



# Yacht Carbon Offset

## Yacht Carbon Offset – News Release

28 April 2016



Yacht Carbon Offset Limited  
17 Hanover Square  
Mayfair  
London W1S 1BN  
United Kingdom

TEL:  
+44 (0) 20 7016 7700

FAX:  
+44 (0) 20 7016 7715

EMAIL:  
[info@yachtcarbonoffset.com](mailto:info@yachtcarbonoffset.com)

WEB:  
[www.yachtcarbonoffset.com](http://www.yachtcarbonoffset.com)

### MYBA Charter Show: 7<sup>th</sup> year with Yacht Carbon Offset

Since 2009, the MYBA Charter Show has offset its “carbon footprint”, through Yacht Carbon Offset, and once again the impact of the event is counteracted by greenhouse gas reductions from a renewable power project in Turkey. And, for 2016, we are pleased to sponsor the introduction of more eco-friendly show bags.

The decision by the MYBA Charter Shows Panel reflects today’s increased focus on making more sustainable choices, especially for eco-aware and prominent charter clients including celebrities. Excellent service includes being ahead of the curve with options that appeal to each individual client, so doing something positive about the yacht’s greenhouse gas impact is highly relevant in 2016.

James Graham-Cloete, Chair of the MYBA Charter Shows Panel, said: *“The typical customers of the luxury yacht charter industry are well educated and becoming very much more environmentally-conscious. Carbon offsetting and higher environmental standards are more relevant than ever in today's market. MYBA are delighted to be working with Yacht Carbon Offset and leading by example in reducing the carbon footprint for the show.”*

Mark Robinson of Yacht Carbon Offset added: *“Next week brings together the charter professional community; it is exactly the right time to think how the season’s charters can be perfected for each and every client. Sustainability is a high priority for many families, businesses and individuals, so we must all show how readily a “greener” option is available. The MYBA Charter Shows Panel, and some of the world’s best charter yachts are already showing the way!”*

Yacht Carbon Offset provides a fully-documented service for those who 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](http://www.yachtcarbonoffset.com)

#### Yacht Carbon Offset:

Mark Robinson +44 20 7016 7700 [info@yachtcarbonoffset.com](mailto:info@yachtcarbonoffset.com)

#### MYBA:

Cora Tracey +33 493 318 853 [cora@myba.net](mailto:cora@myba.net)



REGISTERED OFFICE:  
As above

REGISTERED IN ENGLAND  
AND WALES:  
Nº 6452739



## **Notes for editors:**

### **The 28th MYBA Charter Show, 2 – 5 May 2016**

The MYBA Charter Show brings together the world's leading yachting professionals and provides them with the opportunity to appraise some of the finest yachts available for charter, as well as an exceptional array of ancillary services. The event is based in the historic Porto Antico in Genoa, and this year will feature improvements to the indoor reception and hospitality areas and an enlarged dock space/walkway for yachts at the top end of the Molo Vecchio.

As shown on the Yacht Carbon Offset Certificate on display at the event, the carbon offset addresses the event's estimated electricity consumption including shore power, an allowance for marine fuel including for the show shuttles, and the estimated impact of the organisers' business air travel. The corresponding greenhouse gas emissions have been balanced by carbon savings from Yacht Carbon Offset's selected, Gold Standard wind energy project near the Aegean coast in Turkey. This project reduces CO<sub>2</sub> impact by displacing the output of fossil fuel power plants connected to the grid, and was verified by RINA. For details see [www.yachtcarbonoffset.com/example-projects.html](http://www.yachtcarbonoffset.com/example-projects.html)

Further details about the Show are available at [www.mybashow.com](http://www.mybashow.com)

### **Yacht Carbon Offset**

Yacht Carbon Offset provides a clear, auditable way to counteract 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 charter or for the whole season's cruising. There's no onboard equipment and there is no long term obligation for the yacht. The option can be included in the broker's preference sheet for any charter, or adopted as standard procedure by any yacht.

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

Yacht Carbon Offset Limited is an independent UK company which launched its specialist service in 2008. It was delighted to be the winner of the 2011 International Superyacht Society Fabien Cousteau Blue Award. This Award celebrates stewardship of marine ecosystems and Yacht Carbon Offset was honoured to have been chosen by a distinguished panel of superyacht business leaders and marine environmentalist Fabien Cousteau.

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