



# PROGRAM BRIEFING

Washington, D.C.  
November 2, 2007

*St. Lawrence Great Lakes Marine Industry Environmental Program*

## Drivers for Green Marine

- Marine's positive environmental attributes not appreciated
- Media focusing on Great Lakes – St. Lawrence Waterway
- Environmental groups and community groups taking an active interest
- Legislative & regulatory action increasing (U.S. & Canada)
- Shippers expect environmental and social responsibility



## Objectives

***Green Marine is a voluntary, industry sustainability initiative intended to:***

- **Strengthen environmental performance** through a process of continuous improvement
- **Build strong relations** with Great Lakes – St. Lawrence Waterway stakeholders
- **Heighten understanding** of the industry's activities and environmental benefits

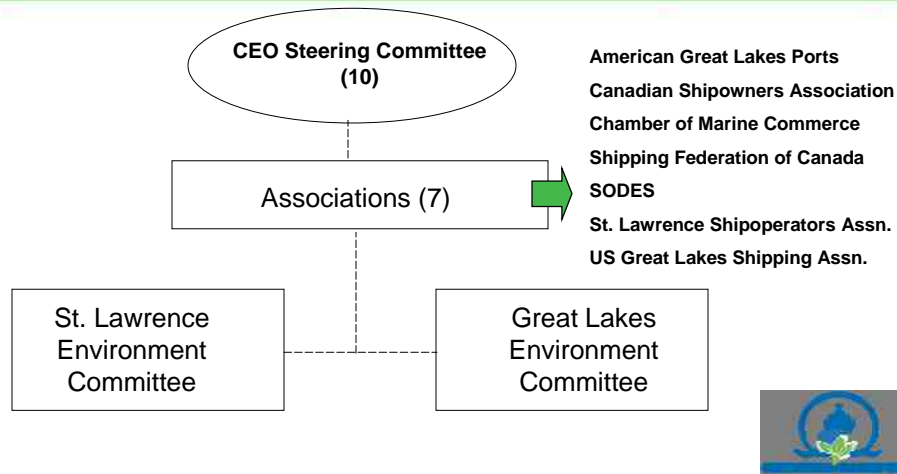


## Guiding Principles

- Corporate leadership
- Minimizing environmental impacts
- Continuous improvement
- Voluntary protection measures
- Collaboration with stakeholders and integrated waterway management



# Governance



# CEO Steering Committee

## Co-chairs:

1. Gerry Carter – Canada Steamship Lines Inc.
2. Terry Johnson – Saint Lawrence Seaway Development Corp.(Ex-officio)
3. Laurence Pathy - Fednav Limited

## Members:

4. Louis-Marie Beaulieu - Groupe Desgagnés
5. Richard Corfe - St. Lawrence Seaway Management Corp.
6. Adolph Ojard – Duluth Seaway Port Authority
7. Allister Paterson – Seaway Marine Transport
8. Madeleine Paquin - Logistec
9. Patrice Pelletier - Montreal Port Authority
10. Keith Robson - Hamilton Port Authority



## Program Management

- 7 Associations in Great Lakes / St. Lawrence region
- Over 500 Canadian & U.S. companies
- Associations responsible for:
  - Program management
  - Providing guidance to members
  - Leading collective industry action
  - Communications



## Technical Work Environment Committees

### **2 Committees:**

- **St. Lawrence**
- **Great Lakes**



### **Members from all sectors:**

- Shipping Companies
- Port Authorities
- Terminal Operators
- St. Lawrence Seaway
- Marine Associations
- Federal Government
- Provincial Government
- Environmental Groups
- Academics
- Technical Experts/Advisors





## Priority Issues & Action Plans

### Priority issues:

Invasive species  
Air emissions  
GHG  
Oily water  
Cargo residues  
Port impacts

### Current Situation

### Objective

### Collective Actions

### Corporate Actions

- Shipping companies
- Ports & terminals / Seaway



## Performance Indicator Template

Levels	Criteria
1	Regulatory compliance
2	Systematic use of best practices
3	Integrated management system
4	Introduction of new technologies
5	Excellence and leadership

Short-term goal: majority of participants at level 3



## What is Expected of Participating Companies?

- Adopt environmental program
- Implement best practices
- Ensure employee awareness
- Develop continuous improvement mind-set
- Provide technical expertise and support R&D
- Encourage widespread participation



## Green Marine Certification

### Establishing levels of performance

- Initially, companies to perform self-evaluation against checklists
- External verification system targeted by 2009



## Annual Reporting



**Report to the public on industry's progress**

**2007 Report available at:**  
**[www.green-marine.org](http://www.green-marine.org)**



## What Next?

- Encourage widespread participation
- Provide implementation support
- Determine issues to be addressed in next phase
- Attain Government recognition / support
  - Federal – U.S. & Canada
  - Great Lakes' States & Provinces

