

GreenPort South Asia, Mumbai (India), 20-22 March 2013

Greta Marini, AIVP (gmarini@aivp.org)

Good morning Ladies and Gentlemen, I will be presenting the last paper of this Greenport Conference which I have the pleasure to follow know since several years in Europe. I'm sure this first South Asia edition will be followed by many others.

I hope after this long day, you are still enough awake and interested to listen to what I call the fundamental of the sustainable port city.

After having listened to the different environmental engagements and projects presented during these two days, I would like to talk about the social engagement that should accompany the "go green strategies" in your ports. This engagement should not be dissociated from your environmental credentials, if you want to be a successful port and as mentioned this morning by Patrick Verhoeven one of the main reasons for ports going green is probably the local pression and public opinion on your capacity to be environmentally friendly.

For better understanding I would like to say two words on the port city relationship. A port as everybody knows is not a single entity. It is linked to the port and maritime community and to its environment: the adjacent urban areas, natural areas and the inhabitants of this area.

Recent studies show that top ports (in terms of volume) are situated in urban agglomeration of 1 million or more people. That means that port continue to occupy urban spaces, that they are embedded in localized knowledge systems, they draw on urban labor markets and infrastructure and are subject to local policies and policy concerns.

We can observe that port and city are still inevitable linked even if containerization has delocalized certain functions, putting the port further away. History and imaginary on what was or might be a port city are deeply present, but cannot avoid that today the ports image is partly distorted and very often people do completely ignore what is happening behind the port fences.

They rather retain only the bad experiences and see the dark side of maritime and industrial activities: such as pollution, lack of public space on the waterfront, traffic congestion

Of course they do not either measure the huge impact of globalization that causes the difference of scale between urban functions and port functions sometimes incredibly terrifying.

So this brings us to this core question:

By considering that the **globalization of the economy** is an incredible **chance** for the **development** of each **port city**, how can we get the **positive effects** of this new international context without the negative effects, which affect so much the environment like the **quality of life** or the **image** of those cities?

The answer is that we have to value the human side and not forget that the best ally for keeping the port performing is the social and natural capital surrounding our activities.

In the beginning economic performance has been completely dissociated of the environmental and social concern. Since 2006, AIVP observes that a new factor is joining the port strategy discussions: the fact of reaching out to the public - not only to inform them during formal and obligatory public consultations procedures, but in a new, creative, educational and reciprocally way.

The way to reach out to the public can be imagined in very different ways. We have Maritime Museum, Cultural events, Open Port Days, Port Visits etc. And I would like to present in the following slides some examples of initiatives that have been developed. I will be talking here only of some of the examples that we have identified. In reality the number of community outreach projects and cultural events is continuously increasing in these last years.

Hafenbus Bremerhaven

The city of Bremerhaven has a maritime side that has so far remained hidden even from the majority of Bremerhaven's population. Since several years you have the possibility to discover the commercial port with the "HafenBus".

The HafenBus travels through the overseas harbors, via the impressive Container Terminal and the Automobile Terminal with the "high and Heavy Area" in the northern part of the city. In the past, due to security reasons no access to this industrial-commercial terrain was possible for interested visitors. But this problem has been solved since the implementation of the HafenBus, an initiative of the City of Bremerhaven.

Concerts on a container terminal

Beethoven enters the Container Terminal La Luz of the Port of Las Palmas

July 2012 - On the occasion of the XVI International Festival of Theater, Music and Dance of Las Palmas, the Symphony Orchestra of Gran Canaria interpreted the IX symphony of Beethoven in a very singular surrounding: the container terminal La Luz of Boluda Terminales Marítimas. The great dimensions of the stage scene, composed by 22 containers of 40" and two cranes of 60 meters completely illuminated.

Piano concert on the Terminal Pacífico Sur Valparaíso (TPS) where the port community and some invited authorities of the city could appreciate the scenic installation of a municipal architect Juan Espino.

Private initiatives of port operators to make youngsters discover their activity: Contship in fact in 2006, was born the PORTOLAB project. Its aim is to communicate the value of port and logistic culture, transforming logistics infrastructures into open air laboratories for primary schools.

Italia: [la spezia](#) - [milano](#) - [salerno](#) - [gioia tauro](#) [ravenna](#) - [cagliari](#)

Necessary to found organizations and a structures able to support an initiative which manage each year more than 3,000 children. PORTOLAB staff is composed by 25 colleagues, the tutors, who handle classes during visit and manage all the safety elements and transport inside the operating areas.

Port Run in the Port of Valparaiso

Co Organised and partly financed by TPS Valparaiso the principal terminal container in Valparaiso

Small ports do even more invest in educational projects as their often have to struggle harder for their licence to operate as the return of investment for the city seems sometimes invisible. We have here the example of Nice and La Rochelle in France, but we can also mention the port of Gijon in Spain who won also the first ESPO award edition in 2009.

Finally, my last example concerns the use of social media getting more and more successful among the port authorities or private operators. (since a long time experienced in the US), it is also starting to be used in Europe in order to create a citizen

community that support the port. But it is also a tool allowing people to express themselves positively or in a negative way.

All these initiatives are contributing in building a sustainable relationship between port city and the inhabitants.

Nevertheless AIVP has realised that we need to go further and real engagement can be achieved only through a strong local anchoring. Isolated initiatives and community outreach projects should be part of a cooperative and proactive port city strategy. A strategy that can find its concretisation through a port center concept.

A port Center is more than a communication tool and has the ambition to explain the port reality with transparency and objectivity.

- PC dedicated to the understanding and the interpretation of port reality
- PC presents diversity of the economic spin-offs for the territory and potentialities in terms of employment for younger people
- PC have the vocation of explaining, educating and federating the port community and citizens, including private stakeholders
- PC have two essential elements: an exhibition and educative activities greatly based on personal experiences (interactive)
- PC is not only a “visitors” center with an exhibition, BUT main objectives consist in organizing port excursions/visits, port lectures and other port educational projects with a broad network in the port community (private and public stakeholders), schools and universities.

It is a gateway for interactions between people who do not know each other and when you do not know you cannot love.

Some of these port center existe already since over 20 years, others opened only recently and some port cities are currently working on creating a Port Center.

Here some examples.

Rotterdam

Antwerp

Genoa

Melbourne

Port Center: What makes the difference with other initiatives?

- Education is not a one shot deal but organised on the long term
- A relationship can be build that is based on reciprocity
- Initiatives, educational and cultural projects are organised with regularity or on the basis of an annual program
- It offers the opportunity to federate a port city Community
- Common goal : port as a catalyst for the economic development for the whole region

Port Center Network Initiative

Conclusions

Port and city need to be attractive. Added value created through port development is not always truth for the city, but her attractiveness will play an important role in attracting investors and new maritime services which will again contribute to the economic development of the whole port city complex. This is why it is important to develop a port culture that affects and engage the port community and the citizens. They need to be proud of their port city and investing in educational and cultural projects can positively impact community and stakeholder sentiment towards the port and it's activities. But this engagement has to be mutual and based on education and experiencing the port through real on site visits and discussions with port professionals. You cannot build trust and credibility only through investing in social media. Even if SM gives the possibility to people to interact, they need to be part of the port story as they need to talk about what they know.

And finally I would like to add that Environmental credentials are not only depending on sophisticated green technologies and financial investments or specific policies. Next to reducing costs on the long term, going green should allow us to create individual commitment from the people and for this education is the first step.