



SUN^x Malta brings “Climate Friendly Travel” Revolution to ITB

Under the banner of “A Plan For Our Kids”, Leslie Vella and Prof. Geoffrey Lipman, Chair and President of SUN^x Malta (Strong Universal Network), will discuss in open forum the initiative of the **Government of Malta, under Tourism and Consumer Protection Minister Julia Farrugia Portelli**, to create a **global Centre for “Climate Friendly Travel”** ~ *measured to manage: green to grow: 2050 proof to meet the Paris 1.5° Climate Targets*. The Centre will action the 50-year vision of Maurice Strong, father of sustainable development, for Travel & Tourism to respond powerfully to the climate crisis.

They will also present the results of their first **Annual Climate Neutral 2050 Review** of the Travel & Tourism Sector co-published with WTTC; as well as the **Ambitions Registry** that Malta will host to encourage intensified company and community carbon reduction in line with the Paris Accords and the EU Green New Deal.

The session has been designed to be topical, lively and interactive