

Responsible Shippers Playbook: How to Protect Whales & Coastal Air Quality in Your Supply Chain.



Why does this matter?

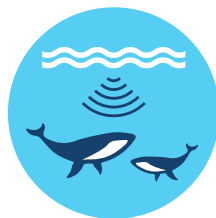


Safer Whales

Ship strikes are one of the top threats to whales globally, especially in areas like California's coast, where high shipping density coincides with whale habitats, accounting for 40% of U.S. imports.

50%↓

Fatal ship-strike risk reduction when vessels slow down from 15 knots to 10 knots or less.



Quieter Ocean

Whale-safer speeds reduce noise pollution which can disrupt & threaten essential whale behaviors.

70%↓

Reduction in acoustic intensity by participating vessels. *(2025 program's impact)*



Cleaner Air

Whale-safer speeds reduce ghg emissions and NOx (smog-forming) air pollution for coastal communities.

27%↓

Reduction in NOx, SOx, and GHG emissions

What does BWBS do?

BWBS is a partnership between public agencies, foundations, research & environmental partners working to make our skies cleaner, and the ocean quieter & safer for whales. We do this by:



How can you get involved?

BWBS' Ambassador Program recognizes companies that support clean air and whale-safer shipping. By partnering with participating shipping lines and showing demand for responsible practices, ambassadors help drive broader industry participation and impact.



Are your shipping partners on the list?



(see website for the full list.)

Our Ambassadors



(And more... see website for the full list.)

JOIN US

Make our oceans safer & quieter for whales.

Reach out:

info@bluewhalesblueskies.org

bluewhalesblueskies.org

