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**Actisense pledges a tree planted for every order placed***- Marine electronics manufacturer makes being climate positive a top 2021 priority*

Actisense, the specialist marine electronics brand from Active Research Ltd based in Poole, United Kingdom, has set out its key objectives for 2021. Aside from the launch of several new products and expected commercial global market growth, the company has made environmental impact one of its key drivers this year, pledging to plant at least one tree for every order received.

Working with positive climate action champions, [Ecologi](https://ecologi.com/actisense), Actisense will remove around **280 tonnes of CO2**from the atmosphere, which is the equivalent of driving 695,000 miles in an average car or charging a mobile phone 36,000,000 times. This will make the company carbon positive, more than nullifying its carbon output.

Actisense CEO, Phil Whitehurst, said:

“*It’s simple: Buy Actisense, and we’ll plant a tree on your behalf! The marine industry has always been acutely aware of the environmental impact we have on the wider environment. As a small but global business, we have made a commitment to counterbalance our carbon emissions by making improvements to our headquarters as well as by working with the wonderful team at Ecologi to plant thousands of trees every year – at least one for every order we receive.*”

“*By the end of the year*,” continued Mr. Whitehurst, “*we will have planted around 2900 trees and removed 280 tonnes of carbon dioxide from the environment, meaning our carbon footprint will be smaller than our collective output, making us a truly climate positive workforce.*”

Fellow director, Michele Whitehurst, added:

“*In 2020, we had already engaged with the excellent programme through* [*Low Carbon Dorset*](https://actisense.com/news/actisense-cuts-carbon-emissions-thanks-to-low-carbon-dorset-programme/) *to start on the improvements to our headquarters, including LED lighting and a new industrial energy-efficient heating system. There is yet more for us to do, but we’ve taken these important first steps as part of our wider environmental commitment.*”

Actisense ship their range of award-winning NMEA products around the globe to over 50 countries. For more about them, visit: [actisense.com](http://www.actisense.com).

* **Ends –**

To interview Phil or Michele Whitehurst or to find out more please contact [justin.cohen@actisense.com](mailto:justin.cohen@actisense.com).

**Editors Notes:**

Actisense is the specialist marine electronics brand from Active Research Ltd. The company is based in Poole, United Kingdom, and was established by Phil Whitehurst, a Chartered Electronics Engineer, in 1997. Actisense has been creating intelligent marine electronic products that have seen them become recognised for their reliability both nationally and internationally. They are now exported to over 85 distributors in 50 countries worldwide.