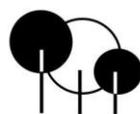


# The Road to NET ZERO - Climate Action

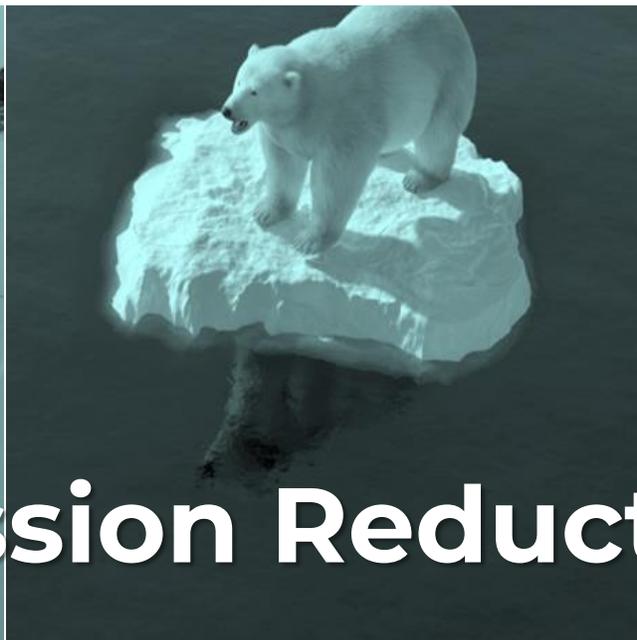


**Trees4***Events*



**Trees4Travel**

**zeero**



**43% Emission Reductions needed by 2030**

# Make Travel Events Products More Ethical Responsible Regenerative



Trees4Travel, Trees4Events & ZEERO support up to 15 of the 17 United Nations Sustainable Development Goals

- 1 NO POVERTY
- 2 ZERO HUNGER
- 3 GOOD HEALTH AND WELL-BEING
- 4 QUALITY EDUCATION
- 5 GENDER EQUALITY
- 6 CLEAN WATER AND SANITATION
- 7 AFFORDABLE AND CLEAN ENERGY
- 8 DECENT WORK AND ECONOMIC GROWTH
- 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
- 10 REDUCED INEQUALITIES
- 11 SUSTAINABLE CITIES AND COMMUNITIES
- 12 RESPONSIBLE CONSUMPTION AND PRODUCTION
- 13 CLIMATE ACTION
- 14 LIFE BELOW WATER
- 15 LIFE ON LAND
- 16 PEACE, JUSTICE AND STRONG INSTITUTIONS
- 17 PARTNERSHIPS FOR THE GOALS

Regulation is coming in thick and fast, such as the EU Corporate Sustainability Reporting Directive (CSRD). This will affect not only EU companies but companies with activities in the EU.

Source: Travel Weekly & Deloitte Insight Report 2024



# OUR EMISSIONS REPORTING METHODOLOGIES

## DEFRA

UK Department of Environment, Food & Rural Affairs

## GOOGLE

Travel Impact Model

## CIRIUM

Premium Granular Calculator

## HOTEL

Calculations - Cornell University's benchmarking index



AIR



ROAD & RAIL - HOME & COMMUTE



MARINE



PREMISES



EVENTS



# zeero

TURNS  
SUSTAINABILITY  
ON ITS HEAD

Looking at sustainability from a different perspective

A joint venture sustainability fund, that will allow ownership & voting of global climate contribution projects.

# 3 HYBRID options

## Option 1

OR

## Option 2

OR

## Option 3



**REFORESTATION**  
Supports The  
Environment  
Biodiversity  
Ecosystems  
Communities  
(NOT offsets)

+



**OFFSETS**  
RENEWABLE ENERGY  
UNITED NATIONS Certified  
Emission Reduction  
Carbon Credits



**REFORESTATION**  
Supports The  
Environment  
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+



**ZEERO**  
MICRO-INVESTMENT  
In Nature Based  
Sustainable Fuel  
Development



**REFORESTATION**  
Supports The  
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**OFFSETS**  
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**ZEERO**  
MICRO-INVESTMENT  
In Nature Based  
Sustainable Fuel  
Development

Trees4Travels - Trips to Trees Model  
Emissions Calculation & Compensation

1 Tree Per Booking + Ownership Model  
Partner Climate Contribution

Trees4Travels - Trips to Trees Model + Zeero Ownership Model  
Emissions Calculation & Compensation & Micro Shares



# Why **trees**?

## **One of our best carbon technologies**

Existing forests absorb 30% of CO<sub>2</sub>e - reforestation +30%

No other solution is quantitatively as large

Deforestation second largest emitter of carbon

## **Reforestation and agroforestry programs**

Economic benefits & food security for communities

Restoring ecosystems & biodiversity

Simple, tangible, impactful and easy to communicate



# What is **zeero**?

## **A Joint Venture Sustainability Fund**

To produce clean energy and biofuel projects

To decarbonize travel and transport

A shared ownership entity to help us reach NET ZERO

## **Traditional investment isn't the best way**

A micro-investment to keep costs & capital requirement low

**Simply by planting a tree** per booking/traveler/policy/product



# Why **zeero**?

## **A holistic approach to sustainability**

No one solution, multiply challenges to address

## **Carbon credit market volatile**

Credits important but not all deliver the benefits they claim

## **Multiple stakeholders to bring maximum impact**

Collaboration to scale up & fast track low risk investments



# How will it work?

## **Share Points issued with trees**

Our partners earn share points with every tree planted

## **Project nominations**

Partners propose & vote for projects to fund

## **People, planet, profit model**

sustainability can be a profitable, a balance sheet asset



# The **benefits**

## **Create & invest in projects & products**

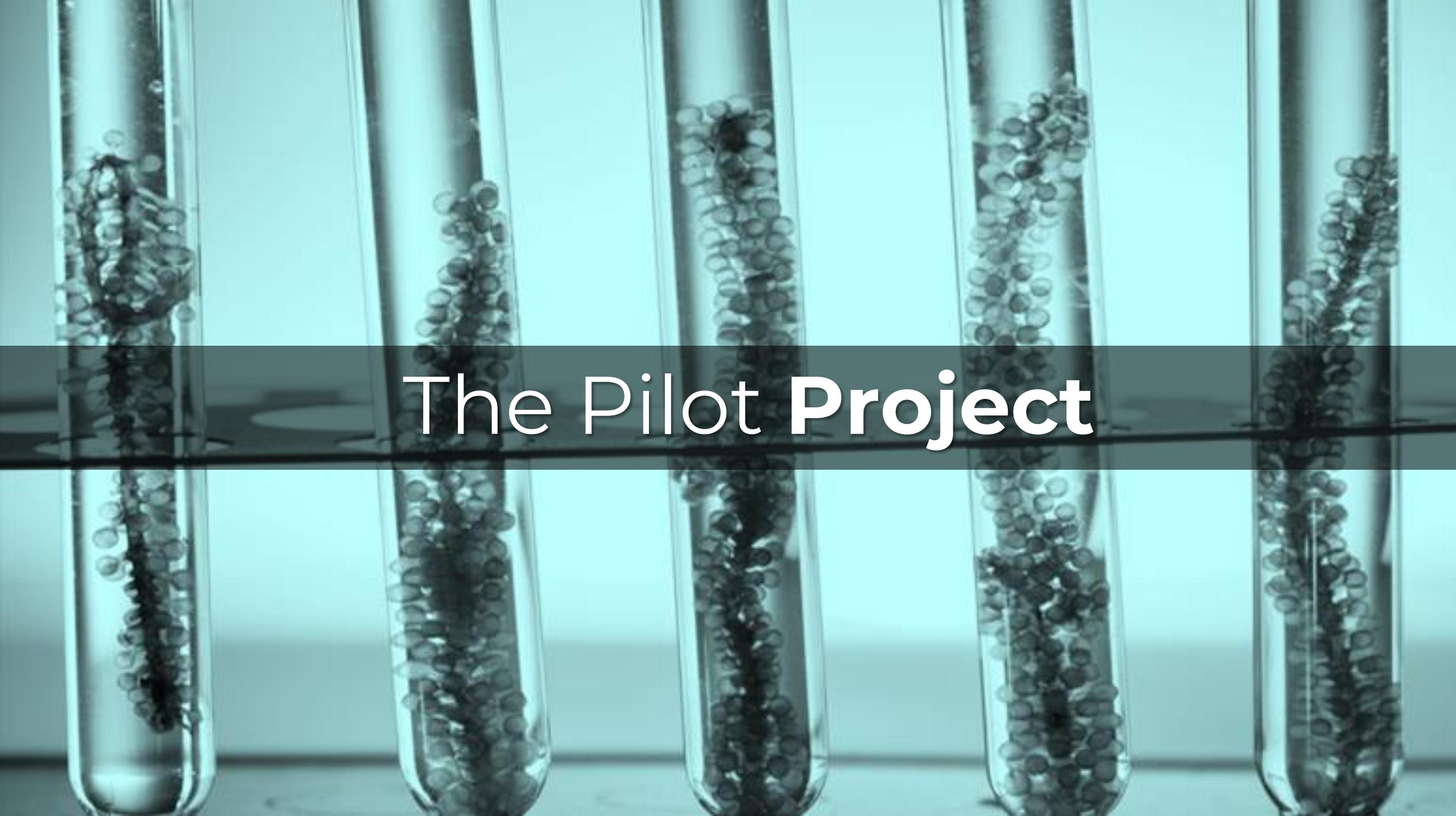
Focusing on biofuels & renewable energy projects

## **Tangible, tradeable, profitable products**

Create commercial products & generate own carbon credits

## **Incentive to advance sustainability**

Sustainability through high volume, low risk investments

The image shows five vertical test tubes arranged in a row. Each tube contains a dark, granular substance, possibly a biological or chemical sample. The tubes are set against a light blue background. A dark horizontal band is overlaid across the middle of the image, containing the text "The Pilot Project" in white. The word "Project" is in a bold font.

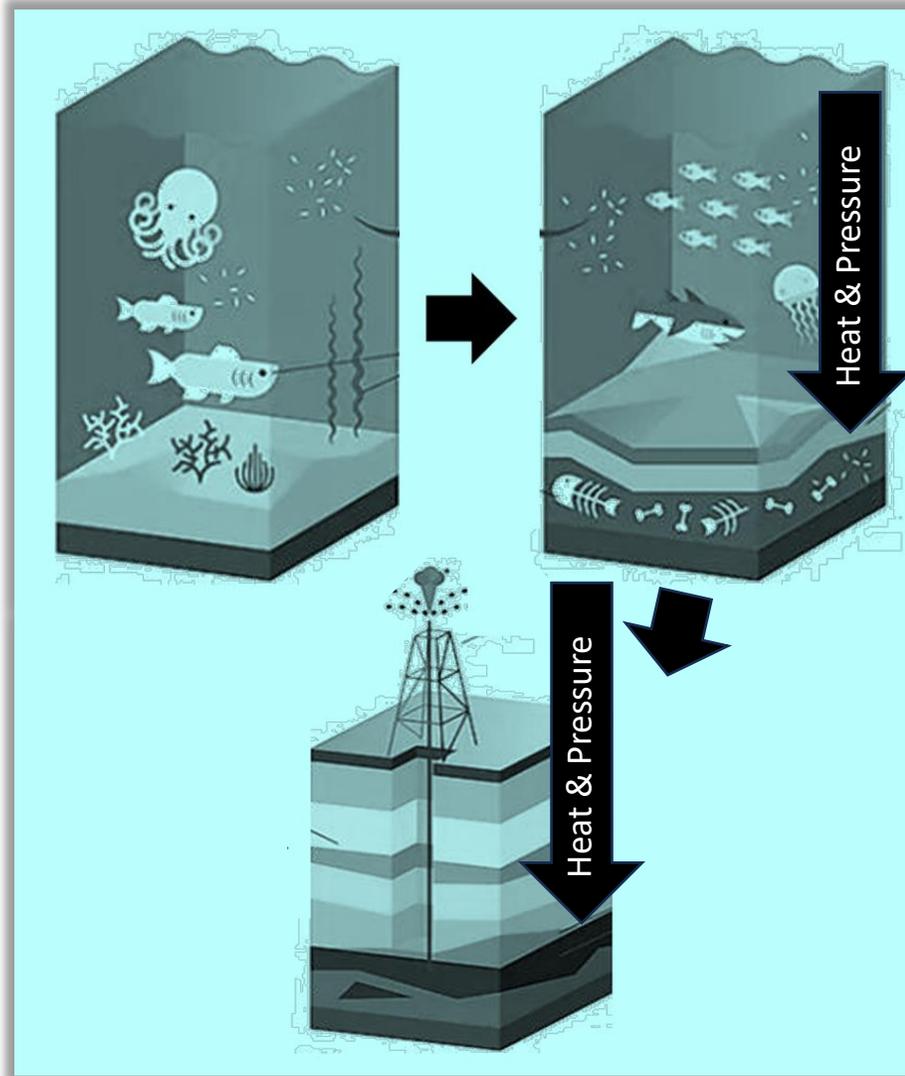
# The Pilot **Project**

The root cause of climate change is the burning of fossil fuels.  
We need to transition away from fossil fuels.



Technologies to achieve deep decarbonization already exist  
The challenge is to accelerate and scale up.

# Circular **Renewable fuels**



**Biofuels come from renewable sources**, a sustainable energy source.

Organic materials can be transformed into biomass & then biofuels.

The method is called **Hydrothermal Liquefaction (HTL)**

Speeds up the process, accelerates what earth does to produce oil.

**Biofuels are biodegradable**, making storage & transport safer &

**Reduces GHG emissions by 81%**

# Phase 1 - Scalable **biofuel**



## Installation of HTL Processing Plant

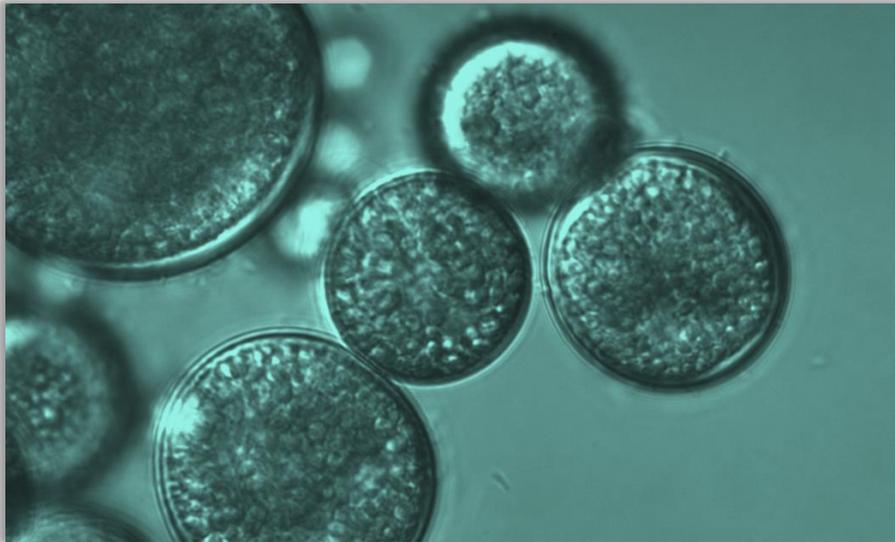
Hydrothermal Liquefaction turns any biowaste such as

- sewage sludge
- waste food
- agricultural waste

into **BIOCRUDE** that can be refined through existing refineries and **dropped into existing vehicles, ships, aircraft.**

Reduces municipal costs and processing for treating waste = subsidised cost of sustainable fuels makes them more affordable.

# Phase 2 - Additional **biomass**



## To increase biofuel yield, add:

### **Micro sea-algae**

Algae grows 10 x times faster than land plants

Needs 10 x times less land area & no fresh water

Does not impact the food supply chain

### **Dead wood**

Dead trees can be a fire hazard – mulch to sludge = biomass

Increased risk of wildfire from storm surge saltwater destruction



# What's the Potential?



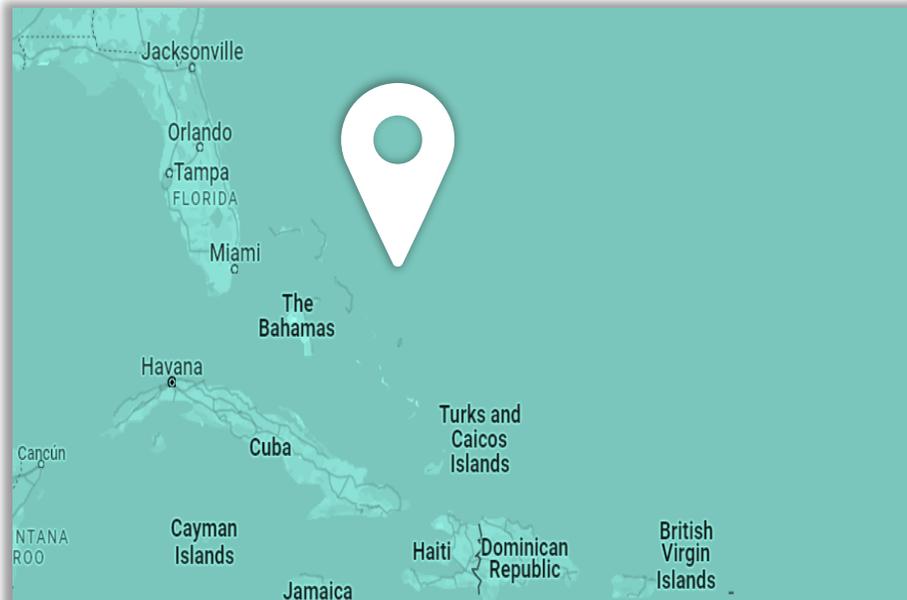
**100 tons of waste can produce 34,000 litres of biofuels per day:**

- SAF – 8,500 litres - 25%
- Biodiesel – 15,300 litres - 45%
- Gasoline – 5,440 litres - 16%
- Heavies – 4,760 litres - 14%

22% of UK's Jet fuel could be produced through HTL technology.

Country	CO2 Saved (TONS)	SAF Litres	BioDiesel Litres	BioGasoline Litres
United States	4,839,765	6,545 million	11,781 million	4,188 million
United Kingdom	337,910	1,335 million	2,403 million	854 million
Europe	2,775,055	14,712 million	26,482 million	9,416 million

# Pilot Project **location**



## **Major leisure & business travel hubs**

Florida US & The Caribbean

## **Phase 1**

Bahamas - 9.6 million tourists in 2023

- Stop overs – 1.7 million
- Sea arrivals - 7.9 million

## **In active discussions/negotiations**

Bahamas Government & Hotel Association

Leading US Government biofuel scientists & engineers

Airlines & Cruise Companies



# A climate contribution



## 1 Tree per Booking @\$3 each:

### \$1 to reforestation/communities/biodiversity

Grow forests in developing countries, restore ecosystems, biodiversity, support communities.

Bahamas Projects - visits are welcomed:

- 10,000 hectares of mangrove restoration
- Coral Vita, Earthshot Prize 2022, restore coral reefs
- A University sustainability research field station

### \$1 to sustainable energy/biofuel projects

### \$1 to development & running of the business

# PR, Media & TV Coverage



**ZEERO is actively working on a TV documentary project**, to follow the pilot project, the partners involved and the decarbonization of the destination.

A 'behind the scenes' story of the progress of the projects to be managed by **Adam Gee** a multi-award-winning UK TV producer.

**Join us on the path to NET ZERO!**

# zeero

A joint venture sustainability fund for our partners, that will allow ownership and voting for climate contribution projects.

the catalyst to accelerate change

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