



Yacht Carbon Offset

For Immediate Release

## BWA YACHTING INTRODUCES YACHT CARBON OFFSET OPTION

MYBA Charter Show - Genoa, Italy, May 6, 2010 - BWA Yachting, worldwide leader in concierge and marine agency services to the superyacht industry, has introduced a new option for yachts who wish to offset their carbon footprint. Through preferred partners Yacht Carbon Offset, carbon emissions of the yacht's engines can be balanced with equivalent greenhouse gas savings from independently audited projects around the world.

BWA Yachting and Yacht Carbon Offset both focus on meeting the particular demands of those that own and enjoy superyachts. Reassurance that carbon emissions have been effectively balanced is a natural requirement for many such individuals. Moreover, pragmatic action to deal with greenhouse gases is an important element of environmental management.

Stefano Tositti CEO of BWA Yachting said today, *"It makes perfect sense to provide carbon offsetting through our seamless and integrated yacht support system. We have selected Yacht Carbon Offset as our preferred partner, recognising their focus on the requirements of superyacht clients, and their Lloyds Register Quality Assurance Certification."*

Yacht Carbon Offset's Managing Director Mark Robinson commented, *"An increasing number of leading yachts now carbon offset their fuel, either as standard procedure or for individual charters. We are always looking for ways to make this as convenient as possible. BWA Yachting are set up to provide comprehensive logistics and concierge support to captains and crews, and arranging the Carbon Offset can be a natural part of this. We are delighted to be partnering with the BWA team across their extensive network in the Mediterranean and beyond."*

For more information on how the carbon footprint of your yacht can be offset, and for summaries of the greenhouse gas reduction projects that are used to achieve the balancing carbon savings, please visit [www.yachtcarbonoffset.com](http://www.yachtcarbonoffset.com) or contact BWA Yachting at [info@bwayachting.com](mailto:info@bwayachting.com).

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**About BWA Yachting**

With Mediterranean headquarters in Lugano, Switzerland and Caribbean headquarters in St. Maarten, BWA Yachting is worldwide leader in concierge and marine agency services to the super yacht industry with offices in Spain, the South of France, Monaco, Corsica, Malta, Croatia, Montenegro, Turkey, Ft. Lauderdale, Florida and the Caribbean. BWA Yachting also provides services in Italy and Greece through its Associate Partners: Luise Associates, JLT Yacht Agency and A1 Yacht Trade Consortium. For more information BWA Yachting can be reached via phone at +41 91 913 3240, via e-mail at [info@bwayachting.com](mailto:info@bwayachting.com), or on the web at [www.bwayachting.com](http://www.bwayachting.com).

**About Yacht Carbon Offset**

The full capabilities and flexibility of a luxury yacht enable owners and guests to enjoy the world's most beautiful destinations. With large and powerful yachts, a significant "carbon footprint" arises, so this can readily be addressed through a Yacht Carbon Offset.

It works as follows: Greenhouse gas emissions from the yacht are quantified based on the amount of fuel. Then an equivalent quantity of greenhouse gas savings, from independently verified green energy projects, is assigned to balance them out. Yacht Carbon Offset provides a specialist service for those that own and enjoy the world's leading superyachts, and has Lloyds Register Quality Assurance Certification.

Carbon Offsetting complements the initiatives taken by each yacht to improve energy efficiency, since it addresses the impact of the energy that is consumed after all such initiatives have taken effect. In a world where service excellence requires full flexibility of operation, Carbon Offsetting is a practical way to make a real difference.

Further details are available on [www.yachtcarbonoffset.com](http://www.yachtcarbonoffset.com)