

Regional report on best practices in Dubrovnik-Neretva County

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1. Best practices of small ports

 	<h3>BEST PRACTICE REPORT FORM</h3>
<p>Best practice title: Enabling two-way digital communication</p>	
<p>Best practice title</p> <p>The Seaports Act and the founding decisions provide the provisions and obligations for port management by a non-profit legal entity. Local governments founded port authorities, and as such, they are mostly funded by public administration agencies. They were formed with the task of managing, building, using, and developing port areas, as well as protecting maritime property in the areas where they operate.</p> <p>Within administrations, communication has become increasingly vital. When compared to private companies, public organizations' communication is much more diverse: the range of functions (service delivery, social cohesion, dialogue between institutions and citizens, etc.) is much broader, and the types of communications are more diverse, ranging from communication about citizen rights and obligations to communicate about projects. Furthermore, with rising needs for information, increased citizen participation in debate, and a growing number of media to examine, public communication will become much more complicated.</p> <p>As an example of good practice, the public is regularly kept up to date on activities occurring in ports under the governance of the port authority via the web page and even further, by social media channels (Facebook and Instagram) started by the port authority, encouraging the public to engage and have an active role.</p> <p>Give an overview about who it is intended for</p> <p>The obligation for sharing information that allows for more transparent governance comes squarely on the shoulders of governmental authorities in charge of public relations, public information, and communications. These communicators can be found in all levels of government, including national, state, and municipal. They must keep the public informed, raise public knowledge of public policies and how they were developed, facilitate public feedback and two-way contact, and use that information to improve agency performance and accountability.</p> <p>Recommend how it can be advanced (Improved)</p> <p>This best practice, like brand communication, enables branding of the port authority (and ports under its governance) as well as active marketing of ports that could use this to promote ports under their governance and offer all the information that current and potential users may be interested in - from nautical information to information about services in the port and the surrounding area. Further enhancements could include a separate app for ports under their jurisdiction, and so on.</p>	

Please explain potential transferability in region

As long as there is an internet connection, there should be no problem with transferability. In today's age of accelerated digitization, when it is estimated that more than 6 billion people worldwide own a smartphone connected to the internet, whose digital tools have no boundaries. All port authorities should follow this example because the only threat today is slow adaptation, which is frequently observed in government institutions that are slow to adapt and implement digitization (especially in Croatia).