

PROTECTING BLUE WHALES AND BLUE SKIES



Protecting Blue Whales and Blue Skies (BWBS) is a voluntary Vessel Speed Reduction (VSR) Program that helps the world's largest shipping lines and the companies that rely on them reduce: lethal ship strikes on endangered whales, greenhouse gas emissions, and air and noise pollution.

By creating seasonal and predictable slow speed zones, BWBS helps companies reduce supply chain climate, pollution and biodiversity impacts. BWBS independently verifies cooperation rates, quantifies conservation impact, and provides program participant recognition to encourage the adoption of sustainable shipping practices across the globe.



AMBASSADOR PROGRAM
www.bluewhalesblueskies.org



WHAT IS THE AMBASSADOR PROGRAM?



Ambassador Program: recognizes companies that ship with carriers enrolled in our program, and helps amplify responsible shipping practices for greater biodiversity impact, and reduced ocean noise and air pollution.

If you ship with at least one enrolled carrier, you are eligible. It is a free, straightforward way to highlight your company's role in advancing sustainable shipping and supply chain accountability.

"...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, Peak Designs

BENEFITS

Understand and share your cargo carriers' performance



BWBS independently verifies cooperation rates and quantifies the benefits of participation in terms of reduced: greenhouse gas emissions, air and noise pollution and ship strike risk data for your carriers so you can communicate impact to your stakeholders and in your reporting.

Communicate your sustainability commitments

Receive our communications toolkit: templates, photos, and logo that can be used to address your consumers and respond to growing demand for supply chain sustainability and biodiversity impact efforts.



Get featured in media and news outlets

Ambassadors are featured in popular news outlets, magazines, journals, videos, and webinars.



PROGRAM IMPACT - 2023 SEASON



30M+
Ad
Impressions

910
News
Articles

25M+
News
Impressions



7,500
Website
Visits



50,000
LinkedIn
Impressions

PARTICIPATING VESSELS REDUCED:



45,000 tons of
regional
greenhouse gas
emissions



Fatal ship strikes
to endangered
whales by **58%**



1,250 tons
of
air pollution



Underwater
noise
by **5.4 decibels**



PARTICIPATION

CARRIERS

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



PARTNERS & AFFILIATIONS



FURTHER INFORMATION

RECENT PRESS

[New York Times: And the Winner Is...The Slowest, July 2024](#)

[Los Angeles Times: How our ear-splitting racket deafens marine life](#)

[California Congressmembers Look to Build off Santa Barbara Channel's Blue Whales and Blue Skies Program](#)

[Ship Speed Reduction Lowers California Coastal Air Pollution](#)



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AMBASSADOR INFORMATION

www.bluewhalesblueskies.org/brands

