



Yacht Carbon Offset

Yacht Carbon Offset – News Release

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Yacht Carbon Offset wins 2011 ISS Fabien Cousteau Blue Award



Yacht Carbon Offset is proud to be awarded the 2011 International Superyacht Society Fabien Cousteau Blue Award. The Award, created to celebrate stewardship of marine ecosystems, was presented by Fabien Cousteau during ISS's International Awards for Design and Leadership Gala in Fort Lauderdale on 27 October 2011.

ISS's Executive Director, Amy Halsted, long a proponent of sound environmental activism and who serves as one of the ISSFCBA judges, commented: *"Any inaugural year of an award is an exciting and engaging process. To have Fabien Cousteau's support, reputation and direct involvement in the development and implementation of the ISS Fabien Cousteau Blue Award both lends credibility to the award itself and challenges the judges to weigh the merits of the outstanding nominees. Considerable deliberation and an eye toward the expansion of the very nature of the product and company were given to the 2011 nominees. Ultimately, Yacht Carbon Offset's ability to immediately promote environmental responsibility won the day."*

Yacht Carbon Offset's Mark Robinson said: *"It is a great honour and a major milestone for the company to be recognised in this way; we are elated to have been chosen as the 2011 recipient. We thank ISS membership for their nomination and we are heartened by the decision of the distinguished judges and Fabien Cousteau for their appreciation of the relevance of carbon offsetting to the ocean stewardship agenda. This is an action available to all yachts. We accept this award acknowledging the leading yacht owners, charterers, captains and professionals that have decided to balance their carbon footprint through Yacht Carbon Offset: it is their action that ultimately supports real ecologically driven projects around the world."*

Yacht Carbon Offset provides a specialist service for those that own and enjoy the world's leading superyachts. 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:

Fabien Cousteau

Fabien Cousteau represents the third generation to carry on the tradition of adventure and exploration in the deep ocean, originally pioneered by his famous grandfather more than half a century ago. His public policy platform reflects his belief that environmental discipline can bring innovative solutions that strike a balance between regional and global environmental problems and the realities of market economies. In the business world, Fabien successfully spearheaded new product development and business models for environmental sustainability.

Perhaps Fabien's most ambitious endeavour to date is creating a new foundation committed to educating the public on the alarming need to restore our marine habitats. The Plant-a-Fish Initiative will spearhead public education programs as well as guiding large environmentally sensitive corporations with a genuine commitment to making the world a healthier place for mankind.

For more information, see www.fabiencousteau.org and www.plantafish.org.

The ISS Fabien Cousteau Blue Award

The ISS Fabien Cousteau Blue Award celebrates stewardship of marine ecosystems. Environmental leadership, global oceanic conservation and resource preservation are prerequisites for nomination. The integration of environmental technologies and resource management with the goal of setting achievable standards and models for wide adaptation in the design, engineering and building of large yachts—and the use of the Earth's waterways—are essential criteria. Nominations come from the industry. Voting for five finalists is conducted by active ISS membership and the ISS Board of Directors; a panel of judges rates finalists with Fabien Cousteau takes an active role in assessing nominees' qualifications and environmental mission and making final selection if need be.

The International Superyacht Society

The ISS represents the large yacht industry and aims to build alliances worldwide with regional associations; to serve as communications conduit for issues affecting the marketplace, owners, crew and industry members; and to recognize achievement as well as provide educational opportunities and networking events.

Further details are available on www.superyachtsociety.org

Yacht Carbon Offset

Yacht Carbon Offset compensates for the Carbon Footprint of a yacht's engines with equivalent greenhouse gas emissions reductions from independently verified green energy projects. 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 voluntary pay-as-you-go service is based on fuel quantities, so requires no onboard equipment and can be applied to any yacht. Carbon offsetting is of particular interest to owners or charterers wishing to minimise their environmental impact, and those choosing environmentally sensitive destinations.

Further details are available on www.yachtcarbonoffset.com