



2015 COMMUNICATIONS AWARDS PROGRAM

#13

INDIVIDUAL SUBMISSION ENTRY FORM

Please copy and complete this form for each entry. Create a separate document for answering the five questions below.

Check only ONE entry classification below:

- 1. AAPA Awareness Initiative Messaging
2. Advertisements - Single
3. Advertisements - Series
4. Annual Reports
5. Audio-Only Presentations
6. Directories/Handbooks
7. Miscellaneous
8. Overall Campaign
9. Periodicals
10. Promotional/Advocacy Material
11. Social/Web-Based Media
12. Special Events (marked with X)
13. Videos
14. Visual-Only Presentations
15. Websites

Please check the appropriate box:

Category selection boxes: CATEGORY 1, CATEGORY 2, CATEGORY 3 (checked)

Entry Title: Environmental Achievement Awards
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On separate paper, FIRST write a short, descriptive summary of your entry, THEN, in as much detail as needed, specifically address each of the following five questions and number your answers. Your answers equal 50% of your score.

- 1. What are/were the entry's specific communications challenges or opportunities?
2. How does the communication used in this entry complement the organization's overall mission?
3. What were the communications planning and programming components for this entry?
4. What actions were taken and what communication outputs were used in this entry?
5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?



Summary:

Title: Environmental Achievement Awards

Classification: Special Events

The Port of Long Beach adopted the landmark Green Port Policy in 2005, which has succeeded because of the support of Port customers and industry stakeholders, who have been partners in the Port's progress toward environmental goals. They richly deserve a tribute from the Port, which is why the Green Flag Awards were introduced in 2007. The Green Ship Award was added in 2013, and in 2014, the event was renamed to incorporate both awards and allow for future additions to the awards lineup. The Port of Long Beach Environmental Achievement Awards was born.

Port of Long Beach Environmental Achievement Awards

1. Communications Challenges and Opportunities

The Port of Long Beach is a premier U.S. gateway for trans-Pacific trade and a trailblazer in innovative goods movement, safety and environmental stewardship. As the second-busiest container seaport in the United States, the Port handles all kinds of cargo, including nearly 7 million containers annually, with trade valued at \$180 billion. The Port welcomes the world's biggest ships and serves more than 140 shipping lines with connections to 217 seaports around the world. The major economic engine for the city, the port supports 30,000 Long Beach jobs, one in every eight, and more than 300,000 Southern California jobs. The Port is the Harbor Department of the City of Long Beach and, therefore, a public agency. A five-member Board of Harbor Commissioners, appointed by the mayor and confirmed by the City Council, serves as the governing body for the Port.

As a landlord operation, the Port owns its land but leases the operations to terminal operators. The Port receives no taxpayer funds, relying instead on tenant revenues, so goodwill and solid partnerships with the Port's many tenants, customers and stakeholders are vital.

The Port was founded in 1911 and has had a tremendous positive impact on the economic growth of the region. The gains have resulted in environmental impacts. In 2005, the Port adopted its landmark, award-winning Green Port Policy to improve air and water quality, clean the soil and undersea sediments, and protect wildlife habitat, creating a sustainable Port for the benefit of future generations. In a 2014 customer poll by CargoneWS



Asia, the Port of Long Beach was named the World's Greenest Seaport.

Ships are the biggest remaining sources of air and water pollution in the harbor, and shipping lines that call at the Port have been extraordinary partners in implementing a variety of the Port's clean-air initiatives. The Port's

goals could not have been completed without their willing cooperation and participation.

It was important to find a way to show the Port's appreciation and, at the same time, encourage ongoing participation in existing and future Green Port Policy programs.

The Green Flag Awards were introduced in 2007, honoring shipping lines that slowed down to reduce pollution near the Port. The Green Ship Awards were added in 2013 for carriers that sent their most modern, cleanest and least polluting ships to the Port of Long Beach. The goal was to combine these two programs under one umbrella that would allow for future award elements to be added.

In 2014, the Port of Long Beach Environmental Achievement Awards was born.

2. Complementing the Overall Mission

Environmental Stewardship is the first of the seven long-term objectives set forth in the Port's 2006-2016 Strategic Plan, written shortly after the adoption of the Green Port Policy, and one of the six Port Bureaus reporting to the chief executive officer is Planning and Environmental Affairs. The Port's long-term goal is to become the world's first zero-emissions seaport.

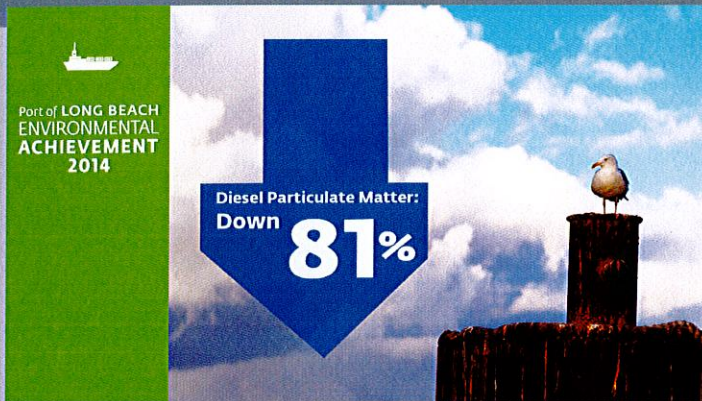


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Title: Environmental Achievement Awards



One strategy of the plan is to “Engage the community, international trade industry, elected officials and government agencies to build positive relationships that foster mutual understanding.”

Since the Green Port Policy was adopted in 2005, overall diesel pollution from ships, trains, trucks and other equipment at the Port of Long Beach has dropped more than 82 percent. The Port’s decade-long capital improvement program, investing nearly \$4.5 billion to provide more efficient, green and technologically advanced facilities and infrastructure, is continuing. The Port’s fiscal year 2013 budget allocated \$104 million for environmental infrastructure projects and other programs aimed at meeting Green Port goals, and the fiscal year 2014 budget targeted another \$73 million. The Port and its stakeholders have amassed an impressive record of environmental accomplishments, with more on the horizon. The Port’s first “green lease” was signed in 2006, making a commitment to use the best environmental practices available, and each lease since has included green operating provisions.

Working with the neighboring Port of Los Angeles, the Port wrote and adopted the San Pedro Bay Ports Clean Air Action Plan (CAAP) in 2006 to address airborne pollution. It includes a Technology Advancement Program (TAP), funding three dozen demonstration projects to date, and the Water Resources Action Plan (WRAP), introduced in 2009 to enable native wildlife to thrive. The Clean Trucks Program (2008) reduced truck pollution 90 percent by 2010, nearly two years ahead of schedule, by replacing the Port’s privately operated trucking fleet with new, clean equipment. The Port’s switching railroad, Harbor Pacific Line,

completely transformed its fleet, swapping out all 20 of its old locomotives for new clean-diesel engines. Union Pacific and BNSF Railroads, the two long-haul railroads, continue to add new clean equipment and invest in on-dock rail capability, reducing the air pollution from truck traffic.

All new structures at the Port meet top green construction standards: 1.5 million cubic yards of sediment from dredging at the Port and other locations is being recycled to build new terminals, and 90 percent of demolished construction materials, such as asphalt and concrete, are being recycled. The Green Flag Program (2005) to slow ship speeds near the Port, and thus reduce emissions, has nearly 100 percent voluntary compliance, and many shipping companies have been awarded millions of dollars in dockage fee discounts for participating. The Green Ship Rewards Program (2012), targeting reduction of nitrogen oxides (NOx) emissions, awards discounts to shipping lines that route their cleanest Tier 2 and Tier 3 vessels to Long Beach. The goal is to reduce NOx emissions by 2,700 tons a year by 2023. The Port’s first shore-power (cold ironing) hook-ups, reducing diesel emissions at dock by 95 percent, were dedicated in 2008, well ahead of the deadline set out by state regulations (January 2014), by which date all Long Beach docks had plug-in capability. Mitigation grants, totaling nearly \$18 million, have been awarded to further improve air quality and reduce the health impacts of port-related projects.

All of these initiatives and activities have provided remarkable market awareness and informational outreach opportunities for the Port’s Communications and Community Relations Division, including several award-winning advertising campaigns targeted at both trade and community audiences and other activities.

One of those activities has been to produce awards events honoring the development of improved green technology and operations (the annual San Pedro Bay Clean Air Action Plan Awards, in conjunction with the Port of Los Angeles) and the Environmental Achievement Awards discussed here.

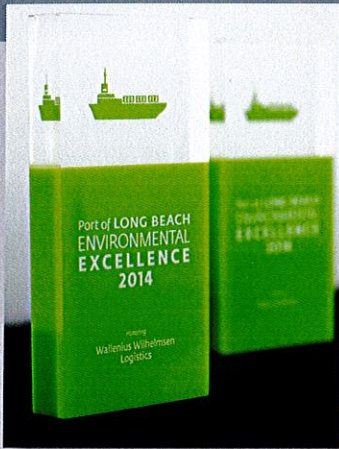


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"These awards are a concrete way for us to show the shipping lines who call here how much we appreciate their participation in these green programs - and to get to know the people better. The result is cleaner air and friendships that help us work better together."

Doug Drummond, President, Long Beach Board of Harbor Commissioners

3. Planning and Programming Components

The primary audience includes:

- Shipping lines calling at the Port of Long Beach
- Other stakeholders associated with the Port's Green Flag Policy and its initiatives
- The goals of the new Environmental Achievement Awards are to:
 - Pay tribute to Port customers for their commitments to the goals of the Green Port Policy
 - Build relationships with customers and stakeholders

The objectives were to:

- Develop an awards event that combines all present and future environmental awards programs under one umbrella to produce one "super event"
- Encourage future participation in the Port's mission to become the world's first zero-emissions seaport
- Highlight Port capital and operational improvements that benefit the target audience

- Advance productive relationships between the primary audience and Port leadership and staff in a friendly, informative and congratulatory atmosphere

4. Actions Taken and Communication Outputs Used

Planning Period

Planning for the first Environmental Achievement Awards event, combining the annual Green Flag and Green Ship Awards, commenced in March 2014. Activities to determine the award winners occurred from January to December 2013.

The Budget

The overall cost for the event came in slightly under budget at about \$7,000, including catering services and set-up, awards, photography, banners and décor. No AV equipment was required.

The Team

The Communications and Community Relations team logged 200 staff hours planning, producing and running the event with the assistance of long-time vendors, and another strong team was required to meet the day-to-day challenges of operating the Green Flag and Green Ship programs, tracking the activities of carriers in the trans-Pacific fleet calling at the Port of Long Beach and tallying the discounts they were awarded for their participation. They included:

- Port of Long Beach personnel from Business Development, Finance, Information Management and Environmental Planning
- The Maritime Exchange of Southern California, which has the task of measuring and recording the speed of every vessel in the Green Flag Program speed-reduction zones (40 or 20 miles from the harbor)
- The Information Technology and Finance divisions of the City of Long Beach

Date, Time and Venue

The first Port of Long Beach Environmental Achievement Awards Luncheon, combining the Eighth Annual Green Flag Awards and the Second Annual Green Ship Awards, was held Wednesday, May 14, 2014, from 11:30 a.m. to 1:30 p.m. in the



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meeting room at the Port's newly dedicated Maintenance Facility. The state-of-the-art service facility is located inside the Port at 725 Harbor Plaza.

It was the perfect location for the event – it was convenient for guests and, at the same time, allowed the Port to showcase the new Maintenance Facility and emphasize the maintenance services provided to Port customers. The old facility, built in the 1960s, had to be demolished and relocated because it was in the path of the replacement for the Gerald Desmond Bridge replacement. The building held a lot of memories of Port projects through the decades, and the Port's Communications design team commemorated that history in an award-winning mural in the lobby of the new facility. The mural was the backdrop for photos of award winners, the Long Beach mayor, Commissioners and the Port's acting executive director.

The venue was branded with green flags and other Environmental Achievement artwork. The luncheon tables featured a Environmental Achievement-branded program, cloisonne lapel pins and green flag centerpieces.

Guest List and Attendance

About 100 invited guests attending the event included:

- Top executives from all award-winning companies
- Elected and other city officials
- Harbor Commissioners and Port executive and environmental planning staff
- Regulatory agencies
- Other stakeholders

The Program

Elements of the 2014 Environment Achievement Awards Luncheon included:

- Arrival and check-in with Communications staff



- Welcome comments from the Port. acting Executive Director Al Moro's comments included the history of the awards; an event overview; an environmental report card for the Port; a capital construction update; details about the Maintenance Facility and

the mural; introduction of commissioners, the mayor and other elected officials in attendance; and recognition of the program and event teams

- Comments from the Harbor Commission. Doug Drummond, president of the Long Beach Board of Harbor Commissioners, congratulated all for the success of the program and listed environmental accomplishments since the Commission's adoption of the Green Port Policy in 2005.
- Comments from the mayor. Mayor Bob Foster, a huge proponent of the Green Port Policy when it was developed and adopted, expressed the city's support for the Green Port Policy and the Environmental Achievement Awards, as well as the importance of the Port as the major economic engine for the Port of Long Beach. After his comments, the Port presented the mayor, who was termed out after completing his second term and eight years in office, with a plaque in appreciation of his part in developing environmental awareness throughout the city.
- Awards Presentation. Acting deputy executive director Noel Hacegaba was master of ceremonies for the presentations of 22 awards to shipping company executives in the following categories:

Green Flag Program Awards: For compliance with speed reductions 20 nautical miles from Port/at least 50 ship calls: Carnival Cruise Lines and CMA CGM SA The French Line

For compliance with speed reductions 40 nautical miles from Port/at least 35 ship calls: Alaska Tanker Company LLC, COSCON, Nippon



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Yusen Kaisha, Pacific International Lines, and Zim Integrated Shipping

Green Ship Program: For assigning their newest, cleanest ships to the Port of Long Beach with engines meeting environmental standards that are at least 15 percent cleaner: Tesoro Maritime Co, Unisea Shipping, Ltd, Wan Hai Lines (America) Ltd, Pacific Basin Chartering, Ltd., ConocoPhillips, Navig8 Group Holdings Inc., Chembulk Trading II, LLC, and Oxbow Carbon & Minerals LLC

Environmental Excellence Awards: For companies that won both the Green Flag and the Green Ship awards: Hanjin Shipping Co., Ltd, Matson Navigation Company, Kawasaki Kisen Kaisha (K-Line), Mitsui OSK Ltd., MSC Mediterranean Shipping Co, OOCL (USA) Inc., and Wallenius Wilhelmsen Logistics

5. Communications Outcomes and Evaluation Methods

The new format was considered a success, with all invited award winners attending.

Port business development staff took advantage of the opportunity to build stronger connections with shipping companies calling at the Port and exchange thoughts about what is going well and what changes might improve operations.

It was also a good opportunity to hear the shipping lines' opinions about new environmental regulations.

Top shipping line officials were genuinely grateful to receive the awards, and many individual companies proudly publicized their awards: Mitsui O.S.K. Lines distributed a news release on August 5, 2014, about their award, including photographs taken at the event and supplied by the Port.

- <http://www.mol.co.jp/en/pr/2014/14041.html>
- <http://www.marineinsight.com/shipping-news/mol-receives-green-flag-award-vessel-speed-reduction-award/>

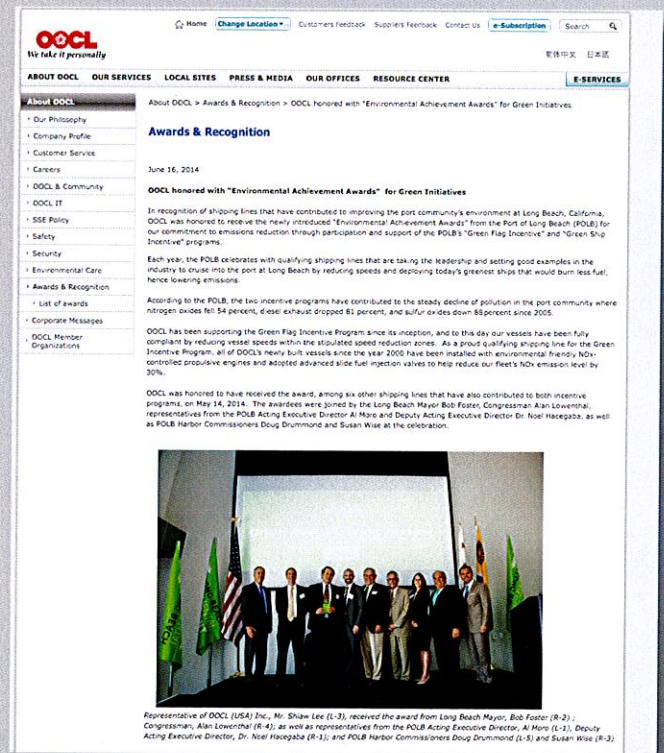
See computer for links

Hamburg Sud Group announced its award.

- http://www.hamburgsud.com/group/en/corporatehome/aboutus/awards_5/greenflag.jsp

OOCL posted information about the event and its award on the company website.

- <http://www.oocl.com/eng/aboutoocl/awardsandrecognition/Pages/16jun14.aspx>



"OOCL has been supporting the Green Flag Incentive Program since its inception, and to this day our vessels have been fully compliant by reducing vessel speeds within the stipulated speed reduction zones. As a proud qualifying shipping line for the Green Incentive Program, all of OOCL's newly built vessels since the year 2000 have been installed with environmental friendly NOx-controlled propulsive engines and adopted advanced slide fuel injection valves to reduce our fleet's NOx emissions level by 30 percent. ... The awardees were joined by the Long Beach Mayor Bob Foster, Congressman Alan Lowenthal, representatives from the POLB like acting Executive Director Al Moro and acting Deputy Executive Director Dr. Noel Hacegaba, as well as POLB Harbor Commissioners Doug Drummond and Susan Anderson Wise at the celebration."



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