



Advancing sustainability in the maritime industry through a voluntary certification program that drives continual improvement

Successful pilot projects expand the certification program's geographical scope

Eleanor Kirtley, PhD, Senior Program Manager

Association of Pacific Ports Annual Conference, Honolulu, January 2026

GREEN MARINE IS...



A **voluntary certification program** launched in 2007 to reduce the environmental footprint of maritime operations by:

- exceeding regulatory compliance
- promoting a culture of continual improvement



A **benchmarking tool** to measure performance



A **partnership** initiative among stakeholders



WHY GREEN MARINE?

Green Marine is the **most comprehensive** environmental program for the maritime industry that exists today.



- Participants from across sectors – ship owners, port authorities, terminal operators, shipyards, and Seaway corporation



- Action plan addressing **key environmental issues** with 15 performance indicators
- Opportunity for **NGO and governmental participation**
- Certification program with **independent verification**
- **Public reporting** of individual organization results

GREEN MARINE FOUNDING PARTICIPANTS








Binational and
bilingual from
the beginning...

FOUNDING MEMBERS



+180
PARTICIPANTS

Participants

-  Ship owners | *Armateurs*
-  Ports | *Ports*
-  Terminals | *Terminaux*
-  Shipyards | *Chantiers maritimes*
-  Seaway | *Voie maritime*



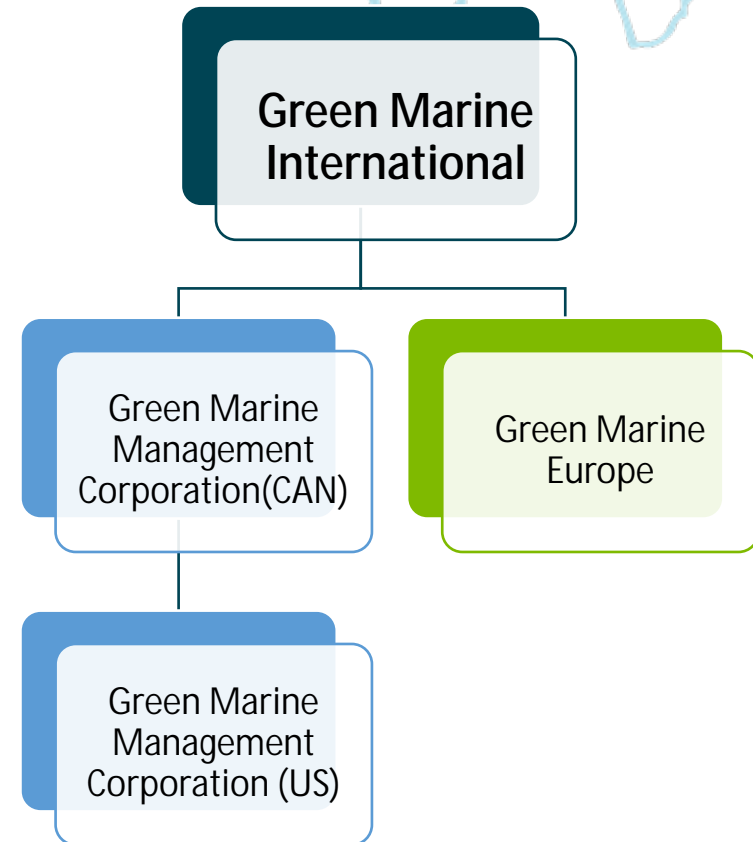
GREEN MARINE EUROPE

- Launched in 2020 in collaboration with Surfrider Foundation Europe
- **35+** participants (ship owners & shipyards)

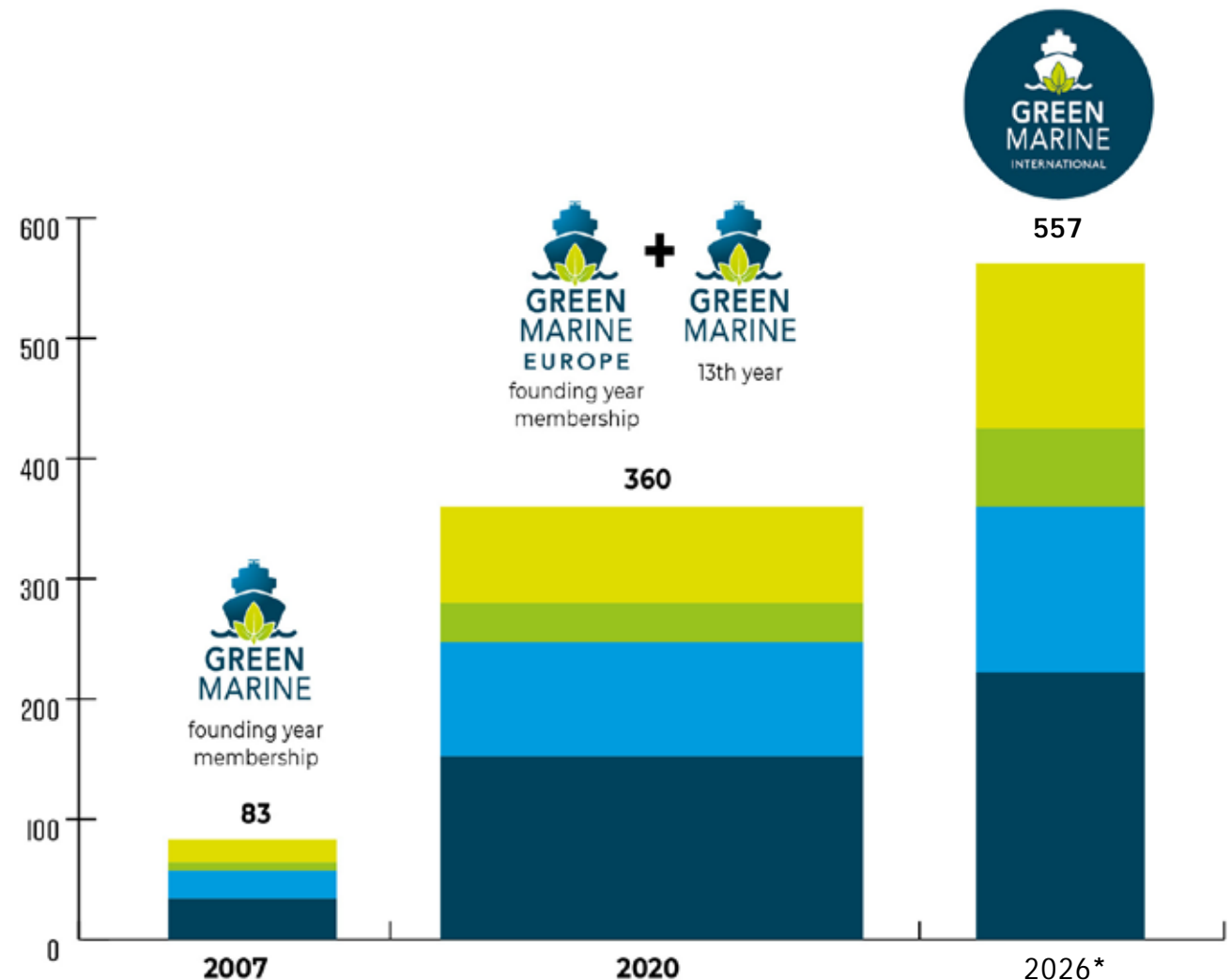


GREEN MARINE INTERNATIONAL

- New **governance structure** created in May 2024 to oversee Green Marine and Green Marine Europe environmental certification programs
- Alignment of **strategic vision** and priorities
- Enhanced brand recognition and **credibility** on the world stage
- All Green Marine and Green Marine Europe participants are now Green Marine International members



MEMBERSHIP GROWTH



217 Participants

GM 180; GME 37

Ship owners, ports, terminals, shipyards, and the Seaway



124 Partners

Suppliers of products, equipment, technologies and/or services



68 Associations

Industry Advocacy



148 Supporters

Environmental Groups and Government Agencies

**Green Marine International Members List as of January 14, 2026*



PERFORMANCE INDICATORS

The program's **broad scope** addresses environmental issues related to air, water and soil quality, as well as advancing social engagement through better community relations and biodiversity protection.



AIR EMISSIONS -
GREENHOUSE GASES



AIR EMISSIONS - NOx



AIR EMISSIONS - SOx &
PM



AQUATIC ECOSYSTEMS



AQUATIC INVASIVE
SPECIES



COMMUNITY IMPACTS



COMMUNITY RELATIONS



DRY BULK HANDLING
AND STORAGE



ENVIRONMENTAL
LEADERSHIP



OILY DISCHARGE



SHIP RECYCLING



SPILL PREVENTION AND
STORMWATER
MANAGEMENT



SURFACE TREATMENTS
AND COATINGS



UNDERWATER NOISE

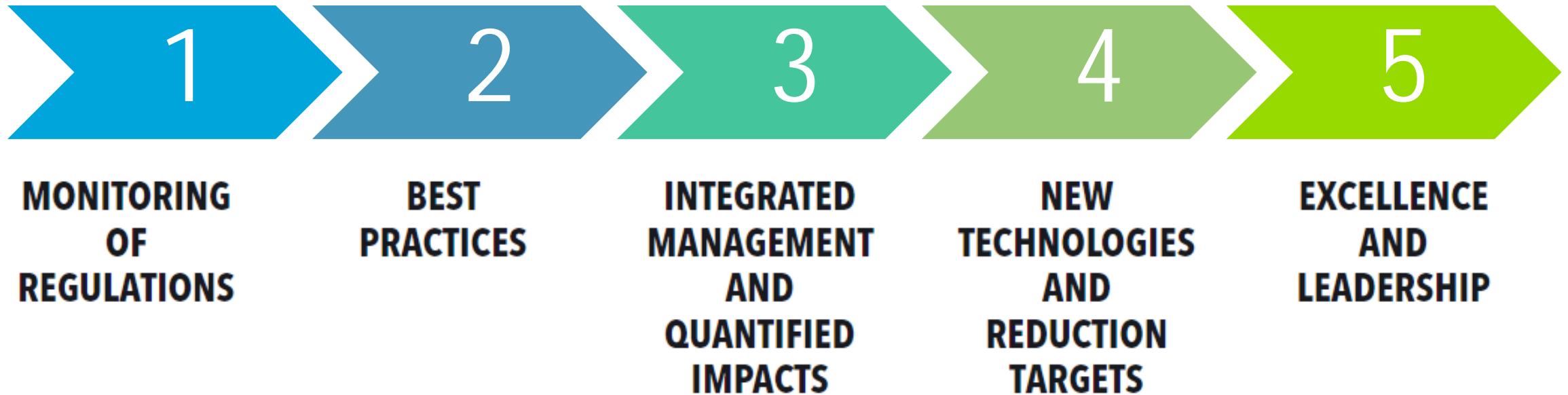


WASTE MANAGEMENT

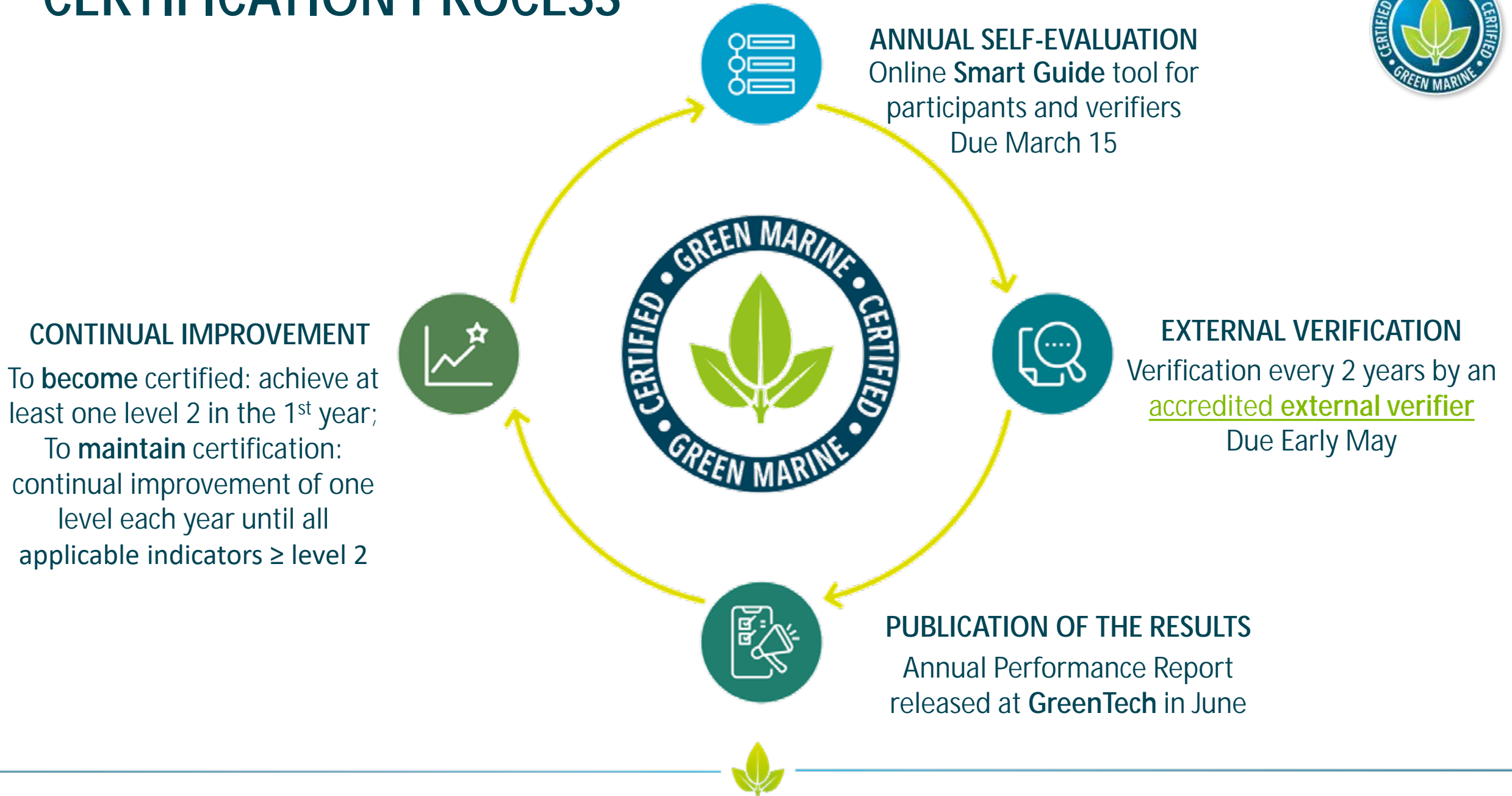
- Ship owners
- Ports & Seaway
- Terminals
- Shipyards

MEASURING PERFORMANCE

Participants evaluate their progress yearly on the 1-to-5 scale of each applicable performance indicator.



CERTIFICATION PROCESS



2024 PILOT PROJECT PARTICIPANTS

- New South Wales Port Authority
- Port of Brisbane
- Manly Fast Ferry (Sydney)
- Grand Bahama Shipyard
- SSA Mexico – Manzanillo Terminal



Read more about the trials in [Green Marine Magazine](#)





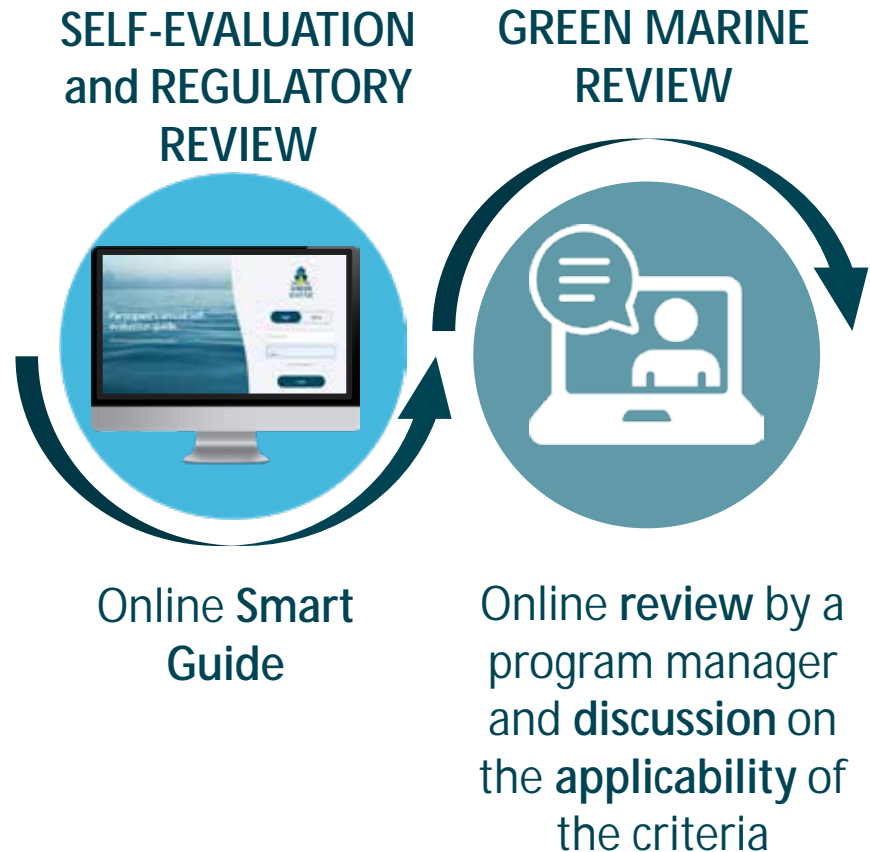
WHY EMBARK ON A GREEN MARINE PILOT PROJECT?

The purpose of the **pilot project** is to gage how well the certification program is **scalable**, **applicable**, and **adaptable** in a new region and regulatory framework.

- Assess market readiness and regulatory applicability
- Cultural alignment
- A free trial!



PILOT PROJECT PROCESS



- Conduct a self-evaluation, assessing performance against applicable performance indicators (PIs)
- Review criteria throughout Levels 1 to 5 in all applicable PIs for whether they are voluntary, partly covered by a regulation, or fully already required for their operations
- No verification, no publication of results, no certification
- If the findings show the program criteria are **sufficiently applicable** and **exceed the regulatory requirements**, following steps could be membership and certification.



SMART GUIDE – ANNUAL SELF-EVALUATION



Green Marine - Smart Guide

My Evaluation / USA / Permit-2024

Self-evaluation Permit 2024 - Port

1. AIR EMISSIONS - GREENHOUSE GASES AND AIR POLLUTANTS

Go back to dashboard

Progress

1. AIR EMISSIONS - GREENHOUSE GASES AND AIR POLLUTANTS

Level progression: 1 2 3 4 5

Default level: -

2. AQUATIC ECOSYSTEMS

Level progression: 1 2 3 4 5

Default level: -

3. COMMUNITY IMPACTS

Level progression: 1 2 3 4 5

Default level: -

4. COMMUNITY RELATIONS

Level progression: 1 2 3 4 5

Default level: -

5. DRY BULK HANDLING AND STORAGE

Level progression: 1 2 3 4 5

Default level: -

6. ENVIRONMENTAL LEADERSHIP

Level progression: 1 2 3 4 5

Default level: -

7. SPILL PREVENTION AND STORMWATER MANAGEMENT

Level progression: 1 2 3 4 5

Default level: -

8. UNDERWATER NOISE

Level progression: 1 2 3 4 5

Default level: -

9. WASTE MANAGEMENT

Level progression: 1 2 3 4 5

Default level: -

Go to report

Objective	Applicability
Reduce greenhouse gas (GHG) and air pollutant emissions.	

Level 2

Criterion	Answer	Justification
1.2.1 Implement measures that discourage idling of vehicles and other equipment powered by Internal Combustion Engines. Include, at minimum, the participant's own road, off-road, and unlicensed vehicles.	<input type="checkbox"/> Yes <input type="checkbox"/> No	Normal <input type="text"/>
1.2.2 Promote sustainable transportation practices by employees (e.g., incentives for public transport and carpooling, reorganization of business travel, installation of bicycle racks and electric vehicle charging stations).	<input type="checkbox"/> Yes <input type="checkbox"/> No	Normal <input type="text"/>
1.2.3 Implement measures to reduce truck congestion.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A	Normal <input type="text"/>
1.2.4 Implement policies and communications that inform or, when necessary, issue warnings to ships that emit excessive amounts of smoke.	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> N/A	Normal <input type="text"/>

- Checkbox questionnaire
- Justifications & documents upload
- Autofill feature for subsequent years
- Verifiers module
- Online submission



FINDINGS AND OUTCOMES

Upon determining that the Green Marine performance criteria sufficiently exceeded the regulatory requirements, these successful pilot projects led to:

- February 2025) Accreditation of a Green Marine verifier in Australia
- May 2025) Expanded eligibility to new countries: Australia, Bahamas, and Mexico
- June 2025) Certified new participants
- December 2025) Hired a consultant in Australia, supporting the Asia-Pacific Islands with outreach and recruiting
- January 2026) SSA Marine Mexico added 2 terminals to the program (Veracruz & Lazaro Cardenas)
- Minor program adaptation (ex. broaden criterion applicability outside of Canadian and U.S. waters)



2026 PILOT PROJECTS LAUNCH

- 4 confirmed pilot projects so far in South America – Argentina, Brazil, Ecuador, and Peru, others under discussion and to be confirmed in Europe and Africa
- More flexible, rolling enrollment and project timeline for prospective participants
- Inviting interest! Please get in touch!



el Consortium del Puerto de Bahía Blanca in Argentina



GREENTECH 2026 – June 9-11, Quebec City

Green Marine's 19th annual conference and certification reception



Emerging
Issues of
Interest



Innovative
Solutions



Renowned
speakers



Networking &
Discussions



green-marine.org/greentech/



STAY IN TOUCH



info@green-marine.org



[@green-marine-alliance-verte](https://www.linkedin.com/company/green-marine-alliance-verte)



Green Marine's Newsletter

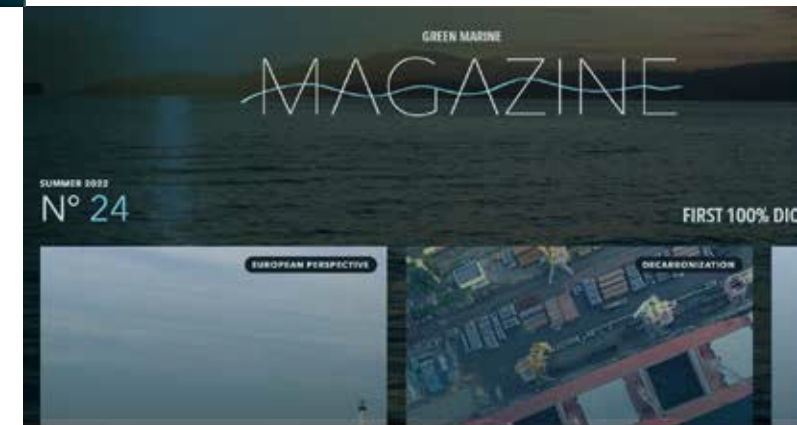
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Green Marine Magazine

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[Read the magazine](#)



Green Marine Website

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





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MANON LANTHIER
• Québec, QC



PROGRAM MANAGER
VÉRONIQUE TRUDEAU
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PROGRAM MANAGER
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EUROPE
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• Bordeaux, France



PROGRAM MANAGER
CHERIF BELGAROU
• Paris, France



COMMUNICATION MANAGER, EUROPE
PASQUINE ALBERTINI
• Agers, France



green-marine.org

Eleanor Kirtley
Senior Program Manager
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EXTRAS

PROGRAM DEVELOPMENT & REVISION



The criteria are developed based on the collaborative approach at the heart of Green Marine.

WORKGROUPS

Ad-hoc to review specific issues or develop program indicators; include **subject matter experts** among all members



TECHNICAL COMMITTEES

Participants review and recommend annual updates to performance indicators

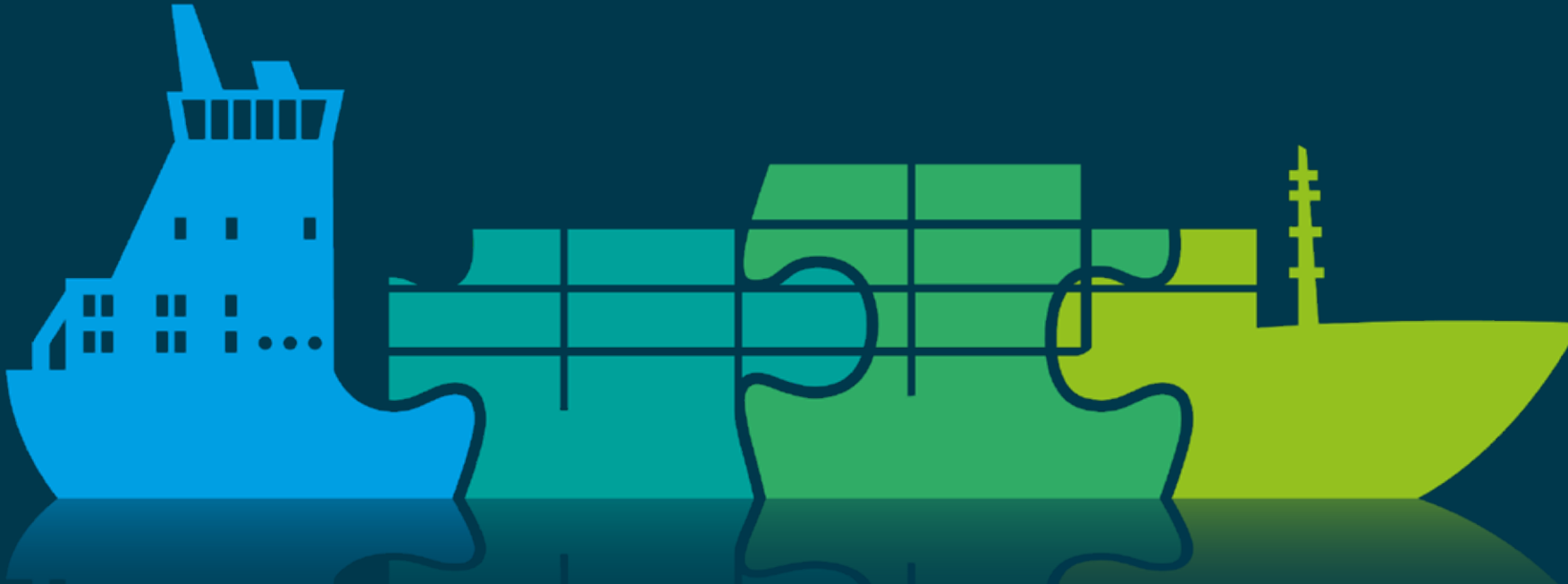


ADVISORY COMMITTEES

Direct program revision and development priorities. Include all four member categories: participant, supporter, partner and association. Also include a verifier seat.



BOARD OF DIRECTORS



2024-2025 BOARD OF DIRECTORS



JAN ALLMAN

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Marinette Marine



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Director – Maritime, Port of Seattle

A COLLABORATIVE APPROACH



Maritime industry

(Ship owners, ports, terminals, shipyards and Seaway corporations; Maritime associations)

Research community

(Academic/scientific institutes and sector experts)

Governments

(Relevant agencies, departments and offices)

Environmental organizations

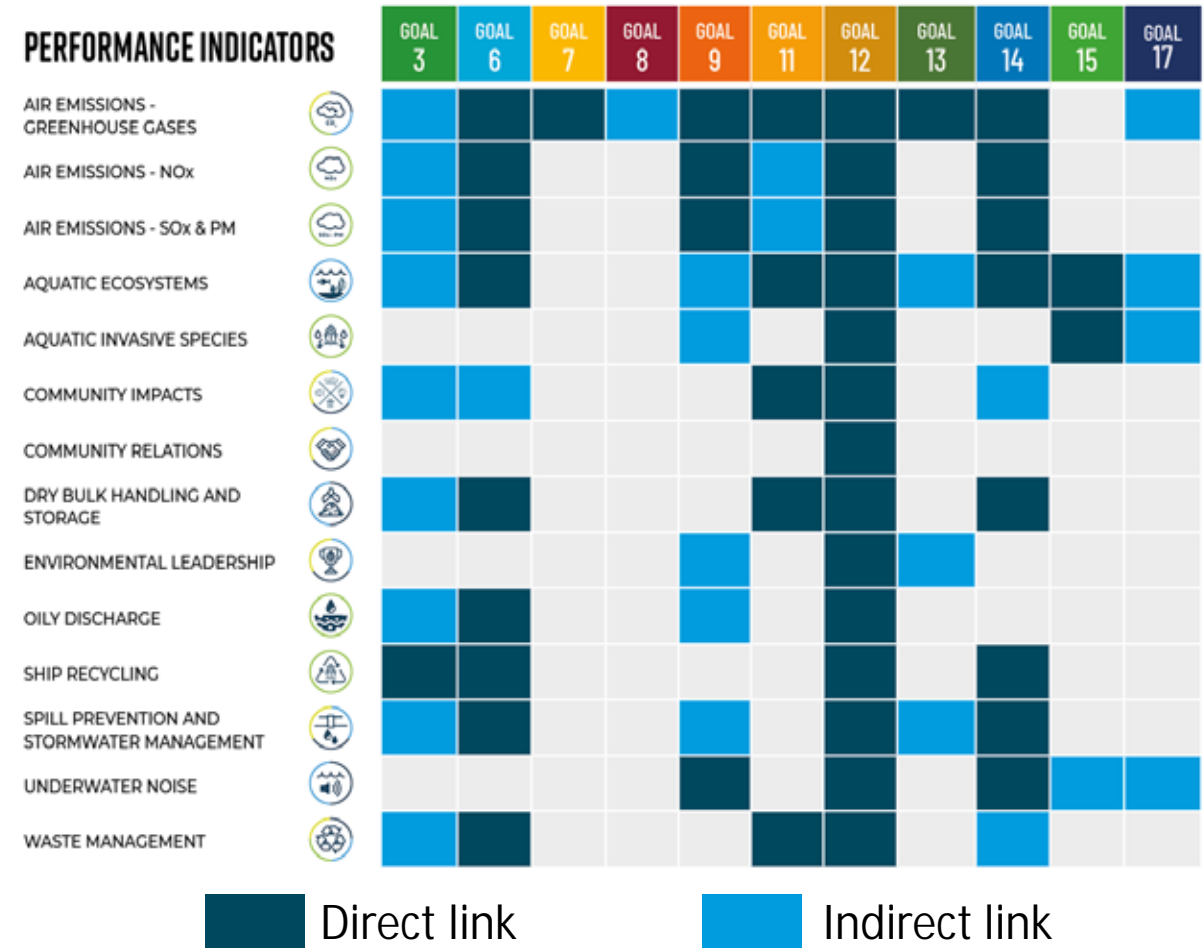
(e.g., Green Marine supporters)



U.N. SUSTAINABLE DEVELOPMENT GOALS



- Study by **Clear Seas** in collaboration with ACPA & Green Marine
- The Green Marine program addresses 25 targets of **11 of the 17 SDGs**
- Green Marine's newest performance indicator, **Aquatic Ecosystems**, has the **greatest correlation** with SDGs



👉 Read more in the [Green Marine Magazine](#)



FURTHER GLOBAL REACH

Green Marine held 5 successful pilot projects in the summer of 2024, bolstering the program's strength in North America and Europe, and raising the global bar for maritime transportation's environmental sustainability.

The newest Green Marine participants are located in:

- Bahamas
- Australia
- Mexico



Read more about the trials in [Green Marine Magazine](#)





2024

Performance Report

green-marine.org

ANNUAL PERFORMANCE REPORT



Green Marine's Annual Performance Report presents the latest results achieved by participants, along with an in-depth analysis of year-over-year improvements in their environmental sustainability.

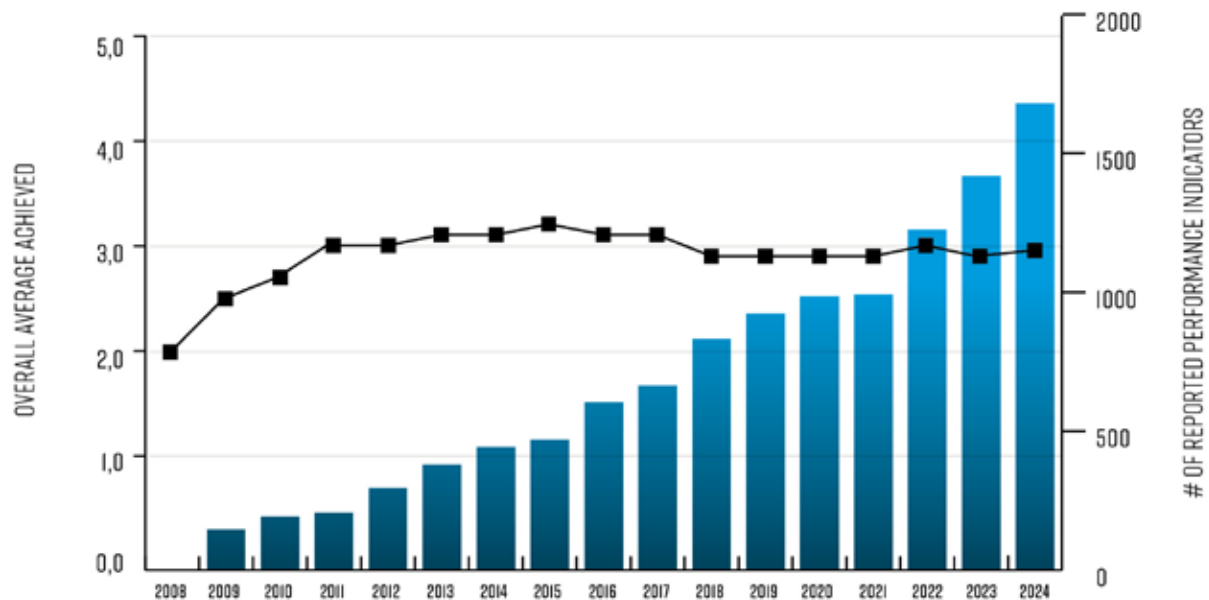
[Read the 2024 performance report](#)

[View the past performance reports](#)

2024 RESULTS



PARTICIPATION / PERFORMANCE



- 243 reports submitted
- Cohort of 2024 = 10% annual average growth
- Overall average = 2.9
- 1683 Reported Performance Indicators (>18% from 2023)

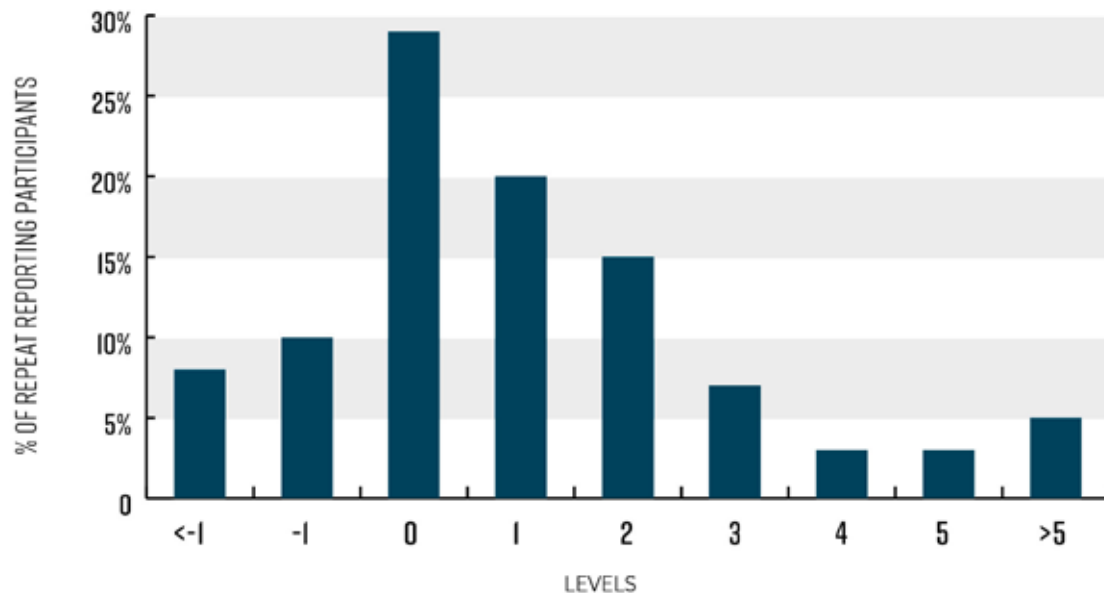


2024 RESULTS

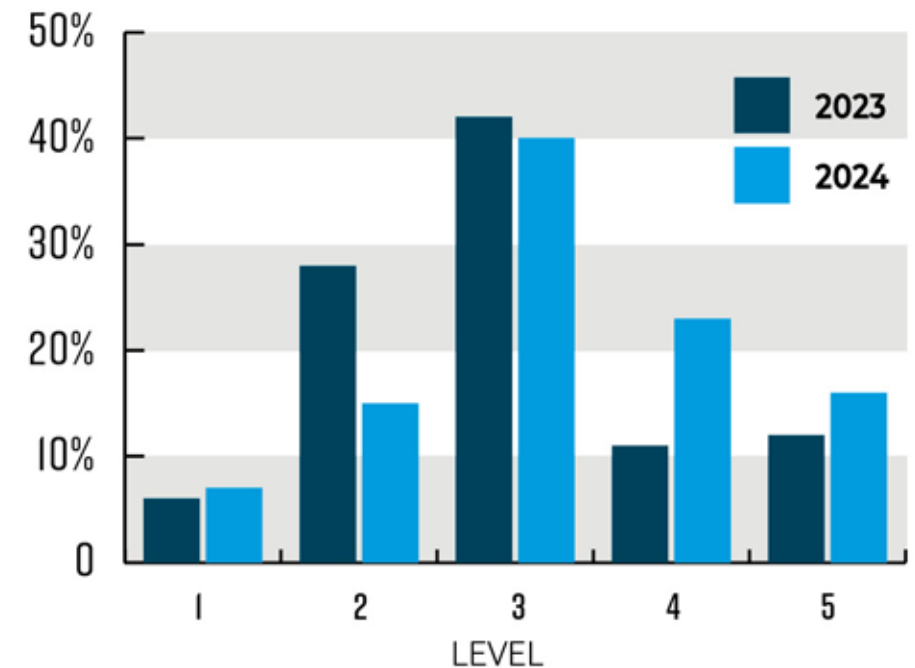


≥ 1 level up on average for every participant compared to the 2023 results

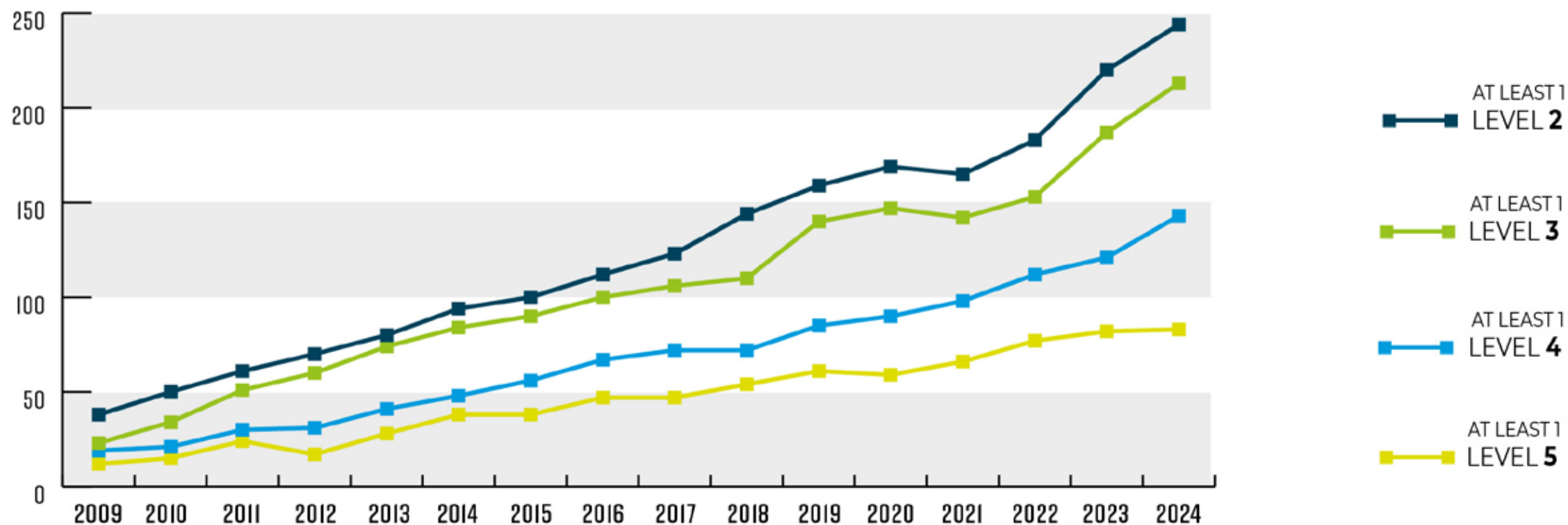
Net level improvement



Ports' & Terminals' GHG & Air Pollutants improvement from 2023 to 2024



2024 RESULTS – CONTINUAL IMPROVEMENT



2024 RESULTS HIGHLIGHTS



Terminals represent the biggest membership absolute and percentage growth, with **22 newly certified terminal locations** in 2024.



One-third of the ports have achieved the highest Level 5 for **Community Relations** after only three years of reporting on this indicator.



Terminals show the highest % of participants (83%) at or above Level 3 for the **Greenhouse Gases and Air Pollutants** indicator.



The overall average by ports for the first reporting year on **Aquatic Ecosystems** was 2.7 - the highest initial average for a new performance indicator, with 59% achieving Level 3 or higher.



Ship owners achieve the highest average in the two **biodiversity**-related indicators: **Aquatic Invasive Species** (3.5) and **Underwater Noise** (3.3).



In terms of **decarbonization**, Green Marine considerably raised the bar, and participants met it! 70% of all participants conducted a **GHG inventory** in 2024.



CERTIFICATION PROCESS



ANNUAL SELF-EVALUATION



Online **Smart Guide** tool for participants and verifiers
Due March 15

EXTERNAL VERIFICATION



Verification every 2 years by an accredited external verifier
Due Early May

PUBLICATION OF THE RESULTS



Annual Performance Report released at **GreenTech**
In June

CONTINUAL IMPROVEMENT



To **become** certified: achieve at least one level 2 in the 1st year;
To **maintain** certification: continual improvement of one level each year until all applicable indicators \geq level 2

CERTIFICATION



**2007**

- **OCTOBER**
Green Marine is officially launched in Quebec City!

2008

- **JANUARY**
The Green Marine Management Corporation is established.
- **FEBRUARY**
GreenTech 2008 - Green Marine's first annual conference - is held in Montreal.
- **OCTOBER**
The first self-evaluation guides are released covering six initial performance indicators.

2009

- **MAY**
Annual results are published for the first time for Green Marine's founding participants.
- **NOVEMBER**
The inaugural edition of Green Marine Magazine is published.

2010

- **JANUARY**
Green Marine appoints an executive director.
New indicator: Environmental Leadership (ports).
- **OCTOBER**
Green Marine opens its membership to all maritime companies operating in Canada and the United States.

2011

- **JANUARY**
Two new indicators: Prevention of Spills and Leakages, Dry Bulk Handling and Storage.

2012

- **JANUARY**
New indicator: Garbage Management (ship owners).
- **APRIL**
Green Marine signs a Memorandum of Cooperation with Transport Canada.

2014

- **NOVEMBER**
Green Marine hires a West Coast program manager, and opens an office in Seattle, WA - the first in the United States.

2015

- **JANUARY**
New indicator: Waste Management (ports and terminals).

2016

- **FEBRUARY**
The program's 100th participant is welcomed!
- **NOVEMBER**
Green Marine hires an East Coast program manager, and opens a new office in Atlantic Canada.

2017

- **JANUARY**
New indicator: Underwater Noise (ports and ship owners).

2019

- **NOVEMBER**
A second staff position in Communications is created.

2020

- **JANUARY**
The Smart Guide is launched as a pilot project.
- **MARCH**
New indicator: Ship Recycling (ship owners).
- **APRIL**
Green Marine Europe is officially launched!

2021

- **JANUARY**
New indicator: Community Relations.
- **SEPTEMBER**
A second U.S.-based Program Manager is hired.

2022

- **MAY**
A new website is launched along with the first 100% digital issue of Green Marine Magazine.
- **OCTOBER**
The 15th anniversary of the environmental certification program!

2023

- **JANUARY**
New indicator: Aquatic Ecosystems (ports).
Launch of criteria specifically for shipyards.
- **MAY**
The program's 100th supporter is welcomed!
- **JUNE**
15th year of consecutive annual performance results.

2024

- **JANUARY**
Expanded pool of accredited verifiers.
Improved and revised Smart Guide launched.
- **MAY**
Green Marine International is incorporated and holds its first annual general meeting.
- **AUGUST**
Green Marine Europe becomes a legal entity by filing its statutes in compliance with France's Law of Associations.
- **SEPTEMBER**
Green Marine hires a finance and administration manager.
- **NOVEMBER**
Three European industry representatives join Green Marine International's board of directors.

2025

- **JANUARY**
New indicator: Surface Treatments & Coatings (shipyards).
- **SPRING**
Official hiring of the new Green Marine Europe staff.
- **MAY**
Successful completion of the international pilot project involving Australia, Mexico, and the Bahamas.

GREEN MARINE INTERNATIONAL



- New **governance structure** to oversee Green Marine and Green Marine Europe environmental certification programs
- Same commitment, rigour and transparency
- Alignment of **strategic vision** and priorities
- Coordination of program development
- More **diversified and stronger team** capabilities; pooling of resources
- Enhanced brand recognition and **credibility** on the world stage
- All Green Marine and Green Marine Europe participants are now Green Marine International members



COMMUNICATING SUSTAINABILITY

Green Marine offers visibility & recognition to the participants' environmental engagement through its website, newsletter, and social media.



WEBSITE AND NEWSLETTER



31 AUGUST 2023 THE NEW FAIRVIEW-RIDLEY CONNECTOR CORRIDOR OPENS IN PRINCE RUPERT

The Prince Rupert Port Authority (PRPA) has completed its Fairview-Ridley Connector Corridor project. The road is now fully operational for container trucks to travel to and...

INDUSTRY SUCCESS STORIES

LEARN MORE →



3 APRIL 2024 Port of Albany undertakes a zero-emission fleet assessment

The Albany Port District Commission (APDC) is evaluating a transition to zero-emission fleet equipment as part of the EPA Ports Initiative. The port's CEO, Richard Hendrick...



26 FEBRUARY 2024 Port of Longview joins the Green Marine program

The Port of Longview is the first operating port on the U.S.-maintained Columbia River shipping channel. Established in 1921, the port operates and maintains eight marine...



6 MARCH 2024 Port NOLA's container-on-barge service significantly reduces CO2 emissions

The initiative has already slashed more than 1,300 metric tons of carbon dioxide emissions.

DIGITAL MAGAZINE



#BRAGABOUTIT

Green Marine participants are proud of their achievements and proudly showcase the certified logo!



SOCIAL MEDIA



Read about our latest performance report and the action we're taking to reduce our footprint: rupertport.com/prpa-scores-to-...



PROMO ITEMS



AD PLACEMENT



WEBSITE



BENEFITS FOR PARTICIPANTS

Green Marine offers an **action plan** to assess and improve your environmental performance .



RELEVANCE

Program criteria specific to ship owners, port authorities, terminal operators, and shipyards; that address their **priority environmental issues**.



MEASUREMENT AND VERIFICATION

Annual, peer-to-peer benchmarking based on a common standard and concrete actions;
External verification bolsters the program's **rigour and credibility**



RECOGNITION AND VISIBILITY

Maintaining **social acceptability** and enhancing reputational capital;
A suite of **communication tools** to amplify engagement with stakeholders.



COMMUNITY PARTICIPATION

The program is developed in **partnership with an extensive network** of environmental groups, government agencies and academic experts.



TRANSPARENCY

All program criteria, certification requirements, and **participants' results published**, which contributes to a high level of trust.



ADDED VALUE

A **cost-effective way** to initiate a sustainable development process validated by a third party;
Backed by 15+ years of experience and growth.





PARTICIPANTS FROM ACROSS SECTORS



Ship Owners



Terminals



Ports



Shipyards

VALUE PROPOSITION



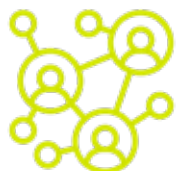
ROADMAP AND ACTION PLAN

Annual benchmarking based on a common standard and concrete actions;
External verification bolsters the program's **rigour and credibility**



RECOGNITION AND VISIBILITY

Maintaining **social acceptability** and enhancing reputational capital;
A suite of **communication tools** to amplify engagement with stakeholders.



UNIQUE NETWORK

The program is developed based on a collaborative approach, in **partnership with an extensive network** of environmental groups, government agencies and academic experts.



ADDED VALUE

A **cost-effective way** to initiate a sustainable development process validated by a third party;
Can allow access to **financial incentives**.



CHOOSING TRANSPARENCY



Published annually in Green Marine's Annual Performance Report and on its website, the participants' results are subject to a highly positive interpretation. They show commitment to:



SURPASSING REGULATION

Level 1 means compliance with all applicable laws and awareness of relevant environmental regulations. Any results above 1 reflect performance beyond regulatory compliance, from best practices to excellence.



CONTINUAL IMPROVEMENT

Regardless of the levels achieved for each performance indicator, Green Marine certification demonstrates a participant's commitment to continually improving environmental performance.



BUILDING TRUST

The publication of all individual results and of the program's criteria ensure transparency and credibility, helping participants maintain a trustworthy relationship with their stakeholders and surrounding communities.



AMBITIOUS GOALS

Green Marine's environmental certification program evolves according to new challenges and regulations to always present ambitious, achievable objectives with a real impact.



GREENTECH

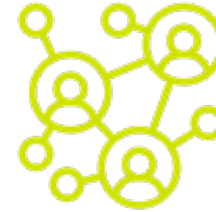
GreenTech is the not-to-be-missed event of the year for anyone interested in the maritime industry, green technologies, and innovation in sustainable maritime transportation.



Emerging
issues of
interest



Renowned
speakers



Networking &
discussions



Innovative
solutions

green-marine.org/greentech/



90+ SUPPORTERS

Environmental groups, scientific institutions, and government agencies that support and encourage the sustainability initiative being voluntarily undertaken by the maritime industry.



Transport Canada

Transports Canada



FERRY FORUM

Informal discussion forum on environmental matters:



Initiated in April 2022, Quarterly meetings



Co-chaired by Kevin Bartoy, Washington State Ferries, and Vincent Coquen, Brittany Ferries; facilitated by Green Marine



Open to all ferry-operating participants of Green Marine and Green Marine Europe (21)



Agenda set by the Ferry Forum members on different topics of interest



WHY BECOME A SUPPORTER?



Green Marine offers a **diversified and dynamic network** to open dialogue and encourage partnership



A COLLABORATIVE APPROACH

Participate directly in the development of the program (on environmental issues, specific requirements and other prioritized matters and/or emerging issues).



VISIBILITY

Benefit from the visibility on Green Marine's website, social media, and newsletter distributed to more than 4,500 subscribers. Display Green Marine's Supporter logo.



COMMUNITY PARTICIPATION

Encourage companies to improve beyond regulatory requirements by having the opportunity to relate environmental issues possibly arising from maritime operations, as well as potential solutions.

There are no cost to becoming a Green Marine supporter; you need to confirm your support for the program in a support letter: see the [membership form](#)





GHG & AIR POLLUTANTS PERFORMANCE INDICATOR FOR PORTS



Reduce engine idling and truck congestion
Promote sustainable commuting practices for employees

Annual **report** on total GHG AND either port-wide equipment inventory or emission reduction program with tenants/users

5-year port-wide **inventory** of GHG & Air Pollutants
Adopt an emissions reduction **plan** and targets on own, direct emissions

>= 2.4% annual average over 3+ years for direct GHG emissions
>= 1% annual average over 3+ years for port-wide GHG emissions
Adopt a port-wide emissions reduction **plan**



COMMUNITY RELATIONS PERFORMANCE INDICATOR FOR PORTS



2

Provide **contact information** for concerns, implement a response procedure, maintain a network of local stakeholders, **monitor media**, communicate through multiple channels, and ensure **senior management's commitment** to good community relations.

3

Knowledge of the port's stakeholders and their concerns, develop a **communication strategy**, publicly disclose an annual **social responsibility report**, implement community **outreach strategies**, and participate in social or environmental community activities annually.

4

Actively engage with local communities through various means, such as a port community committee and external community meetings. **Encourage community feedback and participation** and incorporate community relations in strategic planning.

5

Evaluate the **community's perception** and develop and implement measures addressing the concerns raised. Carry out a **co-creation project** or develop an initiative in collaboration with local stakeholders.

