



# CLIMATE FRIENDLY TRAVEL

---

ANNUAL AMBITIONS REPORT:  
BASELINE 2020 FOR CLIMATE NEUTRAL 2050

**SEPTEMBER 2019**





## INTRODUCTION

For any questions on this Report please contact

[info@thesunprogram.com](mailto:info@thesunprogram.com)  
[rochelle.turner@wttc.org](mailto:rochelle.turner@wttc.org)

Climate Change has hurtled to the top of the political agenda, propelled by extreme weather, climate migrants, and determined young activists, as well as the global response in the Paris Agreement with its hardening 1.5°C red line.

On behalf of the Ministry of Tourism of Malta we are very pleased to host the SUN<sup>x</sup> Centre of Climate Friendly Travel, as well as support new enabling tools and mechanisms.

These include an important new Registry, to help communities and companies around the world register their greenhouse gas reduction programs and stretch their ambition towards a climate neutral 2050 goal.

We are also strongly encouraging the SUN<sup>x</sup> “Plan For Our Kids” to put 100,000 STRONG Climate Champions in all UN States by 2030 to provide transformation support at the local level.

With these measures and this Annual Report, which we are delighted to see co-published with the influential World Travel & Tourism Council, Malta is signalling its intention as a small island state, with a big tourism economy, to also be a climate friendly travel leader.



**KONRAD MIZZI**  
 Minister of Tourism  
 Malta



MINISTRY FOR TOURISM

## CONTENTS

FOREWORD	01
KEY MESSAGES	02
THE CLIMATE CRISIS IS EXISTENTIAL	04
CLIMATE ACTION IS URGENT	06
CLIMATE & CARBON TARGETS ARE KEY	07
TRAVEL SECTOR CLIMATE RESPONSE MUST INTENSIFY	08
CLIMATE FRIENDLY TRAVEL	09
AMBITIONS 2019	10
LOOKING AHEAD: INNOVATION POTENTIAL	12
REFERENCES & GLOSSARY	14
WTTC - PATHWAY FOR A SUSTAINABLE FUTURE	16
SUN <sup>x</sup> - CATALYST FOR POSITIVE CHANGE	18



## CONTEXT & ACKNOWLEDGMENTS

This is the first Annual “Climate Friendly Travel – Ambition Report”, prepared by SUN\* – “Strong Universal Network” and issued on the side-lines of the September UN General Assembly, to support a Climate Neutral Travel & Tourism Sector by 2050. It identifies the top challenges and opportunities, while establishing the goals, framework, data sources, indicators and projections for the future.

It is principally addressed to policymakers inside and outside the sector and deliberately limited to headline issues.

For more in-depth material go to [www.thesunprogram.com/Ambitions](http://www.thesunprogram.com/Ambitions).

The 2019 inaugural report sets the baseline approach for a system with 2050 climate neutral ambitions. This framework is currently being established in Malta through the creation of a cycle, that includes a Climate Neutral Ambitions Registry, an Annual Report issued in the side-lines of the UN General Assembly and an annual SUN\* Think Tank event, which will review and revamp material from the previous year.

This Report is part of the legacy of former Under-Secretary General of the UN, Maurice Strong 1929 - 2015, Champion of the Planet, who was the first to see the potential of Travel & Tourism as a catalyst for a sustainable, survivable future.

# FOREWORD



**GEOFFREY LIPMAN**  
Co-Founder, SUNx  
STRONG Universal Network

SUN\* has prepared this Climate Friendly Travel Report to help the Travel & Tourism Sector better understand and respond rapidly to the increasingly eXistential Climate Crisis.

It's fully aligned to the spirit and targets of the Paris Climate Agreement & will evolve in synch with it in the coming years. This first edition sets the baseline framework & 2050 Ambition of a Climate Neutral emissions sector.

As my friend & mentor, the late Maurice Strong always said, Travel & Tourism touches everything - it has a capacity to be a leader in sustainability. The time to show it is now. The issue is the Climate Crisis.



**GLORIA GUEVARA**  
President & Chief Executive Officer  
World Travel & Tourism Council

WTTC welcomes this inaugural Climate Friendly Travel Report prepared by SUN\* and shared under an SDG17 Partnership.

WTTC has had sustainable growth as a priority for more than 25 years, with strategic objectives & practical solutions. But faced with a very real climate crisis, we are committed to go further, faster, and have an ambition of a climate neutral Travel & Tourism sector by 2050.

We hope this report will inspire the public and private sectors to make bold climate leadership choices.



**We face an existential Climate Crisis.**

If the nations of the world, their businesses and their people do not collaborate to achieve the evolving targets of the Paris Agreement framework, life as we know it will be threatened. Science shows the crisis is largely man-made. It results in increasingly severe, unpredictable storms, floods, droughts and forest fires. It also creates chaos, cost, pain, migration and death.

**Climate Action is Urgent.**

Global Response Systems are in place but there are no magic answers or settled solutions. There is a need for urgent, sustained, targeted resilience and collaboration at all levels of stakeholders - public and private: business and community: visitors and residents - as well as extraordinary innovation, to limit catastrophic consequences. A trillion Euro a year is needed in climate response finance and Travel & Tourism must join in this mainstream climate crisis response.

**Climate & Carbon Ambitions Globally Must Increase.**

We need to reflect on transport emissions and align them with a climate neutral 2050. Emissions must hit net zero by 2050 to limit global warming, to survivable levels. They must also peak soon, with a 45% fall by 2030 and a basic requirement of a 1.5°C scenario for 2050.

**Travel & Tourism Sector Climate Response to Date is Limited.**

Travel & Tourism is a major contributor to human development, and as such must at least meet new global climate norms: ideally in a leadership role. We are under increasing pressure from both politicians and young activists. Climate resilience has only recently emerged in corporate or community planning and decisions. Now it must be at the core.

**Travel & Tourism Sector Climate Ambition must intensify.**

The sector is complex and crosscutting. Transformation will be a mix of active and passive initiatives and we must harness technology to increase ambitions. Enacted by the industry itself or by third parties, we must go further, faster. Innovation is vital and we need a synthetic aviation and maritime fuel moonshot.

**Climate Friendly Travel can be a solution.**

A new conceptual framework where all Travel & Tourism is measured to manage: green to grow and 2050 proof to innovate - with Paris 1.5°C targets as the ultimate determinant.

**We must act now. We must act fast.**

We must act differently: we must help lead the Paris based, New Climate Economy transformation. We need strong ambitions urgently. WTTC plays a leadership role and will work with its Members to support intensified commitments.

KEY MESSAGES







**“Climate change is the defining issue of our time – and we are at a defining moment. We face a direct existential threat.”**

*Climate change is moving faster than we are – and its speed has provoked a sonic boom SOS across our world. If we do not change course by 2020, we risk missing the point where we can avoid runaway climate change, with disastrous consequences for people and all the natural systems that sustain us. That is why I am appealing for leadership – from politicians, from business & scientists, and from the public everywhere.”*

**Antonio Guterres**  
Secretary General United Nations

## THE CLIMATE CRISIS IS EXISTENTIAL

Climate change has hurtled to the top of the political agenda; propelled by extreme weather, climate migrants, and determined young activists, as well as the global response in the Paris Accord with its maximum 2°C temperature increase and hardening 1.5°C red line.

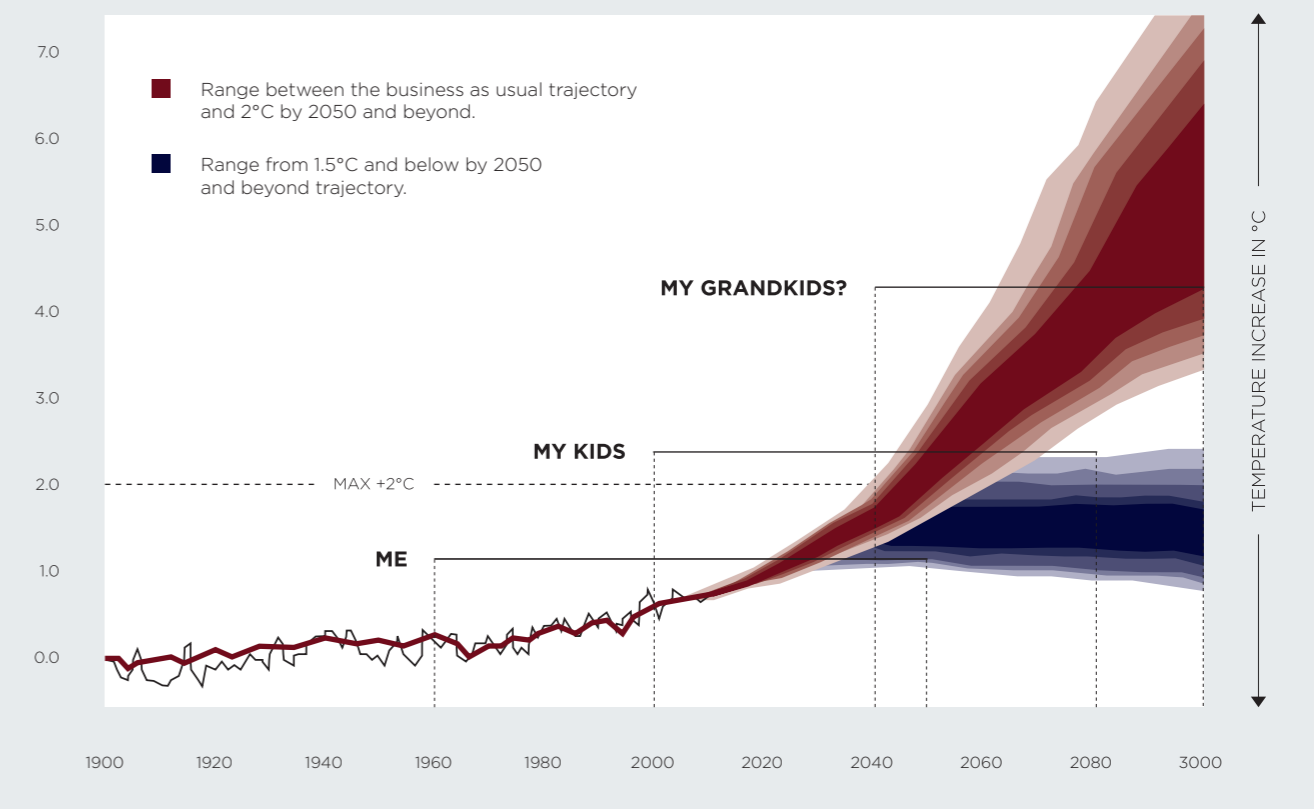
Science shows the crisis is largely man-made, from an industrial driven, intensifying build-up of carbon and other greenhouse gases. This results in increasingly severe, unpredictable storms, floods, droughts, forest fires, along with rapid melting of polar ice caps, sea level rises and ocean acidification. In turn with clear consequences in deforestation, desertification, marine life and land species extinction, as well as climate induced migration on an exponentially increasing scale.

The situation is worsening much faster than was predicted at the time of the Paris Accord – with 2019 being the hottest year ever on record. Polar ice is melting far faster than previously forecast – Greenland is estimated to have lost 11 billion tons of ice in a day in July 2019. Siberian fires are melting vast swathes of permafrost, the size of Belgium, at unprecedented rates, releasing very concentrated stored greenhouse gases. Food chains are at risk, magnifying migration.

In 2020 the Paris Accord will begin five yearly cycles of intensifying carbon reduction commitments by nearly all governments. It will increase pressure on sub-national & non-government stakeholders to commit to 1.5°C maximum temperature increase target for 2050, as well as to start to reduce greenhouse gas now. There is increasing evidence that our annual global “tolerable carbon emission target” is exceeded after three-quarters of the year.

Given that the Travel & Tourism sector is in large measure a weather defined sector of human activity, with much of its plant and infrastructure close to shorelines and increasingly exposed; its future is pivotally linked to finding positive global climate responses.

### GLOBAL WARMING





## CLIMATE ACTION IS URGENT

Emissions from human activity must be at net zero by 2050 to limit global warming, to survivable levels, as per the last IPCC Special Report on 1.5°C to COP 24 in 2018. This means that emissions also need to peak now, with a 45% fall by 2030.

If the nations of the world, and their people, fail to collaborate, to achieve the evolving targets of the Paris Agreement, life as we know it will be severely threatened. There are no magic answers; rather it requires sustained, targeted resilience, as well as collaboration at all levels of business and society. The global community will also require extraordinary innovation, to prevent drastic consequences. It is fair to say that humanity is in a fight for survival and responses must be comprehensive, disciplined and committed. There is a need to reconnect much more with nature and re-orient lifestyles towards circular economies, biomimicry and no carbon solutions.

Travel & Tourism, as a leading economic, trade, employment and development sector is also an important part of the carbon reduction challenge – representing, according to the UN World Tourism Organization (UNWTO), some 5% of total global emissions (aircraft 2.0%; cars 1.5%; accommodation 1.0%, other 0.5%) and predicted to increase by 2050, due to inexorable growth and particularly the heavy reliance of aviation on fossil fuel-based energy.

Given the new context, the Travel & Tourism sector must meet new global emission norms. For the past 25 years sustainability has been an increasing element of product

and destination development: only latterly has climate resilience factored into corporate or community planning decisions. Climate-related costs must be factored into business planning and budgets.

Given the complexity and cross-cutting nature of the sector, transformation will be a mix of active and passive initiatives. Whereas transport, accommodation, travel services and specific infrastructure will require active initiatives; country, destination and community mitigation will mostly consist of passive initiatives to net climate neutral 2050, that will impact on travel, tourism and travellers.

The world is beginning to take these existential climate resilience actions, as a top priority, in the context of the other opportunities and challenges we face daily as countries, communities, companies and citizens. This includes the 17 SDGs, with 169 targets and more than 200 indicators which must be addressed – with SDG 13 Climate Action as the lens through which they must be focused.

**It is essential that Travel & Tourism be part of the solution. We must act now.**



## CLIMATE AND CARBON TARGETS ARE KEY ELEMENTS

Based on the Paris Agreement 1.5°C scenario, a wide variety of stakeholders are encouraged by UNFCCC to establish linked climate 2050 targets – a process where they are periodically urging that ambitions be stretched, and pathways be intensified.

To date, 196 countries have filed National Determined Contributions identifying their post 2020 climate reduction ambitions. Detailed support is given for preparation, there are special considerations for developing countries. In addition, hundreds of cities and thousands of companies have also taken up this challenge, with differing commitment levels, targets & pathways, based on their own situation as well as the alliances they have formed.

There are already important coalitions representing leading businesses and destinations, such as Climate Neutral Now, Business Ambition for 1.5°C, Global Climate Action, Climate Action 100+, Net Zero Emissions and similar commitment frameworks. These span across most industries and global regions. For instance, the UN Global Compact reports that 28 major companies, representing \$1.3 trillion in revenue have signed up to their zero carbon 2050 pledge. Other examples include ICLEI which has created a carbon reduction program for local authorities as well as Carbon Neutral Cities which have some 20 major global cities “committing to reduce greenhouse gases by 80 -100% by 2050 or sooner”, using their Deep Carbon Reduction Planning Framework which provides a template for cities to use in developing their own plans.

This is particularly important given the forecast that 68% of people will be living in cities by 2050 according to the World Health Organisation. Significantly there are also major initiatives in the US at the state and city level deliberately designed to substitute for US potential withdrawal from the Paris Agreement.

Specific mechanisms exist to strengthen carbon offset and trading as a market-based support system for emission reduction – most prominently IETA conceived by Maurice Strong. The World Economic Forum in its report “Everything You Need to Know About Carbon Trading” describes a combination of such measures across different jurisdictions and types of greenhouse gases: “Besides limiting or pricing emissions, there are positive incentives that reduce the cost of clean tech options. These include tax breaks, cutting tariffs for green products or renewable energy subsidies.” The Forum also notes that both tax and trading schemes generated about \$22 billion in revenues in 2016. Nevertheless, purists argue that these systems are a secondary solution to carbon reduction – moving the cost of pollution around and generating funding for reduction projects rather than eliminating pollution at source.

At present, the optimum identified ambition is for a 1.5°C 2050 trajectory level, with zero greenhouse gas emissions. It should be with an immediate near-term peak and a reduction of 45% by 2030. Other targets are for zero carbon 2050 followed by climate neutral, where the pollution is offset by investment in tree planting and carbon capture programs.



## TRAVEL SECTOR CLIMATE ACTION MUST INTENSIFY



Every region, country, city or community is a Travel & Tourism destination. Yet, to date these destinations measure economic performance and factor in the economics of travel, notably visitor arrivals, revenues and some costs such as infrastructure and related services. Over the next five years, destinations will have to start measuring their climate impacts, driven by national and local regulations based on the Paris Agreement.

Destination carbon measurement systems applied in the sector already exist, historically developed by UN organisations, and more recently by Australian academics, Manfred Lenzen et al.; suggesting significantly higher local impacts and using different criteria incorporating full supply chain costs. These systems will develop more significantly in the next five years, under climate resilience pressures. It is critical that accurate assessment techniques are refined & agreed, consistent with Paris norms. In this context, transport is key. Travellers move by

land, sea and air – these transport modes are diverse, use different technologies and are subject to different regulatory regimes but share a common factor of high dependency on fossil fuels. Air and sea transport are dealt with differently from the Paris regime, in associated regulatory frameworks in ICAO (CORSIA) and IMO respectively. Airports under Airports Council International (ACI) have a strong global carbon certification scheme and in 2019 declared a 2050 zero carbon ambition. These schemes share a common objective of progressive reduction in carbon emissions and reliance on carbon offsets to compensate for growing greenhouse gas levels. Currently voluntary under CORSIA for aviation, they become fully effective in 2027.

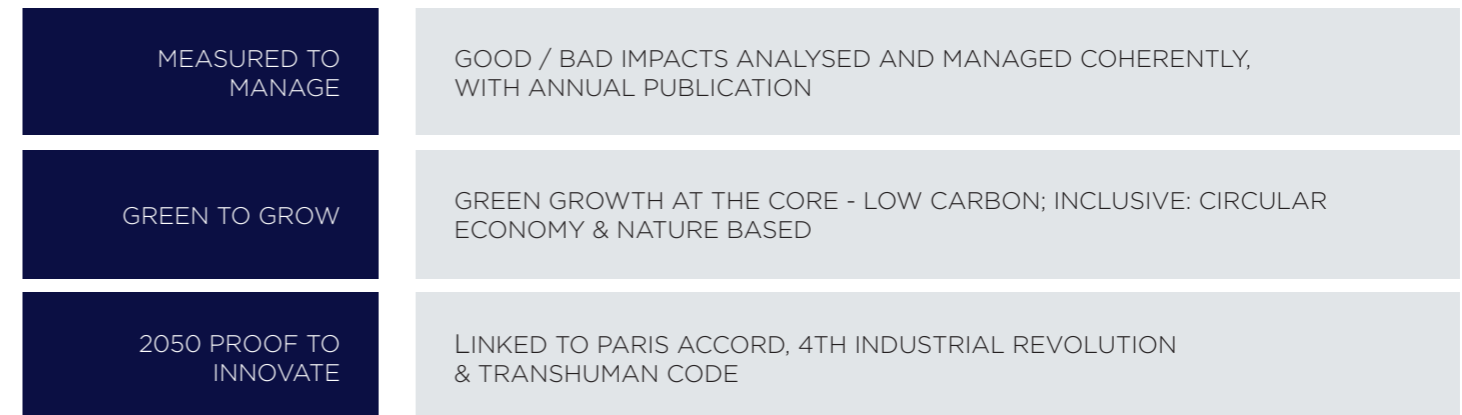
Hospitality, entertainment and recreation are also fundamental. There have been continuous attempts to measure and certify the carbon impact of accommodation; and again the challenge comes from the complexity of the supply - older and newer hotels;

chains and small businesses; inclusion of restaurants and bars; plus, the sharing economy. Nevertheless, the sub-sector has various certification programs, with energy management a generally important element. The impacts on supply chains and traveller destination expenditure are increasingly incorporated: the carbon quantification less so. Hotels have a major potential to stimulate local responses to the climate crisis in the communities where they operate as do national parks and UNESCO World Heritage Sites.

We now need to embed climate resilience into all elements of the multifaceted Travel & Tourism journey as a top priority and to do it in a way that integrates with the different component parts, as holistically as possible – particularly at destinations. We need to reframe ambitions in the same way that the rest of humanity is responding to the Paris Agreement. To stretch ambitions urgently to a climate neutral 2050 level.

## CLIMATE FRIENDLY TRAVEL

The following conceptual framework of Climate Friendly Travel, has been developed by SUN\*. It has three core features, but an overriding common factor is that it must reflect evolving Paris climate ambitions.



**1. MEASURED to manage** - *Science based / Voluntary Disclosure / Multi-stakeholder driven*. There is no universal measuring system (regions, countries and communities have differing needs and approaches, as do sectors and sub sectors, companies, travellers and residents). Some will be big data and sensor based; some will be global and top down; some will be micro and bottom up. The key criteria is to measure impacts along with benefits transparently and coherently, with carbon as a priority. A common statistical basis from existing tourism and environmental satellite accounts are being developed using methodologies tested in Canada, Sweden and New Zealand.



**2. GREEN to grow** - *Low carbon / Inclusive / Bio-conservation led*. Sector standards should embrace renewable energy, social inclusion, circular economies, & nature-based solutions. There are also global socio-economic, geo-political and species preservation factors & priority planetary boundaries to reflect. In this context, SDG 13 (Climate Action) emerges as an immediate priority focal point.



**3. 2050 PROOF to innovate** - *4IR / transHuman Code / Paris 1.5°C*. Managed technology development will be a key element in transformation. The World Economic Forum's 4th Industrial Revolution (4IR) framework is the key focal point for the new frontier of technology opportunities and challenges. Another key issue will be to keep people in charge of technology change, to reflect ethics and equity, as identified in the transHuman Code. The evolving Paris Climate targets are a mandatory core component of any change.

This kind of travel must be an integral part of any future ambition strategy – not slavishly following, but determinedly reflecting.



# AMBITIONS 2019

To drive the agenda forward, goals and ambitions at the global and sector level are essential. With this in mind, SUN<sup>x</sup> will produce a Registry of Climate Friendly Travel – an inventory of climate neutrality systems used by the international community generally and by Travel & Tourism organisations specifically to move to a 1.5°C target in 2050. The Registry will show community and company plans for greenhouse gas reduction as well as changes over time while the annual report will highlight good practice examples of systems and programmes.

Ambition frameworks, reflected here, are diverse, crosscutting and constantly shifting

details in:  
[www.thesunprogram.com/ambitions](http://www.thesunprogram.com/ambitions)

## Examples of “climate neutrality” systems:

### GENERAL

**B Team** Carbon Neutral 2050 -, support We Mean Business-Net Zero Pledge.

**C40 Cities** connects 90 of the world’s great cities, represents 650+ million people and 25% of the global economy for radical carbon reduction.

**Carbon Pricing Leadership Coalition** Public / Private / Civil Society group promoting a price on carbon as a key element in a 1.5°C pathway.

**Climate Neutral Now** UNFCCC programme to measure and reduce Greenhouse Gases (GHG) for 1.5°C.

**ICLEI** – Local Governments for Sustainability. 1,500 local government and cities aiming, inter alia, for complete renewable energy.

**Science Based Targets initiative** CDP, UN Global Compact, WRI, WWF plus over 100 companies committed to science-based carbon reduction targets.

**Under 2° Coalition** state and regional governments committed to keeping global temperature rises to well below 2°C.

**UN Global Compact** 30 major companies, representing \$1.3 trillion revenue have signed up to a zero carbon 2050 pledge.

**We Are Still In** 3500+ US States, Cities & Universities for Paris targets.

**We Mean Business** Coalition of coalitions with range of global partners, and 1,000 companies pledging science-based pathways to Carbon Neutral 1.5°C.

**World Business Council for Sustainable Development** 200 companies connected to 60 regional groups for effective global climate protection.

**World Green Building Council** all operated net zero carbon by 2030 – all buildings by 2050.

### TRAVEL & TOURISM

**ACI net zero carbon** for the world’s airports by 2050. 194 airports across 24 EU countries eliminating 3.46 million tons of annual CO2 emissions.

**CLIA (Europe)** calls on IMO for CORSIA equivalent, commits 40% lower rate of carbon by 2030 on 2008 base. Carbon Free by 2100. Report annually.

**IATA** to reduce carbon by 1.5% per annum to 2020: carbon neutral growth to stabilize in 2050 at 50% of 2005 levels.

**ICAO** CORSIA offset system – aiming at all international aviation carbon reduction - for Zero Carbon growth by 2050.

**IRU** – voluntary reduce emissions 30% by 2030 based on 2007 levels.

**ITP** created Hotel Carbon Measurement Initiative & Foot-printing Tool used by more than 24,000 Hotels – aim to reduce carbon 66% by 2030 / 90% by 2050.

**SBTi (Science Based Targets Initiative)** 5 Hospitality Companies engaged - 6 with targets.

**UIC** Rail Carbon Pledge by 65 Members representing most world railways. Detailed national assessments with reduction commitments to achieve Paris 2°C scenario – targets -50% by 2030 & 75% by 2050 on 1990. levels.

**WTTC** WTTC set an ambition for a climate neutral Travel & Tourism sector in 2050, supported by a common agenda with UNFCCC.



## LOOKING AHEAD INNOVATION POTENTIAL

As we look to the future our success will be dependent on our ability to find solutions and new approaches to address this critical threat.

### **We must climb out of our silo.**

Despite, being one of the most consumer-focused sectors, our evolution has resulted in a somewhat unique policy and public positioning framework, much of it outside the scope of industry generally. The special drive of aviation has been at the core of international tourism growth and has been a major contributor to overall positioning on climate change. Airports have been the most vocal in committing to zero carbon 2050 - perhaps because they have a deep history in local environment and pollution response. Others must now up their ambitions.

### **We need to reflect on transport emissions.**

ICAO developed a positive multilateral answer to the climate crisis with its Carbon Offsetting and Reduction Scheme for International Aviation (CORSIA). As global ambitions have moved on, the CORSIA approach, together with targets for emission reductions for marine and ground transport, must be revisited so as to set a long term goal and align with a climate neutral 2050 agenda.

### **We need a synthetic fuel moon-shot**

It's the lack of non-fossil fuel, based energy that is our sector's key strategic weakness. The technical side of this is not in question, there have been more than 2,000 successful mixed bio fuel flights according to ATAG, the aviation industry body that promotes sustainable growth. Fuel companies must intensify and accelerate their production capability to ensure adequate development and supply - the potential cost cannot become the reason for lethargy. Whatever the cost, this is the single most achievable solution. We need a new priority for all of the tourism ecosystem. It should include cruise ships as well as aircraft. All revenues from taxation or carbon prices could be used to support accelerated research and deployment. The fossil fuel companies with 14% of their business in aviation and maritime energy should be the first to step up to the plate.

### **We must harness technology to stretch ambitions.**

There are huge potentials in energy efficiency & renewable energy for hotels, electric cars, boats, trains and buses, even short haul aircraft & hyperloops. Artificial intelligence and new battery storage systems provide massive opportunity as costs decrease and efficiency ramps up. Nature-based solutions offer enormous potential on a planetary scale. Carbon capture will become increasingly relevant.

### **WTTC plays and important leadership role, which must also be intensified.**

With its Members pledging in 2009 to halve emissions by 2035 and its direction aligning increasingly closely with UNFCCC policies and processes. It should now turn the pledges and aspirations into concrete commitments towards a 2050 Climate Neutral goal.

# APPENDICES





## REFERENCES &amp; GLOSSARY

[www.thesunprogram/Ambitions](http://www.thesunprogram/Ambitions)

## GLOSSARY

<b>ACI</b>	Airports Council International
<b>ATAG</b>	Air Transport Action Group
<b>CDP</b>	Carbon Disclosure Project
<b>CORSIA</b>	Carbon Offset & Reduction Scheme For Int. Aviation
<b>GHG</b>	Greenhouse Gases
<b>IATA</b>	International Air Transport Association
<b>ICAO</b>	International Civil Aviation Organization
<b>ICAP</b>	International Carbon Action Project
<b>ICLEI</b>	Local Governments For Sustainability
<b>IETA</b>	International Emissions Trading Association
<b>IMO</b>	International Maritime Organization
<b>IRISS</b>	The Institute for Research on Innovation and Services for Development
<b>IRU</b>	International Road Transport Union
<b>ITP</b>	International Tourism Partnership
<b>IPCC</b>	Intergovernmental Panel on Climate Change
<b>OECD</b>	Organisation for Economic Cooperation and Development
<b>SBTI</b>	Science Based Targets Initiative
<b>SUN*</b>	STRONG Universal Network
<b>UIC</b>	Union International Chemins De Fer
<b>UNFCCC</b>	United Nations Framework Convention on Climate Change
<b>UNEP</b>	United Nations Environment
<b>UNESCO</b>	United Nations Educational, Scientific and Cultural Organization
<b>UNWTO</b>	United Nations World Tourism Organization
<b>WEF</b>	World Economic Forum
<b>WHO</b>	World Health Organization
<b>WMO</b>	World Meteorological Organization
<b>WRI</b>	World Resources Institute
<b>WTTC</b>	World Travel & Tourism Council
<b>WWF</b>	The World Wide Fund for Nature





## WTTC PATHWAY FOR A SUSTAINABLE FUTURE

WTTC has developed a new sustainability action plan (OSCARS) to help lead the Travel & Tourism sector towards greater action on sustainability:

OSCARS:

**O (Zero)** – WTTC has an ambition for the sector to be climate neutral by 2050. WTTC will work with UNFCCC to set a framework for decarbonisation of the global Travel & Tourism sector.

**S (Support)** – Support the Travel & Tourism sector in developing ambitious climate strategies, such as setting science-based targets, and in reducing the impact of current activities, products and services by continuously using resources in more efficient ways. We will work to support energy efficiency measures, renewable energy, and waste reduction, both within companies and throughout the value chain. We will also work with governments to develop incentives for Members to invest in nature-based solutions.

**C (Change)** – Develop or share research and evidence for how Travel & Tourism companies can reduce actual emissions and invest in emission reduction schemes in projects through UNFCCC or equivalent recognised mechanisms.

**A (Act)** – WTTC and its Members will:

1. Identify and implement new sustainability strategies and innovative business models.
2. Seek to align sustainable development efforts with the UN SDGs.
3. Commit to prioritise sustainability by setting ambitious, time-bound sustainability targets.
4. Collaborate and share data and best practices to improve sustainability.
5. Engage consumers in efforts to make travel more sustainable.
6. WTTC will produce an annual report of action that will articulate and show demonstrable movement towards Climate Friendly Travel and progress towards sustainability commitments

**R (Recognition)** – Through its Sustainable Travel & Tourism Partners, WTTC will invite all companies, large and small, to sign up to the programme so that they can be recognised for their commitments and progress towards sector sustainability.

**S (Share)** – WTTC will launch a Sustainable Travel & Tourism Hub which will fuel our research, drive best practice sharing, and foster collaboration with key partners including the UNFCCC and UNEP to find climate solutions that are applicable across the sector.

WTTC calls on all leaders within Travel & Tourism to support OSCARS in order to drive greater sustainability in the sector and move towards a climate neutral 2050.

## WTTC SUSTAINABLE TRAVEL & TOURISM PARTNERS

The aim of the Sustainable Travel & Tourism Partners (STTP) initiative is to create a mass engagement around sustainability within the Travel and Tourism sector, the industry players and WTTC members. The objective is also to bring all Travel & Tourism companies that engage in significant sustainability efforts under the same umbrella to further increase sustainable practices within the sector, as well as to raise awareness of those practices and to record progress with consumers and governments.

This will be achieved in two ways.

- First, to be a Sustainable Travel & Tourism Partners, the applicant will need to commit to being Climate Neutral by 2050. This is the first step of the initiative and is the common commitment for all future WTTC Sustainable Travel & Tourism Partners.
- Second, the Sustainable Travel & Tourism Partners programme will involve a three-stage recognition process, whereby the applicants will go through various stages of evaluation to assess their sustainability engagement and commit to make improvement where necessary.

The STTP initiative is not an accreditation or certification programme. Rather, it is a global mark of recognition to identify the partners' engagement and commitment to sustainability.

The initiative will have various levels of recognition:

- Basic level entry: for industry players who have an elementary level of engagement with sustainability, but need to commit to greater efforts to improve their practices. To be selected as an "STTP partner", the applicant will need to pass the STTP designed survey.
- Certification level: for partners who have already shown they have sustainability certification or accreditation from a highly recognised body i.e. GSTC, B-Corp, or Earth-check.
- Best practice level: for partners that not only have been assessed by and accredited certification programme, but who are also operating at the highest level of sustainability in the sector. To be selected for this level, these Partners will need to go through a very rigorous judging process.

More information is available from [www.wttc.org](http://www.wttc.org)



**SUN<sup>x</sup>**

## CATALYST FOR POSITIVE CHANGE

- SUN<sup>x</sup> is a legacy to Maurice Strong, former Under-Secretary General of the UN and father of Sustainable Development and visionary on climate resilience. He had a passionate belief in the potential of Travel & Tourism to be a positive change agent for sustainability generally and in response to the Climate Crisis specifically. He knew that mobility is in our DNA, and he also was convinced that if we are thoughtful, we make lives better as a result – bringing trade: creating decent jobs, lifting people out of poverty.
- Maurice Strong argued, that if the sector would only commit to smart low carbon solutions sooner rather than later, challenges would become opportunities. He partnered with WTTC and UNWTO in the mid 1990's to help bring Agenda 21 from the Rio Earth Summit to the sector.
- SUN<sup>x</sup> is advancing information on the existential nature of Climate Change and developing solutions and tools to help Travel & Tourism sector transformation to a New Climate Economy. Established in Brussels in 2010, it transferred its base to Malta in 2019, at the invitation of the Minister of Tourism.
- This annual **“Climate Friendly Travel Ambitions Report”** to be issued every September in the side-lines of the UN Assembly and its linked **Think Tank to be held in Malta** in the first quarter of every year are designed to articulate & support Climate Friendly Travel, as well as help stretch carbon reduction ambition.
- We have referred to **Climate Friendly Travel** as a conceptual framework because its application will take myriad shapes, based on applicable international, national and subnational norms: geographies and histories: government, corporate and above all community situations. **But the 3 core principles ~ measured: green: 2050 proof** must be progressively integrated in all forms of Travel & Tourism and full coherence with the Paris targets must be paramount, starting now.
- Our **Climate Ambitions Registry** confirms a community or company has governance agreed procedures, staff training and reporting protocols in place that provide a declared & verified carbon reduction pathway to 2050. We are deploying blockchain & big data solutions with SDG 17 partners, including Copernicus Satellite tools, to support transformation.
- SUN<sup>x</sup> **“Plan for our Kids”** has been launched to create 100,000 STRONG Climate Champions across all UN States by 2030. These smart, young graduate trainees, supported by lifetime distance learning will be an advance guard for a Climate Friendly Travel future. Engaging with communities and companies to encourage formal plans and filing with SUN<sup>x</sup> Malta Ambitions Registry. We are working with SDG 17 Partners, t-Forum and IRISS to link academia and business solutions.
- SUN<sup>x</sup> **Centres & Groves** Local Community reflexion and information points to advance the concept of Climate Friendly Travel along with the principles of the Earth Charter for the dignity of human relations and their umbilical connection to nature and planetary well-being.

**SUN<sup>x</sup> MALTA**

## 2019/2020 WORK PROGRAMME

**Co-Founders**

Geoffrey Lipman, Leslie Vella, Felix Dodds, Jinfeng Zhou.

**Patron**

Konrad Mizzi.

**Board SUNx Malta**

L. Vella, R. Mizzi, H. Strong, G. Lipman, H. Friederich, F. Dodds, J. Zhou, I. Schops, L. Davis, O. Wheatcroft, R. Cortis, A. St. Ange.

**Research**

G. Lipman - *Report Lead.* A. Barrett, S. Khosravi, O. Wheatcroft.

**PROGRAMME 2019 / 20**

- A new framework concept of Climate Friendly Travel – measured to manage: green to grow: 2050 proof to innovate. In line with the Paris Accords.
  - A Registry of Climate Ambitions. This is an instrument for transparency and transformation, where countries, cities, communities and companies can voluntarily file their plans to be part of the SUN<sup>x</sup> Paris 1.5°C Community. Filed on the blockchain for immutability and shared change.
  - An Annual State of the Sector Climate Friendly Travel Ambitions Report, supporting transformation & delivered in the side-lines of UN General Assembly in New York. The first report is scheduled for September 2019, linked with UN Secretary General's Climate Action Summit and will be released at an event remembering Maurice Strong.
  - A Think Tank in Malta in the first quarter of each year to review the findings from the report and revamp them for the following September.
  - Tools to help transformation with SDG17 partner Ecotrans we will provide Green
- Maps to show where Climate Friendly Travel communities and companies exist: Satellite based datasets from Copernicus Eye on Earth to project changing climate conditions and weather patterns into the medium and long-term – rainfall; snow conditions; heatwaves etc.
- “Plan For Our Kids” Empowering 100,000 STRONG Climate Champions, across all UN States by 2030, supported by sponsored lifetime distance learning from a Climate Friendly Travel Portal. To help companies and communities along their 2050 pathways into the New Climate Economy. A worldwide education initiative for school children aged 3-10 with the Earth Focus Foundation around the Dodo cartoon series with creative messages on Climate Friendly Travel.
  - SUN<sup>x</sup> Centres & Groves. Local Community reflexion points to advance the concept of Climate Friendly Travel, along with the principles of the “Earth Charter” for the dignity of human relations and our umbilical connection to nature and planetary wellbeing.
  - Annual STRONG Dinner and Award during the week of the UN General Assembly.





**MAURICE F STRONG**  
1929-2015

*"Today the world mourns one of its greats. Maurice Strong was a visionary and a pioneer of global sustainable development."*

*"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 RioEarth Summit, Agenda 21 and the Rio Declaration to the launch of the UN Framework Convention on Climate Change and the Convention on Biological Diversity. As the Paris Climate Conference commences, we hope his words echo strong. I reiterate his message to the 2014 UN General Assembly calling on world leaders to 'rise to their historic responsibility as custodians of the planet, to take decisions that will unite rich and poor, North, South, East and West, in a new global partnership to ensure our common future. The sustainability road-map which started in Stockholm, continued in Rio, Johannesburg and Rio+20, must now become a reality in Paris. This would indeed be the most fitting tribute to the legacy of Maurice Strong; leader, mentor and friend."*

**Achim Steiner**

UN Under-Secretary General,  
at Paris Climate Conference 2015

© The Sun<sup>x</sup> Program and World Travel & Tourism Council: Climate Friendly Travel - September 2019. All rights reserved.

The copyright laws of the United Kingdom allow certain uses of this content without our (i.e. the copyright owner's) permission. You are permitted to use limited extracts of this content, provided such use is fair and when such use is for non-commercial research, private study, review or news reporting. The following acknowledgment must also be used, whenever our content is used relying on this "fair dealing" exception:  
"Source: The Sun<sup>x</sup> Program and World Travel & Tourism Council: Climate Friendly Travel - September 2019. All rights reserved."

If your use of the content would not fall under the "fair dealing" exception described above, you are permitted to use this content in whole or in part for non-commercial or commercial use provided you comply with the Attribution, Non-Commercial 4.0 International Creative Commons Licence. In particular, the content is not amended and the following acknowledgment is used, whenever our content is used:  
"Source: The Sun<sup>x</sup> Program and World Travel & Tourism Council: Climate Friendly Travel - September 2019. All rights reserved. Licensed under the Attribution, Non-Commercial 4.0 International Creative Commons Licence."



You may not apply legal terms or technological measures that legally restrict others from doing anything this license permits.

