



COMMUNICATING SUSTAINABILITY

AAPA Communications & Economic Development Seminar
Portland, OR, June 13, 2017

www.green-marine.org

PRESENTATION OUTLINE



- What's Green Marine
- Who are our participants
- Results/achievements so far
- How it can help amplify your port's green message
- Communications tools available
- 'Best practices' examples of logo usages



10TH ANNIVERSARY!



GREEN MARINE IS:

A **voluntary certification program** to reduce environmental footprint of marine operations by

- exceeding regulatory compliance
- promoting a culture of continuous improvement

A **benchmarking tool** to measure performance

A **partnership** initiative involving stakeholders



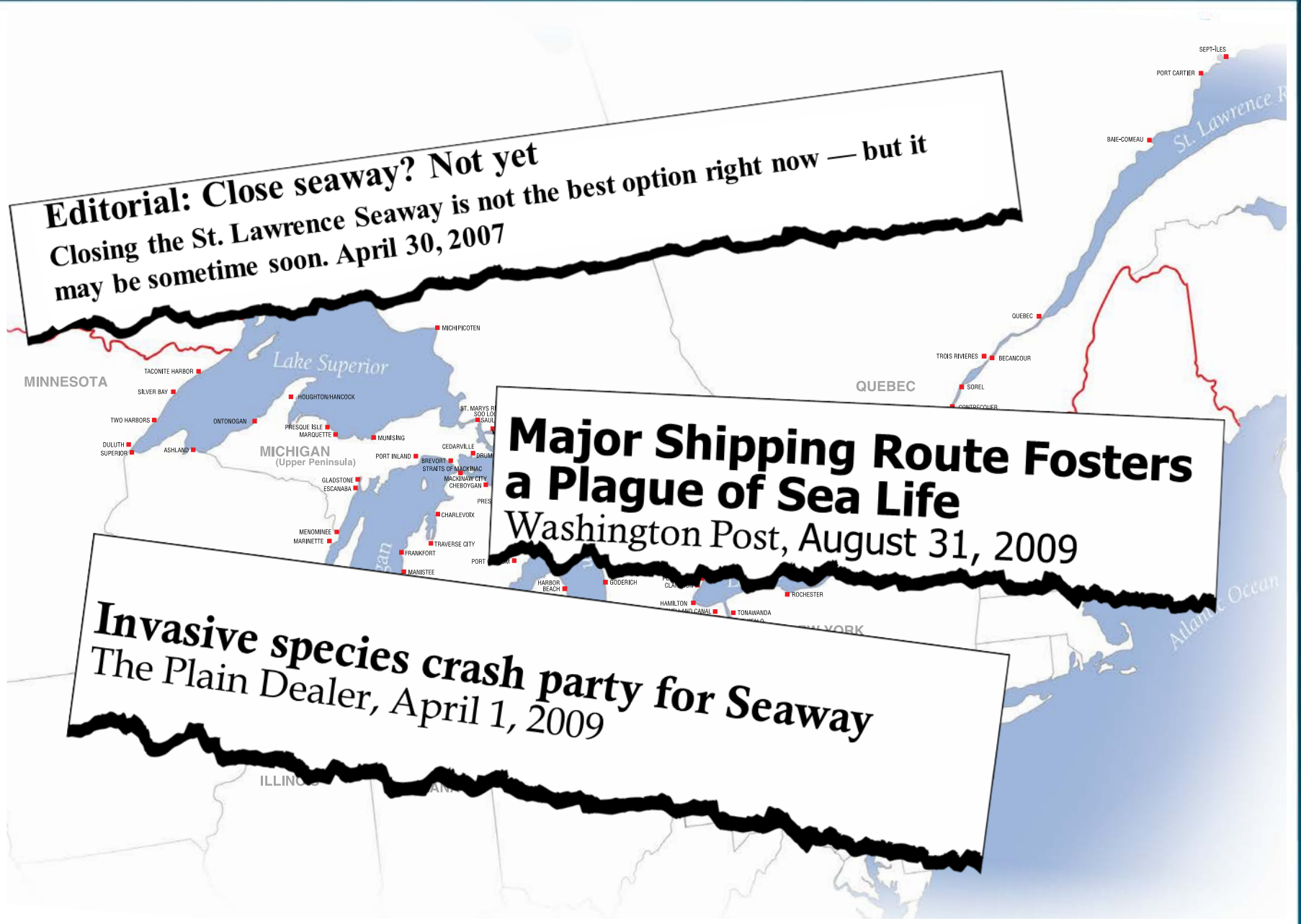
GREEN MARINE IS NOT:

- A **communication campaign**
- A **lobbying** organization
- A forum to **debate** on government regulations or specific industry projects

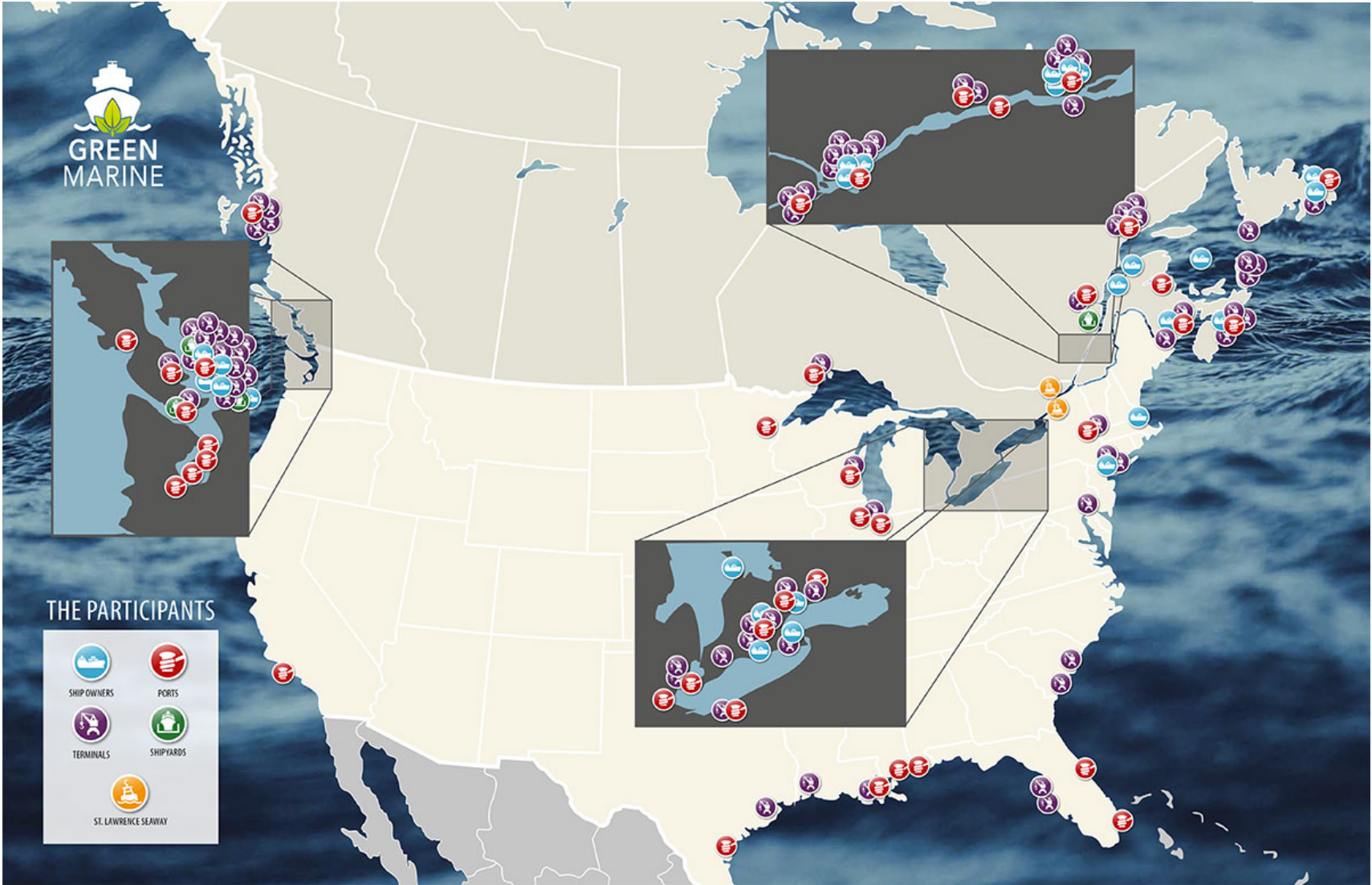
Editorial: Close seaway? Not yet
Closing the St. Lawrence Seaway is not the best option right now — but it may be sometime soon. April 30, 2007

Major Shipping Route Fosters a Plague of Sea Life
Washington Post, August 31, 2009

Invasive species crash party for Seaway
The Plain Dealer, April 1, 2009



OUR PARTICIPANTS



DIVERSIFIED MEMBERSHIP



26 ship owners



41 ports



43 terminals

As of May 1, 2017

A MORE STRINGENT PROGRAM



ISSUES ADDRESSED IN 2007

- Aquatic invasive species
- Greenhouse gases
- Air emissions: (SOx and NOx)
- Cargo residues
- Oily water
- Community impacts - ports and terminals

ISSUES ADDRESSED IN 2017

- Aquatic invasive species
- Greenhouse gases
- Air emissions: (SOx , NOx & **PM**)
- Dry bulk handling and storage
- Oily water
- Community impacts – ports, terminals & shipyards
- **Environmental leadership**
- **Prevention of spills and leakages**
- **Garbage Management**
- **Underwater Noise**
- **Waste Management**



BENCHMARKING PERFORMANCE



For each environmental issue, performance is evaluated from Level 1 to Level 5:



CERTIFYING ENVIRONMENTAL EXCELLENCE



The Green Marine certification process is made up of 4 steps:



Evaluation Process

- Annual self-evaluation requiring CEO sign-off



External Verification

- Third party verification every two years



Results Publication

- Annual Report
- Website



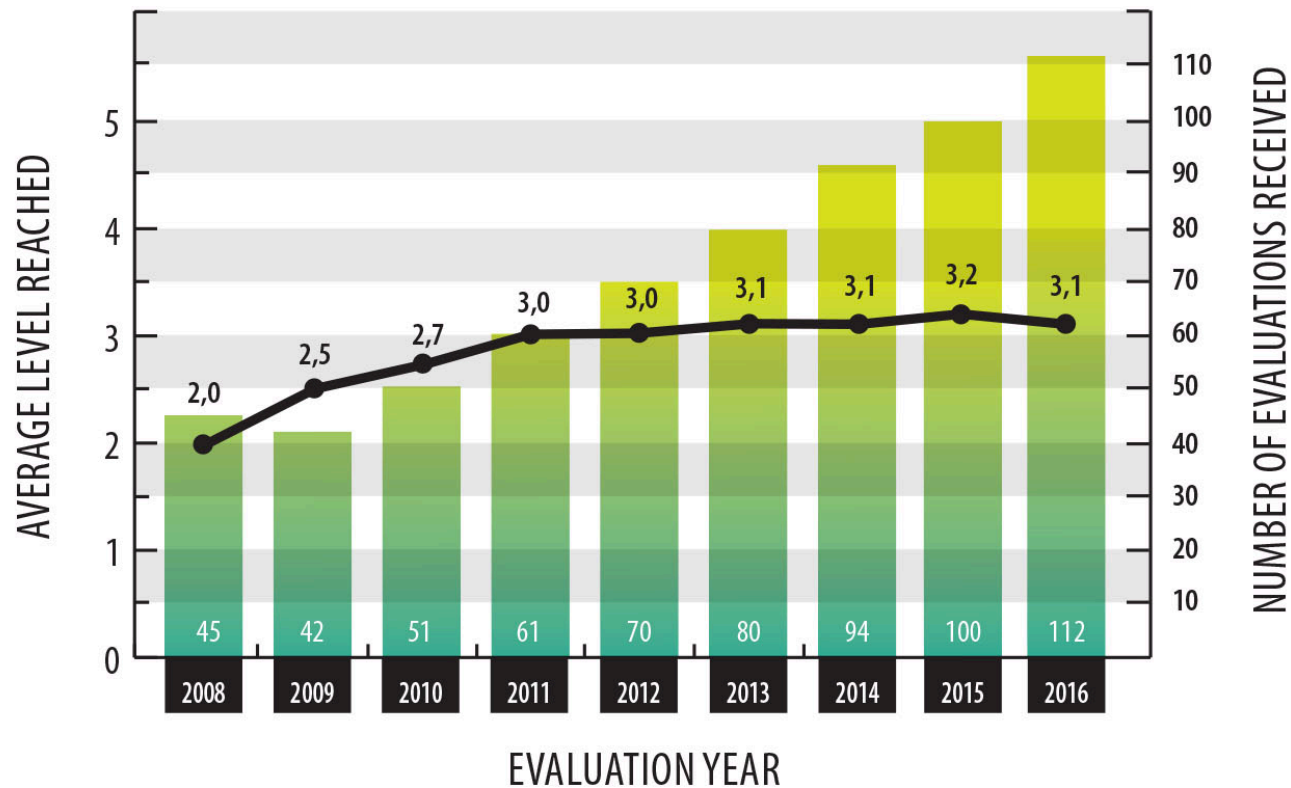
Certification

- Exceeding regulatory compliance
- Demonstrating continuous improvement

2016 RESULTS



PARTICIPATION/PERFORMANCE



A UNIQUE MODEL OF COLLABORATION



ADVISORY COMMITTEES:



- Mandate: advise on program revision and development
- Include ports, terminals, ship owners, government, NGOs, academia
- 60% Companies - Environment management level
- 40% External stakeholders- governments, environmental groups, academics

SUPPORTERS (63) encourage and support Green Marine's sustainable development initiative undertaken by the maritime industry. **ASSOCIATIONS (21)** serve as ambassadors for the program and promote its continued growth.



SEATTLE AQUARIUM



Transport Canada



Environment Canada

MESSAGING 1ST AVENUE



- ✓ Tool to benchmark and improve environmental performance



SELF-EVALUATION 2 - POLLUTANT AIR EMISSIONS (SO_x AND PM)

2

SO_x AND PM
LEVEL 4

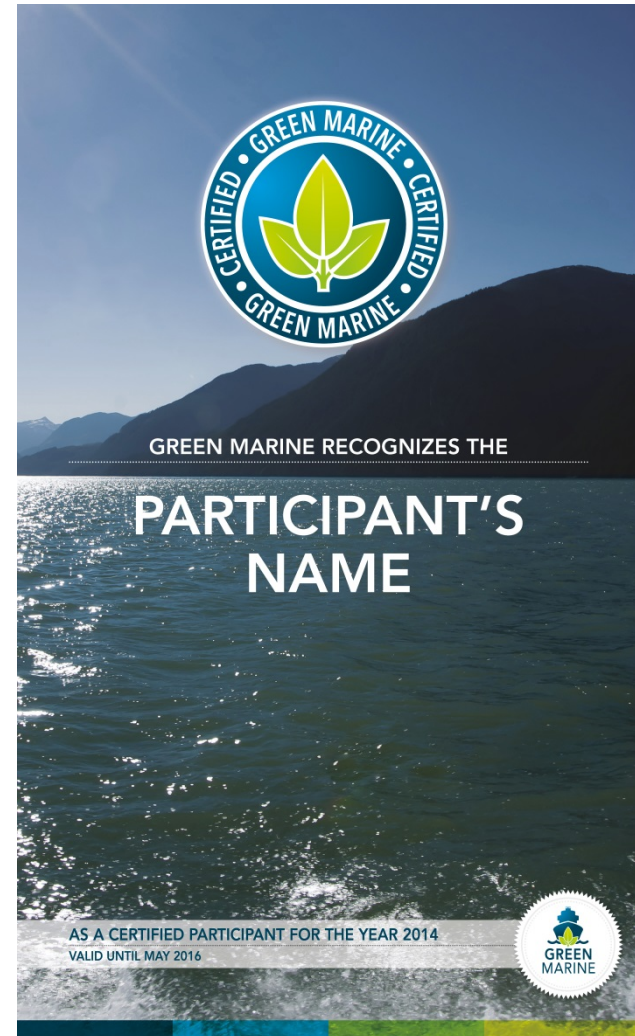
HAS THE PARTICIPANT FULFILLED THE FOLLOWING CRITERIA?	STATUS	PROOF / JUSTIFICATION
<p>International ship owners:</p> <p>2.4.1 Allocation of 25% of the company's annual global fuel consumption to fuel with a sulphur content equal or less than 1.5%.</p> <p>Domestic ship owners operating in the SL and GL:</p> <p>2.4.2 The average sulphur content by mass of the total annual amount of fuel oil consumed annually by all of the company's vessels is 0.1% below permitted limits.</p> <p>Other domestic ship owners:</p> <p>2.4.3 Allocation of 25% of the company's annual fuel consumption to fuel with a sulphur content of 0.2% below permitted limits.</p> <p>OR (all ship owners):</p> <p>2.4.4 Use of technologies, equipment, alternative fuel or energy, operational procedures, more efficient vessels or any combination of listed SO_x reduction measures, allowing for the attainment of the same level of sulphur emissions as above.</p> <p>2.4.5 Use of either marine diesel, a fuel with a sulphur content equal to or less than 0.5 percent or shore power by the majority of the company's ships when such ships are docked. <i>Note: The 0.5 percent criteria is applicable only if it can be implemented from an operational perspective. If not, the required sulphur level will be 1 percent. This exception is due to the fact that some ships must use their main engine during port operations, or use equipment with auxiliary engines that use heavy oil.</i></p> <p>2.4.6 Sample PM emissions for one of the fleet's main engine types (slow-speed, medium-speed, high-speed, gas or steam turbine) to validate inventory emissions factors. <i>Note: Sampling must be repeated every 5 years. The participant must follow a recognized methodology that is consistent within the fleet over time year to year.</i></p>	<p><input type="radio"/> YES</p> <p><input type="radio"/> NO</p> <p><input type="radio"/> N.A.</p>	



MESSAGING 2ND AVENUE



- ✓ Gain recognition and visibility for **your** sustainability efforts through independently-verified certification of performance



MESSAGING 3RD AVENUE



- ✓ Maintain social license to operate by demonstrating environmental values and commitment

GREENTECH 2017 CERTIFICATION CEREMONY:



COMMUNICATION TOOLS




1. Performance report
2. Logos
3. Certificate
4. News releases
5. Website
6. Twitter
7. Magazine
8. Newsletter
9. Flag



PERFORMANCE REPORT



PORT AUTHORITIES 	GREENHOUSE GASES	SPILL PREVENTION	DRY BULK HANDLING AND STORAGE	COMMUNITY IMPACTS	ENVIRONMENTAL LEADERSHIP
Cleveland-Cuyahoga County Port Authority	3	4	3	2	3
Duluth Seaway Port Authority	3	5	4	2	4
Greater Victoria Harbour Authority	3	5	n.a.	5	3
Halifax Port Authority	5	5	n.a.	4	5
Hamilton Port Authority	3	3	n.a.	3	3
Illinois International Port District	3	2	n.a.	3	3
Montreal Port Authority	4	4	n.a.	5	5
Nanaimo Port Authority	2	2	n.a.	2	1
Port Everglades*	1	1	2	1	1
Port Metro Vancouver	5	3	n.a.	5	5
Port of Gulfport	2	3	2	2	1
Port of Indiana-Burns Harbor	3	3	n.a.	3	2
Port of Milwaukee	2	2	n.a.	2	3
Port of New Orleans	1	3	n.a.	2	5
Port of Seattle	3	4	n.a.	5	5
Port of Valleyfield	3	2	n.a.	2	3
Prince Rupert Port Authority	3	3	n.a.	3	5
Quebec Port Authority	4	3	n.a.	4	3
Saguenay Port Authority	3	2	n.a.	n.a.	3
Saint John Port Authority, NB	2	2	n.a.	2	2
Sept-Îles Port Authority	3	3	n.a.	3	5
St. John's Port Authority, NFL	2	3	n.a.	2	3
Thunder Bay Port Authority	4	2	n.a.	2	3
Toronto Port Authority	3	2	2	2	2
Trois-Rivières Port Authority	2	5	n.a.	4	3
Windsor Port Authority	2	n.a.	n.a.	2	3

2016 Results available online: www.green-marine.org

LOGO USAGES



HOME PORT FACTS MOVE CARGO LOCATE YOUR BUSINESS COMMUNITY PORT MAP



Green Marine



The Port of Hamilton is committed to conducting its operations in a sustainable manner. The Port has been a Green Marine participant since 2007, and acted as a founding member of the program.

Green Marine 2014 Results Hamilton Port Authority

Greenhouse gases:	3
Community impacts:	3
Environmental leadership:	3
Spill prevention:	3

HPA is a proactive participant within Green Marine and strongly believes that close working relationships between various Port users are instrumental in reaching greater sustainability. In embracing Green Marine, our terminal users show their commitment and willingness to work towards reducing the Port's total environmental footprint. Several HPA Port Partners are also committed to the Green Marine environmental program: **Federal Marine Terminals, McAsphalt Industries, Yellowline Asphalt Products Limited, McKeil Marine and Sterling Fuels.**

COMMUNICATING COMMITMENT & ACHIEVEMENTS



Standing by our commitment.

As part of our commitment to sustainability, all four of our terminals underwent certification with Green Marine in 2015, including GCT Deltaport and GCT Vanterm. While all our facilities scored highly, we're proud to report that both Canadian terminals scored a 5 out of 5 for Community Impact.



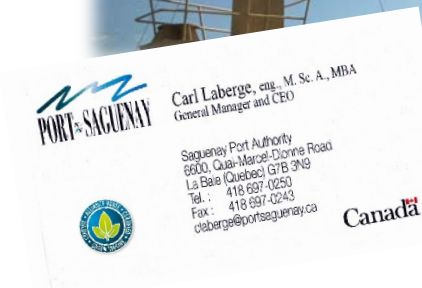
To view full results please visit:
www.green-marine.org/certification/results



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Magazine de l'Alliance verte 39



MAGAZINE



FIVE FOR FIVE



MAJOR SHIPPING COMPANIES REDUCE GREENHOUSE GAS EMISSIONS WITH NEW SHIPS

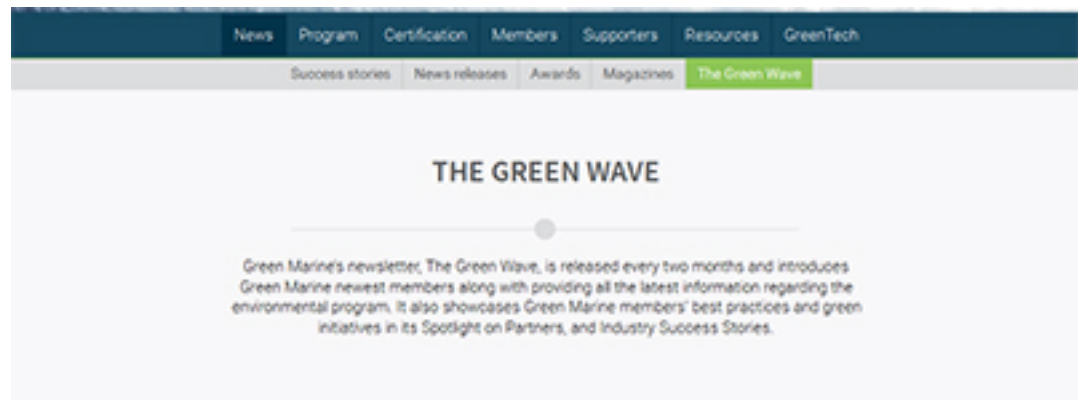
By Julie Gedeon

Several of the leading ship owners participating in the Green Marine environmental program have radically decreased their greenhouse gas (GHG) emissions by investing in new ships that are more fuel efficient and environmentally friendly. Their efforts have earned them the top Level 5 ranking for this performance indicator...

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#collaboration is key to advance environmental excellence!



Prince Rupert Port @rupertport

Great work being done by our partner @Ocean_Networks to establish underwater monitoring stations in #PrinceRupert
ow.ly/nzIT30bejxg



11th ANNUAL CONFERENCE



2008	Montreal
2009	Toronto
2010	Montreal
2011	Chicago
2012	Quebec City
2013	Vancouver
2014	Saint-John
2015	Seattle
2016	Quebec City
2017	Fort Lauderdale

GreenTech 2018:

Vancouver, B.C.

May 30 – June 1, 2018



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