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

- Evaluate
- Implement
- Abandon
- Evaluate

- Educat Stakeholders
- Improve
- Ease of Implementation
- Increase Sustainability Value

Ease of Implementation
Sustainability Value

= Level of Stakeholder Interest
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 select programs to fill gaps
- Track progress
Questions and Answers

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