Building Climate Resilience and Sustainability – through Green Growth & Travelism

www.TheSunProgram.com
Introducing the SUN Program

A global initiative to help Travel & Tourism destinations develop through sustainable Green Growth. Aligned with the post-2015 climate and sustainability agenda, SUN helps communities achieve climate resilience, the Sustainable Development Goals (SDGs) and emergency response.

Linking dedicated solar powered SUN-ARKS, through the internet cloud and manned by trained local post-graduates.

Each SUN-ARK will be compact, efficient and low cost.

Engaging public, private, academic and civil society partners in market responsive, inclusionary, long term change.
SUN – Strong Universal Network


- Travelism spans many industries and government agencies. A major contributor to GDP, jobs, consumption, investment and trade. A key factor in infrastructure, capacity building, local livelihoods and peace. Directly and indirectly, some 5-10% of global economic activity, increasing annually ahead of GDP and forecast to double its impact by 2030.

“But its growth has to be decoupled from carbon, which is 5% of total CO₂ – with aviation and cruise growth ahead of global norms.”
Addressing the Post 2015 Climate & Sustainability Agenda

- With Climate Change the universal existential challenge – to keep global temperature increases below 2°C.
- 17 SDGs balance benefits and impacts of human development – economic, social and environmental. With 169 targets over the next 15 years.
- While building safety nets against extreme natural and man-made shocks.
- Establishing national Green Growth strategies – for smart local communities.

Global Greenhouse Emissions

- No Action: Estimated 2100: 4.5°C 8.1°F
- Paris Proposals: Estimated 2100: 2.0°C 3.6°F

Global Emissions (Gtons CO2e/yr)
Advancing Green Growth as the New Norm…

‘Growth’ is crucial to lift people from poverty and provide new jobs for a rapidly expanding global population, putting strains on basic resources like food & water.

‘Green’ means positive impacts with technology enabled, low carbon renewable energy, strong social inclusion, smart resource use and increased focus on nature conservation.

It signals a new type of economic development where environmental balance is fully integrated into policy and operational frameworks, with climate/disaster resilience a major underpinning.
Travel & Tourism is everywhere – international and the larger domestic flows. Transport, hospitality, travel services and soft/hard infrastructure. A strategic priority for most states and leading development driver.

The New Climate Energy Report 2015, from thought-leading organizations and individuals argues that Paris COP 21 national commitments do not go far enough, fast enough and additional commitments will be needed if the world is to come close to achieving a harsh but tolerable additional “2 degrees” temperature stabilization.

It notes that Travelism related aviation and shipping emission growth trajectories need particular special attention.

At the same time the G20 has recognized that the sector makes a unique contribution to global socioeconomic development.
This will be a long journey, with each country, locality and individual coming from different starting points, with unique capacities and reasons to change.

Ultimately we have to get to the same place by 2050 – global temperature stabilisation.

Trillions of dollars, changed legal frameworks and new public/private/civil-society coalitions will be needed to support the change.

SUN will help travel destinations/stakeholders respond smartly.
SUN’s single goal is to help communities and their stakeholders move along the Green Growth and Travelism (Travel & Tourism) adaptation path, understanding the dynamics and focusing on the targets.

- Monitoring numbers and analytics
- Helping local policy makers/stakeholders stay on track
- Looking for replicable good practice, innovation and investment
- Linking local culture with Green Growth and Climate Resilience
- Serving as a focal point for response to emergencies
Distinctively branded to support Green Growth change.

A powerful message of a shift to New Energy, SDGs and Climate Resilience.

Spread around the world in communities that include tourism destinations such as national parks, urban green centres and historical/cultural sites.

Permanently cloud connected and managed by well-trained, glocally focused graduates.
SUN-ARKs are 12 x 20 metres prefabricated buildings, shipped in a single container and set up in just a few days without using extensive machinery.

They have advanced solar panels and battery storage. Connectivity is built-in and they are off-grid enabled.

They are equipped with technology from partners for big data analysis, roadmap/scenario modelling, Green Growth metrics, mobile augmented reality interface and TV White Space systems for community connectivity.
SUN-ARKS are manned by three post graduate research fellows, with support from SUN Central. They will focus on climate resilience, SDG, cultural intersects and emergency response – using state-of-the art web technologies and data systems.

Tracking the massive expanding Travelism sector and non-sector databases. Sourcing metrics and analysis. Sharing information on policies, innovation and financing opportunities.

Linking with an expanding SUN Network, meaning the level of expertise for each Community will grow organically – but without extra cost.

Dedicated SUN Network and Teams
Helping Communities Adapt

SDGs
- Benchmark SDG Travelism progress e.g.: 8 (economics), 14 (ocean): 15 (land), etc.
- Support government and stakeholders with analysis, thought papers, examples etc.

Climate Targets
- Track performance against global norms
- Prepare Status reports
- Analyze new concepts
- Problem-solving, action learning to establish a 10-year strategic Green Growth delivery.
- Look for global innovations and test local replication. Source funding using partners.

Cultural Integration
- Use global and local art, music, theatre and sport to link SDG and climate targets/initiatives. The digital connectivity of the SUN Network and its auditorium capacity will greatly assist this aspect of the program.
- Source funding using partners.

Emergency Response
- Analysis of impacts of various man made and natural disasters. Identify best practice. Support local and national preparedness and response actions. Serve as contact and information centres for visitors and for Travelism stakeholders.
- The format of support is adaptable for different communities – urban, rural, island, etc. – but within this commonly included framework. The reality is that the scale, scope, speed and diversity of Green Growth & Travelism change requires glocal focus – local application of global principles.
SUN has an integrated cultural program component, with dedicated support that will help communities to bring climate and SDG response into their local art, music, sport, theatre and museum activities.

This will be strongly linked with Travelism, providing a platform for cross cultural knowledge-building and sharing. There will be significant support with digital connectivity and through SUN cultural partners.
In recent years the number of man-made and natural disasters has intensified and the impacts increased. Climate change will accentuate this.

Travellers pose special challenges in terms of safety, international links, housing and repatriation.

SUN has built-in elements in its connectivity and training that provides communities with an additional line of defence. It builds links with global Travelism defence systems and provides expertise to help response.
SUN concentrates on community-based Green Growth & Travelism transformation by:

- Focused research based on proven leadership development initiatives
- Emphasis on the intersect of climate resilience and SDG
- Linkages across silos and sectors
- Partnerships for technology, green support services, impact investment for small business
By leveraging data bases, utilising platforms, connecting through the cloud and engaging smart committed young researchers/communicators the SUN Program provides significant added value.

This reverberates within the community, intensifying over time and spreading around the SUN Network.
SUN has a lean functional organization. Its chair and board establish policy and approve strategic and tactical game plans, which are executed by a small secretariat, which builds network partnerships with communities seeking to join the SUN Program.

SUN-ARKS are owned and operated within a community-specific structure, with continuing support from the SUN Network.

SUN Central, the SUN-ARK in the National Park “Hoge Kempen” manages network growth, partnerships, links to the UN System, etc. It ensures technology and personnel support, as well as helping to secure finance.
The first SUN-ARK will be launched in Limburg, Belgium in the National Park Science Project in December 2015, at the time of the Paris Climate Summit.

During 2016 it is planned to place one SUN-ARK in each UN region.

Thereafter, rollout will be based on anticipated global demand, with at least one in each state by 2020.
The SUN Program is a low cost/high return option for any community and its stakeholders.

Each unit is fully equipped with technology for data management. It has partners for research, innovation and financing. It also has a selection, training and support framework for the SUN Smart Community Team.

A one-time cost for the connected SUN-ARK building is $250,000. This includes set-up and start-up. The SUN Team will be post-graduate local students. Two scholarships at $30,000 a year and a Team Leader at $40,000. They will be for 2-year terms and renewable.

Basic support from SUN Central is $50,000 per year.

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### SUN-ARK Costs per Unit

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<thead>
<tr>
<th>Costs per Unit</th>
<th>Year 1</th>
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<tbody>
<tr>
<td>Manufacturing &amp; start-up (1 time)</td>
<td>$250,000</td>
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<tr>
<td>SUN Team per annum</td>
<td>$100,000</td>
</tr>
<tr>
<td>SUN Central Support</td>
<td>$ 50,000</td>
</tr>
<tr>
<td><strong>Total Costs year 1</strong></td>
<td><strong>$400,000</strong></td>
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<tr>
<td><strong>Total Costs year 2 and onwards</strong></td>
<td><strong>$150,000</strong></td>
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The cost for 2016 global coverage for six locations is $1.5 million for SUN-ARKs and $900,000 for SUN Teams and central SUN support.
The SUN program is operated by a not-for-profit foundation established in Belgium in 2010. It will provide the basic global support for the system and is seeking funding from sponsors and patrons.

It is working with local communities and stakeholders to source funds for SUN-ARKit. This includes:

- PPP – Global, Regional, Local
- Sponsors, Impact Investors
- Crowdfunding & Voluntourism
- Fees and Donations
SUN collaborators have been analysing and implementing Green Growth & Travelism projects on all continents over the past 20 years – with public & private sector partners.

This has resulted in books, journal articles, development models and other tools. They form a base which will encourage and attract Green Growth techniques, technology, innovation and finance.

We are committed to creating a university linked research framework that adds value to existing research inside and outside the Travelism sector, and builds bridges to Green Growth transformation.
We are building a coalition of individuals and organizations who share our vision and mission. For background see the SUN website.

They help to guide the thinking and action, as well as spreading the message and ensuring good governance.

We will extend this coalition to help support the SUN Program in countries and communities around the world and are open to initiatives for like-minded collaboration.
Our Partners in the private, academic and civil society sectors support SUN's vision and goals.

Some will contribute to the spread of the SUN Network.

Some will provide services that support Green Growth via the Travelism sector and can be easily delivered with SUN.

Some will give academic underpinnings to the program.

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Delivering on Climate Change and the SDGs through Green Growth & Travelism

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