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## **Saving the planet doesn't have to cost the earth!**

***Major UK insurers and pioneering carbon reduction company Climate Care launch Climatesure - the UK's first green personal travel insurance brand with no price premiums added for being eco-friendly***

Despite recent publicity around climate change, a new report released today reveals that the British public is still unsure about how they can play a personal part in alleviating global warming.

Commissioned by Climatesure, an innovative new personal travel insurance brand designed to help tackle climate change, the report reveals that more than four in five (85%) of the UK public believe that climate change will significantly impact lives in the future if action isn't taken now. However, a surprising one in four (25%) are still unsure what they can personally do to help improve the situation.

The launch of Climatesure travel insurance provides an accessible way to help negate travellers' personal impact on global warming. Climatesure customers will not only insure their travel arrangements, but simultaneously offset the greenhouse gases created by them. It's the first travel insurance product that protects people, their property and the planet!

### **Competitive Price and Environmental Integrity**

The good news for customers is that there is no penalty for going green. By combining the expertise of AXA Insurance, the largest UK travel insurer, with a web-orientated business model, Climatesure has been able to provide a product that competes on price whilst maintaining environmental integrity. Phil Denman of Climatesure said: "We know people want to be more environmentally responsible but they're tired of paying over the odds for doing the right thing. Insurance is one area where being responsible is rewarded by lower prices so we're delighted that Climatesure will make tackling climate change a simple and cost-effective part of everyday life."

### **High-quality green insurance**

Climatesure works by combining the right high-quality travel insurance policy for the customer with a carbon offset priced on the individual's carbon output, as estimated by Climate Care. Monies generated from Climatesure customers' offsets will go directly towards funding Climate Care's carbon-reducing projects, including providing energy-efficient stoves to communities in Honduras and India, installing energy-efficient lighting in South Africa and Kazakhstan and restoring rainforest habitat in western Uganda.

Eco-entrepreneur and founder of Climate Care, Mike Mason, came up with the idea of linking offsets to insurance. Mason comments: "Taking responsibility for our own carbon pollution should be as normal as



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buying travel insurance, and with Climatesure it is. We hope that Climatesure will lead the way in climate friendly products, making it simple for everyone to tackle their affect on climate change.”

### **A win-win situation**

The idea has been embraced by the insurance industry, which has been hard hit by the early impacts of climate change. Claims from major incidents linked to climate change are increasing every year and the industry is keen to tackle the issue head on. Mark Cliff, Distribution Director of AXA Insurance states: “The insurance industry has really started to see the effects of climate change. The core concept of insurance is protection against risk, so it makes sense that as an industry we should be helping to protect the planet and reduce the risk of climate change. We all have a responsibility to be part of the solution and we see being part of Climatesure as a step in the right direction.”

Motor insurance with built-in carbon offsets is also available from Climatesure.

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### **NOTES TO EDITORS:**

- Climatesure travel insurance is available to purchase online from [www.climatesure.co.uk](http://www.climatesure.co.uk) or via 0845 600 3076 (phone line open 9am to 5.30pm Monday to Fridays)
- Climate Care: [www.climatecare.org](http://www.climatecare.org)
- The Climatesure market research study was undertaken by Experian in May 2006, using a UK sample of 1500. Further details available on request
- Further information about Climatesure and carbon offsetting, interviewees and images available on request from the below press office contacts

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