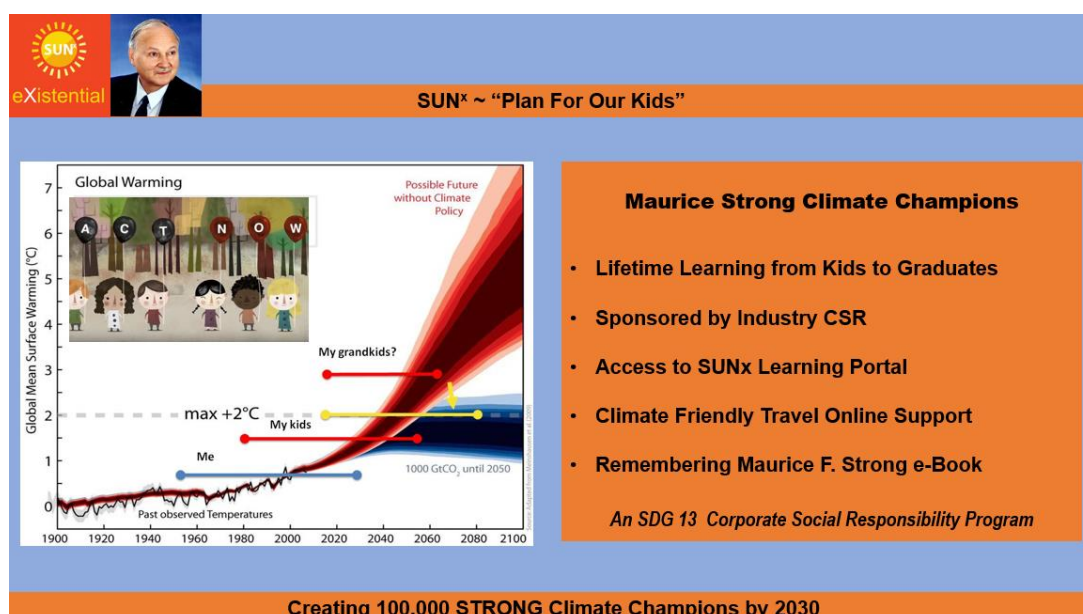


SUN^x - Strong Universal Network is a Legacy to Maurice Strong, who pioneered global Sustainable Development action for the past half century and was a firm believer in Travel & Tourism as a positive environmental change agent – if effectively motivated and committed.

Our focus is Climate Resilience Over the past 5 years we have developed a [“Plan For Our Kids”](#) - a global Training and Lifetime Learning program to create a movement of 100,000 STRONG Climate Champions by 2030. They will advance Climate Friendly Travel ~ measured: green: 2050 proof ~ to support the Paris Accords & SDG13, underpinned by our technology Portal and network of cloud-connected centres (see [SUN^x System](#)). This will help bring Travel & Tourism into the “*New Climate Economy*”.

Governance SUN^x is a stand-alone program of the EU-based, not-for-profit, Green Growth & Travelism Institute. Co-founded by Professor Geoffrey Lipman (EU). Felix Dodds (US) and Jinfeng Zhou (CN) long-time collaborators of Maurice Strong, as well as Hanne Strong.¹ They are joined by Ignace Schops and Alain St. Ange. We have also established a multidisciplinary, global, [Advisory Council](#) with thought leaders in Sustainability, Mobility, Tourism, Parks, Conservation and Infrastructure development. They have operational, policy and academic experience, from government, industry and civil society.



Potential Impact Travel & Tourism is one of the world's largest industries, with a bright future. Currently over 1 billion international and 4 billion domestic trips every year. Total travellers double every 15 - 20 years. Annually, driving some 10% of global GDP and jobs: it also generates more than US\$1 trillion international revenues alone. It's at the forefront of global change, cutting through industrial & service sectors, with an impact felt directly at local community level. At the same time Countries, cities, businesses, and consumers will experience an increasing number of national and local regulations as states take steps to ensure that the SDGs and Paris targets are achieved. SUN^x will help support these actions,

¹ Lipman held leadership positions in WTTC, IATA & UNWTO. Dodds is a seasoned sustainable development campaigner & author, as well as former Stakeholder Forum Director. Zhou is a senior Chinese environmental leader and long-time Secretary General of CBCGDF. Schops, Goldman Award Winner, Director of Belgium's National Park, St. Ange is former Minister of Tourism & Ports Seychelles,

The Opportunity is significant. There is no dedicated Travel program focused on Climate Resilience at this potential scale. Demand for Climate Friendly Travel solutions is rapidly increasing. Paris Climate Targets, the SDG and Carbon Accountability mean that Tourism destinations must put in place a long-term strategy, with climate resilience (SDG-13) as the priority. SUN^x will fill this gap across a fast-growing global sustainability framework and focused on the world's largest industry. We will provide an evolving community climate response capability that does not yet exist, helping adaptation to increasingly volatile climate effects, progressively over the next decade.

Our Business Model is simple, based on current low-cost operations. Since inception we have built a solid global structure, operational framework and core partners. The “STRONG Champions” program is the driving force behind this, leading to a Community-based Climate Resilience framework. Our target is to establish a movement of changemakers, with a base in every UN country, embedded technology and innovation, with government commitment, community engagement and industry CSR support. This will provide a best practice and innovation multiplier effect, as well as continuing revenue streams.

We have a Signature Project, [An African Earth Lung](#) to help protect the Congo Basin Rainforest – the second largest on the planet - using bamboo as an alternative reforestation and smart fuel source, entrepreneurship acceleration & wildlife conservation, focussed on the iconic Mountain Gorillas.



We are building SDG 17 Partnerships with organizations, universities, businesses and have pivotal alliances: With *IRISS (the Italian Research Centre for Sustainable Services)* & *t-Forum* linking academia and business: With *CBCGDF (China Biodiversity Conservation and Green Development Fund)* in Beijing to advance SUN^x in China and OBOR countries, including a *Think Tank and Strong China Lecture* on Climate Friendly Travel: With *ECPD (European Centre for Peace & Development)* Belgrade where we have helped launch a [book profiling Maurice Strong](#) which shows how SUN^x relates to his vision: With *Earth Focus Foundation* in Geneva to promote “Plan For Our Kids” in schools: With *Copernicus* for Satellite Climate Data.

Joining “Plan For Our Kids”

We are looking for visionary Corporate Sponsors from the Travel & Tourism sector and supporting industries, to implement the “STRONG Champions” program and to move to scale. This will support Lifetime Learning for *mentored* graduate trainees attuned to corporate development strategies, and covering all countries worldwide by 2030.

**SUN^x
CENTRES**



Solar powered climate research and innovation centres

**SUN^x
CONNECTIONS**



Our technology platform and global network for monitoring and analysing relevant climate data

**SUN^x
COMMUNITIES**



Capacity building, education and cultural promotion through Impact-Travel