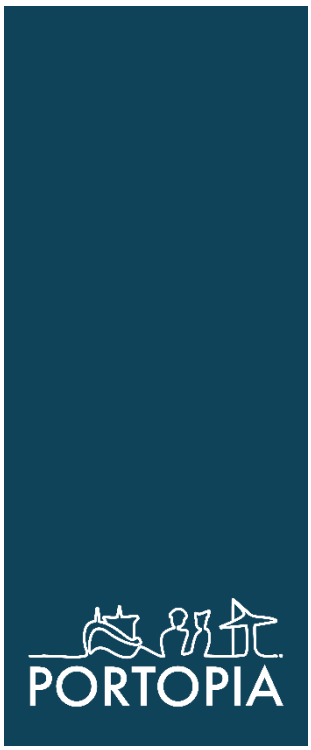

7th Framework Programme
SST.2013.6-2. Towards a competitive and resource efficient port transport system
Collaborative Project
Grant Agreement no. 605176

Deliverable 12.1

European Port Performance dashboard (EPPD) and EPO mission statement presentation

DOCUMENT ID
PORTOPIA|D|11.1|DT|2014.02.28|V|FINAL

DUE DATE OF DELIVERABLE
2014-04-30

ACTUAL SUBMISSION DATE
2014-04-30

DISSEMINATION LEVEL
PU (Public)

DELIVERABLE 12.1

European Port Performance dashboard (EPPD) and EPO mission statement presentation

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Issue Date	2014-04-30
Revision	2014-12-07
Status	Final
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Pages	19
Figures	/
Tables	1
Annexes	2

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DELIVERABLE 12.1

European Port Performance dashboard (EPPD) and EPO mission statement presentation

REVISION

Revision Date	Reviewer Name	Reviewer Signature
2014-12-07	De Schepper, S.	

DELIVERABLE 12.1

European Port Performance Dashboard (EPPD) and EPO mission statement presentation

Summary Report

This deliverable falls under Work Package 12, titled 'Implementation of the European Ports Observatory', and is the first of the seven deliverables included in this work package. More specifically, this deliverable's delivery date is month 8 of the project (end of April, 2014) as it is to be presented at the ESPO Conference 2014, held in Gothenburg, Sweden.

Deliverable 12.1 entails the third version of the European Port Performance Dashboard (EPPD), as a follow-up of the first and second versions presented at ESPO 2012 and ESPO 2013, and EPO mission statement presentation at the ESPO Conference in May 2014, in Gothenburg. The report will further discuss the decisions taken by the consortium and the chosen approach relevant to this subject.

The dashboard will this year entail: more specific information on PORTOPIA and its platform, the output of the platform (whereof we can show graphs and public page with existing data) and we will also show the ports how to log in and assess the data in the platform, and in new ways. Concretely, this translates in the production of four outputs for the ESPO Conference 2014, held in Gothenburg (Sweden):

1. PORTOPIA leaflet that contains information on the project;
2. PORTOPIA output slides that contain output based on public data of the system;
3. PORTOPIA demo: a movie clip that shows the system and how to use it.
4. PORTOPIA Port Profiles: for each port an individual port profile will be produced.

DELIVERABLE 12.1

European Port Performance Dashboard (EPPD) and EPO mission statement presentation

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European Port Performance Dashboard (EPPD) and EPO mission statement presentation

LIST OF ABBREVIATIONS

EPPD	European Ports Performance Dashboard
ESPO	European Seaports Organization
PORTOPIA	Ports Observatory for Performance Indicator Analysis
PPD	Ports Performance Dashboard
PPI	Ports Performance Indicators
PPRISM	Ports Performance Indicators: Selection and Measurement
VUB	Vrije Universiteit Brussel

1 INTRODUCTION

This deliverable falls under Work Package 12, titled 'Implementation of the European Ports Observatory', and is the first of the seven deliverables included in this work package. More specifically, this deliverable's delivery date is month 8 of the project (end of April, 2014) as it is to be presented at the ESPO Conference 2014, held in Gothenburg, Sweden.

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2 PUBLICATION EPPD 2014

2.1 Introduction

The European Ports Performance Dashboard has been in the previous years presented at the ESPO Conferences: the first version was presented under the PPRISM-project (Ports Performance Indicators: Selection and Measurement) at ESPO 2012, held in Sopot (Poland), and the second version entailed an update of the first version, presented at ESPO 2013, held in Varna (Bulgaria).

The physical output of the first European Ports Performance Dashboard was a leaflet (see Annex 1), which can be considered as a first output of the efforts made towards a culture of performance measurement in European ports in the PPRISM-project. Ports have provided their data as inputs for the project and academic partners within the project have assessed, analysed and worked on these inputs. A shortlist of indicators has consequently formed the basis of the first European Port Performance Dashboard.

This exercise has been repeated annually, and is now up to its third edition. This third edition is continued in the PORTOPIA-project, and has adopted a different approach for the creation of the dashboard. The dashboard will this year entail the output of the platform created in PORTOPIA (the PORTOPIA Service Cloud), whereof we can show graphs and public page with existing data (e.g. top 10 environmental priorities of ports of the European port sector over time). We also wish to show the ports how to log in and assess the data in the platform, and in new ways.

2.2 Previous EPPD's

Initially, in PPRISM, the five categories of Port Performance Indicators (PPIs) that have been selected for the scope of the project were defined and justified. This formed the basis for the typology of indicators that were ultimately endorsed. The five categories of indicators are: (a) market trends and structure, (b) socio-economic impact, (c) environmental performance, (d) logistics chain and operational performance and, (e) governance. The potential uses and users of the PPIs (at a EU level) were also analysed whereas the constraints and limitations associated with PPIs were detailed. Note that for PORTOPIA a sixth category has been added, namely 'users perception on quality'.

The PPRISM-project adopted the concept of the "dashboard" as the most appropriate tool to deliver its objectives. The aim was to develop a dashboard of indicators that will provide a range of flexible means and tools to measure performance that can be easily adapted to each Port Authority's needs and special characteristics and that will also provide an image of the performance of the European port sector as a whole. Given this, the concept of the "Port Performance Dashboard" (PPD) has been developed with its functions, characteristics and features being subject of detailed analysis.

The dashboard has certain benefits for those ports participating, namely:

- Performance data can assist port management in their port's own management programmes and self-assessement.
- Assist ESPO in contributing to EU policy and retain initiative with stakeholders.
- Gain recognition as having contributed to the dashboard.

Throughout the previous exercises (as in the current dashboard) all data provided as input for the calculation of the indicators has been kept strictly confidential. Moreover, data presented in the dashboard only consisted of aggregated results at the European level. In other words, the first version of the dashboard does not (nor did or will any later versions) publish or compare the performance of individual ports or terminals, but focused on the performance of the EU port system as a whole. The dashboard contained well-defined indicators that are accepted by stakeholders, through extensive consultation of the industry, and measured and reported on performance trends in the European port sector.

In de first EPPD, EPPD 2012, following indicators were aggregated and reported on:

- Market trends and structure:
    - Maritime traffic
    - Call size
- Socio-economic performance:
    - Direct Employment
- Environmental performance:
    - Environmental fanagement
    - Carbon footprint
    - Waste management
    - Water consumption
- Logistics chain and operational performance
    - Maritime connectivity (containers)
    - Intermodal connectivity (containers)
    - Quality of customs procedures
- Governance performance indicators:
    - Autonomous Management
    - Integration of Port Cluster
    - Reporting Corporate and Social Responsibility
    - Ownership of port authorities
    - Economic objectives of port authorities

The second EPPD entailed an update of the first version. Therefore, the PPRISM-consortium updated the input-data and consequently the reported indicators in order to come up with an updated version of the EPPD2012.

Given that ports can add data on a voluntary basis can imply that the number of participating ports can fluctuate from year to year, reporting on trends will be the solution for overcoming data comparability and variability issues.

Both previous versions were presented at the annual ESPO Conference. Specifically, EPPD 2012 was presented at ESPO Conference 2012, held in Sopot (Poland), and the second version was presented at ESPO 2013, held in Varna (Bulgaria).

2.3 EPPD 2014 and EPO mission statement presentation (deliverable 12.1)

The third, and future, versions of the EPPD will be continued in PORTOPIA.

For the third version of the European Ports Performance Dashboard, the 2014-edition, multiple meetings have been held between the coordinator (Vrije Universiteit Brussel, VUB) and the European Seaports Organisation (ESPO) as the voice of the industry on

the one hand. Also, a consortium meeting adjacent to the Economics and Statistics (EAS)-committee of ESPO in London (fifth of March, 2014) was held to discuss the correct form and approach towards the new version of the dashboard.

The subject has been discussed thoroughly in the aforementioned meetings and it was decided that it is first and foremost important that the industry gets to know the project better and that the consortium creates and builds more trust towards the industry and its stakeholders. Also, concrete information regarding the platform and its structure should be clarified more before extending the previous dashboards with additional indicators on performance. However, it is furthermore important to fill in the expectations of the industry towards an updated version of the dashboard. Therefore an agreement was made to see which indicators can be updated, without asking the ports for input of data, or at least to reduce the data requests to a minimum.

For practical reasons and time-constraints it was decided that the update of the indicators would be done partially (e.g. not be done for the governance indicators published in EPPD 2012). Only economic and intermodal connectivity indicators will be updated with new data.

Important aspects, relating to PORTOPIA specifically, that the consortium believes should be incorporated into this year's version of the dashboard, and the presentation of the mission in PORTOPIA, are:

- Concrete vision of PORTOPIA (to create a self-sustaining user-friendly knowledge management system that is built together with the port authorities and other port industry stakeholders, for the purpose of assisting the ports in the monitoring and management of their performance);
- The fact that the project, and its consortium, is an independent Seventh Framework Research Programme/Horizon 2020-project;
- The working of the platform: inform the industry on how will data be uploaded, captured, anonymized and analysed, but also the security level of the platform to reassure the stakeholders on the trustworthiness of the tool and the service cloud.
- Existence of the confidentiality agreement.
- PORTOPIA will produce facts and figures on 6 different perspectives of performance: market trends; socio-economic impact of ports; port environmental management, occupational health, safety and security; logistic chain and operational efficiency; port governance and investment and user perceptions of port services.
- PORTOPIA includes inland ports.
- Future milestones and key dates.
- Collaboration with ESPO and its technical committees.
- The added value of the project for the port industry and all of its stakeholders.
- Aggregated outputs and public performance-related data can be shown to the participants of the ESPO Conference 2014 to give a first impression to the ports on the quality of work, and the 'feel' of PORTOPIA.

Concretely, the consortium agreed to work towards following 4 outputs, to be presented and distributed at ESPO Conference 2014. These outputs are presented in Table 1.

1	**PORTOPIA leaflet**	This leaflet will contain a description of the project and its methodology towards the creation of meaningful performance indicators and management system. Herein, a ten-step description of the project will help improve the image to, and consequently participation of the industry. Concretely, a ten-step summary of the project was produced by ESPO and the VUB that will fulfil the purpose of clearly communicating on the project, its mission and vision, the chosen approach, overall methodology and the foreseen output. An adequate amount of leaflets will be printed so that they can serve purpose for other future events as well.
2	**PORTOPIA-slides**	Slides containing high-level output of PORTOPIA will be shown at the conference during coffee breaks at the conference, to inform the participants on the current status of the performance of the European Port Industry.
3	**A PORTOPIA- demo**	A movie clip will be produced to show ports a clear and understandable demonstration how port authorities can work (log in, upload data, perform analyses, etc.) in the online platform of PORTOPIA. Herein the consortium can show the main page and interesting, appealing graphs containing public data to show the ports how the tool looks like, and what it is capable of doing, thus what it can mean for them in terms of managerial value.
4	**PORTOPIA Port Profiles**	For each individual port a document will be available in the online platform of PORTOPIA wherein important information (appropriate for public dissemination) of the ports is summarized in a port profile. Information in this document includes public performance-related data on all perspectives: trend lines of the traffic of the past years, main commercial activities, if the port reports socio-economic information (direct employment), environmental certification, intermodal connectivity information, information on the governance structure, etc.

Table 1: Outputs for the ESPO Conference 2014

The production of the four aforementioned outputs is a joint collaboration in the consortium, where Glintt Inov voluntarily proposed to assist in the design of the outputs. This way, a harmonised and uniform look and feel with the PORTOPIA-website and other outputs is guaranteed.

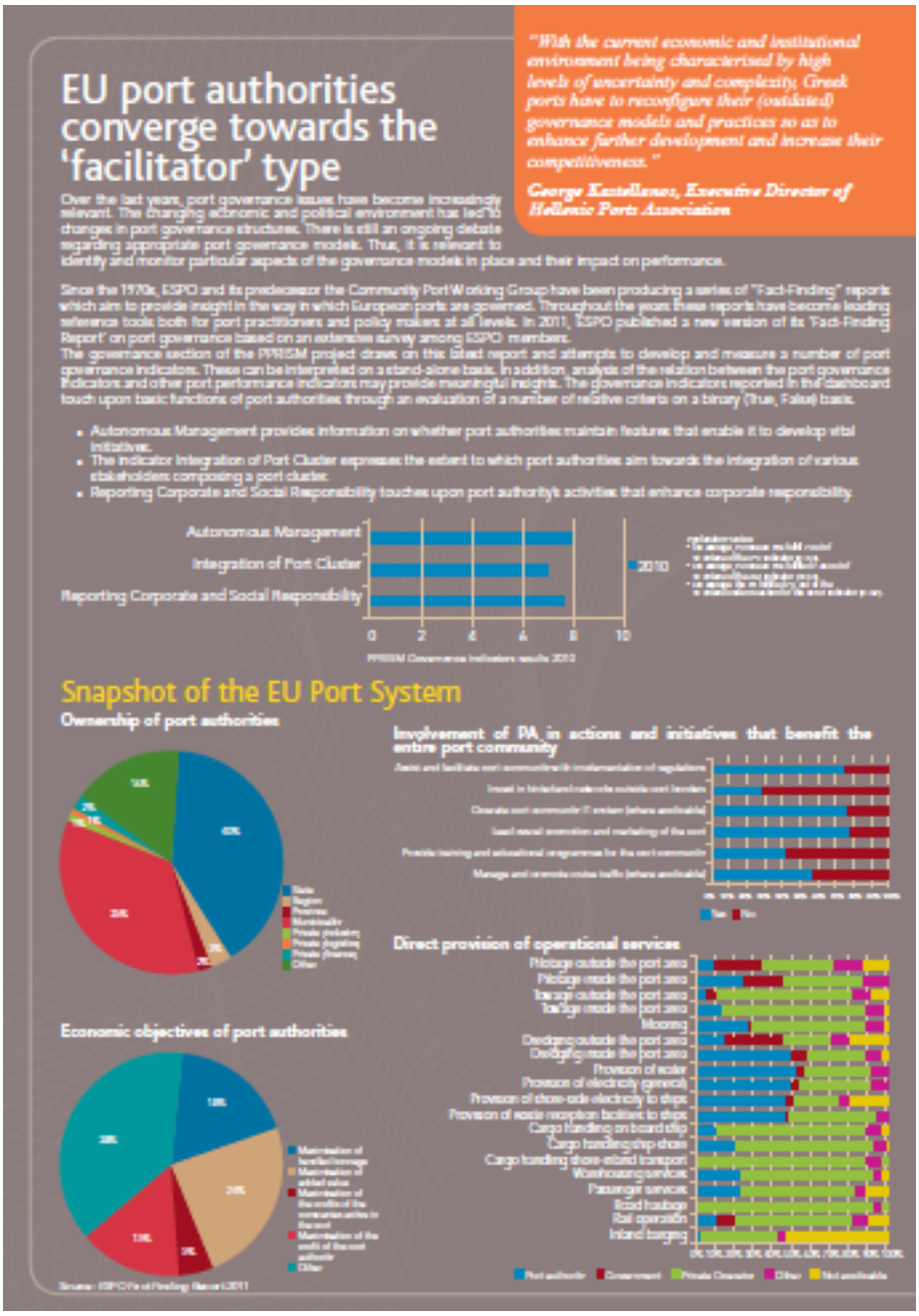
The reactions and feedback of ports and stakeholders will be gathered during the conference to discuss afterwards within the consortium how we should adapt accordingly. At the conference, a round table on PORTOPIA is organized to have one-on-one contact with those participants of the conference who are interested to try the system themselves, or answer questions of participants on the PORTOPIA-project: here we expect to receive some direct feedback. Next to that, informal contacts at the Conference and its surrounding activities can serve as opportunities for the consortium to interact directly with potential users.

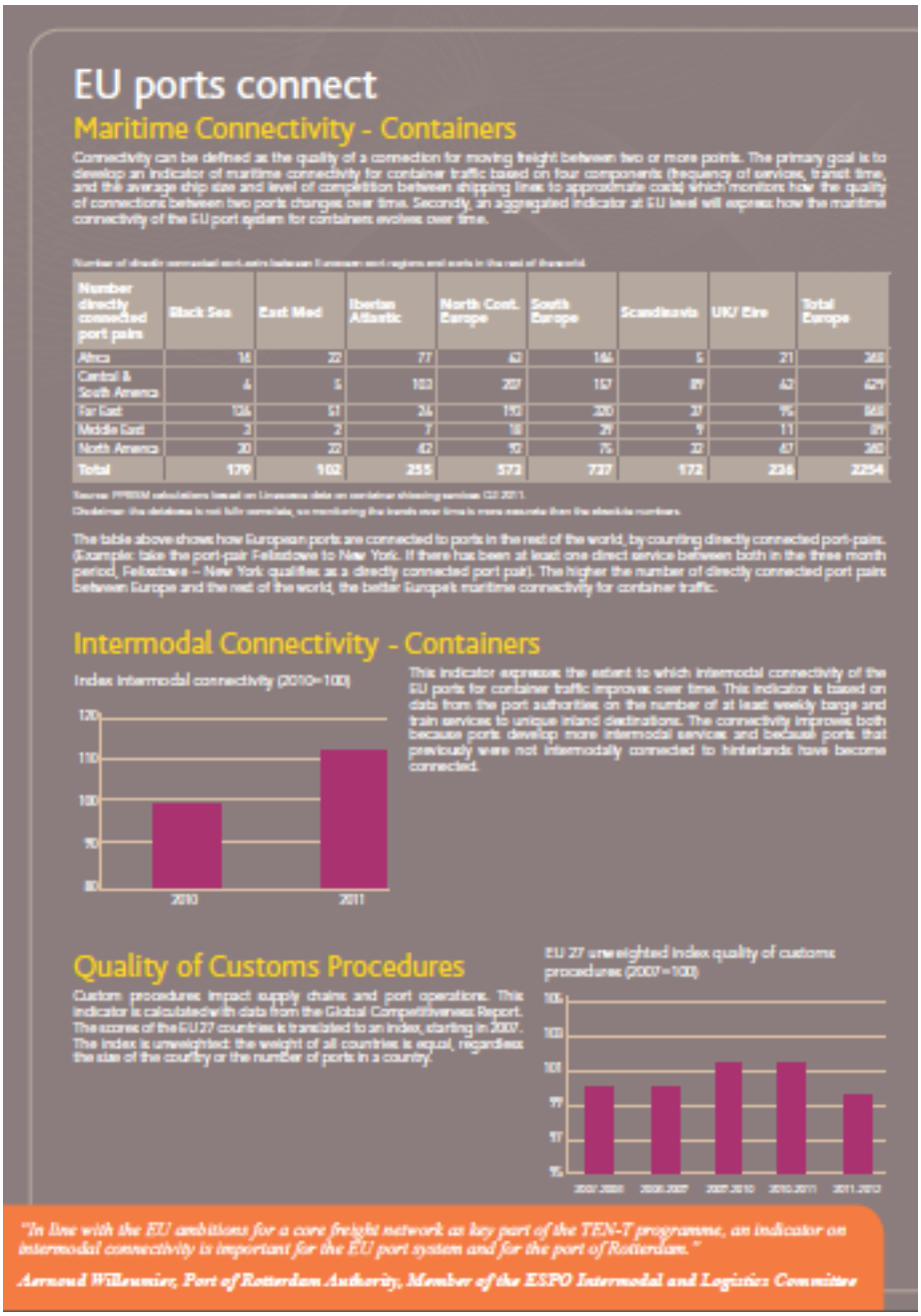
****

3 ANNEXES

3.1 EPPD 2012

ESPO
European Port
Performance Dashboard
Port authorities and port community stakeholders take pride in the important contribution seaports deliver to European trade and welfare. But is anyone outside the industry aware of this? ESPO seeks to contribute to public policy in the EU to achieve a safe, efficient and environmentally sustainable European port sector, operating as a key element for the competitiveness of European companies. In this context, ESPO increasingly needs to demonstrate the performance of the sector in terms of delivering the expectations of an ever-widening range of stakeholders who seek evidence of achievements.
ESPO has taken a first step in establishing a culture of performance measurement in European ports with the two year PPRISM project (Port PeRformance Indicators: Selection and Measurement), co-funded by the European Commission that has delivered a shortlist of indicators that form the basis of the first European Port Performance Dashboard.
ESPO acknowledges with grateful thanks the expert advice of its members related to data input and evaluation, and to its PPRISM academic partners for dedicated research support. The European Commission is thanked for its encouraging cooperation and financial support.
How can port authorities contribute?
Port authorities can contribute directly by participating in the next round of data collection. A user friendly interface is being developed to facilitate data reporting.
Effective and influential representation of the sector at all levels requires credible measures of performance based on a wide sample of member ports. ESPO encourages its members to develop and support the culture of monitoring and reporting of the proposed performance indicators.
Benefits of participation to the port authority:
Gain recognition as having contributed to the dashboard (data provided is kept strictly confidential and the dashboard is only populated with aggregated results at European level)
Assist ESPO in contributing to EU policy and retain initiative with stakeholders
Performance data for the dashboard are of direct use for the ports own management programmes and self-assessment
The dashboard is a support tool to assist ESPO members and help the sector.
PPRISM
European Commission


EU port authorities converge towards the 'facilitator' type
"With the current economic and institutional environment being characterised by high levels of uncertainty and complexity, Greek ports have to reconfigure their (outdated) governance models and practices so as to enhance further development and increase their competitiveness."
George Xanthanos, Executive Director of Hellenic Ports Association
Over the last years, port governance issues have become increasingly relevant. The changing economic and political environment has led to changes in port governance structures. There is still an ongoing debate regarding appropriate port governance models. Thus, it is relevant to identify and monitor particular aspects of the governance models in place and their impact on performance.
Since the 1970s, ESPO and its predecessor the Community Port Working Group have been producing a series of "Fact-Finding" reports which aim to provide insight in the way in which European ports are governed. Throughout the years these reports have become leading reference tools both for port practitioners and policy makers at all levels. In 2011, ESPO published a new version of its 'Fact-Finding Report' on port governance based on an extensive survey among ESPO members.
The governance section of the PPRISM project draws on this latest report and attempts to develop and measure a number of port governance indicators. These can be interpreted on a stand-alone basis. In addition, analysis of the relation between the port governance indicators and other port performance indicators may provide meaningful insights. The governance indicators reported in the dashboard touch upon basic functions of port authorities through an evaluation of a number of relative criteria on a binary (True, False) basis.
Autonomous Management provides information on whether port authorities maintain features that enable it to develop vital initiatives.
The indicator Integration of Port Cluster expresses the extent to which port authorities aim towards the integration of various stakeholders composing a port cluster.
Reporting Corporate and Social Responsibility touches upon port authority's activities that enhance corporate responsibility.
Autonomous Management
Integration of Port Cluster
Reporting Corporate and Social Responsibility
2010
0
2
4
6
8
10
Snapshot of the EU Port System
Ownership of port authorities
Involvement of PA in actions and initiatives that benefit the entire port community
Direct provision of operational services
Economic objectives of port authorities



EU ports connect

Maritime Connectivity - Containers

Connectivity can be defined as the quality of a connection for moving freight between two or more points. The primary goal is to develop an indicator of maritime connectivity for container traffic based on four components (frequency of services, transit time, and the average ship size and level of completion between shipping lines to approximate costs) which monitors how the quality of connections between two ports changes over time. Secondly, an aggregated indicator at EU level will express how the maritime connectivity of the EU port system for containers evolves over time.

Number of directly connected port pairs between European port regions and ports in the rest of the world

Number directly connected port pairs	Black Sea	East Med	Iberian Atlantic	North Cont. Europe	South Europe	Scandinavia	UK/ Eire	Total Europe
Africa	14	22	77	62	144	5	21	268
Central & South America	6	5	103	207	157	89	62	629
Far East	126	61	24	190	220	37	95	753
Middle East	2	2	7	18	29	9	11	89
North America	20	22	62	92	76	22	67	380
Total	**179**	**102**	**255**	**573**	**727**	**172**	**226**	**2254**

Source: PPRISM calculations based on Linescience data on container shipping services Q2 2011.
Disclaimer: the database is not fully complete, so monitoring the trends over time is more accurate than the absolute numbers.

The table above shows how European ports are connected to ports in the rest of the world, by counting directly connected port-pairs. (Example: take the port-pair Felixstowe to New York. If there has been at least one direct service between both in the three month period, Felixstowe – New York qualifies as a directly connected port pair). The higher the number of directly connected port pairs between Europe and the rest of the world, the better Europe's maritime connectivity for container traffic.

Intermodal Connectivity - Containers

Index intermodal connectivity (2010=100)

This indicator expresses the extent to which intermodal connectivity of the EU ports for container traffic improves over time. This indicator is based on data from the port authorities on the number of at least weekly barge and train services to unique inland destinations. The connectivity improves both because ports develop more intermodal services and because ports that previously were not intermodally connected to hinterlands have become connected.

Quality of Customs Procedures

Custom procedures impact supply chains and port operations. This indicator is calculated with data from the Global Competitiveness Report. The scores of the EU 27 countries is translated to an index, starting in 2007. The index is unweighted: the weight of all countries is equal, regardless the size of the country or the number of ports in a country.

EU 27 unweighted index quality of customs procedures (2007=100)

"In line with the EU ambitions for a core freight network as key part of the TEN-T programme, an indicator on intermodal connectivity is important for the EU port system and for the port of Rotterdam."

Arnoud Willemier, Port of Rotterdam Authority, Member of the ESPO Intermodal and Logistics Committee

Socio-economic performance: direct employment down by 6% during 2009
"Every person in the port community has great awareness of the importance of ports for the economy as generators of gross added value, employment and in Belgium, these parameters are calculated in an objective manner. Year after year, this allows us to reveal the social and economic significance of ports to the external world, and this on a consistent basis."
Dr Francis Rems, Chairman, Flemish Port Commission
The socio-economic performance category focused on the measurement of direct employment and direct gross added value, as main indicators to express the seaport sector's contribution to the European economy. The PPRISM pilot survey showed that harmonisation of calculation methods and data availability challenges need to be addressed in the future. The survey results show that only a limited number of ports measure socio-economic impacts on an annual basis. For direct employment it concerns 18% of the survey sample, representing 26% of European seaport throughput. The results for direct employment, based on an extrapolation, show that the port sector represents a direct employment of about 1.5 million FTEs over the period 2007-2009. The results on the level of the sample show that the port sector suffered from job losses (-6% in 2009) due to the economic and financial crisis that started in the 2nd quarter of 2008 in the EU. The analysis also shows that ports are leading indicators for the EU economy as already over the year 2008, direct employment in ports showed a minor decrease.
Direct Employment
Sample characteristics (pilot survey 2011, N=57)
100%
90%
80%
70%
60%
50%
40%
30%
20%
10%
0%
18%
26%
Yearly calculating and reporting
% of EU port throughput
In Full-time equivalent (FTE) - EU
2,000,000
1,500,000
1,000,000
500,000
0
0%
-2%
-6%
2007
2008
2009
"An economic activity representing 8,5% of Belgian GDP and 3% of Belgian employment, can not and may not be ignored. For this reason, the Belgian National Bank follows this sector with the greatest attention, and this since more than 10 years"
George Van Gastel, Head of Service, Micro-economic Analysis Unit, National Bank of Belgium

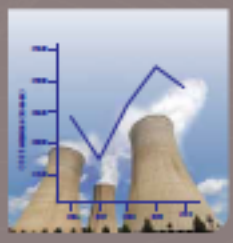
15 years of progress in port environmental management

"It is so important that ports can generate the information and data to demonstrate their environmental achievements. Using these to regularly report on progress based on selected indicators is a real advance and a very welcome development for a sector which is so fundamental to the EU economy."

David Whitehead OBE, Director, British Ports Association

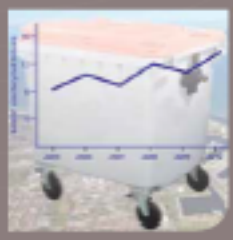
Environmental Management

The European port sector has demonstrated positive progress in delivering compliance with environmental legislation, cost- and risk-reduction, environmental improvement, and sustainable development. This graph provides evidence of 15 years of positive progress of port authorities putting key components in place to deliver effective environmental management. Since 2003, 80 ports have completed at least once the Self – Diagnosis Method (SDM) – the user-friendly checklist for developing and implementing an Environmental Management System (EMS). In addition, 27 port authorities have achieved certification using the PERS Environmental Review System (PERS) – the only port sector-specific Environmental Management Standard.



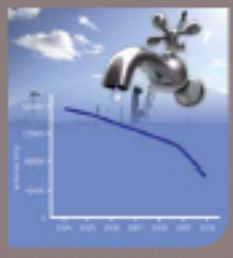
Carbon Footprint

Carbon Footprint is a common denominator and an inclusive indicator of air quality that summarises issues of energy use and environmental quality. Different tools and scoping are used throughout the sector but systematic reporting of trends of performance based on consistent calculation methods by each participating port yields exemplar reporting data. The sector has an established record of monitoring and reporting amongst many ports. The schematic diagram is based on actual performance of selected pilot ports.



Waste Management

Environmental performance indicators of waste management are widely adopted, and indicator values are readily available. The range of methodologies used within the sector reflects the diversity of operations and local conditions. The results demonstrate an example of the sector's performance in terms of solid waste recycled (tonnes) based on selected pilot port feedback.



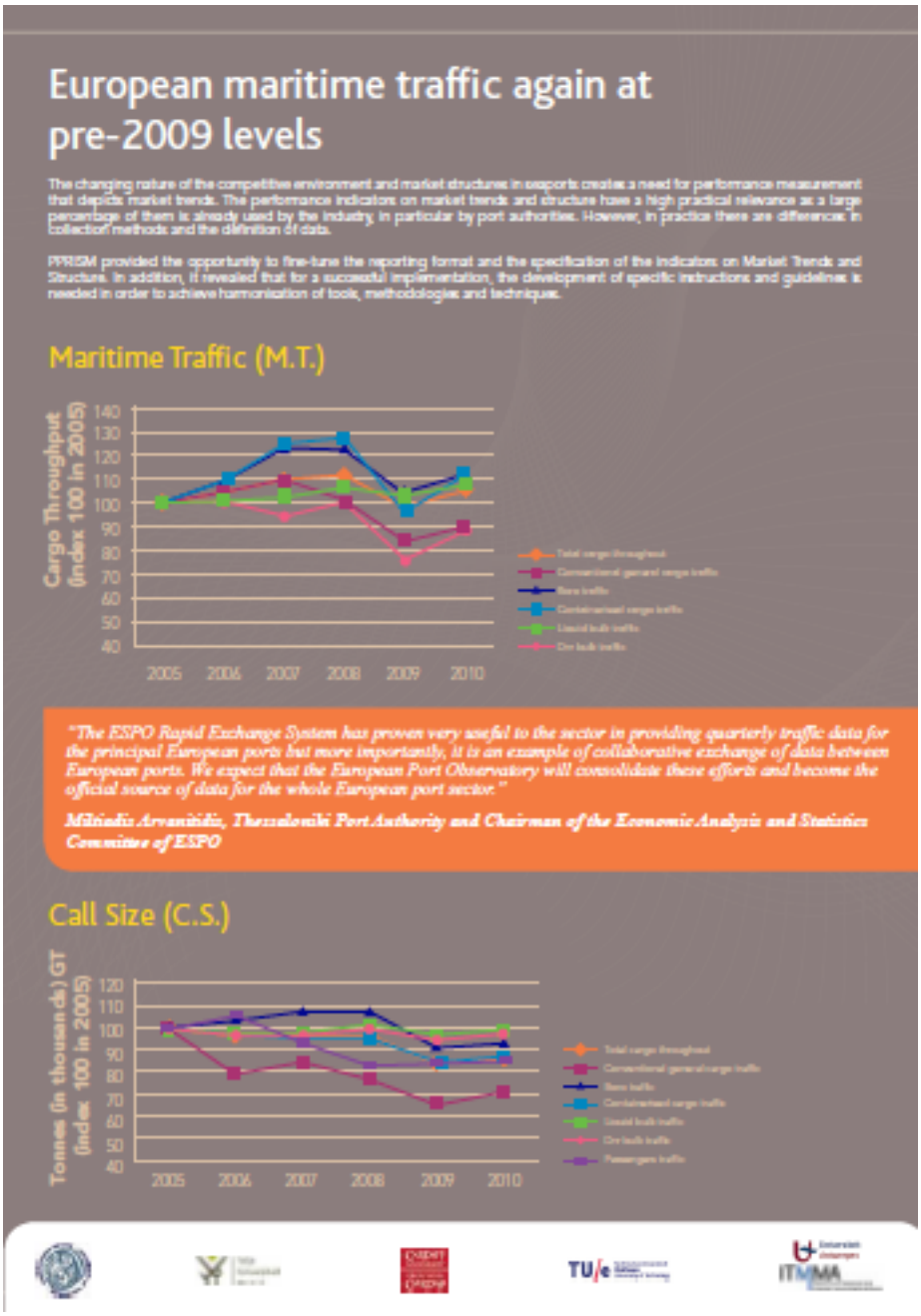
Water Consumption

Water consumption is increasing in significance in terms of cost-reduction and resource consumption. More than 56% of respondent ports provided data. Tracking of water consumption encourages the culture of monitoring and reporting of environmental performance indicators because it is relatively straightforward to monitor via bills or meters.

"Dover Harbour Board recognises the value of monitoring and reporting its environmental performance as an effective approach to management and stakeholder relations. The Dashboard will assist port authorities and the sector to showcase their improvements in environmental performance."

Vicki Caze, Environmental Manager, Dover Harbour Board

The culture of monitoring and reporting is of interest to a wide range of stakeholders. Positive trends and examples of best practice are helpful in port development and in achieving best practice. Become an Ecoports port (www.ecoports.com) and contribute to the dashboard.


European maritime traffic again at pre-2009 levels
The changing nature of the competitive environment and market structures in seaports creates a need for performance measurement that depicts market trends. The performance indicators on market trends and structure have a high practical relevance as a large percentage of them is already used by the industry, in particular by port authorities. However, in practice there are differences in collection methods and the definition of data.
PPRISM provided the opportunity to fine-tune the reporting format and the specification of the indicators on Market Trends and Structure. In addition, it revealed that for a successful implementation, the development of specific instructions and guidelines is needed in order to achieve harmonisation of tools, methodologies and techniques.
Maritime Traffic (M.T.)
Cargo Throughput (index 100 in 2005)
140
130
120
110
100
90
80
70
60
50
40
2005
2006
2007
2008
2009
2010
"The ESPO Rapid Exchange System has proven very useful to the sector in providing quarterly traffic data for the principal European ports but more importantly, it is an example of collaborative exchange of data between European ports. We expect that the European Port Observatory will consolidate these efforts and become the official source of data for the whole European port sector."
Miltiadis Arvanitidis, Thessaloniki Port Authority and Chairman of the Economic Analysis and Statistics Committee of ESPO
Call Size (C.S.)
Tonnes (in thousands) GT (index 100 in 2005)
120
110
100
90
80
70
60
50
40
2005
2006
2007
2008
2009
2010
TU/e
ITMMA

3.2 PORTOPIA Leaflet

7 THE INDICATORS

In close cooperation with the industry, PORTOPIA partners are identifying and developing the indicators that better explain the complexity and diversity of the EU port system and its impact and links with European economy, sustainability and wellbeing.
The various ESPO technical committees are the ideal place to discuss and shape these indicators. The indicators must also give ports information that allows them to assess their performance in their different fields of activity, interest and responsibility.

When implementing indicators within PORTOPIA, the aim is not to disclose individual ports' figures, but to **show trends over time at European level.** If appropriate and approved by ESPO, regional data or data referring to other port categorisations may be reported.

8 CONFIDENTIALITY CONCERNS AND USE OF DATA

Addressing confidentiality concerns and ensuring transparency in the use and publication of ports data is a precondition to create the trust necessary to ensure port involvement and success of the project.
Ports will only be participating if they know their data are protected, will not be disclosed and can only be used along the lines that have been agreed (i.e. develop aggregated indicators). To that end the partners involved in the PORTOPIA project have signed a strict confidentiality agreement.

9 THE FUTURE

PORTOPIA is to become a unique port performance knowledge platform gathering a wealth of information on, about and at the service of European ports. Before the end of the project, a sustainable self supporting organisation needs to be in place and running to continue the operation and development of the cloud service for the port industry and its stakeholders.
In this way, the project guarantees the value and sustainability of the platform after the four years project duration and the end of the European financial support.

10 PARTNERS

The **PORTOPIA** consortium consists of a combination of universities and industry partners.

ASSOCIATED PARTNERS

The project also takes advantage of the expertise of more than ten associated partners who represent the port users and interest groups, resulting in an even more comprehensive coverage of the port industry.

SUPPORTED BY

PORTOPIA is a 4-year collaborative research project under the Seventh Framework Program (FP7) of the European Commission now known as the "Horizon 2020" program. Collaborative research projects bring together universities, knowledge institutes and industry in view of creating applicable and industry relevant research outcomes under the form of new products and services. As such, Portopia receives 70% co-financing by the European Commission. The additional investment is provided by industry partners which guarantees that the outcome will be relevant and practical.

MORE INFORMATION

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WWW.PORTOPIA.EU

PORTOPIA
PORTOPIA in 10 steps!

1 THE PROJECT

The **PORTOPIA** project aims to assist European ports move towards a more sustainable and competitive port system by monitoring and reporting key performance data for the industry as a whole.

PORTOPIA will provide facts and figures on different perspectives of performance: market trends, socio-economic impact of ports, port environmental management, occupational health, safety and security, logistic chain and operational efficiency, port governance and investment and user perceptions of port services.

2 THE ADDED VALUE

A one stop shop for port data. Individual port data will be stored in the Service Cloud, one single and secure environment, also allowing data analysis and reporting. The PORTOPIA Service Cloud has already integrated existing port datasets: quarterly traffic data from the ESPO Rapid Exchange System, port environmental management data from EcoPorts, governance and organisational characteristics of EU ports from the ESPO Fact Finding survey, data of PPRISM indicators.

PORTOPIA allows any port, small or large, to be engaged in performance measurement. The PORTOPIA Service Cloud will make available specific products and services (e.g. dashboard and analytical tools) and will assist individual ports monitoring and communicating on their own performance.

PORTOPIA will support ports in showing and better communicating individually or collectively how important they are for the economy and for the region. Ports will easily be able to produce profiles or reports highlighting certain aspects of port performance for internal use or to be presented to the customers, investors, board members, policy makers,... Ports need quality data to convince investors and policy makers of the importance of the port and to secure investments.

PORTOPIA will be publicly reporting aggregated data at European level. This will enable the monitoring and reporting of trends over time in key areas. Shipping lines, terminal operators, shippers, port service providers, local communities, policy makers and the general public will all benefit from the PORTOPIA knowledge platform.

3 MILESTONES

- Start date! SEPT 1st
- 2013
- Integration of existing data and first outputs MAY
- Launch of the new Rapid Exchange System NOV
- 2014
- European Port Performance Conference launching officially PORTOPIA's organisational structure SEPT
- 2015
- Launch of an innovative toolkit for environmental performance SEPT
- 2016
- Launch of an intelligent Benchmarking Module and learning system MAY
- Final Project Event! SEPT
- 2017

4 THE PROJECT IN FIGURES

4,2M€ 70% EU Contribution of total budget

12 partners 4 years

5 PORTS PLATFORM

PORTOPIA SERVICE CLOUD
cloud.portopia.eu

The **PORTOPIA SERVICE CLOUD** is a platform to enable port authorities and other stakeholders to securely upload, manage and analyse their individual data in the privacy of a single system, designed to enable benchmarking scenarios and other analytical instruments to boost European ports performance.

6 THE SERVICES

PORTOPIA's Service Cloud will entail secure, confidential and efficient storage, management and analysis of data on port performance. Ports will be able to:

- **Upload, store and manage their data in the system.** In particular, upload data efficiently in various ways:
  - › User-to-System (U2S):
    - . Upload a file (e.g. MS Excel), or register records directly into the system, or
  - › System-to-System (S2S):
    - . Plugging in the in-house system to the PORTOPIA Service Cloud, which enables direct, secure interchange of data between the platforms.
- **Export individual figures** for analysis in other programs such as MS Excel.
- **Perform data analysis and benchmark** their own performance against the European average, a peer group of ports (which will at all times remain confidential) or against the best practice.
- **Gather knowledge** based on aggregated quantitative and qualitative data.
- **Extract harmonised** reports on a specific aspect of performance without burdensome investments (e.g. sustainability report).

PORTOPIA'S SPECIFIC APPROACH FOR INLAND PORTS

An inland port-specific package of PORTOPIA is to be developed. This will enable inland ports to perform similar data management and analysis activities, taking into account the specificities of the inland port industry. The European Federation of Inland Ports (EFIP) assists the consortium in the development of this part of the PORTOPIA project. At a further stage, indicators on the dynamic relations between inland ports and seaports will also be developed.