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)**

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<tr>
<th>GREAT LAKES &amp; ST. LAWRENCE</th>
<th>EAST COAST</th>
<th>WEST COAST</th>
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<td>• Duluth</td>
<td>• Port Canaveral</td>
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+ **21 CANADIAN PORTS**
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 though 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
• 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!
Did you know?

- Green Marine offers an informal Mentoring Program for new participants.
Green Marine Magazine
Published twice a year
New issue online since last week!

Follow us on Twitter:
@Gmarine_Averte

green-marine.org       info@green-marine.org
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
QUESTIONS?

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