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Test winner atmosfair

All comparative studies and tests since the founding of atmosfair



atmosfair getestet von
Stiftung Warentest
Finanztest Heft 3/2018

atmosfair getestet von
Stiftung Warentest
test, Ausgabe 12/2013





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atmosfair



Carbon offset schemes have been around since the early 2000s, mainly in Europe and the USA. They use different carbon offsetting models. The organizations vary in the kinds of projects they support (e.g. afforestation or technology, large-scale projects or household projects, etc.), the standards they apply and how their projects are evaluated. There are also differences in transparency, the efficient use of resources, how carbon emissions are calculated, communication and marketing and partnership models with industry (e.g. airlines).

Various organizations like universities, consumer protection groups or product testers have subjected these schemes to regular analysis and evaluation, starting with the British BBC in 2007.

atmosfair was chosen the test winner in all comparisons with individual rankings. In group rankings, atmosfair always fell into the top group.

This brochure compiles all tests and comparative studies published since 2007 as well as prizes awarded to atmosfair.

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Test winner „Über den Wolken- CO2-Kompensationsanbieter im Test“



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Stiftung Warentest

„Über den Wolken – CO₂-Kompensationsanbieter im Test“

(Above the clouds –

A comparison of carbon offset schemes)

Scheme	Overall score	Quality of offsetting	Transparency	Quote from the testers' report
atmosfair.de	0,6 (Very good)	Very good	Very good	„Test winner“
Klima-Kollekte	1,1 (Very good)	Very good	Good	
PrimaKlima	1,5 (Very good)	Very good	Very Good	
myclimate Deutschland	2,2 (Good)	Good	Good	

Source: Stiftung Warentest – Finanztest, issue 03/2018.

You can find the complete article here (download fee € 1.00):

<https://www.test.de/CO2-Kompensation-Diese-Anbieter-tun-am-meisten-fuer-den-Klimaschutz-5282502-0/>

“In 2016, the six tested providers together offsetted around 170,000 tons in the retail business. [...] For a saving of around 130,000 tons, test winner atmosfair alone is responsible..”

Test summary

Stiftung Warentest tested schemes for voluntary carbon offsetting in its magazine “Finanztest”, issue 3/2018. The test criteria included “Quality of offsetting” and “Transparency”. “Quality of offsetting” was primarily used to assess the standards of climate change mitigation projects that result in carbon savings. Participation in project development was also part of this criterion. “Transparency” looked at whether the organization discloses its finances and provides information on expenses for administration and advertising and on how project funds are used in the individual projects.

2013

atmosfair getestet von
Stiftung WarentestHeft „Testsieger fürs Fest“
(test, Ausgabe 12/2013)
Spendenorganisationen im Test

Stiftung Warentest

“Testsieger fürs Fest” (Test winner for the holidays) (December 2013)

A comparison of donor organizations

The table shows excerpts of the test results (selection focuses on environmental organizations). The table includes all six organizations in the best category “transparent and well organized” in the original order.

Name of the organization	Transparency	Organisation and Management
Transparent and well organized		
atmosfair	medium	high
BUND – Bund für Umwelt und Naturschutz Deutschland	medium	high
Deutscher Tierschutzbund	medium	medium
Greenpeace	medium	medium
ProVieh – Verein gegen tierquälerische Massentierhaltung	medium	medium
WWF Deutschland	medium	high
Moderately transparent oder organized		
...		
NABU Naturschutzbund Deutschland	ai	medium
Pro Wildlife	[SWtgsfW	low
Deutsche Umwelthilfe	ai	medium
Bundesverband Tierschutz	ai	low
...		
Inefficient organizations		
...		
Heinz Sielmann Stiftung	– Wlg –	medium
Vier Pfoten – Stiftung für Tierschutz	– Wlg –	low
...		

Source: Stiftung Warentest 12/2013. You can find the complete article here (download fee € 1.50):
<http://www.test.de/Spenden-Diesen-Organisationen-koennen-Sie-trauen-4633447-0/>

Test summary

Stiftung Warentest investigated 46 donation organizations for environmental and animal protection in its magazine test in December 2013. Transparency, organization and management were analyzed. These included information on the use of resources, employee salaries and accounting controls, as well as the effectiveness of management and supervisory bodies.

2012



fww

Mystery Shopper: Carbon offset scheme

	atmosfair.de	greenmiles.de	myclimate.de	prima-klima-weltweit.de
Offering (30)	28	20	25	15
Information (30)	25	20	20	20
Navigation (20)	18	15	15	10
Booking (10)	10	15	5	5
Appearance (10)	6	8	6	6
Total (100)	87	78	71	56

"Good orientation and thought-provoking figures"



Test summary

In April 2012 the fww magazine compared four different carbon offset schemes. atmosfair ranked first. Particular highlights were the comprehensive information provided on the at-mosfair website and the ease of use of the atmosfair emissions calculator. fww's conclusion: "Happy to do it again!"

2010



Eberswalde University for Sustainable Development

Greenhouse gas offset schemes in Germany

Tab. 19: Gesamtübersicht Bewertung Anbieter

Direkte Anbieter (Privatpersonen/Unternehmen)	Realitätsnahe Berechnung (20%/10%)		Qualität der Kompensation (65%/70%)		Verbraucherkommunikation (15%/20%)		Bewertung gesamt	
	Bewertung		Bewertung		Bewertung		Bewertung gesamt	
atmosfair (Flug)	3	sehr gut	2,95	sehr gut	2,76	sehr gut	2,93	sehr gut
Arktik	2,8	sehr gut	2,88	sehr gut	2,09	gut	2,71	gut
myclimate (Flug)	1,4	akzeptabel	2,43	gut	2,16	gut	2,18	gut
go Climate (Flug)	1,8	gut	2,54	gut	1,02	akzeptabel	2,16	gut
Greenmiles (Flug)	2	gut	2,19	gut	1,32	akzeptabel	2,02	gut
CO ₂ OL (Flug)	2,8	sehr gut	1,81	akzeptabel	1,86	gut	1,89	gut
PrimaKlima-weltweit (Flug)	2,8	sehr gut	0,83	mangelhaft	2,6	gut	1,49	akzeptabel
Climate Company	2	gut	1,37	akzeptabel	1,48	akzeptabel	1,46	akzeptabel
Climate Austria (Flug)	0,2	mangelhaft	1,28	akzeptabel	1,44	akzeptabel	1,09	akzeptabel
co2mpense (Flug)	2,8	sehr gut	0,33	mangelhaft	1	akzeptabel	0,92	mangelhaft
Waldaktie Mecklenburg-Vorpommern	1,2	akzeptabel	0,64	mangelhaft	1,57	akzeptabel	0,88	mangelhaft
Globe Climate (Flug)	1	akzeptabel	0,24	mangelhaft	0,22	mangelhaft	0,39	mangelhaft
Gesamt	1,98	gut	1,61	akzeptabel	1,63	akzeptabel	1,68	akzeptabel
Direkte Anbieter (Unternehmen)	Realitätsnahe Berechnung		Qualität der Kompensation		Verbraucherkommunikation		Bewertung gesamt	
	Bewertung		Bewertung		Bewertung		Bewertung gesamt	
First Climate	3	sehr gut	2,42	gut	1,96	Gut	2,47	gut
Climate Partner	3	sehr gut	2,13	gut	1,18	akzeptabel	2,16	gut
Future Camp Climate	2,8	sehr gut	1,93	gut	1,08	Akzeptabel	1,98	gut
Gesamt	2,93	sehr gut	2,16	gut	1,41	akzeptabel	2,20	gut
Gesamt direkte Anbieter	2,46	gut	1,88	gut	1,52	akzeptabel	1,94	gut
Indirekte Anbieter (größere Unternehmen)	Realitätsnahe Berechnung		Qualität der Kompensation		Verbraucherkommunikation		Bewertung gesamt	
	Bewertung		Bewertung		Bewertung		Bewertung gesamt	
Green DSL	3	sehr gut	2,08	gut	1,58	akzeptabel	2,07	gut
TUI Deutschland	0,4	mangelhaft	2,43	gut	1,6	akzeptabel	1,9	gut
Deutsche Post DHL GoGreen	0,4	mangelhaft	2,28	gut	1,76	gut	1,83	gut
Mazda	1,2	akzeptabel	0,83	mangelhaft	0,54	mangelhaft	0,81	mangelhaft
Gesamt indirekte Anbieter	1,25	akzeptabel	1,91	gut	1,37	akzeptabel	1,65	akzeptabel

Bewertungsschema: 2,75 – 3,00 Punkte = sehr gut, 1,75 – 2,74 Punkte = gut; 1,00 – 1,74 Punkte = akzeptabel, < 1 Punkt = mangelhaft

“The test winner is – as in several other international comparisons – atmosfair”

Test summary

In 2010, the Federation of German Consumer Organisations commissioned the Eberswalde University for Sustainable Development to conduct a study of more than 20 offset schemes. The study examined the quality of offset projects, the accuracy of emission calculations and consumer communication. atmosfair was the only provider to be rated ‘very good’.

Universität Graz

Voluntary Carbon Offsets – An evaluation of European retailers of certificates to offset greenhouse gases

Tab. 3 Empfehlenswertes Anbieter

Rg.	Retailer	Gesamt	HK1	HK2	HK3	HK4	HK5
Sehr empfehlenswert							
1.	Atmosfair	4,52	4,90	4,80	3,80	4,15	3,70
Empfehlenswert							
2.	Myclimate	4,27	4,40	4,65	4,48	2,90	4,20
3.	CLIMACT	4,07	4,20	3,90	3,60	4,80	3,70
4.	Pure	4,00	4,50	3,60	4,25	4,30	2,35
Eher empfehlenswert							
5.	Carbon Passport	3,72	4,10	3,70	3,00	3,40	3,55
6.	Climate Care	3,71	3,60	3,95	3,00	4,80	3,15
7.	e)mission	3,69	4,20	3,10	4,35	3,05	3,05
	CO2logic	3,69	4,20	2,95	3,65	4,50	2,55
9.	Climat Mundi	3,63	3,30	3,35	4,23	4,65	3,70
10.	Clear	3,61	4,20	3,60	2,85	3,70	2,20
11.	Tricorona Green	3,59	4,10	3,40	3,40	3,55	2,35
	co2balance.com	3,59	3,70	3,10	3,05	4,35	4,20

HK1: Qualität des Ausgleichs, HK2: Transparenz, HK3:

Qualität des Emissionsrechners, HK4: Bildungsangebot, HK5: Kundenorientierung

Test summary

Erwin Hammer and Stefan Vorbach from the University of Graz evaluated seven European carbon offsetters. The test focuses on the quality of offsetting (e.g. project types and standards), but also on the accuracy of calculations and the educational and information material provided. atmosfair ranks first in the overall ranking by a wide margin and is the only scheme to be rated 'highly recommended' in the comparison.

2008



Environmental Data Services

The ENDS Guide to Carbon Offsets

Offset providers: Top 30 | 27

Top 30 providers

3C Carbon
www.3c-company.com/en

Profile 3C was founded in 2004 and is a medium sized, for-profit retailer, project developer, carbon trader and consultant based in Bad Vilbel, Germany. It has a portfolio of retail offsets, but also develops and sources offsets for clients.

Offset quality 3C has an excellent offset portfolio, focusing on independently verified VETs and CDM Gold Standard CER credits in renewable energy projects.

Choice and options 3C specialises in providing choice and does not sell a fixed portfolio online. There are over ten projects in nine countries to choose from. 3C has strong partnerships in North America with Sterling Planet and Native Energy, thereby providing access to North American offset projects.

Transparency 3C is business focused and prefers to work directly with clients. Therefore, its website is not detailed about every aspect of offsetting strategy. It highlights projects of particular importance, but does not list all project sources.

Value-added services 3C provides consulting on carbon measurement and reduction, and works with organisations to select appropriate offsets. It also offers carbon investment advice, carbon trading and CDM project management.

Strengths 3C's strengths lie in an excellent offset portfolio and value-added services such as consulting, CDM project development and carbon trading.

Weaknesses 3C is not suited to individuals or novices. It is a business-focused organisation and the complexity of 3C's offerings may confuse individuals or SMEs new to offsetting.

Best suited to Medium to large businesses looking for value-added services in addition to offset provision.

Action Carbonne
www.actioncarbonne.org

Profile Action Carbonne was founded in 2006 and is a medium sized not-for-profit retailer, project originator and consultant based in Paris, France. It has one of the leading VET portfolios in the sector.

Offset quality Action Carbonne sells independently verified VETs from nine projects around the world that meet the V&O quality criteria and provide additional sustainable development benefits.

Choice and options The organisation has a good selection of projects of different types, mainly community energy efficiency projects and renewable energy. Choice of projects is provided to business customers.

Transparency Action Carbonne provides in-depth project documentation for each project invested in and a lot of information about climate change, carbon reduction and the organisation's management.

Value-added services As a not-for-profit body specialising in project involvement and offset retailing, Action Carbonne does not focus on consulting.

Strengths As a not-for-profit body affiliated with the charity GoodPlanet, Action Carbonne's portfolio is strong in additional sustainable development benefits.

Weaknesses As a provider specialising in VETs, albeit of high quality, it does not perform as well in terms of carbon quality as CDM Gold Standard providers.

Best suited to Individuals and small to medium businesses who want to invest primarily in offset credits with many additional sustainable development and community benefits built in.

Atmosfair
www.atmosfair.de

Profile Atmosfair was founded in 2005 and is a small not-for-profit retailer based in Germany. It provides a fixed portfolio of offsets, which are chosen carefully and retailed online or through bespoke contracts.

Offset quality Atmosfair has one of the best offset portfolios in the entire industry, focusing on a small portfolio of CDM Gold Standard credits from renewable energy and industrial efficiencies.

Choice and options Atmosfair's strict criteria means it offers a small choice of projects, but it does offer a range of types, from renewables to community energy projects, in different areas around the world.

Transparency Atmosfair is completely transparent about the source of its offsets, providing detailed information about all its projects. It is also transparent about the fact that offsetting cannot neutralise emissions.

Value-added services Atmosfair specifically targets its offsets towards air travel so it does not offer additional services.

Strengths Atmosfair's strengths lie in its simplicity. It has a business model that it carries out effectively, to provide the highest quality CDM Gold Standard credits to offset air travel.

Weaknesses Atmosfair works best as an online retailer, and does not offer additional services. All its guidance and carbon calculations are based on air travel, so it would be cumbersome to use its tools to calculate business or home emissions.

Best suited to Any business or individual looking to offset air travel.

Camco
www.camco-international.com

Profile Camco International was founded in 2003 and is a large for-profit wholesaler and project originator based in London and Jersey, UK. It has one of the world's largest portfolios of CDM CER credits, representing more than 120 million tonnes of CO₂e, and also sells VETs and ERUs.

Offset quality All of Camco's credits are CDM CERs from around the world, meaning they are generally of high quality.

Choice and options Camco only supplies CERs. Within those parameters, there is such a wide variety of credits that choice and selection are necessary.

Transparency Camco can give buyers detailed information about the source of its offsets because all credits sold derive from named projects which it invests in.

Value-added services Camco is part of a wider group of companies that can provide value-added services such as consulting on carbon measurement and reduction.

Strengths Camco's strengths lie in its huge portfolio of well-respected CDM, ERU and VET projects, and its experience in developing and selling such projects to the

Test-Zusammenfassung

Der britische Environmental Data Service (ENDS) veröffentlichte 2008 eine Übersicht der 30 besten Kompensationsanbieter, ausgewählt aus weltweit 120 Anbietern. Eine Bewertung innerhalb der Top30 wurde nicht vorgenommen. Das atmosfair Projektportfolio wird als „eines der besten in der gesamten Industrie“ bezeichnet. Weiterhin wird bei atmosfair die hohe Transparenz und detaillierte Dokumentation hervorgehoben.

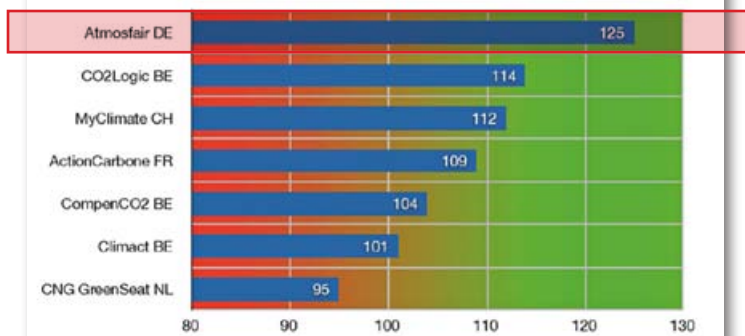
Federation Inter-Environnement Wallonie

Etude comparative des programmes de compensation volontaire de CO₂ en Belgique

Etude comparative des programmes de compensation volontaire de CO₂ en Belgique

4. Le classement

Pour rappel, ce classement est basé sur des critères environnementaux, d'éthique et d'équité entre les pays du Nord et les pays du Sud.



Atmosfair arrive en tête, cette organisation offre actuellement la plus grande garantie de qualité et reste un exemple à suivre.

Suivent dans l'ordre, CO2Logic, MyClimate. Toutes les deux sont aussi recommandables, même si elles se positionnent derrière le leader.

Action Carbone, CompenCO2 et Climact sont légèrement en retrait sur différents critères. Ils sont recommandés avec réserve.

CNG GreenSeat arrive en dernière position et n'est pas recommandé.

Il est à noter que Climact, CompenCO2, CO2Logic sont des initiatives récentes (moins de deux ans). Leur évaluation est donc encore difficile à ce jour. Elle devra être revue lorsqu'ils auront publié leurs premiers rapports d'activités.

"atmosfair scores highest, this organization currently offers the best quality guarantee and remains a role model"

Test summary

The Belgian Environmental Protection Federation Fédération Inter Environnement Wallonie published a comparison of offset schemes on the Belgian market. The evaluation criteria include the standards used, the degree of transparency and documentation and scientific integrity. atmosfair achieves the highest rating in the individual categories and is the overall test winner by far.

2008



Environmental Data Services

The ENDS Guide to Carbon Offsets

Voluntary Offsets For Air-Travel Carbon Emissions: Evaluations and Recommendations of Thirteen Offset Companies

Table 8: Summary & Ratings of Companies

Company	Calculator accuracy	Standards & Verification	Project Location	Project Type	Price per ton of CO ₂ offset	For or non-profit	Overall Recommendation
atmosfair	Excellent	CDM, Gold Standard	International	Renewable, Energy Efficiency	\$17.30	Non	Yes
climate friendly	Excellent	Green Power, Gold Standard	International, Domestic	Renewable	\$14.50	For	Yes
Myclimate	Very good (Swiss site) Acceptable but emissions likely underestimated (US site)	Gold Standard	International	Renewable, Energy Efficiency	\$18.00 (US site) \$27.40 (CH site)	Non	Yes
NativeEnergy	Very good	Green-e, Climate Neutral Network	Domestic	Renewable	\$12.00	For	Yes
CarbonCounter	Emission calculations too low	Climate Trust	International, Domestic	Renewable, Energy Efficiency, Sequestration	\$10.00	Non	With Reservations
Carbonfund	Emission calculations too low	CCX, Green-e, ERT	International, Domestic	Renewable, Energy Efficiency, Sequestration	\$5.50	Non	With Reservations
CarbonNeutral	Emission calculations too low	NA	International, Domestic	Renewable, Energy Efficiency, Sequestration	\$18.40	For	With Reservations
Climate Care	Emission calculations too low	NA	International	Renewable, Energy Efficiency, Sequestration	\$12.57	For	With Reservations
Offsetters	Emission calculations too low	NA	International	Energy Efficiency, Sequestration	\$13.03	Non	With Reservations
TerraPass	Emission calculations too low	Green-e, CCX, CRS	Domestic	Renewable, Energy Efficiency	\$10.00	For	With Reservations
Better World Club	No air travel emissions calculator	N/A	Domestic	Energy Efficiency	\$11.00	For	No
Cleanairpass	No air travel emissions calculator	CCX	International, Domestic	Renewable, Energy Efficiency, Sequestration	\$7.98 ²	For	No
Solar Electric Light Fund	No air travel emissions calculator	N/A	International	Renewable	\$10.00	Non	No

Tufts Climate Initiative

33

Test summary

In 2007 the American Tufts University published a comparative study of 13 carbon offsetters. As one of three providers, atmosfair is unconditionally recommended.

The test gives atmosfair high marks particularly for the high degree of accuracy of the emissions calculator, the excellent documentation and the rigorous project monitoring.



BBC Wildlife Magazine

Offsetting Carbon Emissions

nachdenken • Klimabewusst reisen
atmosfair

ATMOSFAIR
☎ 0049 30 288935682; www.atmosfair.de

- ❗ **Status** Not-for-profit, registered charity according to German law.
- ❗ **Offsetting activities** Those that adhere to the Gold Standard – ie, atmosfair offsets into energy-saving projects only.
- ❗ **What does it invest in and where?** Solar water heating in India, water cleaning in a palm oil plant in Thailand, self-driven water pumps in Sri Lanka.
- ❗ **Scale of offsetting activities** 10,000 tonnes of CO₂ in 2005.

❗ **Is there any independent certification?**
Yes – this is necessary to achieve Gold Standard status. Actual certification carried out by TÜV SÜD Group (www.tuev-sued.de).

❗ **Summary** Appears to be the most rigorously monitored offsetting organisation and has the most sophisticated approach to assessing CO₂ emissions from flights. The easy-to-use website has useful information on how the offsets are calculated and includes a list of tour operators that only offer holidays without flights. But loses points because you can't work out your car travel or home emissions. **8/10**

CARBON CALCULATOR (London-Nairobi return)
CO₂ EMISSIONS 4.68 tonnes
COST €94 (£63)

Test summary

BBC's Wildlife magazine compared seven different carbon offset schemes. The magazine chose atmosfair as the test winner thanks to its continuous monitoring of its projects, the realistic calculation of emissions and its intuitive website.



2017

PROJEKT
NACHHALTIGKEITEine Auszeichnung des
NACHHALTIGKEITSRATES

German Council for Sustainable Development

“New Energy for Nepal” – a joint project for climate-friendly development in the Helambu region of Nepal following the severe earthquakes in 2015 – was one of 67 projects among more than 240 applicants to impress the jury.

Hamburg

On 21 March 2017, Petra Thomas, Managing Director of forum anders reisen and Julia Hoffmann, project manager at atmosfair, accepted the “Project Sustainability” award for the “New Energy for Nepal” project.

In May 2015, the members of Forum Anders Reisen approved and launched the joint project at their general meeting. Since then, all offset payments made by the event organizers and their guests have flowed into the “New Energy for Nepal” project to support reconstruction in Nepal. Following immediate aid in the months after the earthquakes, atmosfair and its partners are now providing targeted and long-term support for the reconstruction of private houses, schools, hospitals and lodges. They receive low-cost access to low-carbon and low-consumption technologies such as small biogas plants, photovoltaic or drinking water treatment systems as a resource-efficient way to meet their needs for electricity, light, hot water and cooking facilities.

For the past six years, the German Council for Sustainable Development has awarded prizes to around 100 initiatives, ideas and projects that make our society more sustainable. Project Sustainability is the new quality seal of the German Council for Sustainable Development.



Petra Thomas (center) and Julia Hoffmann (right) accepting the award in Hamburg



Geo Saison

„Golden Palm 2012: The best trips“

Around 250 trips competed for the 2012 Golden Palm. A jury of experienced tourism experts evaluates the packages offered in the categories “Discovery travel and tours”, “Traveling with children”, “Short and city trips” and (new this year) “Active travel and gourmet tours”. The Green Palm, an award for social or environmental commitment, went to Dietrich Brockhagen, founder of atmosfair, who sustainably appeals to the environmental conscience of passengers and supports climate change mitigation projects.

Green palm

Dietrich Brockhagen is an inconvenience to airlines because he calculates exactly how much each flight pollutes the climate. But he also offers a solution: through his organization atmosfair, passengers can donate to offset climate change in the Third World. As a pioneer of environmentally compatible change in the travel industry, he will receive the 2012 Green Palm.



*Green Palm 2012:
Dietrich Brockhagen,
atmosfair.*



CO₂-emissions of your flight



Cost overview

Zone	Distance bis zu km	Emissions* kg CO ₂	Cost Euro
1	3.000	700	16
2	5.000	1.000	23
3	7.000	1.800	40
4	10.000	2.800	60
5	14.000	5.200	120
6	20.000	6.500	150
7	30.000	12.000	280
8	38.000	17.000	390

*Information for outward and return flight, CO₂ emission with comparable climate impact of the flight

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atmosfair 



DR. ECKART VON HIRSCHHAUSEN

Dr. Eckart von Hirschhausen has been a comedian, author and presenter for over 20 years in the media and on all major stages in Germany. His specialty: mediating medical content in a humorous way and combining healthy laughter with sustainable messages. Behind the scenes, Eckart von Hirschhausen is involved with his foundation HUMOR HELPS HEALING and is an ambassador and advisor for the "German Cancer Aid", the "German Depression Aid Foundation" and "Phineo".

*„Our earth has a fever.
There are no calf rolls and no waiting,
but vegetables instead of meat, bike
instead of car and holidays in
Mecklenburg instead of the Maldives.
And if you fly, then fair - atmosfair.“*

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