



**Protecting
Blue Whales
and Blue Skies**

Ambassadors



A voluntary vessel speed reduction program in California waters to help the world's largest shipping lines and companies that rely on them implement responsible shipping practices to support biodiversity and healthier coastal communities, reducing:

- **lethal ship strikes on endangered whales**
- **regional greenhouse gas emissions**
- **air pollution, and**
- **underwater noise pollution**



bluewhalesblueskies.org
becca@californiamsf.org

WHAT IS THE AMBASSADOR PROGRAM?

• **A free, straightforward way to advance more sustainable shipping and supply chain accountability.**

- Companies that ship ocean freight with at least one enrolled carrier to import or export via California ports are eligible.
- Shipping line cooperation and the associated environmental benefits are independently verified, and program participants receive recognition and press.

"...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,
Head of Environmental & Social Impact, Peak Design

Benefits

Understand and share your cargo carriers' performance

BWBS independently verifies cooperation rates and quantifies the benefits of shipping line participation in terms of reduced: regional greenhouse gas emissions, air and noise pollution and fatal ship strike risk to endangered whales.

Amplify responsible shipping opportunities

Receive communications templates and materials that can be used to address your consumers, help grow awareness of opportunities to help protect whales and coastal communities, and respond to growing demand for supply chain sustainability and biodiversity protection.

Press

Ambassadors are featured in news outlets, magazines, journals, social media and webinars.

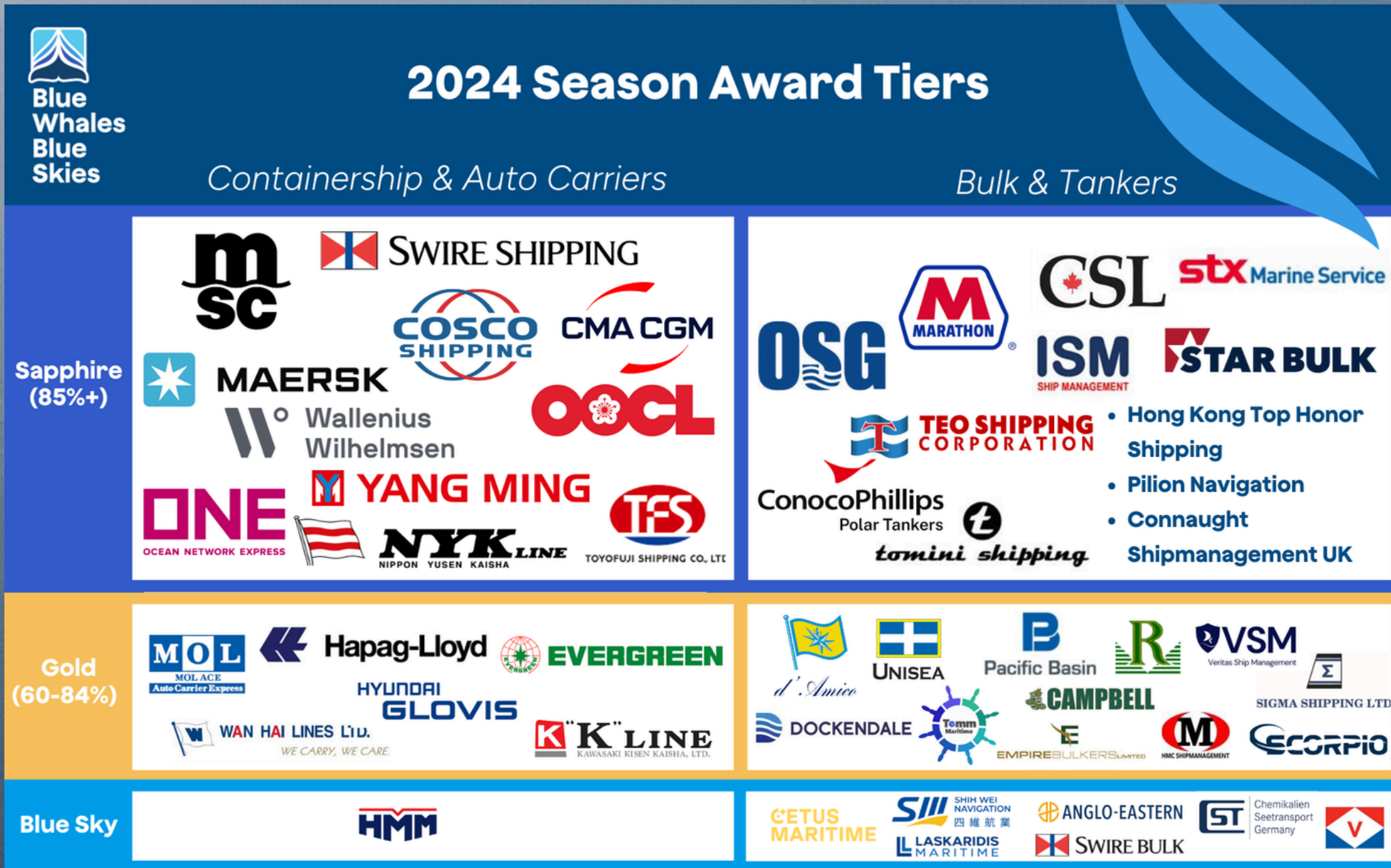
The top threats to whales around the world are ship strikes, and entanglement.

Ship strikes are of particular concern in areas where shipping route density and whale presence is high, as is the case in CA, where ~40% of imports enter the U.S.

By incentivizing shipping lines to reduce speeds during migratory season, BWBS helps reduce the risk of fatal strikes to endangered fin, humpback, and blue whales.

Context


SHIPPING LINE ENROLLMENT & IMPACT




49 global shipping companies enrolled (2024 Season)

Environmental Benefits


4,500+ tons of NOx emissions (2014-2023)


 Underwater noise by **5.4** decibels/transit


153,000+ metric tons of regional ghg emissions (2014-2023)


 Fatal ship strike risk to endangered whales reduced by **50%+**



PRESS

The New York Times

And the Winner Is ... the Slowest!

Cargo ships off California are reducing speeds as part of an unusual race designed to protect some very large local residents.

Listen to this article · 5:11 min [Learn more](#)

Share full article



A humpback whale in the Santa Barbara Channel, off the coast of California, last year. Mike Eliason, via Associated Press



How our ear-splitting racket deafens marine life

Industrial activity has added up to 15 decibels of noise to the Santa Barbara Channel, new research has found. The difference is clear and worrying.



A WHALE breaches off L.A.'s coast in 2016. Increasing noise levels from ship traffic can harm whales and other marine life. (Nick Ut Associated Press)

By Hayley Smith

Los Angeles Times

Sustainable shipping choices for protecting blue whales and blue skies

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

Published Aug. 12, 2024

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SPECIAL EDITION: OCEAN PHOTOGRAPHER OF THE YEAR 2024
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MARINE LIFE

Whale-ship strikes reduced if 2.6% of ocean made safer

For the first time, res...
geographically wide

Forbes

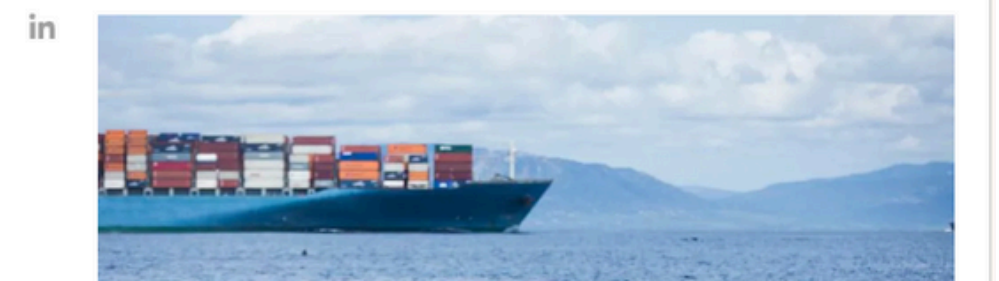
Navigating Sustainability: The Critical Role Of Ethical Shipping

F Andi Cross Forbes Councils Member
Forbes Business Council COUNCIL POST | Membership (Fee-Based)

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f Andi Cross is the Founder of impact consultancy WILDPALM, lead of the Edges of Earth expedition, writer, growth strategist & SSI divemaster.



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