

Entry No.1

Application for
IAPH Communications Award
Theme: Non-customer stakeholders

Title of the Project:
Hafen TV – The TV Format of the Hamburg Port Authority



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Summary of the project:

Hafen TV is a format that the Hamburg Port Authority (HPA) co-produces with Hamburg 1, a local TV channel. The television programme presents news from the Hamburg Port Authority and the port industry as well as developments and expansion projects of wider-ranging importance. Hafen TV is an important communications instrument of the Hamburg Port Authority actively used to enhance the authority's image. It offers a platform where people from the port industry can have their say and give authentic insights into their business. Hafen TV aims to communicate to the public even complex subjects in an illustrative and comprehensible way. Apart from having a fixed airing slot on Hamburg 1, the HPA has also launched its own YouTube channel which is highly successful.



Every fortnight the latest stories from the port of Hamburg

1) What was it all about – when was it conducted? (background)

Hafen TV is a fortnightly television programme that showcases documentaries and interviews from the port of Hamburg. The 12-minute long reports are produced by the Hamburg Port Authority (HPA) in close co-operation with Hamburg 1, a local TV channel.

The programme presents news from the port industry and the HPA and informs about developments and expansion projects. On top, the programme features activities and festivals which, apart from emphasising the economic importance of the port, also depict it as an attractive tourist destination that offers a lively cultural environment. The HPA and Hamburg 1 make it a point that people are at the forefront of the format – as such, for example, dockworkers and engineers are accompanied and portrayed during their everyday work to give outsiders a better understanding of their projects.

Hafen TV makes the public to want to learn more about the port, explains how the port operates and sheds a positive light on it.

Hafen TV researches and prepares a wide range of port topics and relays them to the population in a journalistic context. The editorial office and presenter pursue the joint aim of making even complex subjects easy to understand by presenting them to the audience in an illustrative and comprehensible way.



Madita van Hülzen is the voice of Hafen TV. She explains the complex contexts in a charming, comprehensible and refreshing way

Hafen TV helps to make the port more attractive, improve the HPA's image and gets people to notice it. On top, Hafen TV helps to explain the HPA's range of duties and creates awareness for its manifold responsibilities.

This kind of controlled communication also allows potentially conflict-laden topics to be introduced and presented from a port planner's perspective.

The Hamburg Port Authority defines the topics and invites stakeholders for interviews. Thus, the HPA plays a pivotal part in designing the content of the TV programme.

Hafen TV is broadcast at regular intervals: every second Friday at 5.45 p.m., 6.45 p.m. and 7.45 p.m. On top, it is aired on television several times and announced in trailers.

To reach an even wider audience and make the individual Hafen TV broadcasts available at any time, the HPA has started its own YouTube channel and it is now possible to call up the programme on the internet at: www.youtube.de/user/hamburgportauthority

Hafen TV can also be watched on the homepages of the HPA and Hamburg 1.



Always up to date: users can visit the Hamburg Port Authority's YouTube channel and watch all Hafen TV broadcasts

Port-related issues and the HPA thus are a constant on various media channels. The YouTube channel allows users in Germany and all over the globe to learn more about topics revolving around the port of Hamburg. It generates an important multiplier effect for Hafen TV.



Hafen TV has been broadcast since November 2009 and on 01 January 2011, a YouTube channel was launched to supplement the TV programme. Up until today around 80 shows on a diverse range of subject have been aired. Viewers' interaction on the YouTube channel and feedback from Ham-

burg 1 indicate that the films are very popular and the port of Hamburg is an interesting source for stories.

2) Why was it conducted? (purpose/objective)

Port-related development, (complex) construction projects and emissions often are the subject of public debate or hot discussions by various interest groups (residents, users/parties affected, politics...) and not always perceived in a positive way. The Hafen TV format helps to create awareness for the aims of the projects, takes a look behind the scenes and lets experts have a say.

Hafen TV is a part of the HPA's integrated corporate communication system. The programme actively supplies information and delivers messages to the population, and individual viewers act as a multiplier by sharing their knowledge about the latest developments in the port. The HPA uses the format to improve the image of the authority and the port (as an industrial site). Port operations are highly complex. Hafen TV sheds a light on the happenings in one of Europe's biggest sea ports, provides background information and explains the contexts in a way that citizens get an idea of how important the port is for Hamburg and Germany as a business site.

It offers the HPA the opportunity to present corporation-relevant content in a targeted way and journalistic context, thus proactively influencing the way it is perceived. Both the TV channel, Hamburg 1, and the YouTube channel are used to present to the population a programme the content of which can be designed and monitored, thus doing away with the need of solely having to rely on favourable media coverage. This makes Hafen TV an important addition to "common" media reporting.

Furthermore, the port is often perceived as a closed world which citizens rarely have a glimpse into. Hafen TV changes that by showing and reporting on the many facets of the port, documenting processes and giving an insight into various companies.

Hafen TV helps to make the port of Hamburg more attractive and less distant, thus conveying its significance as the economic heart of the metropolitan region of Hamburg in a palpable way.



What's going on on my favourite beach?
Hafen TV informs about sand disposals
at Hamburg's River Elbe beach

Furthermore, Hafen TV is a modern way of maintaining contacts to the port industry and strengthening the identification of the HPA staff with their employer at the same time.



Christiane Muruszach is in charge of the entire road network
of the Hamburg Port Authority. She has often been in front of the
camera for Hafen TV

Hafen TV conveys knowledge about the port in an extensive and entertaining way. What are the processes like? Who are the people behind it? What kind of projects are going on? The broadcast helps to make the population understand why certain port-political decisions are necessary. People are regularly updated of port developments and they learn that the port is an efficient, safe, sustainably operating and job-creating centre of performance for Hamburg and the region. In this context the name of the Port Authority in charge is established in Hamburg and its reputation as a competent contact point for all questions around the port is strengthened.



Grain is made into flour - Hafen TV shows processes and working steps in the port of Hamburg

3) For whom was it intended and targeted? (beneficiaries/audience)

Hafen TV's main target group is the population of the metropolitan region of Hamburg. In addition, the YouTube channel and new Net-TV offers by Hamburg 1 are also geared toward port-interested viewers all over Germany who act as a kind of multiplier for the port of Hamburg and its economic importance.

The format creates a link between the HPA, the port industry and the population – the closeness of the port to the city is featured and a dialogue with the population is sought.

4) How was it designed, planned and implemented? (methodologies)

The Hafen TV format is produced in close co-operation with Hamburg 1, a TV channel.

Hamburg 1 produces the Hafen TV format - from pre-production through to post-production and transmission, including the technical aspects of getting a show on air. A cameraman and an assistant take charge of the contributions. The programme is always hosted by the same presenter (Madita van Hülse) who also communicates the subjects, thus enhancing the recognition value of the programme.

The HPA is responsible for the preparation and planning of the programme content. One employee from the HPA's marketing and communications division (Christian Pieper) conducts research on the topics, discusses them with internal and external parties involved, sets a shooting schedule and deadlines, and accompanies the crew on location. The programme is broadcast only after the HPA has given its final approval.

The complementary and close co-operation ensures that Hafen TV communicates the interests of the HPA as well as that the quality is monitored throughout the entire production process.

5) How effective and successful was it? (Evaluation/analysis)

Hafen TV has become a constant on Hamburg 1's television programme. In a survey conducted by the broadcaster around 17% of the people polled in 2011 stated that they particularly liked the format of Hafen TV. Hamburg 1 is Germany's most successful metropolitan channel that can be received by around 1.9 million households.

Add on to that the fact that the YouTube channel of the HPA is becoming more and more popular. It is now visited by more than 150,000 film viewers and has over 235 subscribers, which clearly shows that interest in topics revolving around the port is high among the population.

In 2011 Hafen TV was voted best regular TV magazine and awarded the "METROPOLITAN" - a German TV award for the best regional private television programmes - presented annually by Metropolitan e.V. 2011 saw a total of 60 entries in five different categories.

More and more enterprises active in port-related business use the moving-picture material of Hafen TV to link it to their homepage.

Extensive secondary use of the broadcasts at trade fairs, press conferences, for presentations and as DVDs brings the topics to a wider audience and raises awareness levels among the population.



The Hamburg Port Authority welcomes its guests with Hafen TV: at the reception area several screens show the programme



Hafen TV – the TV format of the Hamburg Port Authority



Entry No.2

The 'Port Vision 2015' Communications Plan

Title of entry: The 'Port Vision 2015' Communications Plan

Entrant: The Ports of Stockholm

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BACKGROUND/SUMMARY

'Port Vision 2015'

Stockholm is expanding and has the long-term aim and ambition of continuing to grow. In capital cities that are also port cities we see the same trend the world over – central, attractive port land is needed for development to create new housing, business premises and commercial districts.

Ports of Stockholm identified this development trend in the 1990s and subsequently initiated a dialogue with leading politicians and civil servants to establish the best way forward for the synergistic, integrated development of the city and the port.

At the same time a major internal effort began, both to develop tangible solutions and proposals as to how the integration of the city and port could proceed physically and practically, as well as to develop an active communication plan to create a social integration by disseminate information and raise the awareness of politicians and the general public of the need for and value of port operations being locally available to a growing capital city.

This work became the 'Port Vision 2015' project.

OBJECTIVE AND TARGET GROUP

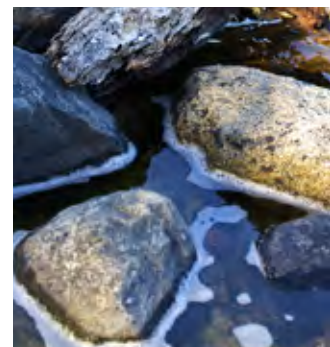
Fundamental principles of the communication initiatives

Surveys demonstrate that the citizens of Stockholm want Stockholm to remain a maritime city. Based on this information we established an objective of ensuring that leading politicians and Stockholm's residents should understand how important the port and shipping are to the growing Stockholm region. We drew up an action plan to achieve this objective and follow up activities to ensure that we are working in the right way.

Strategy

- Openness and accessibility
- Proud ambassadors
- A long-term effort with the same message carried by all channels

The planning of Port Vision 2015 started in the 1990th. The goal is that by 2015 having implemented a number of activities to achieve a change in attitude among the stakeholders – the public and politicians. In this application a number of projects carried out over the past two years are presented. Evaluations are carried out in almost all activities and large attitude surveys conducted regularly in order to change and adapt future planning and activities. But we will not stop working in accordance with this plan in 2015, the Port Vision 2015 strategy has become so successful that it has gone from the project form to everyday work.



METHODOLOGIES

The core message: Ports of Stockholm – the natural way to Stockh2olm

Activities within six different categories were developed, each with the same aim of reaching the citizens of Stockholm and stakeholders, creating dialogue and disseminate information.

1. Collaborations
2. Digital presence
3. Exhibitions and events
4. Improving access to port areas
5. Environmental initiatives
6. Dialogue with stakeholders



METHODOLOGIES

1. Collaborations

Ports of Stockholm has long been known as 'the meeting place'. Goods and passengers meet at our ports. Customers who are also competitors meet to discuss common issues and commercial interests meet those of the citizens of Stockholm.

An important new role for the port is to create social integration and establish a place in the hearts of the general populace.

To achieve this objective our ports have also to become a meeting place for a number of organisations that the port supports and works closely with to integrate shipping and our waterways into the daily lives of the citizens of Stockholm.

Fryshuset* – social integration in reality

Within shipping and the transport sector there is a need to improve integration and equality. There is also a great need to integrate young people from immigrant backgrounds into the city and the region. In 2007 Ports of Stockholm initiated a collaboration with Fryshuset*.

Within the framework of this collaboration hundreds of teenagers and other target groups have been given the opportunity to try new environments and gain nautical experience. Activities such as trips into the archipelago for single mothers, chances to try sailing and trainee job placements have been arranged. Interest in these activities has been enormous and several of the youths have chosen to continue in nautical professions following the contacts they have made and the activities they took part in via the project.

*Fryshuset is a foundation that provides a place to meet for leisure activities, education and social projects targeting adolescents and 'new' Swedes. "We gather young people together to share joy, sadness, thoughts, ideas and experiences. Their interests, dreams, passions and hopes are ours too."



Sjöräddningssällskapet* – social commitment that saves lives

Ports of Stockholm provides Sjöräddningssällskapet* with financial support annually. We also provide, free of charge, a quay-berth at the port and the services required by the society's sea rescue unit stationed in the centre of the city. Some thirty volunteer crew members staff the unit in shifts. This is an invaluable service for residents and visitors if and when an accident happens at sea or close to one of Stockholm's quaysides or beaches. The society's units are an important supplement to tax-payer funded lifesaving resources and respond rapidly to calls. As well as saving lives and helping seafarers the units also provide training in good nautical practice and seamanship.

* Sjöräddningssällskapet is a Swedish voluntary organisation that provides lifesaving and rescue services around Sweden's coastline and lakeshores. The Society is entirely voluntary and is funded by donations and membership fees as well as fee payments for prearranged services. Sjöräddningssällskapet operates 65 rescue service stations and has over 140 vessels crewed by more than 1500 volunteers. Of these 300 are constantly on call and can respond within 15 minutes.

Visit Skärgården – a hub for the archipelago in the city center

Ports of Stockholm recognized the need to market all the archipelago has to offer under one umbrella. It is important to make the archipelago more accessible to those target groups who would not otherwise venture out to the islands and to attract visitors all year round.

Ports of Stockholm therefore took the initiative to gather all archipelago stakeholders together. The Visit Skärgården company was appointed to run operations, with the mandate of making the archipelago more well known and accessible to tourists and new target groups, as well as extending the season beyond summer months. In 2008 Visit Skärgården was given the opportunity to rent, at very reasonable rates, one of Ports of Stockholm's newly renovated, purposedesigned premises and a pontoon jetty directly outside. The premises now function as a hub and show room for the archipelago – in the heart of Stockholm. Activities and product packages are available and a central website has been established for ease of booking and obtaining information about the products on offer.



2. Digital presence

Being part of the new media landscape and having information easily accessible via new digital communication channels is becoming more and more important, primarily in reaching younger target groups and target groups with special needs, but also to have a 24/7 and accessible service. Ports of Stockholm works extensively in this area and closely follows developments.

Target group-adapted website – the Ports' information hub

In 2010 Ports of Stockholm launched a target group dedicated website with content to a large degree adapted to the needs of the general public. The website enables vessel tracking, with information about vessel calls and detailed information and images of the ships. The digital port map helps people to find the correct quay, building or parking area and see what shipping companies and services run to and from Ports of Stockholm, with links to our customer sites to book voyages. Information about all types of events taking place can be seen, how we work with environmental issues and safety etc. We monitor statistics every month and develop the parts that we see is the most visited and appreciated.

Historical website – the importance of knowledge from the past

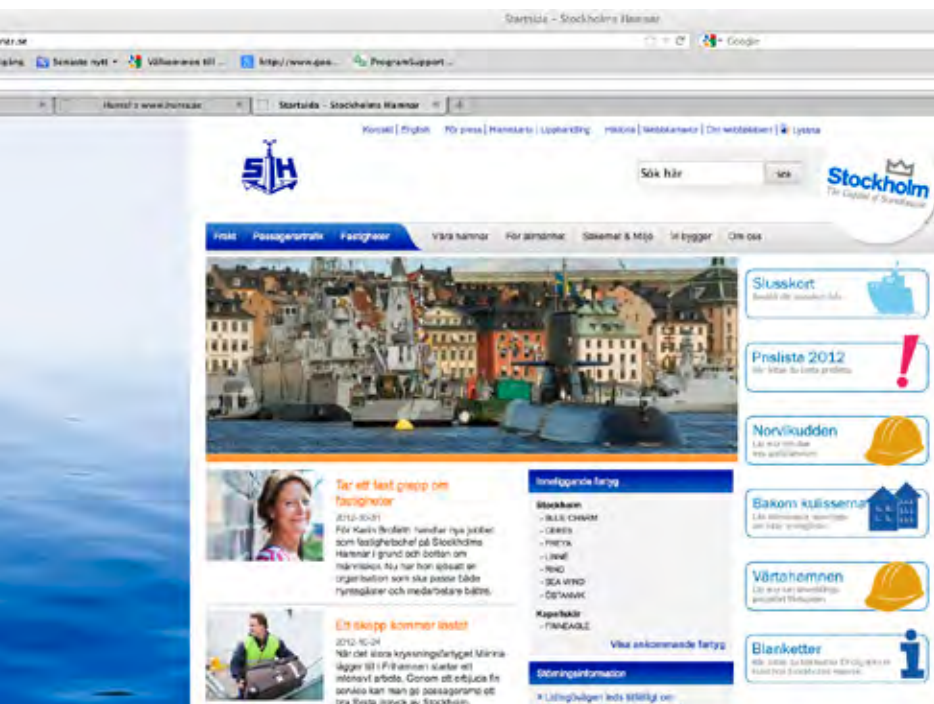
Ports of Stockholm is undergoing a period of major changes. Hundred year old ports are being rebuilt, operations have adopted a clear landlord strategy, a generation shift is in progress with old skills and professions disappearing as employees retire.

When such major changes take place it is very important to know about and learn from what has happened in the past. For that reason we decided to initiate a project to collate and preserve information, knowledge and anecdotes – and the result of this work includes a website where all of the information from the past is gathered into an easily accessible form with illustration and anecdotes.

The port has an exciting history that many are interested in and our website providing an insight into our past has been very well received.

Storytelling – keeping tales of the ports alive

Conveying a message by storytelling is a tried and tested method and is a gratifying task in port operations where stories and anecdotes are common and interesting. In conjunction with the project to collate information about the history of the Ports of Stockholm, stories were gathered from previous CEOs, union representatives, civil servants and the workers on the quayside. From this bank of tales we continuously pick golden nuggets that we film and distribute to keep stories about the port alive.



Digital Guides – the port is an exciting place

Ports are exciting places filled with interesting activities, stories and development plans. At any time of the day or night it is possible to explore Ports of Stockholm via digital guided tours. There are different digital tours on the Ports of Stockholm website – everything from descriptions of our operations to historical tours. It is the employees at the ports who are guides and digital tour sections are brief and easily accessible.

Social media and apps – reaching new target groups and generating dialogue

To reach young people and to establish dialogue with our target groups Ports of Stockholm is part of the social media. Our Facebook side was introduced in 2011 and this provides an avenue to say what you think about our ports and comment on new events etc. All of the material produced is communicated via social media as YouTube, Flickr etc.

The list of vessels arriving and in port is our most visited service on www.stockholmshamn.se. This has now also been released as an iPhone app. The app can be used both internally by employees and by the general public. Those interested can keep track of the vessels in port and those expected. The port the vessel will arrive at and the different vessels in port can be seen and more information can be accessed about the vessels, including images the vessels.

3. Exhibitions and events

Demonstrating the importance of the port through exhibitions and events has proved to be a successful concept. The events take place in all shapes – large and small, involving only the port or in collaboration with others. Common to all activities in this area is the general public, who are the recipients of the message and the important target group.

Shipping & Shopping – exhibition in collaboration with museum

The National Maritime Museum, Sjöhistoriska museet, has established a new permanent exhibition with the title of Shipping & Shopping. The theme of the exhibition is "life is not possible without trade. Trade is not possible without shipping. The history of the shipping trade is the story of you and the world you live in." For Ports of Stockholm the theme dovetails exactly with the message we want to convey about shipping, trade and our ports.

Ports of Stockholm is therefore sponsoring the exhibition and also has a large part of the display devoted to presenting our operations in a modern and vibrant way. By being an integrated part of the permanent exhibition Ports of Stockholm is able to reach new target groups, such as school classes and members of society interested in history, culture and nautical issues.



A container in the city – welcome in and find out how the container goods reach us

Ports of Stockholm has set up a portable exhibition at strategic sites around the city. This is a container that houses an exhibition about how goods are shipped around the world. The journey in this container is the one taken by coffee beans harvested in South America as they voyage to Ports of Stockholm to be delivered to the roasting plant in Stockholm and then to the consumer's coffee cup.

We offer visitors a cup of coffee, talk about the exhibition and the need of the port in general.

Presenting the ports' development project – view our plans with your own eyes

Ports of Stockholm has exhibitions in strategic locations that present and explain our plans for future projects in a way that is understandable for local residents and interested stakeholders. These displays also make it easy to contact the people responsible, to discuss issues and ask questions.

The displays can be found in the Stockholm underground, at our terminals, in community centres and in premises owned by Ports of Stockholm.

Major event in the heart of Stockholm – everyone is there!

Ports of Stockholm has the intention of organising a major quayside event in Stockholm once every two years, to provide the public with a regular maritime festival. Our ports hold open days in the intervening years, when we have not attracted other major events to the city. The Tall Ships Races, the Volvo Ocean Race and the wedding of the Crown Princess are examples of other major events and in those years we have not held a Port Open Day.

Port Open Day – a public festival with activities for everyone

Together with our customers and other stakeholders Ports of Stockholm organises a public festival along the quaysides of Stockholm with activities for all ages. Our operations are displayed – trucks juggle containers around and the public can try operating vehicles themselves, take part in quiz competitions, explore different vessels that our customers provide access to for the day and enjoy different types of entertainment. There are also boat-related activities for the children.

Our aim is to raise public awareness about shipping and port operations via these enjoyable formats, to make activities that happen in the background every day accessible and visible.



4. Improving access to port areas

The quaysides of the inner city are an important feature of maritime Stockholm. The quays are used for freight, ferry, cruise and archipelago traffic. Many of the inner city quays are more than one hundred years old and we are systematically working in stages to renovate and refurbish them.

In this work a focus has been placed on utility, accessibility and aesthetic beauty. Our aim is that everyone; customers, Stockholm's residents, tourists, walkers, cyclists and those with functional limitations, will all be able to enjoy our quaysides and spend time at the water's edge.

Boat stops – making it easy for passengers to hop on and off

By clearly defining and disseminating information about some twenty designated embarkation/disembarkation points for boats in Stockholm, Ports of Stockholm has made the water transport of passengers to and from the archipelago and other parts of town easier. These passenger boarding points are intended to function for boats in the same way as bus stops. These are gathering points for people who want to board or disembark and are intended to be used by both commercial and private boat traffic. The stopping points are well marked with signs and are also presented with coordinates on postcards and are indicated on the interactive map on our website. Politicians and Stockholm's residents have expressed a strong desire to open up the possibilities of water transport routes and enabling greater public transport use of waterways. The measure is one step on the road to accomplishing this.



Walking routes – stroll along the quays of Stockholm and learn about their history and function today

Walking paths are being established adjoining the inner city quays. The 'Saltsjöstråk walking route' takes walkers from the locks at Slussen to the Djurgårdsbron bridge, with signs providing information about our operations placed along the route. The information comes in two parts – one part details current operations and development plans for the port and the other describes the historical use of the area of the quay where the information sign is located.

Heritage craft – the pearls that adorn Stockholm's quaysides

Ports of Stockholm cherishes the features of quaysides that make it obvious that Stockholm is a maritime city. All of the old boats that line the quaysides of Stockholm are regularly inspected and Ports of Stockholm has a quality criteria, Stockholm Class, that entitles those heritage craft of defined environmental, safety and interest levels to discounted port fees. Ports of Stockholm is also working to make solutions available for those who want to live aboard the boats to connect to black and grey water management systems and to provide post moorings to provide better visual impressions and to heighten the proximity to water aspect for those walking along the quaysides of the inner city.



Public operations – opening up warehouses

Ports of Stockholm has attractive property assets in central Stockholm. These premises are primarily used by port operations and vacant premises are let to shipping-related businesses. These are customers who need to have their operations close to the port and associated companies.

In case where premises can be offered to another party Ports of Stockholm has worked to get a mix of tenants – museums, restaurants and coffee shops are an important ingredient in that mix. We have also placed out pontoon jetties and created oases at strategic sites where tourists and Stockholm's citizens can congregate to enjoy the evening sun and scenic views.

5. Environmental initiatives

A problem with our and our customers operations is that they impact the environment. This problem is both global, regional and local. For Stockholm's citizens to have confidence in our operations it is important that we take environmental problems seriously.

Ports of Stockholm has identified a range of issues that there must be a dialogue and action about, from local effects for those in the vicinity of the port to the opportunity to help the situation in the Baltic Sea and the climate in general.

We take this issues very seriously, have defined policies of action and targets to achieve improvement.

Dialogue with customers – listen, talk, make a difference

Our port operations themselves do not have such a great environmental impact. It is our customers who have the greatest potential for the introduction of changes. By making it easier for them to do this and by discussing with them to find good solutions – both large and small – Ports of Stockholm makes a difference as a responsible partner.

Differentiated port fees – rewarding role model customers

Ports of Stockholm has long had a policy of financial incentives to support and encourage shipping companies to actively work to reduce vessel sulphur and nitric oxide emissions. Differentiated port charges have also been applied with good results in the area of waste management. For example, more than 90 percent of cruise vessels now sort their waste at source. And despite an increase on traffic, emissions of nitrogen oxides from line traffic in the Ports of Stockholm decreased by 40 percent and emissions of sulphur oxides fell by 60 percent between 1995 and 2006.



Electricity supply – not as easy as it seems

An effective method of reducing both emissions and noise pollution is for the vessels in port to run on electricity. Ports of Stockholm is enabling this development by working closely with electricity companies and customers to determine the best possible development of the infrastructure at Ports of Stockholm's ports. Electricity provision requires major investments from both the ports and the shipping companies and is therefore most suitable for vessels that call frequently at a port and for vessels that spend long periods at the quayside. Ports of Stockholm first introduced cold ironing facilities for ferry traffic in 1985. Our strategy is that when we renovate or construct new facilities we prepare the quayside to be able to provide electricity to the vessels.

Black and grey water – one of the few offering waste water management facilities at all quaysides

Ports of Stockholm has worked actively and systematically to provide black and grey water management facilities. The result is that at the ports of Stockholm we can accept black and grey water at all of our quaysides via 14 fixed installations. There are few ports in the world with the same capabilities. Offloading black and grey water is included in the port fee and we work to encourage customers to offload waste in Stockholm.

Collaboration – nobody can solve environmental issues alone

Ports of Stockholm is a strategic partner in different collaborative frameworks to improve environmental conditions in the Baltic Sea region.

- We are participating in the Clean Baltic Sea Shipping (CBSS) EU project. The ambition of the project is to use different initiatives to make shipping in the Baltic Sea cleaner.
- We are also participating in a joint initiative known as the Baltic Sea Position, where a number of stakeholders, including the shipping branch organisations Sveriges Redareförening and Ports of Sweden work to achieve zero emissions from shipping in the Baltic Sea.
- We have representatives functioning as the Chair of the environmental subcommittee of ESPO and Ports of Sweden, as well as representation within the BPO, who drive sustainable development issues in Europe and the Baltic region within these organisations.



6. Dialogue with stakeholders – politically targeted efforts

Politicians are an extremely important target group in ratifying decisions and understanding urban development needs. Investing in dialogue and the education of key figures in this target group is a factor for success that Ports of Stockholm has been actively devoted to for many years.

Education – knowledge is the font of wisdom

- Stockholm City Council annually visits Ports of Stockholm to hear what is in the pipeline and to see the port projects – from the water.
- We are inviting the different political parties and for personal meetings and explaining our operation and development plans.
- Environmental fact finding visits to cruise vessels are carried out each year so that key persons know what our customers are doing to benefit the environment.

- Surveys have also been conducted to find out what local residents think and to gauge the temperature of the level of support for port operations, which is important to politicians who are dependent on the votes of the electorate.

Surveys – to show that the port is important for the commerce!

Surveys are carried out to demonstrate the importance of commerce. One survey that clearly shows the importance of ferry passengers for the Stockholm region has been widely consulted and quoted by several leading politicians.

From this it can be seen that ferry passengers:

- contribute five thousand million SEK to the city's economy every year
- fill the equivalent of seven hotels every day, all year round
- and in total account for 25 percent of Stockholm's entire tourist revenue



EVALUATION

Evaluate and follow up

Monitoring how the general public perceives the port and port operations is extremely important in making sure the correct activities are performed and that the message comes across. Ports of Stockholm has performed evaluations at strategically important times; 1996, 1997, 2000, 2003 and 2011.

These surveys show that awareness about the port and port operations is increasing and that the opinion that Stockholm should continue to be a maritime city is positive and stable. This is proof that Ports of Stockholm is on the right course and our work will continue and intensify to be finally evaluated in 2015, the date set for project completion.

Entry No.3

INTERNATIONAL ASSOCIATION OF PORTS AND HARBORS

PORT COMMUNICATIONS AWARD

PORT OF MONTREAL FREE WI-FI FOR SEAFARERS PROJECT

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PROJECT SUMMARY

The Montreal Port Authority (MPA) has implemented a service that provides free Wi-Fi to seafarers whose ships are docked in the Port of Montreal. The initiative allows seafarers to easily and conveniently access the Internet and to connect with family and friends back home without having to go ashore.

The MPA provides a login identification and password to seafarers. They simply connect their laptop computers or other personal devices that support platforms using Wi-Fi to the wireless network that the MPA has created especially for them.

Ships today operate with fewer crew members and shorter turnaround times than in the past, which means many seafarers often do not have the opportunity to go ashore when their vessels are in port. This service allows seafarers to connect with loved ones 24 hours a day, seven days a week, 365 days a year without having to leave their ships.

The MPA is proud to be a pioneer among port authorities offering free Wi-Fi to seafarers.

INTERNATIONAL ASSOCIATION OF PORTS AND HARBORS

PORT COMMUNICATIONS AWARD

PORT OF MONTREAL FREE WI-FI FOR SEAFARERS PROJECT

INTRODUCTION

The Montreal Port Authority (MPA) is pleased to have the opportunity to demonstrate its excellence in communications by presenting to the International Association of Ports and Harbors an innovative project it has launched that directly benefits seafarers.

The MPA carefully planned and successfully implemented in December 2011 a service that provides free Wi-Fi – a wireless Internet connection – to seafarers whose ships are docked in the Port of Montreal.

This initiative allows seafarers, who are often away from their families and friends for extended periods of time, to easily and conveniently access the Internet and to connect with their loved ones without having to go ashore. Using a login identification and password supplied by the MPA, they simply connect their laptop computers (PC or Mac) or other personal devices that support platforms using Wi-Fi (Android, iPhone, iPad, etc.) to a wireless network that the Port has created specifically for seafarers.



Seafarers aboard vessel docked in the Port of Montreal use laptop computer and iPad to connect to wireless network provided by the Montreal Port Authority. Photo courtesy Patrice Caron, ITF

BACKGROUND

During a Port of Montreal Open House on October 1, 2011, Sylvie Vachon, the MPA's President and Chief Executive Officer, and Jean-Luc Bédard, Vice-President of Operations and Harbour Master, had a discussion with Patrice Caron, an inspector with the International Transport Workers' Federation (ITF), regarding the possibility of the Port Authority establishing free Wi-Fi access for seafarers whose ships are in port. The ITF represents the interests of seafarers worldwide. Today, more than 600,000 seafarers are members of ITF-affiliated unions.

Previously, one option for seafarers to speak with family and friends was to go ashore, purchase a long-distance calling card and seek out a pay telephone to call home. But the procedure was costly, and pay telephones are becoming more and more difficult to find. Seafarers could also use their own cell phones to call home but, once again, this is an expensive proposition.

Another option for seafarers is to visit Mariners' House of Montreal where they can make telephone calls or connect to the Internet on computers located there. Mariners' House serves as a home away from home for some 13,000 to 14,000 seafarers annually when they are in Montreal. It operates two vans that pick up seafarers at their ships and bring them to the facility, which is located at the upstream end of the Port.

But ships today operate with fewer crew members and shorter turnaround times than in the past, which means many seafarers – especially chief officers who remain on board during unloading and loading procedures – often do not have the time to go ashore when their vessels are in port. These seafarers can sometimes go for weeks without speaking to their loved ones.

Ms. Vachon promised Mr. Caron that she would go back to her Information Technology Department to discuss the possibility of the MPA establishing free Wi-Fi access for seafarers.

IMPLEMENTATION

The MPA already had some 60 outdoor antennas throughout its territory, which extends from the Port's upstream end at Cité du Havre downstream some 40 kilometres to its facilities at Contrecoeur.

The MPA had installed the antennas for electronic navigation purposes. They provide wireless access to ships' pilots who guide commercial vessels safely into the Port of Montreal. MPA employees who work out on the Port, such as fire prevention officers, can also access the wireless network to perform their duties.

With the hardware already in place, why not create a wireless service dedicated specifically to seafarers, Ms. Vachon thought.

The MPA's Information Technology Department began work to set up a system that would provide free Wi-Fi access to seafarers while still ensuring the security of the Port's entire wireless network. Two months later, seafarers received a special Holiday gift from the MPA. On December 24, 2011, the MPA officially launched free Wi-Fi service for seafarers whose ships are docked in the Port of Montreal. Access is provided 24 hours a day, seven days a week, 365 days a year.

Connecting to the system is much like a guest connecting to a hotel's wireless network. Seafarers need a wireless-enabled laptop computer or personal device. From a ship's bridge, where the best reception is generally available, they tell their device to connect to the network called 'Port of Montreal.' On the welcome screen, they enter a login identification and password supplied by the MPA, and then click 'connect.' They are then connected to the Internet.



Bienvenue au réseau sans fil du Port de Montréal.
Pour utilisateurs portuaire autorisés seulement.

Welcome to Port of Montreal's wireless network.
For port authority authorized users only.

Avant d accéder à: / before connecting to:
<http://ca.yahoo.com/>

Veuillez vous authentifier / Please login:

Utilisateur / User

Mot de passe / password

Vous êtes connecté au réseau sans fil du port de Montréal. Aucune garantie n'est donnée que vous pourrez accéder au réseau sans fil. De plus, le port n'assume aucune responsabilité pour tous dommages, directs ou indirects, pertes ou frais subis par l'utilisation du réseau sans fil. Aucune garantie n'est donnée sur la sécurité ou confidentialité de vos transactions sur le réseau. L'Administration portuaire de Montréal se réserve un droit de surveillance et peut effectuer des vérifications du contenu et de l'usage de tous les outils de communication mis à votre disposition.

You are presently connected to port of montreal's wireless network. No guarantee is provided that you will be able to make a wireless connection. The port assumes no responsibility for any direct or indirect loss, damage or fees incurred through the use of its wireless connection. No guarantee is provided for the security and confidentiality of your internet transactions. The montreal port authority reserves a right of monitoring and carrying our verifications on the contents and use of the communication tools placed at your disposal.

Visitez la maison des marins de Montréal.
Visit Montreal Seafarers' centre.
<http://www.marinershouse.ca>
514-849-3234

 **Port de Montréal**
Port of Montreal

The Wi-Fi connection is for seafarers only. Every week, the MPA's Information Technology Department sends out a new login identification and password, valid for two weeks, to all of the agents representing shipping lines that call the Port. On a vessel's arrival, the agent informs the crew of the login identification and password.

BENEFITS

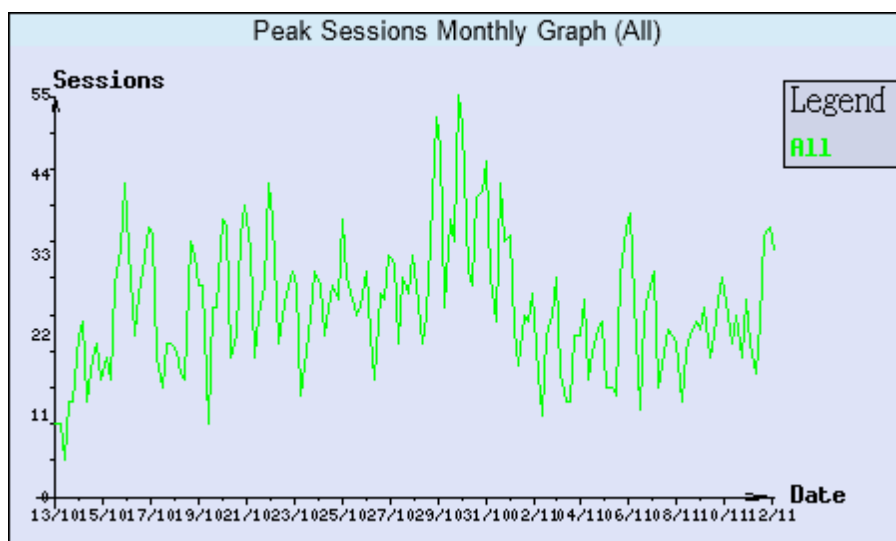
The wireless signal allows seafarers to send and receive emails and even Skype with family and friends back home. They can also stay connected through other social media such as Facebook, Twitter, etc.

Among the advantages of the initiative are that seafarers who are unable to leave their ships are still able to communicate with people back home. They can also connect at any time of the day, which is important considering they might be trying to reach a time zone on the other side of the world.

Seafarers also have access to the Internet to research locations – from museums to specialty shops that provide the comforts of home – that they might want to visit if they do indeed have the opportunity to go ashore in Montreal.

Many seafarers have expressed their appreciation for the Wi-Fi service provided by the MPA. The system is easy to use and extremely convenient for all seafarers visiting Montreal.

An average of 24 connections are made on a daily basis. The peak number of connections made during one day stands at 55. But in reality, many more seafarers than that actually use the system when you consider that they share laptop computers and several of them access the network using the same connection. We are told that the vast majority of seafarers visiting the Port make use of the Wi-Fi system.



The MPA is working to further improve the wireless system for seafarers. The positioning of antennas, the location of structures and equipment on port berths, and

weather conditions can affect wireless connections. The MPA is fine-tuning signals for better reception. It is also working to improve connections for ships at anchor.

CONCLUSION

ITF general secretary David Cockroft says that ports should be working to provide wireless Internet connections for seafarers to use so that if they “cannot leave the ship while it is in port, they can contact their families cheaply or free.”

“We need to find a new model of work with seafarers; a model that takes into account their reduced access to shore leave,” he told the Apostleship of the Sea’s 23rd international conference in the Vatican in November. “At the ITF, we believe that wireless Internet is a vital tool for the seafarers calling in port, or at anchorage, and we all need to be active in promoting shipboard communication so that seafarers are less isolated.”

The MPA is proud to be a pioneer among port authorities providing free Wi-Fi to seafarers. The initiative is a small investment that provides a great benefit to so many people. We hope that other ports will come aboard and begin to provide this same service to seafarers.

Port of Montreal Wi-Fi for Seafarers

Key statistics

- Average number of daily connections: 24
 - Peak number of connections in one day: 55 (the actual number of users is much greater than that when you consider that several seafarers access the network using the same connection).
 - High-speed data transfer (bandwidth): 5 Mbps or megabits per second (more than 80 per cent of Canadian households have access to download speeds of 5 Mbps or higher).
 - Authorization access: with a login identification and password provided by the MPA.
 - Coverage: the Port of Montreal territory, from Cité du Havre at the upstream end of the Port downstream some 40 kilometres to Contrecoeur.
 - Schedule: 24 hours a day, 7 days a week, 365 days a year (except for a monthly maintenance period of only a few minutes).
 - Supported platforms: All platforms using Wi-Fi (PC, Mac, Android, iPhone, iPad, etc.)
-

Entry No.4

IAPH Communications Award Entry

Port of San Diego

Entry Title: The Big Bay Website – thebigbay.com

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Summary of project:

The Port of San Diego's Big Bay website, thebigbay.com, was first launched in 2002 as a destination-marketing website that featured the points of interest, attractions, events and services on San Diego Bay. The site is intended to draw customers and visitors from San Diego and the nearby drive markets of Southern California and Arizona. It promotes hotel stays, tourist attractions, special events, restaurant specials and other activities that visitors may be interested in.

In 2009, several Port of San Diego tenant businesses along San Diego Bay experienced sharp declines in customers and revenue, due to the worldwide economic crisis. In an effort to assist our tenants and increase business, the Port worked with an outside marketing firm, MJE Marketing Services, to refresh the Big Bay website and to create a campaign to draw visitors to San Diego Bay, its attractions and businesses. The campaign was called "This is a Good Day" and highlighted the abundance of activities and places to visit on San Diego Bay. The Big Bay website served as the platform for the campaign, prominently featuring special offers from the tenant businesses.

The Big Bay website supports all print, broadcast, outdoors and publicity communications about San Diego Bay as a destination. It included a featured event and a special promotion referred to as a "Big Bay Gem" on the home page that called attention to fun things to see and do, as well as special cost-cutting coupon efforts. These are popular features that are updated weekly. The site takes advantage of Google Calendar technology to provide a continuously updated calendar of events. A "Pick Your Day," element was added in 2012, which allows site visitors to custom-plan their itinerary, by adding tenant locations and information on an interactive map. Users can print, share or e-mail their custom-built itinerary.

The website has been very successful in driving visitors to the waterfront. On average, the number of visits to the site is 10,000 per month. The "Pick Your Day" interactive map has constantly been among the top three visited pages since its inception. The site is ranked number one in Google searches for the terms "Big Bay" and "San Diego Bay," and as the site increasingly becomes linked throughout the Web, its keyword search rises.

The Big Bay Website Project/Case Study

Customers – Direct and Indirect Customer Relationship Management

Creating a website to raise awareness of San Diego Bay and its attractions and to assist tenant businesses during an economic crisis

The Big Bay website was created for the Port of San Diego's customers. The Port's direct customers for this project included tenant businesses. The indirect customers included residents of the San Diego region and visitors from outside of the region.

The Big Bay website is part of a cooperative marketing program between the Port of San Diego and its tenants along San Diego Bay. The website, along with print, television and radio advertising, raises awareness of San Diego Bay and its many attractions.

Staff from the Port's Marketing and Communications department worked with tenant businesses to create attractive ads and coupons to highlight promotions. The promotions were placed on thebigbay.com, as well as print, radio and television media.

The website gives our tenant businesses a venue to promote specials and allows the public to create personal itineraries for visiting San Diego Bay.

Port staff had regular meetings with tenants and conducted customer satisfaction surveys to determine the success of the website and its ability to promote the tenant businesses and San Diego Bay attractions.

In 2009, the website was revamped to include programs that would assist our tenant businesses with attracting new customers. The tenants offered discounts and specials, which were promoted on the website.

Challenges to the program included getting some of the tenants onboard. Although there was no cost for them to promote on the website, the tenants had to offer creative discounts during a period when business was slow. Ultimately, the tenants were able to see that the discounts resulted in bringing more customers to their businesses.

The website proved to be a valuable resource in strengthening partnerships with our tenants, especially during difficult economic times. It gave the tenants a way to promote their businesses at no cost to them. Tenants saw an increase in customers after their businesses were promoted on the Big Bay website. Customers were also happy because they were able to receive discounts to attractions and were able to plan itineraries on their own.

Port staff managed the relationship with our tenant customers and the public by ensuring that thebigbay.com was constantly updated with new and attractive offers, and by providing timely responses to customer inquiries on the website.

Background

The Big Bay website was created in 2002 as part of a cooperative destination-marketing campaign between the Port of San Diego and its tenants along San Diego Bay. The website, thebigbay.com, features a calendar of events, tenant promotions and an interactive planner where visitors can plan out a custom itinerary and share it with others. It lists all of the marinas, museums, restaurants, hotels, shopping areas and parks.

Objective

The Big Bay website markets San Diego Bay as a destination to drive visitors to enjoy San Diego Bay, its many attractions and businesses. It was created to raise awareness of San Diego Bay and to draw more customers from around the region and the drive markets of Southern California and Arizona.

Beneficiaries/Audience

The beneficiaries of the website include Port of San Diego tenant businesses and the public. The tenant businesses have an opportunity to advertise and promote their businesses free of charge. The public benefits by obtaining coupons for discounts at popular attractions, restaurants, hotels and shops. Additionally, the public benefits by using the website as a tool to plan their day along San Diego Bay.

Methodologies

To create the Big Bay website, the Port of San Diego's Marketing & Communications staff consulted with its tenants and its marketing firm, MJE Marketing Services, on ways to increase incremental revenue to the bayfront businesses in response to difficult economic times. The Big Bay website served as the heart of the "This is a Good Day" campaign, and reflected its brand and messaging. The website also prominently highlighted special offers and discounts from the tenants.

The Big Bay website supports all print, broadcast, outdoors and publicity communications about San Diego Bay as a destination. A featured event was added to the home page to call attention to fun things to see and do, as well as present special cost-cutting coupon offers. These features were updated weekly.

The website took advantage of Google Calendar technology to provide a continuously updated calendar of events. It also allowed a custom "build your day" interactive mapping function that allows visitors to create a personal day on the bay by clicking on and adding tenant location and information to their own custom-built itinerary which users can print, share or email on site.

The website is also user-friendly to tenant businesses, who are able to submit updates and special offers to include on the site. The web content database does not require content providers to know HTML coding to provide updates.

When first implemented, the website was promoted with advertising in the UT San Diego/North County Times, the Los Angeles Times, Cox Cable television and on other television stations.

It was also promoted at consumer promotion shows and tours for travel writers, and special event press releases were written about it and distributed to the media.

Evaluation:

To evaluate the success of the website, the Port of San Diego tracked website visitors. The visits fluctuated as new information and promotions were posted. The promotion of signature events in San Diego especially drove traffic to the website. On average, the number of visits to the site is 10,000 per month. The site is ranked number one in Google searches for the terms “Big Bay” and “San Diego Bay,” and as the site increasingly becomes linked throughout the Web, its keyword search rises. Since the site was refreshed in 2012 with the interactive map, it is realizing record visitor numbers and time spent on it. Port tenants have also reported increased revenue and patronage during the past year.



search...



[Home](#) [About San Diego Bay](#) [Visitor Services](#) [Events](#) [Itineraries](#)



PICK YOUR DAY
DISCOVER THE BIG BAY®



hotels



restaurants



attractions



cruises



ecotourism




[Big Bay eNews](#) | [Search](#) | [Privacy](#) | [Site Map](#) | [Media](#) | [Contact](#)

© San Diego Unified Port District | [Mobile Version](#)

Screen shot of the Big Bay homepage.





[Home](#)
[About San Diego Bay](#)
[Visitor Services](#)
[Events](#)
[Itineraries](#)



PICK YOUR DAY

DISCOVER THE BIG BAY®

hotels

restaurants

attractions

cruises

ecotourism

Pick Your Day Along the Big Bay

Any day is a great day to Pick Your Day. When you want family fun, delicious dining, world-class hotels and awesome attractions, the Big Bay has it all. The natural beauty of San Diego's waterfront welcomes you with spectacular views, sparkling waters and romantic sunsets. Use this interactive map to Pick Your Day and customize it to your liking.

Pick Your Day

☐ Hotels
 ☐ Restaurants
 ☐ Attractions

[America's Cup Harbor](#)
[Chula Vista](#)
[Coronado](#)
[Embarcadero](#)
[Harbor Island](#)
[Imperial Beach](#)
[National City](#)
[Shelter Island](#)
[The Big Bay](#)



Screen shot of Big Bay website's interactive feature for trip planning.

6

Entry No.5



IAPH COMMUNICATIONS AWARD

Submitted by:



PORT TRAINING INSTITUTE (PTI)

ARAB ACADEMY FOR SCIENCE, TECHNOLOGY, AND MARITIME TRANSPORT (AASTMT)

ALEXANDRIA – EGYPT

Customers – direct and indirect customer relationship management

I. BACKGROUND

Port Training Institute (PTI) was established on 26th of July 1982 as an affiliated institute to the Arab Academy for Science, Technology & Maritime Transport (AASTMT). A committee of the Chairmen of Port Authorities & subsidiary companies of The Holding Company for Maritime Land Transport (17 authorities and companies) defined the focal mission of the Institute as follows: “*TRAINING AND UPGRADING THE MARITIME SECTOR PERSONNEL*”



INSTITUTE PARTNERS

1. Maritime Transport Sector
2. The Holding Co. for Maritime & Land Transport
3. Alexandria Port Authority
4. Port Said Port Authority
5. Damietta Port Authority
6. Red Sea Ports Authority
7. Egyptian Authority For Maritime Safety
8. Alexandria Container & Cargo Handling Co.
9. Port Said Container & Cargo Handling Co.
10. Damietta Container & Cargo Handling Co.
11. United Arab Stevedoring Co.
12. Suez Mechanical Stevedoring Co.
13. Egyptian Navigation Co.
14. Canal Shipping Agencies Co.
15. Egyptian General Warehouses Co.
16. Egyptian Marine Supply & Contracting Co.
17. Abou Simbel & Thebes Shipping Agencies Co.
18. Memphis Shipping Agencies Co.
19. Sudan Sea Ports Authority

PTI CUSTOMERS



FROM EGYPT (39 COMPANY AND ORGANIZATIONS)

• Society Cooperative Des Patrols	• National Navigation Co.
• Suez Oil Co. – Soko	• El Nasar Building Construction Co (EGYCO)
• Al Ezz Steel Rabers (ezzsteel)	•
• Canal Mooring and Lights Co.	• Suez Canal Authority
• Egyptian Ship Repairs and Building Co.	• Pyramid Navigation Company
• Magic Shipping Agency	• Abou Kir Fertilizers and Chemical Industries Company
• Red Sea Reserves	• Egyptian Fund for Technical Cooperation with the Commonwealth
• San Stefano Project	• Schlumberger Co.
• Misr Petroleum Company	• MAERSK EGYPT S.A.E for Maritime Transport
• The Gulf of Suez Petroleum Company (GUPCO)	• Badr Petroleum Co.
• Maridive and Oil Services S.A.E	• Alexandria International Container Terminals (AICT)
• Qualifying Fresh Graduates Project	• DP World Sokhna
• Egyptian Co. For Gas Distribution - Town Gas	• Tidewater Marine Egypt
• Misr Company for maintenance	• Mantrac Egypt Ltd
• Triangle Trading and Engineering	• Alexandria Shipyard
• Canal Naval Constructions Co.	• National Shipping and Investment Co. (NSICO)
• Sokhna Port Development Company (SPDC)	• Petroleum Marine Services Co. (PMS)
• Timsah Shipbuilding Company	• Yacht Club, Cairo
• Egyptian Maritime Consultant Office (EMCO)	

FROM ARAB COUNTRIES (25 COMPANY AND ORGANIZATIONS)

- Arab Sea Ports Federation
- Kuwait Ports Authority, Kuwait
- EUROGATE Tangier, Morocco
- Alexandria National Iron and Steel Co. S.A.E.
- Saudi Arabian Fertilizer Company (SAFCO)
- International Company for port services Ltd, Saudi Arabia
- Saudi Aramco Mobil Refinery Company Ltd. (SAMREF) , Saudi Arabia
- Saudi Basic Industries Corporation (SABIC), Saudi Arabia
- Yanbu Commercial Port, Saudi Ports Authority
- General Company of Iraq Ports, Iraq
- Sea ports Corporation Sudan
- Sudanese River Transport Corporation, Sudan
- Lattakia Port, Syria
- Tartous Port General Company, Syria
- Socialist Ports Company, Libya
- Misurata Free Zone, Libya
- Royal Yachts Co., Oman
- Port of Hodeidah, Yemen
- Gulf of Aden Ports Corporation, Yemen
- Red Sea Ports Corporation, Yemen
- Jebel Ali Port, Dubai
- Dubai Ports Authority, Dubai
- Abu Dhabi Authority
- Marsa Maroc, Port of Casablanca, Morocco
- Marsa Maroc, Port of Agadir, Morocco
- Somapor Casablanca

Port Training Institute (PTI) is a member of Arab Sea Ports Federation (ASPF) and the International Association of Port and Harbours (IAPH). The Institute has strong and fruitful communications with the international marine organizations like United Nations Conference on Trade and Development (UNCTAD), International Maritime Organization (IMO) and International Labour Organization (ILO).

Over the past 25 years, the Institute had offered more than (158478) training opportunities for foreigner trainees from more than 20 Asian, African and Arab countries. Hence, PTI became an International Institute in the field of ports and maritime transport.

II. PUPLIC RELATION PROJECT OBJECTIVES

PTI deals with public relations, corporate communications, and community service with many organizations and individuals in the field of training, education, enhancing seafarer maritime skills, qualifying graduate youth to work in the field of ports and maritime transportation.

PTI has long experience in the field of community service due to the belief for the importance of serving and communicating with the adjoining community whether individuals or organizations

This entry deals with the PTI participations in the field of public relations with community through several projects and funds as following

- 1- Rehabilitation and qualifying the fresh graduate youth to be able to work in the field of ports and maritime transport
- 2- Cooperation with Port Saied Government
- 3- Cooperation with International Labor Organization (I.L.O)
- 4- Funding all the training course and programs offered to all the companies and organizations that work in the field of ports and maritime transport



III. BENEFICIARIES

All PTI community service programs serve mainly the port workers community, the all employees in the companies or originations deals with port and maritime transport. In addition to all the Egyptian non-experience youth who hope to work in ports and harbors

All PTI training and educational service presented to all port workers community in the four main ports in Egypt in the PTI branches in Alexandria (Main Branch), Port Saied, Suez, and Damietta.

IV. ANALYSIS FOR PROJECT PUBLIC RELATIONS ITEMS

PTI COURSES

1- REHABILITATION AND QUALIFYING THE FRESH GRADUATE YOUTH TO BE ABLE TO WORK IN THE FIELD OF PORTS AND MARITIME TRANSPORT

According to the fundamental objective of PTI in the role community service to provide opportunities for training for young people with labor markets new to optimize jobs available in the field of maritime transport and management, under the cooperation between the Port Training Institute and Port Said Governorate, Port Training Institute held a number 40 training session in the period from 13/05/2012 to 19/07/2012 and for a number of 787 trainees from young graduates in Port Said has been implemented training programs in the areas of management and operation of seaports, shipping agencies work, management and operation of container terminals, maritime transport and logistics of the movement of goods.

This collaboration represents the first phase of the rehabilitation of young graduates to maintain and have been the start of the second phase on Sunday, August 26, 2012

2- COOPERATION WITH PORT SAIED GOVERNMENT

Opening a branch of the Port Training Institute in Port Fouad, which stressing on the effective role in rehabilitation of Port Said youth due to the needs of the labor market in the upcoming plans for the future and the needs for trained labor suit and industrial renaissance, logistics and investment in East Port Said during the next few years.

Port Fouad branch depends on providing distinguished educational service for students of Port Said countrymen and neighboring provinces, and rehabilitation of individuals to expand access to employment opportunities within the province, as well as training counselors, accountants, engineers and workers maritime transport sector in the governorate and the Suez Canal Authority and the ports of West and East Port Said, in addition to develop the fishing industry and modernization of the fisheries sector, and to contribute to Port Saied society providing training courses in the fields of Computer and language to English and accounting programs and engineering.

3- COOPERATION WITH INTERNATIONAL LABOR ORGANIZATION (I.L.O)

PTI has strong external relations with many international organizations in order to help PTI to enhance its educational service for Egyptian and Arab customers.

It is worth mentioning that the Port Training Institute (PTI) was selected by the International Labor Organization (ILO) to be a member in the International Experts Council which is assigned to study and present the first training guide in the ports sector. PTI has signed an agreement with ILO to give PTI the rights and license for translating and training all the 30 modules for Port workers development program (PDP). This program has been delivered to more than 800 trainees all over the world.

Also PTI has been officially selected by the ILO to participate in reviewing, establishing and adapting to ILO Guidelines on Training in the Port Sector.

4- FUNDING ALL THE TRAINING COURSE AND PROGRAMS OFFERED TO ALL THE COMPANIES AND ORGANIZATIONS THAT WORK IN THE FIELD OF PORTS AND MARITIME TRANSPORT.

According to the PTI annual achievement report 2011/2012, the institute accomplished 361 training program and course distributed as following: 86 in Alexandria, 129 in Port saied , 71 Suez, and 75 damietta. A total of 2558 trainees got those courses from different PTI customers.

Also according to PTI financial annual balance sheet, all PTI customers share by 995, 000 L.E. as participating in this training fees, according to PTI regulations the

charge for one trainee to attend training course for 5 days about 1000 L.E., then those trainees cost the institute 2,558,000 L.E.

Accordingly, PTI funds those training program by 1,563,000 L.E. which equivalent to 62% of the total cost of the courses.

5- THE ANNUAL INTERNATIONAL CONFERENCE FOR PORTS (MARLOG)

Since 1984 PTI keen to hold an international conference annually in Alexandria for the operation of ports and shipping industry in collaboration with the International Labour Organization (ILO), and the Federation of International Ports (IAPH) named him a group of specialists and international experts in this field to deliver their papers research, and is keen to participate famous port authorities and shipping companies at the international level, regional and global levels and for 26 consecutive years. And a continuation of the march Port Training Institute successful in holding this annual conference has decided Management Institute conference as of this year in collaboration with the Center for Research and Consultancy maritime transport sector the MRCC to unite their efforts to serve the maritime transport sector.

In addition to organizing an exhibition of marine equipment and services on the sidelines of the conference every year and the payoff is the participation of more than 111 organizations and companies, local and international so far.

The result in this annual event for specific recommendations in the field of work in ports and maritime transport also contributes to raising the efficiency and development of the Institute in the development of training programs. This is in addition to the positive impact of the consolidation of international and domestic relations in the field of ports and maritime transport, regionally and globally.

And in accordance with the standards and requirements for national and international levels of qualification and training and harmonization of development in the sectors of ports and maritime transport investigation of the quality of rehabilitation and training.

6- THE REGIONAL ROLE FOR PTI

The Institute is in cooperation with some Arab countries through training programs and curricula designed in PTI or have been adapted from the programs and decisions of project Altrenmar of the United Nations Conference on Trade and Development as well

as the curriculum model issued by the International Maritime Organization has been holding sessions for each of:

- Libya.
- Republic of Sudan.
- Syrian Arab Republic.
- The Republic of Yemen.
- Saudi Arabia.
- Kingdom of Morocco.
- United Arab Emirates.
- State of Kuwait.
- State of Qatar.
- Oman.

And confirmation of the regional role the Institute is keen to strengthen contacts with international organizations and bodies of the countries of the developed world ports such as:

- ILO (ILO).
- United Nations Conference on Trade and Development (UNCTAD).
- Union training institutes international ports (IPTC).
- World Federation of Research and Engineering aquatic environment (IAHR).

➤ **Institute membership in regional and international federations:**

- Arab Seaports Federation ASPF
- International Federation of marine ports IAPH.

➤ **International Training Cooperation:**

- Port Authority and Port Training Institute Bontorb - Belgium.
- French ship classification authority BV.
- company Vis Sim Norwegian vessel monitoring devices.

Entry No.6

IAPH Port Communications Awards 2013



Theme:

Freeport of Riga Authority non-customer stakeholders'
relationship development
Social Program „OUR PORT” 2011-2012

Entrant:

Freeport of Riga Authority, Latvia

Contact person:

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Summary

In September 2010 *Freeport of Riga Authority* in cooperation with the nongovernmental organization *Vecmilgravis Development Association* elaborated a social program “Our Port” which was carried out within two years 2011 and 2012. The aim of the program was to establish and develop harmonious relations with residents of the neighboring areas, whose life quality was affected by dynamic port development.

Despite the fact that *Freeport of Riga* for many years has maintained a sustainable dialogue with the public, it was necessary to find and develop new, efficient and pro-active forms of communication in order to build mutual understanding and goodwill relations with local residents.

Various activities and events for the residents were implemented with the support of the *Freeport of Riga Authority*, open dialogue was created, people's voices were heard, and the role of the Port in the Latvian economy was highlighted. The social program fostered direct and proactive Freeport communication, and the program outcomes proved the efficiency of the selected communication form - the positive evaluation of the *Freeport of Riga* operation grew by more than 20%. The program enhanced the *Freeport of Riga's* image and improved its reputation, making a tremendous contribution to the development of the port's resident-friendly image.

The program that was implemented during two years was aimed at further development through relentless communication and non-customer stakeholder relationship development.



1. Description of the Situation

The *Freeport of Riga* has been developing very dynamically over the past 20 years - the turnover of the port increased immensely: in 1993 the cargo turnover was only 4.7 million tons, last year 30.9 million of cargos were handled, but during 11 months of the current year 33.1 million tons have already been handled. Rapid port development has an impact on the quality of life of approximately 80,000 residents, living in nine neighboring areas. Due to business development the access to the River Daugava is considerably limited at the 10 km long section downstream on the right bank of the river up to the point where the river meets the sea. The Port's concrete wall not only physically demarcates the border, customs and free business zone, but also creates psychological discomfort for residents of the surrounding areas.

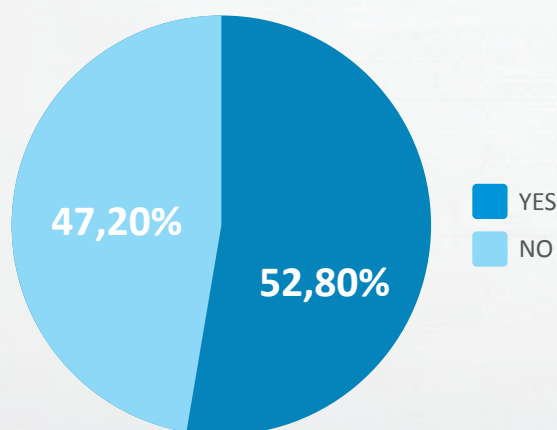
A long-term program was launched two years ago with the aim to build mutual understanding and cooperation between the *Freeport of Riga Authority* and people, residing in the territories adjacent to the Freeport. In the framework of the program a series of events and activities were implemented to make accessible port territories attractive for recreation and living.

It was a beginning of completely new approach to building relations with adjacent areas' residents fostering mutual understanding and trust. Confrontation and isolation, that was quite frequent at an early stage, was followed by negotiations, professional discussions and open flow of information between the parties.

Before launching the program the *Freeport of Riga Authority* has regularly organized numerous studies with the aim to improve the reputation of the Port and understand what Port the residents want to see is. The Freeport's public image analysis was performed with the aim to define the Freeport Authority's image. In March and April 2008 *Latvijas fakti* (Research company Latvian Data) company implemented two studies: Riga residents' telephone survey and qualitative research with the participation of 2 focus groups - one in Russian and one in Latvian language. Focus group discussions involved the residents of Riga, who live in neighborhoods adjacent to the *Freeport of Riga*.

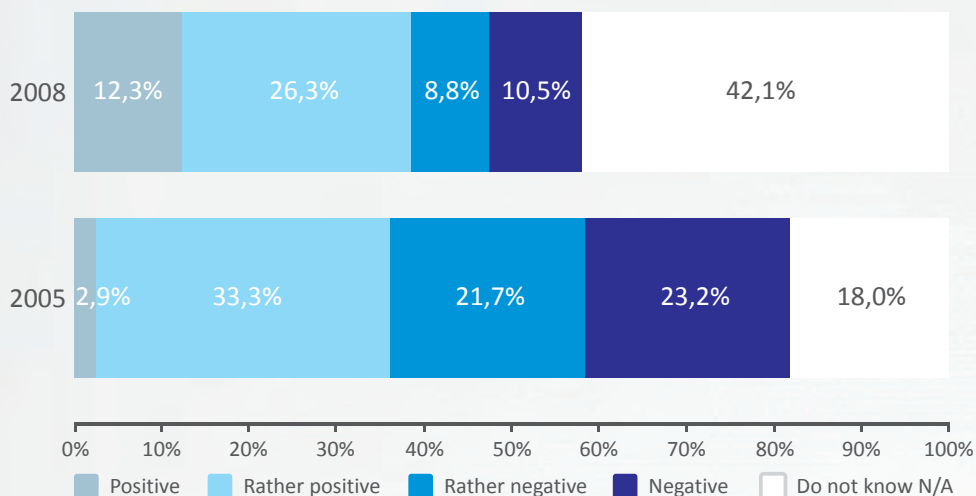
In the process of telephone survey only 52.8 % of Riga residents mentioned that they had heard about the *Freeport of Riga Authority*. That proves that Riga residents had a little idea of the *Freeport of Riga Authority's* work.

Table Nr.1. Have you ever heard about the Freeport of Riga Authority? *Latvijas Fakti*. 2008.



Comparing results of 2005 and 2008 surveys carried out by *Latvijas Fakti*, it can be stated that evaluation of the *Freeport of Riga Authority's* work has improved, still it was rather low - only 38,6 % of residents evaluated the Authority's work as positive or rather positive, but 42% of the residents were not aware of its existence.

Table Nr.2. How do you evaluate the work of the Freeport of Riga Authority?



Both focus groups discussed the following issues: associations related to the *Freeport of Riga Authority* or the *Freeport of Riga*; the place/ role of the *Freeport of Riga* in Latvian economy; whether economic activities of the *Freeport of Riga* cause problems for neighboring areas' residents; the image of the *Freeport of Riga* as well as the image of the *Freeport of Riga Authority* - what should be done to improve it.

Participants of both groups found it difficult to evaluate the place of the *Freeport of Riga* in Latvian or Riga economy; still all of them agreed that the Port is a key player of the Latvian economy.

There are certain stereotypes, created by mass-media that might be interpreted as fragments of the *Freeport of Riga Authority's* image. Low indicators of the Port reputation are associated with scandals and environmental pollution, political disagreement etc.

The ideas, expressed by discussion participants, led to the conclusion that society would like to see more resident-friendly image of the *Freeport of Riga*. That means more openness, more interaction of the Port or the *Freeport of Riga Authority* with different target groups such as students, children from orphanages, Riga residents living in the areas near the *Freeport of Riga*. Focus group participants provided creative ideas that were also taken into consideration when implementing the program, such as drawing competitions for children "Paint the Port", workshops and exhibitions in the park near the office building of *Freeport of Riga Authority*.

Parallel to creating more resident- friendly image of the *Freeport of Riga Authority*, the proactive dialogue with society had to be launched.

Two years ago residents did not trust the *Freeport of Riga*; their attitude was characterized by dissociation and lack of understanding and dialogue. This was the starting point of the activities aimed at the Freeport's reputation-building, public awareness and understanding, that has now developed into a long-term program of cooperation with citizens and the non-governmental organization *Vecmilgravis Development Association*, representing them.

According to the public organization *Vecmilgravis Development Association*, a complete lack of information flow and contacts between the two neighboring areas – the Port area and residential neighborhoods - is the main cause of mutual incomprehension. So *Vecmilgravis Development Association* initiated a remarkable break-through by implementing a joint cooperation program “Our Port” aimed at developing sustainable relationship between the Freeport and Vecmilgravis residents, based on goodwill, knowledge and mutual understanding.

On the one hand, the project activities and methods were created and developed to a large extent on the basis of *Latvijas fakti* study, but on the other hand, the wishes of the residents and their initiatives, that had been presented at the initial stage of the cooperation and have been developed in the framework of the program, were also taken into consideration.

2. Objectives and Tasks of the Social Program

In September 2010 *Freeport of Riga Authority* in cooperation with the *Vecmilgravis Development Association* elaborated a social program “Our Port”. Vecmilgravis (the region of Riga) and the major part of the area close to it are located on the territory of *Freeport of Riga*, therefore cooperation as well as mutual understanding between the Port and the area's residents was crucial.

The primary objective was to improve positive evaluation of the *Freeport of Riga Authority's* work by 20 % compared to the results of 2008 *Latvijas Fakti* study related to evaluation of the *Freeport of Riga Authority's* work, that provided quite negative residents' assessment.

In the framework of the program the main focus of the *Freeport of Riga Authority* was on cooperation and support of the residents' initiatives, related to key areas of people's concern - environmental issues, conservation of cultural and historical sites and development of holiday traditions, thus fostering a positive attitude and understanding of port operation and the Port's role in Latvian economy.

By implementing active cooperation and support, creating an open dialogue and listening to people, the *Freeport of Riga* ensures residents' trust and positive attitude that enhances the image of the *Freeport Authority*- the *Freeport of Riga* is accessible to the public, it is not some entity hidden behind the concrete fence.

The objective of the joint social program of the *Freeport of Riga* and *Vecmilgravis Development Association* was to build respectful relationship between the Port and Vecmilgravis residents.

To summarize, the objectives of the social program were as following:

1. To improve Freeport of Riga work evaluation by 20%.
2. To gain public's trust through developing cooperation forms with local residents and creating pro-active dialogue, by implementing practical environment improvement activities and by supporting local residents' activities.

3. Public groups for whom the project was intended and targeted

The target audience of the project activities and events are the residents of the areas, adjacent to the port - people of all age groups. Further industrial development of the port in compliance with the strategic development plan of Riga is affecting nine Riga neighborhoods with approximately 80,000 people living in Vecmilgravis, Milgravis, Kundzinsala and Mangaļsala. The physical environment is extremely important for people, so communication and proactive dialogue with the residents, whose life quality is affected by the vicinity to the port, should be crucial.

4. Program Implementation

The following methods, aimed at involving a wide range of people, were selected:

- 1) Proactive, open and frank dialogue with the public, regular meetings - direct contact and communication, listening to public expectations, apprehension of public needs, and participation in the program.
- 2) The physical environment, where people live, is very important, so direct forms of communication with the local population were selected. One of the most burning discussion issues was air pollution or bad odors that have negative impact on life quality of Vecmilgravis residents. The relevant equipment has been purchased and currently calibration takes place, so that it can be possible to analyze what particular substance is in the air. The equipment is mobile, and if necessary it can be relocated to the topical areas.
- 3) Co-operation with the non-governmental organization representing local residents – *Vecmilgravis Development Association*, that has become the main ambassador of the people and continues to do so. This experience has become a key factor for cooperation development.
- 4) Providing financial support for residents' festivals and participation in the organization of celebrations and festivals. Co-participation in the events, those are important for local residents.
- 5) Children's drawings on the port's wall, which made discourse in society and created a lot of positive emotions. Later the drawings were published in the *Freeport of Riga 2012* calendar, presented to the *Freeport Authority's* partners and port employees.
- 6) Improvement of the territories adjacent to the port in order to maintain access to the river. Supporting clean-up of the cultural-historical sites and objects to enhance attractiveness of the physical environment and to preserve historical heritage.
- 7) Organization of competitions for young people - high school pupils and students – related to the Port development. Creation and development of the Bank of Ideas.
- 8) Ensuring media support by publicity for organized public events.

The first step in building relationship was establishing contacts with the non-governmental organization *Vecmilgravis Development Association*. Most of its members are residents of Vecmilgravis, whose ancestors have lived there for several generations, including the descendants of the first residents of Vecmilgravis, who built their homes here, cultivated gardens, and went fishing.

Gradually the cooperation started to evolve, and the next step was implementation of the program “Our Port”, involving many activities that were initiated by local residents.

4.1. Painting the Port Wall

Implementation of the project was preceded by a symbolic public campaign, when Vecmilgravis school children covered the Port's shabby concrete wall with colorful paintings. The port's wall did not comply with modern industrial architecture requirements, providing psychological discomfort for surrounding community. The aim was to make the wall a people- friendly object.

Vecmilgravis school children were invited to paint the wall with the drawings, reflecting their understanding of what is going on behind the port wall. For this purpose children's tour of the port was organized, so that the young participants could learn more about the Port.

The kids explored the Port area along the River Daugava, took photos and made drawings of ships, docks, cranes, terminals; they saw a tug and the icebreaker. These impressions were reflected in the form of paintings on the Port's wall.

On May 19, 2011 children painted the Freeport of Riga wall at No.3, Meldru street. In fact, more than 100 children cleaned and subsequently painted 50 sections of the wall. This Wall- painting session gained unprecedented popularity and symbolically demolished the wall of “distrust “. Next year in spring, 2012 children continued painting of the wall next 100 metres in direction to Kisezers lake.



From calendar 2012



4.2. Meldru Street Festival

On September 5, 2010 Vecmilgravis Development Association organized “Meldru Street Festival”, that was granted financial support by the Port. “Meldru Street Festival” was the first event organized by the Association with the aim to bring together residents of Vecmilgravis and neighboring areas and to nurture their common cultural environment. Festival was dedicated to Vecmilgravis history, highlighting the sights associated with the Mangali Seamen School and other landmarks close to the sea and the Port.

The aim of “Meldru Street Festival” is to bring together all Vecmilgravis residents and business people by organizing a festive event to draw attention to Vecmilgravis history and access to the waterfront - Milgravis canal.

“Meldru Street Festival” took place in several areas. A brass band, amateur groups of the culture center “Ziemeļblazma”, Vecmilgravis Music School trainees, Russian Culture Society dancing group performed on stage. Children and adults enjoyed a canal tour on board the boat. Authentic fishermen sailing in wooden boats emerged from the sea, offering their salmon catch to be bought at an auction. Visitors could buy smoked fish, fishing accessory, handmade wood carvings and autumn vegetables at the local market. Various attractions and creative workshops were available for the smallest guests, with fairy tale heroes, involving children into various games.

4.3. Access to the Waterfront Developed

Due to urban development four significant Vecmilgravis streets – Emmas street, Melidas street, Skuyu street and Meldru Street - lead to Milgravis waterfront. This place is very important for the area residents, as it is one of the few places in Vecmilgravis where one can still access the waterfront. Milgravis Square renovation is the next stage of co-operation between the *Freeport of Riga Authority* and *Vecmilgravis Development Associations* with the aim to strengthen mutual understanding and synergy between the Freeport and local residents, creating a fertile environment for sustainable partnership.

Development of modern recreation zone and meeting place for Vecmilgravis residents and port employees was commenced at the sole remaining waterfront access point near Emmas and Meldru Streets. In 2011 Milgravis celebrated 745 years anniversary. In 1266 a ditch was dug by the Cistercian monks to connect the River Daugava with Kishezers.

In 1876 Krisjanis Valdemars, the father of Latvian seafaring, founded the Mangalī Seamen School in Vecmilgravis not far from the Harbour Master bridge. Many prominent Latvian seafarers graduated from this school, that in 2011 marked its 135th anniversary. In the framework of the Project on August 21, 2011 a memorial stone, dedicated to Mangalī Seamen School, was installed on the embankment. It is a great tribute to the Latvian seafaring pioneers and coastal communities.

It is planned to create a green square with cobbled paths, including those along the canal edge, with a playground for children, that will remind a vessel to symbolize the Port's vicinity, and an active recreation area with a street ball field and a special dog run as well as implement other improvements on the embankment territory of 7800 square meters at Meldru street. Last year a memorial stone, dedicated to Mangalī Seamen School, was installed there due to the support provided by the *Freeport of Riga Authority*.

Next year a new Vecmilgravis square will be opened by the Vice-mayor of Riga and the Chairman of the *Freeport of Riga* Board Mr Andris Ameriks During the meeting with Mr. Andris Ameriks and Vecmilgravis residents the Chairman of *Vecmilgravis Development Association* Ms Inta Bieza said: “If we cannot get it what we want, then we must get what we can. We are grateful to the City Council that, in the process of Riga Development Plan elaboration, our wish to keep without changes undeveloped area in the very beginning of Meldru Street, where there was rather run-down area, was taken into account. Now we are able to see a sketch of a new square, designed by the architects, and we hope it will be completed by May31, next year. ”



4.4. Milgravis Waterfront Festivals

The next stage of the project was the first Milgravis Waterfront Festival when Vecmilgravis residents and the Port representatives could enjoy various Festival events, organized for people of different age groups, nationalities and interests, including a boat trip and an open-air party. The Festival enhanced spirit of cooperation between the residents and the Port in regards of creating a new recreation area at the waterfront, with solid financial support provided by the Freeport. The new recreation area will be opened in the summer of 2013.

The first Milgravis Waterfront Festival in August, 2011 attracted 5000 participants. It was an unprecedented event in the history of Vecmilgravis, and the Association received expressions of gratitude from the local residents. People expressed the wish to make the Port's and local residents' friendship festival an annual tradition. The second Milgravis Waterfront Festival on August 12, 2012 gathered more participants than in the first year - about seven thousand. It was an exciting event and the participants and guests enjoyed it greatly.

One of the Festival themes was Vecmilgravis history and historical periods of the Port development. The first festival was based on the 13th century events when the Cistercian monks dug Milgravis to foster shipping. Medieval atmosphere sparked enormous visitors' interest, and the second Festival of 2012 was dedicated to the 14th century.



4.5. Children Festivals

The *Freeport of Riga* traditionally takes part in Ziemeļblazma Children Festival, providing a special information panels to introduce children to the Port operation and relevant professions.

This beautiful children festival tradition was founded more than 100 years ago by Augusts Dombrovskis, Latvian wood industry leader and philanthropist, who built the Ziemeļblazma House, that is visible to all who come to Riga by sea. Former Dombrovskis' sawmill site is one of the free zones of the *Freeport of Riga*, there is also a sawmill and a timber terminal.

One of the objectives of the Children Festival is development of children skills and knowledge that is why special panels, providing information about rivers and seas and the coastal life is very important.

During the years of Latvian renewed independence fishing in the River Daugava basin considerably decreased, with further development of the Port it will be gone forever, and the transfer of expertise from parents to children will no longer be the case. That is why in the framework of the Children Festival the Port information panel was established next to the Fishing panel, so that children can acquire information about modern shipping and port operation.

The "Green port" with slogan "Green living, green delight" was the title of the Kids day in 2011 because Vecmīlgrāvis is one of the most industrial places in Latvia, and both adults and children live here, therefore resources offered by the nature should be saved, used reasonably and preserved for the next generations.

Every year the Children Festival is visited by many children as their parents and grandparents from all neighborhoods of Riga, so for representatives of the Port it is a wonderful opportunity to meet children and their parents and provide useful knowledge. Mrs Laila Rieksta-Riekstiņa, Head of the State Inspectorate for Protection of Children's Rights, said: "Ziemeļblāzma Kids day is a grand event for all family. It offers not only entertainment, but also valuable information and thoughtful time spending opportunities. In our times, when entertainment and recreation possibilities are limited to many families, such initiative is very welcome and should be encouraged. We can only hope that other regions of Riga and cities of Latvia will follow this example, too, and will organize similar festivities for their inhabitants."



4.6. Educational Competitions and Bank of Ideas

Educational competitions for young people were launched by the *Freeport of Riga Authority* in the spring of 2012.

The *Freeport of Riga* in cooperation with industry professionals and academics founded a "Bank of Ideas" to foster the port development and attract investors. With the aim to form core capital of the "Bank of Ideas" a student creative project competition was announced, and submitted papers will be the part of the intellectual capital of the newly established "Bank of Ideas".

With the aim to provide more useful information to young people about the operation of the *Freeport of Riga*, in the early autumn of 2012 the *Freeport of Riga* launched a competition for school students "Port of Riga – for Latvia and Riga" to get the best ideas to be included into the Freeport's Bank of Ideas. 11-12th grade comprehensive school students as well as students of specialized schools and vocational institutions were invited to participate in the competition.

In the framework of preparation for the competition the students visited the Freeport Harbor Master's office, getting a glimpse at the port officer's daily work, visiting an icebreaker "Varma". Subsequently 32 papers were submitted for the competition, of which 5 were selected for the final set.

The school students' brilliant ideas - building water transportation line Bolderaja - Vecmilgravis led by young naval cadets, outdoor movie shows with retro film projections on the sides of vessels, literature lessons on board the ship, "Gourmet trips" offering the national cuisine and historical overview, folklore performances for tourists, regatta "Hanseatic Routes", environmental clean-up, water safety demonstrations, attracting more people, especially the younger generation, to participate in tours around the port - were added to the "Bank of Ideas".

Riga schools' students presented their ideas in the framework of the competition "The port of Riga – for Latvia and Riga". The jury was headed by the Chairman Mr Eriks Skapars and consisted of the following members - Mr Maris Purgailis, the Dean of the Faculty of Economics and Management of the Latvian University, Mr Modris Ozolins, the Vice-Rector of the Riga Technical University, Mr Janis Berzins, the Rector of the Latvian Maritime Academy, Mr Maris Brasla, the Director of Riga State Gymnasium No.1.

5. Project Evaluation.

Project outcome can be measured by broad citizen participation in the events and activities, organized by the *Freeport of Riga Authority* and *Vecmilgravis Development Association*. The project activities, initiated two years ago, have gained great popularity among the neighborhood residents, and have become a local tradition, that has to be continued.

In its letter to the *Freeport of Riga Authority* the *Vecmilgravis Development Association* expresses the public opinion and mentions a positive change in people's attitude, indicating that all these activities have changed Vecmilgravis residents' perception of the Port and its operation and opened up new opportunities to address the key environmental problems and pollution threats in mutual neighborly cooperation atmosphere.

Vecmilgravis Development Association acts as an ambassador. Since this cooperation has proved to be very successful, the *Freeport of Riga Authority* intends to work with other non-governmental organizations and associations, representing the people, in the future.

The "Our Port" program received extensive publicity in the mass media, news agencies and national press in Latvian and Russian wrote about the program events, feature stories were published; information was broadcasted on TV news channels and national radio.

According to the 2012 study, after the implemented program the work of the *Freeport of Riga Authority* is positively assessed by 67% of the population, compared to the reported 42% of the population in 2008. These outcomes demonstrate efficiency of program implementation during the last two years as well as considerable improvement of the Freeport's reputation.

The dialogue with the residents of the neighboring areas, initiated by the *Freeport of Riga Authority*, developed into a sustainable program that clearly shows the Freeport's intention to work with the Association in the long-term perspective, providing financial support for people initiatives. Success of the program has undoubtedly enhanced the image of the *Freeport of Riga Authority*.

Entry No.7

Title - Enhancing Direct & Indirect Customer Relationship Management through Cargo Management System

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Summary

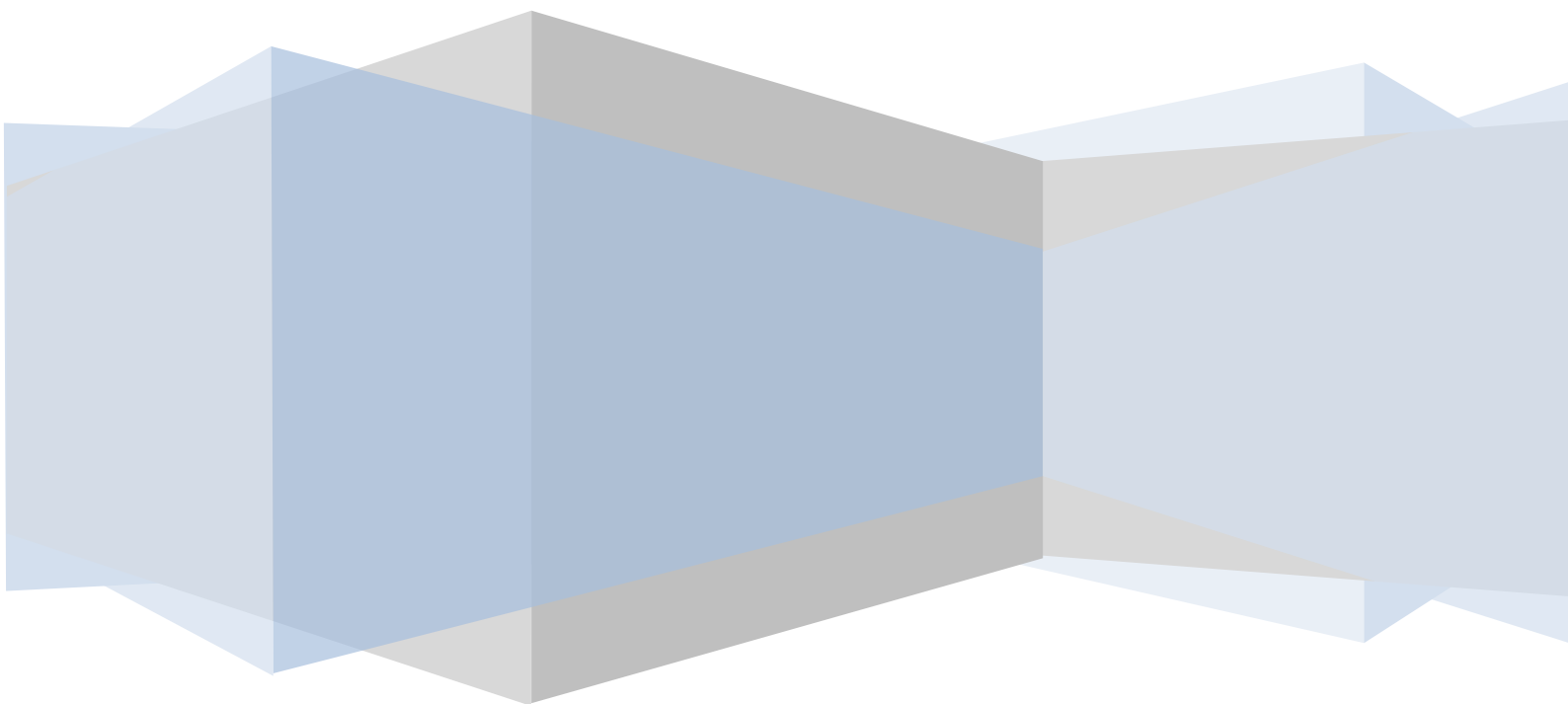
Sri Lanka Ports Authority is considering about long term sustainability by improving its operational capabilities where developing a superior customer relationship strategy is one such major project instigated. The eagle eye strategy is improving logistics procedures where enormous customer interaction is taking place focusing on improving Exports and Imports Cargo Delivery Procedures.

In former setup all the procedures were manual and very lengthy hence, customers had to spend long hours for documentation processing. With the objective of eliminating lengthy processes and improve customer satisfaction, Cargo Management System was implemented as a customized semi-automated computer solution which is highly benefitted with cost saving.

From the design stage itself, cross functional interfaces were taken in to consideration and gradually step up the implementation process after conducting several test runs and reviews which were useful for re-designing the system according to the customer's requirements. In every step of the implementation, customer participation was highly appreciated and feedback was considered in re-designing the processes.

Once the system was successfully implemented, benefits were analyzed separately mainly focusing on the level of customer satisfaction. Time and Cost Savings are separately analyzed with different operational parameters resulting huge savings for the customers. Continuous Improvement takes place to improve the capacity of this new module generating high value for both direct and indirect customers in the future as well.

**Enhancing Direct & Indirect
Customer Relationship Management
through Cargo Management System**
(Developing a Superior Customer Relationship Strategy)



1 Background of the Study

Port of Colombo is currently ranked 32nd internationally among container handling ports. The economy of Sri Lanka has been growing at a rapid rate of 8% and simultaneously the cargo in and out the country in terms of exports and imports are growing. Today, port of Colombo is handling more than 4.3 million TEUs annually and recorded passionate growth in volumes.

Today it has been a challenge for Sri Lanka Ports Authority (SLPA) to cater this growing demand; as a result the Management of SLPA has embarked on numerous projects to make its vision of becoming a regional maritime hub a reality. This includes new innovative solutions combined with the state of the art technology.

One major area considered under those improvement projects is developing and improving Customer Relationship Management while improving the operational aspects related to customers.

The online Cargo Management System (CMS) is one such project implemented by SLPA to facilitate the export receiving cargo and later with provisions to be upgraded to facilitate the import delivery operation. The system has been in operation from 1st of March 2012 which is expected to eliminate human-to-human contact, improving productivity by 15-20%. The new CMS would eliminate the use of wharf clerks in the future would also eliminate the involvement of illegal intermediaries, moving out of the industry perception of “paying many things to many people”.

Additional costs incurred would also be eliminated; it would prove to be a huge saving and thereby providing the maximum benefits to the shipping industry. It would improve productivity and it can also draw more shipping lines thereby increasing competition and reducing freight rates.

In the early procedure a wharf clerk should have to go to 12 locations in order to process the data. However, under the new online system at every stage processing could take place online including printing of the gate pass with a barcode, thereby eliminating delays. All information processed is sent simultaneously to the Sri Lanka Customs and the SLPA. SLPA has created a separate system interconnecting with the major State Bank, Bank of Ceylon (BOC) in relation to handling any financial transactions and looking forward to accommodate the other banks in the future.

1.1 Early Export Procedure

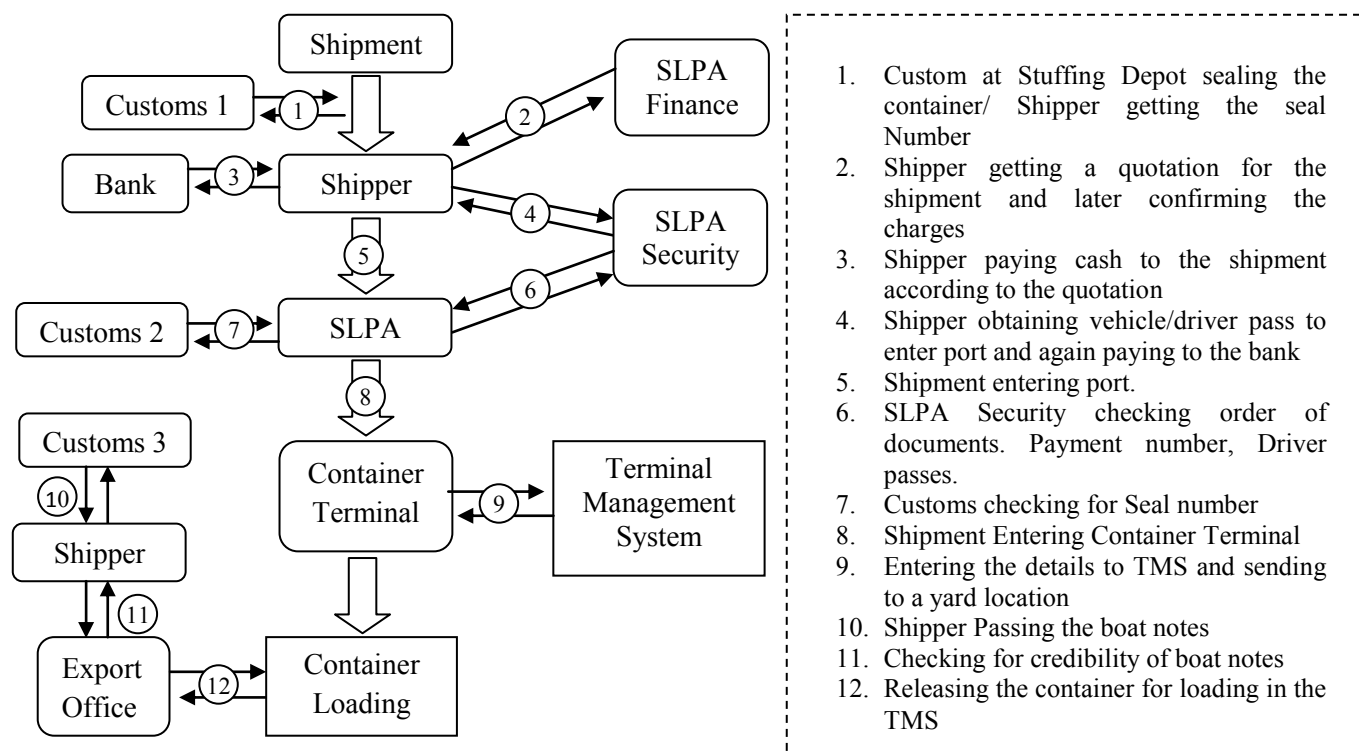


Figure 1-1 - Early Export Procedure at JCT

1.2 Parties Involved in the Cargo Management System (CMS)

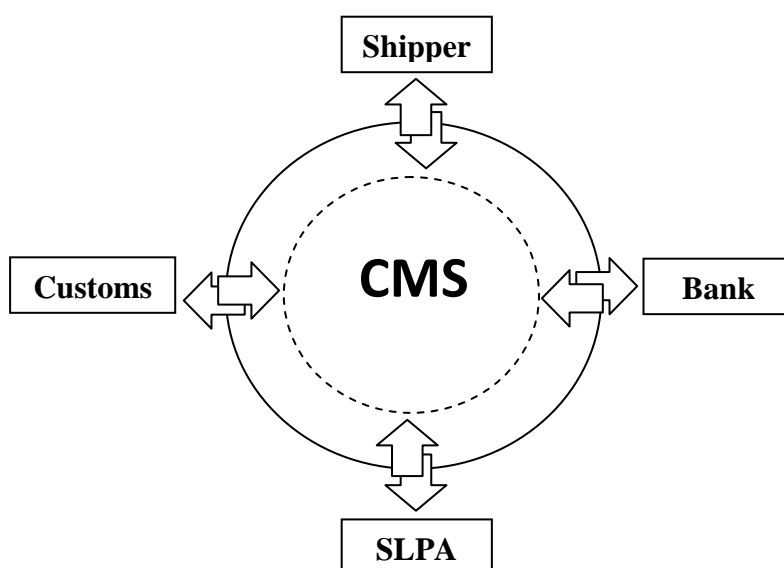


Figure 1-2 – Parties Involved in CMS

The CMS is an integrated system with all the parties involved in the system. This will interlink not only shipper and SLPA, but also the Customs and Banks. While the shipper and SLPA is directly involved, customs processes and banking procedures are interlinked as supporting arms.

2 Methodology

2.1 Design of the System

Today with the competitive world of business, companies are forced to operate in a timely and error free manner. Customers are not willing to wait and sometimes shippers make huge losses when they cannot meet cut-off time due to the lengthy process. There is a never-ending pursuit for perfection with no room for errors. The Cargo Management System was designed considering all aspects of the Export Receiving Process addressing every possible issue that can be raised during the practical scenarios. The CMS is specially designed by NAVIS for SLPA usage to suit user specifications.

During the design stage, Sri Lanka Ports Authority formed a cross functional team including personnel from Operations division, Finance division, Logistics division, Information System division and had few workshops to identify the users, the structure and facilities to be provided from the system.

The Cross functional teams had discussions with specific system users and designers of the system to identify requirements of each user separately. During these meetings, the discussions were made to recognize possible concerns and thereby the system developers are accredited to prevent such faults happen. After individual meetings with each system user category, conferences were held with all the users such as Exporter's Association, Shippers' Council, Banks, Customs, Shipping Lines, Freight Forwarders and SLPA officials in each segment who are going to work with the system in streamlining the process. In this scenario, special attention was made to prevent the gaps that could lead to slip away from terminal charges.

Table 2.1 Features of the Cargo Management System

Feature	Description
Instructions	This feature has more emphasis on external users where they represent different educational backgrounds. The instructions are given in such a way that a person who has minimum pre knowledge about the system can handle an inquiry with no errors.
User Log-Ins	Different log-ins with different interfaces are issued for specific user categories. These exclusive log-ins make the system users convenient as user interfaces are not complex and add more security to the system

Feature	Description
Electronic Cargo Manifest	From the CMS, shippers have been enabled to submit their cargo manifests electronically to the logistics division of Sri Lanka Ports Authority. In the earlier process, a wharf clerk has to come physically and submit documents.
Online payment	The charges are calculated automatically for the number of units. All events E.g.: On carrier changes, Port changes...etc, are included in the final bill, which can be paid online. Cargo Module is linked with the system of Bank of Ceylon, which is the most popular government own bank in Sri Lanka. Through this system Payments can be made anytime at any day.
Pre-Advice	Shippers can pre advice their units before they enter the terminal through the vessel agent. Since the export cargo module is connected with the NAVIS Terminal Management System, the entry can be seen in TMS as well. Therefore the risk of being shut-out from a vessel is minimized as the unit can be planned to the vessel before it enters the terminal.
Cargo tracking by B/L number	The status of the shipment can be traced through the B/L number. The shippers can see the payment status, balance of payment, whether the container has entered to the terminal, by inquiring container through B/L number.

3 Planning & Implementation of the System



Figure 3-1 – Planning & Implementation Procedure of CMS

3.1 Test Runs

Even though the Cargo Management System has been designed by utilizing the latest & proven information technology solutions, forefront efforts had to be made at the initial stage to verify the flexibility and feasibility of the new system. Therefore, when the new CMS was implemented in March, several test runs were carried out mainly for identifying the shortcomings explicitly as well as implicitly which could barricade benefiting the trading community in terms of cost savings and convenience.

Since “Augmenting the Customer Relationship” is one of the key concerns of introducing the system, every test phase is followed with addressing the main issues of inconsistent & disruptive matters which are faced mainly by the direct and indirect customers of the system.

Therefore, in every test phase, selective key customers including key figures from shippers council which is to represent shippers, freight forwarders, banks, customs and SLPA professionals were drawn together and carried out test runs and discussed over numbers of issues raised on new CMS. This was driven to get proactive measures of the system subsidies which leads to enhancing the customer satisfaction by addressing their actual provisions.

3.2 Awareness & Training Programs

The new CMS serves as an ‘enforcer’ of new processes. But it was presented with an additional challenge to the users at the initial stage, where it magnified the changes in operations. Therefore training and awareness programs were always taken place on the front line and the training team, which was consisted of SLPA professionals and system developer (NAVIS team), hold the main responsibility to make customers aware of getting the best out of the new system while ensuring smooth and beneficial transition for everyone. The training programs were mainly targeted on exporters, freight forwarders, shipping lines and internal and external users, where it facilitated to address the actual needs of customers while enhancing the customer relationship.

3.3 Initial Implementation with Parallel Systems

After introducing the CMS for external usage, customer’s adaptation towards the new system was really challenging. Therefore, it has been decided to run the CMS simultaneously with the manual procedures by giving the opportunity for the customers to get used with the new system. During this stage, the customers were encouraged for switching over to the new system and special assistance were provided by the SLPA team to get familiar with the system by avoiding the errors and provided them the facilities, including user accounts and passwords to ensure the unimpeded usage. This was the critical stage, where customer relations are developed with the SLPA team and enabled the customers to build up the trust over newly implemented system.

3.4 Separate Systems Installed for Banks Linking with CMS

E- Payment and automated billing are the main functions of the Cargo Management System which enables exporters to make their payment online and continue the operation without any delays in the process. Initially SLPA presented the CMS e- payment linkage to the banking network and this was a remarkable benefit for the customer, as the early procedure is restricted with payment facility only for the office hours, in contrast the new system facilitates the customers with 24 hour e- payment service.

3.5 Redesign the System through Identifying Errors & Reviewing

When the CMS is implemented, numbers of issues and drawbacks had come on its way of operation relating to the errors in pre-advice, stuffing functions, e-payment delays, system linkage failures and so on. As a solution, several reviews were carried out with the customers and industry professionals to streamline the processes and update the system to minimise the failures of the system in the future. Also, when the problems have encountered, remedial measures were taken for the sake of customers by believing that the successful implementation of any new business process is down to the acceptance of the customers.

3.6 Operational Procedure of New CMS

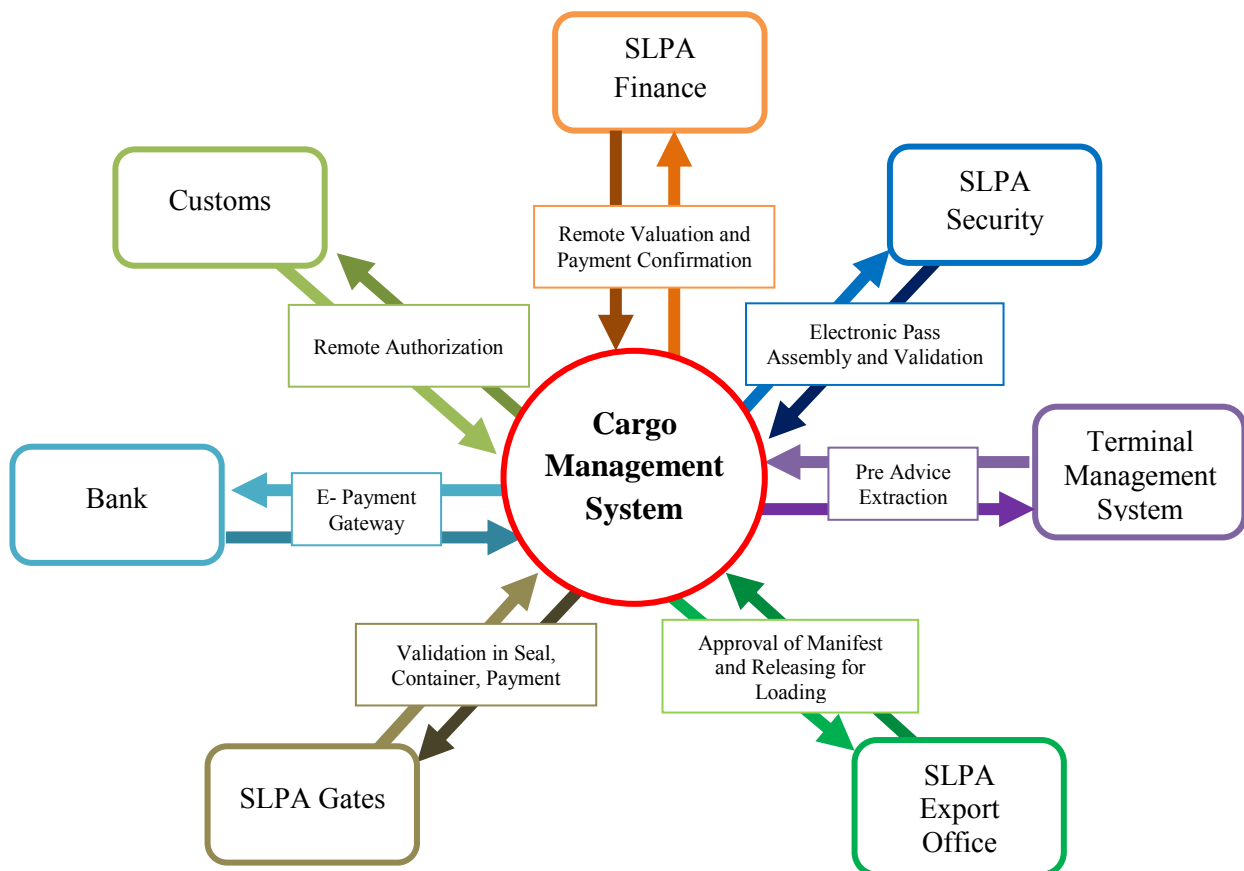


Figure 3-2 Operational Connectivity of the CMS

As exemplified in the above figure, every linkage in the CMS is interconnected with key users by providing clear and consistent direction throughout its business process. So the direct involvement of the internal users as SLPA Finance, Security, Gates, Customs as well as Banks is highly predominated to ensure its smooth run of operation.

4 Evaluation & Analysis

Evaluation is the most important part of a project, where the final outcomes are derived. In this scenario, level of customer relationship management is measured to define the success ratio of the project which will be analyzed as follows.

4.1 Customer Satisfaction



Figure 4-1 Elements of Customer Satisfaction in CMS

Customer Satisfaction is the ultimate result of fine-tuned customer relationship management. Above factors are some of the important elements in defining the level of customer satisfaction adapted for this scenario.

4.1.1 Customer Focus

This system is highly customer focused with Flexibility and Reliability of the service offered. As explained above, the payment procedure is flexible with the 24 hour payment facilitation with less risk involvement for the customers, resulting high level of customer satisfaction. Customers are attached to the system with e-access, is a vital benefit not only to build up a healthy and reliable relationship but also to maintain smooth and quick transactions.

Exporters are benefitted with having extra time to do the stuffing operation with this system since the payments are done previously before the stuffing operation, which is a big benefit for their smooth operation.

4.1.2 Timely Supply

Timely & Effective services are vital in determining the level of customer satisfaction. Truck turnaround time of the export truckers are considered to be very a crucial element under this category. The following graph illustrates the level of improvement after the system implementation which is a huge success factor to be considered.

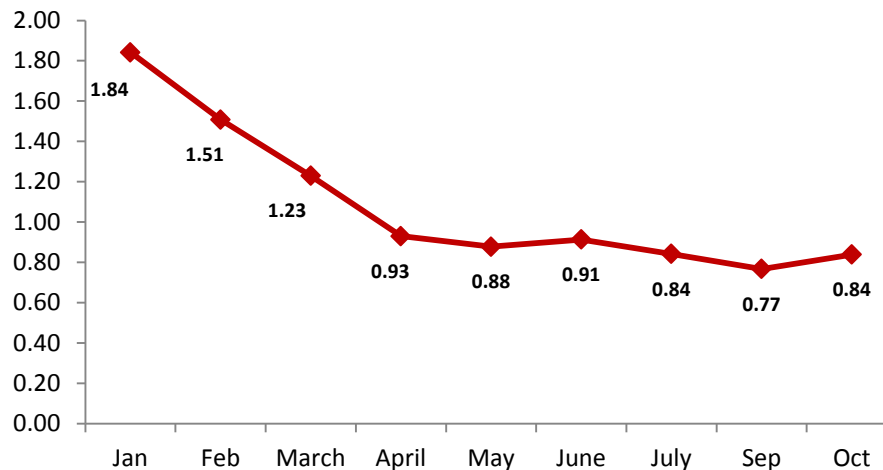


Figure 4-2 – Average Monthly Export Truck Turnaround Time in 2012

With the manual procedure, average truck turnaround time for the export truckers were approximately 2 hours, which is quite a high waiting time for the operation. With the previous procedure, long time was taken for the documentation process resulting a peak in trucks entering to the port premises generating a long queue. But with the new system implementation, processing time is eliminated and peak is spread throughout the whole day where numbers of trucks inside the terminal premises are averagely less in the current scenario thereby reducing the waiting time for the export truckers. As shown in the above graph, after the system implementation, there is approximately 60% reduction in the truck turnaround time.

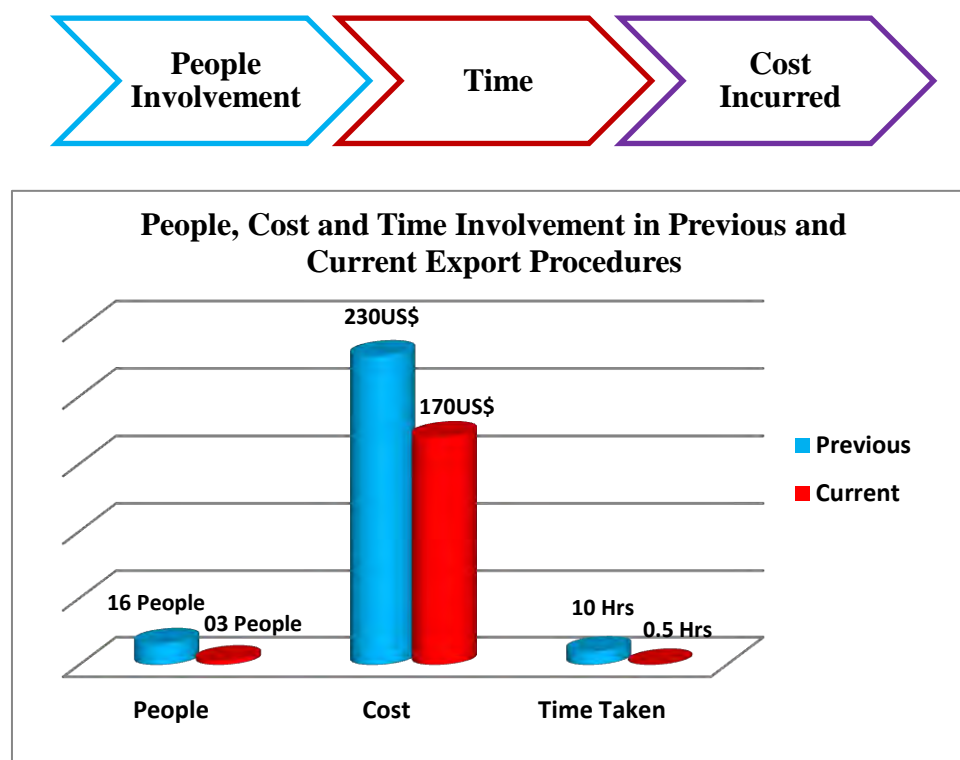
4.1.3 Customer Feedback

Even though the system was implemented successfully, continuous improvement takes place to improve the reliability, flexibility & most importantly customer satisfaction. Customer feedback is evaluated frequently by conducting open discussions with key personnel involved for the implementation and continuation of the CMS and with direct customers of the system. It is expected to gather customer feedback continuously as a participative management strategy to strengthen the relationship between SLPA & customers.

4.2 Benefits for the Direct Customers

4.2.1 Exporter

Exporter is the main link connecting the whole chain of the CMS. The ultimate expectation of implementing this project is to encourage exporters in the country. As identified below exporters are benefitted in three scenarios namely:



Source – Customer Opinion Survey carried out with 300 customer base after the CMS implementation

Figure 4-3 People, Cost and Time Involvement in Previous and Current Export Procedures

Above graph illustrates the people involvement, cost and time taken for the export cargo processing in early and current procedures. With the implementation of CMS, It shows a dramatic saving of above three factors bringing down the total operational cost of exports cargo processing, which also helps to gain competitive prices in foreign markets.

With the new CMS, numbers of people involved are reduced up to 03, stimulating 81% of saving for the customers by reducing their labour expenditure.

As explained above, this is a cost saving formula from each and every aspect. When the numbers of intermediaries are omitted and 12 points are eliminated, simply the customer does not need spend on unnecessary payments in each point for documentation processing diminishing the direct cost involvement around 26% for the customers.

As the paper work is eradicated and documentation procedure is shrunk, time taken for processing a cargo entry is very less, saving 95% of time. It has a very positive impact for exporters/freight forwarders and shipping agents since “time is money”.

4.2.2 Freight Forwarders/ Shipping Agents

Shipping agents and freight forwarders are the other key element strengthening the links of this procedure. Since they do not have to come to the port premises for export cargo processing, cost and time are both saved.

4.3 Benefits for the Indirect Customers

This system was implemented for both direct & indirect customers, where all of them are benefitted through this system.

4.3.1 Foreign Consignees

One of the major indirect beneficiaries is Consignees of the products who are located in foreign countries. When the smooth flow of operation for the exports is maintained, end customer will be benefitted with 7Rs in Logistics.

4.3.2 Government

SLPA as a government entity has a huge responsibility of serving the country apart from the role of a business entity. Therefore, when the exporters and shipping business entities are encouraged with the CMS implementation; generated benefits, profits are equally important & affected to the Economy of Sri Lanka. With this system, Exporters are encouraged and it is positively affected to the Economic development of Sri Lanka, Currency appreciation, Employment Generation and etc.

5 Conclusion

Customer is the king of any business entity, so that effective customer relationship management should be maintained to be a successful organization where Sri Lanka Ports Authority has taken an initiative of improving customer relationship through converting the manual export procedure to an automated system via the Cargo Management System deriving enormous benefits for the customers. The same module will be further upgraded to the imports clearance too and currently, necessary steps are taking place for the implementation of the system.

Entry No.8

Partnering with Media to Promote Understanding of Port Dynamics and Transport Logistics along the Northern Corridor

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SUMMARY

As much as the media may appear to be on top of things as concerns informing, educating and entertaining the public, experience has shown that shipping is a unique industry and that its reporting poses real challenges to business reporters and editors. The consequences are under-reporting and misrepresentation of facts which do not in any way help in cultivating a positive relationship and understanding between Port players and stakeholders.

The Corporate Affairs Department of Kenya Ports Authority faced with these persistent wrong negative media coverage ranging from congestion at the port, delayed clearance and other problems associated with different stakeholders - who have direct influence on the smooth operations of the port, the department took an audacious and unprecedented task of inviting the media from the East and Central Africa region for a fully paid two day conference in Mombasa with a view to setting the record straight.

Partnering with Media to Promote Understanding of Port Dynamics and Transport Logistics along the Northern Corridor

1.0 Introduction

The Port of Mombasa is Kenya's Premier Sea Port and Gateway to East and Central Africa. The port is currently the biggest and busiest port in the East African Sub-region serving neighbouring countries of Uganda, Rwanda, Burundi, Northern Tanzania, the Eastern Democratic Republic of Congo, Ethiopia, Somalia and Southern Sudan.

Its strategic location and its important role as a key logistics platform, and support in the growing regional economies by linking them to the international markets has made Mombasa to be constantly on focus, attracting immense interest and attention regionally and internationally.

2.0 Background

The Corporate Affairs Department of the Kenya Ports Authority (KPA) is charged with the responsibilities of maintaining the good image of the Authority. In achieving this noble task, the department's main task is to liaise with the media in order to enhance the reputation of the organization. It is also the link between the top management and media. It has in its possession the most sophisticated Public Relations tools necessary to feed the media with accurate information in different formats ranging from Press Releases, Press Conferences and packaged information in video and photography for the electronic media.

However, in its quest for positive coverage in the media, the department struggled to draw a clear line for the media that KPA and the port industry were different entities. Most of the time the media's assumption was that 'KPA is the port and the port was KPA'. This wrong assumption has often laid blame on the KPA management when in the real sense other players in the industry were the culprits. This was addressed many times to the media in press statements that actually KPA was not to be blamed.

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Faced with these persistent wrong negative media coverage ranging from congestion at the port, delayed clearance and other problems associated with different stakeholders - who have direct influence on the smooth operations of the port, the department took an audacious and unprecedented task of inviting the media from the East and Central Africa region for a fully paid two day conference in Mombasa with a view to setting the record straight.

The conference dubbed **“Partnering with Media to Promote Understanding of Port Dynamics and Transport Logistics along the Northern Corridor”** was held at Mombasa Continental Resort Hotel on the 20th and 21st November in the city of Mombasa. The conference was attended by more than hundred delegates drawn from influential media personalities from Burundi, Rwanda, Uganda and Kenya.

3.0 OBJECTIVES

The main goals of the workshop were to achieve the following objectives:-

1. To enhance awareness and understanding of port dynamics and maritime transport in the region.
2. To educate the media on the shipping practice and principles of port operations so as to reduce misconceptions and misreporting of Port activities.
3. To emphasize the role of the media in trade facilitation in the supply chain in the region by giving accurate and relevant information
4. To enhance Management’s understanding and appreciation of the Media and their role in promoting trade and development.
5. To highlight the role of the media in regional integration and reduction of transport costs through responsible business reporting.

4.0 Targeted Participants

The delegates were drawn from the East African region based on their reach and influence as categorized below:-

<u>Media House</u>	<u>No of Delegates</u>
1.UGANDA	
• The Monitor Newspaper	02
• New Vision Newspaper	02
• Uganda Broadcasting Corporation	02
• WBS – Wavah Broadcast Service	02
• Bukedde TV	02
2. RWANDA	
• Rwanda Broadcasting Corporation	02
• Rwanda Times	02
• Rwanda TV	02
• TV 10	02
3. BURUNDI	
• Burundi Broadcasting Corporation	02
• Iwacu Newspaper	02
4. NAIROBI	
• Main stream Print & Electronic media	14
5. MOMBASA	
• Main stream Print and Electronic Media	26
6. KPA	
• Selected Managers	20

7. STAKEHOLDERS

KIFWA	03
KSAA	03
KTA	02
CFSs' Association	02
KMA	02
GBHL	02

About 100 (+- 20) delegates attended the workshop.

5.0 Implementation

The workshop/training aimed at achieving the above objectives through lectures by professionals drawn from both the Media and Maritime Transport sectors. Topics were carefully selected by a panel of Corporate Affairs Department staff suggesting topics and Speakers are as follows:-

A. UNDERSTANDING THE MARITIME INDUSTRY

1. PORT OPERATIONS OVERVIEW (KPA SPEAKER)

- Basic shipping and operations terminologies
- What Port Operations entails

2. GLOBAL ECONOMIC, SHIPPING AND TRADE TRENDS

- Trade volumes
- Ship sizes

3. PORT MANAGEMENT MODELS(EXTERNAL SPEAKER)

- Landlord port model
- Private port model
- Public port model
- Municipal port model

4. ROLE OF CARGO INTERVENERS IN PORT OPERATIONS(KPA SPEAKER)

- Who are Cargo Interveners?

- Documentation Procedures
- Players in cargo clearance: A case of the Mombasa Port

5. ROLE OF THE PORT IN GROWING REGIONAL ECONOMIES

6. PORT EFFICIENCY: WHAT DOES IT ENTAIL? (EXTERNAL SPEAKER)

7. THE PORT OF MOMBASA: NOW AND THE FUTURE (KPA SPEAKER)

- Operational Background
- Achievements
- Ongoing programmes
- Challenges
- Way forward

B. APPRECIATING THE ROLE OF THE MEDIA IN BUSINESS

8. BUSINESS REPORTING (EXTERNAL SPEAKER)

- News Sources
- Stages in News production
- Seizing the moment

9. DEVELOPMENT JOURNALISM (EXTERNAL SPEAKER)

- Patriotic journalism
- Impact of stories to the economies of the region
- Role of the Media in trade facilitation in the region
- Media convergence: Emerging challenges

10. MEDIA LAW AND ETHICS (EXTERNAL SPEAKER)

- Role of the Media in promoting regional integration

11. CRISIS MANAGEMENT

12. ROLE OF SOCIAL MEDIA (EXTERNAL SPEAKER)

13. USING THE NORTHERN CORRIDOR: NON-TARIFF CHALLENGES (EXTERNAL SPEAKER)

- Working towards reduction of Transport Costs

14. REGIONAL ISSUES (EXTERNAL SPEAKER)

15. KPA COMMUNICATION POLICY (KPA SPEAKER)

6.0 Evaluation/Analysis

A conclusive evaluation and analysis of the objectives we intended to achieve are currently ongoing. Since the Media Conference was held late November we cannot come up with documented results at the moment, nevertheless the feedback and remarks received at the end of the conference was pointing to a direction of satisfaction. Most common remarks were that the conference was an eye-opener and that journalists felt they could understand how port dynamics worked. Others felt that the conference should have happened a long time ago since they saw a change in their perception and that surely improve their reporting.

The most important observation they made was that the Cooperate Affairs Department should improve the KPA website so that it could help journalists - who often work in tight deadlines - to access frequently updated information on the KPA website without making phone calls and writing emails that could take time to get response. Also suggested was that the Department should embrace New Media that could ease the dissemination of news in real time on platforms like Facebook, Twitter and Youtube.

The journalists in their view observed that the dilapidated Rail Network in the region and the general infrastructure were hampering the good work KPA has done. There was also a mention of Kenya Revenue Authority as a powerful entity in the facilitation of trade through the Port of Mombasa with its own set of rules that did not work in the interest of KPA.

The general picture painted as deduced from the observations made by the media personalities pointed to us that part of the goals set for the Media Conference was achieved, on our part, the KPA management present hinted towards making the event and annual one that could possibly be staged in those countries that were invited.