



The AIVP Days
Ajaccio, 10 / 11 / 12 June 2010

PROGRAMME & SPEAKERS

The citizen, the driving force behind the port / city dynamic

INTRODUCTION TO THE THEME

Thursday 10 June 2010..... 14.00 – 14.30

Camille CÔME

Urban planner advisor, Egis Conseil, France

34 ans, géographe - urbaniste, après une expérience de journaliste et de d'expert en immobilier de commerce et de loisirs, il a intégré Egis Conseil en 2007 en tant que consultant. Aujourd'hui Directeur de mission, il accompagne les Maîtres d'Ouvrages Publics (Grand Lyon, Grand Dijon, EPA St Etienne, STIF, RFF, ...) dans la gouvernance de leurs projets en particulier sur les aspects d'organisation de la concertation et de stratégie de communication. Mobilisé sur les projets complexes et d'interfaces entre enjeux urbains et de transport, il a participé à de nombreux projets de reconversion de sites portuaires (Docks Vauban au Havre, Plateau des Capucins à Brest, Port Rambault à Lyon-Confluence, Docks de Paris,...).



SESSION 1 : OPENING THE CITY TO THE PORT AND THE WATER

Thursday 10 June 2010.....14.30 – 16.00

Animated by : **Camille CÔME**

Urban planner advisor, Egis Conseil, France

The difference between hearing and listening: The voice of the customer

Miguel VALLINA ALVAREZ

Director of strategic planning and business relation, Gijón Port Authority, Spain

To implement a strategic policy in term of development, operational efficiency and integration, it is necessary for the port to know the needs and concerns of stakeholders from which it serves and maintains its relations.

The alignment of port activities on the needs and satisfaction of its customers and users depend on the development of improving process tools that overcome failure and ultimately enhance the image that people have from the port.

To do so, it is necessary to listen and understand the expectations of our citizens towards ports. It will then be possible to carry out initiatives and projects that help to meet the needs of the organization of life around port activities, while promoting the integration, sense of belonging and pride.

In the case of the Port of Gijón, winner of last edition ESPAO AWARD, implementation of global opening over the city project was made possible by the development of:

- active integration policy,
- a mechanism to listen to its citizens and users of the port,
- a process of education and training,
- partnerships with various actors and institutions, and finally,
- a management model in which the opening of the port is considered a strategic objective to ensure the availability of means, resources and instrument for measuring and monitoring adequate results.



Miguel VALLINA ALVAREZ,
Actualmente trabaja en el Puerto de Gijón, como Director de Planificación Estratégica.

Es Licenciado en Ciencias Económicas y Empresariales; Master en Dirección y Administración de Empresas (MBA); y Master en Gestión Portuaria y Transporte Intermodal. Profesor y ponente en Escuelas de Negocio como el Master de Transporte en la Universidad de Oviedo, y el Master de Gestión Portuaria de la Universidad Politécnica de Barcelona. Miembro de la Junta Directiva del Foro Asturiano de la Innovación; miembro del Consejo de la Comunidad Portuaria del Puerto de Gijón, del Consejo Social de la ciudad de Gijón.

Building citizen port; Santa Fe, Rosario, Tigre and Buenos Aires

Roberto CONVERTI

Director, Oficina Urbana, Buenos Aires, Argentina

The urban project reconfiguration in four coastal cities in Argentina (Santa Fe, Rosario, Tigre and Buenos Aires) has enabled the city to get open to the port. On the waterfront and public spaces next to cultural and commercial center coexist with amusement parc, hotel services and residential areas that contribute to the development of tourism and social attractiveness.



Roberto Converti is devoted to the planning and design of urban strategic projects. He acted as Planning Director of

the City of Buenos Aires and was then appointed as President of Puerto Madero Corporation. At present he directs important projects on Argentine coast ports. Coordinator of the project: Strategies for Development of City Ports in Latin America and Europe, Program URB-AL / AIVP. He's a visiting professor at international Universities and Institutions.

Norbert METAIRIE

Mayor, City of Lorient, President of Cap l'Orient Agglomeration, France



Born from the economic dynamic of the East India Company in the seventeenth century, Lorient has always been quoted in the forefront of developments in the maritime economy. Over the last three centuries, Lorient has built and develop itself and around the sea needs and synergies. From the East Indian Company through the Arsenal, the fishing port and the commercial port the territory has been structured in adequacy with sea linked economies. This economic development lead the urban development of the city has consequently separated Lorient inhabitants from their shores for many decades. With the latest military restructuration in the 90s, Lorient began the reconquest of its coastline while actively supporting the progress changing needs of the maritime sector (fishing, trade, CRN, yachting, offshore racing,...) Each new "civilized" space is the subject of special attention in terms of development since this coastal area become urban for the first time in Lorient history. Through spatial and functional changes of the former submarine base, the peristyle ... Lorient inhabitants finally discover the attractiveness of their coastline.

SESSION 2 : EXPLAINING THE PORT TO THE CITIZEN

Thursday 10 June 2010.....16.30 – 18.00

Animated by: Olivier LEMAIRE
General Manager, AIVP, France

Citizens of the port, the Genoa port Center Experience

Hilda GHIARRA
Genoa Port center Director, University of Genoa, Economic department, Italie



Hilda Ghiarra, town-planner, co-ordinates the European

Since 2000 Genoa is developing innovative actions to support port cluster identity. A new structure, called "Port Center", was inaugurated in November 2009 to promote awareness about the employment and economic role of ports and the shipping industry. The docks, warehouses, ships, shipyards, shipowners offices, shipping agencies, have become spaces to discover the port, in order to learn the various historical, contemporary and future economics of the port and how it fits into the general of strategies of the country and the European Union.

The Genoa Port Center is first of all a service oriented for a large audience to make them get to know and visit the port (permanent teaching and exhibition office/headquarters, (visits (land and sea) to the port, installations and information in public areas facing the port, publications , website, network with other European Port_Centers). The Port Center will also play the role of an educational service addressed to students, teachers and parents (projects, guided tours, didactic technologies, data and in depth studies, labs and educational material). It could finally perform the role of a service for businesses/firms/companies (stands, meetings, visits, company profile, merchandise). Based on these three main objectives, it represents a pioneer experience in the Mediterranean area linked to maritime port cluster policies.

Interuniversity Research Centre "Go-UP Governance of Urban Policies" and carries out research and teaching activities in maritime economics and territorial subjects. The author of many international publications and co-ordinator for many international research programs, she has recently published: *Ancorare i porti al territorio. Dai traffici alla marittimizzazione* McGraw-Hill, (2008) *Ports and Regional Economies, the future of port clusters*, McGraw-Hill, (2009). She is editor-in-chief of the magazine *Archi@Media*. Since the beginning of 2010, she is director of Genoa Port Center, the port of Genoa Exhibiton & Education Center promoted by Port Authority, Maritime Authority, Province of Genoa, University of Genoa)

Getting to know the port

Sofie VANLEENHOVE

Head of Educational Team, Haven Centrum Lillo, Belgique

The Lillo Port Centre is a unique educational visitor centre in the port of Antwerp. In a period of 20 years (started in 1988) the centre has evolved from a purely educational centre for schoolchildren towards a general knowledge centre about ports and logistics for the general public.

LPC welcomes about 40.000 visitors each year.

The centre is a part of the province of Antwerp, whereas the port itself is owned by the city of Antwerp. Due to this, the centre has a neutral perception in its communication.

LPC has a very wide range of activities for the public. The most important are the guided visits within the port. LPC has specific tours, based on the profile of the visitors. For primary schools, there is a guided boat trip. For the first degree of secondary education, there is a specific tour that focuses on the wide variety of landscapes around the port. This tour is perfectly linked to the curriculum for their geography classes. As for all those older than 16, there is a specific tour; "port in activity", which brings the visitors behind the screens. In this tour, people visit at least 4 different companies, where they can observe operational activities.

In addition to this, LPC has a permanent exhibition hall where people can learn about topics which can't be seen during the tour.

The centre has a permanent staff of 10 people and relies on a team of 75 freelance guides who all share a huge passion for the port!



Sofie Vanleenhove has degrees in education and in political sciences. The first decade of her career, she was

active at PSA-Antwerp. She introduced the in company operational training and education program. Afterwards she was responsible for the operational support department, in which she set laid the basis for further development of the operational software. She was also a regular guest lecturer at the international APEC seminars. Since 2008 she has led the educational team at the Lillo Port Centre, where she focuses on spreading port knowledge and promoting the port in order to strengthen the public support for ports and logistics.

Port experience create port lovers

Stijn EFFTING

Corporate Strategy Advisor, Port of Rotterdam, The Netherlands

From the '50s onward, the port of Rotterdam has developed away from urban areas. As a result, many people have a wrong, bad or no image at all of the port. Fortunately, the port of Rotterdam has addressed the issue of decreasing public support for seaports many years ago and we are making good efforts welcoming people back into our port.

Three examples of how we try to improve public support:

- 1) Together with schools and local governments special education programmes are developed to deal with the threat of possible shortage of future port employees. The recent opening of the RDM campus –a new location for educational institutes, businesses and events at an old shipyard in one of the oldest city-port areas– is a nice example of our efforts to enable students to experience the port of Rotterdam.
- 2) The level and density of amenities in the port and the quality of open space is upgraded to improve the quality of the working environment for port employees. This provides port employees with a better experience of their everyday working environment.
- 3) Various recreational facilities and two visitors' centres are created to enable the general public to experience the port of Rotterdam.

In conclusion, to improve the image of the port, we must enable people to experience the port. In our philosophy, what you do not know you can not love.



Stijn Effting, works on long term (spatial)strategic planning of the port and industrial area, labour

market developments, accessibility and living conditions for the port labour force, port & city connections (improve usage of recreational facilities in the port of Rotterdam), innovation on efficient land use.

SESSION 3 : THE PLAN FOR THE DEVELOPMENT OF THE BAY OF AJACCIO

Friday 11 June 2010.....9.30 – 11.00

Animated by: Guy DAHER

Member of the AIVP Board of Directors, France

The Bay of Ajaccio : a development issue in environmental, urban and port terms over 4.5 km length of coast on a coastal band of between 50 and 200 meters width, in a noteworthy coastal site ; in a space of reciprocal visions of land and sea ; with notable landmarks ; with the urban rings slotted around the stretch of water ; in a natural surroundings with a strong maritime tonality ; with contrasted coastal landscape sequences.

The Bay of Ajaccio : clearly identified development plans for more harmonious functioning and more respectful of urban and port activities in terms of increased security and comfort for the citizens ; rationalization of traffics ; fluidity of road traffic and of access for users ; urban, social, economic and leisure developments ; significant evolution of port reception capacities, of operations, and of port safety and security.

The Bay of Ajaccio : the wager of an integrated and controlled development for the benefit of the urban and port community, and at the service of the citizen.

With the participation of :

- **Jacques NACER**, President of the Ajaccio and South Corsica Chamber of commerce, France
- **Simon RENUCCI**, Mayor of the city of Ajaccio, France
- **Paul GIACOBBI**, Chairman of the Corsica Executive Council, France
- **Stéphane BOUILLON**, South Corsica Prefect, France

ROUND TABLE: CITIZEN CONSULTATION AROUND CITY PORT PROJECT

Friday 11 June 2010.....11.30 – 12.00

The city – port interface is a sensitive area in which urban and port stakes can complete each other but can also be in opposition. Development projects are often ambitious and engage the community for a long period of time.

In order to avoid blocking situations to the prejudice of the whole port city, consultations prior to the projects and during the whole period of their implementation are indispensable. How should these be held? How to maintain them? What benefits are to be expected?

Animated by : Erik LUCAT

Consultation expert, Egis Conseil, France

Directeur de missions étude de contexte – processus de concertation – réunions publiques au sein d'Egis Conseil, ses domaines de compétence couvrent l'ensemble du champ de la concertation et de la communication appliqués aux grands projets d'infrastructure.

Il a rejoint EGIS CONSEIL en 2004 pour développer les prestations de concertation - communication de projet; il a ainsi participé à de nombreuses missions : l'élaboration d'un processus de concertation innovant pour le projet de LGV Bordeaux Toulouse, la réalisation d'un guide pour la concertation à l'attention de l'ensemble des chefs de projet de la communauté d'agglomération du Grand Lyon, la conduite de processus de concertation sur des projets de TCSP.



Key Note speaker : Claude CHARDONNET

Chief Executive Officer, C&S Conseils, France

Géographe, spécialiste des méthodes de concertation et débat public. Elle est intervenue depuis la création de C&S Conseils en 1992 auprès de maîtres d'ouvrages tels que le ministère de l'Équipement, le port autonome du Havre, RFF, RTE, EDF. Elle a participé à l'élaboration de la Charte de la concertation pour le ministère de l'Environnement et à la Charte de l'Environnement pour le ministère de l'Écologie. Elle a contribué à la mise au point de plusieurs guides méthodologiques pour le ministère de l'Équipement, la CNDP et RFF. Elle a été chef de projet auprès de la DDE des Yvelines sur le débat public relatif au prolongement de l'A12 et d'EDF sur le débat public relatif au projet EPR à Flamanville. Elle intervient également depuis plusieurs années en formation initiale et continue à l'ENPC et à l'ENA et développe des interventions de coaching selon l'approche de l'Institut Gregory Bateson / Ecole de Palo Alto (Liège).



With the participation of :

- **Paul Antoine LUCIANI**, Deputy mayor of Ajaccio, France
- **Cyril CHEDOT**, Delegate to local development, Port of le Havre, France
- **Juan Carlos RETAMERO**, President of the Rosario Chamber of Commerce, Argentina
- **Christian BRISSET**, Councillor, City of Nantes, France

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SESSION 4 : THE CRUISE PASSENGER TO THE ENCOUNTER OF THE CITIZEN

Friday 11 june 2010.....14.00 – 15.30

Animated by : Gaetano MOLLURA

Urbact Project coordinator, City of Naples, Italy

The topic, initially proposed by the city of Naples, is in the continuity of work carried out from 2005 to 2007 in the framework of the URBACT SUDEST working group, which focused on the study of the specificities of sustainable development of port cities.

The CTUR network, lead by the City of Naples, intends to study the interactions between the cruise traffic and the recovery of urban and harbor building heritage, as an opportunity to the sustainable development of the cities from an economic, social and urban point of view. It moves through the agreement of many sea towns: Generalitat Valenciana, Alicante, Rhodes, Trieste, Matosinhos, Varna, Rostock, Helsinki and Dublin, finishing to Istanbul and availing of the participation of AIVP, the Worldwide Network of Port Cities of Le Havre.

In many waterfront development projects, cruise activity is put forward as a strong element of the will of port cities to develop/reinforce the urban tourism industry. Cruise tourism has now become a new market for the ports. In the past 10 years, this market has literally exploded; the rate is estimated at 8% a year until 2010 (Seatrade, 2006). This phenomenon does not only concern the southern ports nor the ones disconnected from merchandise flows. It also concerns the northern ports and all the big trading ports.

The CTUR exchange of knowledge and experiences are focused on the elaboration of Local Action Plans, one for each partner involved, with the objective of the sustainable urban development of sea towns.

The dissemination of the results of the network and of good practices implemented by the partners is essential to get involved all stakeholders.



Gaetano Mollura,
Italian
architect,
project
manager of
the Urban
Planning

Council Department of Naples is in charge since 1994 of important European Programmes promoted by the European Commission in the framework of the Urban Integrated Approach Development Policies: URBAN I and URBACT I and II. As expert, for the URBACT I Support for Cities project, gave provision of expertise to the Cities of New Member States to facilitate analysis and strategic reflections in order to help the cities local authorities to build – up integrated urban development projects or strategies under their Operational Programme. Actually, he is in the list of URBACT II thematic experts and he is managing as Lead Partner the Thematic Network CTUR (Cruise Traffic and Urban Regeneration) and as Partner the Thematic Network HerO (Heritage as Opportunity) in the framework of the European Territorial Programme URBACT II 2007 – 2013.

The new Cruise terminal of the port of Leixões : case study

Joao Pedro MATOS FERNANDES

President, Leixoes Port authority, Portugal

Leixões is a Multi-functional port located in an environmental and strategic privileged situation. Port activities and projects are always subject to important effort of urban integration.

The realization of a new cruise terminal is thus seen as an opportunity regarding patrimony recuperation and valorization and the building of the new emblematic terminal. The preparation works regarding this project are the occasion to develop with the involved partner many other programs as the Maritime Business Incubator.



João Pedro Soeiro de Matos Fernandes,
Civil
Engineer,
Master in
Transports

with Degree in Civil Engineering.
At the time is the President of the Board of Directors of:
- APDL – Administração dos Portos do Douro e Leixões, S.A.;
- APVC – Administração do Porto de Viana do Castelo, S.A.;
- APP – Associação dos Portos de Portugal.
Representative of APDL, S.A. in RETE – Association for Collaboration between Ports and Cities, URBACT: SUDEST - Programme Concerning Ports and Cities and in CTUR – Cruise Traffic and Urban Regeneration.

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Designing and constructing a bicycle network for cruise passengers and inhabitants in a major tourist destination of the Eastern Mediterranean: opportunities and constraints based on the case of Rhodes city

Voula MORAITOU

Urban Planner, Programming and documentation Office, City of Rhodes, Grèce

The "Bicycle Network" project in the city of Rhodes was introduced in 2002. The initial study, after several years of remaining on paper, was revised in 2009 when funding was available for a part of the project. The total cycle-way plan is for a 40kms network and is intended to service the whole city, an area of 850ha. The project mainly aimed to provide an alternative mean of transport for residents and visitors and to grant bicycle accessibility to all significant parts and historical sites of the city. In the frame of the C.T.U.R. network (Cruise Tourism and Urban Regeneration), the idea of combining the cycleway with cruise tourism was born.

Although many difficulties were encountered during the implementation and construction phase, such as acquiring funds for the whole project and over passing bureaucratic-time consuming licensing process, the project was also seriously affected by the strong opposition of a number of inhabitants and local entrepreneurs. Citizens in Greece, in general, are extremely conservative when it comes to changes in the urban environment proposed by technocrats and politicians and thus defend, and in cases successfully, managing to delay or alter new innovative projects.

The above framework taken as granted, this presentation discusses the opportunities and constrains of this project, so far. In parallel it highlights the main positive effects of the project in terms of improving "accessibility" of cruise passengers and at the same time gradually integrating the use of bicycles into local everyday activities. Finally it underlines that the completion of the bicycle network will strengthen the link between the city and the port and in a wider sense and through a variety of ways, thus improving the city's connection to the waterfront.



Mrs. Moraitou Paraskevi graduated in 1994 from the Faculty of Engineering of the National

Technological University of Athens from the department of Architectural Engineering. She was awarded a MSc in Environmental Urban Planning in 2007 from the Hellenic Open University. After working in private projects for a few years, in 1999 she was employed by the Municipality of Rhodes. She has worked in the Construction Licensing Department and at the Urban Planning Department of the Municipality where she participated in several urban planning projects such as the General Urban Plan, regeneration projects and traffic studies. She is currently in charge of the Planning and Documentation office of the Municipality Technical Services Department where she mainly deals with EU-financed urban projects.

Developing cruise port in Helsinki from 2010 to 2030

Jari HUHTANIEMI

Architect, Planning department, City of Helsinki, Finland

Helsinki is located 300 km from Saint Petersburg. Due to its close proximity we have around 260 cruise calls and 360 000 passengers annually.

Cruise port area is former dock yard area which is to be developed into residential area for about 4600 inhabitants and 2000 workplaces with activities of leisure and cruise tourism.

The development is to be started in the coming five to ten years. Meanwhile a low cost temporary development project has been started to transform an industrial area into an area of leisure and tourism.

Temporary projects include thematic fences to visually isolate the existing industrial activities of the area, a signpost campaign for cruise passengers, an enhancement of port-city connection by bicycle paths and water bus-stop, an enhancement of the sea-side promenade for public use and concept planning to accommodate the area for leisure-orientated service providers.

Our aim is to attract larger amount of the passengers from cruise ships visiting Helsinki to actually visit the town centre and to attract more cruise calls to Helsinki. Also, we aim to create new tourism orientated workplaces and businesses to Helsinki cruise port.



Jari Huhtaniemi, Architect and urban planner at the City of Helsinki Urban Planning Department. Seven years of

professional experience in building planning at Pekka Helin Architects - shopping centres and office buildings (Parliament annex and Nokia headquarters). Four years of professional experience in urban planning at the West Harbor project (1 300 000 sq meters) at the City of Helsinki. In charge of detail planning of the passenger port area, which runs some 4 000 000 passengers annually.

The cruise activities in Ajaccio

Marie Louise GIUDICELLI,

Director of port concession, CCI d'Ajaccio et de la Corse du Sud, France



Ms Marie-Louise Giudicelli recently joined the South Corsica Chamber

of Commerce and Industry where she is in charge of ports of Ajaccio, Bonifacio, Porto-Vecchio and Propriano.

She is particularly involved in developing cruise activities, as the Chamber of Commerce and Industry is maintaining high investment policy, regarding port infrastructure as well as cruise services.

She was previously Transports and Logistics Director at Marseille-Provence Chamber of Commerce and Industry since 1998, where she participated in creating the "Marseille-Provence Cruise Club".

Before 1998, she was responsible for "extra-aeronautic" income at Marseille-Provence International Airport where she developed commercial income from Public and duty -free shops, hotels, bars and restaurants, car rental...

Marie-Louise GIUDICELLI is definitely "shipping minded" as she started first job in a shipping company after she graduated Marseille's High Business School.

Cruise tourism – linking the city and the port

Jim KEOGAN

Executive Management, Planning Department, Dublin City Council, Irelande

The City Council is leading the project for Dublin, co-ordinating with the Port Company and the Docklands Authority. The CTUR project is an opportunity for the three bodies to work together, in evaluating the facilities that are available at present and assessing where improvements can be made. By improving and expanding on the facilities for cruise liners it is intended to create an extra point of interest in the Docklands area. This will improve the economic, amenity and environmental quality of the Docklands, and provide further employment for the local community and amenities for the city.

The outcome of the project is to develop a Local Action Plan which sets out specific objectives and sets out how they might be achieved on a short, medium and long term basis.

Dublin City Council is committed to this project and in collaboration with the other agencies ensures that Dublin maximizes the potential from cruise tourism.

- Development of Cruise Facilities – improving the existing facilities and exploring the possibility of a new cruise terminal in the Port area
- Improving the connectivity and environment of the port/docklands area
- Improving co-ordination between the bodies involved in cruise tourism and urban regeneration (specifically Dublin City Council, Dublin Docklands Development Authority and Dublin Port Company)



Jim Keogan is the Manager of Dublin City Council's Planning Department. A qualified town planner, Jim has worked as a practising

Urban Planner for over 25 years.

Before moving into management Jim was the Project Manager for one of Dublin's major Area Rejuvenating Project in the Inner City between 1997 – 2003.

In addition to managing the day to day operations of the Planning Department, Jim is currently overseeing the review of the Dublin City Development Plan. The Plan sets out the Strategic Planning Policy context that will guide future development within the city over the next six years.