



Program Update

AAPA Environment Committee, November 14th, 2017
Eleanor Kirtley, PhD, LEED AP, PE, West Coast Program Manager

www.green-marine.org

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



- Membership
- Board of Directors & Strategy
- Port Emissions Inventory Tool (PEIT)
- Did you know?
- Communications & GreenTech

WELCOMED New Participants (117)



PORTS

- **Belledune Port Authority**
(18 of 18 / 100% of
Canadian PAs)

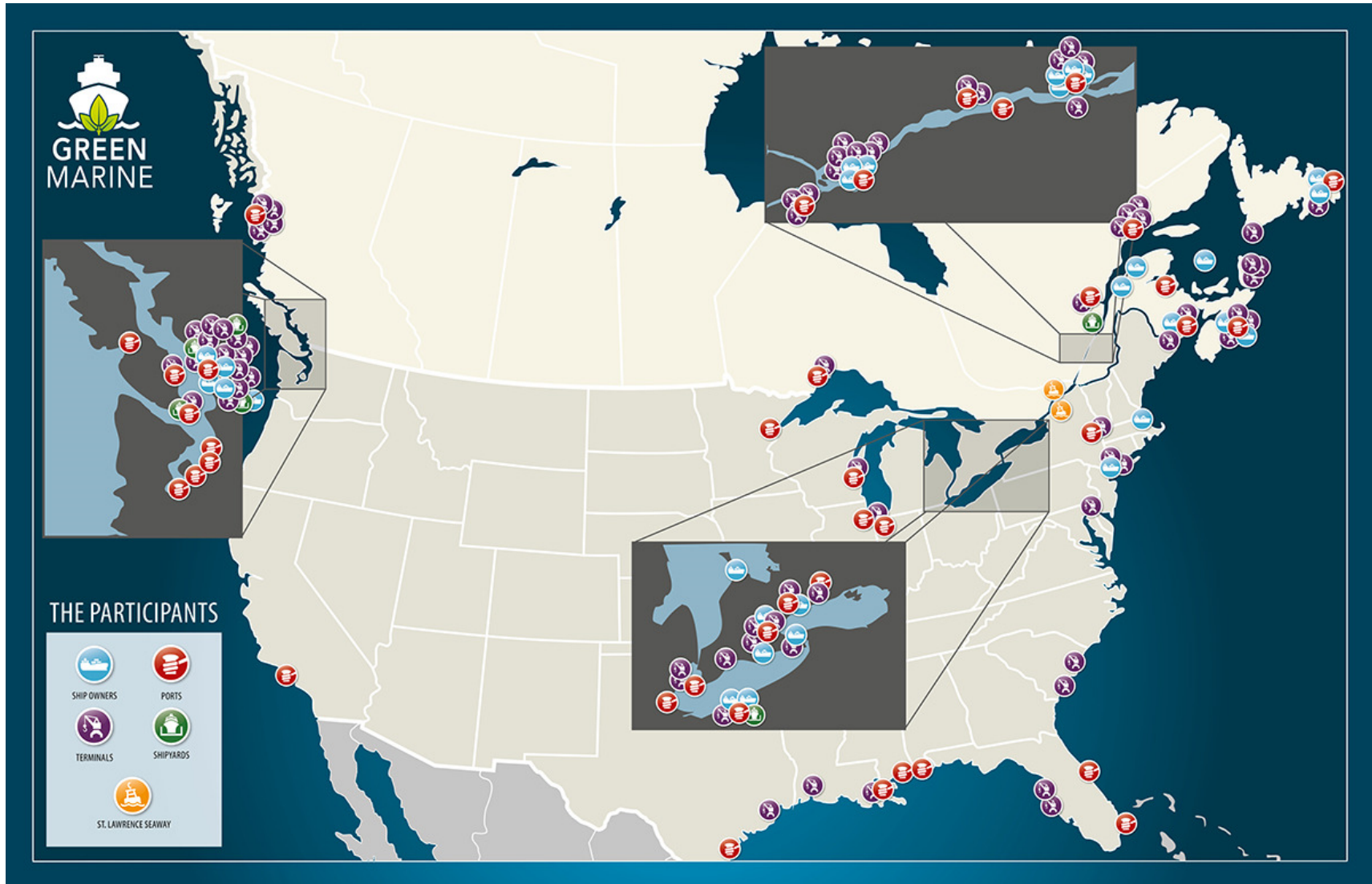
TERMINALS

- **ABC Recycling**
- **Glencore**
- **Kildair**

SHIP OWNERS

- **Horizon Maritime**
- **Interlake (1st US
Domestic Carrier on
the Great Lakes)**
- **Great Lakes Towing
(also SHIPYARD)**

117 Participants in US and Canada





U.S. PORTS (18)

GREAT LAKES & ST. LAWRENCE

- Duluth
- Chicago
- Burns Harbor
- Cleveland
- Milwaukee
- Monroe

GULF COAST

- Gulfport
- New Orleans
- Corpus Christi
- Alabama (Mobile)

EAST COAST

- Port Canaveral
- Port Everglades
- Albany

+ 21 CANADIAN PORTS

WEST COAST

- Seattle
- Tacoma
- Hueneme
- Olympia
- Everett



2017 BOARD OF DIRECTORS



- **Mark Barker**, President, Interlake Steamship Company
- **Brandy D. Christian***, President & CEO, Port of New Orleans
- **William D. Friedman***, President & Chief Executive Officer, Cleveland-Cuyahoga County Port Authority
- **Paul Gourdeau**, President, Federal Marine Terminals (Chair)
- **Craig H. Middlebrook**, Deputy Administrator, St. Lawrence Seaway Development Corporation
- **Allister Paterson**, Executive Vice President and COO, CSL Group
- **Ron Tursi***, President, TBS Ship Management
- **Sylvie Vachon**, President and CEO, Montréal Port Authority

**Also Directors of Green Marine Management Corporation – U.S.*

1. Value – Key Strategies

➤ **Continue development of the program – updates and new indicators:**

- Maintain the Secretariat’s main focus on the certification process and program enhancements / implement the rolling 3-year program development plan
- Continue to take into account regional priorities and differences when developing the program
- Continue engagement with participants and stakeholders through advisory committee process
- Expand advisory committees to new regions as membership grows

➤ **Develop and report quantitative metrics:**

- Focus on air emissions
- Design flexible and voluntary reporting methods
- Extend licensing arrangement of Port Emissions Inventory Tool (TC)

➤ **Encourage financial incentives for Green Marine certification:**

- Recognition of Green Marine in port incentive programs
- Recognition of Green Marine by government agencies – provide incentives through user fee reductions, etc.

2. Recognition – Key Strategies

- **Expand network of supporters in both Canada and the United States**
 - Target organizations to recruit as supporters
 - Continue to engage NGOs and other stakeholders through participation in the program development
- **Improve engagement of association members**
 - Provide regular update reports to associations
 - Provide targeted communications tools to assist with their advocacy efforts
- **Increase external communications activity to achieve higher degree of recognition by industry stakeholders.**
 - Increase communications activity to target external audiences
 - Publicize Supporter engagement
 - Assist participants in promotion Green Marine certification
 - Highlight industry commitment to Green Marine by showcasing senior management support.

3. Growth - Key Strategies

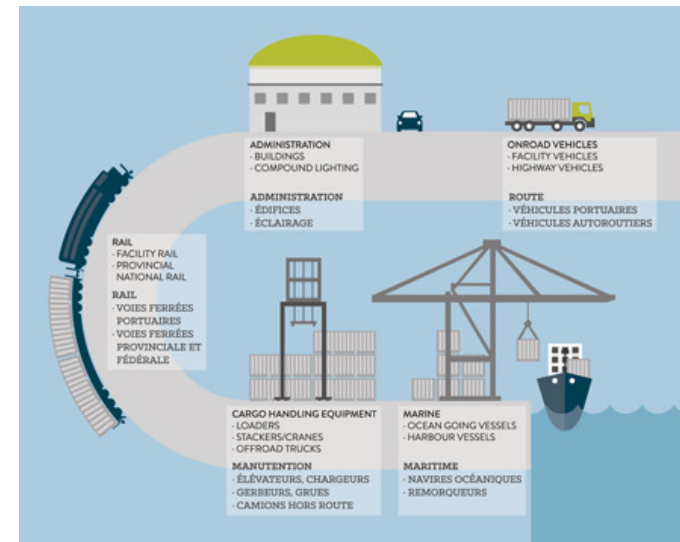
- **Continue to expand membership in Canada and the U.S.**
 - Define desired expansion rate; direct recruiting efforts and resources accordingly
 - Define different approaches adapted to different markets
 - Ensure Green Marine’s participation and visibility at targeted industry events
- **Explore international opportunities**
 - Explore consolidation / merger / alliance opportunities with other (credible) sustainability programs and initiatives
 - Undertake market analysis to determine strategic fit with Green Marine
 - Pilot projects with interested companies / ports / associations
- **Broaden consultancy and project management activity**
 - Select collaboration projects that support the program development and bring added-value to the participants
 - Ensure sufficient staffing to align with project workloads

PORT EMISSIONS INVENTORY TOOL



License agreement

- Green Marine obtained the rights from Transport Canada to copy and use the Port Emissions Inventory Tool with the objective to make the tool available to all Green Marine participants



Official release of v4.0

- At GreenTech - May 31, 2017
- How-to Workshop available on [YouTube](#)
- Sublicense agreement 10 signed so far

Pilot project

- Port of Prince Rupert, Montréal and Trois-Rivières
- Port of New-Orleans

PEIT V4.3 - US PORT CASE STUDY



- Select port location in either US or CAN
- Unit conversions for US (Imperial)
- Fuel definitions for state/regional electrical grid factors and biofuel content
- Rail – fuel and fleet info for BNSF and KCS

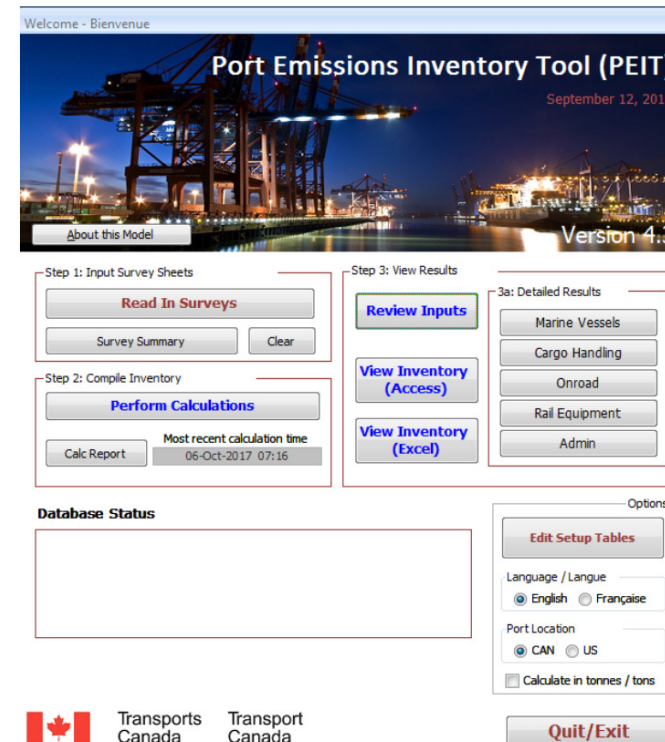
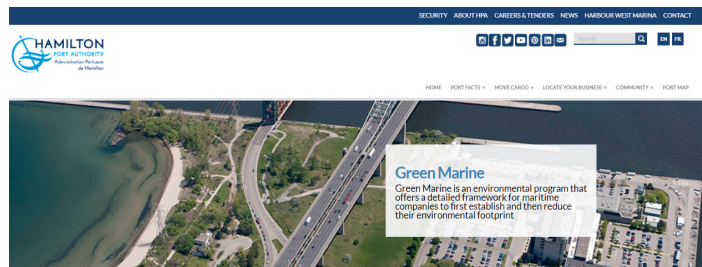


Figure B.1: PEIT Welcome Screen

Did you know?



- Green Marine offers support to develop custom content on your webpage to promote your Green Marine certification!



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.

Founded in 2007, Green Marine is a North American environmental certification program that stems from a voluntary initiative by the maritime industry to exceed regulatory requirements. Green Marine is a rigorous, transparent and inclusive program that targets prioritized environmental issues such as greenhouse gases, community impacts, and water and land pollution. To date, more than 100 ship owners, port authorities, terminals and shipyards from one ocean to the other in Canada and the United States participate in the program. The Green Marine program derives its uniqueness from the support it receives from environmental organizations and government agencies. These approximately 50 supporters contribute to shaping and revising the program.

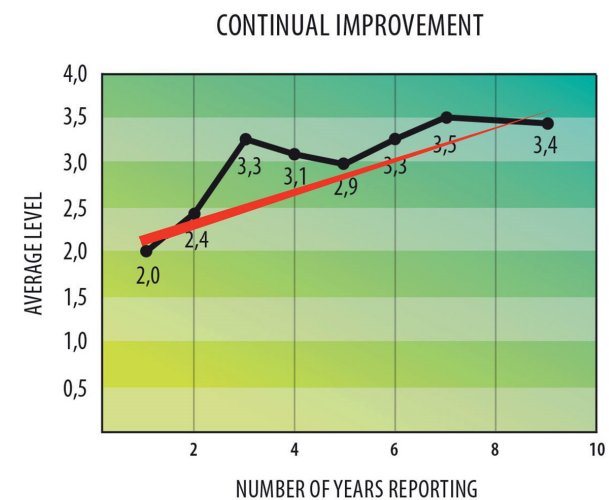
The cornerstone of the Green Marine initiative is its far-reaching environmental program, which makes it possible for any marine company operating in Canada or the U.S. to reduce its environmental footprint by undertaking concrete and measurable actions.



Did you know?



- Green Marine offers an informal Mentoring Program for new participants





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Did you Save the Date?



CALL FOR SPEAKERS is out!
Deadline: December 1, 2017

Registration, Sponsorships, and
Exhibitor Booths are also
available online:

[www.green-
marine.org/greentech](http://www.green-marine.org/greentech)



QUESTIONS?

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