



## **Briefing Note.**

The full capabilities and flexibility of a luxury yacht enable owners and guests to experience some of the most beautiful destinations in the world. They expect complete freedom to choose how they would like to enjoy their time aboard. With such a powerful, luxurious yacht, this often means that a significant “carbon footprint” arises. This can be addressed through a Yacht Carbon Offset.

Increasingly, prominent owners and charter guests welcome the benefit, in terms of personal branding, the satisfaction amongst members of their party, and the reputation of their yacht. Commercially, the benefits are particularly welcome in 2009, for example enhancing the portrayal of a yacht marketed for charter. Many leading yachts now include this action as part of best environmental practice.

Through Yacht Carbon Offset, owners and guests can fully enjoy the use of their yacht knowing that real CO<sub>2</sub>e savings are taking place to balance their carbon footprint. The service is straightforward, and is based on fuel type and quantity so it requires no onboard equipment or ongoing obligation.

Yacht Carbon Offset balances the greenhouse gases emitted by the yacht’s engines with equivalent greenhouse gas savings achieved by independently verified projects. This balance is achieved by selecting and cancelling suitable carbon credits, through the international carbon markets. Each credit represents the equivalent of 1 tonne of CO<sub>2</sub> saved through a specific project. Cancellation of such a carbon credit therefore balances the emission of 1 tonne of CO<sub>2</sub>e by the yacht’s engines.

We typically use green energy projects, rather than tree planting, since this enables greenhouse gas savings to be more directly measured. Independent verification of the projects (by organisations such as TÜV, DNV, Lloyds Register, RINA...) ensures that carbon savings are properly quantified and monitored, and that approved projects could not have taken place without the financial support from these credits.

Yacht Carbon Offset has achieved Lloyds Register Quality Assurance Certification and is believed to be the first carbon offset company in the world to do so.

To arrange and certify a Yacht Carbon Offset we just need to know four things:

- Contact details (including email) and the identity of the yacht
- The “Client name” and any brief message to be shown on your Certificate
- The quantity and type of fuel to be Carbon Offset
- Whether we have to charge you VAT (for a UK customer or private customer based anywhere in the EU).

Full details, including our project selection criteria and summaries of individual projects, are available on [www.yachtcarbonoffset.com](http://www.yachtcarbonoffset.com).