



# COMPASS

A REPORT FROM THE GREAT LAKES ST. LAWRENCE GOVERNORS & PREMIERS

OCTOBER 2020

## CHAIR'S LETTER

First and foremost, thank you for your continued vigilance and support for one another in our shared struggle with COVID-19. Recent months have challenged us as never before. Even as we battle COVID-19, we are working to strengthen our regional economy and create jobs. The Great Lakes St. Lawrence Governors & Premiers recently opened our 15th foreign trade office in Israel. This office will support the region's small and medium sized companies to export to Israel and Jordan—markets with high demand for many of our products and services.

Strengthening our transportation infrastructure is also a key to our region's future prosperity. We commissioned a report on how smart technologies can improve the regional maritime system that connects our region's ports with one another and the world. In coming months, we are planning several pilot projects to help realize our goals.

Earlier this year, we completed an analysis of measures the maritime community has been taking to protect against COVID-19. More recently, our regional cruise partnership - Cruise the Great Lakes - unveiled its Safety Pledge including measures the cruise lines, ports, and others will be taking to enhance protections.



We also continue to grow our environmental collaborations. Working together, we are building a brighter future for our region.

— Tony Evers  
Chair, Great Lakes St. Lawrence Governors & Premiers  
Governor, State of Wisconsin

## CRUISE THE GREAT LAKES ANNOUNCES SAFETY PLEDGE



In August, a coalition of cruise lines, ports, and convention and visitor bureaus committed to the [Cruise the Great Lakes \(CTGL\) Safety Pledge](#). The Safety Pledge is intended to promote a safe cruise experience in 2021 and beyond. In addition to governmental requirements for cruise ships, CTGL members and partners are dedicated to prioritizing the health and safety of passengers and crew.

Great Lakes cruises are fundamentally unique. The size of vessels that can enter the region is limited by the locks on the St. Lawrence Seaway. As a result, the largest Great Lakes cruise vessels can hold approximately 400 passengers, and average vessel size in 2019 was less than 200. This is significantly smaller than large oceangoing cruise ships. This difference gives the cruise operators a unique ability to reduce risk factors, monitor and control passenger movement, and take other safety precautions.



## PLATFORM ADDS NEW PROJECTS AND DELIVERY PARTNERS

**The Great Lakes Impact Investment Platform continues to add new projects and partners.** The Platform currently features 13 projects representing \$1.6 billion in total project value while addressing eight of the UN Sustainable Development Goals.

The Platform recently introduced the *Delivery Partner Program*, which features organizations whose mission and activities align with the Platform, and who commit to a longer-term collaboration beyond the participation of a single project on the Platform. The first two Delivery Partners are:

- *Michigan Saves*, the first US nonprofit green bank dedicated to making energy improvements easy and affordable for all Michigan energy consumers.
- *Quantified Ventures*, an outcomes-based capital firm that drives transformative health, social, and environmental impact.

Additionally, four new projects joined the Platform in recent weeks:

- The City of Euclid's (Ohio) Waterfront Improvement Project is a transformational erosion mitigation and public access infrastructure project. The project includes an ADA-accessible bicycling and pedestrian trail along 3/4 of a mile of mostly privately-owned shoreline. This project is essential for livability, economic growth, and community resiliency.
- The Savanna Institute is developing a network of agroforestry demonstration farms in Wisconsin and Illinois. Savanna will convert these farms from conventional row crop agriculture to diversified, regenerative agroforestry. These practices will sequester carbon, promote biodiversity, improve environmental outcomes, and demonstrate the economic viability of perennial crops to regional farmers.
- DTE Electric's green bond helps to fund the development and construction of solar and wind farms, including the infrastructure to support renewable energy facilities, as well as strengthen energy efficiency programs to help Michigan residents and businesses reduce energy usage.
- CounterpointeSRE's financing of the Belt Line Center's green roof in Detroit marks the first use of commercial Property Assessed Clean Energy (PACE) financing for a project of this type in Michigan. The green roof will provide the building with energy efficiency and stormwater management, and extend the life of its roof while integrating the property into the planned, city-wide greenway and bike path that will pass directly behind the property.

For more information, please visit the [Great Lakes Impact Investment Platform website](#), [follow the Platform on LinkedIn](#), and [sign up for the newsletter](#).



## GSGP EXTENDS MARKET COVERAGE TO ISRAEL & JORDAN

In September, GSGP announced the opening of a Trade Office in Israel. The [GSGP Trade Office Network](#) now includes 15 offices covering 98 countries. The Israel office will assist small to medium sized companies from the Great Lakes St. Lawrence region to grow their product and services sales. The top export sectors for companies from our region



to Israel and Jordan are security, life sciences, medical devices, industrial equipment, gourmet processed foods, and electrical equipment. Trade between Israel, Jordan, and the U.S. is facilitated by Free Trade Agreements that allow the unhindered passage of goods, duty-free.

The COVID-19 pandemic has forced countries to assess their economic diversity. In Israel, this brings new opportunities in fintech applications and remote technologies.

Both Israel and Jordan are mature markets with companies eager to do business with U.S. and Canadian firms. Our region, which includes such a large percentage of North America's manufacturing capability, is a natural source of goods and services for both countries. The new Trade Office stands ready to provide personal assistance to companies in the region seeking to explore new export markets in Israel and Jordan.

### MARITIME

## MAKING MARITIME TRANSPORTATION SAFER & SMARTER

**Maritime transportation is critically important to the regional and national economies.** To ensure the health and safety of workers in this essential industry, GSGP commissioned a [report by CPCS](#) to better understand the effects of COVID-19 on the maritime sector, and the major policies and practices in place to prevent or mitigate the spread of COVID-19. The report focuses on protective policies and practices undertaken at ports and on vessels to promote health and safety. On August 5, GSGP hosted a webinar on COVID-19 and Great Lakes St. Lawrence Shipping. The webinar presentations can be accessed [here](#).

**At the same time, smart technologies and systems are transforming the global maritime sector.** GSGP commissioned [HPC Hamburg Port Consulting](#) to explore how our region can capitalize on this trend. Opportunities focus on leveraging smart shipping to increase efficiency, improve environmental performance and grow cargo trade. Smart shipping is in its infancy in the Great Lakes St. Lawrence region yet holds great promise if it builds on current initiatives, recognizes challenges, and is approached strategically.



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