



ESPO AWARD 2019

ON SOCIETAL INTEGRATION OF PORTS

Eleventh Edition

Transparency and the role of social media in reaching out to local community

Terms of Reference

1. Background

The erosion of public support for seaports has been recognised in the last few years as an issue that needs attention from port management. Competition for land use, negative externalities of port operations as well as safety and security concerns have over the last few decades contributed to a negative public image of many ports. This has been reinforced by the fact that ports in many cases moved out of sight from citizens. Ports are at best acknowledged as a necessary evil, but more often the general public and policy makers alike ignore the fundamental contributions ports make to economy and society. The result is that ports often stand alone, without allies, when they run into opposition to their development.

Embracing co-habitation and dialogue with cities and local communities is for many port authorities a difficult learning process since it often seems to be a distraction from the commercial rationale of port operations. Moreover, the distance between ports and cities has in many cases been widened through processes of globalisation.

The economic function of ports can however only be sustained in the longer run if the societal function is taken seriously. More and more port authorities are therefore becoming aware of the need to devise innovative ways to develop co-operative synergies with cities, to improve the quality and accessibility of port areas and to generally promote a positive image to the general public. The European Commission has also recognised the issue and highlights the need to establish a better dialogue between ports and cities as a priority area in the context of both its maritime and ports policies.

2. Objective

The ESPO Award aims to promote innovative projects of European 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.

3. Theme of the 2019 edition

For the 2019 competition the theme is **‘Transparency and the role of social media in reaching out to 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.

By doing this, the port authority makes it possible for every citizen to follow the port in its successes and challenges. Moreover, it is open to dialogue with the citizens and, ideally, makes every citizen an ambassador for its port.

4. Participation and selection criteria

Necessary criteria for participation are:

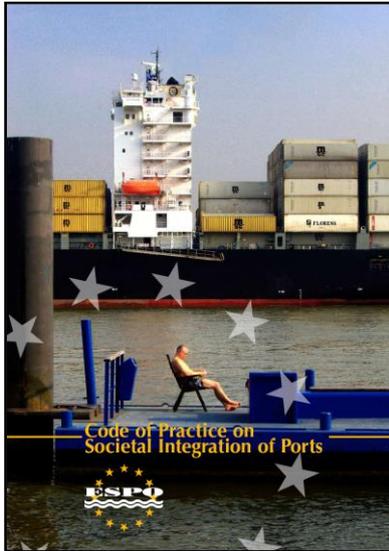
- a) the project must be proposed by one or more port authorities that are directly or indirectly associated with ESPO (i.e. as direct full or observer member of ESPO or as member of a port association or administration which is full or observer member of ESPO) – this does not prevent candidates from developing the project together with city authorities, private operators or local stakeholder organisations
- b) the project must correspond to the theme ‘Transparency and the role of social media in reaching out to local community’
- c) the project must be in operation, or at least in the first stages of implementation
- d) there can only be one project submission per port authority / group of port authorities

Selection of the best among the projects which meet the participation criteria will be based on:

- a) original and innovative character of the project
- b) vision and leadership deployed by the senior management of the port authority
- c) involvement of partners and stakeholders concerned
- d) implementation and/or progress status, feasibility, commitment by investors and timing
- e) proven contribution in practice to the objective of the award
- f) overall presentation and documentation

5. ESPO Code of Practice on Societal Integration of Ports

Applicants may find inspiration in the ESPO Code of Practice on Societal Integration of Ports that was published in 2010. This code brings together practical experience based on the co-operation project 'People around Ports' that ran from 2009 to 2010.



It can be downloaded from the ESPO website:

<http://www.espo.be/media/espopublications/ESPOCodeofPracticeonSocietalIntegrationofPorts2010.pdf>

In addition, the project submissions for eight previous editions of the Award were brought together in eight illustrated booklets. These are also available from the ESPO website:

<http://www.espo.be/our-gallery#texte-2>

6. Jury

The selection will be carried out by an independent jury of experts and specialists on the theme of the Award. The composition of this year's jury will be communicated at a later stage.

The Secretary General of ESPO attends the meetings of the jury in a non-voting capacity to oversee the application of the criteria.

7. Selection procedure

The 2019 call for project proposals was launched on 1 March 2019. Interested candidates are invited to fill out a specific application form that can be downloaded from the ESPO website. The completed form and any supporting documentation needs **to reach** the ESPO secretariat by 28 June 2019 at the latest and should be sent by email to helene.vancompernelle@espo.be. An acknowledgement of the submission will be sent as proof of reception of the application.

For any supporting material deemed relevant for the jury to consider and which cannot be sent by email (such as professional quality photographs or other illustrations, brochures, flyers, reports, etc.) they may be sent by post to the ESPO secretariat. In this case, 8 copies, if possible, of this material should be provided so that they can be distributed to the jury members. Please limit the documentation to what is really relevant to support your application and make sure that **all material is in English**.

After receipt of all applications, the jury Chairman and ESPO Secretary General will prepare a long-list of candidates that meet the participation criteria. In September, the jury will then prepare a shortlist of nominees based on the selection criteria. From these nominees, the jury will then select the Award

winner during the morning of the Award ceremony. During the final selection process, representatives of the nominees may be invited to present their project to the jury. The winner of the award will be announced by the jury Chairman during the ceremony.

8. Description of the award

The award is symbolic (i.e. non-financial).

Since 2016, a painting has been offered to the winner. Exclusively for ESPO, the Dutch port painter Sasja Hagens has developed a new series reflecting the overall scope of the ESPO Award, i.e. how ports and cities are living and working together.

9. Award ceremony

The eleventh ESPO Award will be officially handed out during a ceremony which will be held in November 2019 in Brussels.



ESPO Award 2018: Port of Rotterdam wins ESPO Award at *Palais des Académies*, Brussels