



What is Protecting Blue Whales and Blue Skies?

Protecting Blue Whales and Blue Skies is a voluntary Vessel Speed Reduction (VSR) Program along the West Coast. Participating cargo carriers transit at 10 knots or less in specific zones near coastal communities and endangered whale habitats to reduce air pollution, regional greenhouse gas emissions, and fatal ship strikes to endangered blue, fin and humpback whales.

During the 2022 VSR season, participating vessels reduced:



32,604 tons of Greenhouse gas emissions



Fatal ship strikes to endangered whales by 44%



921 tons of air pollution



Underwater noise by 4.6 decibels

Ready to support more sustainable shipping?

It's easy and free!
Complete our simple form and we will onboard your company.



Or contact us to learn more:



858.243.8520



info@bluewhalesblueskies.org



bluewhalesblueskies.org/brands



Protecting Blue Whales and Blue Skies

Ambassador Program





What is the Ambassador Program?

The Ambassador program helps companies like yours receive sustainability credit for shipping with cargo carriers in our program. If you already ship or partner with a participating carrier, you are eligible to become an Ambassador. It is a free and easy way to help reduce air pollution, regional greenhouse gas emissions, and fatal ship strikes to endangered whales - and highlight your company's commitment to sustainable shipping.

"Being an Ambassador was a no-brainer for us: it's a low lift opportunity for brands to grow awareness and concretely move the dial in shaping freight industry practices. It's something all responsible brands should join."
- Annie Nyborg, Sustainability Director at Peak Designs

Benefits for Ambassadors

Understand and share your cargo carriers' performance



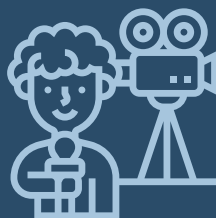
We share data with you about the greenhouse gas emissions, air pollution and ship strikes reduced by your cargo carriers so you can communicate to your stakeholders and in your CSR reporting.

Communicate your sustainability commitments

You receive our communications toolkit which includes templates, photos, and our program logo that can be used to communicate to your audiences.



Get featured in media and news outlets



Our program participants and ambassadors are featured in popular news outlets, magazines, journals, videos, and webinars.

Why brands, ports, & logistics companies?

You deserve credit for shipping your products more sustainably. Not all cargo carriers slow their speeds in important slow speed zones. When companies encourage their cargo carriers to participate in VSR programs, it directly benefits the environment at no additional cost.

How do Ambassadors make a difference?

- 1 Ship products with one or more of the participating carriers - directly or via your freight forwarder.

CMA CGM	Hyundai	Swire
Cosco	Glovis	Shipping
CSL	K Line	Swire Bulk
Eastern Car Liner	Maersk	Toyofuji
Evergreen	Mol ACE	Wallenius
NBOSCO	MSC	Wan Hai
Hapag-Lloyd	NYK Ro-Ro	Yang Ming
HMM	NE	Shih Wei
Sigma	OOCL	Pan Ocean
Scorpio	Euronav	Unisea Ltd.
	Clean Ocean	AND MORE!

- 2 Write a letter to your participating cargo carriers to thank them for their participation.
- 3 Grant us use of your company name and logo so we can share the word.
- 4 Include the environmental benefits of the program in your sustainability reporting.