

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%.

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

Ralph A. Clevenger

*Safer whales, cleaner air,
& a quieter ocean*

(without impacting your
ocean freight schedules)



**Blue
Whales
Blue
Skies**

bluewhalesblueskies.org

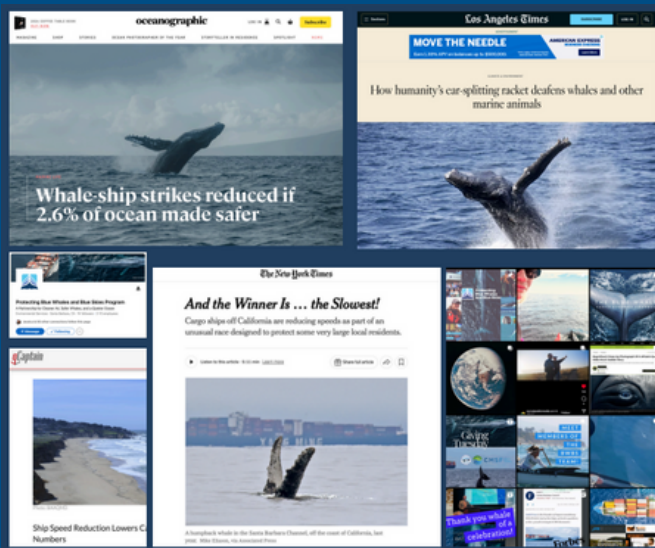


air pollution control district
SANTA BARBARA COUNTY



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

