



AAPA Lighthouse Award Project Highlight Between the Port and the City



Ports of Paraná
Paraná, Brazil

Project Overview

Between the Port and the City – Strategic communication and port-city relations

Award Category: Excellence in Public Relations Campaign

Completion Date: 5/31/2025

Description: The project aims to strengthen ties between Ports of Paraná, in Brazil, and the communities of Paranaguá and Antonina through strategic communication and high-impact social actions. With initiatives that go beyond port logistics, the project promotes citizenship, solidarity, and appreciation of local identity.

Among the actions carried out are the Solidarity Christmas and Easter for All campaigns, the Port Run, the launch of the book *Porto de Paranaguá – 90 anos (Port of Paranaguá – 90 years)*, and the issuance of the commemorative postage stamp for the 90th anniversary of the Port of Paranaguá. All activities were planned with integrated communication strategies, involving multiple audiences and consolidating the port-city relationship.

Inspiration

The inspiration came from the desire to bring the port closer to the community and show that Ports of Paraná activities go beyond logistics operations. The goal was to highlight the transformative role of the port in people's lives, promoting social inclusion, preserving memory, and strengthening local identity.

Challenges

Among the main challenges faced were:

- Mobilizing different audiences in a short time frame (such as in the Easter campaign, which took place in just over a month);
- Exceeding fundraising goals with limited financial resources, relying primarily on volunteer engagement;
- Translating 90 years of history into an accessible and attractive publication for diverse audiences;

- Maintaining consistent communication across multiple channels without losing focus on the human character of the initiatives.
- These challenges were overcome with creative communication strategies, local partnerships, and the voluntary engagement of employees and the port community.

Lessons Learned

Experience has shown that integrated communication, when focused on people and human values, can transform institutional relationships. We have learned that social mobilization depends not only on financial investment, but above all on authenticity, collaboration, and valuing local partners.

Value

What Ports of Paraná is most proud of in this project is having shown that a port not only moves cargo, but also people and stories. The project reinforced the company's image as an agent of social transformation, bringing it closer to the community and leaving a legacy of solidarity, belonging, and cultural appreciation.

Quotes

"The port is a living part of the city. These initiatives show that it is not just a logistical structure, but also a partner of the community and an agent of social transformation. We are overcoming the view that the port has its back to the city and consolidating a port that is increasingly facing the community, participatory, engaged, and transformative." [Luiz Fernando Garcia da Silva, CEO Ports of Paraná]

Additional Information

The project has established itself as a benchmark for future social responsibility and integrated communication initiatives. The model can be replicated in other ports and has been incorporated into the company's institutional calendar, strengthening Ports of Paraná ongoing commitment to the community.

Contact

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Resources

- <https://www.youtube.com/watch?v=fO8yy5lhW-E>

Easter for the all

- <https://www.instagram.com/p/DIMcc1iRibn/>
- <https://www.instagram.com/reel/DIqphxLut41/>
- <https://www.instagram.com/p/DISQJWSJBm7/>
- <https://www.instagram.com/p/DIZyepeJVIX/>
- <https://www.portosdoparana.pr.gov.br/Noticia/Pascoa-Para-Todos-presenteia-1100-familias-de-comunidades-em-vulnerabilidade-social>

Solidarity Christmas

- <https://www.instagram.com/p/DDogoGMOO4g/>
- <https://www.instagram.com/p/DD6uaFwulZR/>
- <https://www.parana.pr.gov.br/aen/Noticia/Familias-recebem-doacoes-do-Natal-Solidario-Portos-do-Parana>

Port Run

- <https://www.youtube.com/watch?v=ZzoZcbrQ36c>
- <https://www.instagram.com/p/DJ9DDDcuqRf/>
- <https://www.portosdoparana.pr.gov.br/Noticia/Corrida-do-Porto-de-Paranagua-2025-reune-mais-de-27-mil-pessoas>

Book Port of Paranaguá – 90 years and commemorative postage stamp

- https://www.instagram.com/p/DHT_eGkB3sE/
- https://www.instagram.com/p/DHZY7o4BEXd/?img_index=1
- https://saladeimprensa.correios.com.br/arquivos/11499?fbclid=IwY2xjawM46o1leHRuA2FibQIxMABicmlkETFsajBwN3NLRExFdWVUWDZOAR62CH6TCAvCcpz5Ln4U4xummt38L8yz8vzox_luzE7j7_T3SG5nRelE7Gambw_aem_oymT1PgrqfpGiURFQWCq-Q
- <https://x.com/correiosBR/status/1902100812610072607>