

Protecting Blue Whales and Blue Skies Fall Campaign Report

A Partnership for Cleaner Air, Safer Whales,
and a Quieter Ocean



Fall 2021

www.bluewhalesblueskies.org

Protecting Blue Whales and Blue Skies is a voluntary Vessel Speed Reduction (VSR) Program along the coast of California. The program promotes the achievements of participants through an outreach campaign twice yearly. The fall 2021 campaign includes press coverage, sponsored feature news, print and web advertisements, and social media promotion in prominent shipping, business, and logistics media outlets.

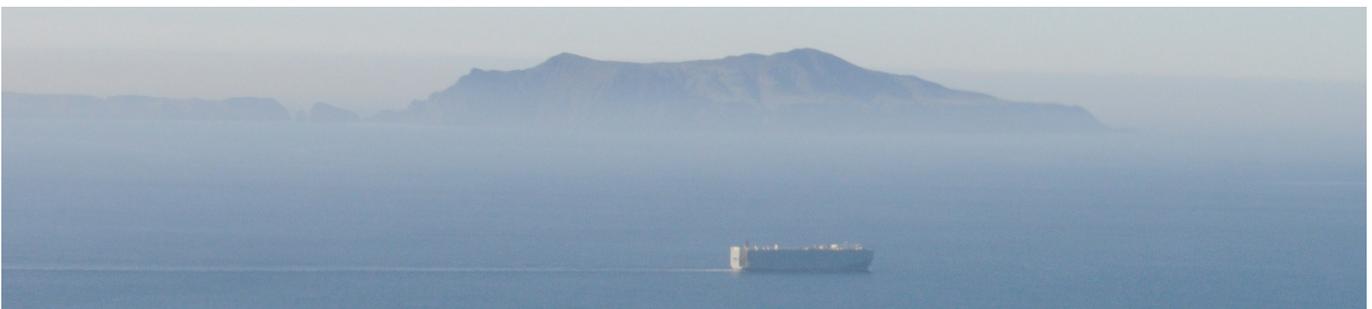
Protecting Blue Whales and Blue Skies designs and coordinates the campaign and distributes press releases to highlight participants' achievements. The fall release, announcing programmatic awards and quoting participants, was published in a number of media platforms across a range of industries.

Number of News Stories	Est. Number of Impressions
150 +	1.2 million

Number of Sponsored Features and Advertisements	Est. Number of Impressions
28	4.2 million

Total Est. Impressions*
5.4 million

*Impressions represent the opportunity for a person to see the message. It is the combined number of circulation for print news, audience for electronic, and visitors per month for online news.



Press Release

FOR IMMEDIATE RELEASE

September 30, 2021

Shipping companies receive awards for slowing to protect blue whales, blue skies

Awardees comment on vessel speed reduction program

The Protecting Blue Whales and Blue Skies program recognized 16 global shipping companies for reducing speeds to 10 knots or less in the San Francisco Bay Area and the Southern California Region in 2020.

The voluntary program is an initiative to cut air pollution, protect endangered whales, and reduce underwater noise. The 2020 program ran from May 15, 2020 through November 15, 2020.

Awards

Three award tiers and financial incentives recognize participating companies, based on the percent of distance their fleet traveled through the Vessel Speed Reduction (VSR) zones at speeds of 10 knots or less. Credit was only given if the average speed of a transit through an entire VSR Zone did not exceed 12 knots.

“We are delighted to be able to set an industry example by voluntarily reducing vessel speeds in areas where endangered whale species regularly feed, helping us improve the way we do business, while continuing to deeply care for our environment,” said Stanley Kwiaton, MSC General Manager of Port Operations - West Coast.

MSC, Hapag-Lloyd, Yang Ming, and MOL ACE notably achieved the Sapphire tier in the large company category (greater than 30 transits) by slowing down more than 800 transits, combined. Swire Shipping achieved the Sapphire tier in the small company category (less than 30 transits). For their outstanding commitment, all five of these companies earned the Protecting Blue Whales and Blue Skies Whale Tail award.

“Biodiversity is an integral part of our sustainability strategy,” said Wolfram Guntermann, Director Regulatory Affairs & Sustainability at Hapag-Lloyd, calling the program a “remarkable initiative.”

Seven companies – COSCO Shipping Lines, Evergreen, GALI, “K” Line, Maersk, Wallenius Wilhelmsen, and Swire Shipping – generously declined their financial incentive payment. Those funds will be reinvested in the 2021 program.

The 10-knot target follows the National Oceanic and Atmospheric Administration’s (NOAA) and the United States Coast Guard’s request for all vessels (300 gross tons or larger) to slow down during the months of peak blue, humpback, and fin whale abundance to protect these endangered whales from deadly ship strikes.

Ship strikes continue to be a global threat to all large whale populations. Reducing fatal ship strikes is a major priority of NOAA’s, especially in NOAA’s West Coast national marine sanctuaries.

“One of Yang Ming’s priorities has been promoting the sustainability of the ocean and coastal environments,” said Leo Chiang, Vice President of Marine Operations. “That is why we take immense pride in being a volunteer in the Blue Whales and Blue Skies Program.”

Ocean-going vessels transiting the California coast generate nitrogen oxides (NOx, a precursor to smog), sulfur oxides (SOx), particle pollution, and greenhouse gases. These vessels account for more than 200 tons of NOx per day emitted off the coast of California, which affects ozone levels onshore in many regions of the state.

The VSR incentive program has expanded in scope and environmental benefits each year, including 2020, which marked the sixth year. The 2021 program began on May 15, 2021, and runs through November 15, 2021. Eighteen companies are currently enrolled in the 2021 program.

The Protecting Blue Whales and Blue Skies program is a collaborative effort by Santa Barbara County Air Pollution Control District; Ventura County Air Pollution Control District; Bay Area Air Quality Management District; Channel Islands, Greater Farallones, and Cordell Bank national marine sanctuaries; The Volgenau Foundation; California Marine Sanctuary Foundation; Greater Farallones Association; National Marine Sanctuary Foundation; and Environmental Defense Center.

For more information about the program, visit www.bluewhalesblueskies.org or www.ourair.org/air-pollution-marine-shipping.

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Press Coverage

The Maritime Executive

INTELLECTUAL CAPITAL FOR LEADERS

1072 Views 1 Share



Clean Marine Program Awards Shipping Companies for Slowing Speeds



Image courtesy of Protecting Blue Whales and Blue Skies
PUBLISHED OCT 3, 2021 12:52 PM BY THE MARITIME EXECUTIVE

Siliconvalley Livenews

EN NEWS

Shipping companies receive awards for slowing to protect blue whales, blue skies

September 30, 2021 - by - Leave a Comment



SHIPPING COMPANIES RECEIVE AWARDS FOR SLOWING TO PROTECT BLUE WHALES, BLUE SKIES



Caption: MSC, Hapag-Lloyd, Yang Ming, Swire Shipping, and MOL ACE received Sapphire awards

LOCAL NEWS / OCT 01 2021 03:24 PM / BY / 1 COMMENTS / READS 958

SUPPLYCHAIN MANAGEMENT REVIEW

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The voluntary program is an initiative to cut air pollution, protect endangered whales, and reduce underwater noise.



By Patrick Burnson, Executive Editor - September 30, 2021

We hear a lot about the sustainable value brought about by the "Slow Fashion," and "Slow Food" movements, and now comes news that "Slow Steaming" is being recognized by environmentalists.

The Protecting Blue Whales and Blue Skies program recognized 16 global shipping companies for reducing speeds to 10 knots or less in the San Francisco Bay Area and the Southern California Region in 2020.



Latest News



Sixteen global shipping companies slowed cargo ships off California coast to protect blue whales and blue skies –

24/05/2021

1.4k SHARES 2.1k VIEWS



Program continues to expand and achieve greater environmental benefits

Trending Comments Latest



MSC mega container sh troubled off South Afric MSC TRIESTE

Press Coverage

The Blue Whales and Blue Skies news story was published in dozens of news outlets, including:



Advertisements and Sponsored Features

The Protecting Blue Whales and Blue Skies fall campaign included a series of print and online advertisements, as well as sponsored feature articles, written and placed with selected news outlets.

The ads and features shown in the report are reduced in size to allow full reporting. Sponsored features are cut in length to represent the larger coverage that appeared with the outlet. The source urls are included.

Supply Chain Dive

Audience: *Supply Chain Managers and Logistics Personnel*

Promotion: *Online Leaderboard Ad, Sponsored Feature*



Shipping companies win awards



SUPPLYCHAINDIVE Deep Dive Opinion Data Library Events Topics

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Trucking can't solve the 80K driver shortage on its own: ATA

While there's more trucking companies can do, shippers play an important part in lowering wait times at ports and warehouses.

[Read more](#) →

ambitions

3. Retailers opt to hike prices in face of supply chain issues: study

White House delves into supply chain problems

4. Biden announces actions to boost US supply chain resiliency at G20

5. US, EU reach agreement to ease steel and aluminum tariffs

THE LATEST



Tracking the shift to 24/7 supply chains

San Pedro Bay ports set a target date to start container dwell surcharges; government agencies partner to expedite port upgrades and other projects that speed supply chains.

UPDATED: Nov. 1, 2021 at 5:30 p.m.

Regulation



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Seeking sustainability: Companies recognized for protecting blue whales and blue skies

Vessel Speed Reduction program contributes to sustainable maritime shipping.

Freight



SUPPLYCHAINDIVE

Deep Dive Opinion Data Library Events Topics

SPONSORED

Seeking sustainability: Companies recognized for protecting blue whales and blue skies

Published Nov. 1, 2021

By Protecting Blue Whales & Blue Skies

in f t p e



Permission granted by Blue Whales and Blue Skies Program



Sponsored content

By Blue Whales and Blue Skies Program

Pacific Merchant Shipping Association

Audience: West Coast Marine Industry Stakeholders

Promotion: Banner Ad in Monthly Trade Report (April - December 2021)



First Glimpse at the Ports' September's TEU Numbers

Note: The ports we survey take anywhere from a few days to a few weeks to report their container trade statistics. Because West Coast ports are generally more agile in compiling and releasing their monthly TEU counts than are ports elsewhere in the country, these "First Glimpses" may give a misleading indication of the latest trends. Readers are reminded that the TEU tallies cited in this newsletter are not derived from forecasting algorithms or from partial information available from U.S. Customs and Border Protection but instead represent the actual TEU counts as reported by the major North American seaports we survey each month.

According to a report in the venerable and esteemed *Journal of Commerce*, U.S. containerized imports from Asia totaled almost 1.6 million TEU in September, "meaning every month this year has seen imports average almost 20 percent higher than the historical monthly average of about 1.3 million TEU." America's ports, of course, handle boxloads of imports from places other than Asia. In its latest forecast, the National Retail Federation's Global Port Tracker believes that September would see loaded import traffic reach 2.25 million TEUs. If both numbers are accurate, then Asia would account for roughly 70% of all laden containers arriving at U.S. ports. As it turns out, that percentage is roughly consistent with U.S. Census Bureau's data on the declared weight of containerized imports from Asia through the first nine months of 2021.

The national media's recent discovery that seaports matter in America's economic well-being has brought an onslaught of misperceptions about containerized trade. Generally fed little in the way of context, a casual reader of the august *New York Times* or a viewer watching a network news broadcast about congested supply chains might expect to see the nation's ports recording exceedingly high year-over-year rates of import growth. Yet, because container import volumes in September 2020 were particularly robust, year-over-year comparisons with this September are likely to seem moderate, especially for the Pacific Coast ports which bore the brunt of the import surge last fall. As for containerized exports, a subject of profound interest to traders in agricultural commodities and their congressional allies, trade continued to shrivel in September, especially in comparison to pre-pandemic levels.

Honors for being the first U.S. port to post its September tallies go to the **Port of Boston**, which was among those seeing negative growth in both directions of trade. Import loads at the New England gateway were down by 62.4% from last September and by 57.3% from September 2019. Export loads similarly plunged by 59.1% from a year earlier and by 52.2% from two years ago. Overall container traffic (loads + empties) declined by 24.4% from last year and by 32.1% from September 2019.



Protecting Blue Whales and Blue Skies

Vessel Speed Reduction Incentive Program

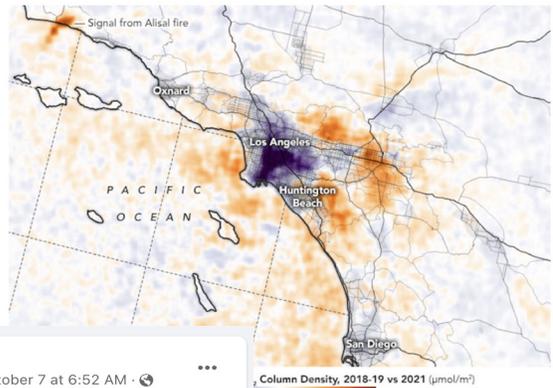
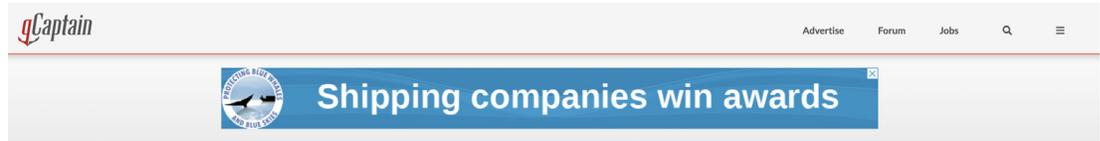
A partnership for cleaner air,
safer whales, and a quieter ocean

2021 program underway
ourair.org/air-pollution-marine-shipping

gCaptain

Audience: Global Maritime Professionals

Promotion: Banner, Display, and Side Box Ads, Social Media, Sponsored Feature



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gCaptain
Published by Mike McDonald · October 7 at 6:52 AM ·

Shipping companies receive recognition and financial awards based on the percent of distance traveled by their vessels through the VSR zones at 10 knots or less and with an average speed of 12 knots or less.

GCAPTAIN.COM

Shipping Companies Receive Awards for Slowing to Protect Blue Whales, Blue Skies

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111 6 Comments 14 Shares



Shipping Companies Receive Awards for Slowing to Protect Blue Whales, Blue Skies

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Total Views: 2639
October 4, 2021

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Awardees comment on vessel speed reduction program

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The voluntary program is an initiative to cut air pollution, protect endangered whales, and reduce underwater noise. The 2020 program ran from May 15, 2020 through November 15, 2020. The companies received recognition in the form of trophies, plaques, or certificates and financial incentive payments according to their levels of achievement.

Awards

Three award tiers recognize participating companies based on the percent of distance their fleet traveled through the Vessel Speed Reduction (VSR) zones at speeds of 10 knots or less. Credit was only given if the average speed of a transit through an entire VSR Zone did not exceed 12 knots.

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Sapphire Award (75 - 100%)	
MSC MEDITERRANEAN SHIPPING COMPANY	Hapag-Lloyd
MOL MOL ACE Asia Pacific Region	YANG MING
	SWIRE SHIPPING
Gold Award (50 - 74%)	
EVERGREEN	MAERSK LINE
CMA CGM	Wallenius Wilhelmsen
COSCO SHIPPING	NYK LINE
G	HYUNDAI GLOVIS
	K LINE
Blue Sky Award (25 - 49%)	

<https://gcaptain.com/shipping-companies-receive-awards-for-slowing-to-protect-blue-whales-blue-skies-2/>

Maritime Executive

Audience: *Maritime Business Sector*

Promotion: *Half Page Ad, Sponsored Feature*

The Maritime Executive

INTELLECTUAL CAPITAL FOR LEADERS

1072 1
Views Share



Clean Marine Program Awards Shipping Companies for Slowing Speeds



Image courtesy of Protecting Blue Whales and Blue Skies
PUBLISHED OCT 3, 2021 12:52 PM BY THE MARITIME EXECUTIVE

Congratulations!

Awardees of Blue Whales & Blue Skies program

Sapphire Level:

- MSC
- Swire Shipping
- Hapag-Lloyd
- Yang Ming
- MOL ACE



Gold Level:

- NYK Ro-Ro
- COSCO
- CMA CGM
- GALI
- Hyundai Glovis
- "K" Line
- Maersk
- Evergreen
- Wallenius Wilhelmsen

Blue Sky Level:

- ONE

For reducing speeds to 10 knots or less in the San Francisco Bay and Southern California regions, May 15 - November 15, 2020



Thanks to COSCO, Evergreen, GALI, "K" Line, Maersk, Wallenius Wilhelmsen, and Swire Shipping for declining their financial awards to support the continuation of the program!

The 2021 season runs through November 15, 2021.
For more information, visit www.bluewhalesblueskies.org

Half page
(7 x 4.875 inches)

Long Beach Business Journal

Audience: Southern California Business and City Leaders

Promotion: Jr. Page Ad, Sponsored Feature

STUDIO **LBP**

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SUPPORT



MSC, Hapag-Lloyd, Yang Ming, Swire Shipping, and MOL ACE received Sapphire awards

SPONSORED BY BLUE WHALES & BLUE SKIES PROGRAM

OCT 12 10:00 AM

Shipping companies receive awards for slowing to protect blue whales, blue skies

Congratulations!

Shipping companies receive awards from Blue Whales & Blue Skies Program



For reducing speeds to 10 knots or less in the San Francisco Bay and Southern California regions
May 15 - November 15, 2020

Sapphire Level:

MSC • Swire Shipping • Hapag-Lloyd • Yang Ming • MOL ACE

Gold Level:

NYK Ro-Ro • COSCO • CMA CGM • GALI • Hyundai Glovis
"K" Line • Maersk • Evergreen • Wallenius Wilhelmsen

Blue Sky Level: ONE



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Jr. Page
(7.5 x 10 inches)

<https://lbpost.com/ads/shipping-companies-receive-awards-for-slowng-to-protect-blue-whales-blue-skies>

Pacific Coast Business Times

Audience: *Business Leaders along the Central Coast of California*

Advertisement: *Half Page, Side Box, and Sponsored Content*



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NEW SANCTUARY DRAWS NEARER

The 140-mile-long Chumash Heritage National Marine Sanctuary moved one step closer to designation this month when the National Oceanographic and Atmospheric Administration set in motion the process for creating the preserve.

NOAA will hold public meetings on Dec. 8 and 12 and Jan. 6 to review public comments. For folks interested in making comments, registration is recommended, at sanctuaries.noaa.gov.

The proposed sanctuary is home to ocean habitats between the Monterey Bay and Channel Island sanctuaries. The area includes submerged sites of the Chumash peoples, important oceanographic features, and marine habitats.

GIVING THANKS

Thanksgiving launches the start of the holiday season with many opportunities for philanthropy, for gathering with family and friends. To all of our subscribers, we wish you the best for the holidays.

We've come through a lot these past few years and we're thankful to have emerged with an ecosystem for innovation that's intact, thriving, diverse and with great prospects for the future.

Santa Barbara Airport
(DEPART DIFFERENTLY)

traffic.

SPONSORED CONTENT:



Ships slow to protect whales, blue skies



Sponsored by:

Congratulations!

Awardees of Blue Whales & Blue Skies Program

Sapphire Level:

- MSC
- Swire Shipping
- Hapag-Lloyd
- Yang Ming
- MOL ACE



Gold Level:

- NYK Ro-Ro
- COSCO
- CMA CGM
- GALI
- Hyundai Glovis
- "K" Line
- Maersk
- Evergreen
- Wallenius Wilhelmsen

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Protecting Blue Whales and Blue Skies

Shipping companies reduce speed for cleaner air, safer whales, and a quieter ocean

One ad lasts an entire year
BOOK or LISTS



Our final special report of the year compiles

San Francisco Business Times

Audience: *Business Leaders in the San Francisco Bay Area*

Promotion: *Sponsored Features*

SAN FRANCISCO BUSINESS TIMES MOST ADMIRE CEOS
Meet this year's leaders who inspire the Bay Area business community. >

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TRANSPORTATION/TRUCKING/RAILROA
Protecting Blue Whales & Blue Skies Program
General News

The Protecting Blue Whales and Blue Skies program recognized 16 global shipping companies for reducing speeds to 10 knots or less in the San Francisco Bay Area...



TRANSPORTATION/TRUCKING/RAILROA
Port Department of The City of Oakland
General News

We view the next five years at the Port of Oakland with excitement. The Northern California market is humming. Our business lines – Aviation, Commercial Real...

SAN FRANCISCO BUSINESS TIMES MOST ADMIRE CEOS
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Shipping companies receive awards for slowing to protect blue whales, blue skies

November 30, 2021

Protecting Blue Whales & Blue Skies Program

🔗 <http://www.bluewhalesblueskies.org>
✉ info@bluewhalesblueskies.org

 [LinkedIn](#)



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GreenBiz

Audience: Business Leaders Interested in a Clean Economy
Promotion: Top Page, Rectangle and Newsletter Ad

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GREENFIN WEEKLY Your weekly report on the latest corporate ESG practices, emerging standards and sustainable finance. **SUBSCRIBE**

Don't let youth climate activists' burnout be in vain

By **Sena Wazer**

November 3, 2021



Image via Rena Schild on Shutterstock.



Sena Wazer
Co-director
Sunrise CT

Protecting Blue Whales and Blue Skies

Shipping companies reduce speed for cleaner air, safer whales, and a quieter ocean

I was 5 years old when I first got involved with environmental activism. For me, it started with caring about whales and the ocean, and that morphed into climate action. From handing out pamphlets at the local farmers market and being on a local radio station when I was 6, to speaking with the Connecticut governor and organizing a rally with more than 1,000 people, I can't remember a time when I wasn't passionately working for positive change. But recently, *multitasking has become a lot more difficult.*

GreenBuzz WEEKLY

a GreenBiz newsletter

Taking Care of Business

- **Transit is well-suited for greenhouse gas emissions reductions.** Companies and municipalities can reduce their transportation-related carbon footprint now! Explore this topic during our free webcast with Cummins on November 2 at 1pm ET. [Register for the webcast here.](#)
- **California is facing power insecurity at levels unlike anything in recent history.** Join our webcast with Bloom Energy on November 4 at 1pm ET to dive into current regulations, those that are needed and how this can impact microgrid adoption in California and other states. [Register for the webcast here.](#)
- **And finally, it's not too late to register for this week's VERGE 21.** Register now to join more than 10,000 leaders at the pre-eminent climate tech event. (Online, October 25-28, 2021). Register [here](#) with a 15% discount code.

Shipping Companies Win Awards
For reducing speeds in San Francisco Bay and Southern California



Protecting Blue Whales & Blue Skies Program

[Find out more](#)

#Trending Now

How Walmart hooked a sustainable tuna supplier

The retailer is part of a new collaboration, Pacific Island Tuna, to shift to more sustainable suppliers. By [Jesse Klein](#)

GreenBiz

Analysis Events Webcasts Videos Food Energy Transportation Circular Economy Startups



Shipping companies protect blue whales & blue skies

« Two Steps Forward

The White House effect, redux

By **Joel Makower**

October 18, 2021



Joel Makower
Chairman & Co-founder
GreenBiz Group
[@makower](#)

Microgrids: Weathering the Storm



air pollution control district
SANTA BARBARA COUNTY



NATIONAL MARINE
SANCTUARIES



GREATER
FARALLONES
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FOUNDATION



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AIR QUALITY
MANAGEMENT
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Ventura County
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Control District



environmental
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THE
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National
Marine Sanctuary
Foundation



www.bluewhalesblueskies.org