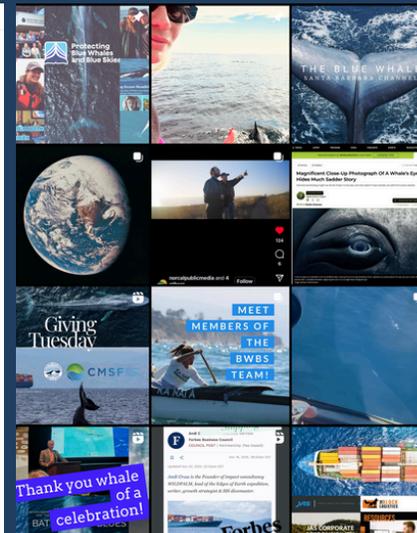
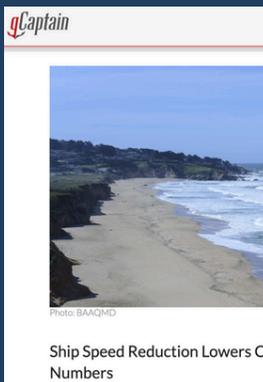
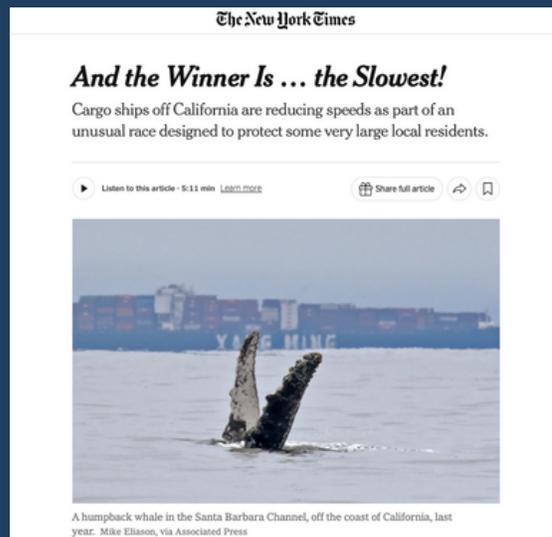


2024 YEAR IN REVIEW & MARKETING REPORT

JANUARY 2024 - DECEMBER 2024



Protecting Blue Whales and Blue Skies

BLUEWHALESBLUESKIES.ORG

Table Of Contents

- **Introduction**
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- **Earned Media**
- **Press Releases**
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- **Ship Operators**
- **Advertising & Sponsored Features**
- **Contact**



Photo: Adam Ernster Wildlife

Introduction



Photo: Ralph Clavenger Wildlife

Responsible Shipping

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

BWBS independently verifies cooperation rates, quantifies the benefits of participation, and provides recognition to participants to encourage the further adoption of sustainable shipping practices across the globe.

Marketing & Year In Review Report

The programs marketing campaign is designed to increase visibility of the shipping company participants and Ambassadors to recognize their engagement and efforts to drive more responsible shipping practices for safer whales, a quieter ocean and cleaner air.

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

This report covers January through December 2024.

Summary

20,000-30,000
monthly
Instagram Views

177,000
LinkedIn
Impressions

10,235
Website
Visits

65 Million
Ad
Impressions



Earned Media

Organic media coverage, without any direct purchase



2024 COFFEE TABLE BOOK
OUT NOW

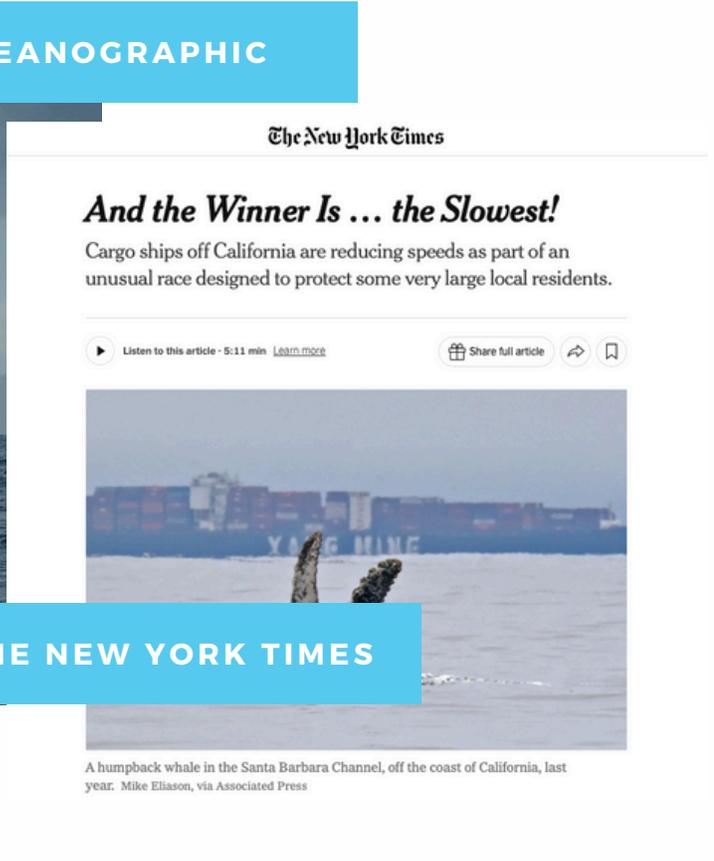
oceanographic LOG

MAGAZINE SHOP STORIES OCEAN PHOTOGRAPHER OF THE YEAR STORYTELLER IN RESIDENCE

OCEANOGRAPHIC

MARINE LIFE

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



The New York Times

And the Winner Is ... the Slowest!

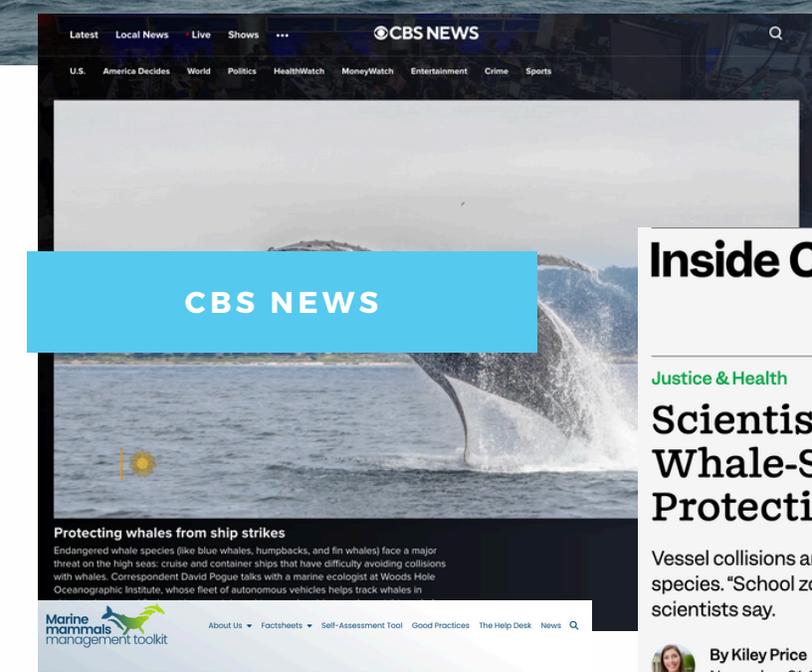
Cargo ships off California are reducing speeds as part of an unusual race designed to protect some very large local residents.

Listen to this article - 5:11 min [Learn more](#) [Share full article](#)



THE NEW YORK TIMES

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



Latest Local News Live Shows

CBS NEWS

U.S. America Decides World Politics HealthWatch MoneyWatch Entertainment Crime Sports

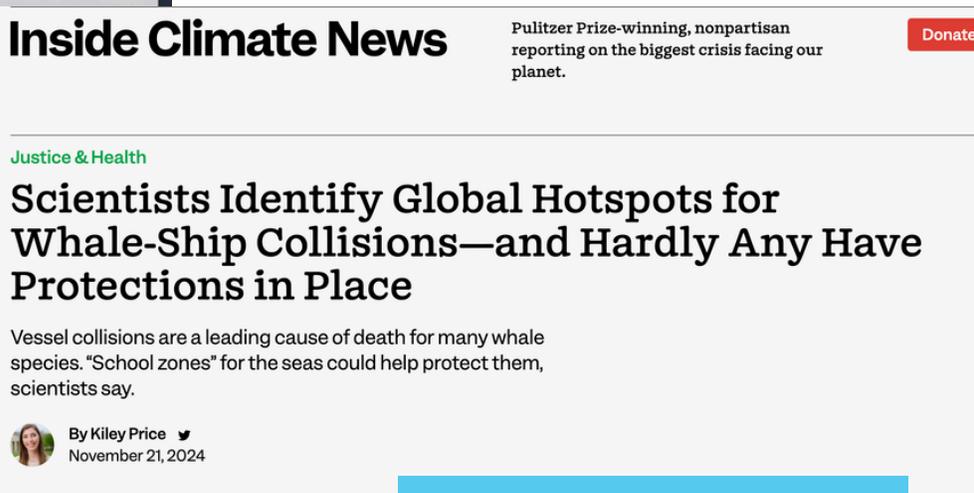
Protecting whales from ship strikes

Endangered whale species (like blue whales, humpbacks, and fin whales) face a major threat on the high seas: cruise and container ships that have difficulty avoiding collisions with whales. Correspondent David Pogue talks with a marine ecologist at Woods Hole Oceanographic Institute, whose fleet of autonomous vehicles helps track whales in

Marine mammals management toolkit

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CBS NEWS



Inside Climate News [Donate](#)

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Justice & Health

Scientists Identify Global Hotspots for Whale-Ship Collisions—and Hardly Any Have Protections in Place

Vessel collisions are a leading cause of death for many whale species. "School zones" for the seas could help protect them, scientists say.

By Kiley Price [Twitter](#)
November 21, 2024



News [Back News](#)



June 5, 2024 • Collision / strike, Homepage, News

Protecting Blue Whales and Blue Skies Programme Underway for 2024



INSIDE CLIMATE NEWS

Earned Media

Sections

Los Angeles Times

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How loud is ship noise? Hear the difference

Researchers captured the sounds of distant whale calls in the Santa Barbara Channel using recording devices nearly 2,000 feet below the surface. They also captured the extra noise that can be created by container ships and industrial activity. The spectrograms below provide a visual representation of the sounds. Lower frequencies, or pitches, appear lower in the image. Higher amplitudes, or louder sounds, produce brighter colors.

Without ships With ships

▶ PLAY ▶ PLAY

↑ Higher frequency

Humpback whales

0:10

Sean Greene LOS ANGELES TIMES

CLIMATE & ENVIRONMENT

How humanity's ear-splitting racket deafens whales and other marine animals



LOS ANGELES TIMES

Forbes

News > Environment

California Congressmembers Look to Build off Santa Barbara Channel's Blue Whales and Blue Skies Program

Reps. Carbajal and Huffman Introduce Bill to Protect Marine Life and Cut Air Pollution Across Entire Pacific Coast

By Callie Fausey
Fri Jun 21, 2024 | 2:30pm

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FORBES > SMALL BUSINESS

Navigating Sustainability: The Critical Role Of Ethical Shipping

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COUNCIL POST | Membership (Fee-Based)

SANTA BARBARA INDEPENDENT

SFGATE Newsletters Sign In

TRAVEL | CALIFORNIA PARKS

A rare whale washing up on a California beach is part of a big problem

In the last 20 years, only eight fin whales have been found dead on the North Coast

By Matt LaFever, North Coast Contributing Editor
Sep 22, 2024

f x e

NORTHWEST PUBLIC BROADCASTING

ABOUT TV RADIO NEWS MUSIC &

NORTHWEST PUBLIC BROADCASTING

SF GATE

Whale, ship collisions around the globe could be helped by slower speeds, study shows



Press Releases

Each story appeared in 200+ news sites.

Feb. 27, 2024

[33 Global shipping companies receive awards for reducing speeds off California coast to protect blue whales and blue skies](#)

March 28, 2024

[Ten Companies Join Initiative for Safer Whales and Cleaner Air](#)

April 4, 2024

[2023 Vessel Speed Reduction Season Results](#)

June 20, 2024

[Global Shipping Companies Honored for Environmental Leadership at Port of Hueneme Event](#)

July 16, 2024

[Limoneira joins Protecting Blue Whales and Blue Skies as Newest Ambassador](#)

September 05, 2024

[Business & Pleasure Co. joins Protecting Blue Whales and Blue Skies as Newest Ambassador](#)

September 27, 2024

[Record-breaking Mid-Season Results from Protecting Blue Whales and Blue Skies Program](#)

Press Releases



Ship speed reduction lowers California coastal air pollution numbers

Protecting Blue Whales and Blue Skies is a vessel speed reduction program for safer whales, cleaner air, and a quieter ocean.

CALIFORNIA, UNITED STATES, April 4, 2024 (EINPresswire.com) – Protecting Blue Whales and Blue Skies¹ vessel speed reduction (VSR) program announced results from 2023, including a reduction in coastal California air pollution, lowered risk to whales, and reduced ocean noise. The voluntary program ran May 1 through December 15, 2023.

Thirty-three global shipping companies participated in the voluntary incentive-based VSR program in 2023. Companies reduced ship speeds off California, transiting at 10 knots or less in the San Francisco and Monterey Bay region and the Southern California region.

Protecting Blue Whales and Blue Skies achieved the highest participation and cooperation levels since its inception in 2014, even after phasing out financial incentives. Shipping companies are recognized with awards for their level of performance.

Cooperation levels continue to improve in both regions with an overall 81% cooperation rate from participants, up from 78% in the 2022 season. The number of participants was also greater than any previous year, increasing from 23 shipping companies in 2022.

Highlights of the 2023 program include:

Shipping companies that participated in the 2023 program reduced their air pollutant emissions by approximately 1,250 tons of NOx (nitrogen oxides) and 45,000 metric tons of regional GHGs (greenhouse gases). These numbers represent a 27% reduction in NOx and GHG pollution from the ships that participated in the program, as compared to 2016 baseline conditions. For comparison, the NOx reductions are equivalent to converting 900,000 passenger vehicles to zero emissions for a single year.

The transits of vessels participating in the program posed approximately 58% less strike mortality risk to whales than if those vessels did not reduce their speed.

“The 10-knot target allows ships to travel safely and at an efficient operating load using less fuel and producing less pollution and regional greenhouse gas emissions.”
— Protecting Blue Whales and Blue Skies

Of the 462,500 nautical miles of ocean transited by all the ships in the program, nearly 375,437 nautical miles were at 10 knots or less, equivalent to traversing the circumference of the Earth more than 15 times.

Ships in the program transiting the 200-nautical-mile VSR zone in Southern California traveled at 10 knots or less for 83% of the total miles traveled. Cooperation has steadily increased season 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 approximately 200-nautical-mile San Francisco Bay Area VSR zone, cooperation levels from the participating companies rose to 76%, up from 72% in 2022.



Container ship in Pacific Ocean. Photo: Bob Schwemmer



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



Two blue whales in Channel Islands National Marine Sanctuary



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

The voluntary incentive program aims to reduce fatal ship strikes to endangered whales, air pollution, regional greenhouse gas emissions, and underwater noise.

CALIFORNIA, UNITED STATES, February 27, 2024 (EINPresswire.com) – Shipping companies received awards for reducing speeds in the 2023 Protecting Blue Whales & Blue Skies¹ program. The voluntary incentive program ran May 1 through December 15, 2023 to reduce fatal ship strikes to endangered whales, air pollution, regional greenhouse gas emissions, and underwater noise.

Thirty-three shipping companies participated, transiting at 10 knots or less in the San Francisco and Monterey Bay region and the southern California region. Cooperation levels continue to improve in both regions with an overall 81% cooperation rate from participants during the 2023 season, up from 78% in the 2022 season. The number of participants was also greater than any previous year, increasing from 23 shipping companies in 2022.

Shipping companies received recognition based on the percent of distance traveled by their vessels through the Vessel Speed Reduction (VSR) zones at 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 (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.

Thirteen companies reached the Sapphire level, the most in the top award level category since the program began. They are CMA CGM, CSL Group, D'Amico Tankers DAC, Hapag-Lloyd, Mediterranean Shipping Company (MSC), NingBo Ocean Shipping Co, NYK Ro-Ro, Ocean Network Express (ONE), Orient Overseas Container Line (OOCL), OSG Ship Management, Swire Shipping, Yang Ming, and Wallenius Wilhelmsen.

“Shipping companies received recognition based on the percent of distance traveled by their vessels through the Vessel Speed Reduction (VSR) zones at 10 knots or less.”
— Protecting Blue Whales and Blue Skies

The French shipping line, CMA CGM, has improved their cooperation level year after year, and achieved the highest cooperation level of any line in the 2023 season at 96% by transiting over 46,000 nautical miles at 10 knots or less in the VSR zones. Other Sapphire-level participants that have demonstrated increasing cooperation in recent years include Mediterranean Shipping Company (MSC), NYK Ro-Ro, Ocean Network Express (ONE), Wallenius Wilhelmsen, and Yang Ming.

For the sixth year in a row, Mediterranean Shipping Company (MSC), the world's largest shipping line, notably achieved the Sapphire tier and demonstrated that advance planning enables ships to adjust their schedule to cooperate with the VSR program without disrupting operations. Orient Overseas Container Line and Swire Shipping notably achieved a 95% cooperation level in both the 2022 and 2023 program seasons.

The 10-knot target complements the National Oceanic and Atmospheric Administration (NOAA), U.S. Coast Guard, and Environmental Protection Agency voluntary 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 them 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 high priority for NOAA, including for NOAA's West Coast national marine sanctuaries². From 2007-2022, observed and documented deaths of California totaled 52 endangered whales. This is thought to represent only a small fraction of the total number of ship strikes taking place



Thirteen companies received the top tier Sapphire Award from Protecting Blue Whales and Blue Skies. Credit: Amber McEldowney



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



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



Global Shipping Companies Honored for Environmental Leadership at Port of Hueneme Event

Shipping companies received awards for reducing speed to protect blue whales and blue skies during an ocean day celebration at California's Port of Hueneme.

CALIFORNIA, UNITED STATES, June 21, 2024 (EINPresswire.com) – The Port of Hueneme and Protecting Blue Whales and Blue Skies¹ Program partners recognized the exemplary efforts of global shipping companies for their voluntary participation in the Protecting Blue Whales and Blue Skies Program during a recent World Ocean Day celebration.

The Port of Hueneme is an Ambassador for Protecting Blue Whales and Blue Skies, a voluntary vessel speed reduction program that provides positive recognition to ocean shipping companies for reducing speed as they transit and from California's ports and verifies the environmental benefits, including reduced impacts to marine mammals, ocean noise, climate change, and air quality.

Thirty-three global shipping companies participated in the voluntary incentive-based VSR program in 2023. Companies reduced ship speeds off California, transiting at 10 knots or less in the San Francisco and Monterey Bay region and the Southern California region.

Whale Tail Trophies
Top-performing shipping companies were awarded "Protecting Blue Whales and Blue Skies" whale tail trophies at a recognition ceremony. Sean Hastings from the Channel Islands National Marine Sanctuary highlighted the significant impact of this partnership.

“This collaboration is a win for clean air, endangered and threatened whales, and ocean conservation.”
— Robert Mazurek, California Marine Sanctuary Foundation

Thirteen companies reached the Sapphire level, the most in the top level category since the program began. They are CMA CGM, CSL Group, D'Amico Tankers DAC, Hapag-Lloyd, Mediterranean Shipping Company, NingBo Ocean Shipping Co, NYK Ro-Ro, Ocean Network Express, Orient Overseas Container Line, OSG Ship Management, Swire Shipping, Yang Ming, and Wallenius Wilhelmsen.

Keynote Panel
A keynote panel featured marine resource and air quality scientists and experts who noted the program's measurable strides in not only reducing ship strikes to endangered whales but also helping coastal counties meet air quality standards.

Panelist Holly Lohuis, Co-Director of Santa Barbara Channel Whale Heritage Area, emphasized the urgency of conservation efforts, calling the Santa Barbara Channel "a destination for the critically endangered blue whales."

Robert Mazurek of the California Marine Sanctuary Foundation³ further emphasized this point. "It is very exciting to partner with NOAA, the air quality agencies, and industry on a program where everyone can see such clear benefits. This collaboration is a win for clean air, endangered and threatened whales, and ocean conservation."

Port Commitment to Zero Emissions
In addition to celebrating ongoing conservation efforts, the Port of Hueneme and Oxnard Harbor District made a historic commitment to achieve zero emissions across all operations within the next six years. Kristin Decas, CEO and Port Director of Port of Hueneme, announced the port's vision for a cleaner, healthier future. The ambitious decarbonization project, slated for completion by 2030, positions Port Hueneme as a global leader in sustainable port management.



Two blue whales in Channel Islands National Marine Sanctuary



Protecting Blue Whales and Blue Skies awards. Credit: Garrett Raborg, Port of Hueneme



Panel at Port of Hueneme ocean event. Credit: Garrett Raborg, Port of Hueneme



Ten Companies Join Initiative for Safer Whales and Cleaner Air

Companies become Ambassadors for Protecting Blue Whales and Blue Skies: a partnership committed to making maritime shipping more sustainable.

CALIFORNIA, UNITED STATES, March 28, 2024 (EINPresswire.com) – The Protecting Blue Whales and Blue Skies¹ program recognizes ten companies that have committed to making a difference for whales, people and the planet by becoming Protecting Blue Whales and Blue Skies Ambassadors.

Companies that have joined the Ambassador² initiative are in a variety of industries spanning from coffee to consumer goods, united by their commitment to sustainable shipping. Ports, freight forwarders, and logistics companies have also joined. 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 Hueneme, and JAS Worldwide.

The Protecting Blue Whales and Blue Skies program incentivizes shipping companies to voluntarily reduce their speeds along California's coast to reduce fatal ship strikes to endangered whales, air pollution, regional greenhouse gas emissions, and underwater noise. By verifying voluntary cooperation, calculating environmental benefits, and recognizing program participants, the program helps shipping companies meet the demands of commerce in a more sustainable way.

Companies that ship their goods to or from California's ports play an important role in the positive recognition and conservation benefits of the program. Ambassadors receive data about the environmental benefits associated with their shipping companies' participation including the reduced risk of ship strikes to whales, air pollution, greenhouse gas emissions, and underwater noise. This information can be used to inform customers and stakeholders, and to make more sustainable shipping decisions.

Ambassadors also receive the program's logo, and communications toolkits to promote their participation and the benefits of shipping more sustainably.

Empowered with data, Ambassadors recognize their shipping companies' participation and encourage their continued cooperation. By creating a demand for sustainable shipping practices, Ambassadors contribute to the success of the program. "Companies are taking responsibility to ensure their products are shipped more sustainably," says Amber McEldowney, Ambassador Coordinator.

In 2023, Protecting Blue Whales and Blue Skies achieved the highest participation and cooperation levels since its inception in 2014, with 81% of fleet transiting out financial incentives. During the 2023 season, 33 participating shipping companies traveled over 375,000 nautical miles at 10 knots or less.

The program is free to join, and Ambassadors report that it is a simple way to make a tangible impact. "Being a brand ambassador was a no-brainer for us; it's a low effort opportunity for brands to grow awareness and concretely move the dial in shaping freight industry practices," said Annie Nyvotte, Sustainability Director at Peak Design. "Joining the initiative costs nothing aside from using our voices to advocate for more sustainable transportation. It's something all responsible brands should join."

"Through this partnership, we remain committed to exclusively booking freight companies that participate in vessel speed reduction," said Scott Beatty, Nomad 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."

"Sonos is proud to join Protecting Blue Whales and Blue Skies as a Brand Ambassador" says Deji Okunton, Director of Global Affairs and Sustainability at Sonos. "We were founded in Santa Barbara, and we're committed to doing our part to protect the ecological biodiversity of the area."

"Our coffee roasting business has a larger impact than anything else we do, so being intentional about every aspect of our roasting is imperative," said Brett Dioguardi, Director of Sustainability and Supply Chain for Summit Coffee.

"Protecting Blue Whales and Blue Skies is a great example and opportunity for us to help share the great work being done, and to encourage other companies to get involved too."

Protecting Blue Whales and Blue Skies is a vessel speed reduction program for safer whales, cleaner air, and a quieter ocean. It is a collaborative effort by several air pollution control districts, national marine sanctuaries in California, the California Marine Sanctuary Foundation³, and other non-profit organizations.



Two blue whales in Channel Islands National Marine Sanctuary



Companies in the Ambassador initiative represent a variety of industries. Photo: Nomad Goods.



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

News

Stories appeared in 1850+ news sites totaling 64M+ impressions.

AP



NBC
BAY AREA

Forbes

The New York Times



qCaptain

Inside Climate News

LONG BEACH
BUSINESS
JOURNAL



**The MARITIME
EXECUTIVE**
INTELLECTUAL CAPITAL FOR LEADERS



SUPPLYCHAINDIVE

LBP LONG BEACH POST

**SAN FRANCISCO
BUSINESS TIMES**

Los Angeles Times

NOOZHAWK
THE FRESHEST NEWS IN SANTA BARBARA COUNTY

PACIFIC COAST
BUSINESS TIMES

CBS

**Santa Barbara
Independent**

SAFETY4SEA

Santa Cruz Sentinel

Ambassadors

Highlighting program impact participation

CASE STUDIES

22 DESIGNS RECEIVES GRANT TO REDUCE ELECTRICITY EMISSIONS

22 Designs utilized a Rural Energy for America Program (REAP) Grant to help cover the cost of a rooftop solar array at its headquarters. The contractor it partnered with sized the array to cover approximately 100% of 22 Designs' electricity usage. The developer also completed the grant paperwork on 22 Designs' behalf. In 2023, the array produced 90% of the total electricity used onsite, resulting in significant scope 2 reductions. The REAP Grant covered 25% of project costs, in addition to a 26% tax credit. Now, in 2024, REAP Grants have been doubled to cover up to 50% with a 30% tax credit, meaning there are government incentives for up to 80% of project costs. REAP Grants are available to small businesses in rural areas, learn more here.



NEMO EQUIPMENT LAUNCHES CIRCULAR PRODUCT TO REDUCE EMISSIONS

NEMO Equipment launched its first circular product, the Forte Endless Promise. Endless Promise is NEMO's commitment to reduce resource consumption and keep gear out of the landfill. All Endless Promise products are painstakingly designed to be mono-polymer in order to be easily, fully recyclable at the end of their usable life. The new line of Forte bags can be sent to NEMO for resale or recycling; customers will receive a NEMO gift card for the resale value if the bag is in good enough condition for a new owner or, if the bag has reached the end of its adventures, a \$20 NEMO gift card will be offered as thanks for recycling. NEMO has partnered with Unifi, a leading textile recycler, to turn spent Fortes into Repreve® polyester yarns so each Endless Promise product can live on, endlessly, as a new item. Learn more about NEMO's sustainability initiatives here.



PEAK DESIGN REDUCES TRANSPORTATION EMISSIONS

Peak Design is inspired by the work that Blue Whales & Blue Skies (BWBS) is doing to protect California's coastal communities and wildlife, and is proud to partner with them as a brand ambassador. BWBS monitors and recognizes shipping companies that use responsible vessel speeds. Slower speeds significantly reduce the risk of fatal whale strikes, harmful air pollution, and greenhouse gas emissions. Being a brand ambassador was a no-brainer: it's a zero-cost low lift opportunity for brands to grow awareness and advocate for more sustainable transportation practices from our freight carriers. It's something all responsible brands should join.



Partnering with Protecting Blue Whales and Blue Skies to Quiet Underwater Noise

As a Brand Ambassador for Protecting Blue Whales and Blue Skies since FY23, we demonstrate our commitment to making operational adjustments that promote biodiversity and reduce carbon emissions throughout our supply chain. We encourage our primary shipping carriers to participate in a voluntary vessel speed reduction (VSR) program—a seemingly small change that can lead to significant results. Slower vessels translate to fewer emissions, reduced noise pollution, and a lower risk of collisions with whales. Together with other VSR program participants, we helped reduce the risk of ship strikes with endangered whales* by 58% and prevent an estimated 45,000 metric tons of carbon emissions in 2023.

In FY24, we expanded our partnership with Protecting Blue Whales and Blue Skies by providing grant funding to support impact measurement through noise analysis in two key ways:

- Measuring and comparing ambient noise levels during shipping season and the off-season to gain a broader view of the impact at different times of the year and a clearer picture of the larger acoustic landscape
- Geographically expanding the analyses to additional stations along the coast of California to more comprehensively understand the noise reduction impact in all VSR zones

Granular data like these help Protecting Blue Whales and Blue Skies tailor their program to enhance its impact and develop a clearer picture of the acoustic landscape of California's marine environment.

SONOS

PEAK DESIGN

CLIMATE ACTION

Protecting Blue Whales and Blue Skies

At Limoneira, we are committed to stewarding the land responsibly and sustainably—but that's not all! Limoneira has joined [Protecting Blue Whales and Blue Skies](#) as its newest Ambassador, supporting their program to reduce ship speeds for safer whales, cleaner air, and a quieter ocean.



The program incentivizes shipping companies to voluntarily reduce their speeds along the California coast. Reducing speeds reduces fatal ship strikes to endangered whales, air pollution, regional greenhouse gas emissions, and underwater noise.

"Our commitment to sustainability is deeply embedded in our culture, and we view sustainability as a path towards continued long-term success," said Limoneira President and CEO, Harold Edwards. "We are responsible trustees in the protection and improvement of our environment that align with the goals of the Blue Whales and Blue Skies."

LIMONEIRA

The Port of Hueneume

ABOUT BUSINESS ENVIRONMENT COMMUNITY INNOVATION INFRASTRUCTURE

PBWBS PROGRAM

PROTECTING BLUE WHALES AND BLUE SKIES PROGRAM

Protecting Blue Whales and Blue Skies is a voluntary Vessel Speed Reduction Program that incentivizes shipping companies to reduce their speeds along the California coast. This program is designed to protect endangered whales, reduce air pollution, and decrease greenhouse gas emissions. The Port of Hueneume is California's only Port Ambassador for the Protecting Blue Whales and Blue Skies (PBWBS) Vessel Speed Reduction Program. The Port is proud to work with its partner shipping companies that participate in PBWBS, with their demonstrated commitments to clean air, whale conservation and sustainable shipping. In doing so, the Port of Hueneume encourages them to maintain a high level of cooperation in the program in the years to come. The Port prides itself on being a leader in maritime sustainability and our success is greatest when we work together with partners.

PORT OF HUENEME

Port of Hueneume, Making World Ocean Day, Announcing Goal of Zero Emissions by 2030

At its World Oceans Day event on June 11, the Port of Hueneume announced its aim to make operations zero emission by 2030.

Becoming zero emissions with grid power requires a huge investment in electrical charging infrastructure and equipment and will cost tens of millions of dollars. However, the Port is well on its way having invested tens of millions to date with another \$100+ million in investments and grants in queue to continue this transition away from fossil fuels. The Port has already made significant progress in reducing emissions by using low and zero emissions vehicles and equipment over the years, and by working with Port partners to use better, cleaner technology.

"The Port of Hueneume's announcement of our zero-emission blueprint initiative marks a critical step in our commitment to environmental sustainability and climate action," said Celina Zacarias, President of the Onard Harbor District Board of Harbor Commissioners.

"I'd like to thank the California Energy Commission for seeing the Port of Hueneume as a leader in the Port decarbonization space and providing critical funding to bring our communities vision of a zero-emission port one step closer to reality. This ambitious goal to be zero emission by 2030 is only possible with the incredible support of our strong community, labor, and business partners throughout Ventura County. We look forward to working together on this journey to becoming the first fully zero emission and greenest port in the United States!"

The intent is to have the Port's cranes all plugging in, vessels be zero emission at berth through shorepower power and emission control systems, and transition handling equipment and port vehicles to zero emission by 2030. The Port will partner closely with the trucking

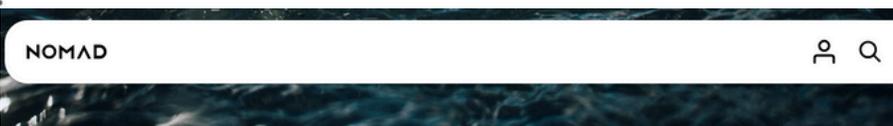
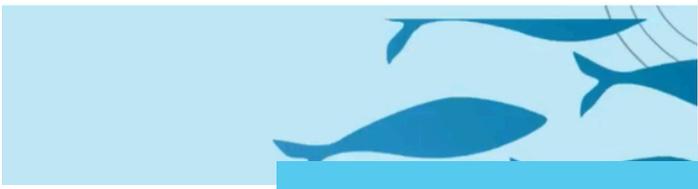
Ambassadors

Highlighting program impact participation

JAS Worldwide + Follow
 101,444 followers
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This World Whale Day, JAS is proud to be an ambassador for the **Protecting Blue Whales and Blue Skies Program**. We are committed to reducing vessel speed along the California coast, safeguarding biodiversity, and raising industry awareness. Let's protect our oceans and whales and create a cleaner future together. 🌍

[#SustainableShipping](#) [#ProtectOurOceans](#)
[#JASWorldwide](#)



Nomad x Protecting Blue Whales and Blue Skies

January 24, 2024 | Words by Madeline Myers

Nomad has been a proud Brand Ambassador for **Protecting Blue Whales and Blue Skies** (BWBS) since early 2021. This week, we had the chance to sit down with Ambassador Coordinator Amber McEldowney to delve into our partnership with BWBS and discuss the organization's mission and objectives going into 2024.



SETTING SAIL TOWARDS SUSTAINABILITY: THE IMPACT OF CALIFORNIA'S VESSEL SPEED REDUCTION PROGRAM ON BLUE WHALES AND BEYOND

By JAS Sustainability Team
 February 18, 2024



Blue Whale with Cargo Ship in the Background

Protecting Blue Whales and 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

the program helps companies protect endangered whales, reduce fuel use, regional greenhouse gas emissions, and improve air quality and human health outcomes.

The program runs each year from mid-May to December to coincide

The Block Logistics
 503 followers
 8mo • 🌐

🌟 Exciting News! Our company is proud to join the Protecting Blue Whales and Blue Skies program as one of the ten Ambassador companies committed to environmental excellence. Together, we're paving the way for a future where sustainable shipping practices are not just a goal but a reality. From coffee roasters to consumer goods giants, we stand united with diverse industries in our dedication to protecting our planet, its majestic whales, and the air we all share. Special thanks to **Amber McEldowney**, the visionary Ambassador Coordinator, for guiding us on this journey. Here's to making a meaningful impact on whales, people, and the planet! 🐋🌿
[#LogisticsUnusual](#) [#GiveAFox](#) [#Sustainability](#)

THE BLOCK LOGISTICS Blue Whales and Blue Skies Program



THE BLOCK LOGISTICS

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Ten Companies Join Initiative for Safer Whales and Cleaner Air
bluewhalesblueskies.org

Ship Operators

Highlighting program impact participation



OOCL
150,486 followers
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Whales face many dangers in our oceans, and commercial shipping poses one of their deadliest.

OOCL's annual participation in the **Protecting Blue Whales and Blue Skies Program** helps prevent devastating ship strikes with these gentle giants by traveling through the Vessel Speed Reduction (VSR) zones at 10 knots or less and with an average speed of 12 knots or less.

Being awarded the Sapphire tier, with 95% cooperation for 2023, is an honor and reaffirms our mission to protect the marine environment. Let us keep working towards a brighter, bluer future!

#OOCL #WeTakeItPersonally #ProtectingBlueWhalesandBlueSkies #MarineConservation #EnvironmentalProtection



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HAPAG-LLOYD



Hapag-Lloyd AG
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For several years, Hapag-Lloyd has been involved in the "Protecting Blue Whales and Blue Skies" program to safeguard marine life and reduce air pollution in the San Francisco Bay Area and the Santa Barbara Channel region. Our commitment and ambitious measures in 2023 paid off: being over 80 percent compliant with the maximum speed of 10 knots in designated areas raises our tier from gold to sapphire, the highest possible category.

👉 Read more:
<https://hl.ag/xd1>

#hapaglloyd #hlfamily #lookout



02:09

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Whale Protection: Hapag-Lloyd upgraded from Gold to Sapphire Status

For several years, Hapag-Lloyd has been involved in the "Protecting Blue Whales and Blue Skies" programme to protect marine life and reduce air pollution in the San Francisco Bay Area and the Santa Barbara Channel region. Our commitment and ambitious measures in 2023 paid off: being over 80 percent compliant with the maximum speed of 10 knots in designated areas raises our tier from gold to sapphire, the highest possible category.

Protecting Blue Whales and Blue Skies is a voluntary vessel speed reduction (VSR) programme along the California coast, initiated by several non-profit organisations like the National Oceanic and Atmospheric Administration's National Marine Sanctuaries, California air pollution control districts, and the California Marine Sanctuary Foundation. 33 companies have received awards ranging from the Blue Sky tier to the Sapphire tier for their participation in last year's programme.



Ship Operators

Highlighting program impact & participation



Logistics Manager
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In support of the United Nations SDG 14 – Life Below Water, Yang Ming Marine Transport Corporation (Yang Ming) has actively participated in the Protecting Blue Whales & Blue Skies program led by the U.S. National Oceanic and Atmospheric Administration.



YANG MING



d'Amico Shipping Group + Follow
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"We are proud to be acknowledged in the prestigious **Protecting Blue Whales and Blue Skies Program**, highlighting our ongoing efforts to reduce our **environmental** impact and sustain the delicate **ecosystems** we engage with. Understanding the **seas'** pivotal role in the **biosphere**, including oxygen production, **carbon** absorption, and **climate** regulation, we remain steadfast in our pledge to **safeguard** it and its rich **marinelife**. Through active participation in the Protecting Blue Whales and Blue Skies initiative and promoting awareness among our vessels, we are dedicated to protect our **seas** and its **wildlife**." **Antonia d'Amico** - ESG Director, d'Amico Shipping Group.

<https://lnkd.in/dxigxy6T>



d'Amico International Shippi... + Follow
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Exciting news! We're thrilled to announce that d'Amico Tankers d.a.c., a fully owned subsidiary of d'Amico International Shipping S.A., has ...see more

We're thrilled to announce that we've reached the prestigious Sapphire tier in



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Did you know that OSG voluntarily participates in the Protecting Blue Whales and Blue Skies Vessel Speed Reduction (VSR) incentive program along the coast of California? Our participation was recently recognized by Blue Whales and Blue Skies as a Sapphire Participant, meaning over 85% of the distance we traveled in VSRs was performed at 10 knots or less, significantly reducing both the risk of fatal whale strikes as well as pollutive emissions.

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Ship Operators

Home > News > Ocean Carriers > MSC Awarded for Whale Protection Efforts by BWBS

Ocean Carriers

MSC Awarded for Whale Protection Efforts by BWBS

By Ryan Finn · April 27, 2024

MSC



For the sixth year in a row, [MSC Mediterranean Shipping Company](#) has been awarded the highest tier Sapphire Award by the Protecting Blue environmental protection program in California. BW National Oceanic Atmospheric Administration that



COSCO SHIPPING (North America) Inc.

4,833 followers
2mo · 🌐

🌱 It's Sustainability Day - a global call to protect our environment. COSCO SHIPPING Lines is proud to be tracking in the top "Sapphire" tier of the Mid-Season Results for the Protecting Blue Whales and Blue Skies program. This initiative seeks to reduce air pollution and safeguard endangered whales by encouraging vessels to slow down to 10 knots or less in the San Francisco Bay Area and Southern California region. As a pioneer in the global liner industry, we remain unwavering in our commitment to marine ecology, consistently prioritizing low-carbon operations and high efficiency as fundamental pillars of our approach. [#coscoshipping](#) [#protectingbluewhalesandblueskies](#) [#environment](#) [#saferwhales](#) [#shippinglines](#) [#vsr](#) [#sustainabilityday](#) [#ecoshipping](#) [#ecofriendly](#)



COSCO



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NYK Group Japanese



Info

NYK Recognized for Achieving Top Tier in U.S. West Coast Vessel Speed Reduction Incentive Program for Second Consecutive Year

Aug. 02, 2024

NYK has been recognized for the company's participation in the 2023 Protecting Blue Whales and Blue Skies vessel speed reduction (VSR) incentive program along the West Coast of North America, a collaborative effort sponsored by the National Marine Sanctuary Foundation,* among others. For a second consecutive year, NYK achieved the Sapphire tier, the top ranking in the program.



Trophy and plaque in recognition of NYK's achievement

NYK

Advertising

Protecting Blue Whales and Blue Skies ads received over 15M+ ad 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

Combination of print and online display ads, banner”, newsletter, and social media ads (instagram and LinkedIn). Placement: Maritime Executive, Pacific Coast Business Times, and the Long Beach Business Journal. 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.

gCaptain
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Wednesday, May 1, 2024

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Global shipping companies reduce speed to protect Blue Whales & Blue Skies

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CruiSe Ships

Viking Shares Surge in NYSE Debut

By Mehrnaz Yasmin and Granth Vanaik May 1 (Reuters) – Shares of Viking Holdings rose 9% in their debut on the New York Stock Exchange on Wednesday.

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LONG BEACH BUSINESS JOURNAL

Protecting Blue Whales and Blue Skies

Global shipping companies reduced speeds to 10 knots or less in 2023.

Sapphire Level

CMA CGM - CSL Americas - d'Amico Shipping - Hapag-Lloyd
MSC - NingBo Ocean Shipping Co. - NYK Ro-Ro
Ocean Network Express - OOCL - OSG Ship Management
Swire Shipping - Yang Ming - Wallenius Wilhelmsen

Gold Level

COSCO - Evergreen - Hyundai GLOVIS - K Line - Maersk - Mol ACE
Navium Ship Management - Scorpio Group - Stolt Tankers - Wan Hai

Blue Sky Level

Euronav - HMM - Kobe Shipping - Pacific Basin
Pan Ocean Co. Ltd. - Shih Wei Navigation - SMT Shipping
Swire Bulk - Synergy Maritime - Unisea Shipping Ltd

The 2024 program runs May through December.
For more information, visit bluewhalesblueskies.org.

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Global shipping companies reduced speeds to 10 knots or less in 2023.

Sapphire Level

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Protecting Blue Whales and Blue Skies

Global shipping companies reduced speed to 10 knots or less in 2023.

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Gold Level
COSCO - Evergreen - Hyundai GLOVIS - K Line - Maersk - Navquim Ship Management - Scorpio Group - Stolt Tankers

Blue Sky Level
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The 2024 program runs May through October. For more information, visit bluewhales.org

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

BAY NATURE

BAY NATURE

Our Summer Print Issue is Landing in Mailboxes!

It's a beautiful summer gift along a state of wonders.

In our introduction to the Summer print issue, it's a pleasure to share "A Year in the Name of Elegance" with you. It's a beautiful summer gift along a state of wonders.

When Bay Nature's digital editor, Kate Collins, and I reported last year on the challenges of opening the state of Central Coast, we spoke with Melissa Robinson, a leading voice in environmental policy for Bay Nature and a former chair of the San Francisco Bay Area Council. She made a point that stood with us: "It's not just environmental groups and individuals who often speak like having a mission. The fact that we have the ability to communicate our work for that with the public and know that we are standing in the way of long-term development."

"In the Name of Elegance" our Summer cover story explores how this issue has played out in the Bay Area. For our readers, for the author and community that has long benefited from the region. It's a beautiful summer gift along a state of wonders. It's a beautiful summer gift along a state of wonders. It's a beautiful summer gift along a state of wonders.

There's plenty of summer life and elegance in this issue. You'll find stories about the Bay Area, the state of Central Coast, and the Bay Area Council. It's a beautiful summer gift along a state of wonders. It's a beautiful summer gift along a state of wonders. It's a beautiful summer gift along a state of wonders.

[Read the Story](#)

This Season

Black Hat Conservation Wins Award
It's a big honor for California, and that honor comes from the state's environmental programs. Conservation programs that are a part of the Habitat Conservation Plan, a model for other habitat and endangered species. There's a big story about what the state has done for the Bay Area and its wildlife over the years.

Sea Lions! Hear Them Roar!
From the Spring along the Coast, California sea lions have been making headlines lately, jelling with San Francisco's iconic anchovy season. John West-Lewis said he and his team have been able to see the state's sea lions, mostly about 100.

The Humans Animal Conservation Area
From the Spring along the Coast, conservation areas in the state are in the spotlight. They are being opened up to the state's natural and other resources to be used and protected for people living in the city. "Conservation areas are being opened up to the state's natural resources," says the author of the book, mostly about 100.

Ship speed reduction lowers California coastal air pollution numbers

The Protecting Blue Whales and Blue Skies vessel speed reduction program, announced in 2023, has resulted in a 10% reduction in coastal California air pollution. In total, 10% of the state's air pollution is now being reduced. Thirty-three global shipping companies participated in the voluntary tonnage-based (VIB) program that started in 2023. Companies included shipping lines of California, including as well as lines in the San Francisco, Monterey Bay region and the Southern California region. The road program is underway with more major companies participating.

[Learn More](#)



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Visitor-related spending totaled \$2.2B in Santa Barbara County's South Coast

Visitor-related spending in Santa Barbara County's South Coast region was \$2.24 billion in the last quarter of 2022 and the first three quarters of 2023, a market research firm managing director said at Visit Santa Barbara's latest Tourism Summit on Jan. 17.

[Read more](#)

SESLOC CEO looks back at wonderful career in credit union industry

Geni LaChance, president and CEO of the SESLOC Federal Credit Union for 12 years, is retiring effective June 2024, the San Luis Obispo-based nonprofit announced Jan. 10.

[Read more](#)

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November 19, 2024

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LONG BEACH BUSINESS JOURNAL

Ship speed reduction lowers California coastal air pollution numbers

Sponsored by Protecting Blue Whales and Blue Skies
June 11, 2024



Two blue whales in Channel Islands National Marine Sanctuary. Photo: NOAA.

Environmental benefits include lower risk to whales, less ocean noise

Protecting Blue Whales and Blue Skies vessel speed reduction (VSR) program announced results from 2023, including a reduction in coastal California air pollution, lowered risk to whales, and reduced ocean noise. The voluntary program ran May-Dec. 15, 2023.

Thirty-three global shipping companies participated in the voluntary incentive-based VSR program in 2023. Companies reduced ship speeds off California, transiting at 10 knots or less in the San Francisco and Monterey Bay region and the Southern California region.



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Photo: BAAQMD

Ship Speed Reduction Lowers California Coastal Air Pollution Numbers

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Environmental benefits include lower risk to whales, less ocean noise

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Thirty-three global shipping companies participated in the voluntary incentive-based VSR program in 2023. Companies reduced ship speeds off California, transiting at 10 knots or less in the Southern California region.

Protecting Blue Whales and Blue Skies achieved the highest participation in 2014, even after phasing out financial incentives. Shipping companies achieved the highest performance.

Cooperation levels continue to improve in both regions with an overall 81% cooperation rate from participants, up from 78% in the 2022 season. The number of participants was also greater than any previous year, increasing from 23 shipping companies in 2022.

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PAID CONTENT GENERAL NEWS NONPROFIT

33 Global shipping companies receive awards for reducing speeds off California coast

February 27, 2024

Protecting Blue Whales and Blue Skies

www.bluewhalesblueskies.org
info@bluewhalesblueskies.org
831-204-6015

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Shipping companies received awards for reducing speeds in the 2023 "Protecting Blue Whales & Blue Skies" program. The voluntary incentive program ran May 1- December 15, 2023 to reduce fatal ship strikes to endangered whales, air pollution, regional greenhouse gas emissions, and underwater noise.

Thirty three shipping companies participated, transiting less in the San Francisco and Monterey Bay region and California region. Cooperation levels continue to improve in the regions with an overall 81% cooperation rate from participating companies in the 2023 season, up from 78% in the 2022 season. The number of participating companies was also greater than any previous year, with 33 shipping companies in 2023.

Shipping companies received recognition based on the distance traveled by their vessels through the Vessel Speed Reduction (VSR) zones at 10 knots or less.

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10 companies join initiative for safer whales and cleaner air

A partnership committed to making maritime shipping more sustainable

Published April 15, 2024

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By Protecting Blue Whales and Blue Skies

The "Protecting Blue Whales and Blue Skies Program" recognizes ten companies that have committed to making a difference for whales, people and the planet by becoming Protecting Blue Whales and Blue Skies Ambassadors.

SUPPLY CHAIN DIVE

initiative are in a variety of industries, united by their commitment to making a difference for whales, people and the planet by becoming Protecting Blue Whales and Blue Skies Ambassadors. Ambassadors include Nomad Goods, Peak Design, Summit Coffee, Way Basics, Santa Cruz Bicycles, Who Gives a Crap, Sonos, The Block Logistics, the Port of Hueneme, and JAS Worldwide.

SPONSORED by Protecting Blue Whales and Blue Skies

Sustainable Shipping Program Protects Endangered Whales and Reduces Air Pollution

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