



Yacht Carbon Offset

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Yacht Carbon Offset – News Release

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Imagine proceeds with Yacht Carbon Offset

Imagine, the 65.7m superyacht launched in 2011, has introduced a policy of carbon offsetting her fuel. The yacht's operators have gone beyond the required standards of environmental management, by pro-actively reducing her net carbon footprint. To achieve this positive impact, Yacht Carbon Offset counterbalances the greenhouse gas emissions of Imagine's engines with equivalent emissions reductions from verified green energy projects.

Grahame Shorrocks, Imagine's Captain said: *"More and more of the guests who come onboard Imagine are increasingly aware of the environmental impact yachting has and are interested in how we can offset these effects. To this end, the operators of Imagine are proceeding with a Yacht Carbon Offset programme, which will allow us to operate in an environmentally sensitive manner in the future."*

Yacht Carbon Offset's Managing Director Mark Robinson commented: *"We warmly welcome Motor Yacht Imagine to the growing fleet of leading superyachts that have decided to take practical steps to offset their carbon footprint. We have seen that Carbon Offsetting is a priority for many of those that own and enjoy the world's finest yachts and we thank Imagine's Owner and his team for putting this decision into action"*

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. For details and to take action to balance your yacht's greenhouse gas emissions, visit www.yachtcarbonoffset.com

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Notes for editors:

Yacht Carbon Offset

Yacht Carbon Offset provides a clear, auditable way to balance out the carbon footprint of a vessel's engines and generators. Tonne for tonne, the yacht's emissions are offset by equivalent greenhouse gas reductions from projects such as renewable power. Each project depends on the carbon funding, and Yacht Carbon Offset has Lloyds Register Quality Assurance Certification, so Clients know that their action makes a real impact on net emissions.

The "pay as you go" service is calculated from the fuel quantities specified, whether a single passage or for the whole season's cruising. There's no onboard equipment and there is no long term obligation for the yacht.

Carbon Offsetting is of potential interest to owners or charterers wishing to take practical steps to minimise environmental impact, and also may be welcomed by prominent individuals or businesses that carefully position their "brand". It is particularly relevant when cruising in environmentally sensitive areas.

Further details are available on www.yachtcarbonoffset.com