

SUN^x Malta – Core Vision



Climate Friendly Travel

CFT

SDG 2030 GREEN



PARIS 1.5 CLEAN





From 1st January 2021 to 31st December 2030 is exactly 10 years.

The first decade of a declared 30-year worldwide sustainability and climate” governance framework until 2050.

This agenda has been evolving for half a century from the 1972 UN Stockholm Environment Summit, through the 1992 Rio Earth Summit and culminating in 2015 with (1) the **UN Sustainable Development Goals (SDGs)** that cover the future of everything, geared to 2030. And (2) the **Paris Climate Agreement** with its 1.5° desired temperature increase cap and regularly increasing greenhouse gas reduction, geared to 2050.

Historically **Travel & Tourism (T&T)** has played a limited role in this structure. It’s time for it to Act –as a pivotal socio-economic stakeholder, directly and indirectly comprising some 10% of economic activity and a related environment/climate impact, as well as engaging billions of people as visitors and at destinations

SUN^x Malta - a legacy program inspired by the late Maurice Strong, Sustainability & Climate Activist for half a century and organizer of both the Stockholm and Rio Summits – has a program to help Travel & Tourism find green and clean pathways to the future through **“Climate Friendly Travel” – low carbon: SDG linked: Paris 1.5**. We are extending that vision globally through SDG 17 Partnerships for Change.

This booklet sets out our vision for **“A Plan for our Kids”**

President SUN^x Malta

January 2021

A Legacy For Maurice Strong 1929 - 2015

SUN[®] Malta (Strong Universal Network) is a not for profit, EU based, organization, partnered with Malta's Ministry of Tourism and Tourism Authority,

We continue the vision of our mentor, the late Maurice Strong – Climate Activist & Sustainable Development pioneer, acting as a catalyst for sector change & a conduit to mainstream UN Climate & Sustainability targets.

Strong will forever be remembered for placing the environment on the international agenda and at the heart of development. He shepherded global environmental governance processes — from the original Rio Earth Summit, Agenda 21 and the Rio Declaration to the launch of the UN Framework Convention on Climate Change and the Convention on Biological Diversity.”

Achim Steiner, UN Under-Secretary General



Towards a Worldwide Green & Clean Roadmap

- The medium to long-term future will be green & clean: Environment Green & Climate Clean.
- World leaders agreed a **2015 Roadmap** to respond to the twin challenges of **Sustainable Development** and the **Climate Crisis**. (which is existential - if we don't fix it our grandkids will freeze or fry)
- Driven by the UN Sustainable Development Goals 2030 targets & the Paris 1.5° temperature ceiling for 2050
- Nearly 200 Nation States have signed on to these initiatives and are working them into laws and regulations. Young people everywhere – tomorrows tourism market - are leading the charge for change
- This multilateral governance framework – the SDG's & Paris, can be a big opportunity if we grasp the potential now.
- **Sun^x Malta**, is a catalyst for Travel & Tourism's increased engagement with this Roadmap, through Climate Friendly Travel (CFT) and a CFT Research and Registry based support system, linked to the UNFCCC Climate Action Portal.

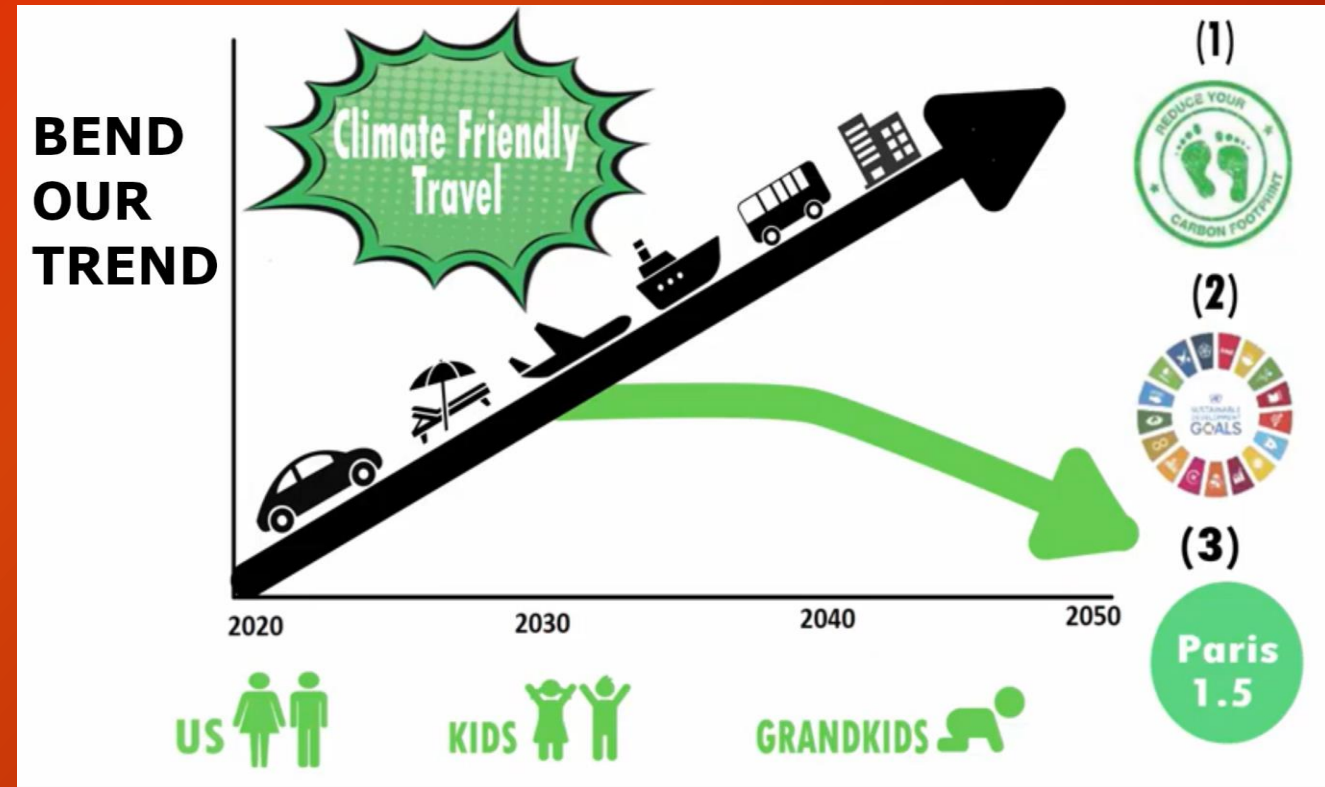


CFT – Low Carbon

Our system rests on an underlying belief that we must bend our carbon trend as a sector – like the rest of society. We are co-operating closely with WTTC, as an SDG 17 partner in this work – because of their global leadership with the UNFCCC – the UN Climate Agency.

While COVID completely dominates today's landscape, we believe that the Climate Crisis has only intensified during this period and that the challenges of understanding, preparation and smart response remain just as paramount. While COVID has marginally slowed the rate of carbon build up during the year, scientists say that it will have only a negligible impact on the global reduction needed to achieve Paris 1.5.

Our goal is to work across the sector to help bend our collective carbon contribution, in line with the Paris Agreement's targets. We will create a common basis for such action with Sustainability and Climate plans filed on the CFT Registry



SUSTAINABILITY

The planetary framework for survival of every species - including humans, is being devastated by our unrelenting population driven pressures on the water we drink, the food we eat, the air we breathe and the other species we co-exist with. We are consuming nature's resources without replenishing them adequately and thoughtfully – the very definition of sustainability by the Brundtland Commission as far back as 1987.

The 17 SDG's with 169 targets and more than 200 indicators are civilization's 2030 medium term roadmap to fix our blind assault on nature.

Planetary Boundaries

Overpopulation

Poverty

Inequality

Pollution

Consumption

Deforestation

Wildlife-Extinction

Acidification

Plastics

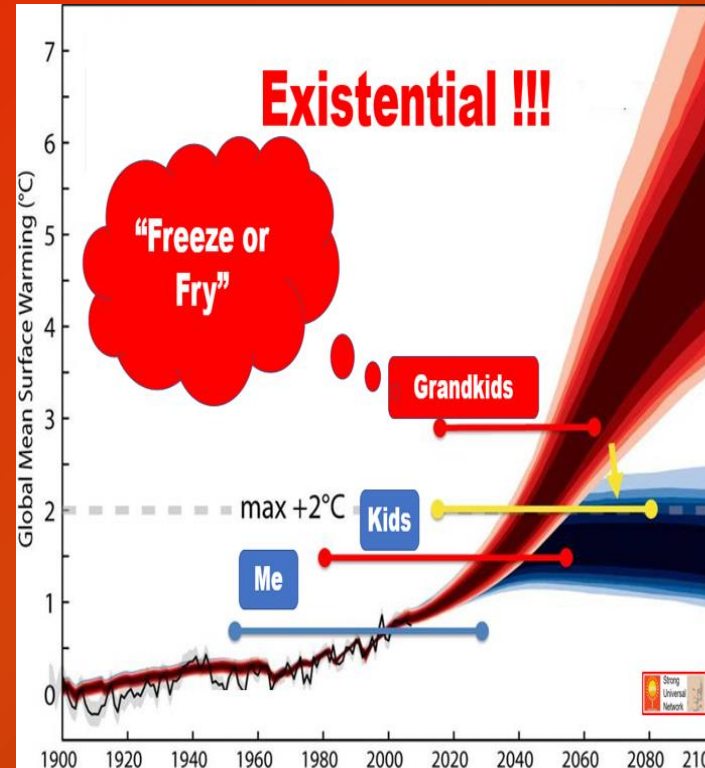


CLIMATE

The extraplanetary controlled framework for our weather patterns – heat, cold, rain sunshine. The Climate Crisis will be Covid on steroids as it inevitably intensifies.

The consequence of post-industrial global warming is dramatic and extreme fires, floods, droughts, icecaps melting and with-it millions of climate refugees. Science tells us that the Climate Crisis is existential – if we don't fix it our grand kids will freeze or fry dependent on where you live.

The Paris Accord with its 1.5-degree temperature cap is civilization's 2050 long term roadmap to fix our societal carbon addiction.



Integrating CFT in the Global Roadmap

SUNx Malta

With support from the government of Malta - the State that first put Climate Change on the UN General Assembly Agenda in 1987 - we have developed a systemic response framework for the tourism sector. Climate Friendly Travel – both SDG linked and Paris 1.5 trajectory.

By framing tourism regeneration around these twin pillars, Tourism will both build back better and move into the mainstream of evolving international law and consumer demand. At one end of the spectrum the Secretary General of the UN who has specifically called for all post pandemic tourism to be “climate friendly” – at the other end, the Greta Thunberg generation – tomorrows market – who vigorously demand it.

Climate Friendly Travel

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Delivering on CFT

ACTION

We undertake a global research report with WTTC focusing on sustainability and climate plans specifically tied to the SDG's 2030 targets and Paris 1.5, 2050 timeline. And we have created a UN linked Registry to help companies and communities develop those plans and transparently show them to regulators and consumers. We have also put in place dedicated support staff, online best practice, learning resources, and promotional outreach channels

EDUCATION

By profiling Climate Friendly Travel from school through university. First working with the Earth Focus foundation in Geneva we have developed a schools program built around 65 TV cartoons on all aspects of sustainability, featuring a friendly dodo character. Then, we created a graduate Diploma course and a Teacher Training framework to support our vision. In April 2021 we will host the first global Strong Earth Youth Summit to explore Climate Friendly Travel, **Our plan is to have in place 100,000 Strong Climate Champions across all UN States by 2030, to help company and community transformation**

ACTION

CFT RESEARCH +REGISTRY





SUPPORT

- Innovation
- Strategy
- Learning
- Visibility

EDUCATION



“Dodo” + CFT Diploma + SEYS

Targets For the Decade

As we look to the Decade of Climate Friendly Travel we have instituted our own targets, putting our faith in the incredible potential of the next generation and building on our longstanding Plan for 100,000 Strong Climate Champions by 2030 across all UN States. They will support company and community CFT Transformation and Registration.

Extending our Diploma Course into China in partnership between ITS Malta and CBCGDF (China Biodiversity Conservation and Green Development Fund)

Integrating the Dodo Schools Program as the starting point of CFT education and introducing a Summer School on Gozo for National CFT Trainers.

Spreading our country CFT internship programs across the EU, working with ETC, as well as reaching out to Africa and the SIDS (Small Island Developing States) where the risk is greatest.

2030 Targets

- 100,000 Strong Climate Champions across all UN States
- 10,000 Registered Companies
- 500 Registered Communities
- 1000 Diploma Graduates
- 5000 CFT Trainers
- 100 National sponsored CFT Programs

