



# 2023 Marketing & Advertising Report

PROTECTING BLUE WHALES AND BLUE SKIES



[WWW.BLUEWHALESBLUESKIES.ORG](http://WWW.BLUEWHALESBLUESKIES.ORG)

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# PROTECTING BLUE WHALES & BLUE SKIES

# Introduction

## *About the program*

Protecting Blue Whales and Blue Skies is a voluntary Vessel Speed Reduction (VSR) verification Program along the coast of California which incentivizes shipping companies to protect endangered whales, and reduce air pollution, regional greenhouse gas emissions, and underwater noise.

The program verifies cooperation rates, quantifies the benefits of participation, and provides recognition of program participants to encourage sustainable shipping practices.

## **About the Marketing and Advertising Report**

The marketing, outreach and advertising campaign is designed to increase visibility of the shipping company participants and Ambassadors to recognize their engagement. Advertising sources have been selected to reach the audiences most relevant to shipping participants and Ambassadors.

The campaign uses a combination of press releases, print and digital advertisements, sponsored features, online promotion, and social media to reach targeted audiences.



# 2023 Summary



**910**  
News  
Articles

**25M+**  
News  
Impressions



**50,000**  
LinkedIn  
Impressions



**30M+**  
Ad  
Impressions



**7,500**  
Website  
Visits



# Press Releases

In 2023, Protecting Blue Whales and Blue Skies issued four press releases to California and shipping industry media contacts. Each news story appeared on more than 200 news sites.

CLICK EACH ARTICLE BELOW TO READ

**April 19, 2023**

Global shipping companies recognized for reducing speeds off California coast to protect blue whales and blue skies

**July 26, 2023**

Sonos joins the Protecting Blue Whales and Blue Skies Brand Ambassador Initiative

**August 29, 2023**

Global shipping companies receive awards for reducing speeds off California coast to protect blue whales and blue skies

**December 07, 2023**

Ambassadors for Protecting Blue Whales and Blue Skies Make Sustainable Shipping Choices

# Press Releases

In 2023, Protecting Blue Whales and Blue Skies issued four press releases to California and shipping industry media contacts. Each news story appeared on more than 200 news sites.



## 23 Global shipping companies reduced speeds off California coast to protect blue whales and blue skies

Vessel Speed Reduction program continues to expand and achieve greater environmental benefits

CALIFORNIA, USA, April 21, 2023 /EINPresswire.com/ -- Twenty three shipping companies participated in Protecting Blue Whales & Blue Skies vessel speed reduction program in 2022, contributing to cleaner air, safer whales, and a quieter ocean. Companies are recognized for their vessels transiting at ten knots or less in the San Francisco Bay Area and the Southern California region.



Two blue whales in Channel Islands National Marine Sanctuary

The voluntary incentive program ran May 1- Dec 15, 2022. Participation was greater than any previous year, increased from eighteen shipping companies participating in 2021. Shipping companies received recognition and financial awards based on the percent of distance traveled by their vessels through the Vessel Speed Reduction (VSR) zones at 10 knots or less and with an average speed of 12 knots or less.

The three award tiers are Sapphire (85-100% of fleet total distance in VSR zones traveled at ten knots or less), Gold (60-84%), and Blue Sky (35-59%). Automatic Identification System (AIS) transponders on each ship transmit the ship's speed and location. AIS data was analyzed for each fleet and the company's performance was classified by tier.

Eight participating companies reached the Sapphire level, the most in the top category since the program began and CSL.



## Ambassadors for Protecting Blue Whales and Blue Skies Make Sustainable Shipping Choices

Sustainable shipping is a growing interest for logistics companies, manufacturers and retailers of consumer goods, and cargo owners.

MONTEREY, CALIFORNIA, UNITED STATES, December 7, 2023 /EINPresswire.com/ -- Global shipping companies recognize the need to provide a safer environment for whales by reducing speed where whales are most likely to be. Reducing speed also benefits us and the environment by reducing air pollution, regional greenhouse gas emissions, and ocean noise. "Protecting Blue Whales and Blue Skies" is a voluntary vessel speed reduction program that incentivizes shipping companies to reduce speed in areas where whales, commerce, and coastal communities intersect.

Each year, shipping companies receive recognition from Protecting Blue Whales and Blue Skies, based on the percentage of distance traveled by their vessels through Vessel Speed Reduction zones at 10 knots or less. The program runs May through mid-December when ground-level ozone (smog) concentrations are high. The 10-knot target reduces the risk of fatal ship strikes to endangered whales, and allows ships to travel at an efficient operating load and use less fuel, thus producing less pollution.

Historically, companies that rely on ocean freight have little information about the environmental impacts of the ships carrying their products."  
— Amber McElowney, Blue Whales and Blue Skies Program

Sustainable shipping is a growing interest for logistics companies, manufacturers and retailers of consumer goods, and cargo owners. The Protecting Blue Whales and Blue Skies Ambassador Initiative offers a way to be part of the solution by working with the shipping companies enrolled in the program.

"Historically, companies that rely on ocean freight have little information about the environmental impacts of the ships carrying their products."  
— Amber McElowney, Blue Whales and Blue Skies Program Associate for the California Marine Sanctuary Foundation

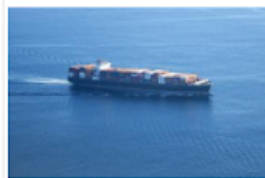
"The Ambassador Initiative empowers companies with data about their maritime shipping companies' participation in the Protecting Blue Whales and Blue Skies program and the resulting environmental benefits."

Companies that have joined the Ambassador Initiative are in a variety of industries spanning from coffee to consumer goods, united by their commitment to sustainable shipping. Pioneering ambassadors include Nomad Goods, Peak Design, Summit Coffee, Way Basics, Santa Cruz Bicycles, Who Gives A Crap, Sonos, The Block Logistics, the Port of Hueneeme, and JAS Worldwide.

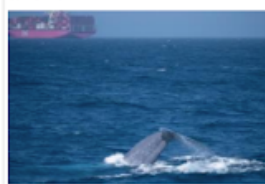
Ambassadors work with shipping companies in the Protecting Blue Whales and Blue Skies program, and recognize their participation to help increase engagement in the program. Increasing shipping industry participation improves conservation outcomes for whales, people,



A humpback whale off of California. Photo: Bob Schwemmer



Container ship in Pacific Ocean. Photo Bob Schwemmer



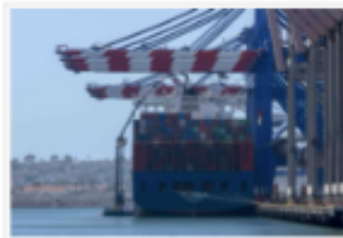
Ocean-going vessels slow to protect blue whales, blue skies. Photo: Adam Ermer



## Sonos joins the Protecting Blue Whales and Blue Skies Brand Ambassador Initiative

Leading sound experience company demonstrates commitment to sustainable shipping

CALIFORNIA, UNITED STATES, July 26, 2023 /EINPresswire.com/ -- The "Protecting Blue Whales and Blue Skies Program" announced that Sonos, the leading sound experience company, has joined the program's Brand Ambassador Initiative.

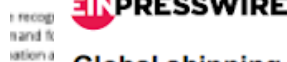


A Container Ship unloads at the Port of LA. Credit: Robert Schwemmer.

Protecting Blue Whales and Blue Skies is a voluntary vessel speed reduction program that works with ship operators to reduce environmental impacts when transiting along the coast of California. Just like cars, vessels traveling at reduced speeds are more efficient, emitting fewer greenhouse gases and harmful air pollutants. Slower vessels also reduce ocean noise and the risk of fatal ship strikes, which threaten whales globally and especially endangered blue, fin, and humpback whales in California waters.

"We look forward to working with our global shipping partners to reduce greenhouse gas emissions and help protect endangered whales."  
— Doris Ai, Senior Director of Global

The program recognizes that there is a large ecosystem of key stakeholders in maritime shipping, notably the brands and retailers that ship goods on vessels that participate in the Protecting Blue Whales and Blue Skies program. The new Brand Ambassador Initiative provides an impactful avenue for these brands and retailers to be part of the



## Global shipping companies receive awards for reducing speeds off California coast to protect blue whales and blue skies

Eight companies merit top "Whale Tail" award for transiting at 10 knots or less in VSR zones off California

CALIFORNIA, UNITED STATES, August 31, 2023 /EINPresswire.com/ -- Shipping companies received awards for reducing speeds in the 2022 "Protecting Blue Whales & Blue Skies" program. Twenty three companies participated, transiting at 10 knots or less in the San Francisco Bay Area and the Southern California region.

The voluntary incentive program ran May 1- Dec. 15, 2022. Participation was greater than any previous year, and increased from eighteen shipping companies participating in 2021.

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

The three award tiers are Sapphire (85-100% of fleet total distance in VSR zones traveled at ten knots or less), Gold (60-84%), and Blue Sky (35-59%). Automatic Identification System transponders on each ship transmit the ship's speed and location. AIS data was analyzed for each fleet and the company's performance was classified by tier. Companies that performed at the Gold or Sapphire level were offered a financial incentive.

Eight participating companies reached the Sapphire level, the most in the top category since the program began. They include OOCL, MSC, Swire Shipping, Yang Ming, COSCO Shipping, NYK, Rix, Wallenius Wilhelmsen, and CSL Group.

For the fifth year in a row, MSC notably achieved the Sapphire tier in the large fleet category.

The VSR incentive program has expanded in environmental benefits each year."  
— Protecting Blue Whales and Blue Skies

demonstrating that advance planning enables ships to adjust their schedule to cooperate without disrupting operations. OOCL, a new participant, notably achieved a 95% cooperation level in 2022, reducing speeds to 10 knots or less for over 15,000 miles in the California zones.

The ten-knot target complements the NOAA, U.S. Coast Guard, and EPA requests for all vessels (300 gross tons or larger) to reduce speeds during the months of peak air pollution and endangered blue, humpback, and fin whale abundance to protect these whales from ship strikes.

Ship strikes are a major threat to whales globally and to the recovery of endangered blue, fin, and humpback whales in California waters. Reducing the risk of ship strikes is a major priority of NOAA's, including NOAA's West



Shipping companies received Protecting Blue Whales and Blue Skies awards. Photo: Anastasia Kuntz/NOAA



Two blue whales in Channel Islands National Marine Sanctuary



Ocean air is essential to everyone. Photo: Bay Area Air Quality Management District

# News

In 2023, "Protecting Blue Whales and Blue Skies" news stories appeared on over 900 hundred news sites totaling over 25 million impressions.



# Advertising

In 2023, “Protecting Blue Whales and Blue Skies” was featured in 180 ads totaling over 30 million impressions.

## **PMSA**

Pacific Merchant Shipping Association advocates on behalf of terminal operators, ocean-going vessels, and maritime industry stakeholders doing business at U.S. West Coast ports.

## **Supply Chain Dive**

Supply Chain Dive provides in-depth journalism and insight into trends shaping supply chain management, logistics, freight, operations, regulation, technology, and more.

## **gCaptain**

The world’s leading maritime and offshore website, dedicated to quality news and building an interactive community of maritime professionals.

## **The Maritime Executive**

The Maritime Executive has the largest audited circulation in the maritime industry.

## **Long Beach Business Journal/ Long Beach Post**

The Business Journal covers a wide range of business and community issues, with special focuses on international trade and the environment.

## **Pacific Coast Business Times**

Pacific Coast Business Times is the weekly business journal of record serving Santa Barbara, Ventura and San Luis Obispo counties.

## **San Francisco Business Times**

San Francisco/Bay Area latest breaking business news, updated throughout the day.

## **Bay Nature**

An independent nonprofit publication and website with a vision that all people have a close relationship with nature. Writers, photographers and artists cover science and nature, conservation, and recreation.

## **LinkedIn**

Social media site: the world's largest professional network with more than 875 million members in more than 200 countries and territories worldwide.



# Advertising

The campaign used a combination of print and online display ads, online “banner” ads, newsletter ads, and social media ads with a common theme and design. Separate ad messages were created for the overall Protecting Blue Whales and Blue Skies program and for the Ambassador initiative.

Half-page ads were placed in Maritime Executive and Pacific Coast Business Times. Page dominant, or “island” ads were placed in Long Beach Business Journal, and a premium full page ad was featured on the inside front cover of Bay Nature. BWBS ads ran in every issue of the PMSA’s West Coast Trade Report. Online ads that link to the BWBS website were placed with Supply Chain Dive, gCaptain, Maritime Executive, Long Beach Business Journal, Long Beach Post, Pacific Coast Business Times, San Francisco Business Times, and Bay Nature. Social media on news sites accompanied many of the ads, and BWBS ran LinkedIn advertising.

**PACIFIC COAST  
BUSINESS TIMES**

## Protecting Blue Whales and Blue Skies

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



Global shipping companies reduced speeds to 10 knots or less in 2022

### Sapphire Level:

COSCO Shipping - CSL Group - MSC  
NYK Ro-Ro - OOCL - Swire Shipping  
Wallenius Wilhelmsen - Yang Ming

### Gold Level:

CMA CGM - Evergreen - G Shipping  
Hapag-Lloyd - HMM - "K" Line - Maersk  
MOL ACE - ONE - Wan Hai Lines Ltd.

### Blue Sky Level:

Eastern Car Liner, Ltd. - Hyundai GLOVIS  
Pacific Basin - Swire Bulk - TFS



The 2023 program runs May 1 through December 15, 2023  
For more information, visit [bluewhalesblueskies.org](http://bluewhalesblueskies.org)

Thanks to: COSCO Shipping, CSL, Evergreen, G Shipping, Hapag-Lloyd, "K" Line, Maersk, MSC, OOCL, ONE, Swire Shipping, Wallenius Wilhelmsen, Wan Hai, and Yang Ming for declining their financial awards to support continuation of the program!

# Advertising

Below are examples of Protecting Blue Whales and Blue Skies 2023 Advertisements in leading industry outlets.

## 2 container terminals at Port of Long Beach shutter amid work slowdown

**By Brandon Richardson**

After a series of work actions at container terminals in Long Beach, and the Pacific Container Terminal on Pier 7, the largest container terminal in Long Beach, and the Pacific Container Terminal on Pier 1 did not receive containers during the day on June 1, port spokesman Lee Peterson confirmed to the Business Journal.

Southern California described as "combative" in the week ended June 11, with delays, new work actions, and a following by workers.

The week before as negotiations over a new labor contract dragged on.

Total Terminals International on Pier 7, the largest container terminal in Long Beach, and the Pacific Container Terminal on Pier 1 did not receive containers during the day on June 1, port spokesman Lee Peterson confirmed to the Business Journal.

When asked if the closure was a continuation of recent work actions by the International Longshore and Warehouse Union, Peterson said, "Decisions to close were made based on operational needs."

The two terminals reopened for the evening shift, according to Port of Long Beach Executive Director Mario Candio.

TTI sent out a notice June 4 that all gate appointments at the terminal the following day were canceled, according to an email obtained by the Business Journal. The operator did not give a reason for the cancellations.

Neither terminal operator responded to requests for comment.

Pacific Container Terminal, owned by Curtis Clark's B&B Marine, was closed on June 1 for normal operational reasons having nothing to do with labor, terminal general manager Randy Galicic told Business Journal.

The closures came two days after the ports of LA and Long Beach saw slowdowns due to work actions by the ILOU. On Friday, June 9, some of the longshore workers staged a wildcat strike that created labor shortages at container terminals, slowing down cargo movements.

The action was the latest in a series that have taken place up and down California as the union negotiates a new contract for workers with the Pacific Maritime Association, which represents terminal operators and shippers.

"Over the weekend and continuing today, the ILOU has continued to stage concerted and disruptive work actions that have slowed operations at key marine terminals at the Ports of Los Angeles and Long Beach and elsewhere on the West Coast, including the Ports of Oakland and Seattle," PMA said in June 9 statements. "Union leaders are implementing many familiar disruption tactics from their job action playbook, including refusing to dispatch workers to marine terminals, slowing operations, and making unneeded health and safety claims."

"The ILOU's coordinated work actions since June 1 are forcing retailers, manufacturers and other shippers to shift cargo away from the West Coast as labor oil parts in the Atlantic and Gulf coasts," the statement continued. "Much of the diverted cargo may never return to the West Coast."

As the two ports experienced work slowdowns on June 1, ILOU Local 10 leadership stated workers took a "significant number of work actions" to dispute with the union's "disrespectful and unrepresentative position."

The statement pointed out that PMA members accumulated upward of \$900 billion in net profits.

### Protecting Blue Whales and Blue Skies A partnership for cleaner air, safer whales, and a quieter ocean



Global shipping companies reduced speeds to 10 knots or less in 2022

**Sapphire Level:**  
COSCO Shipping - CSL Group - MSC - NYK Ro-Ro - OOCL  
Swire Shipping - Wallenius Wilhelmsen - Yang Ming

**Gold Level:**  
CMA CGM - Evergreen - G Shipping - Hapag-Lloyd - HMM - "K" Line  
Maersk - MOL ACE - ONE - Wan Hai Lines Ltd.

**Blue Sky Level:**  
Eastern Car Liner, Ltd. - Hyundai GLOVIS - Pacific Basin - Swire Bulk - TFS



Thanks to COSCO Shipping, CSL, Evergreen, G Shipping, Hapag-Lloyd, "K" Line, Maersk, MSC, OOCL, ONE, Swire Shipping, Wallenius Wilhelmsen, Wan Hai, and Yang Ming for declaring their financial awards to support continuation of the program!

The 2023 program runs May 1 through December 15, 2023  
For more information, visit [bluewhalesblueskies.org](http://bluewhalesblueskies.org)

MARITIME EXECUTIVE

## Congratulations!

Shipping companies receive awards for reducing speeds to protect Blue Whales and Blue Skies

**Sapphire Level:**  
COSCO Shipping - CSL Group - MSC - NYK Ro-Ro - OOCL  
Swire Shipping - Wallenius Wilhelmsen - Yang Ming

**Gold Level:**  
CMA CGM - Evergreen - GALLI - Hapag-Lloyd - HMM - "K" Line  
Maersk - MOL ACE - ONE - Wan Hai Lines Ltd.

**Blue Sky Level:**  
Eastern Car Liner, Ltd. - Hyundai GLOVIS  
Pacific Basin - Swire Bulk - Toyofuji Shipping

Thanks to COSCO Shipping, CSL, Evergreen, GALLI, Hapag-Lloyd, "K" Line, Maersk, MSC, OOCL, ONE, Swire Shipping, Wallenius Wilhelmsen, Wan Hai, and Yang Ming for declaring their financial awards to support continuation of the program!

The 2023 program runs through December 15, 2023  
For more information, visit [bluewhalesblueskies.org](http://bluewhalesblueskies.org)

MARITIME EXECUTIVE

## Protecting Blue Whales and Blue Skies Vessel Speed Reduction Incentive Program

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

Global shipping companies reduced speeds to 10 knots or less in 2022

**Sapphire Level:**  
COSCO Shipping - CSL Group - MSC - NYK Ro-Ro - OOCL  
Swire Shipping - Wallenius Wilhelmsen - Yang Ming

**Gold Level:**  
CMA CGM - Evergreen - G Shipping - Hapag-Lloyd - HMM - "K" Line  
Maersk - MOL ACE - ONE - Wan Hai Lines Ltd.

**Blue Sky Level:**  
Eastern Car Liner, Ltd. - Hyundai GLOVIS - Pacific Basin - Swire Bulk - TFS

Thanks to COSCO Shipping, CSL, Evergreen, G Shipping, Hapag-Lloyd, "K" Line, Maersk, MSC, OOCL, ONE, Swire Shipping, Wallenius Wilhelmsen, Wan Hai, and Yang Ming for declaring their financial awards to support continuation of the program!

The 2023 program runs May 1 through December 15, 2023  
For more information, visit [bluewhalesblueskies.org](http://bluewhalesblueskies.org)

PACIFIC MERCHANT SHIPPING ASSOCIATION

## Protecting Blue Whales and Blue Skies Vessel Speed Reduction Incentive Program



July 2022 | Page 8



**LABOR SHORTAGE**  
On both sides of the Pacific, the biggest challenge for booked-up yards is finding enough skilled welders and shipfitters to fulfill new orders. During the last big shipbuilding downturn, East Asian yards laid off tens of thousands of workers, and finding and training the next generation of replacements is proving to be difficult.

South Korea and Japan are both addressing the shortfall by hiring in from other countries, primarily in Southeast Asia. In Thailand alone, South Korean shipbuilders have signaled interest in recruiting 4,500 new skilled workers this year, according to the Thai Ministry of Labor.

The other option is to send the work to where the workforce lives. HD Hyundai is pursuing this approach in the Philippines, following in the footsteps of its corporate shipbuilder Harelin Heavy Industries. In order to expand capacity, HD Hyundai is in talks to reactivate the work Hanjin

# Sponsored

Sponsored news features were coordinated with select media outlets, where a feature story was placed and promoted about Protecting Blue Whales and Blue Skies or the Ambassador initiative.

## < BIZSPOTLIGHT

1 of 177 >



PAID CONTENT GENERAL NEWS NONPROFIT

### Global shipping companies reduced speeds off California coast to protect blue whales

May 4, 2023

Protecting Blue Whales and Blue Skies' **FEATURED**

[www.bluewhalesblueskies.org](http://www.bluewhalesblueskies.org)  
Sarah.marquis@noaa.gov

in LinkedIn



Twenty three shipping companies participated in Protecting Blue Whales & Blue Skies vessel speed reduction program in 2022, contributing to cleaner air, safer whales, and a quieter ocean. Companies are recognized for their vessels transiting at ten knots or less in the San Francisco Bay Area and the Southern California region.

The voluntary incentive program ran May 1- Dec. 15, 2022. Participation was greater than any previous year, increased from eighteen shipping

## LONG BEACH POST

Long Beach Post News the HI-lo Long Beach Business Journal Sports Voices Investigations Newsletters Advertise About us

### Protecting Blue Whales and Blue Skies Program



SPONSORED

### Global shipping companies receive awards for reducing speeds off California

Sponsored by Protecting Blue Whales and Blue Skies Program November 16, 2023

Shipping companies received awards for reducing speeds in the 2022 "Protecting Blue Whales & Blue Skies" program. Twenty three companies participated, transiting at 10 knots or less in the San Francisco Bay Area and the Southern California region. The voluntary incentive program ran May 1 - Dec. 15, 2022. Participation was greater than

SUPPLYCHAIN DIVE Deep Dive Opinion Library Events Press Releases Topics

SPONSORED

### Your shipping choices can protect endangered whales and reduce air pollution

The Protecting Blue Whales and Blue Skies Brand Ambassador program is a collaboration between brands and sustainable shipping companies.

Published Aug. 28, 2023



Permission granted by NOAA



Sponsored content  
By [Protecting Blue Whales and Blue Skies](#)

Maritime shipping to California ports is becoming more sustainable. Ship operators in the Protecting Blue Whales and Blue Skies program voluntarily reduce their speed while transiting through critical whale

News Opinion Lists



Nomi



#### IN THIS ARTICLE

Sponsored Content  
Author

BY CALIFORNIA MARINE SANCTUARY MONDAY, MAY 1ST, 2023



Credit: John Calambokidis

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

Protecting Blue Whales and Blue Skies is a voluntary Vessel Speed Reduction Program along the coast of California. Twenty three global shipping companies participated May 1 - Dec. 15, 2022, transiting at 10 knots or less in the San Francisco Bay Area and the Southern California region. Reducing speeds lowers the risk of ship strikes, uses less fuel, and produces less pollution and ocean noise. The 2023 program is underway, promoting sustainable shipping practices across the globe.

<https://www.bluewhalesblueskies.org>

# Ambassadors

Ambassadors are encouraged to announce their participation via press releases, social media, website, and annual sustainability reporting.

Taking Climate Action





SONOS  
2023 Union Berber Report

## Slowing down to speed up sustainability


Reducing ocean vessel speed can significantly reduce environmental impacts above and below the surface as slower traveling ships emit fewer air pollutants and pose less risk to marine mammals. **Protecting Blue Whales and Blue Skies** encourages businesses to help conserve endangered whale populations, improve air quality, and reduce emissions by adopting more sustainable shipping practices.

In FY23, we became a Brand Ambassador for this program, taking voluntary steps to reduce our vessel speeds along the California coast, creating a ripple effect of positive change.

☰ Invasive | Multidimensional | Together | ESG Supplement 13

NOMAD Cases Apple Watch Charging Lifestyle Gear Explore Sale  

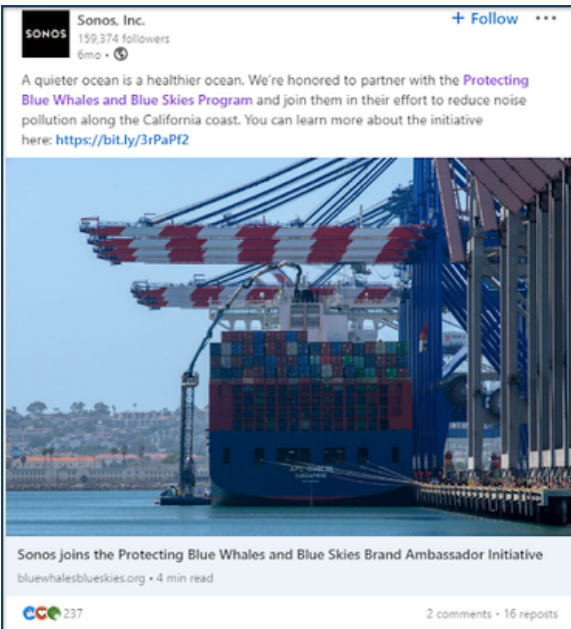
## Protecting Blue Whales and Blue Skies



We're excited to be brand ambassadors for **Protecting Blue Whales and Blue Skies** (BWBS). BWBS incentivizes ship operators to reduce vessel speeds when transiting along the California coastline. Since its inception in 2014, BWBS's mission is to **reduce greenhouse gas emissions, endangered whale strikes, and underwater noises** from vessels. [Read our full statement here.](#)

# Ambassadors

Thank you to our Ambassadors for including Protecting Blue Whales and Blue Skies in reports, blogs, and websites!



## Port of Hueneme Celebrates World Oceans Day by Raising Awareness with 'Sustaining the Seas Summit'

In celebration of World Oceans Day, the Port of Hueneme held a "Sustaining the Seas Summit" on June 8 at the Channel Islands Maritime Museum in Oxnard. The event was an opportunity for the Port of Hueneme, maritime industry companies, environmentalists, and community organizations to gather to discuss partnerships focused on the sustainability of the world's oceans.

"We are the only planet that has an ocean, and we must sustain it for generations to come," said Jess Herrera, President of the Oxnard Harbor Commission. "The Port of Hueneme is committed to a clean and sustainable environment and ocean. That is why we are here today to learn more from leaders on efforts concerning ocean-based technology, advocacy, and management. Understanding the status and the change in our oceans is a complex issue."

According to the United Nations, the purpose of World Oceans Day is to inform the public of the impact of human actions on the ocean, to develop a worldwide movement of citizens for the ocean, and mobilize and unite the world's population on a project for the sustainable management of the world's oceans.

"This event is something very important to me. I have a very long history with the ocean," said Oxnard Harbor Commissioner Jason Hodge. "Everything is interconnected. I am personally invested in this. We all are. Anyone that lives near a coast, or not near a coast, has to be concerned about our oceans."

"The oceans cover 70 percent of our planet, and it needs our help," said California State Treasurer Fiona Ma, who was the event's keynote speaker. "It's great

that there are so many communities and people around the world that are seeking to bring that balance back into our seas," Treasurer Ma said. "We need to work creatively to make sure we are bringing back the oceans to abundance that it gives us."

During the summit, the Port of Hueneme and the National Oceanic and Atmospheric Administration gave their "Blue Whales Blue Skies" award to Wallenius Wilhelmsen, Hyundai Glovis, Maersk, K Line and NYK for participating in NOAA's Vessel Speed Reduction program that provides incentives to companies for incorporating sustainable shipping practices across their global supply chains.

"Every breath we take and every drop we drink are small but mighty reminders of our connections to the ocean," said Adam Vega, Community Outreach Specialist at the Port of Hueneme. "The Port of Hueneme convened decision makers, scientists, business executives, indigenous communities, and ocean activists making cutting edge innovations for the 'Blue Economy' right here in our own backyard."

Giles Pettifor, Environmental Manager at the Port of Hueneme, stated: "This event was a great opportunity to acknowledge the history, learn about the present and get empowered to advocate for a more sustainable future."

The summit also included panel discussions on the topics of "Technology for the Sea," "Local Ocean and Whales," and "Attracting Attention & Education."



# Thank you!

To our shipping industry participants, Ambassadors, and media contacts, and program partners.

## Partners



## Participants

CMA CGM	Hapag-Lloyd	Scorpio Group
Swire Shipping	NYK-RoRo	Hyundai Glovis
OOCL	D'Amico Tankers	Synergy Maritime
MSC	Maersk	SMT Shipping
CSL Americas	Wan Hai	Euronav
Wallenius	Cosco	Pacbasin
Yang Ming	Stolt Tankers	Shih Wei Navigation
Ningbo	Evergreen	Kobe Shipping
OSG Ship Management, Inc.	Mol ACE	Unisea Shipping Ltd
ONE	K Line	Hyundai (UCC)
Navquim Ship Management	Swire Bulk	Pan Ocean Co. Ltd

## Ambassadors

Nomad Goods
Port of Hueneme
Peak Designs
Way Basics
Who Gives a Crap
Summit Coffee
Sonos
JAS Forwarding
The Block Logistics
Santa Cruz Bicycles

# To enroll in the 2024 season

## Contact



### Shipping companies



[jessica.morten@noaa.gov](mailto:jessica.morten@noaa.gov)



[bluewhalesblueskies.org/shipowners](https://bluewhalesblueskies.org/shipowners)

### Ambassadors



[amber@californiamsf.org](mailto:amber@californiamsf.org)



[bluewhalesblueskies.org/brands](https://bluewhalesblueskies.org/brands)

