

NAVIGATING THE CONTRADICTION OF GREEN GROWTH IN SUSTAINABLE MARITIME SHIPPING



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This survey article synthesizes across green economy typologies to evaluate the case of 'green shipping' efforts in the maritime sector. The objective of the article is to understand and identify the weaknesses and pathways to stronger maritime environmental performance and global ecological outcomes.

APPROACH:

Drawing on typologies from the green economy literature, the paper identifies green shipping efforts and maps them along a spectrum from weak to stronger sustainability with respect to the ambition, durability and depth of environmental impact. Data is drawn from secondary sources such as companies, industry associations, government, and non-governmental reports and news release to identify the range of green shipping initiatives and assessed along a spectrum of ecological sustainability impact from weak to strong

MAIN FINDINGS:

- While many initiatives will achieve some environmental improvements, the majority are weak as they are reversible, ignore absolute environmental impact, and transfer costs along the supply chain.
- Stronger, transformational business redesign efforts that target less resource use and zero emissions outcomes will need to be encouraged through innovation and top-down direction.
- Due to the weakness of industry lead CSR initiatives, more actors will need to become involved in shipping governance.
- The analysis highlights the opportunity and importance of encouraging and steering incremental green shipping initiatives so that they serve as stepping stones rather than deterrents to achieving a zero emissions shipping sector transformation and progress towards a strong green economy.
 - Future research will be needed to examine the potential pathways towards more sustainable economic models.
 - Furthermore, implementing long-term changes will eventually need to be high-risk and disruptive. Through critical awareness and collaborative efforts, incremental green shipping measures can provide momentum rather than deterrence towards a strong green economy