



Yacht Carbon Offset



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Yacht Carbon Offset – News Release

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Yacht Carbon Offset for the MYBA Show 2011

MYBA is partnering with Yacht Carbon Offset to reduce net greenhouse gas emissions from the 23rd MYBA Charter Show, which takes place in Genoa in May. The MYBA Association represents over 100 Yachting companies with a growing number of yacht owners and charterers that choose to compensate for the carbon footprint of their energy or fuel.

Carbon savings from one of Yacht Carbon Offset’s selected projects, in Nicaragua, have been allocated to match the estimated carbon emissions from electricity consumption at the event.

For the yachts themselves, Carbon Offsetting can easily be included in the arrangements of a luxury charter, and is a proportionate response that preserves full freedom of operation. The effectiveness of the action is underpinned by Yacht Carbon Offset’s Lloyds Register Quality Assurance Certification.

Jacqui Lockhart, Chairwoman of MYBA’s Boat Show Committee, said: *“The MYBA Show is dedicated to charter professionals and provides a showcase for the finest superyachts available to their clients. It also hosts an exclusive display of those ancillary services that go to make up a perfect charter, tailored to the particular requirements of each group. Carbon offsetting is just such a service which a broker can offer to personalise each charter. Equally, it is a practical way for MYBA to address its own environmental impact and we are pleased to continue our work with Yacht Carbon Offset for the Genoa show.”*

Yacht Carbon Offset’s Managing Director Mark Robinson commented: *“We are delighted to be participating at the forthcoming MYBA Show and look forward to raising awareness of our specialist service during this important event. Carbon offsetting appeals to many high profile charter clients and we thank the MYBA team once again for their support.”*

For more information about Carbon Offsetting, and to take action to balance your yacht’s greenhouse gas emissions, visit www.yachtcarbonoffset.com

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MYBA Charter Show

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Notes for editors:

The 23rd MYBA Charter Show, 2 - 6 May 2011

The MYBA Charter Show is one of the most important international exhibitions dedicated to charter professionals and superyachts. It is attended by the world's leading charter agencies and brokers, and includes an exhibition of ancillary services for the yachting industry. The Show is owned by MYBA, the Worldwide Yachting Association. The event is based in the historic Porto Antico in Genoa, and organised locally by the Pesto Group.

Yacht Carbon Offset has offset the estimated carbon emissions from the event electricity consumption, plus an allowance towards the yachts' shore power. These emissions have been balanced by carbon savings from one of Yacht Carbon Offset's selected, independently audited projects, which uses waste biomass from a sugar production plant to generate heat and electricity in place of fossil fuels. For details see www.yachtcarbonoffset.com/example-projects.html

Further details about the Show are available at www.mybashow.com

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.

Through Carbon Offsetting, greenhouse gas emissions from the yacht, or in this case the use of electricity, are quantified. 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 at www.yachtcarbonoffset.com