

SEANERGY

the Sustainability EducationAI programme  
for greeNER fuels and enerGY on ports



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# Module #10: Communication - PART 2



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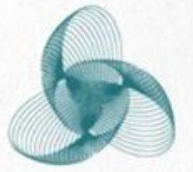


# Contents

## How engage port stakeholders?

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- Valenciaport
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- Opentop
- Other initiatives



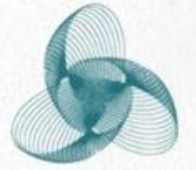
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# Valenciaport



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The Port Authority of Valencia, which trades under the name of Valenciaport, is the public body responsible for running and managing three state-owned ports along an 80km stretch of the Mediterranean coast in Eastern Spain:

## Valencia: interoceanic and urban port

- Combination of Import/Export containers and interoceanic transit container traffic
- Cruise and ferry traffic
- Recreational sailing

## Sagunto: industrial port

- Specialised in iron and steel, vehicle and special transport
- Short-distance containers
- Bulk goods
- Recreational sailing

## Gandía: local port

- Conventional general cargo: paper and wood
- Recreational sailing





# Valenciaport



**Valencia: interoceanic  
and urban port**



**Sagunto: industrial port**



**Gandía: local port**





# Fundación Valenciaport



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Fundación Valenciaport is an **Applied Research, Innovation & Training center** providing services to the port and logistics cluster. This initiative of the Port Authority of Valencia has enjoyed the **collaboration** of notable **businesses, universities** and **institutions** from the **port community**.

Since its establishment, it has developed projects in more than 60 countries, primarily Mediterranean nations, as well as from the rest of Europe, Asia and Latin America.



 [www.fundacion.valenciaport.com/en/](http://www.fundacion.valenciaport.com/en/)



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# Fundación Valenciaport

Some of the projects in which Fundación Valenciaport is or has been involved in the field of environmental sustainability and energy transition are:





# Fundación Valenciaport



If you want to know more about Fundación Valenciaport, please click on the following picture

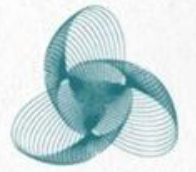


<https://www.youtube.com/watch?v=V0A2m54OHcg>



# Innovation Committee

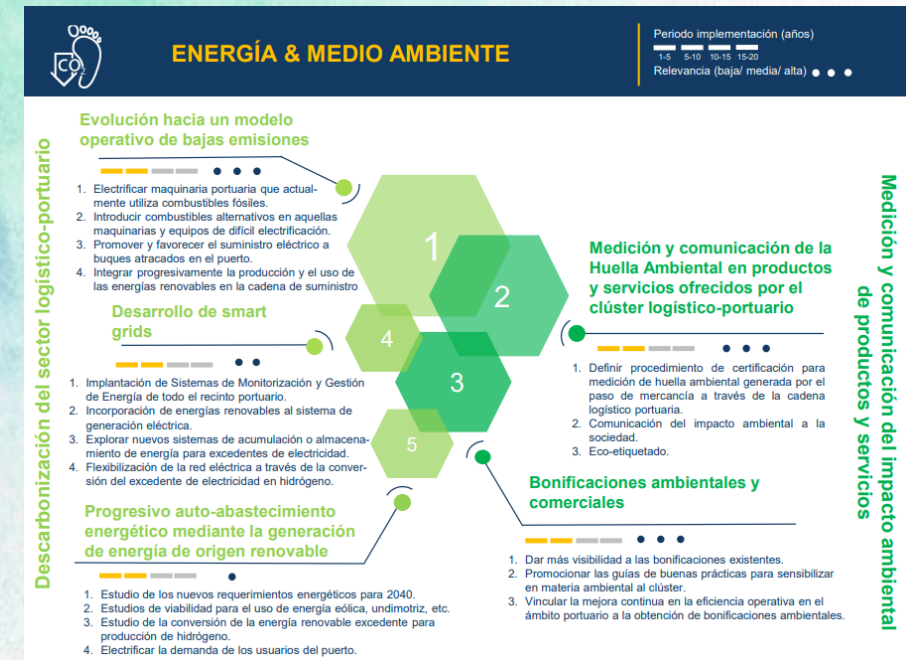
Participative **forum** to discuss the agenda and actions for innovation of the Valenciaport cluster.



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Comité de  
Innovación  
Clúster de  
Valenciaport



Comité de  
Innovación  
Clúster de  
Valenciaport



# ECOPORT



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This is an innovative initiative for **continuous improvement** in port management and strategy, which is in line with the **Quality of Service** policy in place at the Port Authority of Valencia.





# ECOPORT



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## ECOPORT II

ECOPORT II aims to **facilitate** obtaining **environmental certification** and **support** the **implementation of Environmental Management Systems** in the main companies of the Ports of Sagunto, Valencia and Gandia.

## ECOPORT PROJECT

The purpose of the ECOPORT Project is to contribute to the establishment of an **environmental policy** in the Port Community of Valencia in line with Community legislation in this area.

## ECOPORT III

It is an initiative that focuses on **continuous improvement** through the use of advanced statistical tools, knowledge and collaboration of the entire port community, to move towards a new sustainable and decarbonized economy of Valenciaport.





# ECOPORT



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The companies participating in the ECOPORT initiative have voluntarily formulated the following environmental objectives:

**Increase in the percentage of waste valorized.**

**Decrease water consumption by 1%.**

**Training and awareness-raising of at least 500 hours/person.**

**Reduce fuel consumption by 1%.**

**Reduce electricity consumption by 1%.**

**Calculate the carbon footprint.**

**Participation in Ecoport III.**





# ECOPORT Communication activities



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Activities carried out by the Port Authority of Valencia within the framework of the ECOPORT initiative:

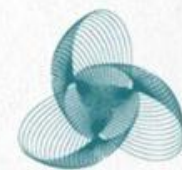
- **Newsletter:** Monthly tips
- Environmental **Publications**
- 2 environmental training **booklets** per year
- 3 environmental **bulletin** per year
- Organization of the **Environment Week** and organization of the Environmental Day event on June 5
- Participation in environmental **fairs** such as Emobility and Ecofira

\*The topics for the booklets and newsletters are selected by working groups. These groups include "representative companies" elected by vote.





# ECOPORT Communication activities



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Autoridad Portuaria de Valencia



Autoridad Portuaria de Valencia

## Celebrating Sustainability in March

👉 Welcome back, March! Time to renew our commitment to the environment!

🌍 This month, let's remember the importance of caring for our planet and take simple actions to make a difference. Together, we can make the world more sustainable!

🌱 Every small action counts in our commitment to a more sustainable future! It is important to renew our commitment to protect and preserve our beautiful planet.

**ENVIRONMENTAL MESSAGES**

**#131**

MARCH 2024

**#MarzoSostenible #CompromisoAmbiental #Renovación**





**Título:** Guía ECOPORT para la implantación de sistemas de gestión ambiental por niveles en los Puertos Mediterráneos

**Autores:** Federico Torres Monfort  
José Sáez Carabal  
Pilar Sánchez Hurtado

**Edita:** Autoridad Portuaria de Valencia

179 páginas, ilustraciones en color

**Precio:** 30,00 € I.V.A. incluido (4%)

**ISBN:** 978-84-933614-3-3

La comunidad portuaria la integran un gran número de empresas de diferentes tamaños, situaciones ambientales y actividades, por lo que la adopción de un Sistema de Gestión Ambiental puede conllevar diferentes esfuerzos y dificultades para cada una de ellas. Con la idea de facilitar el acceso y participación de las empresas en este proyecto teniendo en cuenta las características de cada una de ellas, la Autoridad Portuaria ha desarrollado una guía que estructura en 5 niveles los requerimientos de un Sistema de Gestión Ambiental en línea con la norma ISO14001 y el reglamento EMAS.

Dentro del proyecto ECOPORT II "Hacia una Comunidad Portuaria respetuosa con el Medio Ambiente". (Implantación de un Sistema de Gestión Ambiental en la mayoría de las empresas de los Puertos de Sagunto, Valencia y Gandía), cada empresa es evaluada según su situación ambiental, parte del nivel que más se ajusta y de forma progresiva trabaja para alcanzar niveles superiores hasta llegar al último nivel que garantiza la implantación definitiva de un Sistema de Gestión Ambiental. La Autoridad Portuaria de Valencia a modo de herramienta de ayuda, ha elaborado esta guía, para que sirva de referente y permita a las instalaciones un acceso sencillo y de bajo coste en la implantación de su Sistema de Gestión Ambiental.

## NEWS 2024 N68

BOLETÍN AMBIENTAL

BOLETÍN INFORMATIVO VALENCIAPORT  
Valencia, marzo 2024

### EDITORIAL

#### RENEWPORT: Aprovechar el potencial de las Renovables para una transición energética limpia en los Puertos Mediterráneos

El Proyecto RENEWPORT ha sido incluido en la lista de proyectos que van a ser financiados por el programa Interreg Euro Med en su tercer convocatoria del programa Interreg europeo 2021-2027. El proyecto está liderado por la Autoridad del Sistema Portuario del Mar Adriático Oriental (Italy) y en el participan la Autoridad Portuaria de Valencia, la Fundación Valenciaport y otros 7 puertos mediterráneos.

El objetivo principal del proyecto es facilitar la transición energética limpia de los puertos del Mediterráneo, explotando el potencial de las fuentes de energía renovable, reduciendo las emisiones de CO2, mejorando la calidad del aire en las zonas urbanas y aumentando la seguridad energética.

A través de RENEWPORT, los responsables políticos disponen de nuevas soluciones que les ayuden a luchar contra el cambio climático, alcanzar sus objetivos energéticos y la neutralidad de carbono, y los ciudadanos se beneficiarán de un aire más limpio, convirtiéndose los territorios mediterráneos en áreas más verdes.

En primer lugar, a partir de los resultados de los proyectos Interreg MED Renewable Energy Community y COMPOSE, los socios van a desarrollar un conjunto de herramientas que guíen a los puertos mediterráneos en la adopción de las fuentes de energía renovable más adecuada en cada lugar, en función de sus propias necesidades energéticas actuales y futuras.

A continuación, este conjunto de herramientas se aplicará en cada puerto con actividades e inversiones piloto concretas, generando un rico intercambio de experiencias entre todos los puertos y un resultado tangible en términos de aumento de la sostenibilidad ambiental y el apoyo a una transición energética limpia a través de la reducción de las emisiones de gases de efecto invernadero, generando un conjunto de casos de uso reales que podrán replicarse en otros puertos.

De este modo, RENEWPORT creará a los puertos de las soluciones viables al despliegue de energías renovables no contaminantes y a la reducción del impacto ambiental negativo de los buques, especialmente en las zonas urbanas.

Pablo Páezmo Tomás  
Senior Project Manager  
Fundación Valenciaport

### EDITORIAL

#### RENEWPORT: Harnessing Renewable energy potential for clean energy transition of Med Ports

The RENEWPORT project has been included in the list of projects to be funded by the Interreg Euro-MED Programme in the third call of the EU budget 2021-2027. The project, which involves the Port Authority of Valencia, the Valenciaport Foundation and seven other Mediterranean ports, is led by the Port Network Authority of the Eastern Adriatic Sea (Italy).

The main objective of the project is to facilitate the transition to clean energy in Mediterranean ports by exploiting the potential of renewable energy sources, the reduction of CO2 emissions, the improvement of air quality in urban areas and energy security enhancement.

Through RENEWPORT, policymakers will have new solutions to help them fight climate change, meet their energy targets and achieve carbon neutrality, and residents will benefit from cleaner air, transforming the Mediterranean into a greener place.

In the first place, based on the results of the projects Interreg MED Renewable Energy Community and COMPOSE, the partners will develop a set of tools to guide Mediterranean ports in the adoption of the most adequate renewable energy source for each location, taking into account current and future energy needs, building on the results of the Interreg MED Renewable Energy Community and COMPOSE projects.

This tools will then be implemented in each port with concrete pilot activities and investments, ensuring a fruitful exchange of experiences between all ports and a tangible result in terms of improving environmental sustainability and supporting the transition to clean energy by reducing greenhouse gas emissions. This will generate a set of real use cases that can be replicated in other ports.

RENEWPORT will thus provide ports with two solutions to address non-fossil renewable energy and to reduce the negative environmental impact of ships, especially in urban areas.

Pablo Páezmo Tomás  
Senior Project Manager  
Valenciaport Foundation





Autoridad Portuaria de Valencia



Autoridad Portuaria de Valencia

14-16 NOVEMBER 2023

## ecofira.

VALENCIAPORT: SUSTAINABLE PORT

**ENVIRONMENTAL MESSAGES**

**#127**

NOVEMBER 2023

We are delighted to announce that Valenciaport will be present at Ecofira 2023, and we invite you to visit us at Stand C32. Under the slogan "Sustainable Port", we will display the advances we have made in the Port Community related to the Sustainable Development Goals (SDGs) and environmental matters.

**Discover our Achievements in Sustainability:**

- 🌱 **SDGs in Action:** We will demonstrate how we have included the UN's SDGs in our daily operations and how we contribute to their achievement.
- 🔬 **Environmental Innovation:** Discover the technology and practices we have implemented to reduce our environmental impact.
- 🤝 **Collaboration for Change:** We will highlight our efforts to achieve a more sustainable future in our Port Community.

**Join us at Ecofira 2023:** Visit us at Stand C32 and be part of the conversation on sustainability and the future of the port. Together, we are working to build a better world.

**#Valenciaport #Ecofira2023 #PuertoSostenible #Sostenibilidad #OCs**





## ECOPORT as a mark of excellence in environmental good practices





# Alianza Net Zero Mar



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It is a non-profit association that aims to **accelerate the decarbonization and electrification** of the **maritime sector** and **Spanish ports**, being available to all agents, companies and institutions that want to join efforts to reduce polluting emissions generated by port infrastructures and maritime transport.



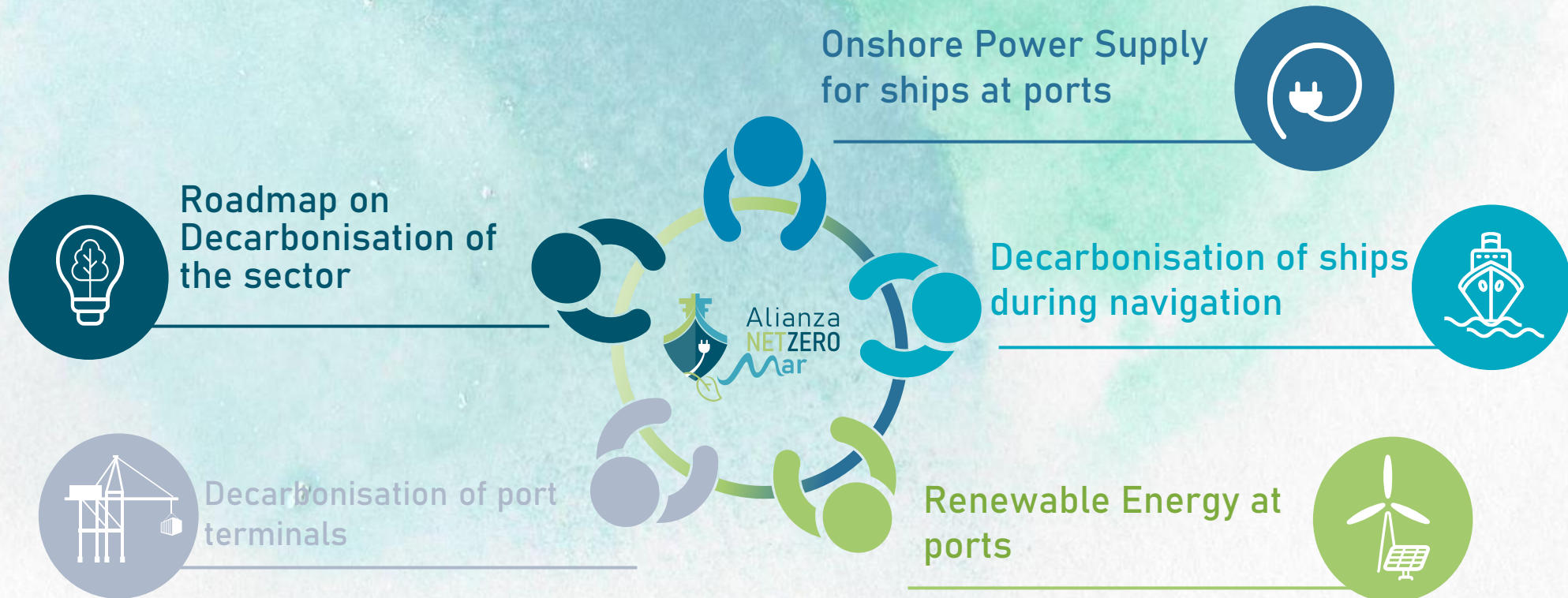
[www.netzeromar.org/?lang=en](http://www.netzeromar.org/?lang=en)





# Alianza Net Zero Mar

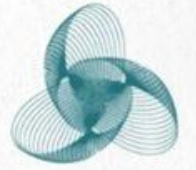
## Working groups





# Alianza Net Zero Mar

## Types of members



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SHIPOWNERS/SHIPPING COMPANIES/ SHIP AGENTS

INDUSTRY/TECHNOLOGY PROVIDERS

ENERGY COMPANIES

PORT AND LOGISTICS OPERATORS

RESEARCH, DEVELOPMENT &  
INNOVATION ORGANISATIONS

SHIPYARDS

CLASSIFICATION SOCIETIES

ASSOCIATIONS

ENGINEERING COMPANIES

ROAD AND RAIL TRANSPORT COMPANIES

PUBLIC ADMINISTRATIONS





# Opentop



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## Opentop, the Valenciaport innovation hub

The main objective of this initiative is to bring innovation closer to the companies and entities working in the three ports managed by the Port Authority of Valencia with the aim of boosting their competitiveness.



 <https://opentop.es/>





# Opentop

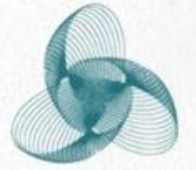


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# Opentop



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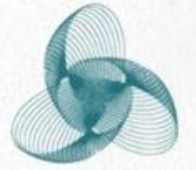
## What does Opentop do?

- Challenge the best minds to solve challenges in the Opentop hackathons
- Develop solutions with the best startups that can apply their activity in the port logistics ecosystem
- Help large corporations with common needs and synergy opportunities to grow





# Opentop



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## What does the Valenciaport Hackathon offer you?



- **Challenges** proposed by large corporations in the sector
- **Job opportunities** and visibility in front of large companies
- Access to motivational **talks** by specialists
- **Development** of important **skills** such as pitch defense in front of a professional jury





# Opentop



## Partnership:

We connect talent with the leading companies in the sector to grow faster and go further. The industry needs it and we know how we can help!



## Business Creation:

We are unique in leveraging the value proposition. We have core focus of helping startups & scaleups secure strategic business connections!



## Industry knowledge:

Discover a sea of opportunities with industry experts, corporate partners and other startups & scaleups that are also growing.



## Business Growth Program



## Tailored program:

Customised 6-month program in which a maximum of 5 startups are selected for full and real attention.



## Financing:

Access to the main investors in the startup ecosystem. And startup investment vehicle coming soon!



## Growth hub:

Exclusive hub where you can connect and meet with the ecosystem in the heart of the Port of Valencia. Your place for networking and support.

## CHALLENGE 03

## Port energy transition and decarbonization





# Other initiatives



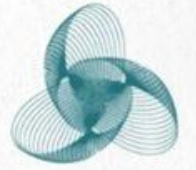
## Collaboration with universities

Valenciaport is committed to promoting scientific knowledge as a basis for innovation. In this way, relations with the surrounding universities are fostered, opening the ports to the academic world. Specifically, agreements have been reached with the University of Valencia and the Polytechnic University of Valencia for the creation of chairs with the aim of generating top-level port knowledge in its hinterland.



# Other initiatives

## Collaboration with universities



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The **Valenciaport Chair of Port Economics** was established with the objective of conducting in-depth research into the relationship between port business and the evolution of the international economy, as well as the parameters that allow the social impact of its activities and their efficiency to be measured.



The **Valenciaport Chair of Port Innovation** is dedicated to aligning the research conducted at the university with the evolving challenges faced by the port industry in the context of Industry 4.0.



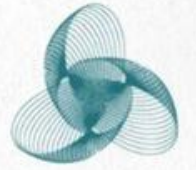


# Other initiatives

## Guided visits

Pre-booked visits to the Port Authority of Valencia's facilities in the Port of Valencia are available to:

- School visits
- Specialised Training Centres
- Saturday visits



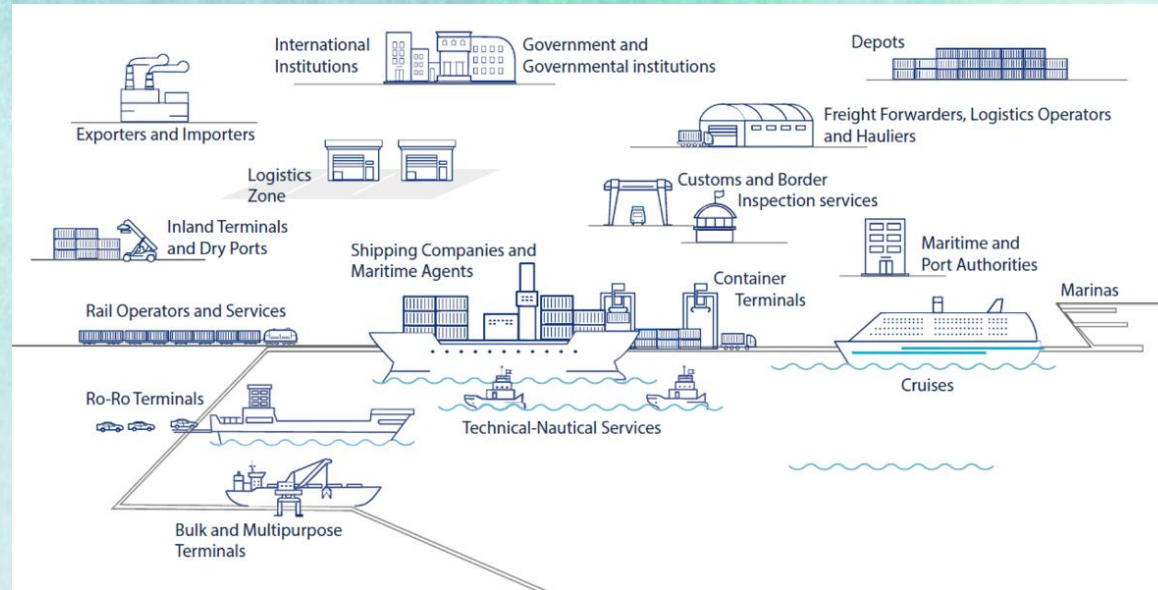
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**This is a great way to strengthen relationships with local stakeholders**



# Conclusions and take home message



Through all these actions and initiatives, the **Port of Valencia** is able to strengthen the relationship with all its stakeholders, listening to their needs and creating a collaborative environment to enhance its essence:

INNOVATION



# Conclusions and take home message



## Learning objective #1 – Examples of stakeholders engagement in ports

- Associations whose members are part of the port community where a joint strategy is defined as a port in terms of Energy Transition.
- Associations that connect the port community with industry and companies from other sectors such as energy, to develop joint solutions by applying the know-how of the sector with that of technology.



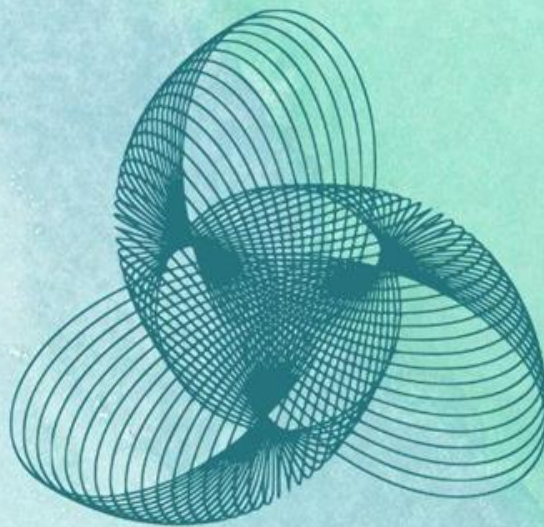
# Conclusions and take home message



## Learning objective #2 – Valenciaport case study

- Initiatives used by the Port of Valencia to increase engagement with stakeholders





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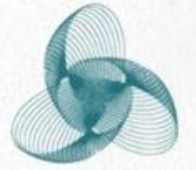
**THANK YOU  
FOR YOUR ATTENTION**



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- <https://opentop.es/>
- <https://opentop.es/#aboutus>
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