



EMERY-LITTLE
INSURANCE BROKERS LIMITED

www.insuring.aero

The GreenFly Initiative

Emery Little become the first U.K. insurance broker to offset carbon emissions for clients in the aviation industry

Emery Little Insurance Brokers have become the first U.K. broker to offset the carbon emissions of their aviation clients.

Recently there has been an overwhelming amount of media attention given to carbon emissions and the 'carbon footprint' left by both individuals and the aviation industry as a whole. Whilst the majority thus far has been directed at airlines and operators of larger aircraft, private light owners and users/operators of business jets have not escaped criticism.

Nik Little, Managing Director, comments 'While the impact of flying on global warming is fully recognised and acknowledged, we at Emery Little feel that aviation is receiving an unfair amount of criticism. To keep things in perspective, aviation (total air travel) accounts for approximately 3% of manmade emissions while deforestation accounts for anywhere between 20-25%.

We're hoping to set an example, by launching the GreenFly Initiative, which will aim to offset the carbon emissions of any individual or company insuring their aircraft with us.'

Full details of the initiative can be found online, however the basic premise is quite simple. Whilst submitting a quotation request, the aircrafts projected number of flying hours for the following year must be given. Should you then go on to take a policy through Emery Little, their aim is to offset your aviation carbon footprint for that year.

No Extra Cost to Clients

The initiative will not cost customers more, as Emery Little are willing to offset the expense, with the long term goal of being recognised as the first truly green broker in the aviation industry.

Initiative Specifics

GreenFly will purchase carbon credits through a system which not only helps to mitigate climate change but can help communities in developing countries invest in their own future. Full details and further ways in which you can help are available on the Emery Little website.

Environmental Conscience

According to Kevin Coyle, Head of Marketing at Emery Little “We have engaged our clients in a consultation process for the last few months with the aim of finding a solution to the ethical dilemma many feel faced with relating to aviation.

Approximately 2% of the U.K. Gross Domestic Product comes directly from aviation, with European figures quoted as having over three million jobs dependant on the industry. Meanwhile the private aviator draws an incalculable amount of pleasure from their aircraft. Yet, until now these facts haven’t altered many peoples unease about the effects of their business/pastime on the environment.

We hope that launching The GreenFly Initiative will be a milestone in reconciling these issues, whilst also hoping to receive the backing of the aviation industry in our efforts.”

Further Details

Full details of the GreenFly Initiative can be found at www.insuring.aero or call Emery Little on 0870 770 9170.

-END-

Press

For more information on the GreenFly Initiative please contact:

Marketing Department

Emery Little Insurance Brokers

T: 0870 770 9124

F: 0870 770 9171

E: marketing@emerylittleinsurance.com