

Protecting Blue Whales & Blue Skies

*A partnership for safer whales, cleaner
air, and a quieter ocean*

Adam Ernster Wildlife

Incentivizing Vessel Speed Reduction:

**A straightforward way to advance responsible
supply chain practices that protect marine
biodiversity & coastal community air quality**



Ralph A. Clevenger



bluewhalesblueskies.org



[@bluewhalesblueskies](https://www.instagram.com/bluewhalesblueskies)



1% For the Planet - Environmental Partner

Why does it matter?

Endangered Whale Protection:

- Ship strikes represent one of the biggest risks to whales globally.
- It is estimated 80 whales are fatally struck each year off the U.S. West Coast.
- Strikes are of particular concern in areas with high shipping-route density and whale presence like off the California coast, where 40% of imports enter the U.S.

Vessel Speed Reduction (VSR):

- Reduces fatal strike risk by ~50%, air pollution and emissions by ~27% from baseline; and underwater noise pollution by ~38%.

**Blue Whales & Blue Skies
incentivizes industry
cooperation with VSR
requests.**



air pollution control district
SANTA BARBARA COUNTY



What is the Ambassador Program?

A program to support and highlight companies that work with participating shipping lines and advance further adoption of responsible shipping.



How does it work?

- 1 Confirm you work with 1 or more participating shipping lines .
- 2 Sign the Participation Agreement.
Express appreciation to shipping lines for participating, or encourage those not participating to enroll.
- 3 Share your participation with customers and other interested parties, and encourage greater industry participation.

49 International Shipping Lines Participating (2024 VSR Season)



Environmental Benefits (2024 Season Results)

49,000+ metric tons of regional greenhouse gas emissions avoided

Fatal ship strike risk to endangered whales reduced by 50%

1,400 tons of NOx emissions avoided

Source levels of participating vessels reduced by 38%, or 4.1 decibels

How You Can Help

No mandatory regulations exist requiring VSR off California. However, many shipping companies are stepping up by voluntarily reducing speeds with our program. By expressing your support, and demonstrating demand for responsible shipping, you can help increase cooperation and enrollment across the industry.

Benefits

Verification of VSR cooperation rates & 3rd-party analysis on the program's impact



BWBS provides verified data on shipping line performance and the environmental benefits of shipping lines' cooperation in terms of: GHG emissions, noise and air pollution and strike risk reduction.



Demonstrate leadership in environmental protection, and receive free PR

Leverage your brand and followers to help amplify and support responsible shipping. BWBS provides communications resources and features ambassadors in media as part of the recognition campaign.



Grow awareness of opportunities to protect biodiversity in our supply chains.

