

“ Innovation in the Port-City Relationship: The European Sea Ports Organisation Award”

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- The Port of Turku is Finland's leading port and distribution centre for Scandinavian traffic.
 - In passenger traffic the customers are served by modern ships designed for comfortable travelling.
 - The logistics needs of businesses are served by frequent connections to Baltic Sea ports and by extremely efficient logistics hubs.





City of Turku

- Oldest city in Finland
- Fascinating combination of both old and new
- European Capital of Culture 2011
- Notable commercial and passenger seaport city



Bridging the Port and the Citizens of Turku

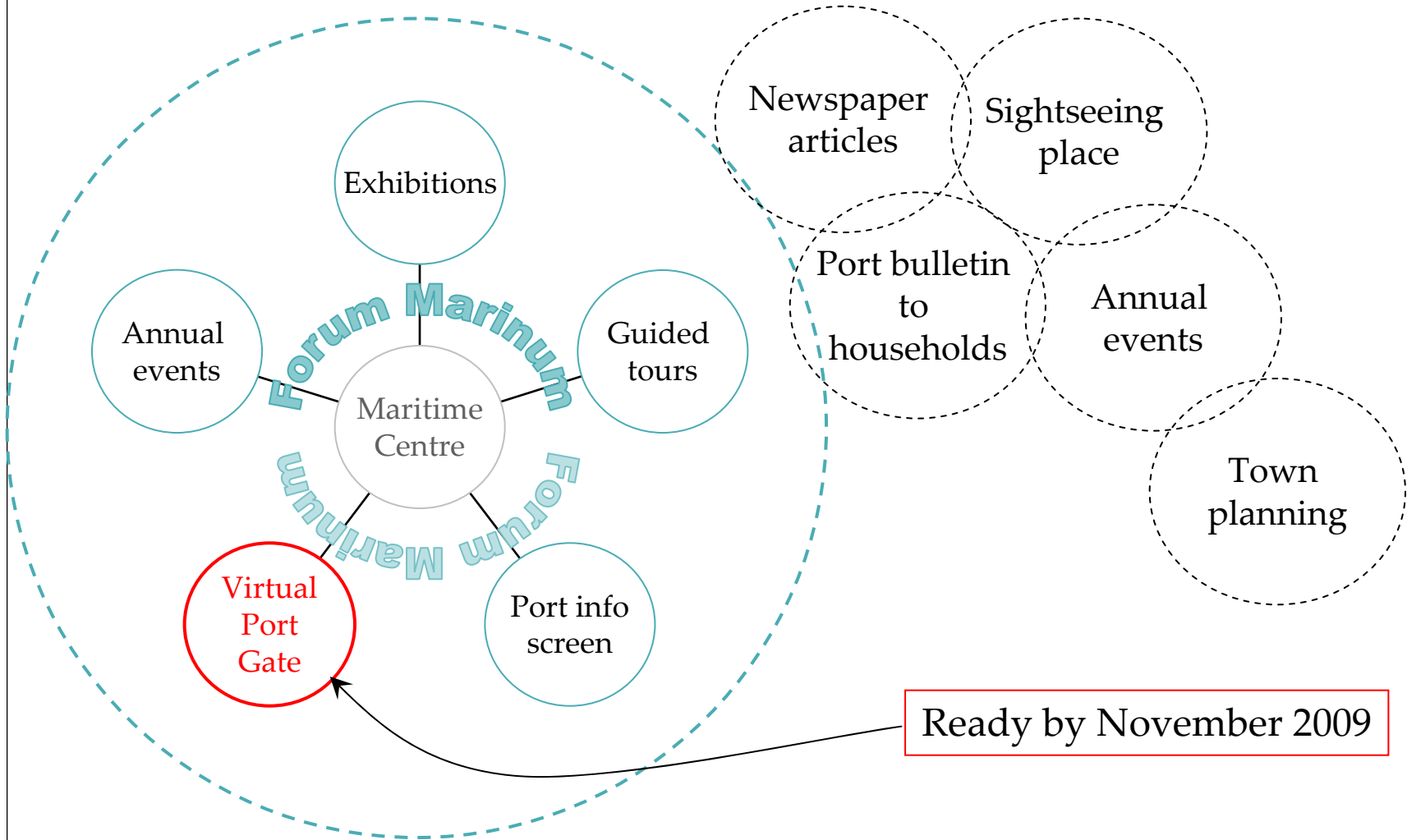


ESPO
AWARD
2009

If the people cannot come to the port...

- ...then the port will come to the people
- Strategy to bring people closer to the port
 - On-going process, proceeds gradually
 - First steps have already been taken in 2000
 - Means:
 - Creation of meeting point in the port area: **Forum Marinum** - National Special Museum and a Maritime Centre
 - PR, guided tours in the port, annual events, sightseeing place with a view to the port, webcam
 - Cooperation in town planning: new housing areas next to port etc.

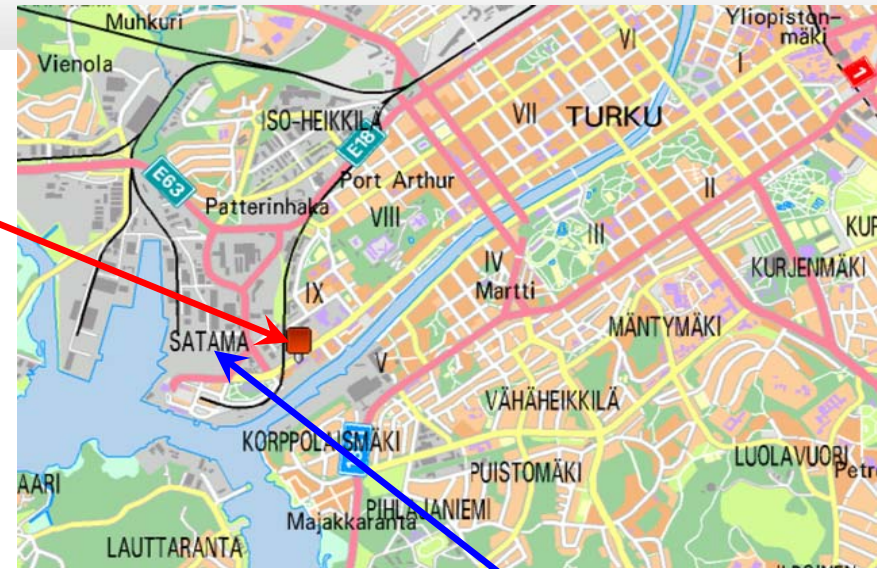
Links between the port and the citizens



Forum Marinum

- National Special Museum and an active Maritime Centre – cooperation with the port on a daily basis
- **Located in the former dockyard:** the transitional zone between the operational port area and the city centre
 - Transformed into recreational area
- Forum Marinum foundation established in 1998
 - Founder members including the City of Turku, several private companies and state authorities
 - **First exhibition in 1999 presenting the port**

Forum Marinum - gateway to the port



The Port of Turku

• Meeting point for the citizens

- Museum, restaurant, meeting place
- Distributes information about the Port of Turku
 - Currently: Permanent port exhibition, digital info-screen about the port in the yard, annual events and seminars about port development, guided tours to the port
 - Next step: developing further “a remote, virtual Port” in the premises of the museum

Virtual Port Gate

- Port outside the actual Port - located in **Forum Marinum**
- Open to all citizens
- The remote port gateway and an entrance to the Port of Turku includes:
 - **Interactive** port information distribution section: touch screens technology
→ enables people to access the port areas and to see what is happening
 - Broadcasting live image from different port areas on screens 24/7
 - Live AIS-mapping on vessels calling, departing and on sea
- In 2011: Simulator for visitors to run port equipment

Public support for seaports

- The erosion of public support for seaports needs attention
- The question is how to keep port areas living – not just how to live and work in seaports

Challenges

- A difficult task was to limit the project to only few elements. There is so much important and interesting to tell people, but only the most important features can be included because of space and other limited resources.
- Another obstacle was to choose the right technology for the virtual port. We believe we have made the right choice.

Findings

- Co-operation is essential
 - Innovative ways of doing things together
- Every port is unique
 - Examine what people wants to see and experience
- Make use of what you already have
 - i.e. investments



Partners

- Forum Marinum is naturally closely involved in the project development
- Also the Centre for Maritime Studies CMS, which is part of University of Turku has been involved in the planning phase of the project.
- The Maritime high school in Turku will add new ideas to the project during the process



Further actions

- Turku will be European Capital of Culture in 2011. The Port, as part of the City of Turku will also be involved in this cultural event .
- Turku “River Harbour” festival will be arranged in May each year
- Guided riverboat cruises and bus tours will start in 2010
- A sight seeing place outside the Port is under planning
- The Port supports the activities of the Maritime high school – the future decision makers during 2009 – 2011 “Port of Turku – tomorrow’s port today”.



What makes our project specific

- The project is a good example of successful networking with different organizations. The project is an example of how a B to B organisation and a cultural organization can co-operate and add value for visitors and over time generate tourism.
- In this project we are combining existing modules such as AIS information, guided port tours, seminars and technology in a new way. Forum Marinum centres has previous experience from this kind of cooperation with the shipbuilding industry in Turku.
- By completing a virtual port we are bringing new elements to an already well functioning cooperation for the benefit of the port and the citizens.
- Most elements can be implemented also in other ports. The question is who will be the other main partner in the project. If there is not a natural partner in the region it can be difficult to start up a project like this. It is also important that there is support for the project on all levels in the Port and in the City management.

www.portofturku.fi

www.forum-marinum.fi

<http://mkk.utu.fi/en/>

www.turku2011.fi

www.turku.fi