

# Balance your Lifestyle...

Yachting offers freedom to experience the most beautiful places in the world.

Carbon Offsetting is a pro-active way to balance your yacht's CO<sub>2</sub> emissions by saving equivalent emissions elsewhere. You demonstrate leadership in addressing the environmental impact of your lifestyle.

We carefully select independently approved emission reduction projects that save CO<sub>2</sub> balancing the CO<sub>2</sub> from your yacht's engines to provide your Offset.

Leaving you free to enjoy yachting knowing that real CO<sub>2</sub> savings are taking place.



Yacht Carbon Offset

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# Carbon Offsetting comes to yachting

Carbon Offsetting is the hot topic in environmental discussions these days. A decade ago everyone was talking about CFCs and the ozone layer. Now it's all about Offsetting your carbon footprint. Everyone's doing it, from businesses and governments, to the cruise and airline industries, but what exactly is Carbon Offsetting anyway and should yachting be getting in on the act?

Carbon Offsetting is straightforward – it means calculating how much CO<sub>2</sub> you emit into the atmosphere (your carbon footprint) and then ensuring that an equivalent amount of CO<sub>2</sub> is saved elsewhere. For the purpose of Offsetting the CO<sub>2</sub> is balanced globally; if you emit CO<sub>2</sub> in the Med and save an equivalent amount in Delhi the impact on the planet is considered to be zero. This concept of geographic neutrality is at the heart of the Kyoto protocol on climate change.

In practice this means that the CO<sub>2</sub> emissions from a car journey or a flight, the running of a household or a yacht, even an event like a yacht show, are quantified and balanced. Then by supporting carefully selected emission reduction projects, CO<sub>2</sub> savings are made to compensate for the calculated emissions.

## OFFSET PROJECTS

So, where does the money go? The best operators are careful to explain exactly what they invest in on your behalf. Many people immediately think of trees, and indeed there are many forestry-based Offsets on the market. However tree schemes are not always the best choice for a quality Offset. In this specialist marketplace other schemes offering more immediate and easily verifiable carbon savings are available. Many projects are located in developing countries and bring important social benefits as well as Offsetting. Yacht Carbon Offset currently has a wide variety of Offset projects in its portfolio, including renewable energy in the Amazon and methane capture in India for example. And new projects start up all the time, stimulated by the increasing demand created by the growing Carbon Offset market.



## SIMPLICITY AND RELIABILITY

Participation in Offset programmes is via financial instruments known as carbon credits. A good provider selects only independently approved emission reduction projects that represent genuine, measured reductions in atmospheric CO<sub>2</sub>, and makes selection criteria clear to clients. To qualify for the highest standards a project must be one that would not take place without the financial support the carbon credits provide. Once sold a carbon credit must be 'retired' - cancelled to avoid the risk of double counting.

As we all know running a yacht is complex enough these days and yacht owners looking for lifestyle balance need simplicity and reliability. They need quality Offsets backed up by solid reassurance that Offsets have actually been achieved. Yacht Carbon Offset is working with Lloyd's Register to provide that reassurance.

## SHOWING LEADERSHIP

Good seamanship and good economics underline the need to operate a yacht efficiently and it makes sense to minimise emissions via advances in engine and exhaust system design. Such advances have brought improved emissions performance and fuel



*The yachting experience brings freedom to enjoy some of the most beautiful places in the world, yet super-yachts and mega-yachts are often perceived as having an impact on the environment.*



*Ultimately, maximising a yacht's potential involves consumption of fuel - and restriction on use would detract from the pleasure of yachting. But you can Offset the CO<sub>2</sub>!*

efficiency, even as the standards of yacht luxury and performance are surpassed year on year. However, not all solutions may be retro-fitted. What's more, efforts to eliminate pollutants and soot particles generally have the effect of slightly increasing CO<sub>2</sub> emissions, either by burning fuel directly or by using electrical energy. Offsetting is the perfect way to carry on enjoying yachting, whilst showing leadership by balancing the emissions produced.

### YACHTING SPECIALISTS

So let's say a yacht owner decides to Offset his fuel for a season, or a charterer wants to carbon balance his two week cruise. The Captain is tasked with getting it sorted. How can Yacht Carbon Offset help?

Many non-specialist providers work on assumed consumption rates and distance travelled, but this ignores the real usage of most yachts, which is often spontaneous or unpredictable – a yacht may be at anchor running generators, doing a long passage, or blasting from Cannes to St Tropez for lunch, and fuel consumption will vary accordingly. In any case, a professional Captain is aware of his fuel usage and is usually best placed to make any estimate for a particular passage.

Yacht Carbon Offset has based its processes on actual fuel quantities, and offers precise emissions calculations for marine gasoil, automotive gasoil, gasoline, lubricating oils and even Jet A1 helicopter fuel – in short all the fuels typically used on a luxury yacht. This keeps things simple onboard as Offsets can be easily reconciled with fuel records to check that fuel has been fully Offset. Additionally Yacht Carbon Offset provides an audit trail through unique numbered certificates, and a verification service to secure the certification process. A good Offset provider will allow the yacht to buy Offsets quickly and easily, accounting for location, flag, commercial registry and VAT status. The Captain can rely on Yacht Carbon Offset to handle all of this.

### SHOW THAT YOU CARE

Yacht owners are often high profile and Offsetting can be great PR – not Offsetting on the other hand can be a big public relations faux-pas these days. Good PR may not be the main reason to choose to Offset, but it can only help - to improve relations with ports and local communities for example. In some cases, super-yacht owners or guests may be more acutely in the public eye, and the CO<sub>2</sub> emissions associated with the yacht may attract media attention. Offsetting is a pro-active response.

And let's not forget that we're actually talking about a voluntary gesture, so Offsetting must have a certain emotional appeal. What about the feel good factor of knowing you have done your bit? The smile on the face of the teenage daughter when Mum and Dad tell her that that the family's yachting has been Offset and that her name is on the Offset certificate?

But what about cost? Well, that depends of course on if you choose to Offset a particular charter or fuel delivery, or to balance the total fuel used over say a season or a year. And the price of underlying carbon credits will depend on the volatile international carbon markets. But it's not as expensive as some might think! Offsetting will add a modest percentage to fuel cost, or a small fraction to overall operating or charter cost.

In other words, a small contribution for lifestyle balance.





# Yacht Carbon Offset

Whether you choose to Offset today's fuel delivery, to carbon balance a particular charter, or to build an ongoing Offset programme for your yacht, we can help. Through [www.yachtcarbonoffset.com](http://www.yachtcarbonoffset.com) our specialist team will enable you to:

- Balance the CO<sub>2</sub> generated by your yachting lifestyle knowing that real CO<sub>2</sub> savings are taking place.
- Buy Offsets quickly and easily, accounting for your flag, commercial registry and VAT status.
- Keep records of your Offset commitment including unique, verifiable certificates.
- Know that your emissions are calculated for each marine fuel using the right emission factors.
- Ensure carbon credits have been correctly cancelled to eliminate the risk of double-counting.
- Improve relations with ports and local communities.



*Yacht Carbon Offset provides specialist access to the international carbon markets. On your behalf we carefully select carbon credits that represent genuine, measured reductions in atmospheric CO<sub>2</sub> from projects that would not take place without the financial support these credits provide.*

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