

ESPO  
AWARD  
2009

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## INTRODUCTION



I have been privileged over the last four years to witness an acceleration of the coming together of the maritime community – all those whose lives are shaped and whose income is earned in association with the seas which surround us. The individual maritime activities no longer take place within their own specialized enclaves. They are reaching out to each other and giving each other mutual support. This is also true of those engaged in logistics and maritime tourism activities and the citizens of the port cities which host them and whose daily lives are coloured by the smell of salt, the buzz of cargo handling, and the sound of horns.

European ports have been at the forefront of this development and the ESPO Award will provide them with further encouragement. The high quality of the applications for the Award and the enthusiasm which characterizes them suggests that this is a trend whose time has come and that many others will follow their lead. This will enhance both the standing of our ports and the quality of life in our port cities.

*John B Richardson, Chairman of the ESPO 2009 Award Jury  
Head of the Maritime Task Force in the European Commission (2005-2008)  
Special Advisor at FIPRA International*



When we took the initiative last year to give out an ESPO Award on Societal Integration of Ports, we could not predict that the first call for applications would be so successful. 26 ESPO members applied, representing a total of 30 projects which are all presented in this publication. This result is most encouraging and demonstrates that more and more port authorities care about the social dimension of their ports. It also strengthens us in continuing this initiative and to prepare a second edition of the Award for 2010. Moreover, we are currently drafting a Code of Practice on Societal Integration of Ports which we hope will fulfil the same pioneering role as our first Environmental Code of Practice did back in 1994. We will present it at our annual conference in Helsinki next year.

I of course wholeheartedly congratulate the winner of the ESPO Award, but I equally congratulate all our other members that participated in this first edition. I would furthermore like to thank the members of the jury for the difficult task they had in selecting a winner from the diverse list of applications. I am also most grateful to the ESPO Secretariat for coordinating the whole process from A to Z. Finally, I very much welcome François Schuiten's original design for the Award statue. May it have an inspiring future!

*Victor Schoenmakers, Chairman of ESPO*

## ABOUT THE ESPO AWARD

The erosion of public support for seaports has only recently been recognised 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 with 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.

The ESPO Award on Societal Integration of Ports 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.

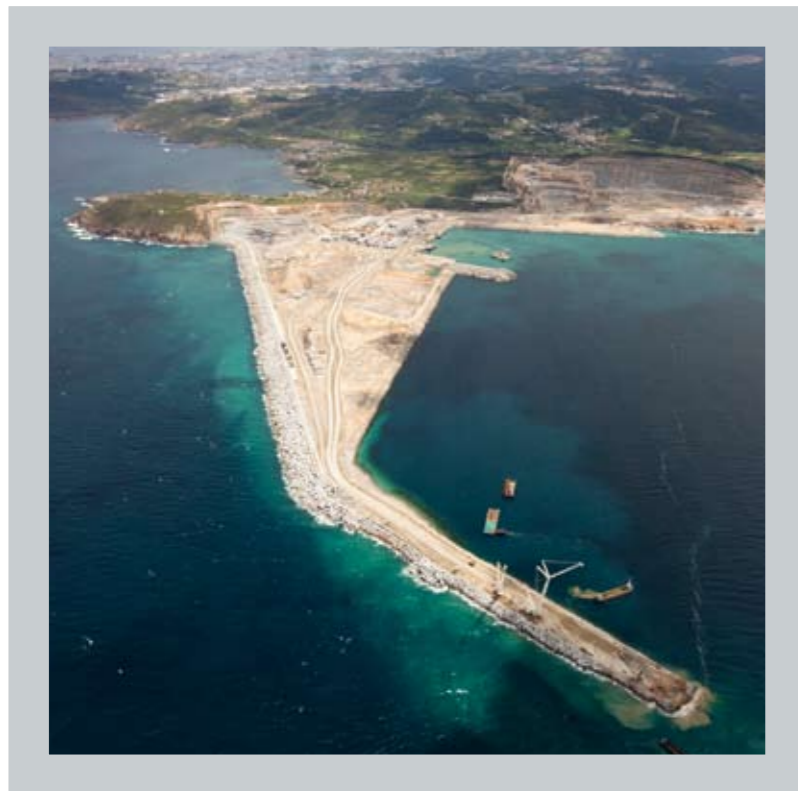
Concretely, project proposals could relate to one or more of the following project fields:

- a) improving sustainable development synergies between ports and cities
- b) improving quality and accessibility of port areas
- c) promoting the image of the port as a place to experience, live and work

The call for applications for the first edition of the ESPO Award was opened on 24 February 2009 and closed 24 July. 26 port authorities submitted 30 entries. Out of these the jury nominated on 23 September 7 projects for the shortlist: Algeciras (North-South), Genoa, Ghent, Gijón, Rotterdam, Stockholm and Turku. The winner of the first ESPO Award was announced on 4 November 2009, date on which this brochure was published.

The jury of the ESPO 2009 Award are: John B Richardson (Chairman, Former Head of the Maritime Task Force at the European Commission / Special Advisor, FIPRA International), Rinio Bruttomesso (Director, Cities on Water), Giuliano Gallanti (Former Chairman, ESPO), Michael Grey (Former Editor-in-Chief, Lloyds List), Olivier Lemaire (Director, International Association Cities and Ports), Nigel Rowe (Chairman, Sail Training International), Jacques van der Tak (Mayor, Community of Westland) and Eric Van Hooydonk (Professor of Maritime Law, University of Antwerp).

# A CORUÑA



**Q. Please describe your project in a few words.**

More than ten years ago, the port authority started to reflect on the long-term responsible planning for the port. It was necessary to assume that a consensus with public administrations, clients, citizens and other stakeholders on identifying key problems and responding with accountability should be part of the management culture of the port and would help to make it sustainable. This would be possible through the incorporation of corporate social responsibility criteria in the planning and management of the port. As a result of this reflection process, in 2005 the construction of the outer harbour of A Coruña in Punta Langosteira, around 9 km west of the city was initiated. As for the re-planning of the inner harbour, one of the aims was to find a balance between the port of A Coruña and a new urban environment that would be beneficial for the quality of life of nearby residents. Besides, and in agreement with the owner of the coal company, Union Fenosa, on 12 July 2007 a state of the art facility, "La Medusa" was inaugurated, which reduces the inconveniences caused by open coal unloading and will provide a responsible solution to the demands of the neighbours.

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

The port is in the development stage of a project aiming at the integration of corporate social responsibility criteria into the planning and operating of A Coruña's port, the development of the agreements reached and account for the decisions made. We are talking about a cultural change in the port business and in relations with our stakeholders.

«La Medusa» construction during 2006 and 2007, the design of the strategic line «sustainable growth» inside the Strategic Plan 2009-2013, the constitution of fora to meet with different stakeholders, the draft of Reports of Sustainability A+ GRI checked from 2007: all these and other initiatives are just mere stages in the process of balancing port activities with the demands of sustainability required by a modern port business.

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

The construction of the new port at Punta Langosteira for the relocation of the handling facilities for liquid and solid bulk cargoes from the A Coruña inner port to the outer harbour. We expect to begin it in 2014. The consequent urban re-planning, which will allow the urban transformation of the port and its area of influence, and the development of accountability tools will necessarily improve the social integration of the port in the city of A Coruña



Port authority:  
A Coruña Port Authority, Spain

Name of the project:  
Accountability in the Port of A Coruña

Interview:  
Enrique Losada, President,  
A Coruña Port Authority

**Q. Why has your port participated in the first ESPO Award?**

It is essential to let European citizens know the very important efforts made by seaports to harmonise their activity with societal interests, and share the many different initiatives between port authorities.



# ALGECIRAS BAY



Port authority:  
Port Authority of Algeciras Bay, Spain

Name of the project:  
Project for the Installation of Elements for the "Port & City of Algeciras: 100 Years of History" Exhibition

Interview:  
Manuel Morón Ledro, President, Port Authority of Algeciras Bay

**Q. Why has your port participated to the first ESPO Award?**

This initiative is of great interest in order to promote the integration of ports with their nearby cities. The Port of Algeciras Bay has been developing this policy for several years. The ESPO Award is a unique opportunity to show how citizens, workers and port cities understand the effort of our Port Authority to better integrate the port within the environment. These interventions are rela-



ted to the policy that we initiated a few years ago. We indeed intend to strengthen the relationship between our port and its citizens.

**Q. Please describe your project in a few words.**

The exhibition consists in recovering the port heritage belonging to the Port of Algeciras Bay Authority (APBA). This heritage used to belong to various port organisations and consists of different kind of objects, among which: a deep-sea diving suit with breathing apparatus made out of metal from the first quarter of the 20th century, a 1911 motorboat propeller, a 1951 ship's bell and various seafaring devices such as a pantograph, a tangent meter, a theodolite-tachometer, a Locke level, a weighted barograph. These historical objects show the passing of time both over the personal and material elements that make up a port's activity. These objects are provided with corresponding graphic data providing the basis of the exhibition which happily coincided with the centenary celebrations of the founding of our Port (1906-2006).

The zone of the exhibition within the port area will be developed for leisure and commercial activities. It has already been fitted out with facilities for the Royal Nautical Club of Algeciras (RCNA), an Endangered Marine Species Recovery Centre (CREMA) and a children's playground. This zone is located in the southern part of the port, accessed from a roundabout in the south of the city.

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

All the works for the installation are completed and in use.

The port-city relations have improved. The local administration and most part of the citizens value the port activity in a better way and they show a stronger support to it.

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

The Port Authority of Algeciras Bay still plans a full urban regeneration of the port area known as "Llano Amarillo". The project aims at enabling both the urban use of this area and its occasional use for the "Operacion Paso del Estrecho" (O.P.E.) campaign. This event requires an occasional use of the area in order to meet the requirements of vehicles during their transit time at the Port of Algeciras Bay. The singularity of the project consists in the proximity of the area to the city, in a way that it will give it back its coastal strip. The city will then be fitted out with a genuine leisure area for citizens, just close to the port.

It is a project to be developed in several stages. It will become reality in a short term, as it has already been put out to tender the urbanisation of the promenade at the esplanade side.

# ALGECIRAS BAY



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#### Q. Please describe your project in a few words.

The project submitted by the Port of Algeciras Bay Authority (APBA) to the ESPO Award is focused on the two outer limits -or nodes- that demarcate the border of port-city relations within the Bay of Algeciras. Due to its complex and unique nature, the project is being carried out in several phases and within a port-city intervention schedule framework.

The Northern Limit has been chosen for a very urban type of project: Cornisa Promenade. On the other hand, on the Southern Limit, the intervention work is located in a natural area on San Garcia Point, open to the Strait of Gibraltar and within the Straits Nature Reserve: Centenary Park. These works should not be considered as separate interventions, but rather as two extremes that are to restrict and contain the area of port-city intervention in the future.

The idea of the work in hand was to organise a pedestrian area and fit it out with the elements it required, to make both walking and resting areas more attractive. The promenade also enables people to enjoy excellent views over the city from the port's façade.

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Port authority:  
Port Authority of Algeciras Bay, Spain

Name of the project:  
Port-City Works on the North-South Limits of the Port of Algeciras Bay.

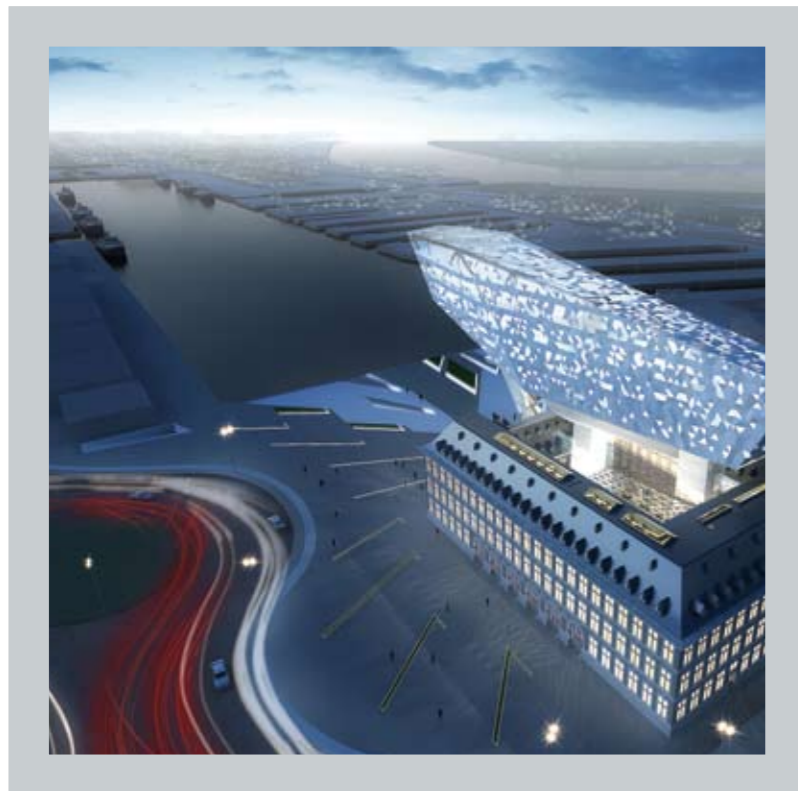
Interview:  
Manuel Morón Ledro, President, Port Authority of Algeciras Bay

#### Q. Why has your port participated to the first ESPO Award?

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# ANTWERP



## Q. Please describe your project in a few words.

To bring Antwerp people – and by extension other Flemings – into closer contact with the port, the Antwerp Port Authority has set up the “Port Information Ring”. This is necessary because the modern port stretches over a vast area, seldom visited by the average citizen of Antwerp. And while the port still occupies a special place in the hearts of local people, out of sight is out of mind.

The Port Information Ring is a route running through the entire port area - more than 13,000 hectares - bringing visitors to widely differing points within the port. The starting point is the Port Pavilion (offering an ultra-modern port experience), near the new port museum (featuring the river, the city, the modern port and the old port area). Other features on the route are the new Port House designed by Zaha Hadid, the educational Port Centre, a new nautical coordination centre and the visitors’ centre for the new lock. The Information Ring, on the right and the left banks of the river Scheldt, will enable visitors not only to become acquainted with the port and its activities in general but also to experience the operational side of it.

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

The Lillo Port Centre has been operational for some years and welcomes 40,000 visitors annually. The Port Pavilion opens in 2010, the Port House and the Antwerp Coordination Centre will open in 2013, and the inauguration of the visitors’ centre for the new lock will follow. These last three buildings are the result of the open tender procedure organised by the Flemish Government Architect.

Every year tens of thousands of people – including local residents and school children – visit the port by boat, car or bicycle. The Lillo Port Centre plays a crucial role in all this, in close collaboration with the Antwerp Port Authority, which helps to set up the facilities.

The visual quality of the port is important for the surroundings, and so particular attention is paid to suitable architecture. We have organised various architectural competitions: for the Port Authority headquarters, the MAS museum pavilion, the Antwerp Coordination Centre and the visitors’ centre for the second lock. We have published the book «Antwerp, international port icon: a vision of Antwerp’s identity as a port city” (2008).

The sponsoring is mainly done by culture and sports sectors, e.g. partner of the Royal Flemish Philharmonic. People living around the port are also invited to attend concerts. As far as events are concerned, one great public maritime event takes place each year.

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

- Guided tours by bus, boat, car, bike or scooter.
- Publication of a cycling map covering the port area, with dedicated cycle paths.
- Recreational/landscape: we are helping to set up nature reserves within the port area; working together with the Natuurpunt conservation society (brochure and observation hides).
- Maritime heritage, e.g. renovation old cranes.
- Founding partner of MAS, the new Museum by the River.
- Seafarers’ welfare, e.g. bus transport to and from Antwerp city centre.
- Promoting cruises, with new ships.



Port authority:  
Antwerp Port Authority, Belgium

Name of the project:  
Port Information Ring

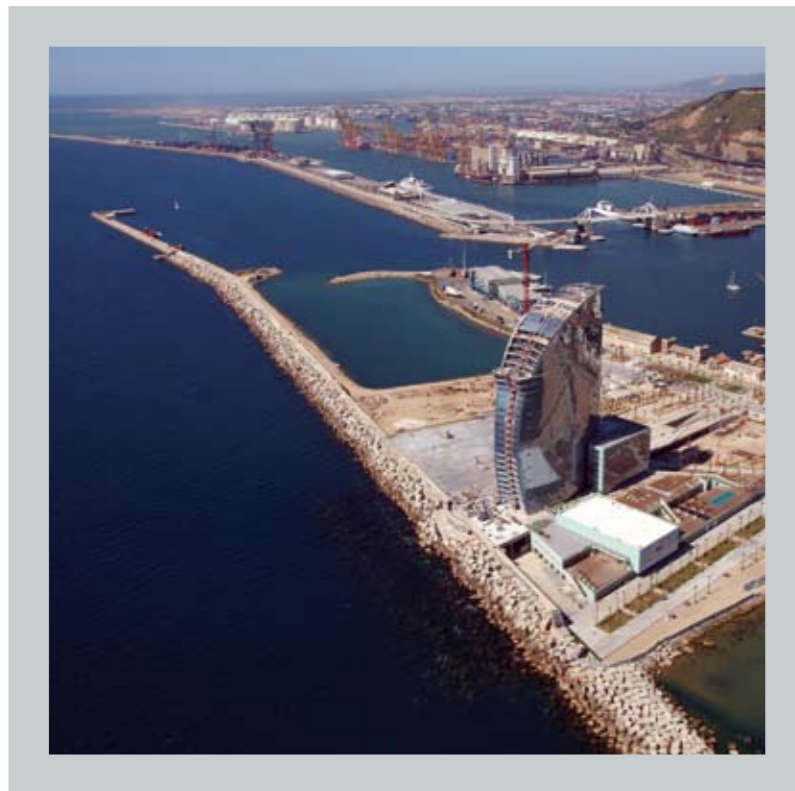
Interview:  
Eddy Bruyninckx, CEO, Antwerp Port Authority

## Q. Why is your port participating in the first ESPO Award?

The operation of a port in the 21st century depends on careful stakeholder management, in which economic activities form the basis for support among the local population. In addition to the financial, commercial and operational performance, attention must be paid to people, in terms of soft values such as liveability, environment and heritage. The Port Information Ring is an example of such societal integration.



# BARCELONA



Promenade and Barceloneta beaches, and in the continuity of the Port Vell area. This location allows a project with great urban ambition, creating a new centre of citizens' activities. This of course favours the integration of the port in the city, which is actually promoted by the ESPO Award.

**Q. Please describe your project in a few words.**

New Bocana opening works determined the creation of a new area of about 16 ha partly won to the sea that must be integrated within Barcelona's urban structure through this new urban management.

In this context, we must take Port Vell's Special Plan into consideration, which developed 55 ha of port public domain. Today, Port Vell has assimilated the urban structure and has become a recreational area with equipment and services largely accepted and valued by citizens. More than 15 million visitors came here since 1997.

The port of Barcelona, as promoter of this project, wants to extend Port Vell's success to this new area. A plan of the New Bocana needs to be developed in order to assimilate large areas of public spaces and buildings of different uses. The creation of a square facing the sea, the city, the beach and the Bocana adds intensity to the relation between Barcelona and its sea. Surrounding the square, different programmes are running: a great hotel with conventions, commercial and cultural activities buildings, a Marina and a touristic cruises wharf. Two separate new squares have been created. The hotel is conceived as a signal that can be seen from far away, transparent and thin, projected by architect Ricardo Bofill.

Thanks to the location of the Nova Bocana, its connection with the city and its position within the

resulting appearance of the port, the new breakwater has become a significant element representing the focus of Barceloneta's maritime promenade as well as promoting the definition of Barcelona's maritime front.

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

Before the opening of the New Bocana, one of the main problems of the area was its limitation for operations and mooring, due to the fact that the draught of vessels could not exceed 7 metres depth. Likewise the location of the marinas, as well as that of the fishing wharf, forced the small vessels to navigate among the commercial traffic, meaning a risk for the large vessels.

The opening of the New Bocana works enabled to separate different kinds of port traffic and that way significantly improve the regulation of the movements of the sport boats, fishing fleets, and the ferries to the Balearic Islands.

This new area will be managed by the Ports of the State and the Merchant Navy and is intended for the following uses: marina, industrial port, hotel, recreational, cultural and offices uses, car parking and touristic cruise wharf. So far, different goals have been achieved, among which the Urban Planning, the breakwaters, the 16 ha land reclamation, the Vela hotel, the urban hotel development and one of the parkings.

**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 plans to remodel the fishing area and its complementary services, as well as to urbanize the public spaces of the zone.

This project aims to arrange the spaces located between the Pescadors Wharf, the Balears Wharf and the Industria Basin, and to plan a unitary building that incorporates the Auction Hall for fishermen and its complementary services, including free access spaces for the visualisation of the tasks of discharge, auction and manipulation of the fish.

Action	Deadline	Stage
1 Urban planning	2001-2006	Finished
2 Hotel Vela	2007-2009	Finished date October - 2009
3 Urban hotel development	2007-2009	Finished date July - 2009
4 Building for entertainment, cultural and office activities	2009-2011	Foundation works nowadays in execution
5 Leisure Marine	2009-2012	Contest of licitation
6 Urban development at the end area of the Promenade	2011-2013	In project
7 Building Joan de Borbo	2013-2015	In project



Port authority:  
Barcelona Port Authority, Spain

Name of the project:  
Nova Bocana

Interview:  
Jordi Valls, President, Barcelona Port Authority

**Q. Why has your port participated to the first ESPO Award?**

The city of Barcelona has for long had an intense relation with the sea. This contact brings sometimes dangers but is also very rich for the city. The opening of the New Bocana was another opportunity to make a link with the sea.

The construction of the breakwater allowed indeed the creation of new land over the sea, aiming at a much stronger urban integration. This new area has gained 16 ha. on the sea and has a strategic location, since it is at the crossing of the Maritime





# BREMEN



harbour were immense and need to be presented in a broad range.

#### **Q. Please describe your project in a few words.**

Right in the middle of the huge Port of Bremerhaven, the project Harbourworlds is currently the largest urban development project on the North Sea coast, and will soon become a maritime centre with unique tourist attractions. Since 1998 the area of the Old & New Harbour of Bremerhaven with a gross floor area of nearly 40 hectares (including water areas) has been intended to undergo great development, with a clear focus however on tourism. The essential elements of the Harbourworlds project are the tourist attractions: Deutsches Auswandererhaus, Klimahaus@ Bremerhaven 8°Ost, Deutsches Schiffahrtsmuseum, Zoo am Meer, Atlantic Hotel Sail City with the Conference Center Bremerhaven, the shopping mall "Mediterraneo", a marina associated with the boarding house in the New Harbour combined with high-quality housing and many project ideas for leisure areas, restaurants and offices on the east side of the New Harbour. On the one hand, Harbourworlds is an authentic expression of a port city with a global maritime past. On the other hand, the idea was to create a future-oriented economic development in order to enhance the area and accomplish a change of use. Therefore, the Old & New Harbour project embraces both the modern-day potential of the city and its historical background.

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

At the moment, the project Harbourworlds enters its final phase with the completion and commissioning of the central institutions and tourist at-

tractions. With the opening of the Auswandererhaus in 2005, the Mediterraneo in October 2008 and of the Klimahaus@ Bremerhaven 8°Ost on 25 June 2009, the main tourist attractions are now in use.

The preliminary development activities and the infrastructure constructions are almost implemented. The successful operation of the Auswandererhaus since its opening in 2005 and the commissioning and good traffic flow within the complex Marina/Boarding House marked a positive start-up phase for the overall project. With the opening of the Atlantic Hotel Sail City in March 2008, the first of three major projects in 2008 has been realized. Since then, tourism has also increased.

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

The National Maritime Museum – being the original cell of tourism development in Bremerhaven – will expand its outdoor area between 2010 and 2014. The new spaces will directly be linked to the southern buildings of the new resort "Harbourworlds". That way, they will be visually and functionally included into the area of the Old and New Harbour.

On the whole, the second phase of the project Harbourworlds includes a further advancement of tourism skills in a maritime area. A creation of additional accommodation, tourism and office services, the continuation of the transport development of the area -including public transport- as well as more infrastructure is planned in order to increase the development of the region and the growth of tourism.



Port authority:  
Senator für Wirtschaft und Häfen, Bremen, Germany

Name of the project:  
Old & New Harbour Bremerhaven - Harbourworlds

Interview:  
Ralf Nagel, Senator für Wirtschaft und Häfen, Bremen and Jörg Schulz, Oberbürgermeister, Bremerhaven



#### **Q. Why has your port participated to the first ESPO Award?**

The first ESPO Award wants to establish a better dialogue between ports and cities. It is a great chance for Bremen to bring the importance and the singularity of the port of Bremerhaven into the public and especially the European mind. The efforts made by Bremen's and Bremerhaven's authorities to create a whole new area around the

# BREMEN



## Q. Please describe your project in a few words.

The restructuring of the 300 ha old port districts to "Overseas City" is currently one of the largest revitalization projects in Europe. It is indeed a very important task in the urban location development of Bremen. Through the urban upgrading of an underused urban area, a new, attractive district is designed. This area offers the space for industrial services, leisure, tourism and housing. This not only improves the overall regional economic structure but also the appreciation of the adjacent ports, which are still in use. So far, there are already many successful construction projects to be named in the Overseas City: the reconstruction of the Shed XI with the museum of the port, the projects in the Port of Europe with the Shed I, the new downtown traffic connection with tram line 3 and the conversion of the head of the Port of Europe for example. Due to its attractive design, the reconstruction of the adjoining harbour-typical buildings, the Port of Europe became an extraordinary event space by the water. Already operational immediately after completion, the Protestant Church Congress 2009 took place in the port of Europe as one of the main venues. The possibility for cruise ships and visiting vessels to land at the quay also increases the attractiveness of this maritime area.

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

The development period for the Overseas City extends until 2025. However, almost all spaces and real estates around the port of Europe are either finished or under construction. Only a few remaining open spaces are still in a planning stage. Only sheds 3, 4 and 6 are still used and cannot be incorporated in the planning structures until 2014 and 2018.

The city of Bremen is only for about a decade in the process of rediscovering the advantages of being a port city on a large river. Since then, maritime tourism has become an important component of overall tourism development for Bremen. Also, the settling of new businesses in the port area has increasingly gained importance. The restructuring of the Overseas City extended the tourist and economic offer for companies, inhabitants and tourists. The adjacent ports have also come into people's focus again.

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

For the further development of the Port of Europe, the construction of a marina is currently planned. Furthermore, private investors have showed interest in building up other museum facilities on the site of the Port of Europe.

### Port authority:

Senator für Wirtschaft und Häfen, Bremen, Germany

### Name of the project:

"Overseas-City" with a special focus on the New Port of Europe, Bremen

### Interview:

Ralf Nagel, Senator für Wirtschaft und Häfen, Bremen

## Q. Why has your port participated to the first ESPO Award?

The ESPO Award is a great opportunity to present the efforts Bremen made for the transformation and expansion of the old port areas in an international context. All the opportunities to demonstrate the important social function of a port area must be supported.



# BREMEN



The architectural plan comprises a look-out tower as an information and communication centre for advocates and opponents of the port expansion (specifically the project "Container Terminal 4"). It furthermore creates a landmark with a high recognition value for seafarers. Finally, it is going to be regarded as a tourist highlight at the fascinating interface between a global port and the Wattenmeer mudflats, a natural world heritage region.

#### Q. Please describe your project in a few words

The expansion of the port, combined with the increasing level of port utilisation, has led to serious changes in Weddewarden, a rustic suburb of Bremerhaven. All the efforts to create a neighbourly coexistence between the port and the housing estate remained fruitless up to final approval of the project. That's why the study that we commissioned could only serve to increase the level of awareness and to define our positioning.

Beyond the requirements relating to approval, identification of the cultural and historical dimensions of the impending changes was important for the immediate urban-development environment, in order to produce constructive proposals. These elements are focused on the aspects of Life & Technology, Life & Culture and Life & Nature, and are aimed at defining measures to stimulate a new local identity together with the port operations. A master plan, coordinated with the City of Bremerhaven and the affected citizens, is taking up these ideas and is implementing them successively according to the financial resources.

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

A study completed in 2002 contains, apart from an analysis of the problem, specific proposals for ap-

proaching a solution. It took until 2005, i.e. after final approval of the project, for the atmosphere to improve to such an extent that work could proceed jointly on identifying viable solutions. The Weddewarden village development plan compiled in 2007 together with the city and the citizens, is a collection of the measures supported jointly by the stakeholders. Some of these measures have already been implemented, whilst funding possibilities are still being reviewed for others, e.g. the Weddewarden look-out tower.

It was right for the port authority to concern itself with problems that, although not sanctioned from the legal standpoint, are of great significance for the interplay of the port and its residential surroundings. The problem analysis helped in understanding the resistances and arguments of the port critics, and in searching for suitable approaches to a solution. That these could only be discussed after the final project's approval is now considered as an important experience. The cooperative supervision and implementation of measures within the scope of the village development plan is a logical and consistent route to take.

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

The continuation of our "greenports" concept, the certification of our environmental management, and an increased flow of public information are all intended to increase the awareness that the port is an infrastructure for which sustainability plays a vital role. The port is a place of work, a residential environment, a habitat for plants and animals and, viewed in its entirety, a stimulating biosphere. Our aim is to give due consideration to all these qualities and, wherever possible, foster them in the most appropriate manner.

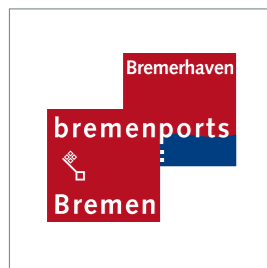
Port authority:  
BremenPorts GmbH & Co. KG, Germany

Name of the project:  
Weddewarden – Pathways and Places  
A concept for the future of Weddewarden besides the Container Terminal CT 4

Interview:  
Stefan Woltering, Managing Director, BremenPorts

#### Q. Why has your port participated in the first ESPO Award?

The ESPO Award on the Societal Integration of Ports is an outstanding initiative that will document our sense of responsibility for social and urban development and make it known to a wider public. At the same time, we hope that a greater European awareness will give added momentum to the master plan for a look-out tower in Weddewarden – a project which is welcomed by all stakeholders but has not been funded as yet.



# CURACAO



## Q. Please describe your project in a few words.

Until the 1960's, Scharloo was the most upscale residential area of Curacao and a vibrant community. Willemstad then enjoyed an idyllic position within the Southern Caribbean as a major tax haven, corporate seat, upscale shopping and tourism centre and had a major oil refinery and regional seaport.

Unfortunately, Willemstad faced a slow and painful downward spiral due to, among others, the loosening of special US preferential tax treatment, the burning of almost half of Willemstad because of refinery related labour unrest (c. 1967), the coming of cheap flights from Latin America to Miami and an exodus to the suburbs.

A research on the best way to enhance the value of our land holdings in Scharloo highlighted the necessity of a global and integrative approach in re-generating the district. It was also clear that the existing lack of vision and leadership relating to the potential integration of new city commercial and residential uses with our port activities had to be addressed. This would be the most important catalyst in the last fifty years for an effective turnaround for Willemstad and Scharloo.

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

The Scharloo-Abou Historic District Re-generation project is well into its first phase.

This stage comprises :

- First reviews for port operations at the Scharloo wharf, which is going to accommodate a more integrative environment with a vibrant commer-

cial, residential and touristic environment.

- A comprehensive urban planning assessment of the entire Scharloo-Abou district is also part of this step and should integrate commercial, residential, social and governmental uses.
- Furthermore, a cursory property development and investment analysis of the project as a whole has to meet the financial thresholds required by the finance and investment communities to facilitate financing and investing in the district.
- Finally, the development of a strategy for bringing together the most major stakeholders in the district to support and participate in the overall plan is also to be done.

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

The next phase will require a detailed development analysis of major anchor projects. These projects comprise both the development undertakings from the private and the public sector. Some examples of this kind of projects are car parks, public parks and spaces, commercial office and retail space, port facilities. The projects also concern interim and long term financing and investment prospects. This will concurrently be executed with a plan to facilitate land owners of smaller parcels to develop their individual parcels to 'infill' the balance of the district.



Port authority:  
Curacao Ports Authority, Netherlands Antilles

Name of the project:  
Scharloo-Abou Historic District Re-generation

Interview:  
Richard Lopez-Ramirez, General Managing Director, and Agustin Diaz, Managing Director, Curacao Ports Authority

## Q. Why has your port participated to the first ESPO Award?

The ESPO Award is an ideal opportunity to bring international focus on this critically important, port-led re-generation effort of an almost 400-year-old European trading post, currently listed as a UNESCO World Heritage site.





It has also been successful through focussing on schools and young people, we have been creating allies and supporters who will be future opinion formers about the port as well as potential employees with greater business skills that can benefit the port and knowledge of the opportunities within the industry. It is a message we have wished to share.

**Q. Please describe your project in a few words.**

In August 2007, Dover Harbour Board (DHB) made Young Enterprise (YE), a business and enterprise education charity which forges links between schools and industry its societal priority project. Focusing on a key element of YE called 'Company Programme', young people (aged 15-19) are able to gain personal experience of how business works and an understanding of the role it plays in society (in terms of employment, prosperity and improving their own prospects) by forming and running real companies for one academic year.

Dover district, at the south-eastern extremity of England, is often seen as a peripheral location to which young people rarely return when heading off to universities elsewhere in the UK and suffers from some severe pockets of deprivation as well as low skills. DHB saw YE as an opportunity to address this by taking the lead in delivering Company Programme in the district. DHB committed to provide a team of business advisers from its staff and funding to every eligible school in the district wishing to participate so that as many young people as possible from all backgrounds and abilities could benefit.



Port authority:  
Dover Harbour Board, United Kingdom

Name of the project:  
Young Enterprise

Interview:  
Bob Goldfield, CEO, Dover Harbour Board



**Q. Why has your port participated to the first ESPO Award?**

The ESPO Award has provided a great opportunity to demonstrate how it is possible to turn the management and business skills required within a busy Ro-Ro ferry port authority into skills that can be transferred into, and for the benefit of, the local community. Reconnecting the port has been an important exercise. This reconnection concerns the local community understanding and the port's function as a facilitator of European trade and a valuable local employer with expertise that can benefit the community beyond the port.

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

The project has been fully implemented in terms of the funding and business adviser structure being in place. Additionally, for the first year, DHB provided overall strategic leadership and co-ordination of activities through chairmanship of the Dover District Area YE Board in order to help ensure successful implementation. However, work is ongoing in trying to attract further eligible schools to participate each year from now that the scheme is running. DHB has made a long term commitment to YE and to the schools in the Dover district as it will take time for the skills, expertise and experience gained by the students doing YE to filter through into improving the skills base and business offer in the Dover area and indeed beyond. DHB has wanted to show that young people can be successful and have a future in their local area and so hope to foster a more prosperous community alongside and working with a prosperous port, rather than the local area seeming to be divorced and disadvantaged from its successful port neighbour.

In the first two years since taking on YE, DHB has funded and mentored 14 school companies. The first year itself saw an immediate and massive transformation in the standard of companies running in Dover district. So much so that the first year saw enterprises reaching regional and even national levels and being awarded the Daily Telegraph New Media Award for the region.

Throughout the process, DHB has been fostering a positive work ethic and an innovative approach in the companies and schools it has been working with. This has involved great commitment from all participants, but from the results outlined above, it has indeed been achieved. These companies have demonstrated that they have learnt both how to run successful businesses but have also been innovative in the products and services which they have devised.

As an outcome of DHB's work with schools regarding YE, DHB has increased its profile as a valuable employer willing to engage with local schools

and education. DHB is now preparing for its third year of involvement in delivering the YE Company Programme to the Dover district.

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

As part of plans to develop a second ferry terminal at the port, DHB has identified an opportunity to utilise an area of port land that will not be required for operational purposes for a major waterfront development scheme.

DHB also plans to continue engaging with a range of strategic partnerships and organisations at a variety of levels (ranging from local to regional) in order to build on its wider societal integration.

DHB is a board member of the Dover Pride partnership, bringing together the public authorities, businesses and voluntary and community sectors. DHB will continue to actively support the increasingly successful annual Marine Skills Festival attracting thousands of students. DHB is also a partner of the East Kent Local Strategic Partnership, has a seat on the Kent Economic Board and is a member of Kent Partnership. Through these commitments, DHB has different places of action and representation.

# DUBLIN



**Q. Please describe your project in a few words.**

Being a good corporate citizen is a commitment Dublin Port Company takes very seriously. Our corporate social responsibility programme demonstrates our commitment to supporting projects, which seek to make a positive contribution to the local community through investment in people and assisting economic and social development of the local area. Projects have included an education scholarship bursary, support of a local drug rehabilitation centre and various community arts projects. Dublin Port Company has also undertaken support of some international community initiatives including the building of a school in Indonesia and supporting the United Nations Conference on Trade and Development.

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

Dublin Port Company's Corporate Social Responsibility Programme is an ongoing commitment, forming a core part of our business.

The results of CSR Programme are wide ranging and include:

- Improving our integration of the local community with Dublin Port.
- Making a positive contribution to the local community.
- Serving actively and re-sourcing the community in line with the communities needs.
- Since 2001 over 365 people living in the port area have benefited from the Community Scholarship Programme which supports people in the local community to enter third level courses people, who without this support may not have had this opportunity. This has had a positive

impact in terms of unemployment levels and social inclusion in the programme's targeted areas.

- Since its commencement in 1995, The Ringsend & District response to Drugs Project has had over 100 people graduate through the programme.
- Dublin Port Company's involvement in the reconstruction of a school in Indonesia resulted in the school reopening in November 2005 following the tsunami disaster in the area earlier in the year.

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

We are committed to maintaining our Corporate Social Responsibility Programme including the educational, arts and social inclusion initiatives at a local level. Our community liaison committee plays a key role in acting on feedback from the community ensuring a meaningful programme is activated each year.



Port authority:  
Dublin Port Company, Ireland

Name of the project:  
Dublin Port Company's Corporate Social Responsibility Programme

Interview:  
Enda Connellan, Chief Executive, Dublin Port Company

**Q. Why has your port participated to the first ESPO Award?**

Dublin Port Company wholly supports the ethos of the ESPO Awards, to improve societal integration of ports. As a company we place great emphasis on this. We firmly believe that Dublin Port is part of city life and the city and its citizens are part of Dublin Port. We therefore are committed to a robust programme to promote the integration of Dublin Port with its surrounding communities.



# DUBLIN



## Q. Please describe your project in a few words.

Whilst Dublin Port is an integral part of Dublin City, the general public would not often have direct contact with the port, other than using the port to access ferries. Similarly with the business community, the majority of businesses do not have direct interface with the port itself. As a result of these factors, these stakeholders often have a low awareness of the role and operations of Dublin Port. Dublin Port Company's stakeholder outreach programme aims to raise awareness and understanding of the workings of the port and the role it plays in the economy among the general public and business community. Dublin Port's Open Day is hosted on an annual basis for the local community and general public, with visitors encouraged to take part in guided tours of the port. The evening outreach events are also held on a regular basis, inviting interested groups to an informal evening where they have the opportunity to meet senior management and learn about Dublin Port.

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

Dublin Port Company's stakeholder outreach programme is an ongoing programme, and remains a key communications activity, helping to foster better understanding of the port and the crucial role it plays in the Irish economy. The Open Day event is held on an annual basis.

The outreach programme has proved to be hugely successful in helping to foster a greater understanding of the port and improve the image of the port among the local community, business and wider general public.

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

Dublin Port Company will look to expand its outreach programme, inviting relevant interest groups to participate in the events.



Port authority:  
Dublin Port Company, Ireland

Name of the project:  
Dublin Port Company's Outreach Programme

Interview:  
Enda Connellan, Chief Executive of Dublin Port Company

## Q. Why has your port participated to the first ESPO Award?

Dublin Port Company wholly supports the ethos of the ESPO Awards, to improve societal integration of ports. As a company we place great emphasis on this. We firmly believe that Dublin Port is part of city life and the city and its citizens are part of Dublin Port. We therefore are committed to a robust programme to promote the integration of Dublin Port with its surrounding communities.



# DUBLIN



Port authority:  
Dublin Port Company, Ireland

Name of the project:  
Developing and Promoting Tourism through  
Dublin Port

Interview:  
Enda Connellan, Chief Executive, Dublin Port  
Company



**Q. Why has your port participated to the first ESPO Award?**

Dublin Port Company wholly supports the ethos of the ESPO Award, to improve societal integration of ports. As a company we place great emphasis on this. We firmly believe that Dublin Port is part of city life and the city and its citizens are part of Dublin Port. We therefore are committed to a robust programme to promote the integration of the port with its surrounding areas.



**Q. Please describe your project in a few words.**

An important business and communications strategy for Dublin Port Company is to develop and promote tourism through Dublin Port. This strategy helps to position Dublin Port Company as a vital part of Dublin's tourist trade, allows the Company to portray the more glamorous side of its business and helps bring a positive focus on the port and its activities. This strategy also supports a wide range of stakeholders including the eight competing ferry operators operating at Dublin Port, Dublin businesses and the wider Irish tourism industry.

Dublin Port Company has undertaken two major initiatives to promote tourism through Dublin Port. The first initiative is the ongoing development and promotion of the cruise liner business at Dublin Port. As a result of this initiative, the cruise liner sector in Ireland has gone from strength to strength, generating a major boost of between 35 million and 50 million Euro for the local economy each year. The second initiative was the development of a marketing campaign to promote ferry travel through the port. The campaign focussed on celebrating the rich heritage of ferry travel from Dublin Port through its association with the great Irish writers, all of which left Ireland by ferry. The campaign has been hugely successful, supporting a 12% rise in ferry passengers.

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

Since the early 1990s Dublin Port Company has actively promoted Dublin as an attractive cruise liner destination, resulting in year on year growth in the numbers of cruise liners visiting Dublin Port. This initiative remains a core business strategy

for Dublin Port. The ferry travel advertising campaign was launched in July 2007 and was implemented for a six month period.

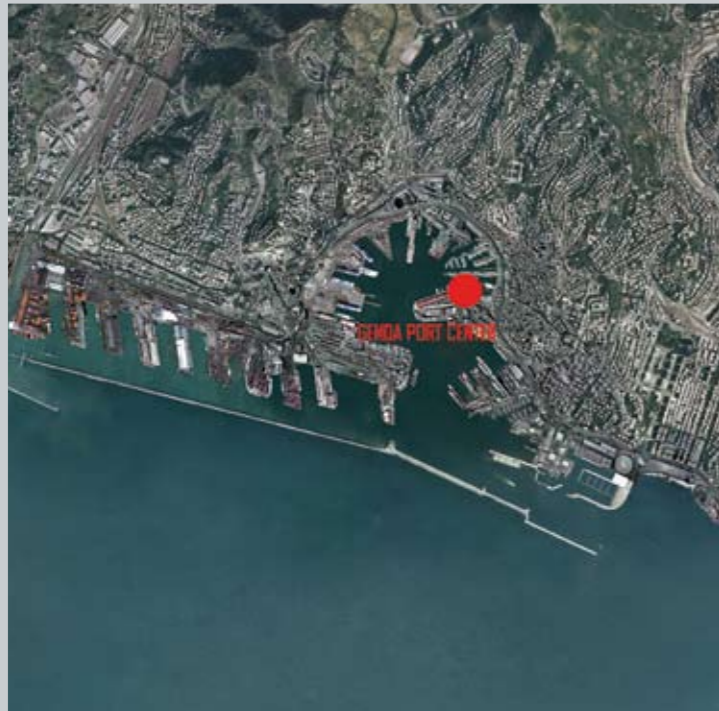
The results of the programme can be summarised as follows:

- Promoted better understanding of Dublin Port Company's role in developing the tourism trade, benefiting wider stakeholder groups.
- Enhanced the image of Dublin Port.
- Helped to portray a more glamorous side of the business.
- Helped to bring a positive focus on the port and its activities.
- Supported a wide range of stakeholders including 8 competitive ferry operators at Dublin Port, Dublin businesses and the wider Irish tourism industry.
- The cruise liner industry at Dublin Port generates a cash injection of between 35 million and 50 million Euro for the local economy.
- Increased tourism throughput at Dublin Port

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

Dublin Port Company remains committed to promoting tourism through Dublin Port and will continue in its endeavours to do so. This strategy supports the tourism industry and promotes societal integration with Dublin Port.





**Q. Please describe your project in a few words.**

The Genoa Port Center is a service-oriented initiative meant for a large audience to make them know and visit the port (permanent exhibit, visits (land and sea) to the port, publications, website, network with other European Port Centers). The Port Center will also play the role of an educational service addressed to students, teachers and parents (projects, guided tours, didactic technologies, data and in depth studies, labs and educational material). It finally offers a service for businesses and companies (stands, meetings, visits, company profile, merchandise) and is, at the same time, a place to promote the Genoa port image and to present future developments of port structures and activities to clients and partners.

The overall goal of the Genoa Port Center is the improvement of the physical and psychological accessibility of the port, breaking down the “social distancing” between the port and the city. It aims at creating a widespread consensus in the local community. It also aims to promote the image of the port as a place to experience, live and work. This should among others reach the present and potential stakeholders of the port, through this innovative instrument. Finally it also aims at orientating young people to professions within the port maritime cluster.

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

The centre will be operational from 1 November 2009, and entirely furnished thanks to a co-financing of the Province of Genoa and the Liguria Region with the support of partners. The intervention has been conceived and planned in July 2008, with the creation of a coordinating group, consti-

tuted by delegates of the promoters: Genoa Port Authority, Province of Genoa, University of Genoa, Military Maritime Authority, Porto Antico S.p.A. In February 2009, the goals and concept of the project (main goals, localisation, targets, timing, reference experiences, etc.) have been presented and discussed in a plenary meeting with the working group.

A consultation process with the members of the working group has been activated at the beginning of February 2009 (almost 50 meetings took place) to check in detail the expository contents, to verify the already existing material, and the material and immaterial resources of each single subject. In April a detailed version of the project’s contents, of the expository modes and of the collateral activities (visits of the port, labs, conferences, school trips) have been presented.

The future of the initiative will be based on an integration of returns and financial support from the Genoa Port Center promoters.

The conceiving and planning phase, involving approximately 40 organisations linked to the port-maritime world, has allowed to:

- activate an operational network based on a shared project with clear, well-established goals, where all the subjects share the driving principles and have a defined operational role, contributing at least partially to the construction of the Genoese port community’s identity;
- mobilise the port related know-how that has been characterised by its extreme fragmentation and weak visibility;
- attribute sense and visibility to the idea of “port of knowledge” intended as the communion of institutions, companies, universities and associations that represent the reproductive, evolutionary and innovative factors of the port.

In the beginning of May 2009, the photographic campaign “Shared Spaces” has been realised with the intention to represent the coexistence between the commercial (and industrial) port and the city, meaning both the citizens and physical space. It is therefore a multidimensional interpretation that puts under discussion the deep-rooted

belief of the opposition or mutual exclusion of these two realities.

The first dimension, called “Citizens in the port”, refers to the continuous (in time) and widespread (in place) presence of recreational activities in the port. The other significant dimension, called Port in the City”, refers to the unavoidable presence of the port in our perception of the city. The book collecting the photographs linked to the “Shared Spaces” campaign has been presented and discussed in May 2009 during an international meeting organised in the general framework of the IAPH World Port Conference held in Genoa.

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

At international level, the idea of a European Port Centers Network has been proposed to our referents in Antwerp, Rotterdam and Le Havre. The proposal, discussed during three different meetings and strongly agreed by the partners, will be managed through a first meeting in October/November 2009, involving the partners and aiming at defining an operational plan.

Genoa Port Authority has planned other important actions in the near future in the field of social integration. Among others, the Port Authority will continue its collaboration with the city government (municipality) of Genoa concerning the new layout and the requalification of the Genoese waterfront. Secondly, Genoa Port Authority is widening the number of days and initiatives of the “Port Day”, offering our citizens new and wider opportunities and ways to know better our port cluster and the social and economic benefits of port activities. Moreover, the Genoa Port Authority will, for the first time, inform all the port stakeholders also through a system of social and environmental accounting. Terminal operators not having this type of accounting will be encouraged by the Port Authority to produce annual corporate social responsibility reports.



Port authority:  
Genoa Port Authority, Italy

Name of the project:  
Genoa Port Center –Breaking Down the “Social Distancing” of the Port

Interview:  
Luigi Merlo, President, Genoa Port Authority

**Q. Why has your port participated to the first ESPO Award?**

The ESPO Award is a further opportunity to communicate one of our initiatives to establish a win-win relationship between the port and the city of Genoa and between the port cluster and the local urban community. Moreover, the participation to this first ESPO Award can be a profitable experience of exchange and comparison with other European ports about the theme of the societal integration of ports.





policies to be integrated. Along with the development of a strategic plan for the area –which was the initial aim of the ROM project– the project expanded to a real network in which a wide range of actions are taken that really contribute to the sustainable development of the area in a very broad way and that hence enlarges the social basis for port activities. As this project has for many years been a very good example of working towards a stronger integration of the port with its surrounding communes, the ESPO Award is a good opportunity to bring the Project Ghent Canal Zone to European attention.

**Q. Please describe your project in a few words.**

The Ghent Canal Zone is an area of great economic importance, both for the region and for Flanders as a whole. As a result of historical developments, industrial activities, port activities and habitations are located at very short distances from one another. It is necessary to pursue a policy in which the town and country planning and the environmental, mobility, social and economic policies in this area are geared to one another. This policy enables indeed to respect different aspects, such as economics, living, landscape and nature (in and around the port function) and the equal strengthening of them in the future. This policy is realised within the framework of the Project Ghent Canal Zone. Public and private parties concerned on a voluntary basis cooperate on the one hand on strategy building and on the other on concrete projects that have to contribute to the further sustainable development of the area.

This strong integration of the port with its surrounding communes aims at enlarging the social basis for the port activities. The ultimate goal is to continue realising the intended economic development of the Port of Ghent in an easy way, which has been going rather smoothly until now.



Port authority:  
Ghent Port Company, Belgium

Name of the project:  
Project Ghent Canal Zone -Working Together on the Sustainable Development of the Ghent-Terneuzen Canal Zone

Interview:  
Peter Mortier, Deputy Managing Director, Ghent Port Company

**Q. Why has your port participated to the first ESPO Award?**

The Project Ghent Canal Zone has its origins in the ROM project “Ghent Canal Zone” (ROM: town and country planning and the environment) that was started already in 1993. The area-oriented and integrated approach of the town and country planning and environmental fields of policy was quite innovating in those days. The project evolved in a way allowing other policies such as mobility and economic



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

The project is in the execution phase. Every year, the actions to be carried out are listed in the annual programme and afterwards in the annual report. An overview of the state of affairs concerning the execution of actions from the annual programme is made.

Thanks to the strategic plan, a clear vision is supported by all partners on the desired future situation.

Furthermore, the area-oriented and informal approach contributed to the organic growth of the project structure. Within the Network Ghent Canal Zone, a rapport as to contents and procedures takes place in an informal way. Thanks to the informal character and short communication lines, bottlenecks and conflicts are quickly detected and handled. Within the project, adequate cooperation and consultation structures are worked out.

Within the framework of the Project Ghent Canal Zone, concrete initiatives are taken and implementing projects are realised that improve the ties between port and residents and consequently enlarge the social basis for the port activities. The large involvement of the residents via the Network Ghent Canal Zone in the policy and implementation of concrete projects in the area means the organic growth of the project structure –administrative network of public and private actors- and also led to the professionalization of one of the residents’ groups

The result of the policy that is realised from within the Network Ghent Canal Zone is undoubtedly better than what the individual partners in the area could achieve. The Network Ghent Canal Zone has a large impact on the policy and activities in the target area.

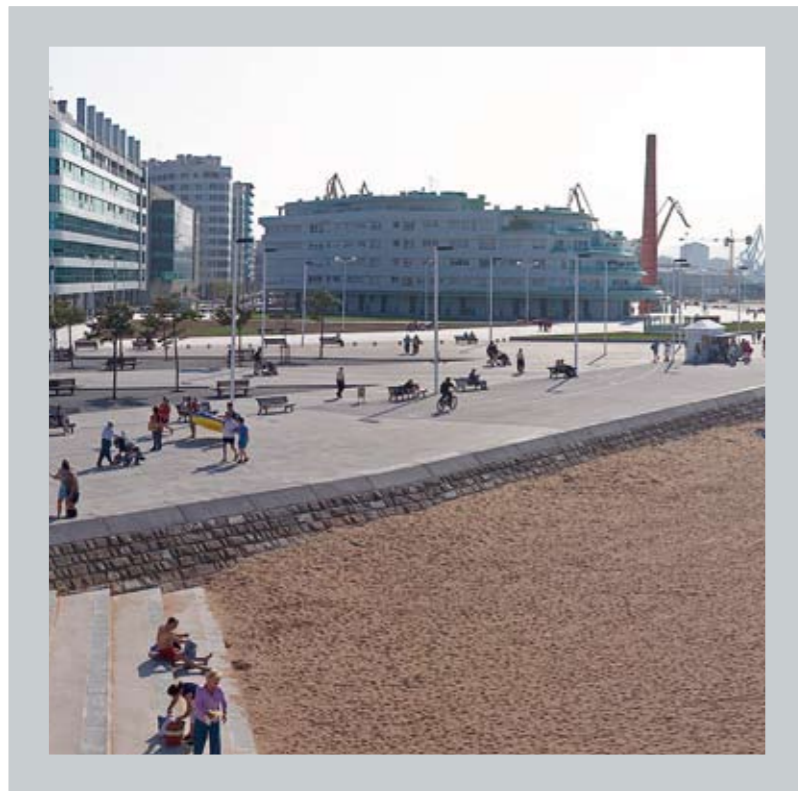
**Q. What other initiatives do you plan to take in the near future to increase the societal integration of your port?**

Ghent Port Company also keeps on giving its full cooperation to the Project Ghent Canal Zone. This means that in our capacity of area manager of the

seaport area, we continue to take up our prominent place in the execution of the Project Ghent Canal Zone.

The port further wishes to pay special attention to a good cooperation with higher and local authorities, other port authorities and all other stakeholders on the port scene in order to further design port development in harmony with them.

Our ultimate goal is that we can continue to give answers to the complex social challenges the port is confronted with, so that the intended economic development of Ghent port can further be realized in an easy way, as it has been going rather smoothly until now.



**Q. Please describe your project in a few words.**

“Gijón Port & City Together” (GPC-together) is an integrated project focusing on port-city relationships and consists of 76 small, medium and large actions developed along 25 years, from 1985 until 2010, and beyond. These cover the three fields targeted by the ESPO Award :

- a) improving sustainable development synergies between ports and cities
- b) improving quality and accessibility of port areas
- c) promoting the image of the port as a place to experience, live and work

Besides the examples given in the Terms of Reference, we are adding new ones, enlarging the scope of our work. We have included a 2nd classification criterion to the actions developed by the Port Authority of Gijón, with a spatial location. The 4th criterion is used to identify those actions different to the three previous :

- a) P – Port
- b) C – City
- c) R – Region
- d) E – Extra: 1st external actions, developed in Spain or Europe
- 2nd special actions: books publishing, associations, INTERREG projects

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

The project “GPC-together” is presented as a living element in continuous evolution. It started in 1985. Through an urban and social development with the collaboration and implication of agents

and institutions, it has lasted till today, with plans for 2010 and beyond.

The basis for a new planning is being defined, which will form a new boost to next years’ development. The reference period in which the project is described covers 25 years, a period of time in which changes and adaptations in the port and the city of Gijón have been and will still be materialised.

For years, the Port of Gijón lived apart from the social life, the culture and the city or regional development. City and port were evolving separately. There was a lack of knowledge on the port’s industrial activities and its importance for economy and employment as well as local and regional growth.

The main objective was the promotion of the port as a place to experience, live and work. 56 of the 76 actions of “GPC-together” were based on it, specifically on the themes of “cultural partnership” and “port heritage and other cultural

values”. Cultural partners focused on how to solve the collaboration problem between the port authority and other institutions, both public and private. Heritage and cultural values have been employed to solve the problem of how to communicate port activities to society.

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

There are two main working lines for the near future. The first one is the LABORAL Art Center and Industrial Design, a large complex of buildings, placed in the outskirts of the city of Gijón. The port contributed with 1.5 million Euro distributed between 2006 and 2010. This complex is a centre for exhibition and development of modern digital art. The main objective is to merge art, science and technology. The second project is the support of the PERIODIC Actions that have showed a good social acceptance, especially those related to cultural partnerships and port heritage.



Port authority:  
Port of Gijón, Spain

Name of the project:  
Gijón Port & City Together

Interview:  
Fernando Menendez Rexach, President, Port of Gijón



**Q. Why has your port participated in the first ESPO Award?**

Port-city and port-region relationships are central in the Port of Gijón’s strategic plan 2002-2020. Due to the spatial integration (embedding) of the port inside the city of Gijón, we need to establish a permanent dialogue and cooperation with the city and the region, in order to assure a positive connection with both local authorities. It is part of our corporate social responsibility model and long-term sustainability approach that we need a proper planning of port operations and activities.



# HELSINKI



## Q. Please describe your project in a few words.

The Vuosaari Harbour comprises a harbour area, a logistics zone and a business park. It is reached via the outer ring road and it has a rail connection to the main railroad in Finland. The harbour is situated next to the key area of concentration for Finnish logistics services and close to Helsinki airport.

The rebuilding of the harbour areas enlivens central Helsinki and introduces new cityscape possibilities. New districts will be built on the Helsinki seafront, which further increases the appeal of the capital city.

The project conforms to the idea of sustainable development. The city structure is tightened and the emissions of heavy road traffic and marine traffic in central Helsinki are lowered. All in all, the environmental load has lightened considering the operations in central Helsinki.

The project has brought the harbour and its personnel closer to city residents. It has also changed the starting points of planning into a more resident-friendly and attractive direction, where port activity and dwelling side by side are possible.

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

The harbour was opened for traffic in November 2008 and is now totally built. As far as the logistics zone is concerned, the first stage has been completed. The railway terminal project in the logistics zone will start next year. Competitive tendering related to the project is currently underway. Companies of the wider marine cluster have established in the business park.

In the areas freed up from the port in central Helsinki, demolition work and soil sediment cleaning are in progress. The building of residential and office space in these areas will take place between 2010 and 2030.

The harbour and its close cooperation with the concentration of logistics services by the outer ring road offers the best possible logistical service for the business world, for consumption and production.

Open and innovative communication has been characteristic of the project. This has involved the openness of all kinds of planning. Cooperation has been undertaken with local residents, companies and schools. It has been possible to visit the Vuosaari Harbour in its different stages of completion. 66,000 people visited the project between 2003 and 2008. Port of Helsinki will continue such kind of co-operation.

In addition to the noise barrier wall of the port, a vantage point has been built. "Horizon", which is its name, enables residents to see the activities of the port area. Roads and pedestrian routes built outside the harbour gates are also available for public use.

Referring to the report "Helsinki, North European Port Icon" by Professor Eric Van Hooydonk, the Port of Helsinki aimed to stimulate discussion on the port's social significance and also get decision-makers to understand the port's wide social and economic significance.

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

Port of Helsinki will continue to co-operate with companies, residents, schools and local universities. The University of Art and Design and its environmental art projects will be a new partner in this cooperation.

Port of Helsinki will continue to arrange a yearly EU Maritime Day for the public.



Port authority:  
Port of Helsinki, Finland

Name of the project:  
Vuosaari Harbour, Project phase 2

Interview:  
Heikki Nissinen, Managing Director, Port of Helsinki

## Q. Why has your port participated to the first ESPO Award?

The Vuosaari Harbour Project answers to the expectations of the ESPO Award and brings at least two advantages to the Port of Helsinki. First, participating in the ESPO Award necessarily brings us to an analysis process and even a learning process. We analysed the planning and implementation of the project, as well as the consequences and the societal dimension of the project. It also brings a positive publicity to the Port of Helsinki.





planning– have solved the challenges of creating a new and modern port in harmony with the existing city, the municipality, the business of Køge and the citizens.

**Q. Please describe your project in a few words**

Twenty years ago the Port of Køge faced a number of outdated facilities. To change this, the port developed a large visionary project in close cooperation with the Municipality of Køge, citizens, key players and companies. The project unites the new modern port operation in the city of Køge with the transformation of the former port area into a new part of town: Køge Kyst.

The transformation has been underway for some time due to the ambition to involve a huge number of stakeholders –particularly those within the municipality and the business community. Dialogue and cooperation can be time-consuming, but it has been vital in ensuring stakeholder support of the expansion of Port of Køge currently taking place north of the city centre. The expansion is made possible through the construction of a landfill area which will add 1,200 extra metres of wharf area and 40 hectares of land –and with options for further extension to make it a future-proof investment.

As the existing port activities move from Søndre Havn to improved and modern conditions in the new port, a new part of town is being created – Køge Kyst. Covering an area of 15.2 ha Søndre Havn is being converted into housing, offices, shops, cafés and restaurants.

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

The construction of the new port is progressing according to plan. The decked piers are finished, the filling of soil into the landfill has begun and 80 % of the new port area has been let to bulk and other port related companies. The first part of the landfill will be done in around 5 years, at which point the first companies can start operating from the new port.

First and foremost the faith of the citizens and the local pride and joy at the expansion of Port of Køge and at the urban renewal project Køge kyst is notable. The whole town is interested and cooperating on the project. The port companies are committed to moving to the new port area once it is finished. The citizens and politicians greatly appreciate being able to keep an active and modern port in the city – just as the non port-related companies in the area are pleased that the transportation to and from Køge via the waterway remains optimal.

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

The vast involvement of the citizens of Køge, as well as the politicians, authorities and companies which has characterized the project from its inception 20 years ago, will go on unabated. For all major decisions, stakeholders will be consulted.

At the same time the port is putting in a lot of effort to continuously remain accessible to the city and its inhabitants. School children visit the port when they begin school and regularly throughout their schooling. Societies, interest groups, politicians and others get guided tours and are notified about the port development. Since Køge has managed to establish itself as one of Denmark’s leading transportation hubs, visitors arrive not only from Køge, but from the rest of the country where the project of expanding the port has a high profile. This work will continue and grow in the future.

Port authority:  
Port of Køge (Køge Havn), Denmark

Name of the project:  
Port of Køge and Køge Kyst

Interview:  
Thomas Elm Kampmann, CEO, Port of Køge

**Q. Why has your port participated to the first ESPO Award?**

In a European perspective Denmark and the Port of Køge are small players. But regardless of the size of the port the challenges are the same –especially regarding the societal integration of the port. We believe that the exceptional way of making all stakeholders cooperate and find common solutions which we have practised in Køge is a way from which ports in the rest of Europe can learn and benefit. It is due to this belief that we have chosen to participate in the competition and share how we –with dialogue and long term



# LAS PALMAS



facilities. Rapprochement with city inhabitants, maintenance of the port-based use of the current facilities and a strong move away from the “encroachment of concrete”: these are the reference points for the “N-Clave del Atlántico” concept.

#### Q. Please describe your project in a few words.

The “N-Clave del Atlántico” project has different goals. One of them is to provide a logistic urban solution to facilitate port use by integrating urban fabric and private citizens within the port. Another aim is to improve accessibility and quality of port areas offered to the citizens. Helping citizens accept and feel pride in public port investments and in port activities is also important. They need to feel that these reference points reflect positive values, including solidarity, respect for the environment and promotion of cultural activities and communications. The project also cares about the acceptance of the use by the port of a major feature of the city, namely a part of its sea front, where such acceptance can no longer be based on its use as a mere source of wealth. For city inhabitants to accept the need for continued investment, we believe they need to understand the port’s usefulness and to see a social return.

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

There was an initial development stage of port infrastructures during the period 2005-2008. We currently find ourselves immersed in the second stage of the project. This stage affects the area where city and port most closely merge, an area where the strategic elements inspired by principles of Corporate Social Responsibility can be seen in different actions:

- **Communication:** the port’s involvement is focused on clear improvements to the accessibility and quality offered to the citizen. Las Palmas Port undertook different actions in this field: restructuring of the oldest area of Las Palmas Port (Santa Catalina Wharf), improvements of the visual quality, of the public fixtures and the asphalt surface, improvements to the quality of the green and recreational areas, reduction of the impact of circulating port-related traffic, the forthcoming construction of a heliport, etc.
- **Solidarity:** the aim is to promote the “port/city/ compromise” image by means of the restoration of disused warehouses and their transformation into an international logistics centre of the International Federation of Red Cross and Red Crescent Societies. This centre will organise humanitarian aid in the African continent, thereby making Las Palmas Port a logistics platform for humanitarian projects in Western Africa. In addition to this facility others are planned in which UN dependent bodies and a variety of NGOs will participate.
- **Historical memory:** the aim here is to recover history by means of elements that enrich the specificity of port cities like Las Palmas de Gran Canaria. Examples are the reconstruction of an architectural piece from the beginning of the 20th century and the recovery of the “Titan” crane as a monument to the human and economic efforts which saw the birth of what today we know as Las Palmas Port in Las Isletas bay.
- **Leisure:** today, the Marina is an important reference point in the Atlantic. With this in mind, a major effort has been made to improve infrastructures, fixtures and fittings and all safety related aspects, so that city inhabitants will appreciate this area. In this case, we are speaking about nautical sports and a recreational district, where each year prestigious international events are held.

The results achieved are:

Firstly, Las Palmas Port has become an innovative port that instigates social integration and stimulates the synergies between the sustainable develop-

ment of the Port and Las Palmas de Gran Canaria City. Secondly, Las Palmas Port has become a reference point for quality and accessibility. It has also succeeded in portraying an image as a place of recreation, work and growth. Moreover, Las Palmas Port shows clear awareness in relation to concepts that involve solidarity, the environment, education, landscaping, heritage and history. Finally, the project has enabled city and port to become reacquainted by means of spatial and functional coordination, improving urban transit and promoting social intercommunication.

In short, the present day image of the port as a place of recreation, work, renovation and synergy, and as a body aware of its responsibilities in questions of solidarity, education, environment, landscape, heritage and history, has resulted in a high degree of acceptance on the part of the citizens who now consider themselves to be participants in the development of the area.

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

The challenges in the future that are faced by Las Palmas Port are related to a number of factors. These include improving and guaranteeing first class communications with the rest of the world, principally through enlargement and development of the area dedicated to Humanitarian Aid programmes.

In addition, our aim is to insist on and promote the idea of a port open to the citizen. In this respect, we are looking to locate public and private administration areas that deal with maritime traffic in buildings within the port and to improve accessibility to these buildings. We are also committed to the construction of photovoltaic farms in the port, with the obvious environmental benefits that this will entail.

With these challenges in mind, the measures that are proposed can be summarised in the following main idea: “Our goal is for the citizen to feel pride in the port and its facilities, that he considers them to be his own, an extension of his urban environment”.



**Port Authority:**  
Las Palmas Port Authority, Canary Islands, Spain

**Name of the Project:**  
N-Clave del Atlántico

**Interview:**  
Javier Sánchez-Simón Muñoz, President,  
Las Palmas Port Authority

#### Q. Why has your port participated in the first ESPO Award?

Since the first stone was laid some 126 years ago, the Las Palmas Port has been a continuous reference point for modernity. It has indeed been a leader when the need has arisen to adapt to changing nautical and social needs.

During the present century, the integration of Corporate Social Responsibility in strategic port decisions has entailed an important change of direction in the conception and development of our



# LIVORNO



“Open Port” is to promote the image of the port by opening its gates to local citizens. Over a period of 8 months local students and citizens, through a series of completely free events (tours of the port, a series on the local TV network, shows, exhibitions and performances, a concert and other events related to the European Maritime Day) are invited to come inside the port, beyond its customs gates. This enables them to better know the world that, for Livorno, represents its main economic driving-force. The visitors are virtually accompanied along a path where man is at the heart of the issues being discussed. These are divided into five main themes that are recurrent in every initiative:

1. The port in history
2. The port at work and its professions
3. The port shipping routes and goods
4. The port of the future
5. The city in the port.

The original and innovative character of this project is that, right from the beginning, Livorno Port Authority worked in agreement with local community representatives, paying attention to the real necessities of knowledge, dialogue and co-habitation between the port and the city.

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

Until now, two editions have been realised (1st Edition: October 2007 to May 2008; 2nd Edition: October 2008 to May 2009). A third edition is set to take place from October 2009 to May 2010 (8 months).

Over 6,000 citizens and pupils from all walks of life took part in these first and second editions,

while around 5,000 participants are forecasted for the third one.

The level of interest shown was far greater than expected. From a cultural point-of-view, the participants discovered areas they had never had the opportunity to visit due to security restrictions. From an educational/vocational point-of view, the participants are introduced to the working reality of the port, discovering also possible employment sectors.

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

A third edition of “Open Port” is set to take place from October 2009 to May 2010 (8 months). During the next edition Livorno Port Authority will promote a sort of “Council” to include public and private entities working at the port or directly connected to the port reality. It will be a sort of “approach point” for those who will visit, know or study the Livorno port and its terminals. Besides, as Livorno Port Authority did over the last years, a programme of best practices relating to the port workers will be designed. First of all, the management of port professions through a database known as the “Observatory of Port Professions”, used to elaborate the data necessary for monitoring the training needs of authorized workers in the Port of Livorno. Secondly, Livorno Port Authority will design basic training courses for new port workers. Finally, the Port Authority will participate in several projects which pay attention to the need to devise innovative ways to develop co-operative synergies with cities, improving a positive image of the port with the general public. “Green Port”, a big general project designed to improve efficiency and to promote energy saving, is one of these projects.



Port Authority:  
Livorno Port Authority, Italy

Name of the Project:  
Open Port

Interview:  
Roberto Piccini, President, Livorno Port Authority

**Q. Why has your port participated to the first ESPO Award?**

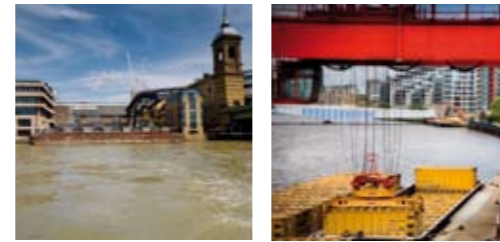
Livorno Port Authority decided to participate to the first ESPO Award because it is a great opportunity to let Europe know about its involvement in societal integration with the city and with the community in which it is located.

**Q. Please describe your project in a few words.**

Over the last two years Livorno Port Authority has devised a series of initiatives designed to communicate the port known as “Open Port”. The aim of



# LONDON



structure in the light of these intensive pressures.

**Q. Please describe your project in a few words.**

The project sought to reverse the “vicious circle” caused by huge development pressures and the resulting increases in land values on riparian wharves in London. The project sought to reduce the ‘hope value’ for alternative development on wharves and therefore the economic disparity between lower value cargo-handling uses and higher value residential and commercial uses. This was achieved by forming strong and lasting partnerships with decision-makers & the port community and through innovative use of the land-use planning system. Through the project the PLA has reintroduced the principle, both politically and to wider stakeholders, that the London reaches of the Port of London remain an essential, viable and sustainable resource to transport freight within the city.

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

The project has extended to eleven years so far. It started in 1997, is still active today and is set to continue for some years yet.

The results achieved are :

- cargo-handling infrastructure is considered strategically;
- wharves are protected from the worst excesses of property speculation;
- opportunities for sustainably transporting cargoes on the Thames in London are increased;
- London and its diverse communities have begun to reconnect with its port.

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

The PLA is always examining ways to increase the benefits generated by the Port of London both to the capital and to the communities it serves. Following extensive discussions, we will shortly be completing a Memorandum of Understanding with the promoters of Crossrail, the new railway crossing London and, at over 115 km in length, the largest civil engineering project in Europe. This MoU will enable a partnership to maximise the use of river transport in the project’s construction.



**Port Authority:**  
The Port of London Authority (PLA), United Kingdom

**Name of the Project:**  
The Safeguarding and Reactivation of Vacant Wharves in the Port of London

**Interview:**  
James Trimmer, Head of Planning and Partnerships, PLA

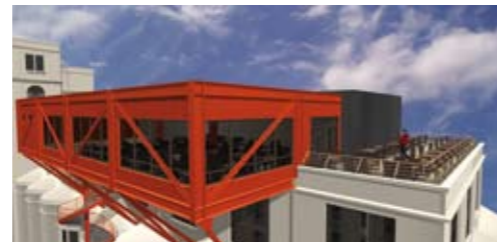
**Q. Why has your port participated to the first ESPO Award?**

Although not the only European port city to experience the negative results of development pressures on its infrastructure brought about by regeneration, they arguably happened first, and most intensely, on the banks of the River Thames in London. The PLA has participated in the ESPO Award in order to share its experiences in maintaining the port’s cargo-handling infras-





# MARSEILLES



a partnership between two state agencies: the "Euroméditerranée" public development institution and the Marseilles-Fos Port Authority. The aim of this ambitious development programme has been for both to sustain port operations, while renovating the old districts close to the port border.

Built in 1926, on the public district of the port, symbol of the industrial architecture of the port, the Silo revolutionized the harbour handling in the landing and the mechanical routing of cereals. It was the biggest and most modern of the world at this period, also the first built in reinforced concrete. The Silo was threatened with demolition in 1999. However, given the emotions this provoked among local inhabitants, these plans were abandoned.

The Silo of Arenc is now developed in two parts:

- the South side, 4,000 m<sup>2</sup> of offices on four levels, delivered in summer 2009, realized by Sogima and designed by architect Eric Castaldi.
- the North side, a long hall of 2,000 seats will host a concert hall for opera, variety, music as well as congresses, designed by architect Roland Carta (C+T architects).

The Port Authority remains the owner and rents only the inside of the building, while the volume under the building is reserved for port operations under a concession of 50 years.

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

The first part (offices) of the operation has been delivered in June 2009, the second part (theatre) should be ready by September 2010.

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

We still plan to build a shopping mall called "Terrasses du port": 350 million Euro (royalty 2.5 million Euro/year). It consists in the construction of a huge shopping complex on the upper deck of the port facilities (while preserving the ground floor for operations).

Other projects are also in mind, such as the revalorisation of the "Digue du large", a historical dyke (built in 1852), the creation of a public access by maritime shuttle, an Artistic Policy of Commands and Open Port Days.



Port Authority:  
Marseilles-Fos Port Authority, France

Name of the Project:  
The Silo

Interview:  
Jean-Claude Terrier, CEO, Marseilles-Fos Port Authority

**Q. Why has your port participated to the first ESPO Award?**

We decided to participate to the first ESPO Award because we deal with a unique and original project in a city in renovation and a port in development. The Silo is a notable example of a city-port interface.

**Q. Please describe your project in a few words.**

Since 1999, the development of the city-port interface has been carried out in Marseilles through



# RIJEKA



The most crucial elements of this Award are the co-operative synergies with other cities, improving quality and accessibility of port areas and generally promoting a positive image of the port as a place to experience, live and work.

**Q. Please describe your project in a few words.**

Rijeka Gateway Project is one of the biggest projects in South-East Europe financed by the World Bank. Total investment in the modernization of the port of Rijeka amounts to 190 million Euro which includes 160 million from a World Bank loan and 30 million from the Croatian National Budget. The project will increase Croatia's trade competitiveness by improving the heavily trafficked Rijeka Gateway for both freight and passenger travel through modernizing the port and road network connections, and privatizing port operations. Specific objectives include increasing efficiency and improving financial, social and environmental conditions; rehabilitating infrastructure and replacing equipment; preparing to redevelop part of the port for urban purposes; improving international road connections linked to the Rijeka Gateway, as well as improving the administration of the road sector.

For the Port of Rijeka this project means a big "come back" to the world port market. Modernisation of port infrastructure and suprastructure (warehouses and cranes), as well as privatisation (ca. 78% state-owned company) form the most important news in the Rijeka port business.

Modernisation, overhaul and restructuring of Rijeka port within the Rijeka Gateway Project is gradually changing the look of the port and coastline, as the project aims to transform the port not only into one of the main ports of Croatia, but also of Central and Eastern Europe.

will guarantee the status of a highly competitive port in the Northern Adriatic and Mediterranean. The project is well underway and expected to be completed by the originally planned closing date.

The great logistic potential is yet to be explored, but already now, the Port of Rijeka is well developed and dominates as the gateway for Central Europe. With new transport infrastructure, such as a recently built modern highway and planned high speed railroad, a further increase of the cargo turnover is expected.

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

The project is expected to yield direct economic benefits with numerous positive effects in terms of traffic, social welfare and ecology.

The objectives which are planned to be realised under the ten-year development plan are as follows:

Immediate future plans include the transformation of Delta and Baros Port. A part of the port known as Delta will be transformed into a hotel and a commercial area along the sea with attractive public spaces. The port of Baros, which is nowadays used for transshipment of bulk and general cargo, will become a new center oriented towards the sea, including a nautical center with all accompanying contents.

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

The project started in 2003. After four years of project implementation, the project continues to perform well, with Rijeka road bypass completed, connecting road D-404 in an advanced stage of construction and majority of port components completed or well advanced.

An important element of the port restructuring and modernisation component of the Rijeka Gateway Project is the construction of an additional 300 metres of wharf at the Container Terminal Brajdica and the construction of an additional 400 metres of wharf and surrounding area for a new container terminal at Zagreb Pier. The conclusion of the extension works on Terminal Brajdica is expected by the end of 2012. Meanwhile, Zagreb Pier will be constructed and finished by 2014. By that time it is expected that the total capacity of container traffic will reach 800.000 TEU which is four times more than today.

According to the initial implementation plans, the construction of the new passenger terminal at the Rijeka breakwater has already been completed.

Since the start of the project in 2003, the financial performance of Port of Rijeka Authority and the operational and financial performances of Luka Rijeka j.s.c. have improved considerably. At the moment, the Port of Rijeka is undertaking Rijeka Gateway Project with the aim to modernize the port and maximize its current capacities which



Port Authority:  
Port of Rijeka Authority, Croatia

Name of the Project:  
Rijeka Gateway Project

Interview: Bojan Hlača, Executive Director and Snježana Papeš, Head of Marketing Department, Port of Rijeka Authority



**Q. Why has your port participated to the first ESPO Award?**

This major event provides the perfect interactive tool and is a great platform for decreasing the distance between ports and cities. It is a very good occasion to further enhance our connections with other participants.

Also, it is a major chance for promoting our rapid development and revitalisation thus bringing the Port of Rijeka quickly into the spotlight of international maritime traffic.

# ROSTOCK



## Q. Please describe your project in a few words.

After Germany's re-unification, the Port of Rostock –once the biggest seaport in the German Democratic Republic– experienced a massive decline. In the beginning of the 1990's, cargo handling dropped to 8 million tons (from 21 million tons in 1989) and thousands of dockers lost their jobs. An unlucky sale of the port's, former publicly owned, main cargo handling company in 1997 made the image of the port even worse. The local, regional, national and international significance and reputation of the port were gone: no cargo, no jobs, no pride.

With the beginning of the new century the port owner has been exploring new avenues and ideas to make Rostock a successful, vibrant port city again. Our major aims have been on the one hand, opening new horizons to employees, customers and residents, and on the other hand, getting the balance right between economy, environment and social responsibility.

The Port of Rostock rose like a phoenix from its ashes. From 8 million tons cargo handled in 1991 to 27 million tons last year, from a very negative image caused by massive job losses to a public awareness of "Rostock's heart beats in the port" at the end of 2010's.

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

The project is ongoing.

Rostock Port's four cardinal points have been communications, cooperation, environment and economy as well as social responsibility. All four points are united under the headline "Opening

new horizons". Step by step the public awareness of the importance of the port and the faith in the future of the port changed due to our successful economic, social, environmental and marketing measures: more cargo, more jobs, more pride. Furthermore, we have increased communication activities with our stakeholder community. Our corporate measures are grounded on reality, leading to Rostock Port's credibility. "Rostock's heart beats in the port": that is known in Rostock again. However, the key for the improved societal integration of our port has been the economic upwind of the port and its companies.

Rostock Port is connected both directly and indirectly with millions of Euros of sales in the Rostock region. These sales translate into thousands of stable local jobs and millions in wages, salaries and state and local taxes. This means that the quality of life is sustainably maintained and enhanced by the port economy and its stakeholders. The regional benefits include 5,700 jobs in the port with its more than 150 companies, 1,600 jobs in the region, 32.5 million Euro state and local taxes. Furthermore, more than 300 million Euro has been invested in port construction works since 1990, which saves and creates jobs for local construction workers. These results were published by the University of Rostock in 2005.

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

The best result and reward of all mentioned measures and activities has been the improved societal integration of the port of Rostock. That has to be proved day by day and is always to be continued. Next year we will celebrate the 50th anniversary of the seaport as a big public event in Rostock. Furthermore, the University of Rostock will publish a new study about the economic impact of the port for the region and we are going to organize five Rostock Port Parties in the cruise port Warnemünde for residents and tourists, to name but a few initiatives for 2010.

### Port Authority:

Rostock Port / Hafen-Entwicklungsgesellschaft Rostock mbH, Germany

### Name of the Project:

Opening New Horizons

### Interview:

Ulrich Bauermeister, Managing Director, Rostock Port

## Q. Why has your port participated to the first ESPO Award?

We appreciate the ESPO initiative to strengthen and encourage European ports that try hard to improve societal integration and image. The port of Rostock has had –as many other ports in Europe– lots of problems to restructure the port industry in the last years. Our latest port history was turbulent and troubled. Rostock has something to tell about hard times and measures to overcome.



# ROTTERDAM



Port Authority:  
Port of Rotterdam Authority, The Netherlands

Name of the Project:  
Experience the Port!

Interview:  
Hans Smits, CEO, Port of Rotterdam Authority



## Q. Why has your port participated to the first ESPO Award?

As Port of Rotterdam Authority, we see corporate social responsibility and sustainability as a key to a successful future. The port must develop in a balanced way. We are convinced that this is a crucial precondition to a healthy and harmonious development with its surroundings. Image studies also revealed that "out of sight, out of mind" definitely applies in this case. Fewer and fewer people in the region know what goes on in the port and why or how important it is. They feel less closely connected with the port of Rotterdam than they



used to. We feel that this is a negative trend, because support in the immediate vicinity is an important precondition for our "licence to operate" to grow. For this reason, we developed the concept "Experience the Port!". The aim is to enable more people from the surrounding area to experience the grandeur and versatility of the port.

## Q. Please describe your project in a few words.

We are devising many initiatives to establish a good relationship between the port and the city. The concept "Experience the port!" is composed of several projects: cycle routes, quality of life projects in connection with the construction of Maasvlakte 2, creation and preservation of nature in the port, improvement of the visual quality of the port, and of course the World Port Days. The Port of Rotterdam Authority is submitting for the purpose of the ESPO 2009 Award three coherent elements of "Experience the port!"; the Educational Information Centre, the "Future Land" and the Rotterdam Port Experience.

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

### 1) Educational Information Centre

The Educational Information Centre (EIC) on the Rozenburg peninsula illustrates the importance of the port-city relationship. The EIC is the main contact point for educational institutions wishing to get a good impression of port practice in all its many facets, in connection with their teaching objectives and programmes, via excursions, projects, guest lessons and teaching packages. Founded in 1994, the EIC coordinates every year port programmes for around 22,000 schoolchildren, students, teachers and career-officers.

### 2) FutureLand

In the past few decades, port activities have shifted more and more to the west. In particular, the massive, awe-inspiring container ships and transshipment operations can only be seen on the most westerly tip. We are now investing in the future of Rotterdam as a quality port with the construction of Maasvlakte 2. This new port area in the North Sea is being created with the aim to invest in the economy, in sustainability and in the quality of life. The new visitors' centre FutureLand illustrates the fact that new port development also takes the interests of its surroundings into account. This information is intended to reach both local residents, who closely monitor developments in the port, and a more general audience, to whom the construction of Maasvlakte 2 appeals as a piece of "Holland's Glory". Clients and specialists in the field of hydraulic engineering and infrastructure are pleased to find interesting information. But it also reaches young people from the region, those who will have to replenish the rapidly shrinking workforce in the port. On 1 May 2009, the information centre for Maasvlakte 2, FutureLand, received its first visitors.

### 3) Rotterdam Port Experience

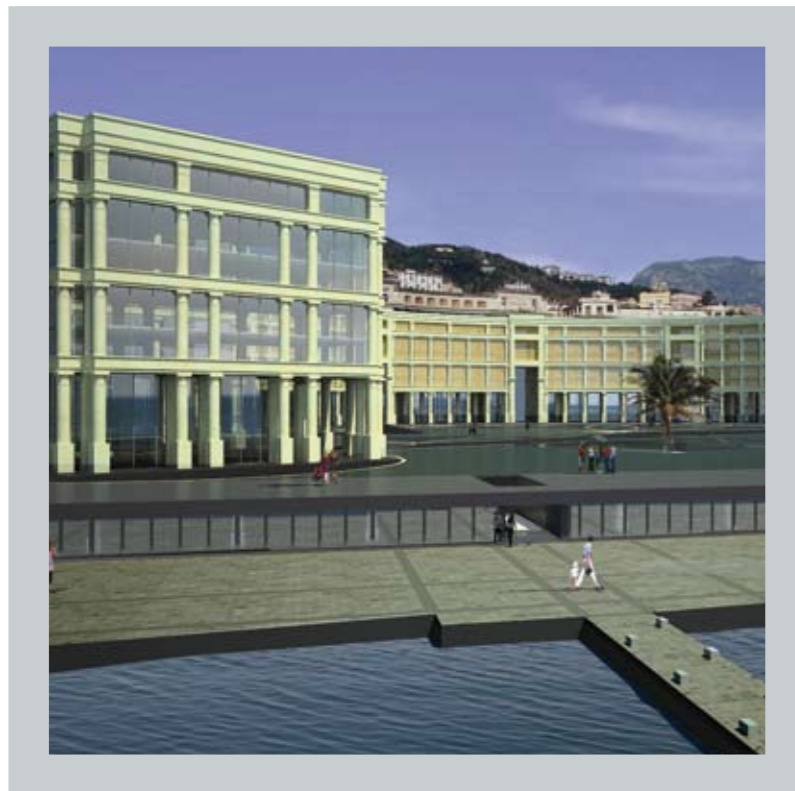
The third element of the concept "Experience the port!", which we have submitted is the Rotterdam Port Experience (RPEX). This new attraction symbolises the fact that, despite the expansion of the port seawards, it still remains very much part of the city of Rotterdam. If you want to experience all the interesting facets of the port, even a whole day is not enough. That is why the Port of Rotterdam Authority, together with the municipality of Rotterdam, has developed an "experience" in the city centre. RPEX also caters for a wide age group, from 8 to 88, locals and tourists. After a visit to RPEX, visitors should be left with the impression of the port as a dynamic complex, where the biggest ships in the world dock and products and raw materials from all over the world come together. They discover this via four shows: a balcony show (view over the city and port), a port ride (boat trip around the port in a fast lifeboat), a container village (games, films, educational presentations) and the terminal (life-size aerial photo of the port area, interactive columns and film shows). RPEX welcomed its first guests in 2009 and in 2010 it should attract 200,000 visitors a year.

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

As mentioned above, we only submitted three coherent initiatives of the concept "Experience the Port!" for the ESPO 2009 Award. Next to these initiatives we invest in many ways in sustainability and Corporate Social Responsibility. We do our utmost to continue working on a world-class port, together with our partners. "Working together" is more vital than ever, given the current poor economic climate, which is also demanding the utmost of our clients if they are to operate efficiently.

We also have further projects, such as being partner of the Rotterdam Climate Initiative (to reduce greenhouse gasses with 50% in 2025). Regionally, our commitment is expressed in the redevelopment of the RDM site and participation in education programmes. The site of the former Rotterdamsche Droogdok Maatschappij (RDM) is being re-launched as a location for Research, Design & Manufacturing, where education and (port-related) business come together. These are only some of the numerous projects we are involved in.

# SALERNO



## Q. Please describe your project in a few words.

Since 2006, the Port of Salerno has regularly been inviting citizens of Salerno to participate in various social events with the aim to improve societal integration of the port and the city. Moreover, the Port Authority also produced publications on the history of the port and has been supporting educational institutions (e.g. University and local High School students) with scholarships, in order to attract and train young professionals in this field.

The port authority of Salerno has also adopted a new plan for the Port Road Network to resolve accessibility problems inside and outside the port area and to improve the visual quality of public roads by realizing separated lanes for port-related road traffic, as well as by developing new recreational and green areas. It has also planned, in collaboration with the Municipality of Salerno, a new gate to enter the city from west (Salerno "Porta Ovest"), in order to separate port-related traffic and urban traffic starting from the highway. Moreover, the Port Authority is working together with the Municipality for the redevelopment of the waterfront area close to port authority boundaries. This area, previously in use as ship repair yard and warehousing zone will become the new integrated area for commercial, residential, office and entertainment uses.

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

Most of the actions that were developed since 2006 will be finished in 2010. In particular:

- The new Port Road Network: all the works planned have been finished.
- Salerno Porta Ovest: the design phase has been

completed and is now waiting for European Union funding to progress to the construction phase.

- The new Cruise Terminal: under construction (conclusion foreseen in 2010).
- Project "S. Teresa": all the administrative tasks which Salerno Port Authority is in charge of have been accomplished; now waiting for the commencement of construction by the Municipality of Salerno.
- Improvement of the lighting system, reducing night sky pollution and the risk of glaring: Under construction, conclusion foreseen in September 2009.

Since 2006, the Port Authority has completed the following social aspects of the project:

- SeaSun Salerno: annual cultural event with public debates about port and maritime issues, literary awards, painting exhibitions, concerts and diving competition from the port's piers.
- Publication of the book "Il Porto di Salerno": a collection of images and writings on the Port from the beginning of the last century until 2007.
- Collaboration with Universities and local High Schools: eight scholarships are available in order to support the training of students on port activities including planning strategies. The Port Authority also shares its experience with post-graduate and master students (in cooperation with the University of Naples) and also offers internships in its offices in order to attract and train young professionals in this field.
- Yearly participation in national and international fairs on logistics, transportation and short-sea shipping.

Thanks to the actions accomplished or planned, the chaos in traffic has been successfully dealt with, the visual quality of the area has improved, and catering business and entertainment activities within the port and in the neighbourhood flourished. In the last years, the reputation of the port has improved and the port turnover withstood the challenge of the current economic crisis.

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

To continue the partnership with other Local Authorities and to improve citizen's participation in debates and meeting regarding future port strategies, to avoid the risk of the port becoming an area alienated from the city and from the citizens.

In particular, the new project of an island port, transforming the existing one in the main Marina of Southern Italy, will increase the integration between the Port and the City and will preserve all the soft values without reducing the port turnover.



Port Authority:  
Port Authority of Salerno, Italy

Name of the Project:  
The Social and Economic Rebirth of the Port Area of the City of Salerno

Interview:  
Andrea Annunziata, President of the Port Authority of Salerno

## Q. Why has your port participated to the first ESPO Award?

Since 2003, the Port Authority of Salerno has planned, in partnership with the Campania Region and Municipality of Salerno, fundamental works in order to develop both port activities and the quality of the port quarter. The ESPO Award seems to us the best opportunity to show what has been done during the last years.



# STOCKHOLM



Port Authority:  
Ports of Stockholm, Sweden

Name of the Project:  
Stockholm Royal Seaport – A Port Integration Project

Interview:  
Christel Wiman, CEO, Ports of Stockholm



PORTS OF STOCKHOLM

## Q. Why has your port participated to the first ESPO Award?

We feel that this project is worth being brought to international attention. The port activities in this part of Stockholm have long been under threat due to strong exploitation pressures from developers. Fortunately, the Stockholm Royal Seaport project to develop a ferry port in close proximity to the city, with substantially improved communications, has succeeded in gaining political and popular support. At the same time the project succeeded in integrating the development of the ferry



port with the City of Stockholm's comprehensive plans for housing development in the area.

## Q. Please describe your project in a few words.

The project is divided into three main parts:

- The Värta Pier. A new pier will be constructed at Värtahamnen. Land will be reclaimed by the in-filling of the current Värta harbour. The new pier will have 1.2 km of new quayside and will have a total of five berths for ferries and cruise ships. All berths will offer ship-to-shore electrical connections and pipe connections for the removal of waste water to water purification facilities.
- Norra Länken (The Northern Link). A major underground 5 km motorway tunnel project will connect the port area to other motorways. An upgrading of the Värta Line railway track is also being carried out and a new city tramline between Stockholm's Central Station and Värtahamnen is planned.
- The Stockholm Royal Seaport. Up to 10,000 homes and 30,000 workplaces will be built in the port area and this has been selected as a climate positive urban development project. The objective is to radically reduce carbon dioxide emissions, to only use renewable energy and to utilize eco-friendly methods of transport. The area will be completely integrated with the port operations.

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

The construction of the Northern Link is currently underway, as well as the upgrading of the Värta Line. Construction work on the Värta Pier will begin within the next six months and the urban de-

velopment area project to construct 10,000 homes and 30,000 workplaces will be initiated next year. The Värta Pier, Northern Link tunnel, Värta Line and the new city tramline connecting to Central Station will be completed in stages and will be finished by 2015 at the latest. Work on the Stockholm Royal Seaport urban development area will continue for several years to come.

By deciding to expand Värta Pier, build the Northern Link and integrate port operations into the housing development plans for the city, Ports of Stockholm has safeguarded, for the foreseeable future, the continuation of port operations in close proximity to the city. At the same time the opportunity has been provided to develop as a gateway and logistics hub. Shipping companies and other actors in the transport industry can now plan to take into account a port that will improve its appeal and competitiveness through radically improved communications and new exciting architecture in a living port environment.

Each project aspect will also have a strong eco-friendly profile, where the new transport communications, housing development plans and quayside expansions will result in a much lower environmental burden than that of today.

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

The major decisions regarding the different parts of the project have now been made by the relevant political decision-making bodies. A number of decisions remain to be taken, however, regarding local plans for the urban development area. Here it is important for Ports of Stockholm to ensure that satisfactory solutions are found concerning environmental issues, not least of these being that residents are not disturbed by noise pollution. Ports of Stockholm will also arrange ship-to-shore electricity connections for all of the regular ferry traffic, and in time also for cruise ships, to minimise the environmental burden in terms of emissions and noise pollution.

# TURKU



close ties with the local community as it is within walking distance from the city centre, thus offering citizens many soft values. The Port considers societal integration with the city important and maintains the interaction in many different ways. This is why the Port of Turku puts high value on the ESPO Award and it is an honour to be applying for it.

#### **Q. Please describe your project in a few words.**

The Port of Turku and Forum Marinum maritime centre are together developing a "virtual port outside the port". As most of the operational port areas have become restricted territories, it is important to make the port accessible to the public by other means. "The Virtual Port Gate" is in a dedicated port section of the maritime centre, which is a transitional zone between the port and the city. By means of modern technology the port can be brought closer and made more familiar to the public. The first phase includes an interactive port information distribution screen. By touching screens the public can access different port areas to see what is happening in the port. The second phase includes a simulator for visitors to operate port equipment.

The Port's strategy to bring the public closer to the port includes also other activities such as organising seminars and guided tours, distributing port information bulletins to households on a regular basis as well as introducing the port to school children at Forum Marinum. A sightseeing place with a view over the port on the nearby island of Ruissalo is at a planning stage.

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

The first phase of "The Virtual Port Gate" project is under preparation and will be ready in November 2009. The second phase will be completed by 2011.

There is already a good synergy between the port and the city. The maritime centre provides a forum for the port to meet both the citizens and the representatives of the private and public sectors. There is a permanent port exhibition and regular seminars about port development are held in the centre. The area between the port and the city centre has become a pleasant maritime environment for both citizens and visitors to enjoy. This summer Turku hosted the successful Tall Ship's Race Baltic event in this area, on the banks of the river Aura.

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

The Port has taken an active part in the annual Turku Day that introduces the city to its citizens and visitors in many different ways. The Port has an open port programme with a film showing and bus tours round the port throughout the day. As the Port celebrates its 860th anniversary this year, it will organise an even larger get-together with the public on Turku Day. Apart from guided bus tours in the port, meeting the port people at the maritime centre, entertainment for adults and children alike there will be the launch of a guided tour in the port area by waterbus. If the launch is successful, it will become a permanent tour as of 2010.

Port Authority:  
Port of Turku, Finland

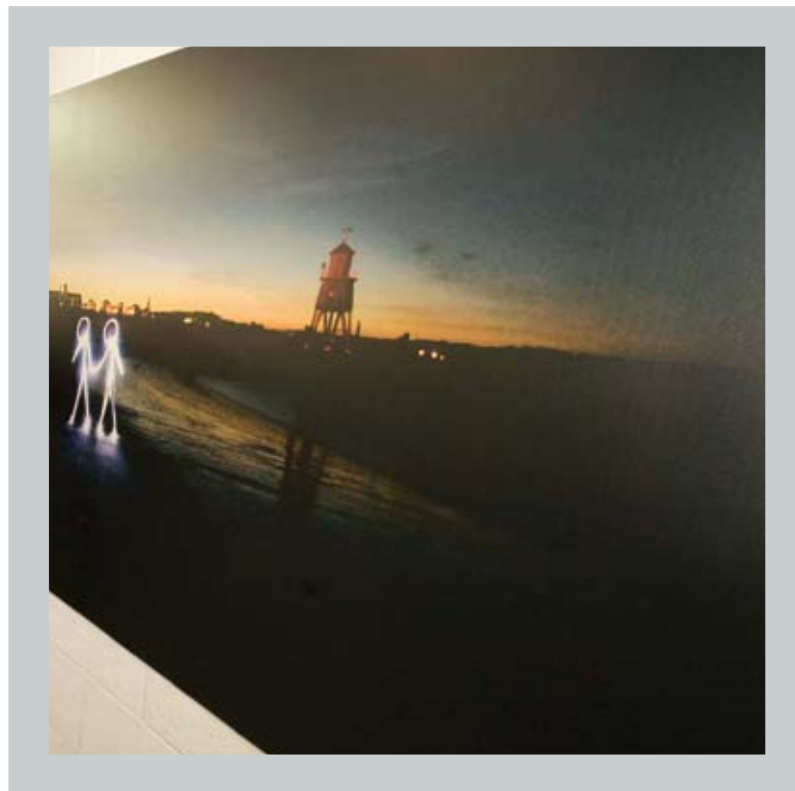
Name of the Project:  
Bridging the Port and the Citizens of Turku

Interview:  
Christian Ramberg, Managing Director, Port of Turku

#### **Q. Why has your port participated to the first ESPO Award?**

The Port of Turku took the decision in 2004 to develop a societal integration policy. The port had become a restricted area for citizens to enter and it was important to continue maintaining close ties with them. The nearby Forum Marinum maritime centre turned out to be the perfect place for making the port familiar to the local community. The port organises meetings with media representatives and port-related events to the citizens in the maritime centre. The Port has always had





**Q. Please describe your project in a few words.**

The Port of Tyne Reflect Awards is a photography competition open to the whole of North East England, including Port of Tyne employees. In addition to a cash prize, the winning entries are collated into an album and distributed throughout the region as well as being exhibited in an art gallery for one month after the Awards ceremony, thus providing the winners with the opportunity to raise their profile. The 2009 Awards are being held in the internationally renowned BALTIC Centre for Contemporary Art and an additional prize will be a photography workshop.

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

The Port of Tyne Reflect Awards was launched in 2007 and is now in its third year.

The Port of Tyne Reflect Awards 2009 opened for entries on 23rd March and closed at midnight on 1st September and attracted 2,750 entries. To put this achievement into context, the 2007 Awards attracted 620 entries and 700 entries in 2008. Judging took place on 3rd September and the Awards evening is being held on 17th September.

The Port of Tyne Reflect Awards has helped us to achieve the following :

- Promoting a greater understanding of how the port links into business and the community
- Increasing the number of port tours
- Increasing the flow of visits to the Port of Tyne website via the Reflect website and vice versa (www.reflect-tyne.com)
- Greater involvement with schools through providing photography workshops

- Promoting the Port of Tyne and its business areas
- Promoting North East England
- Helping people achieve success

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

The Port of Tyne Reflect Awards will develop with the addition of different sections, for example, in 2010 we are introducing a creative writing section. Moreover, we are currently looking at opening a Visitors Centre.



Port Authority:  
Port of Tyne, United Kingdom

Name of the Project:  
Port of Tyne Reflect Awards

Interview:  
Jennifer Dunn, Marketing and Communications Manager [reporting directly to Andrew Moffat, Chief Executive Officer]



**Q. Why has your port participated in the first ESPO Award?**

The Port of Tyne is one of the UK's largest trust ports and a member of the British Ports Association. We believe in supporting initiatives that promote a better understanding of the important role a port plays not only in the economic prosperity of a region but also in the support it provides to the surrounding and wider community. The first ESPO Award is a positive step in promoting a greater understanding of the benefits ports bring to the community.



# ZEEBRUGGE



preserve the connection between Bruges and the sea. "Port powered by people" and "Port powered by passion" are the slogans of the Port Authority of Zeebrugge.

#### Q. Please describe your project in a few words.

The history of the port of Bruges-Zeebrugge goes back to the origins of the city of Bruges. The name "Bruges" refers to the connection of its inhabitants with the water. The word "Bruges" comes from the ancient Norwegian «Bryggia» which means "landing stage".

The port of Bruges-Zeebrugge, one of the leading world ports between the 13th and 14th centuries in Northwestern Europe, was the warehouse of the North-European Hanza cities and played a major role in the financial and cultural world. From the 15th century onwards Bruges had to fight a heroic battle to remain connected to the sea. The Zwin started to silt up and the commercial trade center declined. At the end of the nineteenth century, the Belgian government decided to construct a new port on the coast of the North Sea.

The port of Bruges-Zeebrugge is managed by the «Maatschappij van de Brugse Zeevaartinrichtingen N.V.» (MBZ) established in 1895. The offices of the Port Authority are now situated in Zeebrugge.

With the purchase in 2008 of one of the most prestigious mansions, "Harbour House De Caese", situated in the heart of the old town Bruges, MBZ has strengthened and emphasized her historical and actual relationship with the city.

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

The historical "Harbour House De Caese", in the heart of the inner city of Bruges has been inaugurated in March 2009. Today, "Harbour House De Caese" is a meeting platform where entrepreneurs and policy makers make contacts, share experiences, form relationships and find out business news.

Belgium is a small open economy and is dependent on the conjuncture of neighbouring countries. Small and medium-sized enterprises often get the reproach that they don't look enough over their borders. The "Harbour House De Caese" might be the first step of a successful international business story. Zeebrugge is the ideal place to serve foreign markets. Furthermore it preserves space for new companies in her Maritime Logistics Zone. Entrepreneurs and other stakeholders can easily get in contact with the current companies in the harbour.

The "Harbour House De Caese" is the ideal place to share experiences. It made a magnificent start with the meeting of the Board of Directors of Port Authority Zeebrugge and the ESPO Port Governance Committee. Both gatherings aimed to enhance the future of the Port.

Representatives of the National Bank of Belgium and diverse political parties are already familiar with this magnificent meeting place. The head office of VOKA (Flanders' Chamber of Commerce and Industry) West-Flanders is located there. It unites more than 16,000 businesses from all sectors. The size varies from start-ups or small companies to well-established multinationals with thousands of employees. VOKA organised on the 23th April the event "YEPP Meet The Gazellen", an event where experienced business people exchanged their experience with young economics professionals.

"Harbour House De Caese" will be used for seminars, workshops, meetings and events. It is also the ideal place to invite foreign delegations and an

excellent starting-place to visit Bruges.

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

A visit to the port of Zeebrugge is something special. It is not every day that the average person living in Bruges or in Belgium is confronted with an economic activity of this scale. Zeebrugge organises every two years an "Open Port Day". The intention of this event is to get people acquainted with the rich offer of service rendering and employment and the unique framework of port activities and navigation.



Port Authority:  
Port Authority Zeebrugge, Belgium

Name of the Project:  
Harbour House De Caese

Interview:  
Joachim Coens, Chairman - Managing Director,  
Port Authority Zeebrugge

#### Q. Why has your port participated to the first ESPO Award?

The Port Authority of Zeebrugge participated in the ESPO Award to share its efforts to regain public support of its citizens. One cannot explain the history of the port of Zeebrugge without telling the history of Bruges. And the history of Bruges cannot be told without mentioning its connection with the sea.

Zeebrugge is a people's port: modern Zeebrugge is the result of all the efforts our ancestors did to



## ESPO 2010 AWARD

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Given the success of the first ESPO Award, ESPO will be launching a new edition in 2010.

The call for proposals will open on 4 January 2010. Terms of reference and registration forms will be available as from that date on: [www.espo.be](http://www.espo.be). The call will close on 4 June 2010.

**For any queries regarding the 2010 edition, please contact :**

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## COLOPHON

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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 who also designed the lay-out of this publication.

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Compilation and editing of texts : Cécile Overlau and Ombeline d'Hollander, ESPO Secretariat

### **The ESPO Award is an initiative of :**

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