

The 2020's are the decisive decade in the struggle to control eXistential climate change.

*UN Secretary General Antonio Guterres has declared a **“Code Red for Humanity”** in response to the **IPCC warning** that current GHG emission trajectories would fundamentally decimate human development & wellbeing worldwide.*

This restatement of our Decade Strategy, at the start of 2022, is SUN<sup>x</sup> Malta's response to the Secretary General's call to arms.

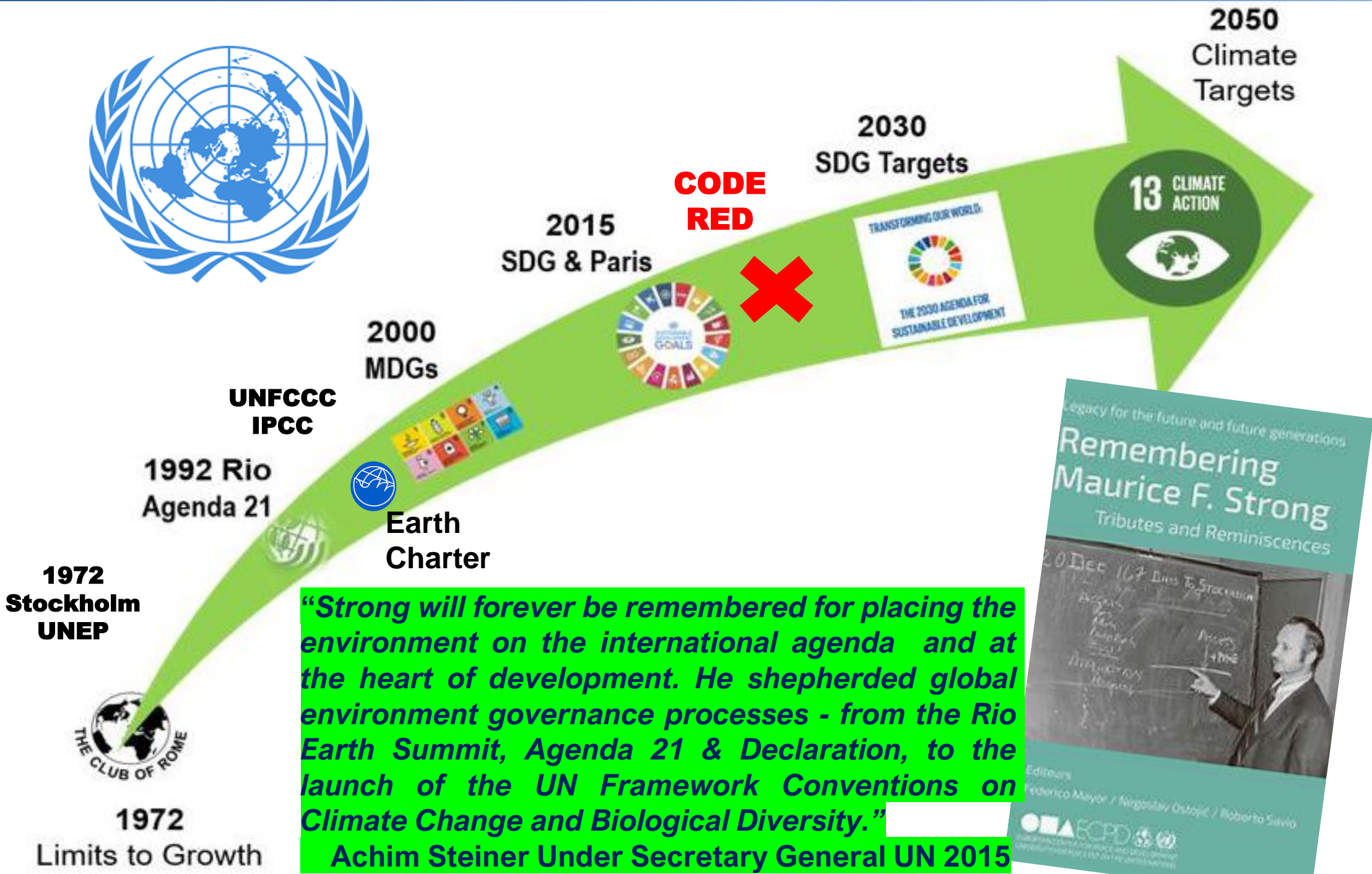


**SUNx Malta (Strong Universal Network) is a not for profit, EU based, organization, partnered with Malta's Ministry of Tourism, Malta Tourism Authority & Institute of Tourism Studies.**

**We continue the vision of our mentor, the late Maurice Strong - Climate and Sustainability Activist half a century ago.**



# Strong UN Inspired Vision





# Climate is *the eXistential* Threat

The magnitude of our creeping, existential global Climate Crisis is increasingly apparent. Weather extremes decimated communities on all continents - crazy floods in Europe and Canada: massive forest fires in the US and Australia: droughts in Africa: Typhoons in the Pacific and Atlantic. And growing numbers of Climate refugees around the world.

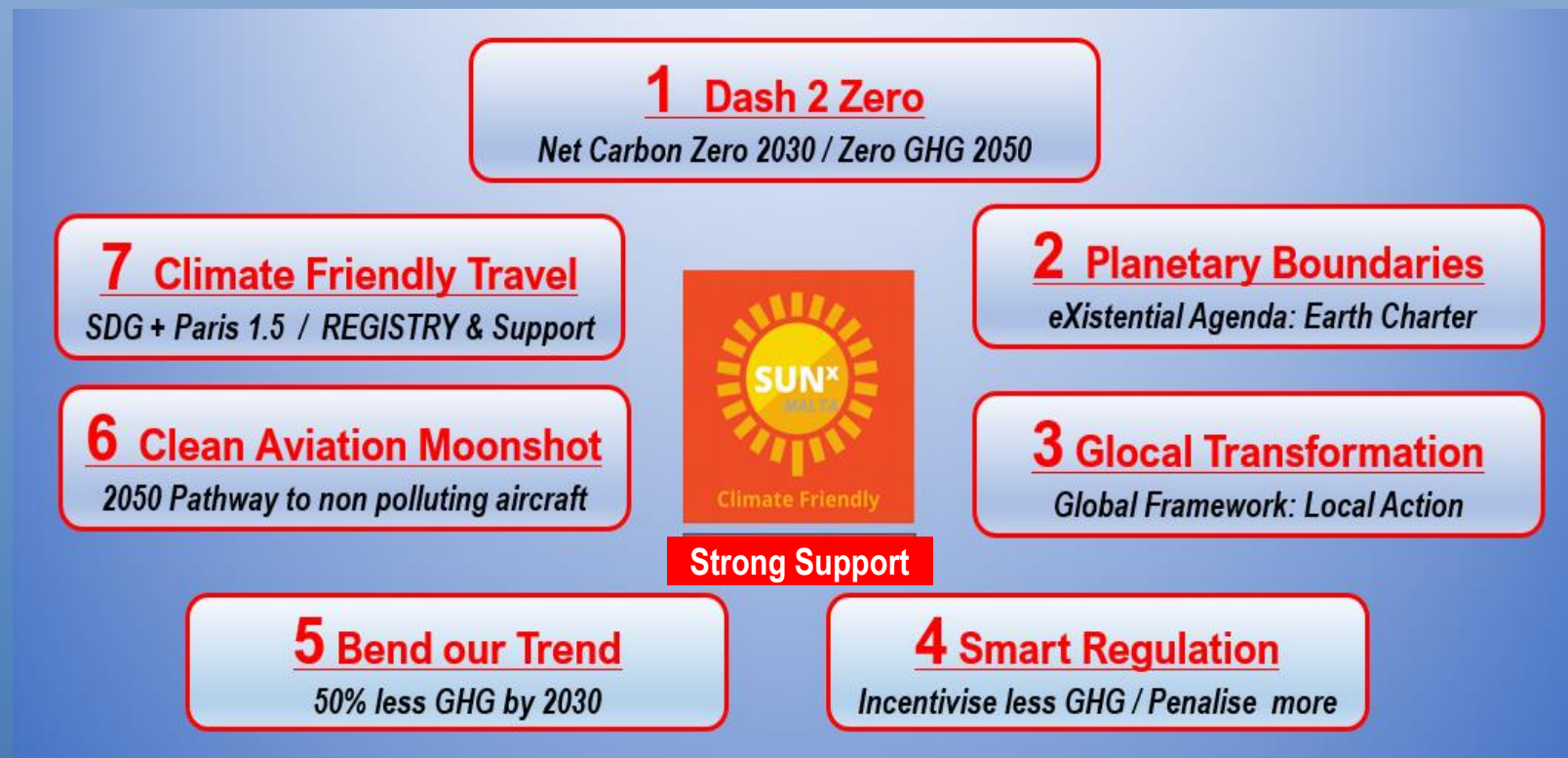
Our **Code Red Plan** calls for Travel & Tourism to cut its carbon in half by 2030 and to have Zero GHG emissions by 2050.

Our overarching goal is to help Tourism Stakeholders respond positively.



The Past is Prologue: The Future is **RED**

# SUN\* Malta **CODE RED** Plan For Our Kids



As a launch signatory of the Glasgow Tourism Declaration, we stressed the need to go further faster, to meet realities of science, extreme weather & young activists.

We framed the 7 points above as the core elements of the Plan and committed our Climate Friendly Travel REGISTRY, SDG 17 Partner Support services and graduate Strong Climate Champions, as catalysts for company & community transformation.

# The Global Green & Clean Roadmap

The planetary framework for survival of every species - including humans - is being devastated by unrelenting pressures on our water, food, air and the other species we co-exist with. We are consuming nature's resources without replenishing them, as called for by the Brundtland Commission as far back as 1987.

World leaders agreed a 2015 Roadmap to respond to the twin challenges of Sustainable Development and the Climate Crisis - the UN Sustainable Development Goals with 2030 targets & the 2050 Paris 1.5° temperature ceiling

SUN<sup>x</sup> Malta's **CODE RED** Plan is designed to help Tourism Stakeholders align with this Roadmap by supporting company & community climate and sustainability plans & helping track progress.





# Climate Friendly Travel (CFT)

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

By framing tourism regeneration around these pillars, Tourism will build back better & move into the mainstream of evolving international law and consumer demand.

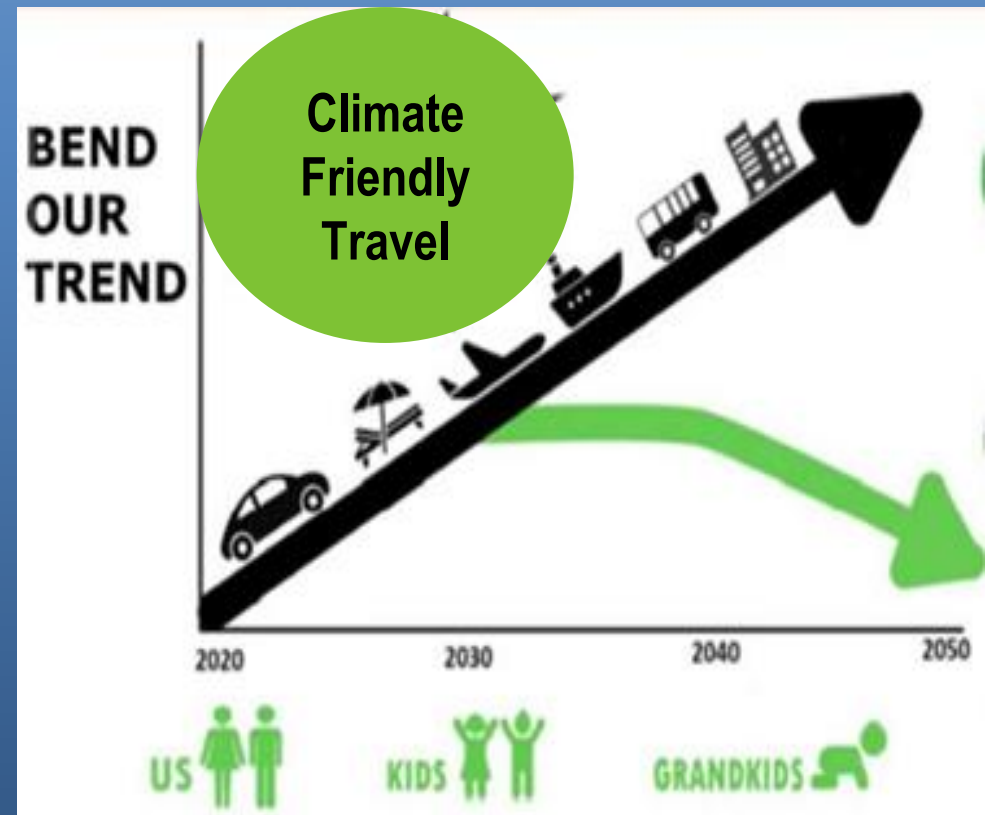
At one end of the spectrum the UN Secretary General has specifically called for all post pandemic tourism to be "climate friendly" - at the other end, the Greta Thunberg generation - tomorrows market - vigorously demand it.



# Bending the GHG Trend

Scientists say that despite the economic slowdown in the past 2 years, GHG emissions continue to increase, and we have already reached 1.2° of the Paris 1.5° target for 2050.

Our **Code Red** Plan calls for Travel & Tourism to cut its carbon in half by 2030 & to have Zero GHG emissions by 2050. We argue that “Net emissions“ are at best a transitional phase and the ultimate target must be absolute Zero.





We curate global research focusing on sustainability and climate plans, specifically tied to the SDG's 2030 targets and 2050 Paris 1.5. timeline.

We have also put in place dedicated support staff, online best practice, learning resources & promotional outreach channels – including our monthly electronic eXist bulletin.

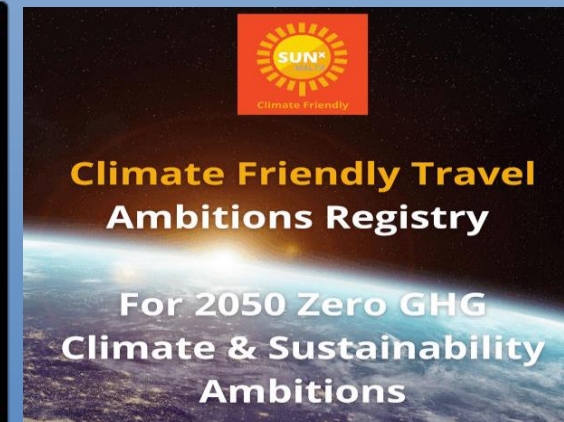
We plan to consolidate our research programs in Malta, as a Global Centre of Climate Friendly Travel, in step with its 2030 Tourism Strategy.



# CFT REGISTRY

We have created a UN linked REGISTRY to help companies and communities develop their plans and transparently show them to regulators and consumers. The number of participants is steadily growing [www.climatefriendly.travel](http://www.climatefriendly.travel)

Companies & Communities who join the CFT System & register / track their Sustainability & Climate Plans, will be able to display their commitments on the UN Climate Portal and use the SUNx Malta eco Badge, to promote their green & clean commitments to travellers.



CFT REGISTRY

# SDG 17 Partner Support Services

Companies & Communities who are Members of the CFT Community will be able to access a wide range of transformation support services from our growing group of SDG 17 partners.

These include Sustainability and Climate Resilience – Customer Engagement, Carbon Offsetting and Traveller Direct Bookings via our Wander App and the site [www.codered.travel](http://www.codered.travel)

**Climate Friendly Travels**

## Wander App



- A 3d presentation with Google Earth
- With an eco-badge linked to SUNx Malta's Climate Friendly Travel Registry
- Free to any hotel or restaurant committing to CFT, it gives direct booking and a listing on the UN Climate Action Portal plus extensive support for Climate Resilience & Transformation, plus 24/7 help from trained Strong Climate Champions.



**Qbajjar Restaurant Gozo Malta**



www.codered.travel

### My Green Butler



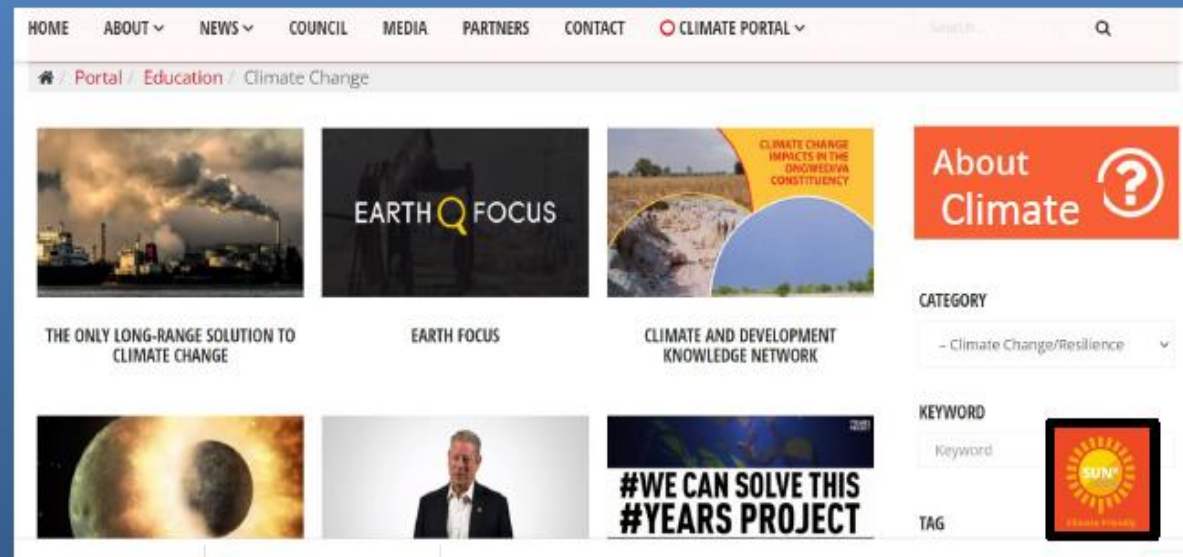


# CFT Support Systems

Over the past 5 years, we have been collecting and collating a wide variety of good practice and guidance materials which forms a growing dataset to help companies & communities build sustainability / climate resilience & emission reduction plans.

Our Strong Climate Champions will be trained to help navigate through this material.

Importantly, stakeholders who sign on to our CFT community, will also be able to promote their engagement with our distinctive orange SUN eco badge.



# Strong Climate Champions

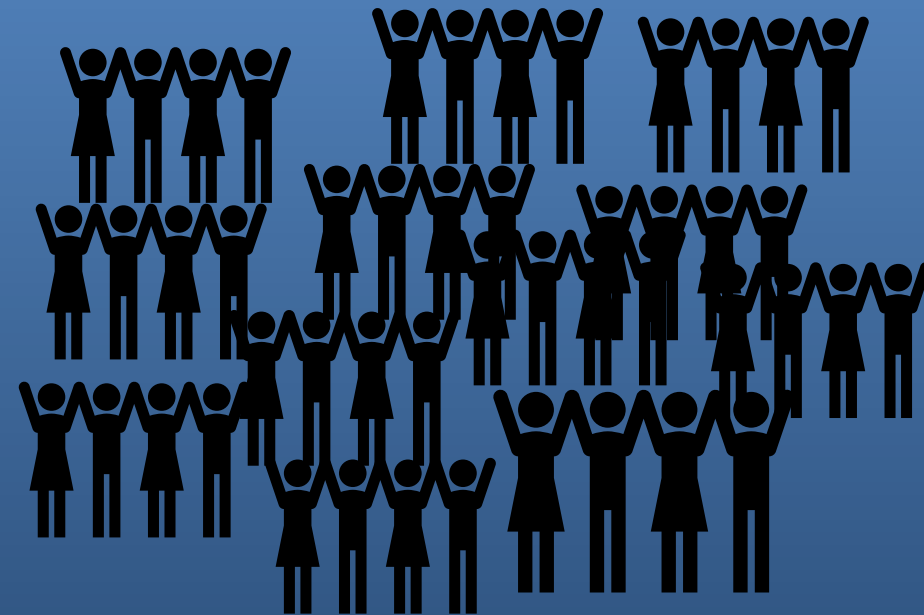
We will profile Climate Friendly Travel from school through university.

First working with schools and hotels with Dodo a cartoon character, and a first series of 65 TV cartoons on all aspects of sustainability & climate change.

Second through expansion of our CFT graduate Diploma into China, as well as through a scholarship program for LDCs.

Third we will host annual SEYS Conferences, plus month long online training programs.

Our principal goal is to have in place 100,000 trained Strong Climate Champions across all UN States by 2030, to help company and community transformation.



# CFT Diploma

The world's first course dedicated to **Tourism & Climate Resilience**. Designed for graduates with a passion for **Sustainable Tourism** to:

- ✓ Understand why Climate Change is a dominant issue on the global agenda
- ✓ Follow the development and the science behind the impact of Climate Change on the components of Travel & Tourism - transport, hospitality services and destination activity.
- ✓ Learn theoretical and practical aspects of Green Development strategy, including UN SDG Understand how CFT will help transform the sector to meet Paris 1.5 target.
- ✓ Prepare for roles in companies, communities, and government, implementing long-term transformation.





# Targets For the CODE RED Decade

Looking to the **CODE RED** Decade of Climate Friendly Travel, we have created targets, putting our faith in the incredible potential of the next generation. The key will be the Strong Climate Champions across all UN States. They will support company and community CFT Transformation and increase Registration.

We plan to extend our Diploma with ITS & CBCGDF into China, as well as advancing the Dodo Program into schools and hotels.

We will also spread country CFT internship programs reaching out to Africa and the SIDS (Small Island Developing States) where the need is greatest.

We will launch the Strong Climate Friendly Travel Facility to support CFT in the world's poorest states.

- ✓ **100,000 Strong Climate Champions**
- ✓ **10,000 Registered Companies**
- ✓ **500 Registered Communities**
- ✓ **1000 Diploma Graduates**
- ✓ **5000 CFT Trainers**
- ✓ **100 National sponsored CFT Programs**
- ✓ **1 thriving Strong CFT Facility with a \$10 million 2030 target**

# SUN<sup>x</sup> Malta **CODE RED** Decade Strategy



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