

OCEAN WISE

THE WHALE REPORT APP

Preventing Ocean Roadkill
From The Palm Of Your Hand



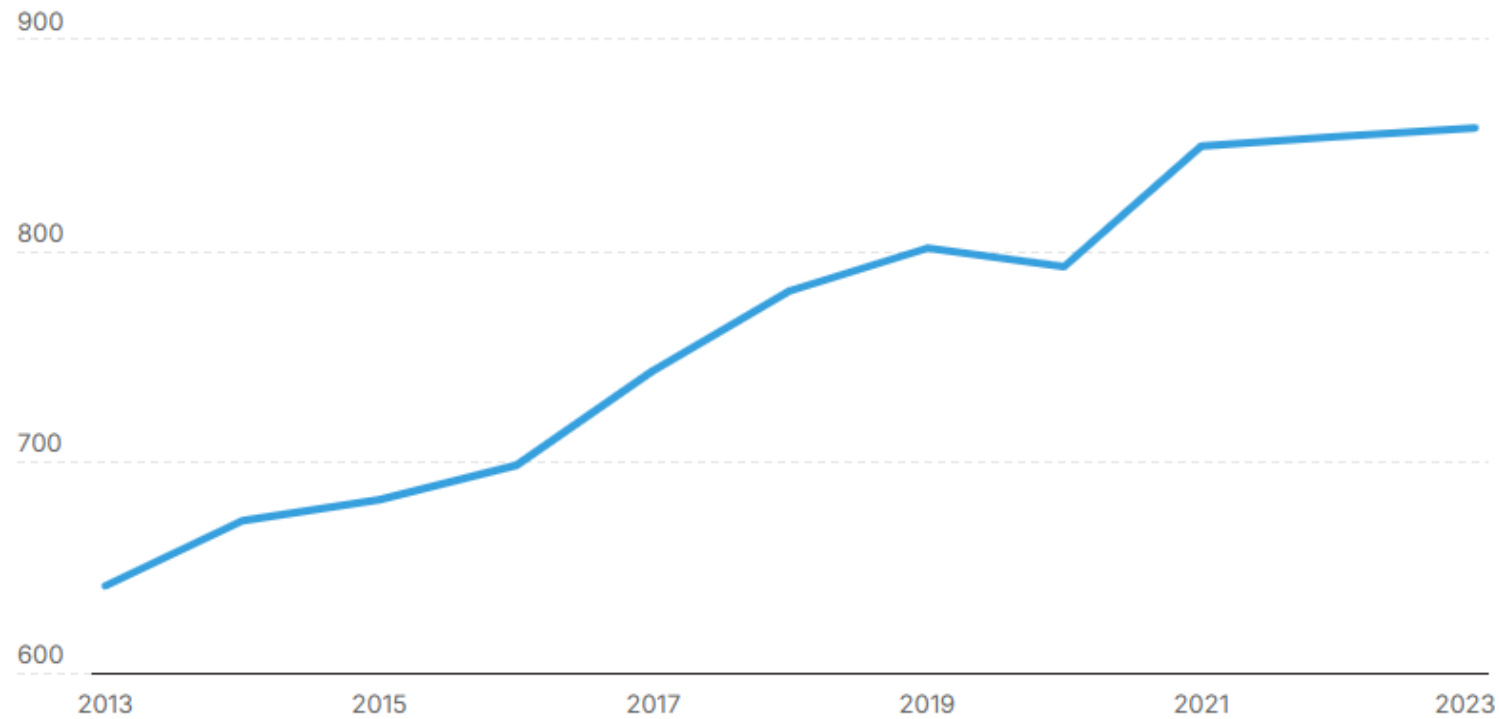
Alex Mitchell – Manager WRAS

 alex.mitchell@ocean.org



Why This Matters

World container port throughput, millions of twenty-foot equivalent units

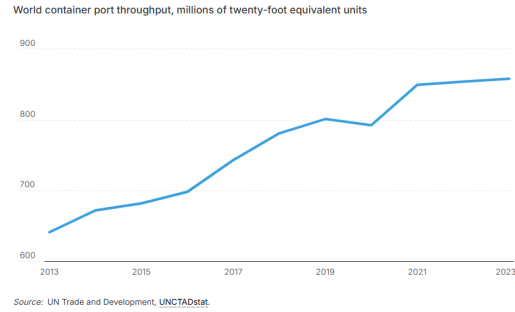


33%
increase in
throughput

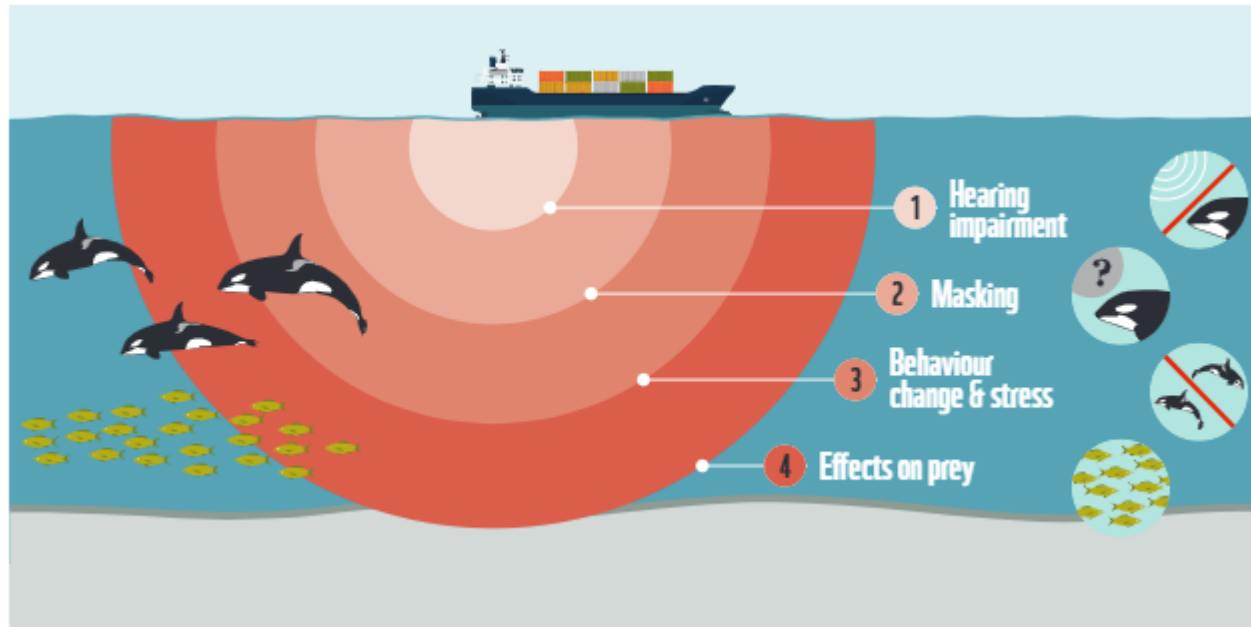
Source: UN Trade and Development, [UNCTADstat](#).



Why This Matters



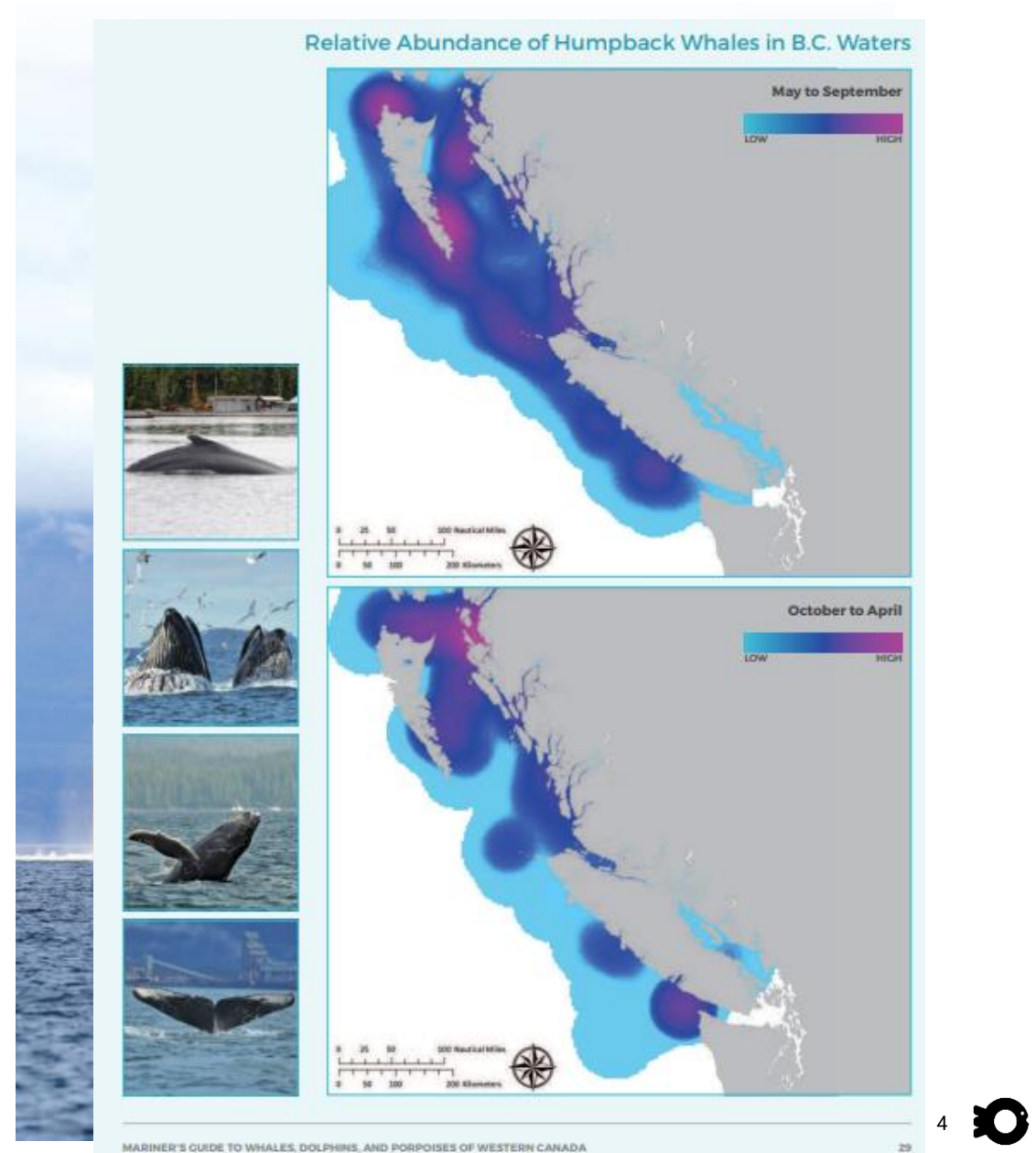
33%
increase in
throughput



Source – WWF shipping and cetaceans. A review of impacts and mitigation options for policymakers 2021

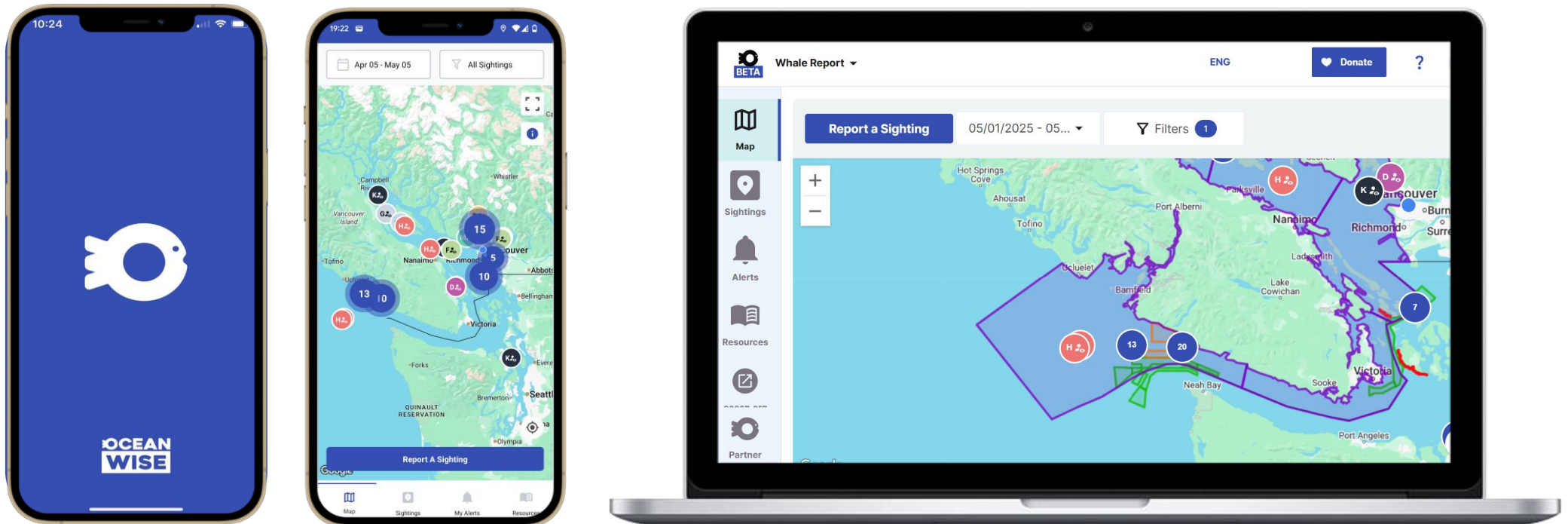


The Need

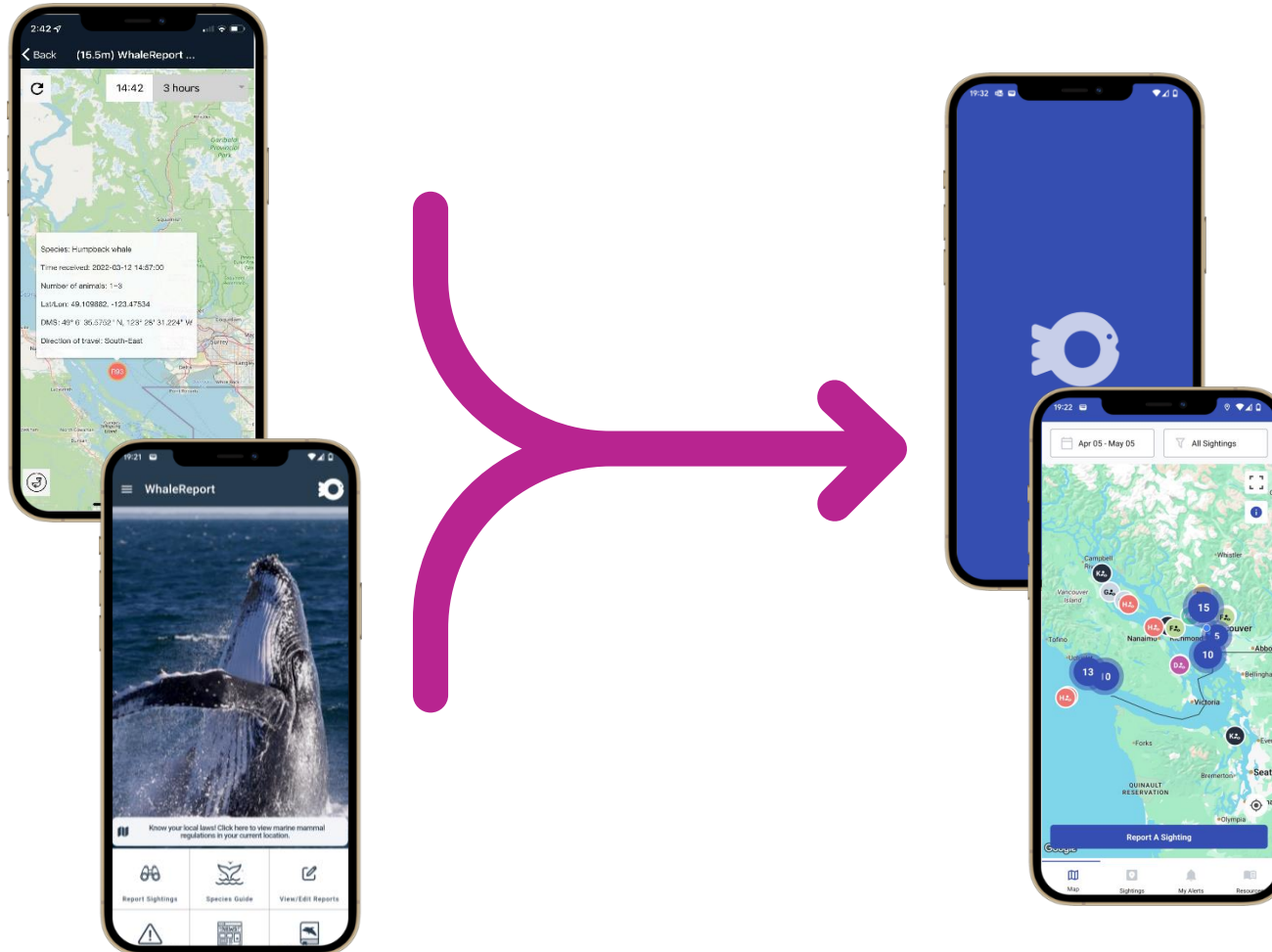


Solution

The Whale Report App + Whale Report Alert System (WRAS)



What has changed?



- One unified application
- Reporting and alerting in one place
- Multiple data sources for mariners
- Flexible alert type
- Marine mammal regulation layer
- Public view sightings (24hr delay)
- Globally available

Reporting A Sighting

app-staging.ocean.org/app/whales

Maps HR Coding Res Visuals Management WRAS Auth Sightings Data WRAS Dev Funding ITDEV Hakai Magazine Indigenous Canada... Whales Initiative - H... All Open Cases | Ca... Whistler Backcountr...

BETA Whale Report ▾ ENG [Donate](#) ?

Report a Sighting Date Range ▾ Filters ▾

Map

Sightings

Alerts

Resources

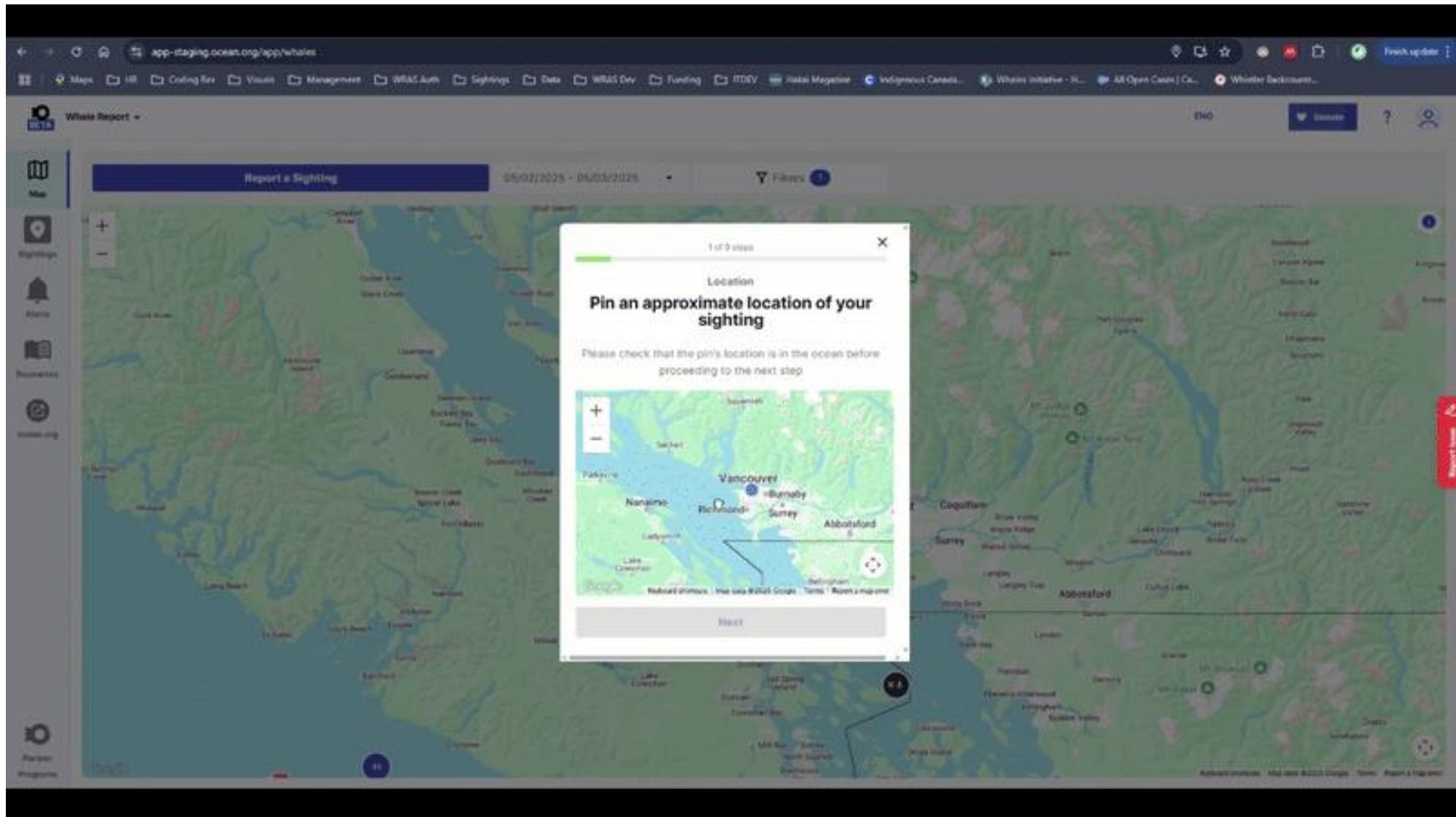
ocean.org

Partner Programs

Keyboard shortcuts Map data ©2025 Google Terms Report a map error



Reporting A Sighting



How Does the WRAS Work?

1

Whales are detected via the following methods:



Citizen Reports



Infrared Cameras



Hydrophones



Partner Data Providers

2

Large commercial ships within 10 nautical miles of detected animals are alerted via:



Desktop App



Text Message



Navigation Systems



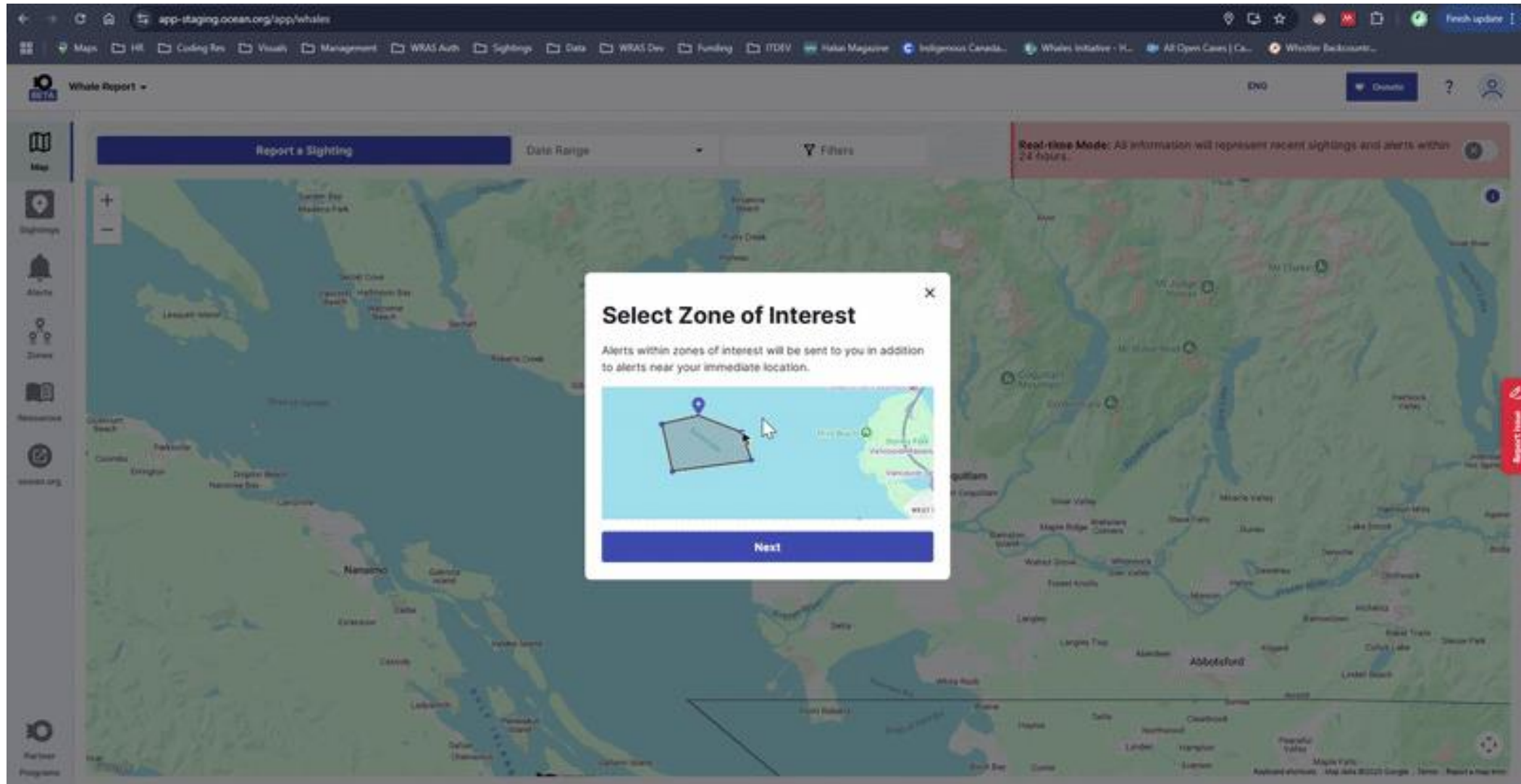
Operation Centres

3

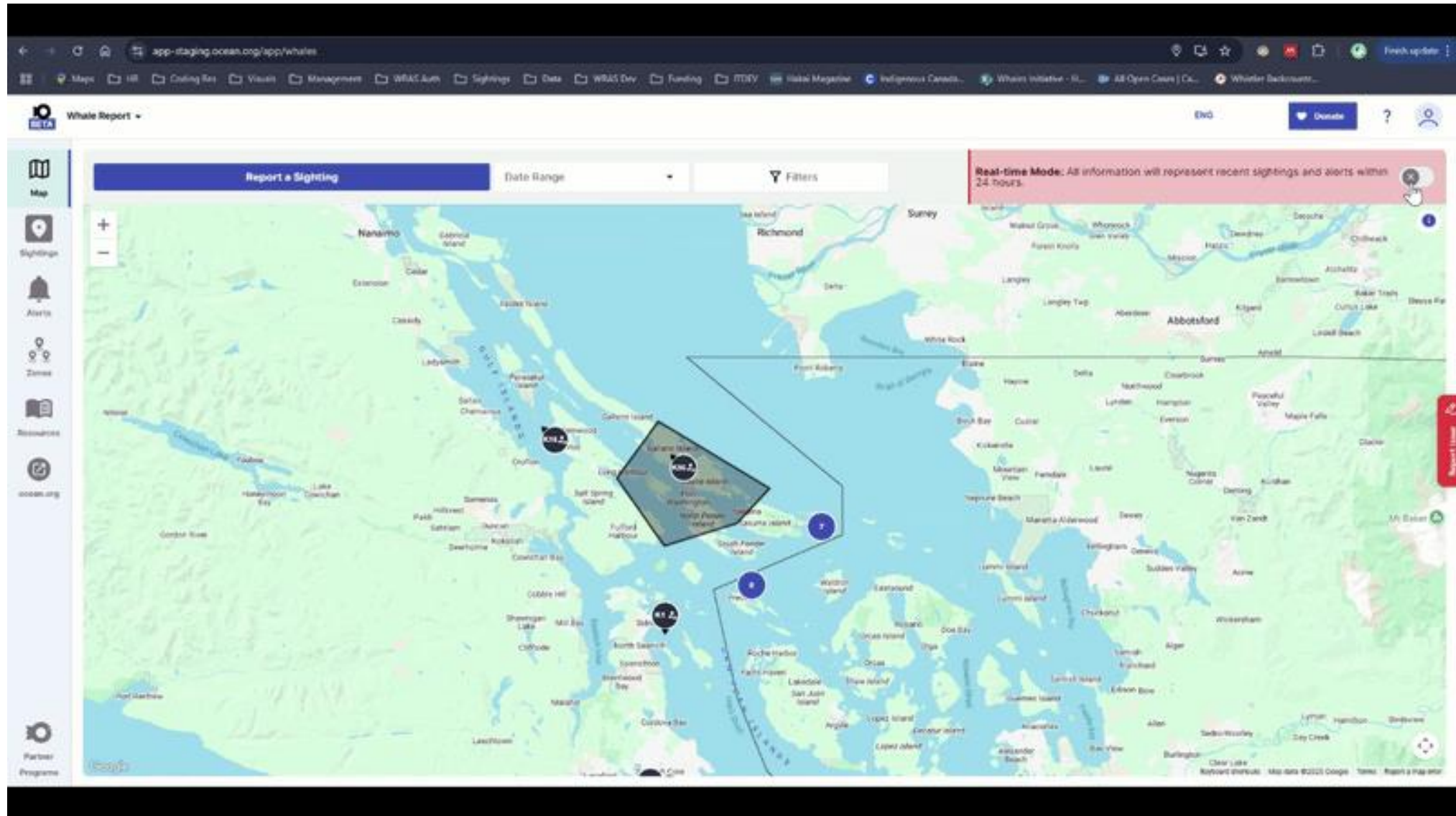
Alerted ships will slow down or divert course in the vicinity of whales, reducing the risk of strike and disturbance



Receiving Alerts




Receiving Alerts





Receiving Alerts





Hello, **Alex Mitchell**,

 **Whale Alert!** A recent sighting has been reported in your Zone of Interest.

 **Location:** 48.76083233, -123.0610814

 **Time:** 5/1/2025 at 7:28:44 PM UTC

 **Species:** Killer whale

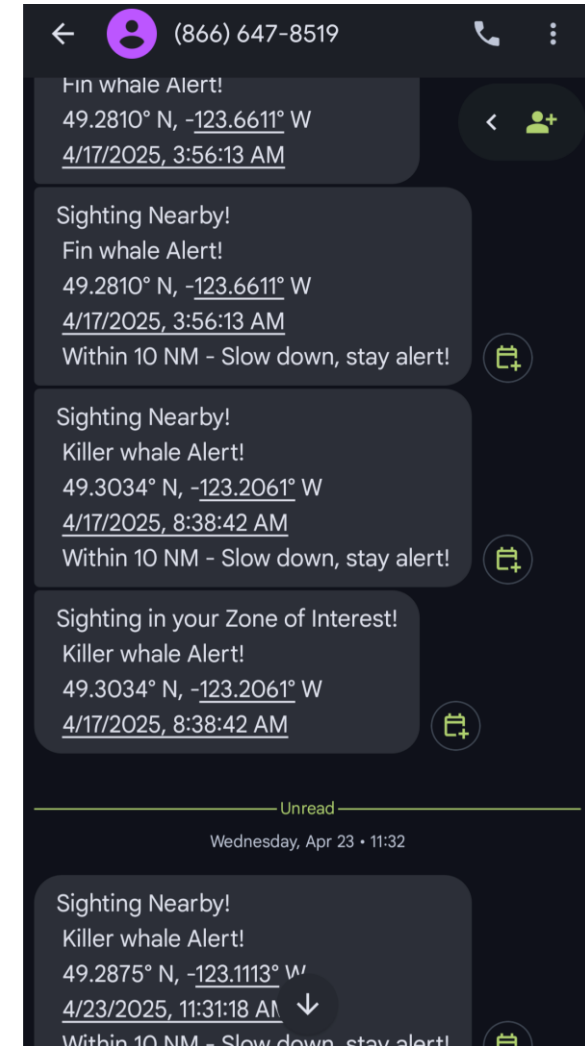
 **Sighting Code:** K65

If you're navigating in this area, please proceed with caution and follow best practices to minimize disturbance.

Thank you for helping protect our marine life!

Safe travels,

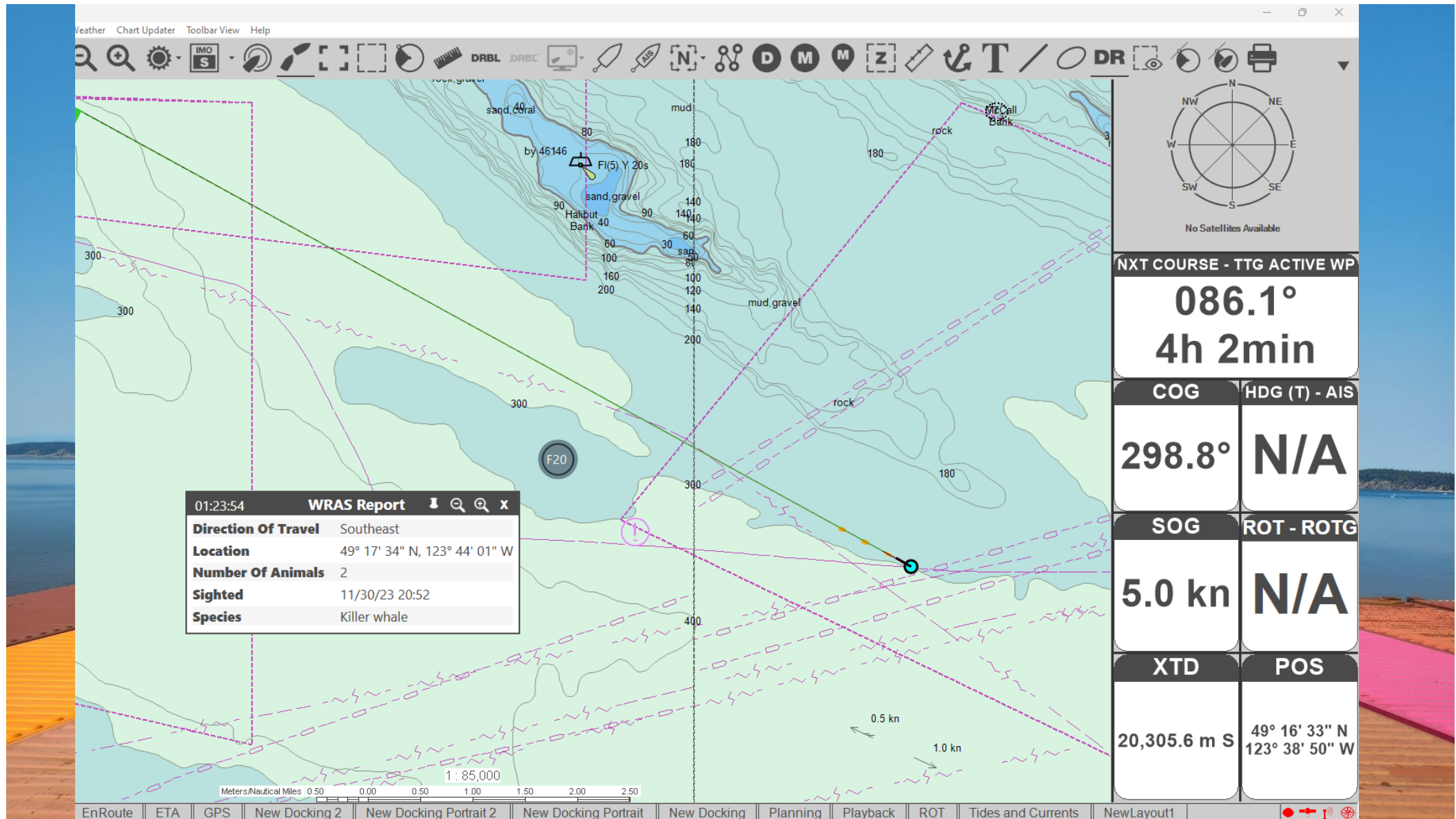
The Whale Report Team



Collaboration In Action

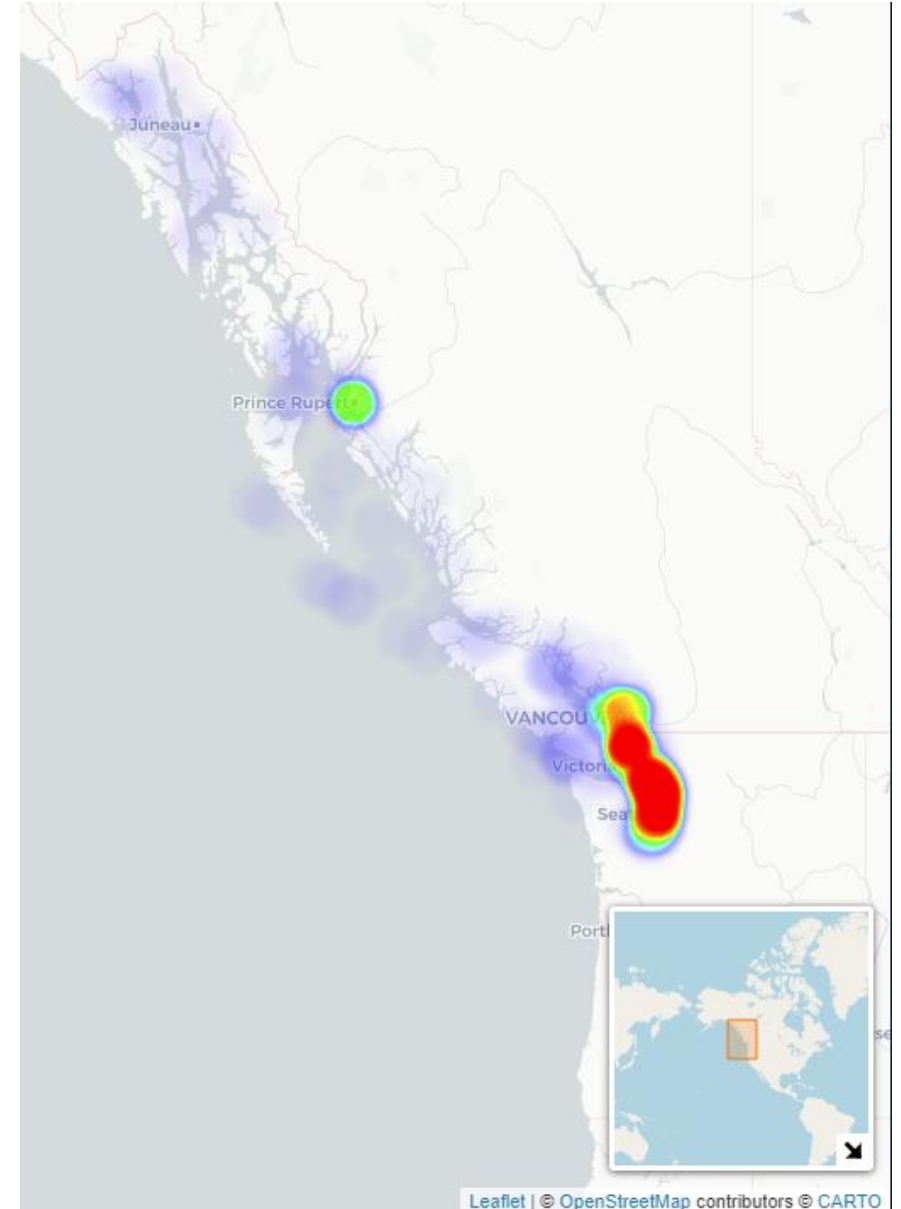
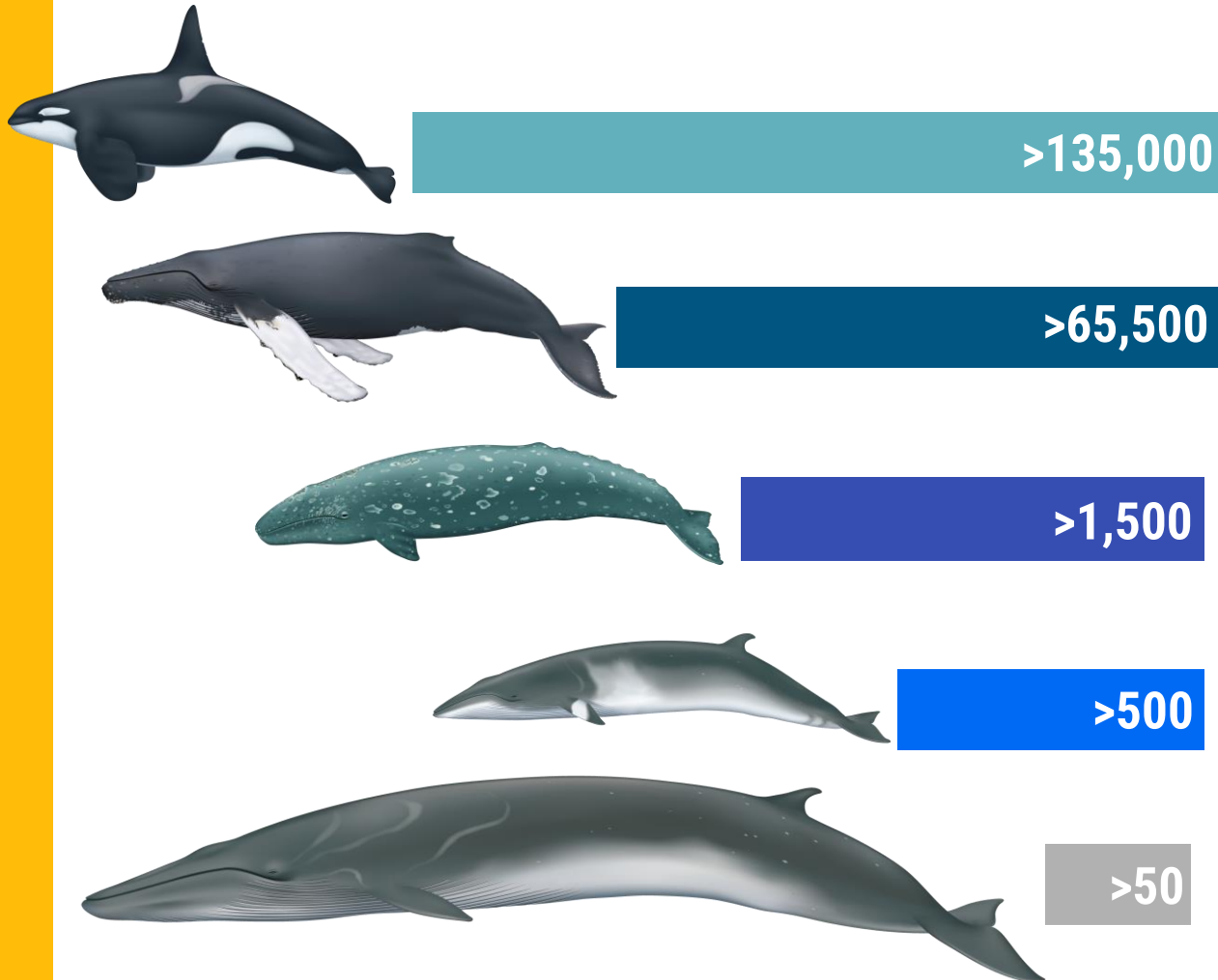


Collaboration In Action



Impact In The Pacific Northwest

> 200,000 whale-vessel encounters mitigated for risk of strike and disturbance



What's Next?



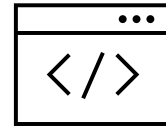
Integration with navigation software and AIS.



Continue expanding impact at home and internationally.



I'm Interested



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OCEAN WISE



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Funders

 **Canada**

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Canada

 **NFWF**

 **BC Ferries**

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Network**
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Acartia

 **Beam Reach**

 **JASCO**
APPLIED SCIENCES

 **WhaleAlert**
Reducing whale strikes world-wide

 **SMRU Consulting**
understand • assess • mitigate

 **WHALE
SPOTTER**

