



ESPO AWARD 2015

ON SOCIETAL INTEGRATION OF PORTS

Seventh Edition

Relationships with Schools and Universities

Terms of Reference

1. Background

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.

2. Objective

The ESPO Award aims to promote innovative projects of European port authorities that improve societal integration of ports, especially with the city or wider community in which they are located. In this way, the award wants to stimulate the sustainable development of European ports and their cities.

3. Theme of the 2015 edition

The experience of the first two ESPO Award editions made it clear that 'societal integration of ports' is a topic that has many layers. The diversity of applications has been very high, which made the task of the jury to select a winner a very challenging one. To make this task lighter, and to make it easier for ports to know which kind of project to submit, it was decided to make the ESPO Award thematic as from its 3rd edition. The overall scope will remain 'societal integration of ports' but a specific theme is proposed within which project submissions should be made.

For the 2015 competition the theme is Relationships with Schools and Universities

The Award will be presented to the port that demonstrates the best strategies in making schools and universities aware of their local port and its activities. The winning project will be one that succeeds in creating the interest of the local schools and universities in the work of the port and stimulate these institutions to work and/ or do research on subjects of interest to ports. In doing so, make young people knowledgeable of the port industry and excites them about entering into a career in the port at all levels, which will, lead to a better understanding of the port within its community.

4. Participation and selection criteria

Necessary criteria for participation are:

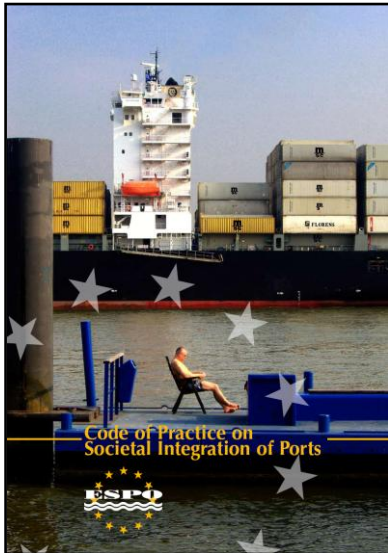
- a) the project must be proposed by one or more port authorities that are directly or indirectly associated with ESPO (i.e. as direct full or observer member of ESPO or as member of a port association or administration which is full or observer member of ESPO) – this does not prevent candidates from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

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

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

5. ESPO Code of Practice on Societal Integration of Ports

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



It can be downloaded from the ESPO website:

<http://www.espo.be/images/stories/events/2011/20bea855-56cf-47f3-b6a7-d00ff8736b8a.pdf>

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

http://www.espo.be/index.php?option=com_content&view=article&id=75&Itemid=82

6. Jury

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

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

7. Selection procedure

The 2015 call for project proposals was launched on 16 December 2014. Interested candidates are invited to fill out a specific application form that can be downloaded from the ESPO website. The completed form and any supporting documentation needs **to reach** the ESPO secretariat by 1 July 2015 at the latest and may be sent by email to cecile.overlau@espo.be. An acknowledgement of the submission will be sent as proof of reception of the application.

For any supporting material deemed relevant for the jury to consider and which cannot be sent by email (such as professional quality photographs or other illustrations, brochures, flyers, reports, powerpoint presentations, videos etc) they may be sent by post or courier to the ESPO secretariat. In this case, 10 copies of this material must be provided so that they can be distributed to the jury members. Please limit the documentation to what is really

relevant to support your application (less means often more) and make sure that **all material is in English**.

After receipt of all applications, the jury Chairman and ESPO Secretary General will prepare a long-list of candidates that meet the participation criteria. In September the jury will then prepare a shortlist of nominees based on the selection criteria. From the nominees, the jury will then select the award winner during the morning of the award ceremony day. During the final selection process, representatives of the nominees may be invited to present their project to the jury. The winner of the award will be announced by the jury chairman during the ceremony.

8. Description of the award

The award is symbolic (i.e. non-financial) and consists of a wooden sculpture designed by the renowned Belgian artist François Schuiten.

9. Award ceremony

The seventh ESPO Award will be officially handed out during an ceremony which will be held on Tuesday 10 November 2015 in Brussels.



4 November 2014: ESPO Award Ceremony at the Albert Hall, Brussels Town Hall