



## **Pelorus Announces New Climate Investment Fund to Reduce Travel’s Impact on the Environment and Drive Positive Action for the Future of the Planet**

*Justine Williams appointed as Head of the Pelorus Foundation*

### [Images](#)

**Austin, Texas** (June 21, 2022): Pelorus Foundation’s new [Climate Investment Fund](#) is a dynamic portfolio made up of nature and technology-based solutions to carbon removal, addressing travel emissions responsibly. Inspired by a desire to take a hands-on approach to carbon emissions, the Fund creates sustainable partnerships directly with the projects on the ground – supporting communities on the front line of the climate crisis, and investing in technology which is pioneering carbon removal. Clients traveling with Pelorus have an opportunity to purchase credits allowing environmentally conscious individuals to address their travel emissions responsibly. Solutions to conserving our planet exist. It’s simply a matter of investing in them.

To determine the amount of carbon credits needed to compensate for trips, Pelorus has partnered with [Greenly](#) to create a bespoke carbon accounting platform. Strictly following the Greenhouse Gas Protocol, their travel designers are able to calculate emissions accurately and independently. By understanding the carbon footprint of a trip, Pelorus can offer clients practical advice on how to reduce emissions while still experiencing Pelorus’ unique brand of experiential adventure.

*“Our Climate Investment Fund is proud to support carbon removal projects pioneering-technology based solutions, as well as nature-based solutions that place the local population at the heart of projects,” shares Pelorus Co-Founder Geordie Mackay Lewis. He adds, “The immense restorative power of nature itself is one of the most cost-effective ways to tackle climate change, yet there is also an urgent need to invest in novel technology pioneering new methods needed to reverse climate change. Our new Climate Investment Portfolio enables both. Whilst we recognise that our Climate Investment Fund will not end climate change, it is a measure we take to reduce our impact on the environment, and ensure travel is a force of good.”*

Through the fund, Pelorus is able to promote some of the world's leading carbon removal projects to individuals with the capacity to make significant changes to the future of the planet. Two of the top projects Pelorus is currently focused on working with are from Plan Vivo's Standard certified projects which place the local population at the heart of the projects from reforestation in Timor Leste to soil carbon sequestration in Mongolia. From co-creation, to arranging local NGO teams to run projects, the Plan Vivo projects give autonomy to communities on the forefront of the climate crisis. The three projects are Running Tide, which is putting carbon back where it belongs by growing biomass and sinking it in the deep ocean, Pastures, Conservation, Climate Action, which helps to develop and implement new approaches to restore degraded grasslands in rural Mongolia and Halo Verde, which builds lasting partnerships with Timorese farmers by working together on agroforestry, land restoration and sustainable agricultural practices.

Justine Williams has been appointed as the new Head of the Pelorus Foundation. Justine Williams brings over 30 years' of experience from the UK voluntary sector to the charity. Prior to joining Pelorus, Justine led fundraising and marketing teams in a range of UK and international charities, including Plan International, ActionAid, Practical Action and UK environmental charity Garden Organic. Driving positive change, Justine has sourced funding to support people living in some of the poorest parts of the world - working with local community-based partners to help combat the effects of climate change, protect our environment and ensure long-term biodiversity through environmentally conscious and sustainable projects.

*Justine Williams, Head of the Pelorus Foundation shares, "I am delighted to join the Pelorus Foundation, a very special organization that funds conservation and environmental projects that are close to my heart. Working together with our supporters and project partners, I look forward to helping build the Foundation and raising essential funds to support impactful projects. Our bigger picture goal - helping to create a more sustainable world for people and wildlife, whilst conserving and protecting our planet for generations to come."*

For more information please visit the <https://pelorusx.com/about/csr/climate-investment-fund/>

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**About Pelorus Foundation:** The Pelorus Foundation is a charity committed to protecting, preserving, and promoting at-risk wildlife and environments. The Foundation works together with local partners on the front lines of conservation and environmental protection, providing crucial support to protect and defend endangered species and habitats. Through targeted donations, sharing of knowledge, and expertise, the Pelorus Foundation enables its partners to continue to carry out vital work and maximize impact. From fighting wildlife crime in Africa, to pioneering marine research in the Red Sea, the Pelorus Foundation is driven by the immense power of collective action and community involvement.

#### **About Pelorus:**

Pelorus creates tailor-made travel and yachting experiences that seek to transform our perspective of the world and our impact on the planet. Founders Jimmy Carroll and Geordie Mackay Lewis are ex-British

army captains and bring their experience leading British reconnaissance units on long-range desert patrols and helicopter operations to their truly custom trips. The knowledge and skills they forged during these years lay the foundations upon which Pelorus is built. They endeavor to meet clients' wildest aspirations using their global network of contacts and an extensive level of research. In a time when genuine escape is hard to find, Pelorus is taking a new and exciting approach to the travel and yachting sectors.

**For more information:**

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