



green

Environment and People

www.firstchoice.co.uk/environment

black and white

We want to clear up all the confusion: everyone's talking about the environment but now's the time for the facts - and action.

We know we're not the experts, so we're proud to work with **The Travel Foundation** and **Climate Care**, groups dedicated to caring for the environment and the local communities in our holiday destinations.

We've set up our **World Care Fund**, so you can donate to these organisations.

Working with the Travel Foundation since 2003, you've helped us raise over £1 million to set up projects across the world.

You can explore real Cyprus and help rural communities with our unique excursion to its mountain villages.

You've helped Gambians set up small crafts businesses, so they can send their children to school.

You can help plant trees in tsunami-hit Sri Lanka and support locals as they rebuild their lives.

You've been protecting Mexico's freshwater cenotes, jungle pools which are a life-source for traditional Mayan people.



We've been checking our hotels to see which are caring for the environment and people, giving awards to those which follow the Travelife guidelines (see p111): look out for the awards on hotel pages:

Gold Award

These hotels are leading the way with cutting edge environmental practices and support for the local community.

Silver Award

These hotels actively help the local community and environment.

Bronze Award

These hotels are reducing their impact on the environment and respecting locals.

We're working with Climate Care to reduce your carbon footprint, which is the carbon you produce through activities like travelling.

Your donations go straight to Climate Care, to set up environment and people projects, and will be matched pound for pound by First Choice.

By funding water-powered electricity in Zambia, you're giving energy to the village, school and hospital of Kalene.



In 2006, First Choice Airways won two green awards, including Most Environmentally Responsible Airline at the British Travel Awards.

By changing the way we fly, we've reduced the impact of our planes:

- saving 4,000 tonnes* of aviation fuel: that's enough to fill a small family car[†] every week for the next 1,750 years
- reducing CO₂ emissions by over 12,500 tonnes*: that's the same weight as 12.5 million bags of sugar[‡]

**based on figures taken between 2005 and 2006
†based on the fuel tank size of an average small family car (55 litres) ‡based on a 1kg bag of sugar*


We're also going to be the first in the UK to launch the Boeing 787 Dreamliner, which uses 20% less fuel, produces less carbon and nitrous oxide emissions and creates less noise.



Promoting sustainable forest management.

PEFC/16-33-97

We're working hard to reduce your carbon footprint.

That's why we're  First Choice