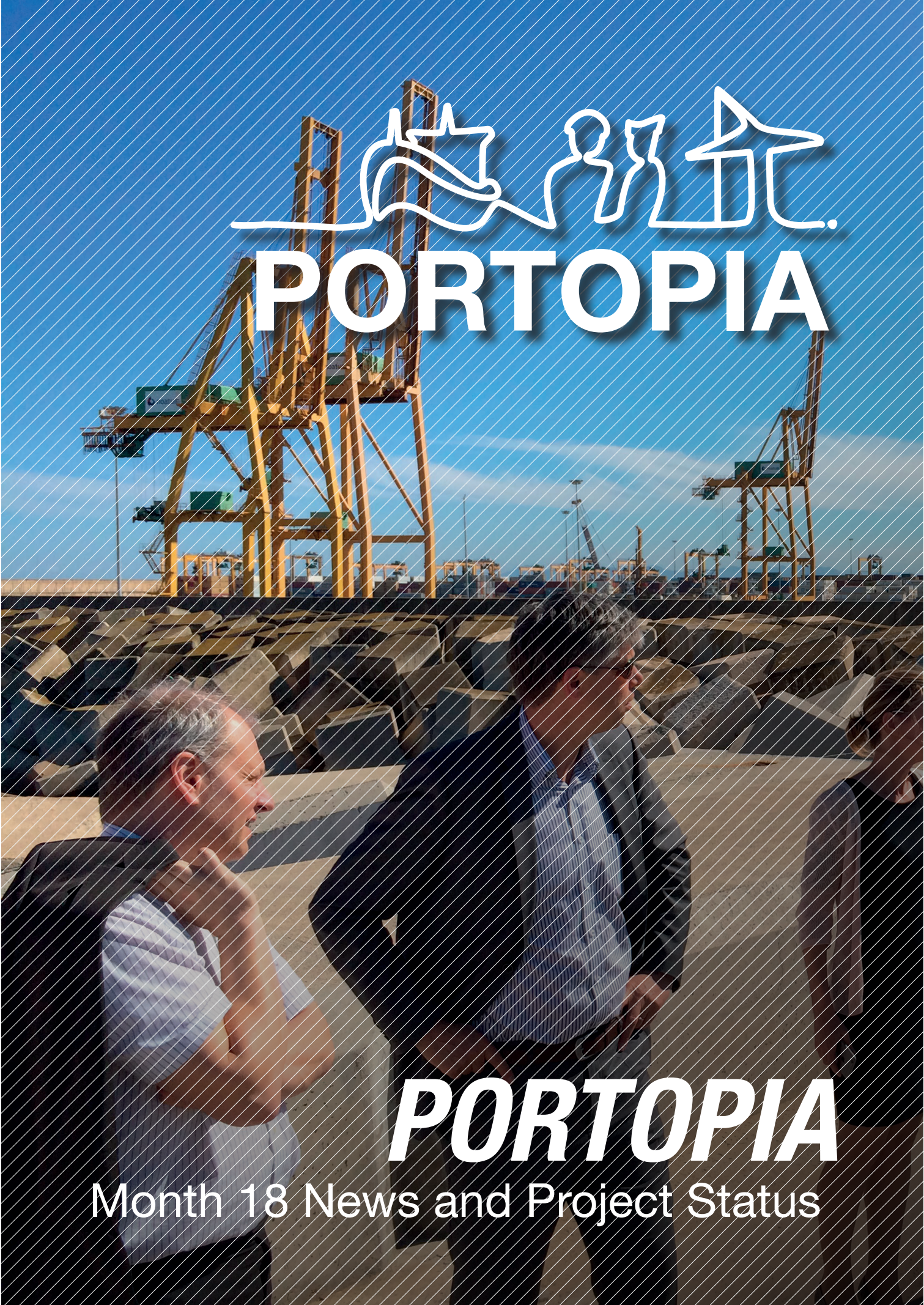




PORTOPIA



PORTOPIA

Month 18 News and Project Status

INTRODUCTION

After 18 months of intensive PORTOPIA work, it is time to make up a balance and look into the near and further future of the project. Since the start in September 2013, the ultimate aim of the project remains the set-up of a sustainable, self-supporting, neutral organization at the service of the port industry's stakeholders with regard to the sharing of performance insights.

WHICH PRODUCTS ARE CURRENTLY BEING DEVELOPED WITHIN THE PORTOPIA SERVICE CLOUD?

It is PORTOPIA's vision that any product development should be in line with the port industry's strategic challenges. Furthermore, the main principle from the start of the project was not to "reinvent the wheel" but to build further upon existing initiatives from the port sector, such as the ESPO Rapid Exchange System (RES) which collects and reports quarterly traffic data from more than 60 EU ports, and the ECOPORTS initiative, which provides tools and methodologies that assist port environmental managers in their daily work. The project aims to deliver value by integrating academic and practical knowledge, as well as technological solutions.

EU PORTS TRAFFIC DATA DELIVERED QUARTERLY

The first 12 to 18 months of PORTOPIA were largely dedicated to develop the "New ESPO RES powered by PORTOPIA". The system contains a data collection and analysis module, increasing substantially the number and speed of analytical possibilities from the RES dataset.

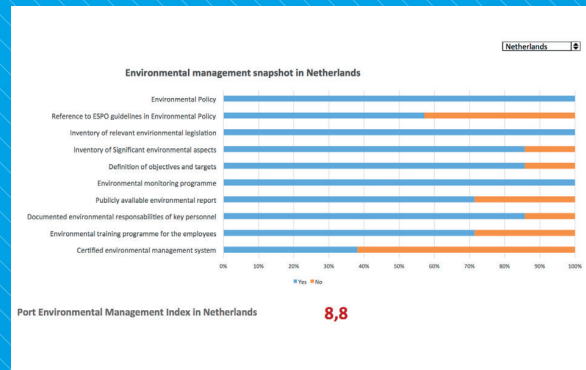
This development was first presented to the ESPO Economic Analysis and Statistics (EA&S) Committee in London early March 2014, and showcased at the ESPO 2014 Conference in Gothenburg. During the summer, prototype features were added such as a dynamic dashboard tool, which was discussed and tested during workshops in Lisbon during September 2014. Later, a reporting prototype was added as well as suggestions to build in short to medium term forecasts.

The new Rapid Exchange System powered by PORTOPIA will facilitate the sharing of quarterly traffic data between the EU ports and with the broader public. PORTOPIA believes this product will also help individual ports with gathering market intelligence in an efficient way.



ECOPORTS AND THE ENVIRONMENTAL INDICATORS DASHBOARD

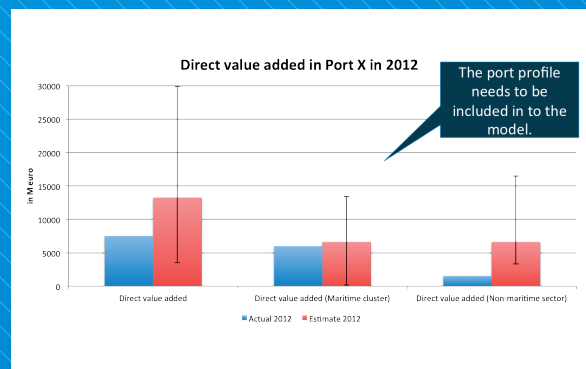
On the level of environmental indicators, ECOPORTS raw data are used to create new dashboards on environmental governance indicators, on an individual port level, with the potential to compare them with relevant averages across Europe (EU, country, port range level). Find out what the current state of environmental governance performance of the European Port System is at the PORTOPIA booth.



SMART PROXIES TOOLKIT FOR SOCIO-ECONOMIC IMPACT FIGURES

Not many European ports seem to have reliable figures on employment and on the added value of the port on an annual level. Only a limited number of ports yearly report on these figures, despite the fact that these figures play an important role in highlighting the role of ports as engines of prosperity. PORTOPIA academic partners have now developed a first approach allowing each European port to estimate figures for direct employment and direct added value through an approach based on "smart proxies", i.e. building upon more than 15 years of detailed figures from ports who report annually. The tool will also allow decreasing time lags for ports that already report their figures annually, and will be extended to other indicators such as e.g. private investment levels in ports. While the estimates for the maritime cluster activities have shown to have a high accuracy, estimates for trade, industry and logistics activity in ports could benefit from further insights from experts at the port authority level.

At the ESPO 2015 Conference, the relevant PORTOPIA experts will be available to further explain the approach, as well as provide basic simulations based on the Port Profile



SO... join the initiative and test your port at the PORTOPIA Booth in ESPO2015! Or contact us through the project coordinator or via portopia@espo.be.

USER PERCEPTION SURVEY TOOL

The basic idea is to put port authorities fully in charge of their own user perception survey tool, offering a fully automated tool that allows ports to develop a questionnaire according to their port markets and the user criteria deemed important within these. This approach permits a tailor-made approach for each port, and full control of the port on the data and report generated. PORTOPIA only offers a scientific quality control, for example with regard to confidence levels of the user perception indicators, based on the number and type of respondents.

A prototype tool has been developed and shared with a limited number of ports. Currently we are looking for ports willing to run a pilot survey. By using this tool, ports are clearly saving costs and gaining in efficiency when running this kind of surveys.

If you have an interest in the tool, please visit us at the PORTOPIA booth at ESPO 2015 Conference for a demonstration or contact us through the project coordinator or portopia@espo.be.

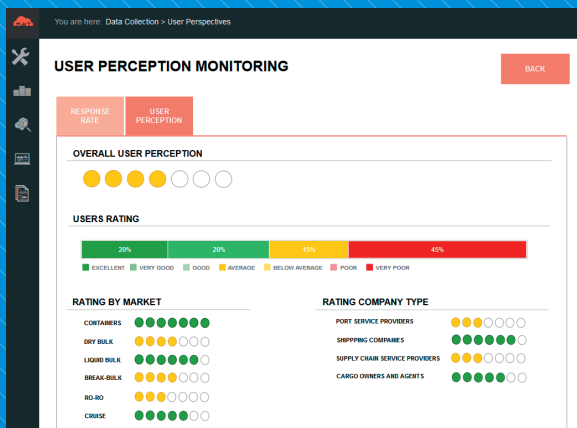
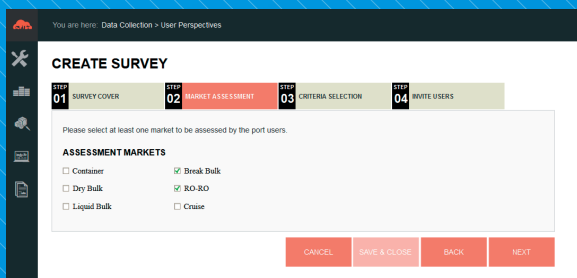


PORTOPIA'S FUTURE ORGANIZATION: TOWARDS A COMMUNITY MODEL

Discussions have also started on the future organisation of PORTOPIA as an autonomous, self-supporting organisation. The main idea is to build a community where port industry stakeholders (starting with the port authorities), knowledge providers (e.g. universities) and technology providers are jointly managing a not-for-profit platform, which develops services related to port industry performance management. The overriding principle is cost efficiency through open source software developments, as well as reinvestment of any net proceeds obtained from users into the system, or alternatively to reduce the user fees for data contributors.

PORTOPIA COLLABORATION: THE KEY SUCCESS FACTOR

Over the first project year, it has become apparent that collaboration with a multitude of stakeholders, expert groups and data providers will be a key success factor. We would like to particularly highlight the cooperation with Marine Traffic for the development of a "Maritime Access Fluidity" indicator, as well as the collaboration within the joint IAPH-PIANC Working Group 174 on Sustainability Reporting for Ports where a lot of synergies were identified. Further development on the global level included strong participation in the Pan African Port Cooperation (PAPC) conference in Mombasa (Kenya) during November 2014. Relationships with other stakeholders from the industry have been built (e.g. tugowners, pilots, terminal operators) but need to be intensified based on quick-wins. While several visits were organized to the management of their representative organizations to give general presentations, the attention now needs to be shifted towards which added value the project could deliver concretely in the interest of their industry.



PORTOPIA RESEARCH: NEW AND IMPROVED INDICATORS

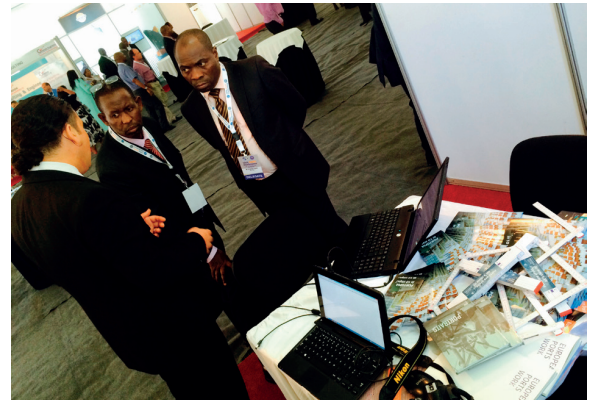
Next to the concrete product developments mentioned earlier, data collection and research efforts are made to develop new indicators helpful to address strategic challenges such as port connectivity issues, as well as health, occupational safety and security. For these indicators, PORTOPIA either approaches external data suppliers and/or works with pilot ports committed to share insights and jointly develop the indicators with the PORTOPIA team.

PORTOPIA will also produce a new Fact Finding report on the governance of EU ports. The first edition dates from 1977 and has been updated several times in 1986, 1997, 2005 and 2010. The objective of these reports is to compare and monitor over time the institutional and administrative structure of European ports to create a better understanding of the sector. On this basis, PORTOPIA will also provide new indicators and insights on governance characteristics and their evolution.



PORTOPIA EVENTS: DISSEMINATING THE KNOWLEDGE AND FORGING NEW PARTNERSHIPS

Various events have been organised to discuss PORTOPIA's development with stakeholders, as well as showcase the development of PORTOPIA's indicators and tools. At the ESPO 2014 Conference many ports visited the dedicated PORTOPIA booth; the same is offered at the ESPO 2015 Conference. During September 2014, following the interest captured at the ESPO 2014 Conference in Gothenburg, PORTOPIA organized a 2-day event in Lisbon where eight parallel workshops and two plenary sessions were held. About 60 stakeholders from the port industry attended this event, which was followed by the Economic Analysis and Statistics Committee of ESPO. Currently, PORTOPIA is planning a larger event during early 2016, so follow our website or social media platforms (Facebook and Twitter) for all updates.



LINKS TO WEBSITE

PORTOPIA website: www.portopia.eu
 PORTOPIA Service Cloud: cloud.portopia.eu
 PORTOPIA Facebook: www.facebook.com/portopia
 PORTOPIA Twitter: @PORTOPIA_EU
 ESPO: www.espo.be
 ECOPORTS: www.ecoport.com
 IAPH PIANC working group 174: www.pianc.org/envicomactievwg.php
 PAPC: www.pmaesa.org/papc/
 Marine Traffic: www.marinetraffic.com

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ASSOCIATED PARTNERS

The project also takes advantage of the expertise of more than ten associated partners who represent the port users and interest groups, resulting in an even more comprehensive coverage of the port industry.

