

SPEAKER BIO:

Dan Morrell

Dan Morrell is an industry leader for the cause of creating a more sustainable world by changing human habits and activities. He originated the concept of Carbon Neutral and for the last 20 years has been championing best standards of carbon offsets through research, media, and popular culture.

Dan founded Future Forests Ltd, now the Carbon Neutral Company, in 1989. He has worked with scientific advisors at the Edinburgh Centre for Carbon Management (ECCM) to calculate the investment in offsets (such as energy efficiency, renewable energy and tree planting) required to neutralise the effect of human activities on global warming. The Carbon Neutral Company is now the world-leader in this field and the owner of the trademark CarbonNeutral®.

Dan's passion for the environment and his prior experience in advertising and media has leveraged him to create significant interest in the music and film industries. He founded Global Cool – a media production company and charity that uses popular culture to communicate the carbon neutral message. With a star-studded soft-launch in 2006 and the official launch at No.10 Downing Street in January 2007, Global Cool is now a successful business and charity.

In addition to providing advisory services to No.10 and Prince Charles' Accounting for Sustainability Project, Dan has recently launched Daniel Morrell Ltd - a carbon advisory service and offset provider for Ultra High Networth Individuals, celebrities and high-profile corporations.