

COMPASS

A report from
THE GREAT LAKES ST. LAWRENCE
GOVERNORS & PREMIERS



CHAIR'S LETTER

Over the past two years, while the pandemic led to a pause for many activities as we worked to protect the health and safety of our communities, patient and persistent work continued toward our goals of creating jobs, growing the economy, and protecting the environment. This work is now paying tremendous dividends.

Our cruise marketing partnership - Cruise the Great Lakes - recently announced the return of the cruise industry, with more cruise ships and passengers on the Lakes than ever before. This year, cruise passengers will make nearly 150,000 visits to Great Lakes ports, more than in 2019.

Additionally, our international tourism marketing program - Great Lakes USA - relaunched to re-energize our efforts to attract travelers from the United Kingdom, Ireland, and the German-speaking countries, helping to support businesses that depend on the tourism economy.

We also recently kicked off the "100 percent whitefish" project, which builds on pioneering work in Iceland to identify opportunities to use the entire biomass of fish being harvested. A 100 percent fish strategy holds major promise to fully utilize caught fish, drive greater economic returns, create jobs, and support rural economies across the region.



Finally, in-person trade missions have resumed as an important way to promote regional exports to foreign markets. Eight companies from three different states traveled to South Korea and Japan where trade offices recently opened. In celebrating these successes, we want to recognize our partners that have made this all possible. Thank you for your work with us.

Tony Evers

Chair, Great Lakes St. Lawrence Governors & Premiers

Governor, State of Wisconsin

REGIONAL CRUISING SET FOR RECORD- BREAKING YEAR



GSGP Executive Director David Naftzger speaks at the Cruise the Great Lakes annual meeting in May.

After a two-year pause, Great Lakes cruising is back with more cruise ships and more passengers than ever before. In 2022, cruise passengers will make nearly 150,000 visits to Great Lakes ports – up by more than 25% from 2019 - with further growth expected in coming years.

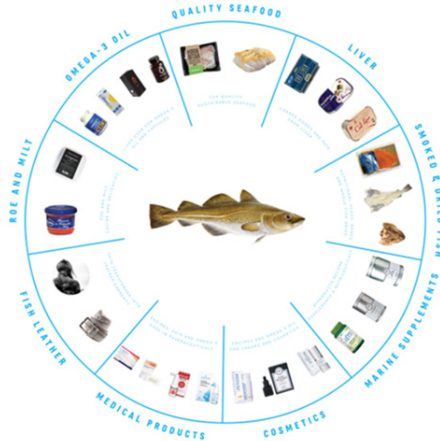
GSGP's cruise marketing partnership - [Cruise the Great Lakes](#) - has been working to support this growth. In May, the partnership hosted its annual meeting in Duluth, Minnesota, which included a press conference to showcase recent successes. The future is bright for Great Lakes cruising!

FISHERY

“100% WHITEFISH” PROJECT KICKS OFF

GSGP recently launched the “100% whitefish” project to research opportunities to use 100% of the whitefish being caught in the region. Increasing the value of each fish can help sustain the fishery as critical research and management actions to address population declines continue.

Iceland pioneered the “100% fish” strategy that has rejuvenated and expanded its economy, which for centuries has depended on Iceland’s fishery. [The Iceland Ocean Cluster \(IOC\)](#), a member of the 100% whitefish project team, works across business sectors to maximize the beneficial use of the entire Icelandic cod (hence 100% fish). Since the inception of the 100% fish concept, utilization of the Icelandic cod’s biomass has increased from 40% (almost exclusively filets, much like whitefish today) to more than 90%. Current uses of the Icelandic cod include high-value byproducts like skin and collagen that are processed into many food and non-food products. As a result, the value of each fish has increased from about \$12 to \$3500. Significant benefits could similarly flow from greater utilization and reduced waste of the whitefish catch. The Great Lakes Fishery Trust is generously supporting this work. ✨



IMPACT INVESTMENT

PLATFORM CREATING NEW OPPORTUNITIES FOR THE REGION

The Great Lakes St. Lawrence region is rich in opportunity for impact investors. In the coming weeks, the [Great Lakes Impact Investment Platform](#) and [Conservation Finance Network](#) (CFN) will release a playbook intended to grow the number of conservation finance projects in the Great Lakes St. Lawrence Region. This playbook will help translate practitioner insight into strategies and actions to help increase conservation project development opportunities. On March 31, GSGP Program Manager Mike Piskur and CFN Executive Director and Platform Advisor Leigh Whelpton presented this work at the Conservation Finance Roundtable in Des Moines, Iowa.

The Platform is highlighting the green bond opportunity for the region. On June 16, Platform Advisor Nancy Kummer, Chief Business Development Officer and Managing Director at BLX Group, moderated a webinar on Green, Social and Sustainable Municipal Bond Opportunities in North America. The Platform is partnering with the California Green Bond Committee, BLX Group, the London Stock Exchange, and the Climate Bonds Initiative to showcase opportunities for issuers in the sustainable bond market.



MARITIME

GSGP ADVANCING WORK TO “GREEN” REGIONAL SHIPPING

GSGP’s expanding portfolio of green shipping work was featured at Green Marine’s GreenTech 2022 conference in Montréal and at the Association of Canadian Port Authority’s “Ports of Tomorrow” conference in Toronto. GSGP Program Manager John Schmidt presented work to advance the Governors’ and Premiers’ [Green Shipping Action Plan](#).

Analysis developed in collaboration with [Innovation Maritime](#) evaluates the potential of biofuels for ships operating on the Great Lakes and St. Lawrence River. Separately, a partnership with Michigan State University’s [Axia Institute](#) focuses on new technologies that could help reduce delays and emissions within the system’s key bottleneck: the Soo Locks. GSGP has developed an ambitious implementation plan for the coming year. [More information about GSGP’s Maritime Initiative is available here.](#) ✨



GSGP’s John Schmidt was part of a “Green Corridors” panel at GreenTech 2022.

TOURISM

GREAT LAKES USA RETURNS

After a two-year pause, [Great Lakes USA](#) relaunched its international tourism marketing program on July 1. Through this initiative, six of the Great Lakes states - Illinois, Michigan, Minnesota, Ohio, Pennsylvania and Wisconsin - work together to attract travelers from the United Kingdom, Ireland, Germany, Austria and Switzerland to regional destinations.



“Great Lakes USA is critically important to bringing more international travelers to our region,” said Dave Lorenz, Chair of Great Lakes USA and Vice President of Travel Michigan. “By marketing the region and increasing the number of product offerings, we can attract more tourists and create economic benefits for the entire region. These collaborative efforts lead to growth of our region’s export volume and often provides the first impression of our region for international business investment.”

Tens of millions of tourists visit the Great Lakes St. Lawrence region each year. Tourism helps drive economic growth, creates jobs and showcases our region’s diverse attractions to visitors. Through Great Lakes USA and Cruise the Great Lakes, GSGP is helping to grow this important part of the regional economy.

INTERNATIONAL TRADE

GSGP LEADS TRADE MISSION TO JAPAN AND SOUTH KOREA

In June, GSGP led its first in-person trade mission in more than two years. The twelve-person delegation, comprised of small to medium sized companies from Michigan, Minnesota and New York, travelled to Tokyo, Japan, and Seoul, South Korea, to meet with potential distributors and partners. The GSGP Trade Offices in South Korea and Japan created customized appointment schedules for each participant.

Join GSGP's Trade Mission to Costa Rica and the Dominican Republic September 12-16, 2022. [More information is available here.](#)

[More information on the GSGP International Trade Program can be found here.](#) ✨



Mission participants toured the Imperial Palace in Seoul, South Korea

WATER MANAGEMENT

REGIONAL BODY AND COMPACT COUNCIL MEET IN ERIE, PENNSYLVANIA

From June 14-16, the Regional Body and Compact Council met in Erie, Pennsylvania. The three-day gathering began with a meeting of the Regional Body/Compact Council Science Team and included discussion of the American Water Works Association's Water Loss auditing tool; the International Joint Commission's Science Strategy; and initial research on the impacts of climate change to the overall Great Lakes-St. Lawrence River water budget.

On June 15-16, the Regional Body and Compact Council held public in-person meetings for the first time in more than two years. The groups also met with representatives of regional Tribes, First Nations and Metis Communities in Canada. Further information on the June meetings and the work of the Science Team can be found on the [Regional Body](#) and [Compact Council](#) websites. ✨

GREAT LAKES
ST. LAWRENCE
GOVERNORS
& PREMIERS



MEMBERS

Tony Evers,
Chair, Governor of
Wisconsin

Mike DeWine,
Vice Chair, Governor
of Ohio

Doug Ford,
Premier of Ontario

Kathy Hochul,
Governor of New York

Eric Holcomb,
Governor of Indiana

François Legault,
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JB Pritzker,
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Tim Walz,
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