the 20th Century.

The Port of Barcelona wants the visitors to become familiarized with what a port is, with its duties, and how important its activity is from the economical and social points of view, for Barcelona, Catalonia, Spain and Europe.

The Port Centre will be a nexus between the education program for youth and the excellent opportunity to promote the Port amongst citizens and visitors through new technologies and new ways of explaining its knowledge and projects for the future.

CARTAGENA



The interest in the Port of Cartagena has increased over the last few years due to its growth and the economic impact of the port activity on the city and the Region of Murcia. In order to fulfil the society's interest in the port, and given the fact that youth is a key task for the Port Authority of Cartagena, we have developed a programme aimed at being in contact with the younger generations and improve their knowledge about the port and its role in the society and economy of the region.

Q Please describe your project in a few words

The project "Meet Your Port" consists in a system of tailor-made visits for students and professionals, covering all levels of knowledge and ages. Visits are planned one by one, adapting a general schedule according to the needs and characteristics of every group.

Firstly, a lecture about the local history of the port and the city, from the ancient times till the present, is given, adapting it to the different age groups. Secondly, a large scale model of the port is used to explain the different parts of the port and the activities carried out in each area. This model is updated every several years due to the growth of the port. The third and final part of the programme is the visit to the port facilities. For University and High School students, it combines the visit to the port with one or other service, such as Customs Office. For children and young students there are open port areas to walk around: marinas, urban port areas, cultural spaces, etc.



Port authority:

Port Authority of Cartagena, Spain

Project name:

Meet Your Port

Person interviewed:

Adrián A. Viudes, President

Q Why has your port participated to the ESPO Award?

By participating in the ESPO Award, the Port of Cartagena seeks to show the importance of public awareness of the port and its activity and the concern for port-city integration.





During the visits, groups are offered a tour on board the tourist catamaran. Likewise, students are provided with printed materials such as handbooks and port reports and other promotional merchandise.

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

The Port of Cartagena first implemented this project in the year 2000 and it is fully operational. Throughout the years the programme has been improved, and the latest feature is a historical permanent exhibition located in the main building of the Port Authority, which is used during the visits. The number of visits to the port has increased since then, including new schools as well as repeaters.

The programme is implemented by school year, commencing in September and ending in June. Every year the results are analyzed and plans are made for the following period, with an estimation of the materials that will be needed and their cost, so that everything is ready for the beginning of September.

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

The Port of Cartagena has a dedicated website which provides a wide range of information on the port, from its infrastructure, rates and statistics, to the shipping lines, company directory, news and much more.

At the moment, the port is working on improving the website by enabling anyone interested in visiting the port to contact port representatives in order to plan and schedule these visits that have been implemented.

Likewise, the Port of Cartagena's website has links to social media network websites, Facebook and Twitter, which provide the latest news and information about the port.

Within the project port-city integration, the port boulevard is being remodelled. For this purpose, the Port Authority is inviting the citizens of Cartagena to present different ideas for this project. The proposals will be reviewed and analysed, and the port will vote on one of the three possible designs. The Port Authority will remodel the port meeting the demands of the citizens of Cartagena.

SANTA CRUZ



The Espo Award has given us the opportunity of extending this initiative and its important results to a lot of ports. Students, young people, are the future and ports have to take an important role in their education.

Q Please describe your project in a few words

The “Get to Know Our Port” Environmental Education Programme focuses on children and young people in the province of Santa Cruz de Tenerife. It aims to complement the theoretical knowledge taught in schools about “Transport in the Canary Islands–The Port”. The programme helps children to relate different aspects of daily life to port activities and gives them an insight into the historical importance of ports in the Canary Islands’ development in the form of commercial, cultural and human exchanges.

The three-hour guided tour, which is accompanied by the programme coordinator and teachers, takes in all the most representative port facilities and enclaves from a historical and commercial viewpoint. The programme is aimed at primary, secondary and sixth form students.

The programme’s main objectives are to discover the historical importance of ports in the development of the Canary Islands and open up the port to the school community so as to break down the barriers between the port and society.



Port authority:

Port Authority of Santa Cruz de Tenerife
Canary Islands, Spain

Project name:

“Get to Know our Port”
Environmental Education Programme

Person interviewed:

Pedro Rodríguez Zaragoza, President

Q Why has your port participated to the ESPO Award?

For the Port Authority of Santa Cruz de Tenerife, as full member of ESPO, this type of initiatives is very interesting. In this particular case, we can say that our relationship with scholars and students has been firmly present in our work with the project “Get to Know our Port”, started in 1990.



Puertos de Tenerife

Autoridad Portuaria de S.C. de Tenerife



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

The project is fully operational. Societal integration has definitely been achieved in this 22-year period, as demonstrated by the visit to the port of Santa Cruz de Tenerife by over 200,000 students, some of whom are now parents themselves.

An average of over 9,000 children and young people participate in the programme every year.

Another equally important outcome of this achievement is the subsequent return to the port of the students with their families after their school visit. Over the years, the Port Authority has adapted its facilities to encourage greater numbers of people to visit specific port areas. It was at this point that young people began to return to the port, this time as the teachers of those accompanying them, but also with family members.

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

We expect to keep on working with different provincial entities and organizations of Santa Cruz de Tenerife to reinforce the already existing relation between us. There are many initiatives we can develop together, such as visits to our ports of elderly people; different contests and the ones whose objective is to reinforce the popular and historical celebrations that take place at our ports.

GOTHENBURG



In order to be successful in our main mission – creating conditions for a strong, efficient and sustainable Scandinavian freight hub – the Port of Gothenburg must maintain a high level of credibility and trust and remain reliable and responsible in its contacts with different stakeholders. One of these stakeholders is the community surrounding us. The Port of Gothenburg wants to be part of the solution to the challenges facing society in the city. Youth is an important target group in this matter. They are our future and with this project, “The Handshake”, we hope to inspire them in a way that benefits the community on a long-term basis.

Q Please describe your project in a few words

The Handshake is a three-year project aimed at bringing school and industry closer together. A number of years ago, compulsory work experience at secondary school was discontinued and a natural link between school and industry disappeared. With “The Handshake”, the aim is to reintroduce this link. Instead of the short, one-week placements that were previously compulsory for school students, “The Handshake” offers long-term collaboration between school and working life.

The Port of Gothenburg are following a school class at Angered High School from the first year through to graduation. Through “The Handshake”, the Port of Gothenburg will contribute to providing 35 young persons in a school class with contacts, insight and knowledge of conditions in the industry and labour market.



Port authority:
Port of Gothenburg, Sweden

Project name:
The Handshake

Person interviewed:
Magnus Kärestedt, CEO

Q Why has your port participated to the ESPO Award?

Port authorities all over Europe face a lot of similar challenges. The ESPO Award is a great platform for ideas to spread and experiences to be shared.



THE PORT OF SCANDINAVIA



“The Handshake” is made up of three components:

1. insight into and understanding conditions in the labour market,
2. creation of networks,
3. project work.

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

The project’s first year -of three- has now come to an end and a number of things can be noted. During the visit to the Port of Gothenburg by the class, several questions of a practical nature arose. A number of students asked about applying for summer jobs at the port and how to write a good CV. The Port of Gothenburg helps them to find answers to these questions within the framework of the project. It was also noted that the students regard “The Handshake” as an opportunity and they come along and play an active part in the lessons and meetings that have been arranged.

Attitudes and changes in behaviour take a long time to influence. The project will be properly evaluated after the project period. The study will focus on attitudes related to networks and contacts with the labour market. For the Port of Gothenburg and Angered High School, the aims of “The Handshake” are to inspire young people regarding future careers and increase the potential of young people to enter the labour market. The Port of Gothenburg will also receive input from the students in matters relating to marketing, the environment and sustainability when the students, during the second year, will be engaged in projects initiated by the port.

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

We are also engaged in several other youth projects. One of these projects is “Future Transport”, where the transport industry is collaborating with primary school students. The aim of the project is to discuss and debate the future of the transport sector.

To encourage the regrowth of the industry we are also involved in sponsoring several logistics and shipping educational projects. The purpose is to stimulate the academic world to do research about the future challenges within the transport sector.

STOCKHOLM



also an advantage in the work with Corporate Social Responsibility (CSR) to collect good examples to learn from.

Q Please describe your project in a few words

In 2007 Ports of Stockholm began 'Project Sjöliv'; a youth integration project collaboration with Stockholm's Fryshuset, a foundation that runs a youth centre and provides educational opportunities, social projects and deep commitment. Project 'Sjöliv' is both about supporting the long-term needs of the shipping sector to attract future mariners and about supporting the city and region in working with integration and diversity.

Our aim is to offer young people stimulating activities that lead to positive attitudes towards maritime pursuits and life in the archipelago, as well as raising awareness of careers in the shipping industry. Our collaboration with Fryshuset creates a meeting place where Fryshuset has access to an interesting target group (youngsters from the suburbs of Stockholm) that our collaborative partners within the shipping cluster would like to come into contact with. Our vision is for Project Sjöliv to provide all youngsters with access to the sea and experience of life in the archipelago. Those with a passion for the sea can earn their living from a maritime career. We want to highlight and reinforce the fact that the archipelago and shipping is open to all youngsters, regardless of their social background. In this way we are clearly taking social responsibility, which is something fundamental and an integral part of our daily operations and company culture.



Port authority:

Ports of Stockholm, Sweden

Project name:

'Project Sjöliv'

Person interviewed:

Johan Castwall, CEO

Q Why has your port participated to the ESPO Award?

The importance of sustaining port operations in close proximity to the city is not self-evident. We believe that participating in the ESPO Award leads to increased awareness of the importance of winning the hearts and minds of the general public and stakeholders. It is also important that the question is raised and discussed, and it is



PORTS OF STOCKHOLM



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

Project Sjöliv is currently at a stage where we have relatively recently begun the project afresh to better tailor the project to future objectives. By working to define targets and the vision of the project, in addition to improving project management and follow-up procedures, we currently have the right prerequisites to optimally utilise the financial contribution of Ports of Stockholm. As Fryshuset now has a clearly defined organisation and project management that works with both structural and cultural issues we have been able to jointly identify working practices, processes and procedures that yield positive results for both partners.

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

The next step will be to define the areas of the job market for which different types of educational activities are needed so that we can provide the activities that can contribute to young people seeking to apply for different types of maritime training courses and wanting to gain practical maritime experience. This will be performed by Ports of Stockholm establishing, for example, contacts and meetings with shipping companies and other stakeholders that will act to open the way to access to Fryshuset and will investigate if the companies see added value in being involved in the project. We will also publicise Project Sjöliv at our port open day at the end of September: This is an event that, with the help of different customers and collaborative partners, showcases shipping and how important Stockholm's ports are to the city.

CHICHESTER



Q Please describe your project in a few words

Our vibrant and wide reaching education programme maximises all that Chichester Harbour has to offer. Our work began in 1995 and has continued to go from strength to strength, but our focus remains the same. The long term care of Chichester Harbour is very much about the attitude and understanding of successive generations. We are enabling increasing numbers of young people to interact positively and sensitively with this special area and to leave with the sense of guardianship that will be fundamental to the Harbour's future.

We hope that they will pass on this greater understanding and appreciation to their friends and family. On the basis that one child can influence five other people, we hope to have accessed at least 42,500 people in one year! This is backed up by our use of media (website) and Twitter use where we aim to engage people on a daily basis with life in the Harbour – aiming to develop a sense of ownership and “Harbour Family”.

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

Our project is ongoing, as our commitment to work with young people of all ages and abilities continues. Since 1995 the number of young people we engage with each year has steadily grown to reach an average of over 9,500 educational sessions per year. Response to our

Port authority:

Chichester Harbour Conservancy,
United Kingdom

Project name:

Educating for the Future

Person interviewed:

Siun Cranny, Director



Q Why has your port participated to the ESPO Award?

Chichester Harbour may be small but we believe that our unique education programme is a shining example of how to engage and connect with the harbour-users of the future. We feel it epitomises Societal Integration and will be of interest to other ports throughout Europe.



work from teachers and children is overwhelming and we receive thousands of thank you letters each year. All our education work is linked to the National Curriculum and we believe that we add real value to the educational experience of young people who visit the Harbour - this not only benefits the Harbour but society in general.

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

We hope to fulfil our role in managing and safeguarding Chichester Harbour with the help, support and understanding of the millions of people who live and work here and come to enjoy all that it has to offer. Much of our work is about wider public engagement and we are constantly exploring new ways of doing this. We plan to develop access to young people through work experience, partnerships with schools with junior volunteers and at present apprenticeship schemes are being considered to teach the harbour managers of the future.

DOVER



prospective employees. The fact that the 2012 ESPO Award is focused on young people made it the right time to participate in such an award in order that we can showcase the variety of initiatives undertaken to reach different parts of the youth community.

Q Please describe your project in a few words

Three overarching themes drive YES. The first is building a more positive corporate identity and reputation within the community. The second is developing the right skills locally and therefore providing the opportunities locally that will serve the employment needs of the Port and the wider industry in the years to come. The third is working with and attracting people from the wider UK community in order that their skills and interest in the Port of Dover grow and so the reputation of the Port grows more widely as an attractive place to work.

Specifically, YES involves both upskilling youth in terms of the generic business skills (Young Enterprise) that will benefit the Port in the future as well as in the community more widely. It involves working with underachieving students (from Dover Christ Church Academy) who do not plan, or who are unable, to go to university and to inspire them in their career goals through focusing on different aspects of the Port. YES enables undergraduates to practically apply the academic knowledge they have obtained in an operational working environment (Cardiff University). And it involves running projects on a range of themes tailored to issues specific to the Port of Dover (Greenwich University).

Port authority:

Port of Dover, United Kingdom

Project name:

Youth Engagement Scheme (YES)

Person interviewed:

Dr Bob Goldfield, CEO

Q Why has your port participated to the ESPO Award?

For a number of years, the Port of Dover has been developing new ways of engaging with its community and has seen a particular need to engage with young people. It is young people who will be the next generation of opinion formers about the Port of Dover and it is young people who will be the next generation of





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

All of the elements and initiatives that make up YES have been implemented.

The Young Enterprise (YE) initiative, which involves young people forming and running real companies for a year, continues to attract several schools in the Dover area with others interested in joining in the next academic year. Within the first year of taking on YE, there was a significant transformation in the standard of companies running in Dover district. So much so that the Dover Area winning company went on to win the county final, the South East regional final and became the first ever YE company from Dover district to reach the prestigious UK national final. Since then, several Dover companies from different schools mentored by the Port have reached the regional final, achieving awards for new media and innovation, and this illustrates the ongoing positive effect the initiative is having across the area.

Dover Christ Church Academy is keen to continue developing the partnership with further groups working with the Port next year. Furthermore, the partnership is now working to involve disabled children and those with special educational needs in exploring access issues at the Port.

The partnership with Cardiff University is the longest running element of YES and continues successfully from year to year. Many of the previous students have proceeded to careers in ports (including Dover) or port related industries based on the experience they received during their placement at the Port of Dover.

Greenwich University has been working with Dover for the past 2 years and has stated that it wishes to continue the partnership and has made arrangements to bring more groups next year. Thus, several projects are ready to be rolled-out with the 2012/13 intake.

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

The Port of Dover is working to establish the Port of Dover Community Trust (PDCT), which will be an independent trust run by the community for the community. The relationship envisaged is one in which the community has a direct stake in the Port and therefore shares financially in its success, becoming and acting as a grant making body locally.

The Board positively engaged with its community in an extensive outreach programme during 2011 in order to create positive momentum, interest and enthusiasm for a PDCT which works for the community. Towards the end of the year, a broad group of key community representatives agreed to take forward the development of the PDCT in order that it creates maximum benefit for Dover. A smaller working group was also established from the representatives in order to look at certain aspects of the PDCT in more detail. Both groups are being independently chaired.

Towards the end of 2011, DHB decided to develop a new initiative for young people in the Dover area called 'On Course for Work'. Commencing in 2012, DHB plans to deliver a number of focused and certificated training courses in the Port that will help to prepare young people for the world of work. This will include help with preparing CVs, communication skills and interview skills as well as work shadowing.

The Port is also supporting local sport initiatives (Dover football and rugby clubs) and community focused events (Dover Regatta, Olympic Torch Relay) which will continue in the future.

FALMOUTH



encourage younger generations to connect with the Port is a real driver for the Harbour Commissioners.

Q Please describe your project in a few words

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

Falmouth Marine Enterprise (FaME) is a partnership between the Port Authority, academic institutions and local port industries which enables the Port to develop professional skills at a local educational level whilst promoting research within the Port. The venture encourages sharing of resources, joined up research and raises awareness of Port activities within the local community. Innovative public engagement activities take place regularly aimed at disseminating scientific research to the wider port audience and encourage our port community to develop a sense of ownership of the Port.

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

Entering its third year FaME interfaces through an interactive website www.fame.me.uk and a calendar of community-port engagement events. Having attracted funding business partners and created a membership programme, FaME



Port authority:
Falmouth Harbour Commissioners,
United Kingdom

Project name:
Falmouth Marine Enterprise (FaME)

Person interviewed:
Harbour Master & Chief Executive
Captain Mark Sansom

Q Why has your port participated to the ESPO Award?

Participating in the ESPO Award is both a way for our Port to promote innovative community engagement projects to other ports and at the same time encourage more initiatives within our own port community. Finding ways that



Falmouth Harbour
Commissioners



continues to establish itself as a sustainable business model to the interest of the wider community. With a track record of improved employability and development of port skills for student researchers, available science for the port environment and a measurable change of attitudes towards port managers - the FaME approach is one that seems to work for everyone.

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

Through FaME, Falmouth Harbour Commissioners are seeking to establish an exemplar Marine Skills foundation degree (i.e Port skills specific) at the local college (Falmouth Marine School). Falmouth Harbour Commissioners hope to facilitate the work based learning and marine skills element to the course and have commenced liaisons with external partners to develop a Port Marine Skills foundation degree approved curriculum. As a potential and sustainable marine skilled workforce emerges for the port sector, Falmouth Harbour Commissioners expect the awareness of port issues within the port community to continue to develop and re-connect with their Port.

MILFORD HAVEN



Port has developed an extensive Community Engagement Programme that aims to promote a deeper understanding and an appreciation amongst the general public about what happens at the Port and the benefits it brings.

A key focus for MHPA this year has been to develop initiatives that better communicate with young people; to promote not only Milford Haven Port, but the port industry as a whole, in terms of its strategic importance as well as potential job opportunities. MHPA has a number of schemes running that are seeking to address this, and therefore as this year's ESPO Award focuses on future generations, Milford Haven Port was particularly keen to participate.

Finally, the Port shares many of ESPO's objectives and therefore would be proud to be associated with the organisation.



Port authority:

Milford Haven Port Authority, United Kingdom

Project name:

MHPA Scholarship Scheme

Person interviewed:

Mark Andrews, Corporate Affairs Director

Q Why has your port participated to the ESPO Award?

As a Trust Port, societal integration is high on the agenda for Milford Haven Port Authority. MHPA's constitution means that it survives to secure the long term viability of the Port for future generations and to provide benefit to the local community of Pembrokeshire. This 'Trust Port' status is often misunderstood and so the

Q Please describe your project in a few words

Within Milford Haven Port Authority's Community Engagement Strategy is the MHPA Annual Scholarship Scheme which supports undergraduate and postgraduate students in their pursuit of higher education qualifications. It is a one-of-a-kind in Pembrokeshire, offering scholarships to all students, regardless of their discipline or income.

Since its launch in 2003, the scheme has financially supported forty undergraduate and five postgraduate Pembrokeshire students in their university studies. With over 100 applications received each year, and growing, the scheme is promoting the Port to young adults, creating



**Milford Haven
Port Authority**

www.mhpa.co.uk



a better understanding and appreciation of the role of Milford Haven Port as well as the wider port industry.

In 2011, the Scheme was further developed to include a 4 week work placement in addition to the financial support given to successful applicants. During this time, the students are given a unique insight into the workings of the UK's third largest Port, and more importantly, gain invaluable experience in the workplace. The scheme is evolving each year, as MHPA learns better ways to interact with this audience and appreciates the mutual benefits it provides.

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

MHPA's Scholarship Scheme is in its 10th year, running successfully since 2003. It has supported over forty undergraduate and five postgraduate Pembrokeshire students in their university studies so far and is gaining momentum; attracting more and more applications each year.

The success and value of the work placement is entirely dependent on the enthusiasm and buy-in to the scheme of the Senior Managers, who give up a lot of their time to mentor the students through their projects. This year, management buy-in was particularly evident as more Managers volunteered to be part of the Scheme, each wanting one of the students to be working alongside within their team.

Each student is asked to provide feedback at the end of their placement which seeks to understand how valuable an experience it has been for them and also how better informed they feel about the work that the Port does. Every student has provided feedback that says that they were completely overwhelmed by what happens 24/7, right on their doorstep. This feedback, the growing number of applications, and the fact that the students always recommend

the scheme to their peers, confirms to MHPA that the objectives of the scheme are being achieved.

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

- MHPA regularly provides financial support to a range of community groups, charities, community events and third-sector organisations. The Port also employs two members of staff whose roles are dedicated to community engagement. They are regularly seen at local events and make themselves available to meet with the general public.
- MHPA is already active on social media, but is shortly intending to launch an MHPA Facebook page that engages more regularly with the local community
- MHPA open day - inviting the local community to "look behind the scenes" at the third largest port in the UK
- Milford Haven opPORTunities programme - This programme is a new initiative for 2012. The programme works with local schools to develop closer relationships and a better understanding of the role of the Port amongst school children and teachers. It involves hosting teacher training days at the Port, hosting school visits and working within the curriculum to build projects related to the Port. In the future MHPA hopes to hold a county-wide all-schools debate.
- MHPA welcomes students on work experience and often has apprentice / graduate positions available.

ESPO CODE OF PRACTICE ON SOCIAL INTEGRATION OF PORTS



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

The code is available from: www.espo.be

COLOPHON

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

The ESPO Award Statue was executed by Karl-Heinz Theiss and the Logo by Studio Goffin.
Lay-out of this publication : Loft33.com.

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Port of Rijeka Authority (Croatia)	p.6
Port of Le Havre Authority (France)	p.8
Marseille-Fos Port Authority (France)	p.10
Bremenports (Germany)	p.12
Piraeus Port Authority (Greece)	p.14
Faxaports - Port of Reykjavik (Iceland)	p.16
Port of Genoa (Italy)	p.18
Livorno Port Authority (Italy)	p.20
Port Authority of Naples (Italy)	p.22
Port of Savona (Italy)	p.24
Port of Venice (Italy)	p.26
Groningen Seaports (Netherlands)	p.28
Port of Rotterdam (Netherlands)	p.30
Port Authority of Barcelona (Spain)	p.32
Port Authority of Cartagena (Spain)	p.34
Port Authority of Santa Cruz de Tenerife (Spain)	p.36
Port of Gothenburg (Sweden)	p.38
Ports of Stockholm (Sweden)	p.40
Chichester Harbour Conservancy (United Kingdom)	p.42
Port of Dover (United Kingdom)	p.44
Falmouth Harbour Commissioners (United Kingdom)	p.46
Milford Haven Port Authority (United Kingdom)	p.48

Compilation and editing of texts: Cécile Overlau, Patrick Verhoeven, ESPO Secretariat

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