

## Vessel Speed Reduction (VSR)

Reduces fatal strike risk to whales, 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 whale-safer 10 knots or less.
- Participating vessels reduce underwater radiated noise pressure by ~38%.

#### Air Quality

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

Shipping that supports  
**safer whales, cleaner  
air & a quieter ocean**



**Blue  
Whales  
Blue  
Skies**



air pollution control district  
SANTA BARBARA COUNTY



NATIONAL MARINE  
SANCTUARIES



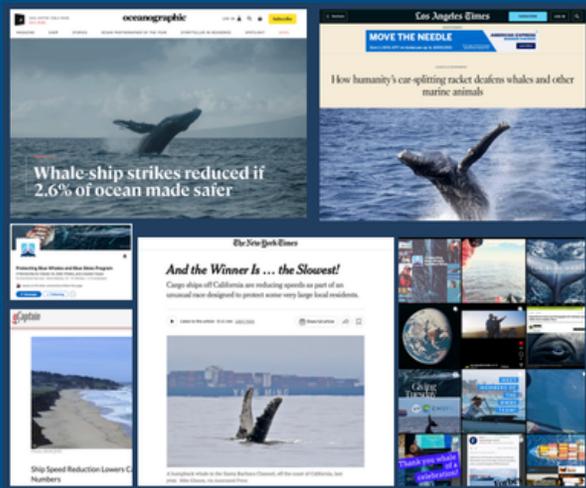
# Impact & Participation (2014-2024)

- 75+** International shipping lines have participated
- 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.

*Will it impact my delivery schedule? No.*



## Ambassadors

