

Climate agreement sets new standard for funerals

An Oxford-based company is pioneering a new environmental approach to the UK funeral market by offsetting the greenhouse gas emissions each time one of its coffins is cremated.

Colourful Coffins, which specialises in personalised and custom picture coffins, has teamed up with Climate Care in a deal which is thought to be the first of its kind in the country.

Mary Tomes, managing director of Colourful Coffins, said: "We feel very strongly that we should do everything we can to adopt a green approach within the funeral market and feedback shows it is something our customers care about too.

"We already use paper-based wraps and environmentally-friendly inks, this agreement underlines the fact we take our commitment to the green agenda very seriously and we're very pleased to be setting an example to our industry and supporting the work of Climate Care around the world."

Based on the amount of CO₂ emissions generated by an average adult cremation, Colourful Coffins will offset 215 kg of CO₂ per coffin.

"Well done Colourful Coffins for providing a greener cremation option – everyone who respects the planet will want their leaving of it to reflect that," said Climate Care's managing director, David Wellington.

Climate Care, which also has its headquarters in Oxford, is an organisation that funds projects in green energy, energy efficiency and forest restoration to reduce greenhouse gas emissions on behalf of both companies and individuals.

Its work includes funding wind turbines in India and China, and projects in Mexico and Ghana that make fuel efficient cooking stoves available in some of the poorest communities, cutting fuel use and carbon emissions while also improving quality of life.

CO₂ emissions
offsetting by
climatecare



Notes to editors

1. Colourful Coffins (www.colourfulcoffins.com) is a family-owned and run business, based in Oxford, and the leading provider of bespoke picture coffins for the UK funeral market. It offers a wide range of distinctive and personalised designs, each expertly crafted and hand-finished by the in-house team. A selection of images is available on request.
2. Climate Care is the world's leading carbon offsetting organisation. Founded in 1998, we make reductions of greenhouse gases (such as CO₂) on behalf of individuals and companies. Clients include lastminute.com, Land Rover, Powergen, Aviva, The Eden Project and many more. These reductions are made through investing in a portfolio of projects which avoid, reduce or absorb greenhouse gases. Sustainable energy projects (renewable energy and energy efficiency) make up 95% of our total project portfolio.

Press pack available at:

<http://www.climatecare.org/about/contact-us/>

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