IAPH 2026 SUSTAINABILITY AWARDS · COMMUNITY BUILDING

# All Aboard!

## Set sail and discover an ocean of opportunities

A pioneering educational initiative led by the **Port Authority of Santa Cruz de Tenerife** , in partnership with **MSC Cruises** and **CLIA**.

PUERTOS DE TENERIFE | MSC CRUISES | CLIA

# The first international programme of its kind in the cruise industry

Students discover 400+ onboard professions through immersive role-play, internalising diversity, intercultural respect, teamwork and environmental responsibility. Mandatory recycled materials embed circular-economy principles at the heart of the programme.

| 300+ | 19 | 400+ | 6 | 28+ |
|---|---|---|---|---|
| STUDENTS | CLASSES | PROFESSIONS | FINALIST COLLAGES | MEDIA MENTIONS |

Awarded the **Special Prize at the XIX Excellence Cruise Awards 2026** (Madrid). Showcased at FITUR 2026 and Seatrade Global 2026. A 2nd edition is already underway.

# A port in the classroom

All Aboard! proves a **port authority can be a meaningful partner in community education** . Designed by CLIA at global level and first implemented in Santa Cruz de Tenerife through a pioneering public-private alliance, validated by a March 2025 pilot at CEIP Miguel Pintor.

## OBJECTIVES · WPSP COMMUNITY BUILDING

Bridge the gap between the port and the community.

Foster vocational awareness of the blue economy from primary age.

Embed sustainability values through direct experience.

Create a replicable port-community model worldwide.

PHOTO
Students in a role-play session in the classroom

# Three connected components

## 1 ROLE-PLAY

Pairs receive a CLIA profession card and act it out; the class guesses and records it. Sessions of 50–60 min.

→ Vocational discovery · oral expression · empathy

## 2 COLLABORATIVE COLLAGE

Each class creates a collective A1 artwork using exclusively recycled materials, depicting life aboard a cruise ship.

→ Circular economy · collaborative creativity

## 3 COMPETITION & JURY

Schools present their finalist collage to an interdisciplinary international jury, evaluated on four criteria.

→ Critical thinking · presentation · civic values

# From design to award in eight months

0

## PREPARATION

**Aug–Sep 2025**

Project design, competition rules, communication plan and school materials.

1

## LAUNCH & ENROLMENT

**Oct 2025**

Official launch 28 Oct. Materials dispatched to 19 classes. Online teacher training.

2

## CLASSROOM SESSIONS

**Nov 2025 – Jan 2026**

Role-play in 19 classrooms. 300+ students. Collage deadline 30 Jan.

3

## JURY & WINNER

**Feb – 25 Mar 2026**

Jury evaluated 6 finalists. Winner: Class 4-B, Colegio Virgen del Mar.

4

## AWARD & EXHIBITION

**27 Apr 2026**

Winning class visited MSC Virtuosa. 6-collage exhibition at the Cruise Terminal.

PHOTO
Class 4-B receiving the award / Winner announcement

1ST EDITION WINNER · 25 MAR 2026

# Class 4-B

## Colegio Virgen del Mar

> *Our students didn't just expand their vocabulary about professions; they also came to understand the importance of languages, respect for other cultures and the value of cooperation.*
>
> MISS NEREIDA · TEACHER, CLASS 4-B

Prize: an exclusive visit to **MSC Virtuosa** on 27 April 2026, with a crew Meet & Greet.

# The All Aboard! team

The people who brought the cruise world into the classroom.

## Sofía Basterra

Communications Director, MSC Cruises Spain

## Ana Díaz García

Communications Manager, CLIA Spain & Portugal

## Luz Marina Espiau Moreno

Head of Commercial Division & Business Development, Port Authority of S.C. de Tenerife

# Four non-replicable firsts

1. First use of **immersive role-play** as the central teaching method for port-community education.
2. First to deploy **17 CLIA profession cards** covering 400+ onboard roles.
3. First **international jury** uniting port, cruise line, association and government.
4. First to require **recycled materials** as a non-optional condition of competition.

VISION & LEADERSHIP

## Luz Marina Espiau

Drove the port into the classrooms, taking the programme from concept to pilot to a full 19-class edition in under eight months.

She built a **six-organisation alliance** with no precedent in the cruise-port space.

# 400+ professions, 17 cards

The full operational complexity of a cruise ship, brought into the classroom.

| | | | |
|---|---|---|---|
| Captain | Bridge & Deck Team | Lookouts | Engine Team |
| Environment Officer | Medical Team | I.T. Team | Human Resources |
| Hotel Director | Guest Services | Entertainment Team | Kitchen Team |
| Shore Excursions | Port Pilot | Port Agent | Safety & Fire Team |
| Events Manager | ...+ sub-roles | | |

Within each card, multiple sub-roles exist; the **Kitchen Team alone can exceed 300 people** on a large vessel, bringing the total beyond 400.

# Built to be replicated

PILOT

## Mar 2025

1 school (CEIP Miguel Pintor). **Methodology validated.**

1ST EDITION

## Oct 2025 – Apr 2026

19 classes, 300+ students. **Full competition, prize & exhibition.**

2ND EDITION

## 2025–26 · live

19 classes, 300+ students. **Running, confirmed demand.**

FUTURE

## 2026–27 +

Whole island of Tenerife. **Expansion to the archipelago.**

Concept → pilot → full edition in **under eight months**.

# Sustainability is structural, not a label

All Aboard! contributes directly to five UN Sustainable Development Goals.

4

### QUALITY EDUCATION

Free, competency-based learning for 300+ children. Zero cost to schools.

8

### DECENT WORK & GROWTH

Exposure to 400+ blue-economy professions from childhood.

11

### SUSTAINABLE CITIES

Port-city integration; exhibition brings families into the port.

12

### RESPONSIBLE CONSUMPTION

Recycled materials are mandatory: circular economy by doing.

17

### PARTNERSHIPS

Six organisations from public, private and international sectors.

# A multi-actor partnership, led from Tenerife

Institutional leadership, industrial expertise, an international framework and governmental backing, a model as replicable as the programme itself.

### Puertos de Tenerife

LEAD ORGANISATION

Coordination, funding, school outreach and host of the collage exhibition.

### MSC Cruises

INDUSTRY PARTNER

Crew ambassadors, card content and the exclusive MSC Virtuosa prize visit.

### CLIA

PROGRAMME CREATOR

Pedagogical architecture: 17 cards, rulebook, worksheets and replicability model.

### Why Tenerife?

WHY IT STARTED HERE

A port authority that drove into the classrooms, pioneering the first international programme of its kind.

### Cabildo de Tenerife

ISLAND GOVERNMENT

Institutional backing and access to the island's school network.

### Ayto. de Santa Cruz

MUNICIPAL COMMITMENT

Contact with city schools, co-promotion of launch and jury participation.

# Documented, verifiable results

**300+**
STUDENTS PARTICIPATED

**19**
CLASSES ENROLLED

**400+**
PROFESSIONS EXPLORED

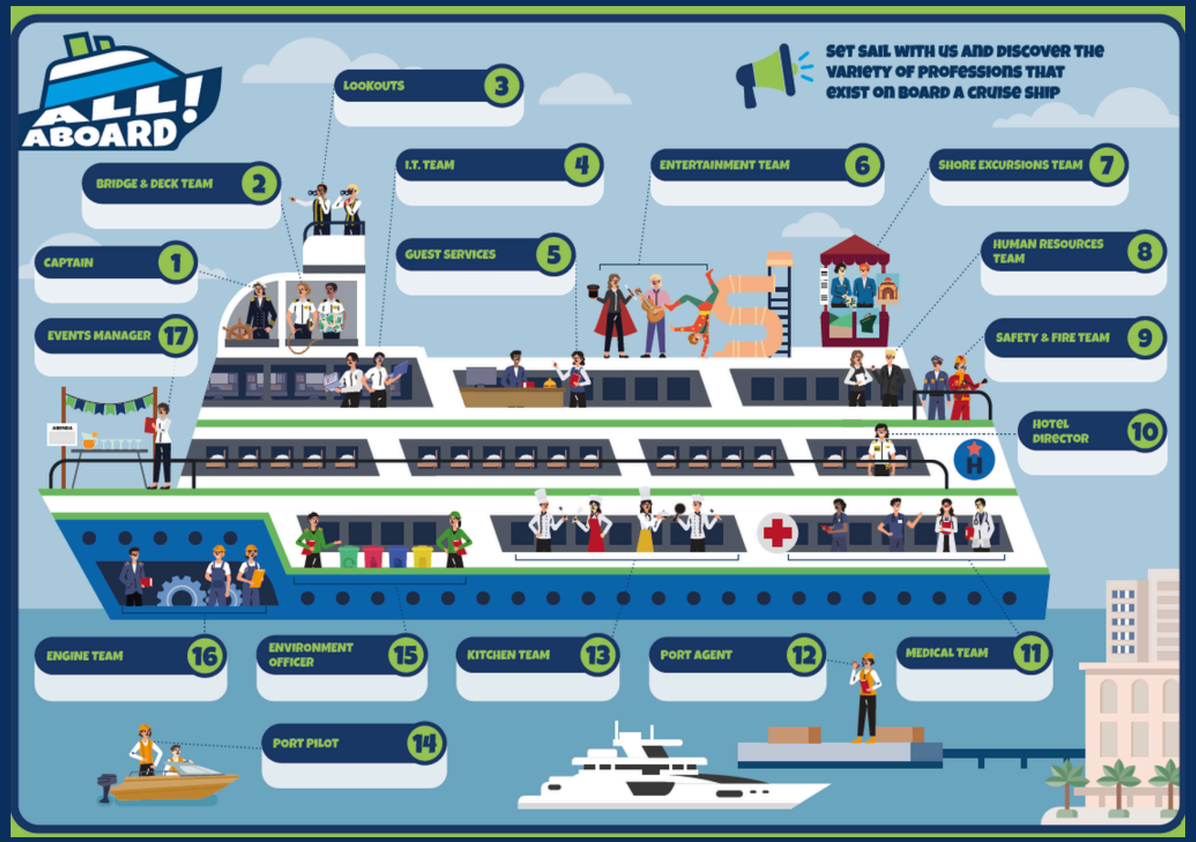
**6**
FINALIST COLLAGES

**28+**
MEDIA MENTIONS

**1**
INDUSTRY AWARD WON

**1**
EXHIBITION OPENED

**2nd**
EDITION ALREADY RUNNING




★ **Special Prize, XIX Excellence Cruise Awards 2026** (Madrid). Also at FITUR 2026 and Seatrade Global 2026.

¡TODOS! ¡A BORDO

# A transferable community-building model for the global port sector

Not just a local success story. The global CLIA framework, a proven public-private alliance and fully documented implementation mean any port can run All Aboard! with minimal adaptation.

PUERTOS DE TENERIFE

MSC CRUISES

CLIA

#IAPH2026