



# Developing Effective Sustainability Programs at Ports



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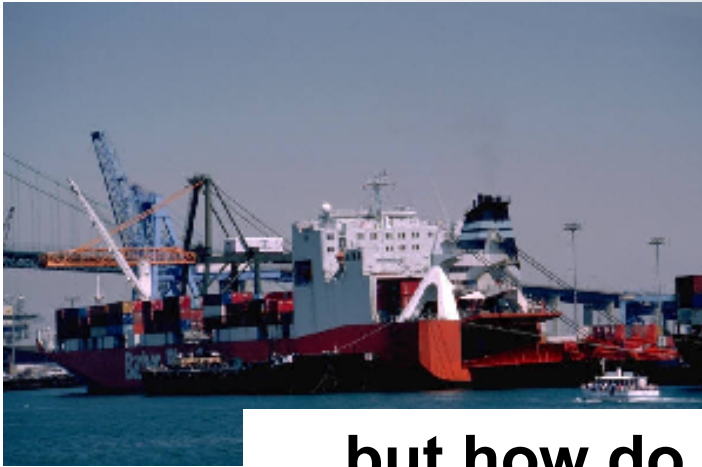
# Port-Specific Drivers for Sustainability



- Need for growth
  - Dredging
  - Infrastructure development
- Increasing sophistication of key stakeholders
- Importance of generating and maintaining political good will
- Economics



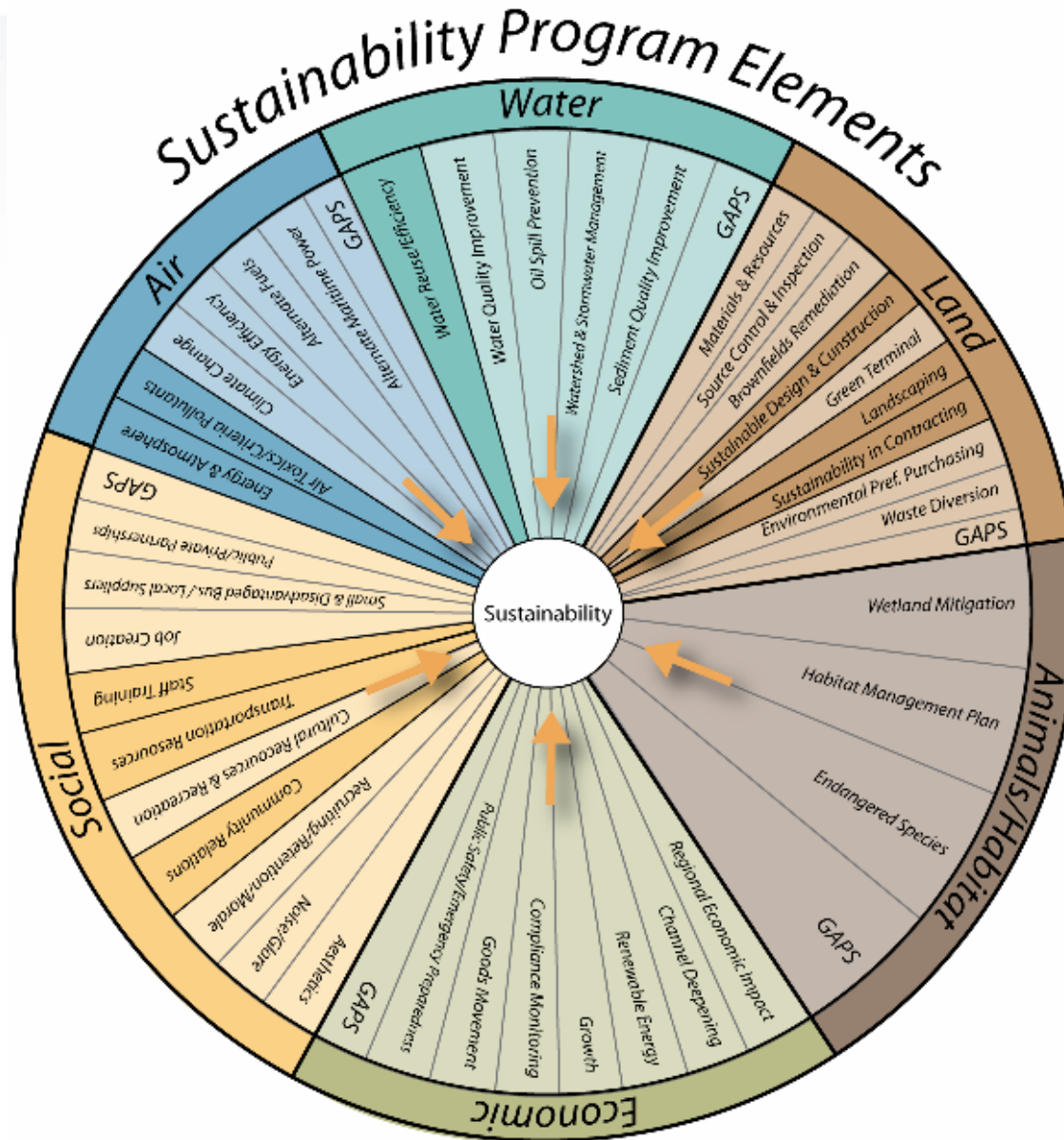
# So, Everyone Wants a Sustainability Program ....



**... but how do you create an effective one?**



# So Many Choices





# Start with Triple Bottom Line



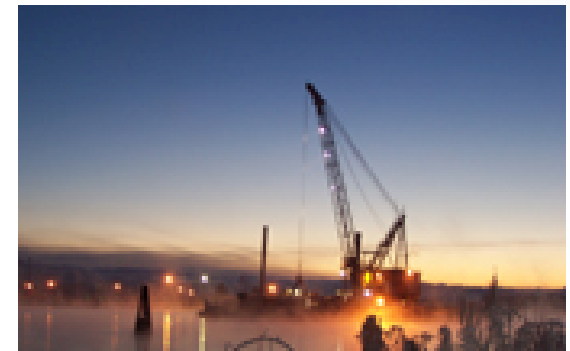
- Useful general guiding principle
- Doesn't help with program design decisions



# Full-Cost Accounting

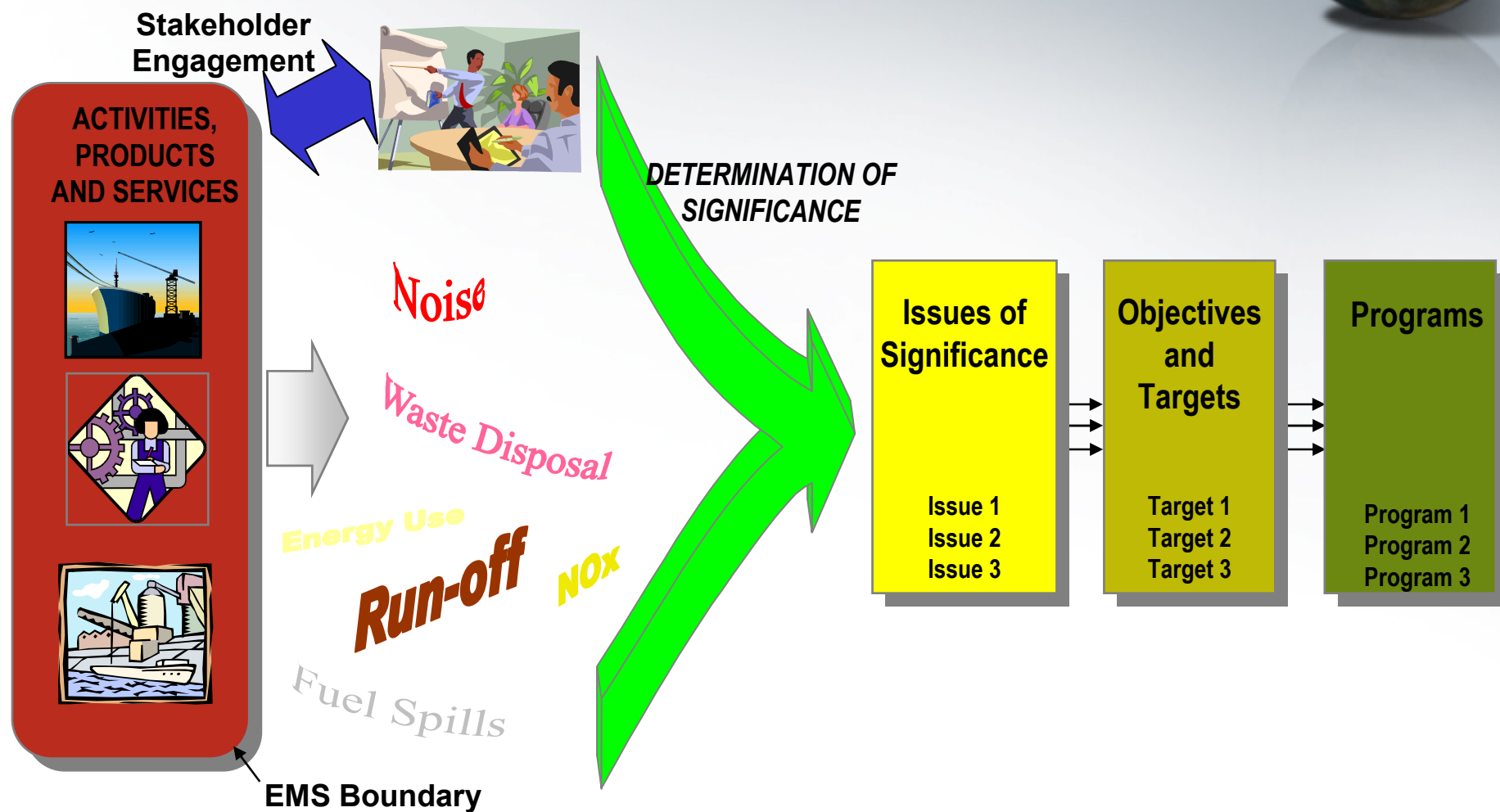


- More detailed than triple-bottom line concept
- Poses its own set of challenges
  - Handling externalities
  - Synthesizing with existing financial systems
  - Differing sources of funds





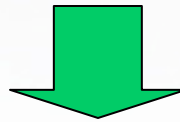
# Using EMS to Prioritize Sustainability Issues



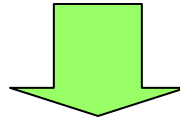
# Massport Vision and Role of EMS



**MASSPORT VISION - SUSTAINABILITY**



**ENVIRONMENTAL MANAGEMENT POLICY**



**ENVIRONMENTAL MANAGEMENT SYSTEM**

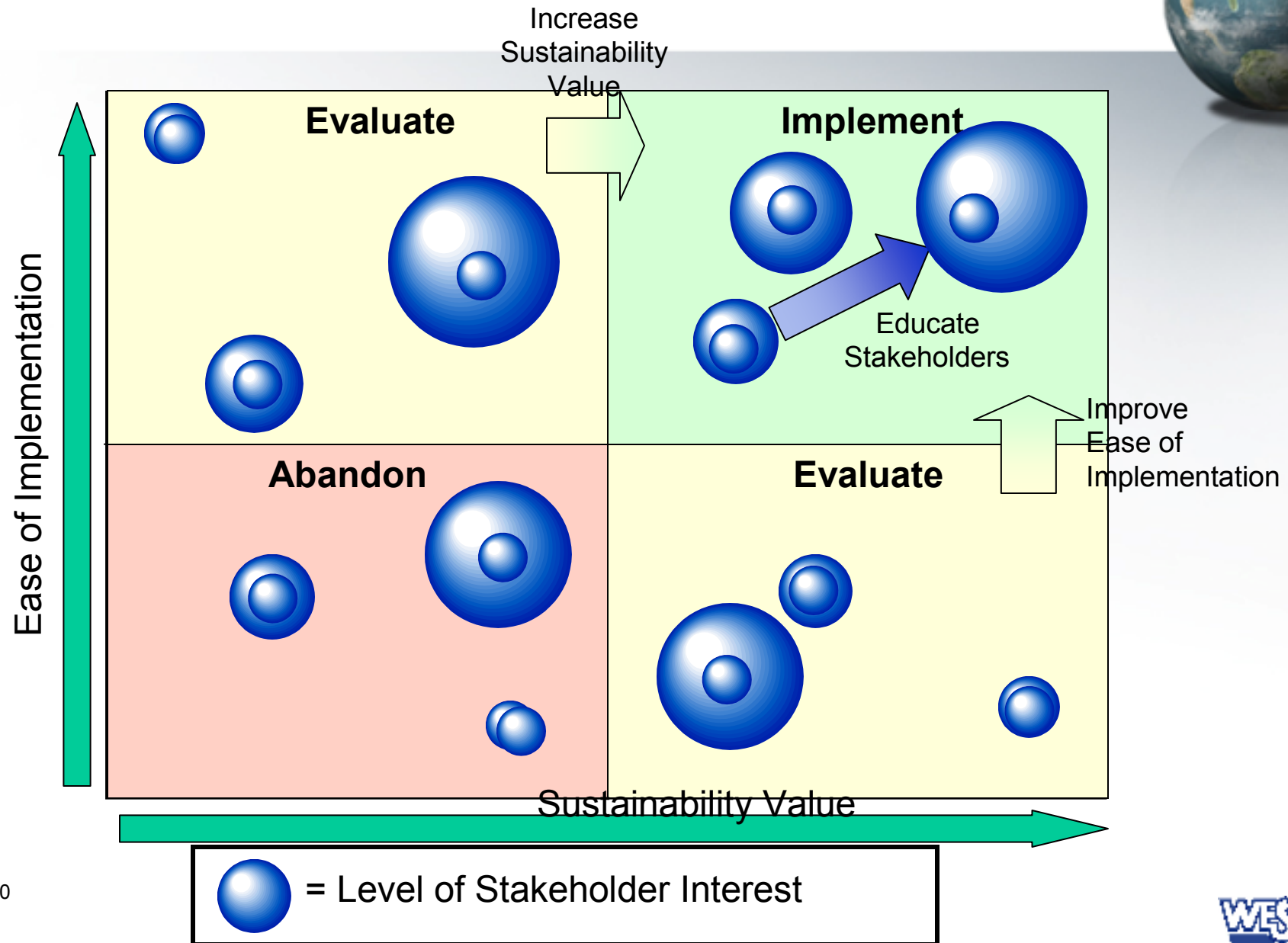


# Another Approach to Prioritizing Sustainability Programs



- Loosely based upon Balanced Scorecard approach
- Designed to balance:
  - Ease of implementation
  - Sustainability value
  - Importance to stakeholders
- Identifies “biggest bang for the buck”

# Program Prioritization Tool



# Moving Forward Successfully



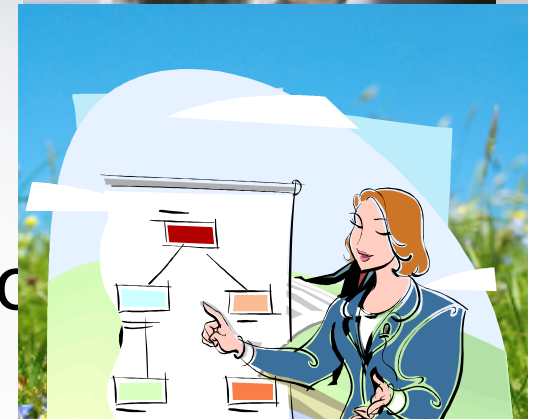
What approaches have worked well?



# Elements of a Successful Process



- Form a cross-functional team
- Define high-level sustainability goals
  - What does success look like?
- Document everything you currently do
- Identify gaps
- Apply structured analytical process to programs to fill gaps
- Track progress



# Questions and Answers



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