



## **ICOMIA, EBI AND NMMA TO DEVELOP FIRST GLOBALLY ALIGNED RECREATIONAL MARINE LIFECYCLE ASSESSMENT**

**This first-ever collaboration unites the global recreational marine industry to accelerate progress in developing a shared approach to quantifying environmental performance across a range of technologies**

**Düsseldorf, Germany, January 20, 2025** – Today, leading marine trade associations the [International Council of Marine Industry Associations](#) (ICOMIA), [European Boating Industry](#) (EBI), and [National Marine Manufacturers Association](#) (NMMA) announced they are joining together to develop a global recreational marine lifecycle assessment (LCA) framework. This partnership establishes the first-ever global collaboration to assess, measure and report the industry's environmental performance of recreational boats.

As part of ongoing efforts to demonstrate environmental stewardship and harmonise global sustainability initiatives, and the recreational marine industry is committed to achieving a comprehensive framework that provides a methodology that quantifies the environmental performance of a recreational boat through every phase of its life, including raw materials, production, use phase, disposal and recycling. The announcement comes as the industry gathers at boot Düsseldorf 2025 to showcase new technologies and sustainability innovations that will prepare and support an exciting future for recreational boating around the world.

EBI and NMMA recognise that ensuring the long-term resilience of the recreational marine industry requires forward-thinking sustainability strategies that balance business growth with responsible practices. Developing a global approach to assessing the full lifecycle of products is a critical step in helping manufacturers make informed decisions that strengthen their operations, supply chains,

and product design while meeting evolving market expectations. This work will provide a practical framework for companies to innovate and support a long-standing commitment to the environment that ensures future generations' continued ability to enjoy the unique experiences boating provides. The LCA work builds on the [Propelling Our Future](#) initiative, a global industry effort to equip the industry with knowledge on the multiple technologies needed to move the industry toward decarbonisation.

“Since 1966, ICOMIA has helped the global recreational marine industry create a better boating experience that reduces our environmental footprint,” said Darren Vaux, President of ICOMIA. “Developing a standardised LCA, a continuation of the industry’s Propelling Our Future initiative, is an important step in advancing this work, ensuring there is a consistent path for measurement and self-regulation across our industry.”

“EBI has been developing an LCA methodology for the European market given some of our members’ more immediate needs and the collaboration with ICOMIA and NMMA provides a long-term globally aligned solution. The final collaborative LCA methodology will allow us to improve environmental performance and transform the future of the global industry. We are glad to open our doors to our global partners to work on the next phase,” said Robert Marx, President of EBI. “A harmonised lifecycle assessment is crucial to moving the industry forward in lockstep—from eco-design to navigating the regulatory landscape and ensuring we continue to do our part to protect the environment.”

“As the leading recreational boating market, we recognise the significance of partnering with the global market to establish a unified global LCA methodology as our members’ products are increasingly sought around the world, making that consistency more important than ever,” said Frank Hugelmeyer, President and CEO of NMMA. “Through the shared commitment of our respective member companies and the boaters who enjoy taking to the water, we look forward to introducing the new LCA as a resource to empower the industry to consistently measure, communicate and self-regulate their environmental performance, and continue the momentum and global harmonisation that’s the foundation of our Propelling Our Future initiative.”

ICOMIA, EBI and NMMA will complete an extensive review of LCA methodologies to identify the most relevant approach for the global market, building on the projects already completed or underway with EBI’s Blue Boat Horizon project and ICOMIA’s Marine Engine Committee (IMEC). In addition to the methodology, the global recreational marine lifecycle assessment project will ultimately include the development of standard inventory databases, tools, communications materials and educational initiatives to help manufacturers and other marine organisations.

As the LCA is built, ICOMIA, EBI and NMMA will convene a global task force with involvement from associations and companies around the world. The joint task force will consist of several committees focused on technical input and guidance; assessing and preparing for a successful rollout of the final LCA; industry education and training; and public policy/affairs and communications.

For questions related to this press release, please contact [media@propellingourfuture.com](mailto:media@propellingourfuture.com).

**About the International Council of Marine Industry Associations (ICOMIA):** ICOMIA brings together national marine industry associations into one global organisation and represents them at

an international level, presenting a strong and united voice when dealing with issues challenging the marine industry. ICOMIA has been an active advocate for the international marine industry since 1966, working with authorities, regulatory bodies and related organisations to facilitate and encourage the growth of the recreational marine industry whilst developing policies and guidance to ensure safety, sustainability and compliance. To find out more about ICOMIA, visit [www.icomia.org](http://www.icomia.org).

**About the European Boating Industry (EBI):** EBI represents the recreational boating industry in Europe. It encompasses all related sectors, such as boatbuilding, equipment manufacturing, marinas and service providers. The industry is a significant contributor to the European economy, representing 32,000 companies, predominantly SMEs that employ over 280,000 people directly. The mission of EBI is to advance and represent a sustainable boating and nautical tourism industry #MadeInEurope. More information on EBI's website: [www.europeanboatingindustry.eu](http://www.europeanboatingindustry.eu).

**About the National Marine Manufacturers Association (NMMA):** NMMA the leading trade organization for the North American recreational boating industry. NMMA member companies produce approximately 85% of the boats, engines, trailers, marine accessories and gear used by millions of boaters in North America. The association serves its members and their sales and service networks by bringing them together to expand domestic and international sales and marketing opportunities, support access to waterways, explore new technology and business solutions, and ensure a sustainable future for the recreational marine community. As the largest producer of boat and sport shows in the U.S., NMMA connects the recreational boating industry with the boating consumer year-round. Learn more at [www.nmma.org](http://www.nmma.org).