

Companies have a role to play in marine life and coastal air quality protection



Blue
Whales
Blue
Skies

bluewhalesblueskies.org

Ralph A. Clevenger

*Safer whales, cleaner air,
& a quieter ocean*
(without impacting your
ocean freight schedules)



Vessel Speed Reduction (VSR)

Reduces fatal strike risk, air pollution, and underwater radiated noise pollution.

Why Does it Matter?

Endangered Whale Protection:

- Ship strikes are one of the biggest risks to whales globally, and are of particular concern in areas with high shipping-route density and whale presence.
- Fatal ship-strike risk is reduced by nearly 50% when vessels slow down from 15 knots to a whale-safer 10 knots.
- Participating vessels reduce underwater radiated noise pressure by ~38%.

Air Quality

- Whale-safer speed reduces emissions, including NOx (smog-forming) pollution by ~27%.



NATIONAL MARINE
SANCTUARIES



California
Marine
Sanctuary
Foundation



air pollution control district
SANTA BARBARA COUNTY



Monterey Bay Air
Resources District



VENTURA COUNTY
AIR POLLUTION
CONTROL DISTRICT



BENIOFF
OCEAN
SCIENCE
LABORATORY



Bay Area Air District



SLO COUNTY
apcd



The
Volgenau
Foundation

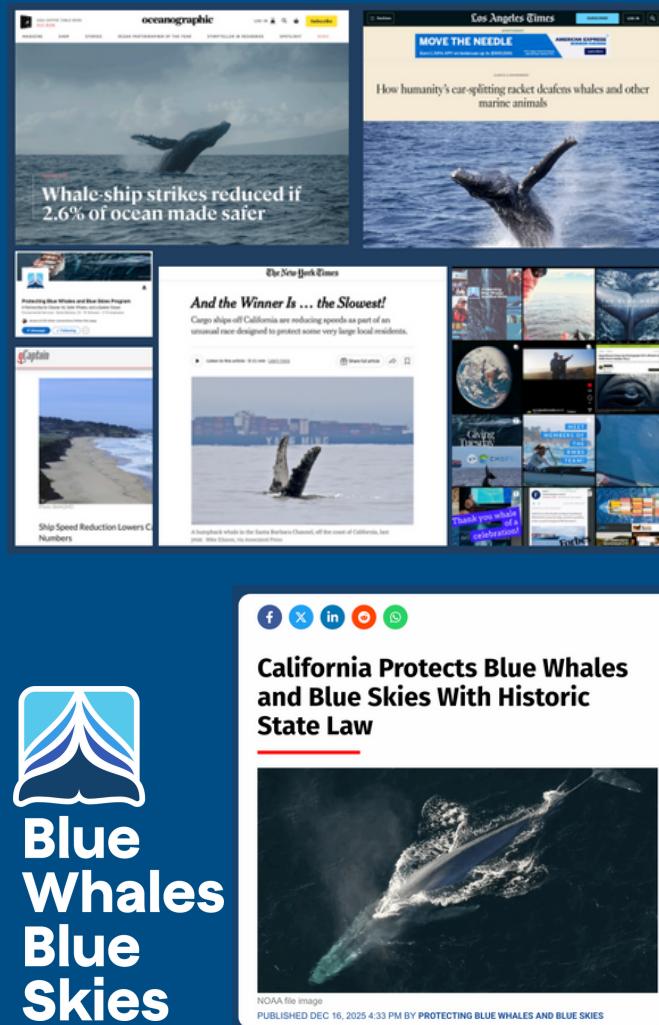


environmental
DEFENSE CENTER



Impact & Participation (2014-2024)

- 50+** International shipping lines participating
- 5,900** Tons of smog-forming pollution avoided (equivalent to removing 4.7M vehicles from the road for a year)
- 200,000** Metric tons of GHG emissions avoided
- 50%** Reduction in fatal ship-strike risk when vessels slow down from 15 knots to a whale-safer 10 knots
- 38%** Reduction in noise source levels



What is Expected of Ambassadors?

- Ship, or work with at least one participating line for ocean freight.**
- Sign the Participation Agreement.**
- Communicate annually with ocean freight partners to express appreciation for high performance, or to encourage enrollment and stronger VSR performance.**
- Highlight the program in relevant communications to grow awareness around responsible shipping.**

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Ambassadors



patagonia® NOMAD

MATILJIA



DECKERS BRANDS

UGG® HOKA TEVA

MISTRAL



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BATCH BICYCLES

business & pleasure co.®

seaspan

STAX

THE BLOCK LOGISTICS

PACIFIC STONWORKS

Brist MFG.

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We Make Cargo Move

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SONOS

BRIGHTEN SOLAR CO.
SOLAR DOME DECORATIVE

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