

Why Vessel Speed Reduction (VSR)?

Reduces risk to whales, air pollution, and underwater radiated noise pollution.

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 noise pollution which can disrupt essential whale behaviors & threaten their ability to thrive.

Air Quality

- Whale-safer speeds reduce ghg emissions 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



Impact & Participation

75+ International shipping lines have participated (2014-2025)

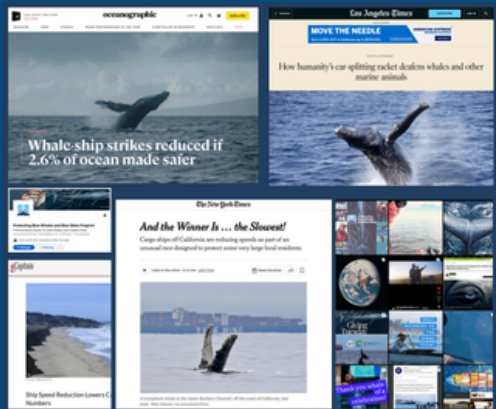
7,390+ Tons of smog-forming NOx emissions avoided (2014-2025)

27% Reduction in NOx, SOx, and GHG emissions when ships transit at whale-safer 10 knots.

40% Less risk to whales (2025 Season result).

70% Reduction in underwater noise intensity (2025 Season result).

2025 Participating Shipping Lines



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.

Ambassadors

