



# **ESPO AWARD**

## **ON THE SOCIETAL INTEGRATION OF PORTS**

### **First Edition - 2009**

#### ***Terms of Reference***

#### **1. Background**

The erosion of public support for seaports has only recently been recognised as an issue that needs attention from port management. Competition for land use, negative externalities of port operations as well as safety and security concerns have over the last few decades contributed to a negative public image of many ports. This has been reinforced by the fact that ports in many cases moved out of sight from citizens. Ports are at best acknowledged as a necessary evil, but more often the general public and policy makers alike ignore the fundamental contributions ports make to economy and society. The result is that ports often stand alone, without allies, when they run into opposition to their development.

Embracing co-habitation and dialogue with cities and local communities is for many port authorities a difficult learning process since it often seems to be a distraction from the commercial rationale of port operations. Moreover, the distance between ports and cities has in many cases been widened through processes of globalisation and corporatisation of port authorities.

The economic function of ports can however only be sustained in the longer run, if the societal function is taken seriously. More and more port authorities are therefore becoming aware of the need to devise innovative ways to develop co-operative synergies with cities, to improve the quality and accessibility of port areas and to generally promote a positive image with the general public. The European Commission has also recognised the issue and highlights the need to establish a better dialogue between ports and cities as a priority area in the context of both its maritime and ports policies.

#### **2. Objective**

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

### **3. Project proposal fields**

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

- a) improving sustainable development synergies between ports and cities

Examples: urban logistics solutions through use of port facilities located in cities, campaigns to locate maritime headquarters in port cities, innovative waterfront development projects that combine port activity with housing and recreation, ...

- b) improving quality and accessibility of port areas

Examples: visual quality of the port area, quality of public roads and cycling paths, vantage points, accessibility and security, recreational and nature zones in the port area, reducing the impact of port-related road traffic, organising public transport for port workers, ...

- c) promoting the image of the port as a place to experience, live and work

Examples: promoting the “port-city” image, port information and experience centres, partnerships with schools and universities, campaigns to attract young professionals, cultural partnerships, promotion of port tourism, port heritage and other ‘soft values’, ...

### **4. Participation and selection criteria**

Necessary criteria for participation are:

- a) the project must be proposed by one or more port authorities that are directly or indirectly associated with ESPO (i.e. as direct full or observer member of ESPO or as member of a port association or administration which is full or observer member of ESPO) – this does not prevent candidates from developing the project together with city authorities, private operators or local stakeholder organisations
- b) the project must correspond to one or more of the above project fields
- c) the project must be in operation, or at least in the first stages of implementation.

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

- a) original and innovative character of the project
- b) vision and leadership deployed by the senior management of the port authority
- c) involvement of partners and stakeholders concerned
- d) proven contribution in practice to the objective of the award
- e) overall presentation and documentation

## 5. Jury

The selection will be carried out by an independent jury of experts, chaired by Mr. John B Richardson, Former Head of the European Commission's Maritime Policy Task Force and currently Special Advisor to FIPRA International. The jury further consists of:

- Rinio Brutomesso, Director, Cities on Water
- Giuliano Gallanti, Former Chairman, ESPO
- Michael Grey, Former Editor-in-Chief of Lloyd's List
- Olivier Lemaire, Director, International Association of Cities and Ports
- Nigel Rowe, Chairman, Sail Training International
- Jacques van der Tak, Mayor of Westland
- Eric Van Hooydonk, Professor, University of Antwerp

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

## 6. Selection procedure

The 2009 call for project proposals was launched at the GreenPort conference in Naples on 25-26 February. Interested candidates are invited to fill out a specific application form that needs to be sent to the ESPO secretariat by **24 July** at the latest (*new deadline*). After receipt of all applications, the jury Chairman and ESPO Secretary General will prepare a long-list of candidates that meet the participation criteria. In September the jury will then prepare a shortlist of nominees based on the selection criteria. These nominees will be invited to attend the award ceremony and prepare illustrative material on the project that will be exhibited during the ceremony. From the nominees, the jury will then select the award winner during the morning of the award ceremony day. During the final selection process, representatives of the nominees may be invited to present their project to the jury. The winner of the award will be announced by the jury chairman during the ceremony.

## 7. Description of the award

The award will be symbolic, i.e. non-financial, and is designed by the renowned Belgian artist François Schuiten.

## 8. Award ceremony

The first ESPO Award will be officially handed out during an evening ceremony held on Wednesday 4 November 2009 at the Town Hall of Brussels.