

IAPH COMMUNICATIONS AWARD SUBMISSION

THEME: COMMUNITY STAKEHOLDERS

Word count: 4300

PROJECT:

Havenkrant

The 'Havenkrant' (literally translated, Port Newspaper) is a 12-page tabloid newspaper that has been delivered to residents in the Port of Rotterdam area four times a year since 2009 (circulation: 530,000 copies). It's also available free of charge from several central points in the city. With the port literally moving steadily away from the residential areas, the purpose of the newspaper is to put the port back on the radar of those living in its vicinity. Initially the newspaper achieves this by promoting the port as an attractive place for both work and recreation. Something it has done successfully. Independent research has shown that Havenkrant readers know more about the port and have a more positive attitude towards its developments. The reputation of the Port of Rotterdam Authority is also better among this group. So the Havenkrant makes a significant contribution to creating support for further port development, such as expanding and broadening its activities. In other words: the Havenkrant strengthens our 'licence to operate' and 'licence to grow', necessary preconditions for a future-proof port.

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HOW THE PORT DISAPPEARED FROM VIEW



The port: you got up with it, and you went to bed with it. For generations the port and the lives of countless Rotterdammers were inextricably entwined. The port and its industry were self-evident and nearby. You smelled the port, you heard the port, from early in the morning to late at night. Entire families earned their living in the port and often sons followed in the footsteps of their fathers. The port was a source of personal pride.

Over the twentieth century, port activities in Rotterdam grew explosively. The ships became bigger, the trading volumes grew.

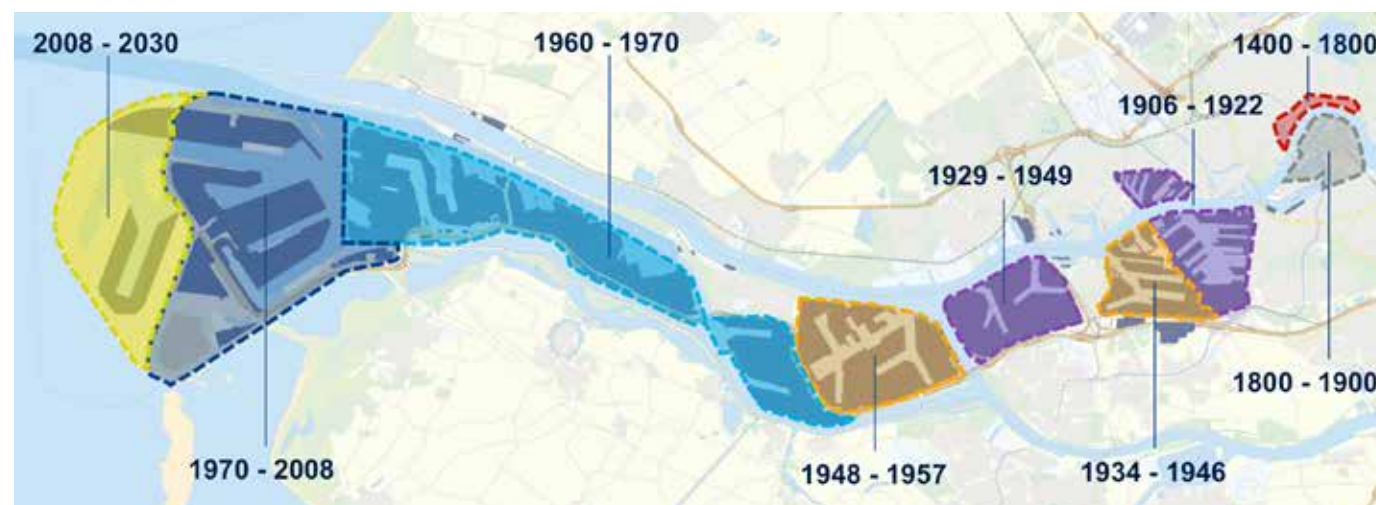
New port sites were constructed, bit by bit further from the city. And so began the development, which continues to this day: port activities relocate to the outer areas, steadily further from the residential cores, literally out of sight of the city's inhabitants.

Thus it is over the past decades that a 'disconnection' has arisen between city

and port. Many residents now only know the port at a distance. From the cranes and the billowing smoke on the horizon. But exactly what goes on there between the ships, the tanks and the containers, they have no idea. An important advantage: disturbance from the port industry is less than it was. But this development also has a dark side, summarised as: unknown

is unloved. Nearby residents who don't work in the port, who never go there, who have no 'relationship' with it, begin to focus primarily on the down-sides, like all manner of inconvenience (noise, smell, traffic). Pride gives way to annoyance. The biggest risk of this evolution is that over time, public support for further port development erodes. And that support is vital. Because the port must also be able to expand in the future, evolving new activity to retain its competitive position. This only occurs in harmony with the environment.

There's also a drawback to this 'removal' of the port: because most people are never in the port, they have no idea of the work you can do there. Many still have the outdated idea that the port is staffed



During the last century the port activities have gradually shifted away from the city and residential areas. The port of Rotterdam now covers an area of more than 45 kilometers in length.



mainly by men doing dirty work under tough conditions. The consequence is that few young people aspire to a career in the port. This raises the risk that in future, port employers will be unable to recruit enough suitable (mainly technically schooled) staff. Especially considering the imminent wave of people reaching retirement. So it's crucially important to sketch a realistic picture of port work. Namely that in the modern port, there are plenty of challenging, 'clean' and well-paid jobs, for both men and women. And thus to encourage young people to undertake appropriate training.

Here, in a nutshell then are two important communication challenges to which the Port Authority has found an answer, with success, in the shape of the Havenkrant, a tabloid paper with a circulation of 530,000 and distributed door-to-door four times a year to all residents in the port area. With the Havenkrant, the Port Authority strengthens the ties between those living in the vicinity and the port itself, and contributes to a positive (and realistic) picture of the port's work and activities, among other things by encouraging readers to explore this adventurous environment themselves. Thus the newspaper makes an important contribution to sustainable support for the future port and port developments, our 'licence to operate' and our 'licence to grow'.

THE PORT OF ROTTERDAM IN FIGURES

180,000 jobs

€ 21 billion in added value (3.2% GDP)

3,000 businesses

8-largest port in the world, the largest in Europe

465 million tonnes of throughput

12 million TEU (containers)

75 feet (24 metres) maximum draught

A brief introduction: PORT OF ROTTERDAM AUTHORITY

The mission of the Port of Rotterdam Authority is to create economic and social value by realising sustainable growth together with clients and stakeholders, in a world-class port. It is to these ends that we manage, utilise and develop the Rotterdam port and industry area. Not only in extent, but also in quality. We are also responsible for ensuring that shipping is handled safely and efficiently. And we invest in the development of the existing port area, in new port sites, in public infrastructure and in handling shipping. We do all this with some 1,100 employees and revenues of around € 600 million. The Port of Rotterdam Authority is an unlisted public limited company. Its shares are held by the

Municipality of Rotterdam (around 70%) and the Netherlands State (around 30%). The Havenkrant is produced by the Port Authority's Communications & External Affairs department. The department's mission: "We work alongside port partners towards unequivocal, strong branding, and improving the overarching reputation of the Port Authority and the Rotterdam Port. Strengthening the international competitive position and the 'licence to operate and grow' are central to this." The department does this on the basis of a proactive and integrated approach, with both internal and external communication, promoting interests, lobbying and strategic environment management.



Bringing a beautiful, safe and accessible port closer

On the cover of every Havenkrant – immediately under the logo – one sentence recurs invariably. It translates as: “The Port of Rotterdam Authority works with residents, companies and municipalities to bring a beautiful, safe and accessible port closer.” This is the shortest summary possible of the Havenkrant’s mission. Every article and every photo must further this mission in one way or another.



The Havenkrant achieves this through a sophisticated ‘page formula’. In it, for each article and section there’s a determination of what its effect should be on the reader. An important starting point here are the objectives of the Communications & External Affairs department, which are derived from the strategic principles of the Port of Rotterdam Authority:

- **ENERGY TRANSITION** The port of Rotterdam positions itself as a ‘flagship decarbonisation region’. We also demonstrate this in the Havenkrant, with articles on bio-based and circular initiatives.
- **DIGITISATION** Developing online services is high on the agenda for the Rotterdam port. This also includes the ‘online experience’ of the port. This is why we launched an online portal for the Havenkrant over the past year. Here one can find the articles from the printed edition, often enriched with extra content, such as videos. Here too we also publish interim articles relevant to current events in the port. This online channel will be expanded further in the year ahead.
- **ACCESSIBILITY** On one hand this theme concerns the port’s good connections with the hinterland (via road, rail, pipelines and waterways). On the other, however, it refers to keeping the road network as free of tailbacks as possible for the region’s

residents, not only for those travelling by car, but also by bike and public transport. We devote a great deal of attention to this in the Havenkrant, with articles on infrastructural projects, but also at a much lower threshold: how do I cross the port as efficiently (and economically) as possible by ferry?

• **REPUTATION AND STAKEHOLDER MANAGEMENT** This encompasses securing a good reputation for the Port Authority and the port. We achieve this among other things by communicating a positive and consistent picture of relevant themes in the Havenkrant. We also offer a platform for the views of residents and other stakeholders, to speed up the dialogue.

Page pillars: THE HAVENKRANT’S FOUNDATION

Alongside the specific objectives mentioned here, there are also several other important topics that recur in each edition. We call these topics our ‘page pillars’. They make up the intrinsic foundation of all the articles and features in the newspaper:

- Safety
- Employment
- Recreation
- Current port developments
- Innovation
- Sustainability

Count them up: 33 EDITIONS, 9 VOLUMES

The first Havenkrant appeared in March 2009. We’re currently working on the 33rd edition, which will appear in spring 2017; that will take us into our ninth year of publication. Anyone putting the first and latest Havenkrant side by side will see many similarities, but also notable differences. For example, different ‘headers’, a different layout for headlines and teasers, different use of colours and fonts on the cover. This also applies to the rest of the newspaper. Since creating the paper, we have continued to evolve its design and page formula. On one hand this is a consequence of reader surveys (for example an eye-tracking study in which we explored how readers scan the cover, plus associated optimisation), on the other guided by developments in the port and the changing strategy of the Port of Rotterdam Authority. For instance, the current editions devote more attention to the phenomenon of ‘decarbonisation’ in the port, and all the innovations associated with this.

FROM PORT FANS AND BOFFINS TO MOTHERS AND YOUNG GIRLS

The primary target group for the Havenkrant is all those living in the vicinity of the port area, with the emphasis on 'all'. Naturally these are the people working in the port, those who enjoy ships and industry, who are already involved in the port. But a large part of the target group also consists of people for whom the port is a distant show, to whom the port is immaterial, or who even dislike the smoking chimneys on the horizon. The Havenkrant wants to reach all these people through an audience-friendly and accessible approach, in which everyone finds something to his or her liking (more on this later).



What all these people have in common, is that they live in and around the port. That's why the Port Authority also opted for the only mass medium with which you can reach all these people: a newspaper delivered door-to-door with a circulation of 530,000 copies (printed on environmentally-friendly paper with a hallmark from the Forest Stewardship Council). The reach of the newspaper is far greater than the number of printed copies, given that the average Dutch household comprises 2.2 people; it's also apparent that the newspaper is often passed on to family members and friends.

In concrete terms the distribution area is the city of Rotterdam, but also the countless residential areas in the elongated region (+/- 45 km) between the city centre and the Maas estuary. Some 1.2 million people live in this area (by way of comparison: the Netherlands has a total population of 16.8 million). In addition to door-to-door distribution, the newspaper can also be picked up at a number of public places, like libraries, museums and other cultural institutions. Those living outside the distribution area can receive the newspaper by post. Of course, the newspaper is also distributed among a large number of companies in the port, where employees can pick it up. We also take into account our international readers, for example, through distribution by embassies and schools.

The stereotype image is that the port is a male stronghold. This has long been at odds with the reality. Increasing numbers of women work in the port. At the same time mothers generally play an important part in choosing their children's



educational directions, and also often choose the family outings. That's why it's an important principle of the Havenkrant to address both male and female readers, with a good mix of topics and appropriate photography and design. Men feel particularly attracted by the hard, tough and technical aspect of the port; women are generally more interested in the human tales behind this robust exterior. Men are especially fond of facts, figures and details. Women set more store by emotions, opinions and stories. In each article we show both 'faces' of the port.

Close ties WITH THE READER

The Havenkrant constantly seeks interaction with the reader, to strengthen ties with the target group. That's why it regularly publishes

notable port photos taken by enthusiasts. The editorial team also occasionally organises an exhibition of reader photos. Each edition of the newspaper

also features countless initiatives and competitions, online and through social media. Anniversary issue number 25 featured more user

initiatives than ever. E-mails and letters flooded in for weeks - ultimately the editors received around 1,800 responses.

MEN READ HORIZONTALLY, women vertically

To ensure that both men and women can work their way through the Havenkrant, we introduced a horizontal and vertical reading direction in the newspaper's design. To put it in black

and white: men scan through the newspaper horizontally, looking for facts and figures. Women read the longer, more in-depth stories vertically, looking for emotions, like the Port Stories feature.

Finally, although the Havenkrant is intended primarily for residents, it also fulfils an important role in communicating with local stakeholders. These include entrepreneurs (employees in companies, hotels, tourist offices etc.) who work in the port area, local journalists, managers, members of interest groups working with the environment, transportation, safety etc. When selecting topics, the editors also take this into account.

Containerspecial

ALLES UIT DE CONTAINER

7 vragen over een halve eeuw containervervoer

Op 3 mei 1966, vijftig jaar geleden, belieft Rotterdam een primeur: het is de eerste keer dat een containerschip aankomt in een Europese haven. Vanaf dat moment drukt de container zijn stempel op de wereldhandel en onze levensstijl. Want bijna alles in huis en aan ons lijf is hier dankzij deze stalen doos. Spel de containerquiz en win een vip-reis naar Rotterdam.

Quiz

1. De container werd uitgevonden door de Amerikaanse uitvinder Malcom McLean. Hij was een ondernemer uit North Carolina. Hij had een bedrijf dat vrachtwagens en schepen gebruikte om goederen te vervoeren. Hij zag dat het moeilijk was om goederen te vervoeren met deze methoden. Hij ontwikkelde een systeem van containers die op vrachtwagens en schepen konden worden geladen. Dit systeem werd later overgenomen door andere bedrijven en is nu de standaard manier om goederen te vervoeren.

2. De eerste container werd gebruikt in 1956. Het was een houten container die werd gebruikt om goederen te vervoeren. Het was een eenvoudige constructie die werd gemaakt van hout en metaal. Het was een succesvolle uitdaging die de wereld veranderde.

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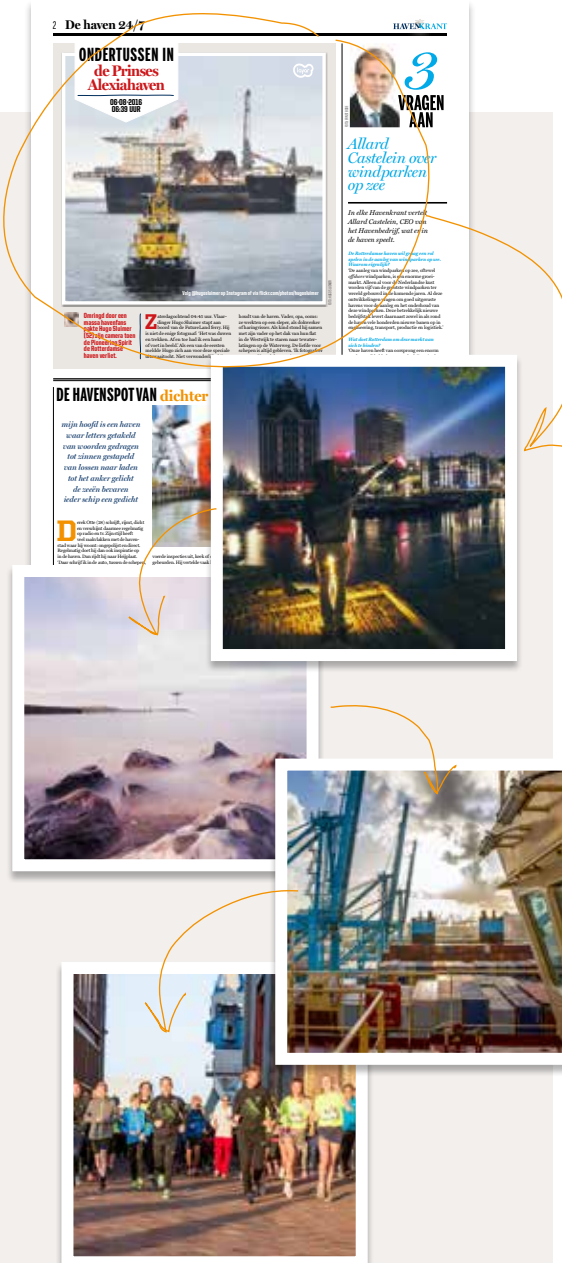
Wat past er in een container?

54	21.700	350	1176	96.000	9000
10000	5000	1390	800	100	640

Duizende versies nieuwste

7.329.651

Contests are a effective way of promoting interaction with the reader. In this case, we held a quiz on the history of the container in order to celebrate its fiftieth anniversary.



A JOURNEY OF EXPLORATION THROUGH THE PORT, FROM COVER TO BACK PAGE

The Havenkrant thus shows just how the port actually is in the view of the Port Authority: adventurous, nearby and also a place for women and children. In practice this is a constant balancing act: we want to impart serious information that people

read willingly. So it cannot be served up boringly or as serious fare. The trick? The newspaper is designed as an exciting and varied journey in twelve pages, past all the port's facets. It is a mixture of serious and entertaining, business-like and emotional, factual and descriptive. All the relevant

topics appear in just the right balance: recreation, employment, accessibility, safety, sustainability, innovation. In this way the newspaper serves as many target groups as possible, and literally brings the port closer. Let's head out on tour!

Prizes and nominations FOR THE HAVENKRANT

Winner Grand Prix Customer Media 2012, category: best Business-to-Consumer medium

Nomination Dutch Grand Prix Company Magazine 2010, category: best external company magazine

Nomination Mediafacts Most Attractive Cover Award 2012



COVER

Nothing is as important as the cover. In a fraction of a second, the recipient decides whether to open the paper or throw it into the recycling bin. That's why the editorial team puts a lot of effort into the cover. The greatest challenge here is also to 'tempt' people who have nothing to do with the port. In this case, by featuring an unexpected aspect of the port: the beach and its lifeguards who devote themselves to the safety of the bathers. That these are two young lifeguards is certainly not a coincidence.

P 2/3

The Port 24/7

Entertaining and informing constantly go hand-in-hand in the Havenkrant. Take the article on this page about dredging the Nieuwe Waterweg to also make the port accessible to the largest of ships. This is serious

stuff that we make easily digestible with a sidebar about the possible discovery of gold, bombs and shipwrecks. That's how we keep everyone engaged. The same applies to the other topics on this page:

running in the port area, a dance performance in an old port warehouse (re-use of industrial heritage!) and the CEO of the Port Authority answering questions, in this case about the cruise industry. The

CEO answers several questions in each edition, depending on what's current. The topics range from energy transition and marine wind farms, to the connection between the city and the port.



P 8/9

Work in the port

Port work is dirty and heavy? Not really! Read the story of these three youths to find out why. Ninah checks freight documentation, Justin designs ships and Juliette built a hydrogen engine. The Havenkrant shows port work in all its facets and with concrete

examples, all serving the underlying idea: showing readers – particularly youths – what career opportunities the port has to offer. So that they can choose a suitable educational path (often technical) in good time. The port cannot survive into the future without them.



P 12

Diary

At least as important as the cover is the back page. Where the cover wants mainly to whet the appetite and make readers curious, this page offers service information: all the activities and attractive outings linked to the port, listed together conveniently for the readers. Exhibitions, theatre performances, festivals, sporting events and many,

many more. The diary is put together in such a way that it contains suitable activities for every taste and budget. From families with young children to the older culture enthusiasts. Often in conjunction with discounts and complimentary tickets. The aim is obvious: getting people to enter and experience the port for themselves.



P 10/11

Out and about in the port/Children's page

Rotterdam actor Nasrdin Dchar likes to cycle through the port at night, enjoying all the lights of the port's industry. In this feature – 100% Port City – well-known Rotterdammers offer their own 'out and about in the port tips'. Where do you find the best outdoor cafés for a drink with a view of ships, or places to unwind? This is intended for (young) city residents for whom a visit to the port is not obvious, but who are certainly susceptible to suggestions from trendsetters. We also consider the very youngest (and their parents): each issue has

a special 'children's page' including the regular section 'Ask the Harbour Master' (for which children themselves can submit questions about the port and port services). This time the question is: how do bananas stay fresh if they travel for a very long time? In fact that's not only a question for children, but also for many adults (answer: in a refrigerated container). And under the headline 'Party Time', there are tips for the best way to enjoy a 'port party', like a trip on the Pancake Boat. Because it's never too early to instill a love of the port.





A more positive image of the port and the Port Authority

Since the publication of the first Havenkrant in 2009, the Port Authority has conducted three extensive surveys into the effect of the Havenkrant. These surveys were performed by MediaTest, a renowned media research agency. In broad outline, these surveys consistently showed the same picture: Havenkrant readers are more positive about the port and the Port Authority than non-readers. And they indicate that this is partly due to the Havenkrant. By way of illustration, let's zoom in on several outcomes from the latest survey, conducted in April and June 2016. Some 700 people were surveyed for this, with 18 personal interviews conducted.

First, the Havenkrant appears to be highly appreciated: the average report score is 7.4 (on a scale of 1 to 10); the benchmark for comparable publications is 6.9. Particularly appreciated is the photography (report score 7.9), the ease of understanding (report score 7.7) and the reliability of the information (report score 7.5). Topics that readers most like to read about: employment, safety and recreation. With regard to the newspaper's reach: 60% of the recipients remembers the paper. Those who do open it read it very intensely: of this group, 64% reads at least half of the articles. Of the readers, 35% saves the newspaper and/or passes it on.

FROM OTHERS ABOUT THE HAVENKRANT:

From C, the trade journal of Logeion, 2012:

“DARES TO BE DIFFERENT. YOU HEAR THEM SAY IT IN ROTTERDAM: ‘NO FUSS, JUST A REALLY NICE PAPER.’”

Jury report, Grand Prix Customer Media, 2012:

“THE POSITIVE COMPOSITION AND THE PLEASURE THAT THE PAPER EMANATES, ENSURES THAT YOU ARE ALMOST JEALOUS IF YOU DON'T LIVE IN THE PORT.”

Mediafacts Most Beautiful Cover Award, 2012:

“THE PLEASURE TAKEN IN CREATING THIS PUBLICATION SIMPLY RADIATES FROM THE COVER'S DESIGN.”



An important conclusion is that the newspaper makes a substantial contribution to a positive reputation for the Port Authority. Readers appreciate the Port Authority more than non-readers, as shown clearly by the following table. During the survey, readers and non-readers were asked whether the following descriptions applied to the Port Authority:

	READER	NON-READER
Experts	80%	54%
Innovative	76%	48%
Involved	74%	43%
Focused on sustainability	65%	40%
Likeable	63%	36%
Trustworthy	61%	42%
Accessible	63%	36%
Honest	54%	34%

Another important conclusion for the Port Authority is that Havenkrant readers more often know that there are activities in the port, and they take part in them. More than half the readers say they have in fact done this as a consequence of an article in the Havenkrant.

*“The Havenkrant meets a need. I always read new things, and I’m made aware of activities.”**

The Havenkrant also appears to influence people’s attitudes when it comes to developments in the port. Among the readers, 76% are positive about port developments, compared to 58% of the non-readers. Of the readers, 32% indicate being more positive thanks to articles in the Havenkrant.

Finally, readers of the Havenkrant have a significantly better image of the jobs in the port than non-readers. Readers (26%) also draw attention to a job in the port more often than non-readers (12%).

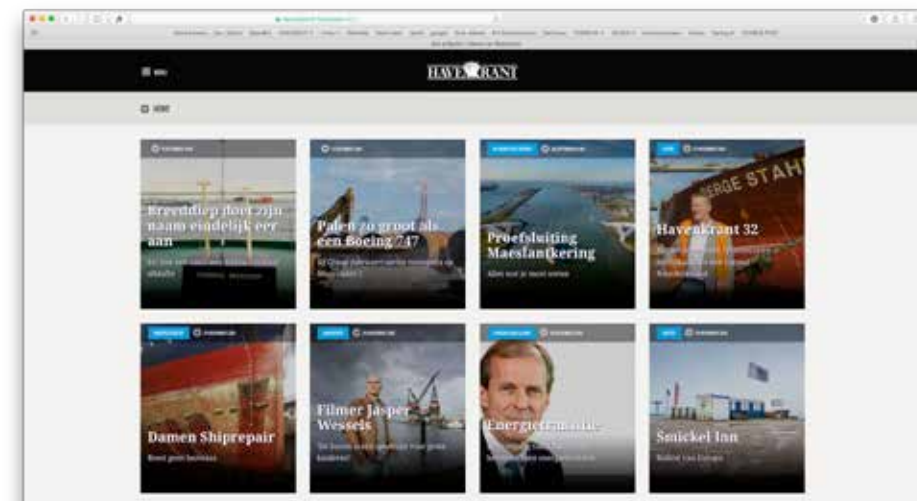
We started this story with the proposition that the physical port has disappeared steadily from the consciousness of those living in its vicinity. But we would dare to suggest as the Port of Rotterdam Authority: in perceptions, we have been able to draw

the port a lot closer to a large group of people in recent years. The Havenkrant has made a – measurably – substantial contribution to this. Thanks to the newspaper:

1. those living in the vicinity come to the port more often;
2. they have a better idea of what development is taking place;
3. they are more positive about it;
4. they have a more realistic picture of work in the port;
5. they understand what role the Port Authority plays in all this development;
6. and above all, they have more appreciation for it.

In all these ways the Havenkrant makes a significant contribution to support for the port’s further development, now and in the future. This is how we strengthen our ‘licence to grow’ and ‘licence to operate’ – we couldn’t do without it.

*“The Havenkrant ensures that I know what’s going on again. Lots of great things are happening.”**



www.portofrotterdam.com/havenkrant



Facebook



Twitter

The next step: FROM PAPER TO DIGITAL

As a paper mass medium the Havenkrant does what it has to do: it reaches lots of people. Yet it could do better. Particularly youths – who have little affinity with a paper medium like a newspaper – still read the

paper far too little. That’s why we launched an online version of the Havenkrant last year, suitable for smartphone and tablet. Here you will find the integral Havenkrant in digital form. But this portal

is more than just a display case for the paper editions: you’ll also find all sorts of extra content, like videos and ‘long reads’ in which we expand the topics from the newspaper in greater depth. Given the shareability of this content through social media, like Facebook and Twitter, this platform has the ability

of reaching these target groups more directly – people who largely leave the paper edition unread. The reader survey also confirms this: 43% of the current non-readers prefer digital. We are going to expand the online Havenkrant still further in the year ahead, by adding all the relevant articles from the previous

volumes of the Havenkrant, but also by placing exclusive extra content (articles, videos etc.). This will create an online library of audience-friendly and accessible information about the port of Rotterdam, an important service for our stakeholders, and a next step in strengthening the ties with our environment.

* Quotes from the reader survey