



Corporate Social Responsibility

A SCASPA Perspective
by Ms. Adeola Moore, CEO





QUICK POLL

What is the first thing that comes to mind when you hear of social responsibility in a cruise port?

- A** Community investment
- B** Environmental sustainability
- C** Employee welfare
- D** Passenger experience
- E** Local economic development





St. Christopher Air and Sea Ports Authority

The St. Christopher Air & Sea Ports Authority (SCASPA) is the gateway to St. Kitts and a key driver of trade, tourism, and economic growth.

SCASPA manages and operates key facilities including:



**Robert Llewellyn Bradshaw
International Airport**



Deep Water Cargo Port



Port Zante Cruise Terminal



Basseterre Ferry Terminal





St. Christopher Air and Sea Ports Authority

Vision

To be a leading provider of safe, secure and customer focused air and sea ports services in the Caribbean

Mission

To provide safe and secure air and sea ports services in accordance with international standards and best practices to ensure sustainable growth and development while exceeding customer expectations.





PEOPLE, PORTS & PASSENGERS

Social Responsibility in Cruise Port Operations

The Port Is More Than a Gateway

- What does the passenger experience mean for the community?
- Who benefits when a cruise ship calls?
- How do we ensure that port growth creates shared value?

Behind every cruise passenger is a community. Behind every cruise call are hundreds of workers. And behind every port investment are people whose lives can be affected by the decisions we make.



CREATING VALUE THROUGH THE PORTS

The evolution of the Port

Yesterday

- Ship Operations
- Passenger movement
- Collection of fees
- Maintenance of the infrastructure

Today

- Safe & seamless passenger experience
- Local economic participation
- Employee wellbeing
- Environmental responsibility
- Community engagement

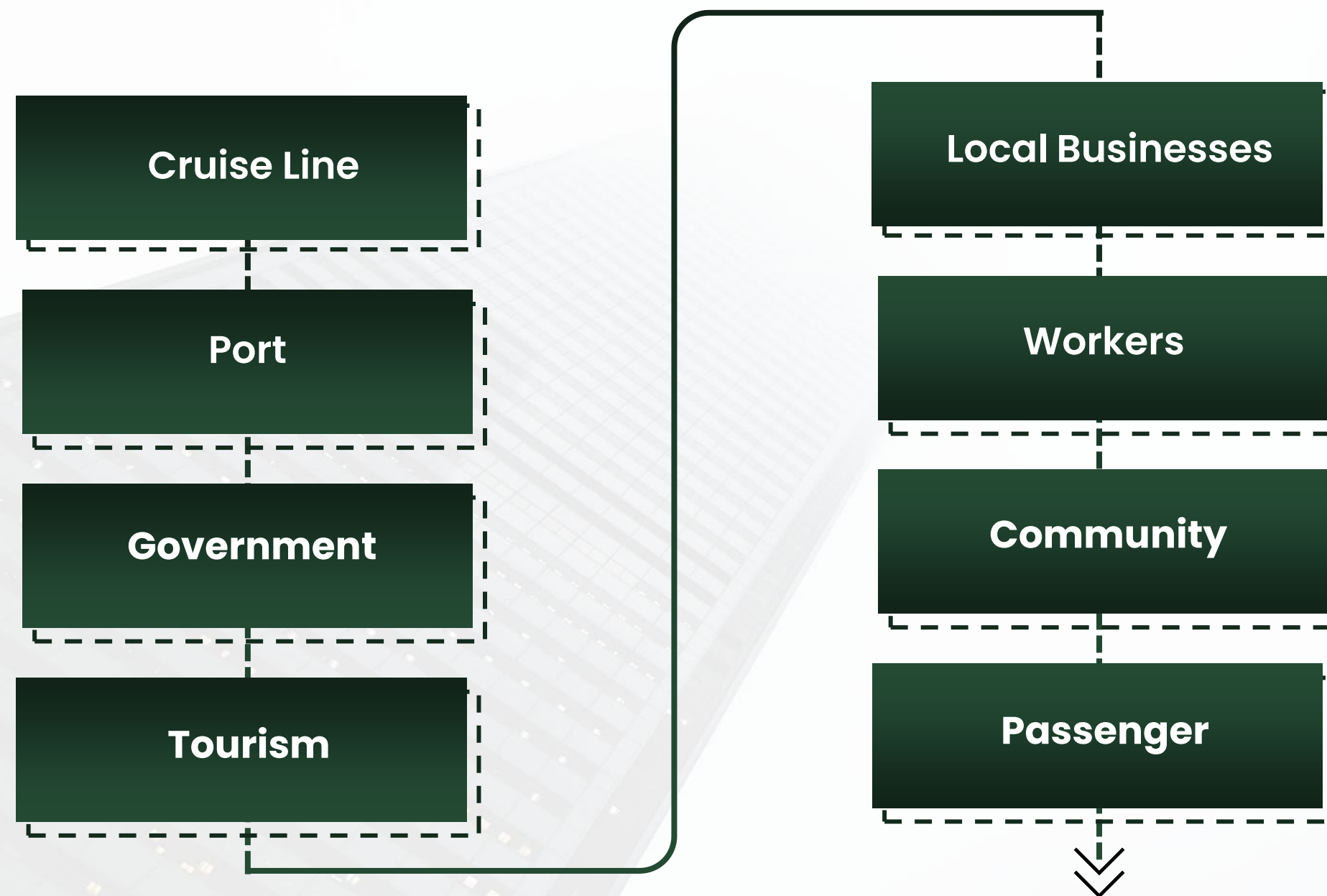
Tomorrow

- Inclusive economic growth
- People and Workforce Development
- Authentic destination experiences
- Innovation and technology
- Environmental Stewardship



THE SCASPA NETWORK

One cruise call connects:



SCASPA: Putting People at the Centre of Port Operations

Our three prong approach:

01 Our People

- Training
- Safety
- Recognition
- Employee development

02 Our Passengers

- Safety
- Accessibility
- Information
- Seamless experience

03 Our Community

- Education
- Local enterprise
- Partnerships
- Community investment



From Passenger Numbers to Passenger Value

Passenger volume $\neq$ Passenger value



Questions to consider

- How long did they stay?
- How much did they spend locally?
- How many local businesses benefited?
- How many local people were employed?
- How many local products/services were purchased?
- What was their experience?
- Would they return?
- Did the community benefit?



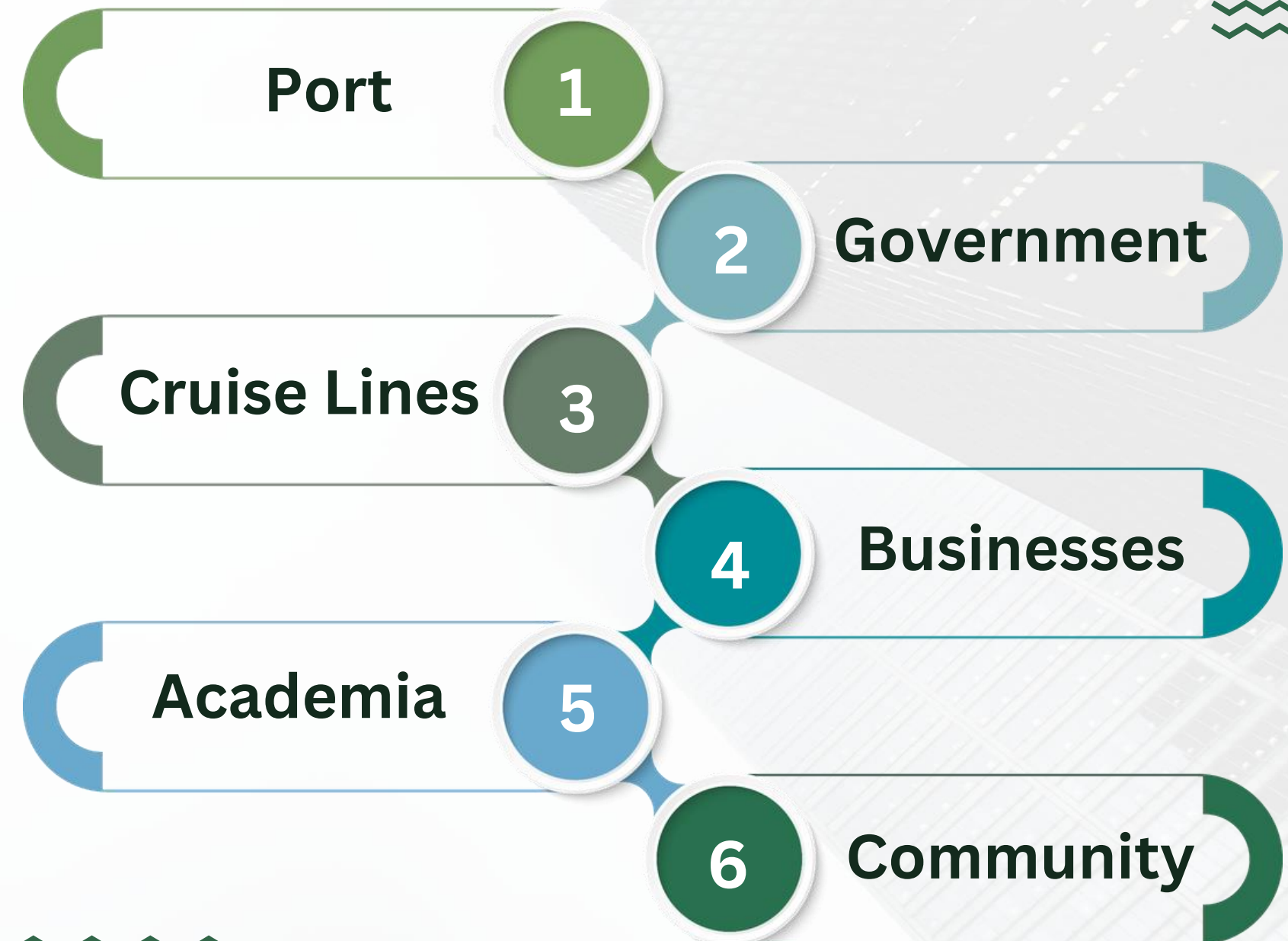
A SCASPA Example

A Night to Remember

- ✓ On February 17, MS Arvia made an overnight call to St. Kitts
- ✓ The experience combined cruise, community and culture to create an unforgettable experience for our visitors
- ✓ Shared value was created for visitors, restaurants, entertainers, artisans, transport providers, tour operators, and other businesses



Investing in the next generation





The Port of the Future: A Socially Responsible Port

Traditional Port KPIs	Future Port KPIs
Vessel calls	Community value created
Passenger volume	Passenger satisfaction
Revenue	Local economic participation
Berth productivity	Worker wellbeing
Turnaround time	Local employment
Cargo/passenger throughput	Environmental performance
Operating costs	Skills developed





Questions to Consider



Who benefits from the industry's growth?

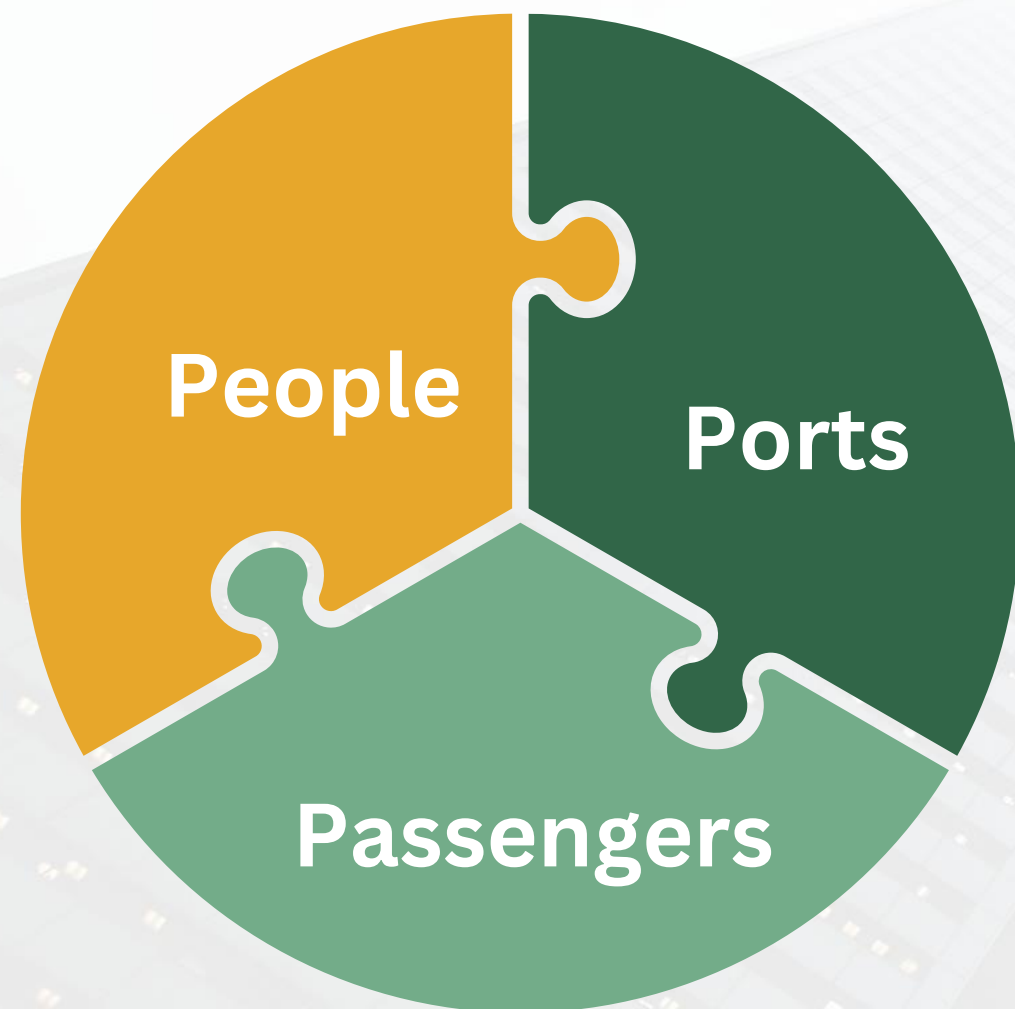
How are you preparing your workforce for tomorrow?

What will your communities say about you 10 years from now?



Closing: People First

Connecting all three



“

A great port moves ships.

A great cruise port moves people.

A responsible cruise port moves communities forward.

”





SCASPA

Thank You

Ms. Adeola Moore
CEO, SCASPA

