



## 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 2021 VSR season, participating vessels reduced:



22,000 tons of Greenhouse gas emissions



Fatal ship strikes to endangered whales by 50%



650 tons of air pollution



Underwater noise by 5 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](mailto:info@bluewhalesblueskies.org)



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



**Protecting Blue Whales and Blue Skies**  
**Brand Ambassador Program**



## What is the Brand Ambassador Program?

The Brand Ambassador program helps companies like yours receive sustainability credit for shipping with cargo carriers in our program. If you already ship with a participating carrier, you are eligible to become a Brand 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 a Brand 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 Brand 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 are featured in popular news outlets, magazines, journals, videos, and webinars.

## Why companies and retailers?

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 Brand Ambassadors make a difference?

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

CMA CGM  
Cosco  
CSL  
Eastern Car Liner  
Evergreen  
GALI  
Hapag-Lloyd

HMM  
Hyundai Glovis  
K Line  
Maersk  
Mol ACE  
MSC  
NYK Ro-Ro

ONE  
OOCL  
Pacific Basin  
Swire Shipping  
Wallenius  
Wan Hai  
Yang Ming

- 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.