



Recognizing  
Social and Environmental Responsibilities  
in Making Strong Contributions Towards Economy  
Growth

Freeport of Riga Authority

# The Freeport of Riga

Occupies 6,348 ha which is **11% of the City**



# The Freeport of Riga

builds a *Port Cluster* of **200 companies** and  
**15,000 jobs** in the city

**98 companies** are land lessees

- **35 stevedoring companies**
- **35** warehousing companies
- **17** customs warehouses
- **8** productions companies
- **3** ship repair and building services

**73 companies** are various services based on agreements with the Port Authority

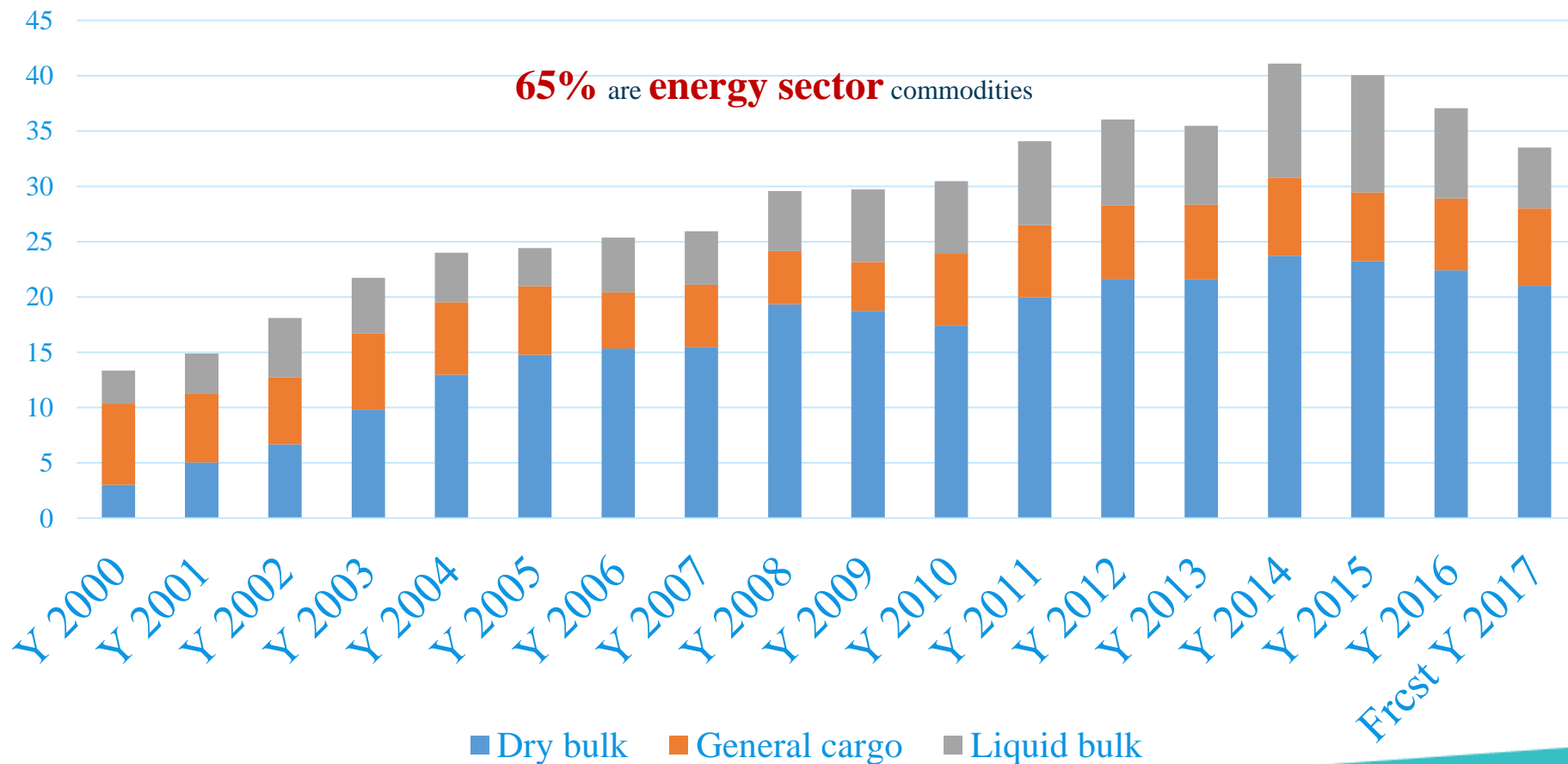
**29 shipping agencies**

**8 companies** - tugboat un bunkering services



# The Freeport of Riga

has been **growing cargo** at a rate of **5.9% per annum**, resulting in a triple amount over that past decade



# Port's Location in the City Center

Means both...

## Positive aspects:

strategic **vicinity to economic sectors** e.g. finance, law, transport, logistics, competitive labor, etc.

**opportunities for growing specific cargo segments, e.g. containers, cruise, RoPax**



# Port's Location in the City Center

Means both...

## Negative aspects:

**Traffic congestions** and  
**infrastructure** pressure

Various **pollution** aspects (air, soil,  
water), **vibration** and **noise**

Overall **impact on the urban-social  
environment**



# The Freeport Authority

... thus, faces **a challenge** of balancing the port's **development** with the demand of the society for **quality of life** in the adjacent **environment**

# The Freeport Authority

... is involved in **infrastructure development**

... has implemented and maintains **Environmental Management System (EMS)**

...has launched and implements Marketing & PR **Communications Strategy** dealing with the port's neighborhoods and larger public





# Infrastructure development

Project: “**Relocation of Port Activities from the City Center to the *Krievu sala* island**”



## Main figures

Multipurpose **dry bulk**  
complex

Capacity 17 mlnt/year

FRA investment - **EUR 152**  
**mln.** (co-financed by EU )

# Environmental Management System (EMS)

Constant **monitoring** of environmental aspects (air, water and soil) in the direct port area and closest vicinity

Sanitation of **historically contaminated sites**

Lobbying of **environmental legislation**



# Marketing & PR Communications Strategy

**Social events** for the **port's neighborhoods** to create a sense of belonging to the *port community* (the so-called “*welcome onboard*” approach) and also for wider society



# Marketing & PR Communications Strategy

**Involvement** of high school and university **students** in the port's educational programs, contests, internship, etc.



# Marketing & PR Communications Strategy

**Port for the City** – annual Port's Festival, Museum nights



# Marketing & PR Communications Strategy

**Collective care for environment:** “Lielā Talka” – the annual collective working in the port area, Tower for watching birds in the port territory etc.



# Latvija 100



**Welcome to Riga Port!**  
**September 25-27, 2018**



See you in Riga!