



**SUN – the Strong Universal Network** was inspired by my friend and mentor - the late Maurice Strong. The visionary who led many historical sustainable development initiatives, including the 1992 Rio Earth Summit and its Agenda 21 implementation framework.

**Maurice died almost a year ago** – on the eve of the Paris Climate Summit. He spent 60 years of Global Sustainability Leadership and 20 years of collaboration on Green Growth & Travelism, with myself & other colleagues. SUN is a legacy to Maurice, his friendship and above all his vision.

**SUN - Strong Universal Network - is a new movement** for Tourism destinations & stakeholders to build Climate Resilience in line with targets of the Paris Agreement (and Sustainable Development Goal - 13) through *“Impact-Travel”*

**SUN is about Climate Change because it is *existential*** - if we don't act now to fix our fossil fuel addiction our grandchildren will freeze or fry. And because the necessary response to 17 SDG's (with 169 Targets and 304 Indicators) will cloud the ticking time-bomb reality of Climate Change. The intensity will accelerate over coming decades, as the world community crafts a progressive, shared response.



**Impact-Travel is a vision of sustainable Travel & Tourism** that recognizes, measures and manages its positive and negative impacts coherently. It has Green Growth at the core, low carbon, nature based “re-connection” and cyber-human connectivity integrated in line with the World Economic Forum’s 4<sup>th</sup> Industrial Revolution framework.

**SUN is *Glocal*** because big Global deals then have to be implemented over many years locally. This means measurement and management We have 35 years. The clock is ticking.



**We have framed a low cost, solar powered, web connected support system** - a network of solar powered, technology driven Centres, Hubs and Spokes - that every community can readily access, to help shape climate adaptation through Impact-Travel.

**SUN Centres are prefabricated, solar powered, out of a box change focal points** – they range from big enough to house a town hall meeting and small enough for a data communications outlet. They will be low cost, easily erected & instantly on.

**SUN will also deploy a scalable, cloud connected, mobile ready, Data Management and Solutions Platform.** It enables identification, curation and harmonization of climate focused content / data. It includes Road Mapping, Visioning, Impact Investment and Certification etc. At its core will be a unique Decision Support System (DSS) providing for full life-cycle / tracking of Impact Travel strategies.

**SUN will initially establish three Centres in 2017** (The International Year of Sustainable Tourism for Development) with its global centre in the Hoge Kempen National Park in Belgium, linked to Hasselt University's Science Research Unit, its technology centre in Ireland and a roving mobile centre.

**A further expansion of the network will see 5 more linked Centres by 2018**, covering UN regions, with global deployment envisaged for 2020 and the Green Growth focused Expo 2020.

**SUN is supported and managed by a Belgian *Green Growth & Travelism Institute (GGTI)*** with a small management team and likeminded committed partners around the world.

**We are spearheading SUN to underscore the reality of Climate Change** and the imperative of rapid, continuous response. it has been financed by its Founders to start up. Now we need supporters, partners and sponsors – we are actively seeking Impact Investment.

**This is a long road, but we have a great Paris Climate Framework as a starting point. And SUN will be there to help shape a positive Impact-Travel response.**