

Singita introduces new initiative to help guests offset their carbon footprint

As part of its ongoing commitment to sustainability and playing an active part in helping to fight climate change, conservation and ecotourism brand Singita is weaving carbon neutral stays into its offering with a system that allows guests to offset their carbon footprint.



Source: [Singita](#)

A carbon neutral levy has automatically been included in every new booking, with the funds generated being used to purchase verified carbon credits from accredited service providers in each region.

Dr Andrea Ferry, Singita's group sustainability coordinator, says: "As an ecotourism and conservation brand, we believe we must play our part in fighting climate change. As part of our unwavering commitment to regenerative tourism, we are essentially enabling guests to enjoy a carbon neutral Singita stay by integrating a carbon emissions offset levy for accommodation. Added to that, we are also starting to offset all carbon emissions from staff business flights.

"We are constantly delighted to discover how likeminded and environmentally aware our guests are. They really do care and we want to make it easier for them to tread as lightly as possible on the planet, while enjoying their time with us. Carbon offsetting is one way of lightening this impact."

Funds generated will be used to purchase verified carbon credits from accredited service providers in each of the regions in which Singita operates. In South Africa, it's the Climate Neutral Group's Wonderbag project (VCS accredited) and in Tanzania, Carbon Tanzania's Yaeda Valley Forest project (Plan Vivo accredited).

In Rwanda, carbon credits will be procured from Carbon Tanzania, and in Zimbabwe, from the Climate Neutral Group - until accredited local offset providers for those countries are identified.

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