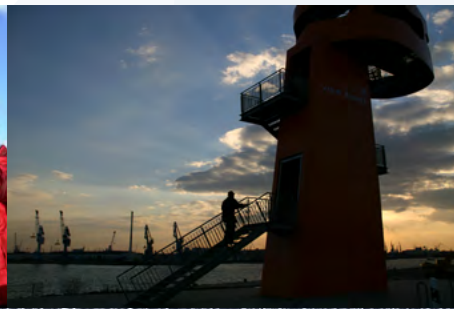


# Experiencing the port together!

## Missions charter of a Port Center

DOCUMENT PREPARED BY THE PORT CENTER NETWORK



AIVP is a strong supporter of dialogue between “port and citizen”, which is vital for making modern ports attractive and competitive. The Port Center, an important instrument of this dialogue, is defined and built in accordance with the history and the socio-economic situation of every port-city.

**To make it an effective supporter of contacts between the port and the inhabitants of the city, each Port Center develops its own programme of activities within the framework of a series of missions, identified and shared in the “Missions Charter of a Port Center”.**

1

## Explaining the port

The Port Center explains how a port works, enabling city inhabitants to grasp and understand the socio-economic importance of port activity in their region. It presents a multi-sectorial, themed approach which takes into account the challenges facing the port-city, the context of globalisation, and the complexity of the links between different port activities.



2

## Promoting port-related trades and professions

Today, port jobs still suffer from a bad reputation. The Port Center presents the trades and professions linked with industrial-port activity and the employment prospects they offer, to stimulate vocations especially among the young. The value of port jobs is explained, particularly for women who are still poorly represented in the port world. Partnerships with education, professional training and Universities are encouraged.

3

## Projecting the port's image

The Port Center is a focus for projecting the port's public image, through a permanent exhibition and a programme of activities. Renewal and innovation are the key words, in order to bring together as well existing initiatives. A team is responsible for coordinating activities, port visits and educational or cultural projects. Activities to project the port bring together human and technical resources to create links on the basis of shared value. They must be regular and repeated. The hub of these activities may be a starting point for port visits.

4

## Experiencing the real port

The port deserves to become more accessible. Its added value as an economic lung of the city is best understood through a physical visit. For a Port Center, opening its doors to the city translates into indispensable port visits, open days for businesses, port tours by bus, on foot, by bicycle, by boat, etc. View-points and observation tours help people to discover the port. The Port Center encourages the use of public transport and bicycle lanes which cross the port in all directions and allow the public to discover new angles of the port in perfect safety.

5

## Learning through Edutainment

The Port Center is conceived as a tool for education and information using the approach of edutainment and the organization of hands-on experiences. Activities involving the public, whether interactive or in the form of teaching workshops, maintain links between the port and the local situation. They seek to awaken the senses and develop awareness of the port through identification of its sounds and smells, enabling people for example to recognize raw materials, products transported, etc. The object is to highlight the modern features of port activity, such as the fact that it works 24 hours a day, 7 days a week, the huge size of the vessels, and the challenges of globalisation.

6

## Adapting to the public

Transmitting the message "What is the use of my port and why is it important for my region?" assumes a "public" approach in which educational methods can be adapted to different visitors, including professionals. A focused attention is paid to schoolchildren and students, for whom the port represents opportunities for their futures. Interaction with the public takes the form of dialogue and interchanges with the guide and/or public relations staff. Adapting to the public also translates into outreach activities in schools or citizen associations, etc. The construction of a digital presence, including social networks, is a good way of reaching a new sector of the public.



7

## Engaging the Port Community

The commitment of the professionals of the port community is of capital importance. For the Port Center to meet its performance objective, it creates links with the private sector based on shared knowledge. This makes it possible to propose original educational projects allowing a real approximation by young visitors to maritime activities, for instance by developing a special relationship with a container ship, port visits, and short-term professional immersion programmes. Partnerships with businesses are restricted to a pre-established procedure which takes into account safety measures and the expectations of each party.

8

## Developing a Port Center in synergy with people involved in the region's heritage and culture

To make it more attractive to people who are not port specialists, take advantage of reciprocity, and increase the number of visitors, the Port Center develops partnerships with heritage, cultural or tourism structures in its home region (museums, scientific and technical cultural centers, etc.). The Port Center can benefit from their experience in reaching a broad public. Collaboration with these structures allows the theme of the Port Center to be placed in a wider historical or geographical perspective which facilitates public understanding.

9

## Maintaining neutrality - developing the spirit of a Port Culture Forum

The Port Center is a place to project the port's image and to disclose its culture. It highlights the port's socio-economic and environmental impact, unconnected with any commercial approach to the service of any particular public or private local player. It allows citizens to take possession of all components of their port-city. Debates, conferences and interchange of ideas are the drivers of a higher performance, more innovative port-city which is concerned for the quality of life of its community.

10

## Assisting the sharing of experiences

Through the Port Center Network, the Port Center contributes to the diffusion of port culture and the sharing of experiences between port-cities all round the world.

Developing the concept of a « Port citizen »

Improve the port-city's performance by creating links based on a shared value!



Early 2014, will have adopted  
the commitments of  
the Missions Charter of a Port Center:

-  **Havencentrum Lillo Anvers, Belgium**
-  **Genoa Port Center, Italy**
-  **Port of Melbourne – Port Education Center, Australia**
-  **Port Center Le Havre, France**
-  **Livorno Port Center, Italy**
-  **Musée Portuaire de Dunkerque, France**
-  **Maritime Museum Houston, USA**
-  **Port of Ashdod – Visitor Center, Israel**

#### WHY DEVELOP A PORT CENTER?

A Port Center is a way of creating a new window on the port and renewing the often tenuous bounds with the inhabitants of the port-city, who may consider the industrial-port space to be a nuisance. It becomes the representation of a local dynamic based on maritime and port expertise, often misunderstood by the general public. It allows vocations to be stimulated in the young and gives rise to opportunities for business to meet education.

#### SUPPORTERS

European Sea Ports  
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American Association  
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