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## **‘Sustainability Champions’ join forces to drive ESG in travel & events**

### **Trees4Travel appoints Dana Moore as Director of Operations - Climate Solutions**

Combining two award-winning environmental and sustainability trailblazers, a ‘tech for good’ company, with an accomplished travel industry expert, will undoubtedly accelerate the willingness to commit to the transformative changes needed in our industry to help address some of our biggest global challenges.

As the new Director of Operations - Climate Solutions at Trees4Travel, Dana will leverage her extensive 25 years in the travel sector, including 13 years at Agiito - her significant role as Agiito's Sustainability lead and Head of Sustainability Solutions has equipped her with the insight and passion needed to spearhead initiatives.

“Joining Trees4Travel marks a pivotal moment in my career” says Dana, “enabling me to expand beyond traditional travel, meetings and events, and truly drive meaningful change across diverse businesses and sectors, showing that sustainability is not only a responsible choice for the planet and society but can also bring tangible benefits to any company's bottom line, reputation, and long-term success.”

Her role, at Trees4Travel will involve guiding businesses on the path to achieving ESG goals, ensuring regulatory compliance of sustainability reporting frameworks and decarbonisation strategies that include innovative climate solutions and collaborations on projects with local communities around the world.

Nico Nicholas, CEO Trees4Travel; “We are absolutely delighted to have Dana join our team, our values are aligned, driven by purpose, with a clear understanding of the imperative to take responsibility, inspire action and help bring about the changes required for a more equitable and sustainable future. We know Dana is the ideal person to spearhead our growth and take us to the next chapter.”

#### **ABOUT TREES4TRAVEL:**

Award-winning environmental ‘tech for good’ company Trees4Travel, Trees4Events, Zeero and their rapidly accelerating partnerships are enabling a vast array of industries to measure, manage and mitigate emissions impact, transforming and cultivating a regenerative approach to activities through simple, affordable, impactful climate contributions, to benefit planet and people, aiming to support up to 15 of the 17 United Nations Sustainable Development Goals.

[www.trees4travel.com](http://www.trees4travel.com)