

# ESPO AWARD 2019

*TRANSPARENCY  
AND THE ROLE OF  
SOCIAL MEDIA IN  
REACHING OUT  
TO THE LOCAL  
COMMUNITY*



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# FOREWORD

It is a truism that ports are where they are for good reasons to do with geography and proximity to the populations whose needs they serve.

With increasing wealth, mechanisation and automation, the once taken-for-granted link between Port and City has become strained. The ESPO Award seeks to bring attention to the challenge of Port-City integration and this year, fittingly, the theme of the Awards is "Transparency and the role of social media in reaching out to the local community".

I say fittingly because social media is now such an established part of most people's lives that if Europe's ports do not communicate their message relevantly and accessibly then they risk failing in their missions. Notwithstanding the strain that has emerged in recent decades in the Port-City relationship, 91% of Europe's ports are located in or remain very close to urban areas.

Also, we are in an era where all ports are faced with the challenge and opportunity of digitalisation. It would be ironic if ports engaging with digitalisation did not fully embrace social media to establish conversations with their key stakeholders.

This year's theme has two important and distinct aspects.

Firstly, there is communication through social media. The internet has opened the door to a massive information flow, allowing citizens, with minimal effort, wherever they are, work or live, to keep their finger firmly on the pulse of what is going on in their neighbourhood, with the products they buy, the brands they like, the services they use. And, in our case, to monitor what is happening or is proposed to happen in their local port.

Secondly, there is transparency. We live in a world of ever increasing accountability both through democratic processes but, equally importantly, because of the near instantaneous direct access we have to each other, one to one, via social media.

This year there were nine very different but equally interesting submissions. I am delighted to see such a large number of entries from far and wide across Europe.

It is the task, and not an easy task, for our expert jury to pick the winner of this year's ESPO Award. I would like to thank all of the jury members, long-standing friends of ESPO, for their commitment and ongoing contribution to our industry.

Whereas the winner will be justifiably proud of their achievements, the real value of the ESPO Award is the window it provides into the varying approaches ports have in different parts of Europe to achieve similar objectives. The ESPO Award is very much a condensation of best practice and I would encourage ports to look closely at all of the submissions to see what they can learn. Beyond this, our industry is a collegial one and I would equally encourage ports to actively network and learn from each other.

Eamonn O'Reilly  
*ESPO Chairman*

# ABOUT THE ESPO AWARD

The ESPO Award on Social Integration of Ports entered its eleventh edition this year. The Award was established in 2009 to promote innovative projects of port authorities to improve the social integration of ports, especially in the city or wider community in which they are located. In this way, the Award wants to stimulate the sustainable development of European ports and their cities. The experience of the first two ESPO Award editions made it clear that 'Social Integration of Ports' is a topic with many layers. After two editions it was decided to have a more thematic ESPO Award as from its third edition. The overall scope remains 'social integration of ports', but a specific theme is proposed each year.

The theme of the eleventh ESPO Award on Social Integration of Ports is 'Transparency and the role of social media in reaching out to the local community'.

The ESPO Award 2019 will go to the port authority that has developed a successful strategy to reach out to the local community and is succeeding in directly communicating with the port citizens. Using social media as a new way of communicating and demonstrating a high level of transparency about operational achievements, future strategies and environmental challenges and performance is becoming increasingly important for European ports who can only function and further develop if they receive the licence to operate from the local citizens.

Direct and transparent communication must make it possible for every citizen to follow the port in its successes and challenges. Moreover, it allows the dialogue with the citizens and, ideally, makes every citizen an ambassador for its port.

The call for proposals resulted in nine project submissions which are summarised in this brochure. The projects of Port of Dover, Dublin Port Company, Ports of Stockholm, and Union des Ports de France (UPF) were shortlisted by the jury.

## Previous winners

2018 – Port of Rotterdam Authority (The Netherlands): The Port of Rotterdam creates a good working environment for everyone

2017 – Guadeloupe Port Caraïbes (France): Port' Art

2016 – bremenports (Germany): Luneplate: A unique natural paradise and valuable green port infrastructure

2015 – Port of Dublin (Ireland): Port Communities Educational Support Programme

### Special mention to:

- Guadeloupe Port Caraïbes (France): Discovering my port

2014 – Port of Koper (Slovenia): No waste, just resources!

2013 – Port of Antwerp (Belgium): Heritage, the breadcrumb trail between city and port

2012 – Port of Genoa (Italy): Citizens of the Port – Knowing and Living the Port of Genoa

2011 – Ports of Stockholm (Sweden): Hamnvision 2015 (Portvision 2015)

2010 – Port of Helsinki (Finland): Port as Part of the City

2009 – Port of Gijón (Spain): Gijón Port & City Together

### Special mentions to:

- Port of Genoa (Italy): Genoa Port Center – Breaking Down the 'Social Distancing' of the Port

- Port of Ghent (Belgium): Project Ghent Canal Zone – Working Together on the Sustainable Development of the Ghent-Terneuzen Canal Zone

# THE AWARD PAINTING

Exclusively for ESPO, the Dutch port painter Sasja Hagens has developed a series of paintings reflecting the overall scope of the ESPO Award, i.e. how ports and cities are living and working together. The first painting of the series was handed out during the ESPO Award Ceremony in 2016.

Sasja Hagens (Utrecht, 1973) studied at the Royal School of Arts in The Hague, the Netherlands. She had collaborations with, among others, Maritime Museum Rotterdam, Museu Maritim Barcelona, Damen Shipyards, the City Hall of Rotterdam, ABN AMRO Bank, ECT Rotterdam – Hong Kong, Arcadis and Deloitte the Netherlands.

With strong colours and daring compositions, Sasja Hagens gives her own interpretation to the themes of harbourscapes and recently also wild nature. She says: "People sometimes ask me why I've spent so much time painting ports, such an obvious theme. But their size and industrial quality light the fire in me."

In her new series she focuses on the manmade landscape instead of industry itself and paints a rapid changing world in which humans literally move mountains and rivers.

Equilibrium and perspective, and the spontaneous opposed to the rational are important themes in Sasja's work. "How we look at the world influences the way we treat it", she adds.



Atelier Sasja Hagens 2019, © Lisa Diederik

# FOREWORD OF THE CHAIRMAN OF THE JURY

The fight for the waterfront is definitely on. What once used to be areas of dubious character and security are now much sought-after prime properties to be developed into modern housing, shops, hotels, restaurants and bars, and promenades. Local communities embrace their seafront and need to find a delicate balance between civil use and commercial port activities which generate income and employment. Although enormous progress has been made in reducing the environmental impact of ports, public perception inevitably lags behind and the public seems slow to realise the positive aspects of the development of the maritime cluster in and around the ports, with environmental and social defence groups being typically critical.

At the same time, the character of human interaction is changing. Face-to-face interaction and organised communication around official press releases and events have to coexist with the immediate interaction that can be achieved on social media – and the responses that these elicit.

Ports need to be transparent about their actions, their plans, and the impact developments can have on the local communities. Facts and figures need to form the basis of any communication coming from their side. Good practice guides always underline the role of public consultations prior to any development or transformation. The transition towards the new media is happening and citizens feel the need to be involved in all aspects of life which are of immediate concern to them.

Social media is a free-for-all environment where anyone can express their opinions, whether these are based on facts or random impressions. Social movements can flare up in a matter of days and opinions can be manipulated beyond reason. Ports need to face the challenge and take it as an opportunity to build a real sense of community and collaboration.

This makes it all the more interesting to see successful attempts by port authorities to reach out to their communities, inform, convince, receive feedback and adapt. The jury was impressed with the quality of all nine projects submitted and, whether they receive the award or not, they are worthy of applause.

Dimitrios Theologitis  
*Chairman of the Jury*

# THE JURY



**Dimitrios Theologitis, Chairman of the jury**  
Senior Expert Waterborne Transport and former Head of Unit of Ports and Inland Navigation, DG MOVE, European Commission



**Nico Croes**  
Managing partner at Connect



**Knut Fleckenstein**  
Executive Partner 'Von Beust & Coll', former Member of the European Parliament, Transport Committee



**Marta Moretti**  
Journalist and Board Member, River-Cities Platform Foundation



**Markku Mylly**  
Former Executive Director, EMSA



**José Sánchez**  
Dr. Ing. – External Strategic Advisor, The Worldwide Network of Port Cities (AIVP)



**David Whitehead**  
OBE - Former Director of the British Ports Association and former Chair of ESPO

# UNION DES PORTS DE FRANCE, FRANCE

SHORT-LISTED PROJECT

## @Port

@Port is a free application for smartphone and tablet allowing to explore the port world through three different modes: free, thematic, and playful. The app highlights 30 activity areas and more than 150 points of interest to discover, each providing information on a specific aspect of the port.

The app is meant to be educational and fun to use while promoting the actors and activities of the port area by transporting the user to the heart of a commercial or fishing port and allowing him/her to discover their geography, actors, areas of activity, jobs, flows, hinterland, service, actions and environmental commitments.

One of the missions of Union des Ports de France (UPF) is to promote French ports and @Port is exactly fulfilling that mission by being the first recent educational tool at national level explaining to the general public what a port is. By addressing the general public and especially the youngest, the French ports want to make the port area and its actors better known. The objective was threefold: to educate, to inspire vocations, and to place the port at the heart of society, i.e. the port accessible to everyone.

The app is the result of a collaborative project led by French ports and port actors who are partners of the initiative. A steering committee was set up by UPF and was composed of communications officers from 11 French ports (namely Dunkerque, Nantes Saint-Nazaire, La Rochelle, Bordeaux, Marseille, Guadeloupe, HAROPA, Strasbourg, Quimper, Sète, and Nice-Riviera Ports) and 8 project partners (Association Française des Ports Intérieurs, Fédération Française des Pilotes Maritimes, TLF OVERSEAS, Union Nationale des Industries de la Manutention, Voies Navigables de France, Comité des Armateurs Fluviaux, Agents Maritimes et Consignataires de France, and Armateurs de France).

The project proposal was approved by the board of directors in December 2018. After five months of development, the application was made available for download on 29 June 2019 at the same time as its official presentation at the "La Mer XXL" exhibition in Nantes, where all ports and project partners were present. The feedback from the public was very positive.

Thanks to its interactive, digital and educational features, the app makes it easy and possible for everyone, children and adults alike, to understand the importance of ports in the national economy by delivering simple messages on the activities, trades, and environmental commitments of ports. In this respect, @Port has improved the social integration of French ports.

The primary purpose of @Port is to improve the social integration of the French ports. To achieve this objective, we developed a collaborative project with the whole French maritime and port community. Thanks to the remarkable involvement of each partner, this innovative app was released in due time at the occasion of the "La Mer XXL" event.

**Jean-Pierre Chalus**  
**Secretary General**  
**of UPF**

© Union des Ports de France



SHORT-LISTED PROJECT

## DUBLIN PORT COMPANY, IRELAND

### The Port of Dublin creates online maritime community



As Dublin Port evolves, so must our communication channels. Social media is an important accessible platform to enable continued integration with the city and its citizens, maintaining our invaluable connection with Dublin City.

**Charlie Murphy**  
*Communications  
Manager, Dublin Port  
Company*

Digital media has grown to become one of the primary means of communication for many organisations. Dublin Port Company (DPC) has maintained a digital presence since 2001 via its corporate website; however social media was a communications space not entered before. DPC recognised social media as the perfect channel to educate the citizens of Dublin and local communities on its daily activities, culminating in the creation of Dublin Port's social media strategy in 2013, with its main goal to set about integrating Dublin Port with Dublin City.

DPC utilises all the main social media channels creating an integrated communications framework. Facebook has proved to be an important Business to Community tool, while Twitter was established to improve Business to Business communications with customers and stakeholders. Content on these channels highlight projects and events and communicate key operational information on traffic, arrivals, departures and notice to mariners.

Dublin Port creates linkages between the Port and the city through the use of tagging and hashtags. #ThrowBackThursday is used to share historical photographs from the Port Archive collections. Online competitions build awareness of the Port and its environs, increase engagement and reward the Port's online community. #MyPortPerspective digital photo competition created enormous engagement with 1,500 entries and 306,000 online impressions. The 30 shortlisted images highlighting the entrant's favorite perspective of Dublin Port, City & River were featured in a public photo exhibition.

DPC has invested a significant portion of its digital media budget on video content. This has enabled Dublin Port to capture a unique insight into real port stories covering a wide range of themes including its rich maritime history, operations and staff perspectives, allowing citizens to gain a better understanding of Dublin Port. A WhatsApp group was established to enable the Port's land and marine operational teams to share images and videos captured during their daily work; this content is shared on social media offering a distinct perception of port operations.

Dublin Port Company has been highly committed to its digital media strategy since its launch in 2013 believing in its benefit for both the local community and the advancement of the operational capacity of the port. Dublin Port's social media channels are a forum for open discussion with port users, citizens of Dublin and staff and it is evident that the public awareness of Port operations has improved through a strong social media presence. Ports have extremely interesting and varied stories to tell and Dublin Port's online community is intrigued to learn about and engage with these stories.

Dublin Port Company's main digital presence is active on two websites: [Dublin Port Company Corporate Website](#), [Dublin Port Archive & Heritage Website](#); and five social media platforms: [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#), and most recently [LinkedIn](#) with a combined following of over 37,000.

# ASSOPORTI, ITALY

## Italian Port Days

Given the high level of attention caused by the negative impact of port externalities, the necessity to reach out to the local communities has become one of the main priorities for ports, together with environmental concerns. Ports need to provide correct information to their communities. For these reasons, the Italian Port Network Authorities developed a new project that they carried out together in May 2019 (from 15 May to 22 May), called **Italian Port Days**. Over seven days, different kinds of initiatives, activities and events were organised in twenty Italian ports, such as visits, seminars, concerts or street art exhibitions, to inform and educate as many people as possible on how ports actually work. This made ports and their activities more accessible and transparent to people who normally don't have access to these areas.

The relationship between ports and people is essential to guarantee the licence to operate. For this reason, it is necessary to develop a clear and transparent relationship with the citizens. Ports must be willing to open up their doors and welcome everybody inside their boundaries. Under the slogan "Opening Port Life and Culture to People" and a common logo, **Italian ports worked together to create this nation-wide initiative**. In addition, the hashtag #ItalianPortDays was widely used on social media by both the Port Authorities and the project's stakeholders, and in some cases a specific website and app were created with the sponsorship of port cities and other stakeholders.

For the first time, an entire country opened its ports at the same time and many people who had never come into contact with port areas, port operations or port education directly saw what happens in ports and how port activities are vital for the local and national economy.

The senior management of the various Port Network Authorities has been involved as from the beginning and participated in press conferences and numerous meetings in order to define the purpose and method of the project, in cooperation with private companies, port operators, representing associations, and local authorities. **The port-city relationship is at the centre of Italian Port Days** and can only be successful if all partners and stakeholders are working together.

The project has had very positive feedback and it has been estimated that **20,000 new people visited the ports and participated in the activities organised**. Assoporti will continue this concept of opening ports together and there is already a plan in 2020 to have specific themes for each port according to natural vocation, history, dimension and the type of traffic handled.

Port-city integration is on the agenda of Italian Ports and by working together in complete transparency we have brought port activities closer to people. In this respect, social networks are also important if they are used properly and we as Italian ports are working on this on a daily basis.

**Daniele Rossi**  
*President of Assoporti*

© Assoporti



# PORT AUTHORITY OF HUELVA, SPAIN

## Living the Port

Only what is known is valued, and if you feel part of it, you live it. This is the premise of our project to involve hundreds of citizens and entities in the Port.

**María del Pilar Miranda Plata**  
*Chairwoman of the Port Authority of Huelva*

"Living the Port" is an ambitious project of the Port Authority of Huelva which aims to involve society in the Port and establish a new way of interacting between the Port Authority and the social and natural environment, as stakeholders and society could feel part of the Port by living the Port. The project has been developed in response to the major socio-economic impact generated by the Port and to the growing importance of environmental issues in the Port, as it is located in an area of great environmental wealth and ecological value.

Several partners and stakeholders such as compagnies based in the port, environmental administrations and groups, and Seo BirdLife have all been involved in a series of actions developed for the local community and which were carried out in 2018 as part of the project. Such actions include:

- Visits to the Reception Centre, which holds historical archives of the Port accessible for public consultation,
- Visits to the lighthouses of the coast of Huelva, to highlight their architectural patrimony,
- Visits to the monument to the Discovery Faith,
- Catamaran tours along the estuary of Huelva,
- Conferences on port issues regarding business, sustainability and innovation,
- Environmental activities,
- The publication of the Guide to Environmental good Practices of the Port of Huelva and of the Huelva Ria BirdLife,
- Interaction on social media such as [Twitter](#) and [YouTube](#) to disseminate news, economic and environmental reports.

The project has been part of the strategic vision of the Port in all its dimensions: institutional, economic, social and environmental. Communication and transparency are key to this vision and are needed to create an integrate, participative and beneficiary society and community in the Port. This entails the cooperation of economic and social stakeholders. More than 170 companies based in the Port of Huelva from 17 different sectors of activity have participated in the project by disseminating the results of their environmental performance and good environmental practices.

"Living the Port" was carried out in 2018 and in total thousands of people took part in the various activities. It allowed the Port to win the trust of society and allowed society to recover the Port. The success of the initiative has encouraged the Port of Huelva to organise similar actions in a permanent way. A more ambitious project has already been planned for 2019 in order to continue to interact with society.



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# PORT AUTHORITY OF VIGO, SPAIN

## The Blue Growth Plan: “The dialogue of Vigo”

The Blue Growth Vigo Plan is a bottom-up and pioneering adaptation of the blue growth strategy launched by the European Commission in 2012, whose objective is to foster the sustainable growth of the maritime and port sector through innovation, competitiveness and social integration.

As from its conception in 2016, the Port of Vigo has opened its doors to society and stakeholders and has worked on this project with various partners: the Ports of State Authority, the Galician Regional Fisheries Ministry, the Galician Agency for Innovation, the Campus do Mar, and the Free Trade Zone consortium of Vigo. Together, they have implemented the Blue Growth Vigo Strategy, which identifies 14 thematic areas linked to maritime-port activities, and have contacted more than 250 representatives of administration, education and research, private sector, and civil society. They identified challenges, projects and actions to be carried out by 2022, integrated into four specific objectives of the Blue Growth Plan: to become an innovative, green, inclusive and connected Port.

Through the 46 different projects that are part of the Plan, significant efforts have been made to potentiate biodiversity and to show the historical contribution of society to the port and blue economy development in Vigo. Blue Growth Port of Vigo is a global tool allowing the Port to connect different economic sectors and to understand and analyse the forces that affect the future sustainability of port activities.

An impact measurement of the project has been foreseen in order to guarantee the viability and sustainability of the Plan and to gain information of its impact regarding social development and integration, environmental improvement, economy development and competitiveness. To this end, a special interactive tool presenting updated information on the Plan in a clear and simple way has been made public on the [Blue Growth Vigo website](#). In addition, a communication strategy has been implemented in order to maximise visibility and create an identity for Blue Growth Vigo, to disseminate information and results of the Plan to the citizens and stakeholders, and to promote their involvement. A [LinkedIn](#) and a [Twitter](#) page have been created for this purpose.

The project is a joint reflection exercise promoting participation and improving transparency and communication. It has sparked great interest at national and international levels, and social inclusion in the activities of the Port has been of great importance in the project. 586 people have been trained, greenhouse gases have been reduced by 14%, 74,000 m<sup>2</sup> of port area has been created and recovered, 1,000 m<sup>2</sup> of seabed has been regenerated and 750 jobs have been created as a result of the project.

In the port the future, social, economic and environmental interests are conciled so people's quality of life is improved under an approach based on sustainability.

**Enrique Lopez Veiga**  
*President of the  
Port of Vigo*





SHORT-LISTED PROJECT

## PORTS OF STOCKHOLM, SWEDEN

### New port – Better service for the citizens of Stockholm

With this campaign we have been able to show what benefits ports bring and at the same time win the hearts of the public and customers. We have exceeded all set goals by large margins.

**Thomas Andersson**  
**CEO Ports of Stockholm**

In order to inform the public that a new, modern freight port, Stockholm Norvik Port, is being built and will open in 2020, the Ports of Stockholm have decided to launch a special communication campaign consisting of short humorous films that highlight how important a new freight port is for the whole region, as more goods will be brought to the consumers. The initiative for the campaign came from the communications department, which has been supported by the senior management since the beginning of the project.

The three videos/mini documentaries each star a different character (Bosse, Per, and Anita) who is in love with a specific type of goods that arrives in Stockholm by ship. Ports of Stockholm chose to showcase bananas, coffee and football shoes as they represent ordinary goods that people generally use, which helps them to relate to the port. All the coffee beans that were used in the film were already old and unusable ones and the bananas and football shoes were donated to charity after the recording.

The three films rely on a great deal of humour as the characters are showed compulsively collecting and loving each particular item. They all end with the same main message: Stockholm Norvik Port will open in 2020, which means more goods will arrive to the Stockholm region by sea.

Ports of Stockholm chose Facebook and Instagram to advertise the videos and created a campaign website which provides more information and explains in a simple and educational way the importance of the Stockholm Norvik Port for the citizens. The website is the central information channel that links the films, advertisements and the overall message.

The main idea behind the project was to create an original and buzzworthy campaign. By producing humorous films with “crazy” characters, the Ports of Stockholm hoped to attract attention and curiosity, and since the beginning of the campaign in December 2018 until the end of its second phase in April 2019, the response to the films has been huge. The films have been viewed 7 million times on Facebook and Instagram and 900,000 unique people have seen them, which can be compared with the total of 962,000 people who live in the municipality. The campaign can be deemed successful in communicating the message that the port has an important task to serve the public daily with goods that come from all over the world as 94% of the target group of the Ports has seen the videos. The last phase of the campaign is scheduled for the autumn of 2019 and should continue until the inauguration of the new port in May 2020.

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# PORT OF GOTHENBURG, SWEDEN

## Port of Gothenburg Social Media 2.0

The Gothenburg Port Authority has had social media channels since a few years already but their focus was mainly on commercial, business, and logistics related aspects. The results and growth of the channels were meagre and at a standstill which is why the Port's communications department decided to come up with a new strategy, a "Social Media 2.0" for the Port. As the Port was relatively unknown to the local population, it was decided to re-focus the social media channels to address the local community around the Port, its owners, in order to make the Port known to the city's residents. The content that the Port now posts on social media is getting noticed and appreciated by the general public.

This new social media strategy started in January 2018 and has been re-evaluated and adjusted since then in order to keep up with social media's rapid evolution and changing algorithms and the changes in users' behaviour.

At first, the type of content that should be posted on the Port's social media channels was not always clear, which led to less engagement from the public. To counter this, a one-page social media strategy has been devised, covering all the Port's social media platforms. The main idea behind that strategy was to create easy-to-follow guidelines, to help all team members to create ideas and to empower them to independently post and create content whenever they saw an opportunity. The guidelines cover the topics, and the communication style, tonality and language that should best be used on each of the Port's social media channels.

Direct cooperation has also been initiated with organisations that are sponsored by the Port of Gothenburg. The local opera house, the maritime museums and local school projects are all now contributing to the Port's social media platforms by actively liking, sharing and engaging with the Port online. In addition, the Port terminals and their individual channels are re-posted and shared.

The Port of Gothenburg has set out to interact with Gothenburgers in a more active way than before on all kind of topics related to the Port and has observed a rather big buzz in the city around its new online activity and visibility. The project has created an new interest in the Port for different groups in society than in the past and has increased its visibility with regard to the city of Gothenburg and all its organisations. The Port has seen its number of likes on Facebook double, an increase in its number of followers on social media ([LinkedIn](#), [Facebook](#), and [Instagram](#)) as well as in active views per post. Overall, the new social media strategy achieved local support from the public.

© Johannes Berner



# PORT OF MOERDIJK, THE NETHERLANDS

## Combining on- and offline communication to reach Port of Moerdijk's local community



As a port authority we are always in close contact with our neighbours. The way we have these conversations changes and social media is essential to stay in contact, both offline and online.

**Ferdinand  
van den Oever  
CEO Port of Moerdijk**

© Port of Moerdijk

The Port of Moerdijk seeks to maintain a balance between “people, planet and profit”, so that the growth of the port and port-related activities goes hand in hand with investments in the quality of life for the local community and in the natural environment.

The use of social media to reach out to the port’s local community was therefore evident: it highly supports this goal and provides the opportunity to have a more direct communication with the port citizens, especially the people that are not actively visiting information evenings or reading the Port’s website.

This is why a strong social media strategy has been developed in order to reach out to both the local and business communities, with the aim of being as open and transparent as possible and of answering all the questions asked on social media by the port’s followers.

Multiple companies and local citizens were consulted regarding their ideas about online communication, the kind of content they appreciate, the kind of information they are interested in and what social media channels they preferred. The port’s social media strategy was developed based on this feedback. While the focus of the strategy is now on Facebook where most of the port’s local community is active, the port recently started using Instagram as well in order to reach a younger generation of local citizens.

The main goals of the strategy are to monitor online conversations about the port, to educate the local community about the activities of the port in order to make them proud of the Port of Moerdijk, and to make sure that people know where to find information (also in case of incidents).

The key message that the Port of Moerdijk wants to get across to its neighbours in the target group is that the companies in the port and industrial estate of Moerdijk make tremendous efforts to ensure safety and encourage sustainable development and make a major contribution to the economy and the quality of life in the area.

The project started in 2017 with informative posts about interesting developments and companies in the port. The Port of Moerdijk has seen its number of followers grow ever since as local citizens are actively sharing their thoughts online. The port’s online fans are always welcome for an offline meeting at the port to discuss these thoughts, which they highly appreciate. The port also actively looks for online conversations about the port and industrial estate, which they share with the business community. These online conversations are the input for offline neighbourhood meetings where experts are invited to answer questions that are raised in the community.

This way of combining the online and offline worlds makes the social media strategy of the Port unique.

By making use of social media the port was able to tell its local community (and the general public) what port life is all about. The port is open, visible and understandable to its neighbours and, in this way, conserves good relationships with them.

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# PORT OF DOVER, UNITED KINGDOM

SHORT-  
LISTED  
PROJECT

## Transparen-SEA (Socially Engaged Accountability)

The Transparen-SEA project was designed to reconnect the Port of Dover and its local community in a way that fosters trust, openness and transparency. The project sought to cover all aspects of the Port's community engagement, and more specifically aimed to:

- Create a comprehensive programme of community engagement.

This included the creation of a Port & Community Forum (PCF) chaired by a local representative elected by the Forum, which aims to promote positive community engagement on a wide range of port issues. The Port has also held large-scale community workshops on future development plans so that the general public can help shape them. Beyond consultation, major public events are being held regularly on the port estate, such as the Port of Dover Community Regatta and the White Cliffs Christmas Festival. The Port of Dover Community Fund, established in 2015, provides significant financial support to local charities and community groups – now 50 in total.

- Develop and deliver a social media overlay that connects directly with the community. Social media supports and adds transparency to the community engagement process. The Port's social media strategy started with the launch of the campaign "Deliver for Dover" on both [Facebook](#) and [Twitter](#) and saw the creation of a microsite designed to get people to engage with the Port's vision and keep up to date with progress. The campaign enhanced the interaction with the local community and their attendance at port events. A second Twitter account was later set up to provide information on the latest traffic conditions in Dover.

- Cultivate a network of internal ambassadors. This is being achieved particularly through the launch of a new app for port employees who use it to communicate on port news and to celebrate successes linked to the strategic direction of the port. Giving staff their own social media platform has helped to enhance communication, transparency, engagement and pride, which then permeates back into the local community where many live.

The project does not just focus on one particular aspect of engagement but is a wholesale immersion in the local and port communities. Social media has been used to create the end result of much more face to face engagement so that the people of the port and the local communities recognise and know each other, have a strong affinity towards each other and are confident in where the Port is heading.

Partners and stakeholders have been involved in many ways and by committing to these activities, with the support of social media use by a wide range of community representatives, the Port is building a shared vision of the future.

By choosing to run our business in a way that connects, supports, values and creates opportunity for our community, we are actually creating a business model that makes it easier to fulfil our obligations and succeed. It is self-perpetuating.

**Doug Bannister**  
*Chief Executive of  
the Port of Dover*

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# ESPO CODE OF PRACTICE ON SOCIAL INTEGRATION OF PORTS

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

The Code is available in English and in Spanish at [www.espo.be/publications](http://www.espo.be/publications).

## OUR SPONSOR

We're delighted to sponsor the ESPO Award for the third year running and to support ESPO's work in improving societal integration of ports.

TT Club is the international transport and logistics industry's leading provider of insurance and related risk management services.

Established in 1968, the Club's membership comprises container owners and operators (shipping lines and lessors), ports and terminals, and logistics companies, including road, rail and airfreight operators.

As a mutual insurer, the TT Club exists to provide its policyholders with benefits, which include specialist underwriting expertise, a world-wide office network providing claims management services, and first class risk management and loss prevention advice.

The Club works with some of the world's largest operators, through to companies whose activities are on a smaller scale, but face similar risks. Remarkably, in view of industry changes and consolidation, one third of the membership has chosen to insure with the Club for more than 20 years.



We're excited to continue our close collaboration with ESPO and to again sponsor their Award this year. We as a Club strive to support not only our members but also the industries they operate in. TT Club welcomes every opportunity to engage with the industry to improve safety and efficiency in ports.

**Mark Argentieri**  
*Regional General Manager, Europe,  
Middle East & Africa*

