

BRAKE FOR BLUES

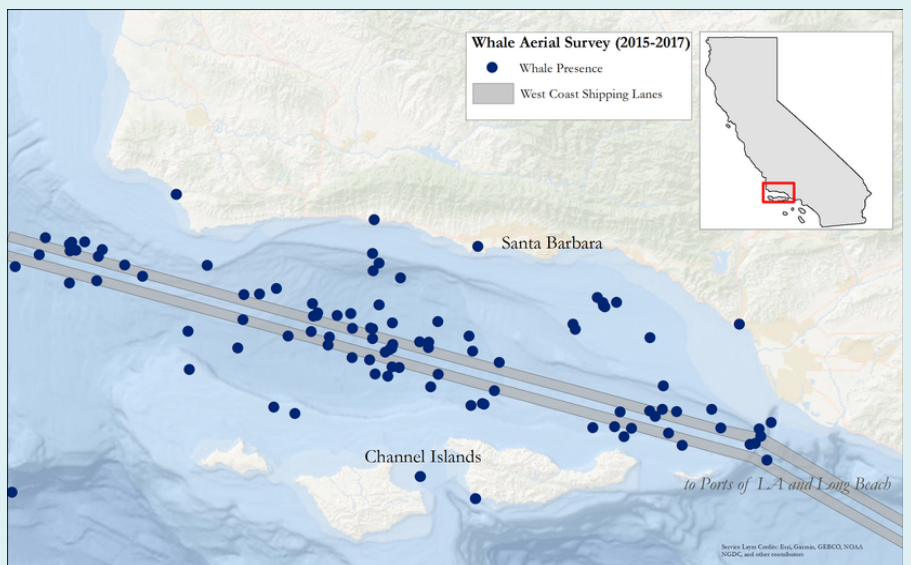
Vessel Speed Reduction in the Santa Barbara Channel: A Guide for Shippers

John Calambokidis, San Diego Union Tribune

Approximately **2,800 ships** travel in the crowded SB Channel during whale season, in turn impacting both people and our planet.

Whale Strikes

Container ships are one of the leading causes of mortality for the endangered Blue, Fin, and Humpback whales who rely on the Channel for food and migration. Ship strikes can contribute to as many as 40 Blue whale deaths each year.



The GHG emissions are equal to **36,000 cars on the road annually**



Air Pollution

Ships release large amounts of toxic air pollutants that are adversely affecting the public health of coastal communities. Ship emissions also include greenhouse gases (GHGs) and smog-forming nitrogen oxides that contribute to larger climate concerns.

REDUCING THE IMPACT

Vessel Speed Reduction (VSR) Program

This program monetarily rewards carriers that decrease their speed through the 70 nautical mile SB Channel by as little as **2 - 6 knots**

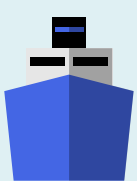
Whale mortality risk reduced by 50%

through the SB Channel with slower shipping speeds.

30,000 metric tons of GHG

emissions eliminated if every ship through the SB Channel participates in the VSR program

STEPS TO ENGAGEMENT



Determine Baseline

Determine if your products being shipped along the West Coast, and how much your current shipping partners participate in VSR. Determine which of VSR's environmental benefits are the most relevant to your company.



Set a Target + Take Action

Request that ships with your goods participate in the VSR program. Use current sustainable shipping forums to start conversations and create leverage in larger numbers.



Share Successes

Share your success. This can include collaborating with your supply chain, decreasing Scope III GHG emissions, or participating in a program that protects endangered whales.

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