



SUN^x (Strong Universal Network www.thesunprogram.com) is a program started 4 years ago as a legacy for our friend and mentor Maurice Strong, father of global sustainable development. **Co-founders, with Hanne Strong, are Geoff Lipman (EU/ former Exec Director IATA: President WTTC: Assistant S-G UNWTO) Felix Dodds (US/ former Secretary Stakeholders Forum; author. Jinfeng Zhou (China/ S-G China Biodiversity Conservation & Green Development Fund. It has a [Global Advisory Council](#) of 70 thought leaders across the Travel & Tourism Sector.**

It's managed through a Belgian not for profit, with the goal of being a catalyst to help the sector transform to the **New Climate Economy** in the context of the Paris Accord and SDG 13. We have developed three main activity lines:

[“Plan For Our Kids”](#) to create 100,000 STRONG Climate Champions by 2030 to be a voice for transformation.

[“SUN^x Network”](#) of cloud connected, Innovation / Resilience Centres for Community Outreach

[“Climate Friendly Travel Portal”](#) to aggregate key data to support the concept of measured/green/2050 proof structures for sustainable travel.

We believe, only the next generation can make the tough changes necessary to respond to eXistential Climate Change. This will take many years & will be systemic - country by country, community by community. The New Climate Economy, Paris Accord & SDG 13 is a base framework. We are creating a basis for progressive response, linking universities & business CSR, with a web portal & analytical support.

We are also building SDG 17 Partnerships - with organizations, universities, businesses to advance the program **and we have 3 key signature projects.**

- A Think Tank and Strong China Lecture on Climate Friendly Travel.
- An African Earth Lung to help protect the Congo Rainforest.
- A Blockchain based exploration of carbon accounting for travellers.

We are exploring how to create an anchor base in Hasselt University in Belgium, to place the central node of the SUN^x Network in Limburg, in close affiliation with the University We are instituting another in Naples Italy, with IRISS (the Italian Research Centre for Sustainable Services) and t-Forum linking academia and business.

We have pivotal alliances with:

- **CBCGDF** (China Biodiversity Conservation and Green Development Fund.) in Beijing to advance SUN^x in China and OBOR countries
- **ECPD** (European Centre for Peace & Development) Belgrade where we have helped launch a [book profiling Maurice Strong's pivotal contribution to global sustainable development](#) - which shows how SUN^x relates to Maurice' vision.
- **Earth Focus Foundation** in Geneva – to promote Plan For Our Kids in schools.

We have achieved all of this with a small staff, with creative network outreach, particularly in academia and largely self-funded. **But we know that if we are to go to scale, even as a catalyst, we need to expand our horizons** and find new financing and structural resources. We have developed proposals to achieve this, with modest CSR based seed sponsorship and impact investment.