

# Protecting Blue Whales and Blue Skies

## Vessel Speed Reduction Incentive Program

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



Photo by John Calambokidis

## 2022 Marketing and Advertising Report

The 2022 program ran May 1 through December 15, 2022



## **Protecting Blue Whales and Blue Skies**

2022 Marketing and Advertising Report

January, 2023

Protecting Blue Whales and Blue Skies is a voluntary Vessel Speed Reduction (VSR) Program along the coast of California which incentivizes companies to incorporate sustainable shipping practices across their global supply chain. By creating seasonal and predictable slow speed zones, this program helps companies protect endangered whales, reduce fuel use and regional greenhouse gas emissions, and improve air quality and human health outcomes. The Protecting Blue Whales and Blue Skies team independently verifies cooperation rates, quantifies the benefits of participation, and provides recognition of program participants to encourage the adoption of sustainable shipping practices across the globe.

### **Benefits to participating shipping companies**

The marketing and advertising program is designed to raise awareness of participating shipping companies among the shipping industry, cargo owners, and the California business community. Advertising sources have been selected that reach those communities.

News stories, advertisements, and sponsored features acknowledge participating companies and congratulate award recipients.

### **Brand Ambassadors**

In addition, 2022 marked the launch of the Brand Ambassador initiative for Blue Whales and Blue Skies. Brand Ambassadors represent the customers of the shipping companies who participate in Blue Whales and Blue Skies. When customers show they care about cooperation with sustainable speed targets, shipping companies take note.

Brand Ambassadors are encouraged to support the Protecting Blue Whales and Blue Skies Program by shipping with participant companies, announcing their participation via press releases, congratulating shipping companies who participate, and acknowledging carrier participants in annual sustainability reporting.

### **Reaching and recognizing Brand Ambassadors**

The marketing and advertising program includes supply chain and business advertising sources that reach potential Brand Ambassadors, and business sources that gain recognition for participating Brand Ambassador companies.

### **Marketing and Advertising products**

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

### **Press releases and news media coverage:**

In 2022, Protecting Blue Whales and Blue Skies issued four press releases to California and shipping industry media contacts. In addition, news stories about Vessel Speed Reduction included interviews and mentions of BWBS. Top coverage included the New York Times, USA Today, ABC7, Santa Barbara Independent, Ventura County Star, KCLU, Santa Cruz Sentinel, and industry news outlets. The combined news coverage generated more than 10 million estimated media impressions for 2022.

### **EIN Presswire:**

The campaign distributed each news release through EIN Presswire, reaching a wide audience. Each of the five releases are documented on more than 60 unique news outlets and syndicates.

### **Advertisements:**

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 Brand 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. 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 monthly.

### **Sponsored features:**

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 Brand Ambassador initiative. Sponsored features are often highlighted in the media outlet’s social media, and linked from the outlet’s home page.

### **Web and Social Media:**

BWBS website features up to date information about the program and the Brand Ambassador initiative. BWBS maintains a LinkedIn site, sharing campaign information.

# Press Releases and News Media Coverage

BWBS Press releases:

March, 2022: Blue Whales and Blue Skies Launches Brand Ambassador Initiative

May, 2022: [Global shipping companies reduced speeds off California coast to protect blue whales and blue skies](#)

July 12, 2022: [Companies Join Initiative to Make Maritime Shipping More Sustainable](#)

September 13, 2022: [Global shipping companies recognized for reducing speeds off California coast to protect blue whales and blue skies](#)

## Documented media coverage:

<https://www.adn.com/opinions/2022/12/27/opinion-alaska-oil-tankers-must-adopt-whale-strike-reduction-measures/> OPINION: Alaska oil tankers must adopt whale-strike reduction methods (BWBS/CINMS)

<https://www.bizjournals.com/sanfrancisco/press-release/detail/7967/Protecting-Blue-Whales-and-Blue-Skies> SF Business Times: Companies Make Sustainable Shipping Choices to Protect Blue Whales and Blue Skies

<https://www.cbsnews.com/news/good-news-you-missed-in-2022/>

CBS Sunday Morning: Dec 25, 2022: Good News You Missed in 2022

## How slower ships in the Santa Barbara Channel ... - KCLU

Nov 4, 2022 — But the Air Pollution Control District can't regulate marine shipping so they've partnered with the Protecting **Blue Whales** and **Blue Skies** incentive program.

<https://maritime-professionals.com/blue-whales-and-blue-skies>

Maritime Professionals: Nov 23 Blue Whales and Blue Skies

## 2022 - Evergreen Shipping Agency (America) Corp.

<https://www.evergreen-shipping.us> Dec 5, 2022 — Protecting **Blue Whales and Blue Skies** Recognized Evergreen vessels ·

## Nomad Goods Review: Your Go-To for Tech Accessories

<https://www.si.com> › Nov 18, 2022 — Nomad Goods also details its ambassadorship with Protecting **Blue Whales**, **Blue Skies** and a partnership with Mai Ndombe on its sustainability website.

## November 2022 – Pacific Maritime Magazine

<https://pacmar.com> › Nov 3, 2022 — ... K Line received awards in September for reducing speeds in and around California waters as part of the “Protecting **Blue Whales & Blue Skies**” program.

## Celebrate 50 Years of Spectacular National Marine Sanctuaries!

<https://sevensseasmedia.org> Oct 18, 2022 — This information was used to create the **Blue Whales** and **Blue Skies** initiative, where they worked with major shipping companies who voluntarily reduced their ...

## Pacific Ocean speed limits? USA TODAY

<https://www.usatoday.com> Oct 16, 2022 — That system, together with other initiatives – such as Protecting **Blue Whales** and **Blue Skies**, a program that incentivizes companies to slow their ships ...

[Global shipping companies recognized for reducing speeds to ...](#)

<https://www.einnews.com> › Sep 27, 2022 — “Protecting **Blue Whales and Blue Skies**” program is a collaborative effort by Santa Barbara County Air Pollution Control District; Ventura County Air Pollution .

[Saving Whales From Ship Collisions With Warnings and Letter ...](#)

<https://www.nytimes.com> › whale-safe-san-francisco Sep 22, 2022 — But those increases can also be credited to a financial incentive program called Protecting **Blue Whales and Blue Skies** that pays shipping companies that ...

[When might meets mightier - MarineTraffic Blog](#)

<https://www.marinetraffic.com> › blog › when-might-me...Sep 21, 2022 — One such project is Protecting **Blue Whales and Blue Skies**. It is a voluntary California coast vessel speed reduction (VSR) programme that offers incentives ...

[Global Shipping Companies Recognized for Reducing ...](#)

<https://www.independent.com> › 2022/09/13 › global-sh...Sep 13, 2022 — Protecting **Blue Whales and Blue Skies** is a partnership for cleaner air, safer whales, and a quieter ocean.

[New AI System To Save Lives Of Whales From Ship ...](#)

<https://www.marineinsight.com> › Shipping News Sep 22, 2022 — But those increases can be credited to a financial incentive program called **Blue Whales Blue Skies**. This one pays shipping firms that slow down for whales ..

[INTERIM REPORT 2022 - OOIL](#)

<https://www.ooilgroup.com> Sep 2, 2022 — As part of our sustainability efforts in environmental and wildlife protection, OOCL participates in the 2022 Protecting **Blue Whales and Blue Skies** Program ...

[Protecting Blue Whales and Blue Skies](#)

<https://sfbaynerr.sfsu.edu> Aug 27, 2022 — Protecting **Blue Whales and Blue Skies**. Reducing Ship Strike Risk in California's National Marine Sanctuaries. Jess Morten/NOAA CINMS.

[Marine Vessels & Ports Sector - West Coast Collaborative](#)

<https://www.westcoastcollaborative.org> Aug 9, 2022 — Protecting **Blue Whales and Blue Skies**, a unique program with a goal to cut air pollution and protect endangered whales migrating off the coastal waters of

[Student postcards to ships help boost whale survival in the ...](#)

<https://abc7news.com> › Aug 5, 2022 — The program is actually known as **Blue Whales Blue Skies**, and is a partnership with air quality control districts. That's because, along with protecting the ...

[Shipping companies slow for “blue whales, blue skies”](#)

<https://www.pacbiztimes.com> › ..Jul 18, 2022 — Protecting **Blue Whales and Blue Skies** is a voluntary Vessel Speed Reduction Program along the coast of California. Eighteen global shipping companie

[Ships Reduced Speeds off California to Protect Blue ...](#)

<https://maritime-executive.com> Jul 12, 2022 — Protecting **Blue Whales & Blue Skies**” program announced results from an initiative to cut air pollution and protect endangered whales.

[Save Spectacular: 50 Years of National Marine Sanctuaries](https://world.dan.org) <https://world.dan.org> › alert-diver Jun 16, 2022 — This information led to NOAA creating the **Blue Whales** and **Blue Skies** initiative, where they worked with major shipping companies that voluntarily reduced ...

#### [90% - Wallenius Wilhelmsen](https://www.walleniuswilhelmsen.com)

<https://www.walleniuswilhelmsen.com> › Jun 16, 2022 — the **Blue Skies Blue Whales** programme. We successfully pushed electronic chart display and information system suppliers to add voluntary speed.

#### [Wan Hai Lines 2022 First Quarter Update](https://jp.wanhai.com)

<https://jp.wanhai.com> › Jun 2, 2022 — Wan Hai voluntary participated in the “Protecting the **Blue Whales** and **Blue Skies**” program by reducing vessels' speed in the Santa Barbara Channel region and ...

#### [Global shipping companies reduced speeds off California ...](https://safety4sea.com)

<https://safety4sea.com> › May 16, 2022 — Global shipping companies reduced speeds off California coast to protect **blue whales and blue skies** ... The partners in an initiative to cut air pollution and ...

#### [Environmental - My Hero Project](https://myhero.com)

<https://myhero.com> › environmental May 15, 2022 — Protecting **Blue Whales** and **Blue Skies** Picture of Protecting **Blue Whales** and **Blue Skies** A collaboration of government agencies, non-profits, .

#### [Guam News - MaritimeInformed.com](https://www.maritimeinformed.com)

<https://www.maritimeinformed.com> › May 11, 2022 — In 2016, Yang Ming began participating in the VSR (Vessel Speed Reduction) incentive program, “Protecting **Blue Whales & Blue Skies**”, ...

#### [The Port of Hueneme keeps goods moving globally](https://www.vcstar.com)

<https://www.vcstar.com> May 12, 2022 — ... of dollars to make their vessels shoreside power capable and shipping partners are participants of the Protecting **Blue Whales & Blue Skies** Program, ...

#### [Sea Freight Archives - My Logistics Magazine](https://mylogisticsmagazine.com)

<https://mylogisticsmagazine.com> Apr 24, 2022 — Shipping companies received awards for reducing speeds in the 2021 “Protecting **Blue Whales & Blue Skies**” program. Load More.

#### [Reimagining What it Means to be a Zero-Emission Ship | NRDC](https://www.nrdc.org)

<https://www.nrdc.org> Apr 22, 2022 — The Protecting **Blue Whales** and **Blue Skies** Initiative, which asks ships transiting along portions of the California Coast to slow to 10

#### [Federal Agency Approaches to Reducing Vessel Strike of ...](https://www.mmc.gov)

<https://www.mmc.gov> › Apr 12, 2022 — Protecting **Blue Whales** and **Blue Skies** website. Visualizations of tagged North Atlantic right whales and vessel traffic off Florida, Georgia,

#### [Blue Whales and Blue Skies Program launches Brand ...](https://www.edhat.com)

<https://www.edhat.com> › Mar 18, 2022 — The Protecting **Blue Whales** and **Blue Skies** Program (BWBS) announces the launch of its Brand Ambassador Initiative.

#### [Notices and News - EVERGREEN MARINE \(HONG KONG\) LTD.](https://www.evergreen-marine.com.hk)

<https://www.evergreen-marine.com.hk> Mar 11, 2022 — FEB-06-2017, Evergreen Recognized for Protecting **Blue Whales** and **Blue Skies**.

[News — Summit Coffee Co.](#)

<https://summitcoffee.com> › news Feb 22, 2022 — New “Summit Green” Campaign Highlights Sustainability Progress · **Blue Whales** and **Blue Skies** + Summit Coffee | Press Release.

[Tanker giant Euronav signs on, slows ships to help protect ...](#)

<https://www.tradewindsnews.com> › Feb 18, 2022 — The governments' Protecting **Blue Whales** and **Blue Skies** programme are estimated to have reduced whale strikes by 35%. TradeWinds is part of NHST Media Group.

[Hapag-Lloyd AG to receive Friend of the Sea's Whale-Safe ...](#)

<https://friendofthesea.org> › Feb 15, 2022 — Hapag-Lloyd also led the Protecting **Blue Whales** and **Blue Skies** scheme by cruising 89% of the distance travelled in the San Francisco Bay and the Santa ..

[THE MSC GROUP - Inclusion Job Day](#)

<https://inclusionjobday.com> Feb 13, 2022 — programme "Protecting **Blue Whales** and **Blue Skies**"3, the only shipping company to receive this award three years in a row. By slowing MSC's fleet for over ..

[Evaluating Adherence With Voluntary Slow Speed Initiatives ...](#)

<https://www.frontiersin.org> full by J Morten · 2022 · Cited by 1 — Average speeds of vessels ≥300 GT by vessel type, 2010 Southern California Protecting **Blue Whales** and **Blue Skies** Program VSR zones

[Cetacean Research and Citizen Scientists](#)

<https://www.sbwhaleheritage.org> Feb 3, 2022 — **Blue Whales** and **Blue Skies** · Whale Safe · Happywhale · West Coast Large Whale Entanglement Response Program ·

[Port of Hueneme Receives Needed Funding as Part of State's ...](#)

<https://www.portofhueneme.org> Feb 3, 2022 — Port Customers Shine Earning **Blue Skies**, **Blue Whales** Awards.

[Rachel Kippen, Our Ocean Backyard | Aptos Morten works to ...](#)

<https://www.santacruzsentinel.com> › Jan 22, 2022 — Morten finds optimism in a voluntary Vessel Speed Reduction Program known as Protecting **Blue Whales** and **Blue Skies**

[MSC was the first major shipping company to change courses ...](#)

<https://www.laitimes.com> Jan 28, 2022 — 2020 – for the third consecutive year – MSC received the highest (sapphire) award for the "Protect **Blue Whales** and **Blue Skies**" ship deceleration reward ..

[MSC Takes Action to Save Endangered Whales in the ...](#)

<https://www.msc.com> › newsroom Jan 27, 2022 — In 2020 - for the third year in a row - we received the highest (Sapphire) Award for 'Protecting **Blue Whales** and **Blue Skies**' vessel speed reduction ..



**Student postcards to ships help boost whale survival in the Bay Area**



**Reimagining What it Means to be a Zero-Emission Ship**



**How slower ships in the Santa Barbara Channel decreased fatal whale strikes and improved air quality**



**Blue whales and blue skies**

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



**Speed limits in the ocean?**

*The New York Times*

*Saving Whales From Ship Collisions*

**Global Shipping Companies Recognized for Reducing Speeds off California Coast**



SUNDAY MORNING

**Good news you missed in 2022**



**OPINION: Alaska oil tankers must adopt whale-strike reduction measures**

**The Port of Hueneme keeps goods moving globally**








## Blue Whales and Blue Skies Launches Brand Ambassador Initiative

NEWS PROVIDED BY  
NMAA (National Marine Sanctuary Foundation)  
March 9, 2022, 9:36 GMT

**Program Collaborate with Companies for Sustainable Shipping Choices**

CALIFORNIA, USA, March 9, 2022 (EINPresswire.com) – The [Protecting Blue Whales and Blue Skies Program \(PBWS\)](#) announced the launch of its [Brand Ambassador](#) Initiative. This year marks an important expansion for the West Coast-based Vessel Speed Reduction Program, whose mission is to cut air pollution and regional greenhouse gas emissions, protect endangered whales, and reduce underwater noise.

Since its inception in 2016, the PBWS program has worked with ship operators to reduce vessel speed when transiting along the coast of California. Each successive year of program implementation has yielded large increases in both participation and in the environmental benefit to be generated.

**“We remain committed to exclusively booking freight companies that participate in vessel speed reduction. Our hope is that this regional initiative will develop at a global scale.”**  
— Scott Beatty, NMAA Procurement Manager

The program recognizes that there is a larger ecosystem of key stakeholders in maritime shipping, most notably the companies that ship goods on PBWS-participating vessels. By creating a reason for these companies to engage with the program, PBWS aims to help them advocate for more sustainable shipping within their supply chain and share in the enhanced environmental benefits.

“Ships have a critical role to play in vessel speed reduction programs by sending a signal to ship operators about the importance of sustainable shipping practices,” said Robert Hayslett of the California Marine Sanctuary Foundation, one of the administration partners of the Blue Whales Blue Skies program. “The PBWS program balances companies and consumers should know if their goods are carried by ships that are operating sustainably to protect the environment.”

The new Brand Ambassador Initiative is well-positioned to do just that. When a company signs on as an ambassador, they are given access to PBWS data identifying which of their ocean freight companies participate in the program and their levels of performance to protect the environment and reduce greenhouse gas and nitrogen oxides (NOx) emissions. This information can then be used to inform their customers and help these companies make more sustainable shipping choices in the future.

Although the vessel speed reduction zones represent a relatively small geographic area of a vessel’s journey, the environmental benefits of the program add up when scaled up across hundreds of vessels, which cumulatively complete thousands of transits a year. Since the program launched in 2016, enrolled vessels have slowed down for more than 346,000 nautical miles, resulting in reductions of more than 60,000 tons of regional greenhouse gases and more than 1,000 tons of harmful NOx emissions. In 2022, participating shipping companies reduced a 20% estimated decrease in air pollutant emissions, and an average decrease in underwater noise of 4 decibels per transit.

The first brand to join the new initiative is Santa Barbara-based [Normal](#), a consumer electronics and lifestyle products company.

“Normal is honored to partner with Protecting Blue Whales & Blue Skies as a Brand Ambassador,” said Scott Beatty, Normal Procurement Manager. “Through this partnership, we remain committed to exclusively booking freight companies that participate in vessel speed reduction. Our hope is that this regional initiative will develop at a global scale.”

“We strongly encourage other companies that ship along the California coast to become ambassadors, raise awareness, and encourage their freight companies to participate in the program,” he said.

The program is a collaborative effort by the Air Pollution Control Districts of Santa Barbara, Ventura and Bay Area; the Channel Islands, Channel Bank, and Greater Farallones National Marine Sanctuaries; The Volgenau Foundation; California Marine Sanctuary Foundation; National Marine Sanctuary Foundation; Greater Farallones Association; and Environmental Defense Center.

The 2022 season kicks off in May. To become a Brand Ambassador, send inquiries to [info@bluewhalesandblueskies.org](mailto:info@bluewhalesandblueskies.org). For more information visit <https://www.bluewhalesandblueskies.org/>

Bob Thomas  
Blue Whales & Blue Skies  
+1 415 322 0388  
rthomas@bluewhalesandblueskies.org  
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**Contact**

Bob Thomas  
Blue Whales & Blue Skies  
+1 415 322 0388  
rthomas@bluewhalesandblueskies.org

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**SHIPPING COMPANIES**

**Become a Brand Ambassador**

Being a Brand Ambassador is an easy way to help reduce ship-damaged whales, air pollution, and regional greenhouse gas while highlighting your company's commitment to sustainability. It is free and does not require any changes to your shipping contracts.

**How Brand Ambassadors Make a Difference**




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

NEWS PROVIDED BY  
NMAA (National Marine Sanctuary Foundation)  
May 9, 2022, 10:42 GMT

**“Protecting Blue Whales and Blue Skies” vessel speed reduction program continues to expand and achieve greater environmental benefits.**

CALIFORNIA, USA, May 12, 2022 (EINPresswire.com) – The partners in an initiative to cut air pollution and protect endangered whales announced results from the 2021 “Protecting Blue Whales and Blue Skies” program. Eighteen shipping companies participated, transiting at 10 knots or less in the San Francisco Bay Area and the Southern California region. The program’s southern California region extends from Point Arguete (in Santa Barbara County) to waters near Dana Point (by the Ports of Los Angeles and Long Beach).

The voluntary incentive program on May 10, 2022 through November 10, 2021.

Shipping companies receive recognition and financial awards based on the percent of distance traveled by their vessels through the VSR zones at speeds of 10 knots or less, the 10-knot or less and with an average speed of 10 knots or less. The 10-knot or less target complements the largest component of the National Oceanic and Atmospheric Administration’s (NOAA) and U.S. Coast Guard’s requests for all vessels (300 gross tons or larger) to reduce speeds during the months of peak enlargement, humpback, and fin whale abundance to protect these whales from ship strikes.

**“A great example of a successful collaboration of public, private, and non-profit organizations coming together to advance whale conservation and promote cleaner air off our coast.”**  
— Veronica Jolly, Bay Area Air Quality Management District

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, including NOAA’s West Coast [national marine sanctuaries](#). Observed and documented deaths totaled 33 endangered whales from 2007-2021, and likely represent only a small fraction of the total number of ship strikes taking place annually.

The timing of the program also coincides with the season when ground-level ozone (smog) concentrations are typically high. The 10-knot target allows ships to transit at an efficient operating load using less fuel and producing less pollution. Closing gaps in smog-fighting the California coast, generate nitrogen oxides (NOx), a precursor to smog, sulfur oxides (SOx), particulate pollution, and greenhouse gases (GHG). These vessels account for nearly 300 tons of NOx per day emitted off the coast of California, which affects some levels offshore in many regions of the state. The areas of greater Los Angeles (including Ventura County), Santa Barbara County, and the San Francisco Bay do not meet the state-wide federal air quality standards for ozone.

Three award tiers recognize participating companies based on the percent of distance their fleet traveled through the VSR zones at speeds of 10 knots or less. The three award tiers are: Gold (90-100% of fleet total distance in VSR zones traveled at 10 knots or less), Gold (80-89%), and Blue Sky (50-79%). Automatic Identification System (AIS) transparency on each ship tracks 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 awarded a financial incentive.

For the fourth year in a row, Heilman Ocean Shipping Company (HSC) reliably achieved the Sapphire tier in the large fleet category and demonstrated that planning enables ships to reduce speeds in VSR zones without disrupting operations. In 2021, HSC traveled more than 20,000 nautical miles at 10 knots or less. Some shipping achieved the Sapphire tier in the small fleet category with 1,000 nautical miles at 10 knots or less. For their outstanding commitment, these two companies earned the Protecting Blue Whales and Blue Skies Whale Tail award.

The VSR incentive program has expanded in scope and environmental benefits each year. Including 2021, which marked the seventh year. Highlights of the 2021 program include:

- Of the nearly 280,000 nautical miles of ocean transited by all the ships in the program, nearly 180,000 nautical miles were at 10 knots or less, which is equivalent to lowering the circumference of the Earth more than eight times.
- Ships in the program transiting the southern California approximately 200 nautical mile VSR zone traveled at 10 knots or less for 66% of the total miles traveled. This number has steadily increased since after season. In 2017, approximately 21% of the miles were traveled at 10 knots or less. This shows the increasing commitment by the participating companies over the years.
- In the 10-nautical mile San Francisco Bay Area VSR zone, coastal tonnage from the participating companies remained fairly consistent compared to previous years with a combined value of 62%.
- Shipping companies that participated in the 2021 program reduced their air pollutant emissions by 602 tons of NOx and 22,211 metric tons of regional GHG. For example, this equates to the GHG emissions from 4,786 passenger vehicles driven for one year, or the amount of GHG produced by charging more than 2.7 billion smartphones. These numbers represent approximately a 28% reduction in NOx pollution from the ships that participated in the program, as compared to baseline conditions.
- The benefits of results participating in the VSR program saved approximately 10% less water in daily life to whales than if their vessels did not slow in cooperation with the program.
- Ships in the Sapphire, Gold, and Blue Sky award tiers had sound levels that were 5 dB per transit lower when compared to baseline source levels, 50% a reduction in noise pollution values can likely communicate easier.
- Incentives ranged from \$10,000 to \$50,000 per company in the Gold and Sapphire award tiers.
- Six companies – EDCO Shipping Lines, Maersk, Ocean Network Express (ONE), Wallenius Wilhelmsen, Yang Ming, and Suncor Shipping – generously declined their financial incentive payment. These funds will be used for additional public recognition efforts and recorded in the program.

The 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, Channel Bank, and Greater Farallones National Marine Sanctuaries; The Volgenau Foundation; California Marine Sanctuary Foundation; National Marine Sanctuary Foundation; Greater Farallones Association; Environmental Defense Center; Point Blue Conservation Science; Steward Consulting and Shipping

**Contact**

Scott Beatty  
National Marine Sanctuary Foundation  
scott.beatty@nmaa.gov

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**SHIPPING COMPANIES**

**Become a Brand Ambassador**

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**How Brand Ambassadors Make a Difference**

July 12, 2022



# Companies Join Initiative to Make Maritime Shipping More Sustainable

NEWS PROVIDED BY NOAA Office of National Marine Sanctuaries July 12, 2022 10:51 AM



Shipping choices for vessel speed reduction protect Blue Whales and Blue Skies, and show commitment to sustainable shipping

CALIFORNIA, USA, July 12, 2022 [@NPSPhoto.com](#) – The "Protecting Blue Whales and Blue Skies Program" welcomes the first three companies to join its [Brand Ambassador Initiative](#). Launched in March of this year, the initiative is a new effort from the voluntary California-based vessel speed reduction program to continue to reduce the environmental impacts of maritime shipping along the West Coast.



Two blue whales in Channel Islands National Marine Sanctuary



A container ship unloads at the Port of L.A. Credit: Robert Schwemmer



Slower ships reduce the risk of fatal whale strikes. Credit: John Calambokidis

Historically, brands that rely on ocean freight have little information about the regional environmental impacts of the ships carrying their products. The Brand Ambassador Initiative addresses this knowledge gap by providing brands with data pertaining to vessel speeds and the resulting environmental

benefits as they travel along the California coast. Just like cars, vessels traveling at reduced speeds are more efficient, emitting fewer greenhouse gases and harmful air pollutants. Slower vessels also reduce vessel noise and the risk of fatal ship strikes, which threaten

whales globally and especially endangered humpback whales in California waters.

The Blue Whales and Blue Skies program works closely with ship operators along the California coast where reduced speed efforts are most impactful, thereby realizing environmental benefits with minimal impacts on shipping schedules. Despite unprecedented global supply chain challenges, in 2021 vessels in the Blue Whales and Blue Skies program on average reduced speeds for approximately 82% of their voyages, indicating vessel operators' continued commitment to ship more sustainably.

Eighteen shipping companies participated in 2021, traveling at 10 knots or less in the San Francisco Bay Area and the Southern California region. The voluntary vessel speed program ran May 15, 2021 through November 15, 2021. Top performing participants included Mediterranean Shipping Company (MSC) in the large fleet category and Borealis Shipping in the small fleet category.

Through the Brand Ambassador Initiative, brands interested in reducing the impact of their global supply chain monitor data on the reduced speed effects of their shipping companies and the resulting decrease in air pollutants, greenhouse gases, ship strikes and vessel noise. This information can then be used to inform consumers purchasing their products and help these brands make more sustainable shipping choices.

The cargo owners that have joined the new Brand Ambassador Initiative come from three different industries, united by their commitment to protecting natural resources. Namco, a consumer electronics and lifestyle products company; Sunmelt Coffee Roasting Company, a subsidiary of Sunmelt Coffee; and Peak Design, a gear and accessories company.

Together these three brands ship with seven different shipping companies in the Blue Whales and Blue Skies program. In 2021 these seven shipping companies voluntarily reduced their speeds for over 124,000 miles, resulting in an estimated 9,000 ton reduction in regional greenhouse gas emissions.

"Through this partnership, we remain committed to exclusively booking freight companies that participate in vessel speed reduction," said Brett Dugan, Director of Brand Procurement Manager. "Our hope is that this regional initiative will develop at a global scale. We strongly encourage other companies that ship along the California coast to become ambassadors, raise awareness, and encourage their freight companies to participate in the program," he said.

"Our software-as-a-service business has a larger impact than anything else we do, so being intentional about every aspect of our messaging is imperative," said Brett Dugan, Director of Sustainability and Supply Chain for Sunmelt Coffee. "Protecting Blue Whales and Blue Skies is a great example and opportunity for us to help drive the great work being done, and to encourage other companies to get involved too."

"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 shipping freight industry practices," said Janice Nyberg, Sustainability Director at Peak Design. "Joining the initiative costs nothing aside from using our logos to advocate for more sustainable transportation. It's something all responsible brands should join."

To get involved, interested brands should visit [www.bwhs.com/brandambassadors](#) or contact [info@bwhs.com](#). Enrollment is free, does not require any changes to your shipping schedule, and takes just a few minutes.

"Protecting Blue Whales and Blue Skies" is a collaborative effort by the 40 Pacific Coastal Districts of Santa Barbara, Ventura and Bay Area, the Channel Islands, Channel Bank, and Greater Piedra Blanca National Marine Sanctuaries; The Volpe's Foundation; California Marine Sanctuary Foundation; National Marine Sanctuary Foundation; Greater Piedra Blanca Association; and several other entities: Point Blue Conservation Science; Starwest Consulting; and Suruga Institute of Oceanography.

Sarah Margolis  
National Marine Sanctuary Foundation  
+1 819 222 2222  
[sarah@nps.gov](#)



September 27, 2022



# Global shipping companies recognized for reducing speeds to protect blue whales and blue skies

NEWS PROVIDED BY NOAA Office of National Marine Sanctuaries September 27, 2022 10:51 AM



MSC, Borealis Shipping get top "White Tail" award for slowing off California coast in multi-agency vessel speed reduction program

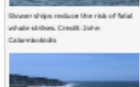
CALIFORNIA, USA, September 27, 2022 [@NPSPhoto.com](#) – Shipping companies received awards for reducing speeds in the 2021 "Protecting Blue Whales & Blue Skies" program. Eighteen shipping companies participated, traveling at 10 knots or less in the San Francisco Bay Area and the Southern California region. The program's Southern California region extends from Point Arguete in Santa Barbara County to waters near Dana Point Bay by the Ports of Los Angeles and Long Beach.



MSC and Borealis Shipping with the top "White Tail" award from Protecting Blue Whales and Blue Skies



Slower ships reduce the risk of fatal whale strikes. Credit: John Calambokidis



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

The voluntary incentive program ran May 15, 2021 through November 15, 2021.

Shipping companies receive 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 10-knot target complements the National Oceanic and Atmospheric Administration (NOAA) and U.S. Coast Guard's requests for all vessels (300 gross tons or larger) to reduce speeds during the months of peak endangered lion, humpback, and fin whale abundance to protect these whales from ship

strikes. At MSC, we refuse to be complacent, and recognize that we must all do our part to protect marine life." — Janice Nyberg, MSC General Manager of Port Operations - MARC COAST

Ship strikes are a major threat to whales globally and to the recovery of endangered humpback whales in California waters. Reducing the risk of ship strikes is a major priority at NOAA, including NOAA West Coast [national marine sanctuaries](#). Observed and documented deaths totaled 13 endangered whales from 2007-2021, and likely represent only a small fraction of the total number of ship strikes taking place annually.

The timing of the program also coincides with the ocean's warm ground level ocean (mgl) concentrations are typically high. The 10-knot target allows ships to travel at an efficient operating load using less fuel and producing less pollution. Ocean-going vessels traveling the California coast generate nitrogen oxides (NOx), a precursor to smog, sulfur oxides (SOx), particulate pollution, and greenhouse gases (GHG). These vessels account for nearly 200 tons of NOx per day emitted off the coast of California, which affects ozone levels, carbon in the marine food web. The areas of greater Los Angeles (including Ventura County), Santa Barbara County, and the San Francisco Bay do not meet the state and/or federal air quality standards for ozone.

These award levels recognize participating companies based on the percent of distance their fleet traveled through the VSR zones at speeds of 10 knots or less. The three award tiers are Sapphire (85-100% of fleet total distance in VSR zones traveled at 10 knots or less), Gold (50-85%), and Blue Sky (25-50%). 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. Companies that performed at the Gold or Sapphire level were awarded a financial incentive.

For the fourth year in a row, Mediterranean Shipping Company (MSC) reliably achieved the Sapphire tier in the large fleet category and demonstrated that planning enables ships to reduce speeds in VSR zones without disrupting operations. In 2021, MSC traveled more than 23,000 nautical miles at 10 knots or less. Borealis Shipping achieved the Sapphire tier in the small fleet category with 1,000 nautical miles at 10 knots or less. For their outstanding commitment, these two companies earned the [Protecting Blue Whales and Blue Skies White Tail award](#).

The VSR incentive program has exceeded in scope and environmental benefits each year, including 2021, which marked the seventh year. Highlights of the 2021 program include:

Of the nearly 283,000 nautical miles of ocean traveled by all the ships in the program, nearly 90,000 nautical miles were at 10 knots or less, which is equivalent to traversing the circumference of the Earth more than eight times.

Ships in the program traveling the southern California approximately 200 nautical mile VSR zone traveled at 10 knots or less for 66% of the total miles traveled. This number has steadily increased season after season. In 2021, approximately 21% of the miles were traveled at 10 knots or less. This shows the increasing commitment by the participating companies over the years.

In the 10 nautical mile San Francisco Bay Area VSR zone, cooperation levels from the participating companies remained fairly consistent compared to previous years with a combined value of 62%.

Shipping companies that participated in the 2021 program reduced their air pollutant emissions by 850 tons of NOx and 22,201 metric tons of regional GHGs. (For example, this equates to the GHG emissions from 4.76 million passenger vehicles driven for one year, or the amount of GHGs produced by charging more than 2.1 billion smartphones.) These numbers represent approximately a 28% reduction in NOx pollution from the ships that participated in the program, as compared to baseline conditions.

The benefits of vessels participating in the VSR program posed approximately 52% less strike mortality risk to whales than if those vessels did not slow in cooperation with the program.

Ships in the Sapphire, Gold, and Blue Sky award tiers had fuel costs that were 5.08¢ per barrel lower when compared to baseline source levels. 500+ a reduction in noise pollution values can likely communicate noise.

Seven companies - MSC, COCCO Shipping Lines, Maersk, Ocean Network Express (ONE), Wallenius Wilhelmsen, Yang Ming, and TOTE Shipping - generously donated their financial incentive payments. Those funds will be reinvested in the program.

The program has also implemented a [Brand Ambassador Initiative](#), for brands interested in reducing the impact of their global supply chain. Shipper's monitor data on the reduced speed effects of their shipping companies and the resulting decrease in air pollutants, greenhouse gases, ship strikes, and vessel noise.

## Contact

Sarah Margolis  
National Marine Sanctuary  
Foundation  
+1 819 222 2222  
[sarah@nps.gov](#)

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December 20, 2022



## Companies Make Sustainable Maritime Shipping Choices

*Brand Ambassadors help protect blue whales and blue skies by choosing cargo carriers enrolled in the Blue Whales and Blue Skies Program.*

CALIFORNIA, USA, December 20, 2022 /EINPresswire.com/ – Several companies have joined the [Protecting Blue Whales and Blue Skies](#)<sup>1</sup> Program's [Brand Ambassador](#)<sup>2</sup> team of sustainable shippers. It's an initiative that helps pave the way for lower emission shipping, cleaner air, safer whales, and a quieter ocean.

Brand Ambassadors ship their products with cargo carriers enrolled in the Blue Whales and Blue Skies Program, a voluntary Vessel Speed Reduction program created to reduce the environmental impacts of maritime shipping along the West Coast.

Way Basics, a producer of eco-friendly products; Santa Cruz Bicycles, a manufacturer of high-end mountain bikes; Who Gives a Crap, producer of sustainable bathroom paper products; and the Port of Hueneume have recently joined the Brand Ambassador initiative. United by their commitment to protect natural resources, they join Nomad, a consumer electronics and lifestyle products company; Summit Coffee Roasting Company, a subsidiary of Summit Coffee; and Peak Designs, a gear and accessories company, as Brand Ambassadors.

Being a Brand Ambassador is an easy way to help reduce ship strikes to endangered whales, air pollution, and regional greenhouse gas emissions while highlighting a company's commitment to sustainable shipping. There's no cost to be part of the Brand Ambassador initiative, and companies that ship with participating carriers are already eligible to join. Brand Ambassadors are recognized on the [Protecting Blue Whales and Blue Skies](#) website and in media outreach to the public and industry.

“

**We believe in the impact sustainable products and eco-friendly approaches can have on the environment”**

— Vinson Xia, Associate Director of Operations, Way Basics

Historically, brands that rely on ocean freight have little information about the regional environmental impacts of the ships carrying their products. The Brand Ambassador Initiative addresses this knowledge gap by providing brands with data pertaining to their cargo carriers' vessel speeds and the resulting environmental benefits as they reduce their speeds near coastal communities in California.

Just like cars, vessels traveling at reduced speeds are more efficient, emitting fewer greenhouse gasses 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.

The [Protecting Blue Whales and Blue Skies](#) program works closely with ship operators along the West Coast in seasons and locations where reduced speed maximizes environmental benefits with minimal effect on shipping schedules. Despite unprecedented global supply chain challenges, in 2021, on average participating vessels reduced speeds for approximately 60% of their voyages, indicating vessel operators' continued commitment to ship more sustainably.

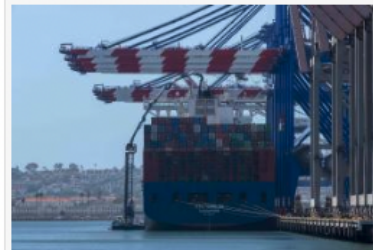
Through the Brand Ambassador Initiative, companies interested in reducing the impact of their supply chain receive data on the reduced speed efforts of their cargo carriers and the resulting decrease in air pollutants, greenhouse gasses, ship strikes and ocean noise. This information can be used to educate consumers purchasing their products and inform future shipping decisions. By showing their support for the program, Brand Ambassadors encourage higher cargo carrier participation to create a healthier coast for whales and people.

"At Way Basics, we believe in the impact sustainable products and eco-friendly approaches can have on the environment," said Vinson Xia, Associate Director of Operations at Way Basics. "Joining [Protecting Blue Whales & Blue Skies](#) as a Brand Ambassador aligns with this initiative completely. Every shipment counts."

"We have the responsibility as a business to really think about our emissions and how we can get to a place where these emissions are significantly reduced," said Elissa Foster, Head of Sustainability at Who Gives A Crap. "Joining the [Blue Whales and Blue Skies](#) program is a great, tangible way to reduce emissions that result from transporting products via ship and helps to protect endangered blue whales."

To get involved, interested brands should visit [www.bluewhalesblueskies.org/cargo](http://www.bluewhalesblueskies.org/cargo) or contact [info@bluewhalesblueskies.org](mailto:info@bluewhalesblueskies.org). Enrollment is free, and takes just a few minutes.

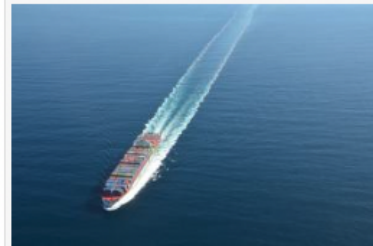
"[Protecting Blue Whales and Blue Skies](#)" program is a collaborative effort by Santa Barbara County Air Pollution Control District; Ventura County Air Pollution Control District; Bay Area Air Quality Management District; Channel Islands, Cordell Bank, and Greater Farallones [national marine sanctuaries](#); The Volgenau Foundation; California Marine Sanctuary Foundation; National Marine Sanctuary Foundation; Greater Farallones Association; Environmental Defense Center; Point Blue Conservation Science; Starcrest Consulting; and Scripps Whale Acoustic Laboratory/Scripps Institution of Oceanography.



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



Slower ships reduce the risk of fatal whale strikes. Credit: John Calambokidis



Slowing ships means cleaner air, safer whales, and a quieter ocean.

Distribution reports available. Each news story appeared on more than 60 news sites.

More than 320 total news stories in 2023, with an estimate of 10.5 million impressions.

“Protecting Blue Whales and Blue Skies” news stories appeared on hundreds of news sites:



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# Advertising Outlets

## **PMSA**

Pacific Merchant Shipping Association advocates on behalf of marine terminal operators, ocean-going vessels, and maritime industry stakeholders doing business at U.S. West Coast ports. The West Coast Trade Report is the monthly newsletter. BWBS has a banner presence in every issue of the year.

## **Supply Chain Dive**

Supply Chain Dive provides in-depth journalism and insight into the most impactful news and trends shaping supply chain management. The newsletters and website cover topics such as logistics, freight, operations, procurement, regulation, technology, and more. BWBS partners with Supply Chain Dive to highlight Brand Ambassadors and reach potential ambassadors.

## **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. Published six times a year. The online newsletter, published six days a week, is the industry leader with a high-profile audience and critical news and intelligence from around the world. The MarEx website is a widely recognized source of up-to-date maritime news and information.

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

The Business Journal is a news magazine, published biweekly. The “voice of business”, it covers a wide range of business and community issues, with special focuses on international trade, ...and the environment. Readers represent a higher-end market that includes business owners, presidents and CEOs, senior executives, public sector managers and area residents. Long Beach, parts of LA and Orange County.

## **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**

Glossy magazine: 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.

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# Advertisements

## Long Beach Business Journal

10 Ports & Transportation BUSINESS JOURNAL June 14, 2022 June 14, 2022 BUSINESS JOURNAL Ports & Transportation

### AquaLink opens up to full capacity for 1st time since COVID pandemic's onset

By Deborah Heiser  
 AquaLink, the Long Beach-based water utility, has opened up to full capacity for the first time since the onset of the COVID-19 pandemic. The utility, which serves the city of Long Beach and the Long Beach Peninsula, has seen a significant increase in water demand since the pandemic began. This is due to a combination of factors, including a return to normal business operations, a surge in residential water use, and a significant increase in water demand from the city's major employers, including the Port of Long Beach and the Long Beach Airport.

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### Port of Long Beach's Community Sponsorship Program boosts support to local nonprofits

The Port of Long Beach Community Sponsorship Program has provided over \$1 million in support to local nonprofits. The program, which was launched in 2018, allows the port to support local organizations that are working to improve the community. The port has supported a wide range of organizations, including those that provide food, shelter, and other essential services to the community. The port's support has been instrumental in helping these organizations to meet the needs of the community during the COVID-19 pandemic.

**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 2021

Sapphire Level: MSC - Sams Shipping  
 Gold Level: Maersk - MOL - ACE - Yang Ming - Hapag-Lloyd - ONE - NYP - Wilhelmsen - CMA CGM - COSCO Shipping  
 Blue Sky Level: European - HMM - OOCL - NYK - The Lines Ltd.

Thanks to Maersk, Yang Ming, Sams Shipping, Wilhelmsen, ONE, HMM, COSCO Shipping for donating their financial assets in support of the program!

The 2022 program runs May 1 through December 31. For more information, visit [bluewhalesblueskies.org](http://bluewhalesblueskies.org)

14 BUSINESS JOURNAL May 17, 2022 May 17, 2022 BUSINESS JOURNAL BUSINESS JOURNAL 15



### Rocket Lab successfully catches rocket booster out of mid-air

Rocket Lab successfully caught its first reusable booster out of mid-air on May 15. The company, which is based in Long Beach, California, has been working to develop a reusable booster for its Electron rocket. The booster, which is used to launch small satellites, was launched from the company's test facility in Long Beach. The booster was launched at an altitude of 100,000 feet and was caught by a net that was suspended from a crane. The booster was then returned to the test facility and was inspected for damage.

### Long Beach eyes ADU program to help meeting housing need

Long Beach is considering an ADU (Accessory Dwelling Unit) program to help meet the city's housing needs. The city has a significant housing shortage, and the ADU program would allow homeowners to build small, self-contained units on their property. These units would be used as rental units or as a second home. The city is currently in the process of developing the program, and it is expected to be implemented in the near future.

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The 2022 program runs May 1 through December 31. For more information, visit [bluewhalesblueskies.org](http://bluewhalesblueskies.org)

### A cafe built out of a shipping container is coming Downtown to Civic Center plaza

A new cafe, built out of a shipping container, is coming to the Civic Center plaza in Long Beach. The cafe, which is owned and operated by a local entrepreneur, will be a small, modern space that will offer a variety of coffee and pastries. The cafe is being built on a vacant lot in the Civic Center plaza, and it is expected to be completed in the near future. The cafe will be a great addition to the plaza, and it will provide a great place for people to enjoy their coffee and pastries.

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

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

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12 Nonprofits BUSINESS JOURNAL March 8, 2022 March 8, 2022 BUSINESS JOURNAL Nonprofits 13

**Domestic Violence**  
 The process of ending a violent relationship can be challenging, and it is important to seek help from a domestic violence shelter. The Su Casa domestic violence shelter in Long Beach provides a safe and supportive environment for women who are experiencing domestic violence. The shelter offers a variety of services, including counseling, food, and emergency financial assistance. The shelter is a great resource for women who need help with their domestic violence situation.

### Su Casa domestic violence shelter faces housing challenges and increased need since pandemic

The Su Casa domestic violence shelter is facing significant housing challenges and an increased need for services since the onset of the COVID-19 pandemic. The shelter, which is located in Long Beach, California, has seen a significant increase in the number of women who are seeking shelter. This is due to a combination of factors, including a return to normal business operations, a surge in residential water use, and a significant increase in water demand from the city's major employers, including the Port of Long Beach and the Long Beach Airport.

**Your Shipping Choices Can Help Protect Blue Whales & Blue Skies**

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

www.bluewhalesblueskies.org/retailers

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### West Coast Trade Report

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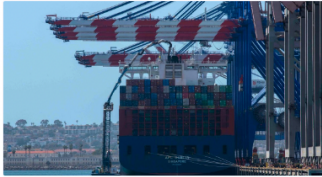
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## Blue Whales and Blue Skies Program launches Brand Ambassador Initiative

Published April 11, 2022



Robert Schrammer

**Sponsored content**  
By [Protectors Blue Whales & Blue Skies](#)

The [Protectors Blue Whales and Blue Skies Program](#) (BWBS) announces the launch of its Brand Ambassador Initiative. This move marks an important expansion for the West Coast-based Vessel Speed Reduction Program, whose mission is to cut air pollution and regional greenhouse gas emissions, protect endangered whales, and reduce underwater noise. Now, the program is collaborating with companies who make sustainable shipping choices.

Since its inception in 2014, the BWBS program has worked with ship operators to reduce vessel speed when transiting along the coast of California. Each successive year of program implementation has yielded large increases in both participation and in the environmental benefits generated.

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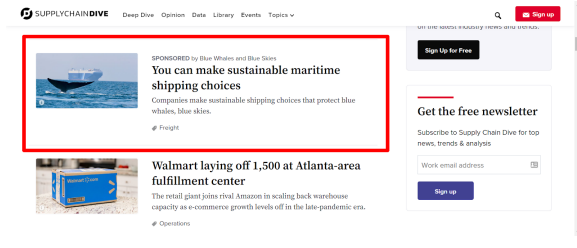
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### IN THIS ARTICLE

BY MONDAY, JULY 18TH, 2022

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### 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. Eighteen global shipping companies participated May 15 November 15, 2021, transiting at 10 knots or less in the San Francisco Bay Area Southern California region. Reducing speeds lowers the risk of ship strikes, uses less fuel produces less pollution and ocean noise. The 2022 program is underway, promote adoption of sustainable shipping practices across the globe.

<https://www.bluewhalesblueskies.org>

### BIZSPOTLIGHT

1 of 100

**PAID CONTENT** GENERAL NEWS ENVIRONMENTAL SERVICES

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

May 27, 2022

### Protecting Blue Whales and Blue Skies

[www.bluewhalesblueskies.org](http://www.bluewhalesblueskies.org)  
[sarah.marquis@nraa.gov](mailto:sarah.marquis@nraa.gov)

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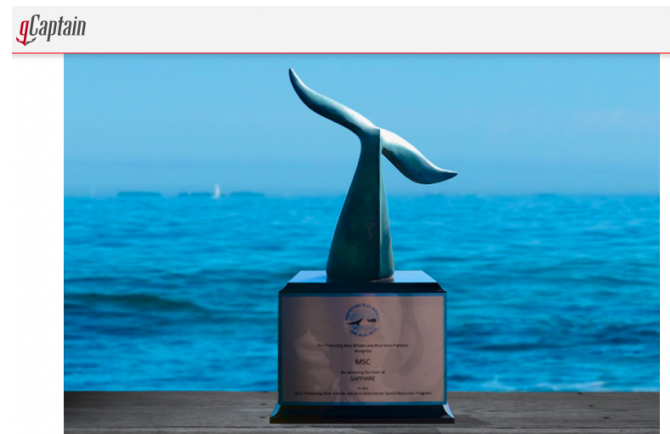
"Protecting Blue Whales & Blue Skies" program announced results from an initiative to cut air pollution and protect endangered whales. Eighteen shipping companies participated in 2021, transiting at 10 knots or less in the San Francisco Bay Area and the Southern California region. The voluntary incentive program ran May 15, 2021 through November 15, 2021.

Shipping companies receive recognition and financial awards based on the percent of distance travelled 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 10-knot target complements the National Oceanic and Atmospheric Administration's (NOAA) and U.S. Coast Guard's requests for all vessels (500 gross tons or larger) to reduce speeds during the months of peak 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 Coast national marine sanctuaries. Observed and documented deaths totaled 27 endangered whales from 2007-2021, and likely represent only a small fraction of the total number of ship strikes taking place annually.

The timing of the program also coincides with the season when ground-level ozone (smog) concentrations are typically high. The 10-knot target allows ships to travel at an efficient operating load using less fuel and producing less pollution.

Three award tiers for participating companies are Sapphire (85-100% of Blue Whale Abundance in VSR zones transited at 10 knots or less), Gold (60-



MSC and Swire Shipping earned the Protecting Blue Whales and Blue Skies Whale Tail award. Photo: Jessica Morten/NOAA

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

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October 1, 2022

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by Blue Whales and Blue Skies

### MSC, Swire Shipping merit top "Whale Tail" award

Shipping companies received awards for reducing speeds in the 2021 ["Protecting Blue Whales & Blue Skies"](#) program. Eighteen shipping companies participated, transiting at 10 knots or less in the San Francisco Bay Area and the Southern California region. The program's Southern California region extends from Point Arguello (in Santa Barbara County) to waters near Dana Point (by the Ports of Los Angeles and Long Beach).

The voluntary incentive program ran May 15, 2021 through November 15, 2021.

## Summary

	<b>News Stories</b>	<b>News Impressions</b>	<b>Ads</b>	<b>Ad Impressions</b>	<b>Website Visits</b>	<b>LinkedIn Impressions</b>
<b>General/Cargo Carrier Program</b>	<b>&gt;140</b>	<b>4,500,000+</b>	<b>115</b>	<b>4,879,000+</b>	<b>4,190</b> (homepage)	<b>-</b>
<b>Brand Ambassador Program</b>	<b>&gt;190</b>	<b>6,000,000+</b>	<b>60</b>	<b>1,971,000+</b>	<b>821</b> (brand pages)	<b>-</b>
<b>Total</b>	<b>&gt;330</b>	<b>10,500,000+</b>	<b>175</b>	<b>6,850,000+</b>	<b>5,600</b> (all webpages)	<b>165,000+</b>