



October 2020

Dear WTTC Member

UN Secretary General Antonio Guterres has recently underscored the importance of tourism in a post COVID global socio-economic recovery & called for “Climate Friendly Travel” as a pivotal threshold component.

Against this background, I am writing to introduce [SUN^x Malta](#) - a legacy program for the late Maurice Strong, the sustainability and climate pioneer. We are a not for profit, EU based, organization, partnered with the government of Malta and working with WTTC, to help companies and communities, as they transition to “Climate Friendly Travel” - low carbon: SDG linked: Paris 1.5 trajectory.

We are undertaking several actions to advance Climate Friendly Travel across the sector and as a conduit into the mainstream UN led Climate Crisis response system We deliver, with WTTC an annual State of the Sector Report and related Think Tank: We have started a Climate Friendly Travel graduate Diploma with the Institute for Tourism Studies in Malta and will train 100,000 Strong Climate Champions by 2030 Finally we are launching, again in collaboration with WTTC, a global Registry for 2050 Climate Neutral and Sustainability Ambitions to be the Travel & Tourism entry point to the UN Climate Action Portal.¹

It is on this latter point - [the SUN^x Malta Climate Friendly Travel Registry](#) - that I am specifically writing here, to encourage your engagement, as a priority action for a green, clean recovery.

The idea of a Climate Neutral 2050 Ambitions Registry, operated by UNFCCC, was built into the Paris 2015 Agreement, as a way for States and other stakeholders, to transparently declare and progressively increase their Carbon reduction ambitions through 2050, so as to secure global temperature stabilized at tolerable levels for human survival. In our first sector review, in 2019, we highlighted this process, noting the limited engagement of Travel & Tourism and subsequently reached agreement with UNFCCC to create a discrete Registry, to serve as a conduit for our Sector, to participate in mainstream global Climate Action programs.

Our Registry is open to all Travel & Tourism companies & communities. It covers Transport, Hospitality, Travel Service, and Infrastructure providers - from the smallest to the largest. Those just starting a strategy, will have two years to benefit from our extensive knowledge and support systems. Those already embarked on a Plan, will be able to readily incorporate its details in the Registry, with little or no extra work and to reflect any other Carbon Reduction initiative they are involved in. Participants, programs will be showcased with SDG 17 visibility partners, and you will receive a distinctive badge for your own promotional activity.

Finally, I want to introduce our Registrar Dr Hans Friederich (hans@thesunprogram.com) and Support Services Manager Rose Mukogo, who will work with your team to help support and promote your Climate Friendly Travel activities and urge you to have your responsible colleagues contact them directly, or me if they need more general information on SUN^x Malta.

Sincerely

Professor Geoffrey Lipman
President, SUNx Malta



¹ To showcase our work, we will hold an **Annual Maurice Strong Global Youth Summit** on Climate Friendly Travel, with lead partner TOTA (Thompson Okanagan Tourism Association) starting in April 2021