

“The Long March Started with a Small Step”

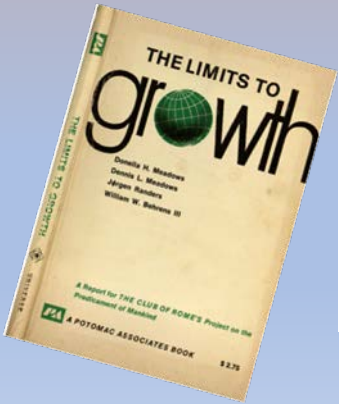
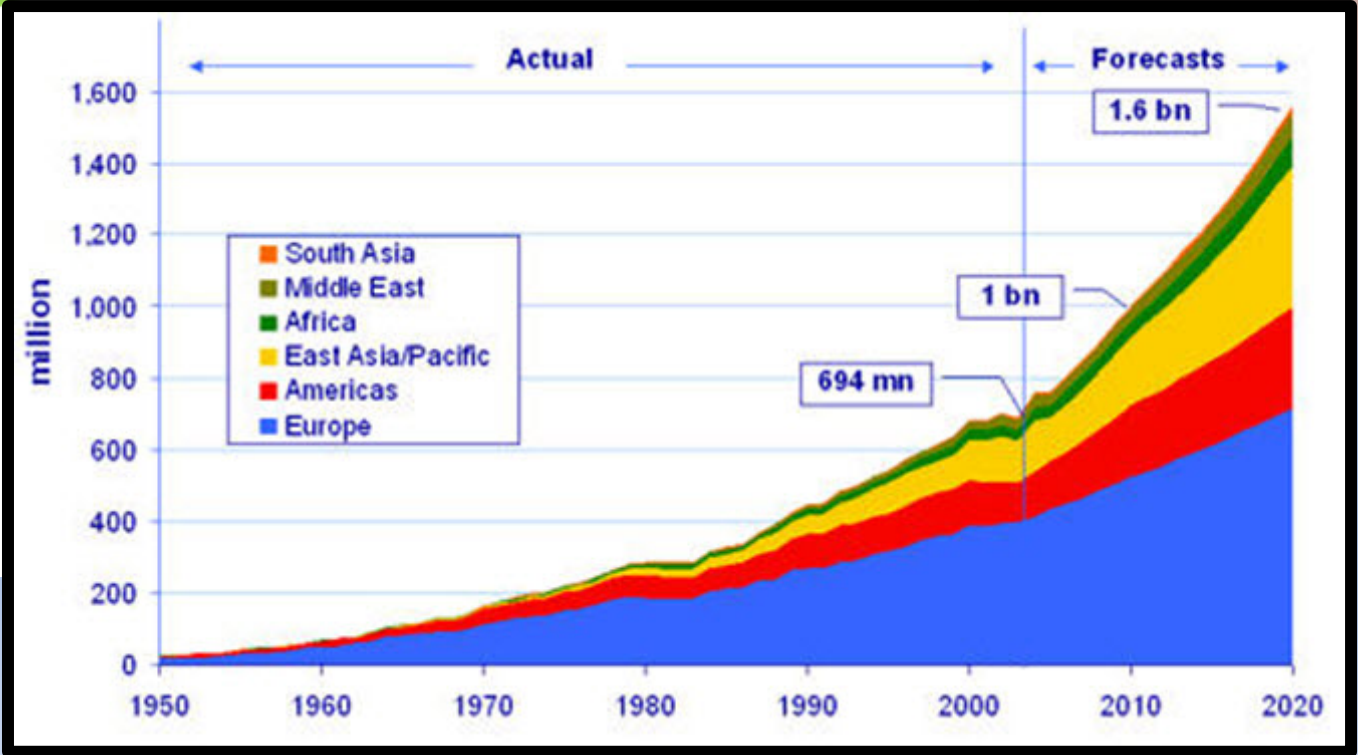
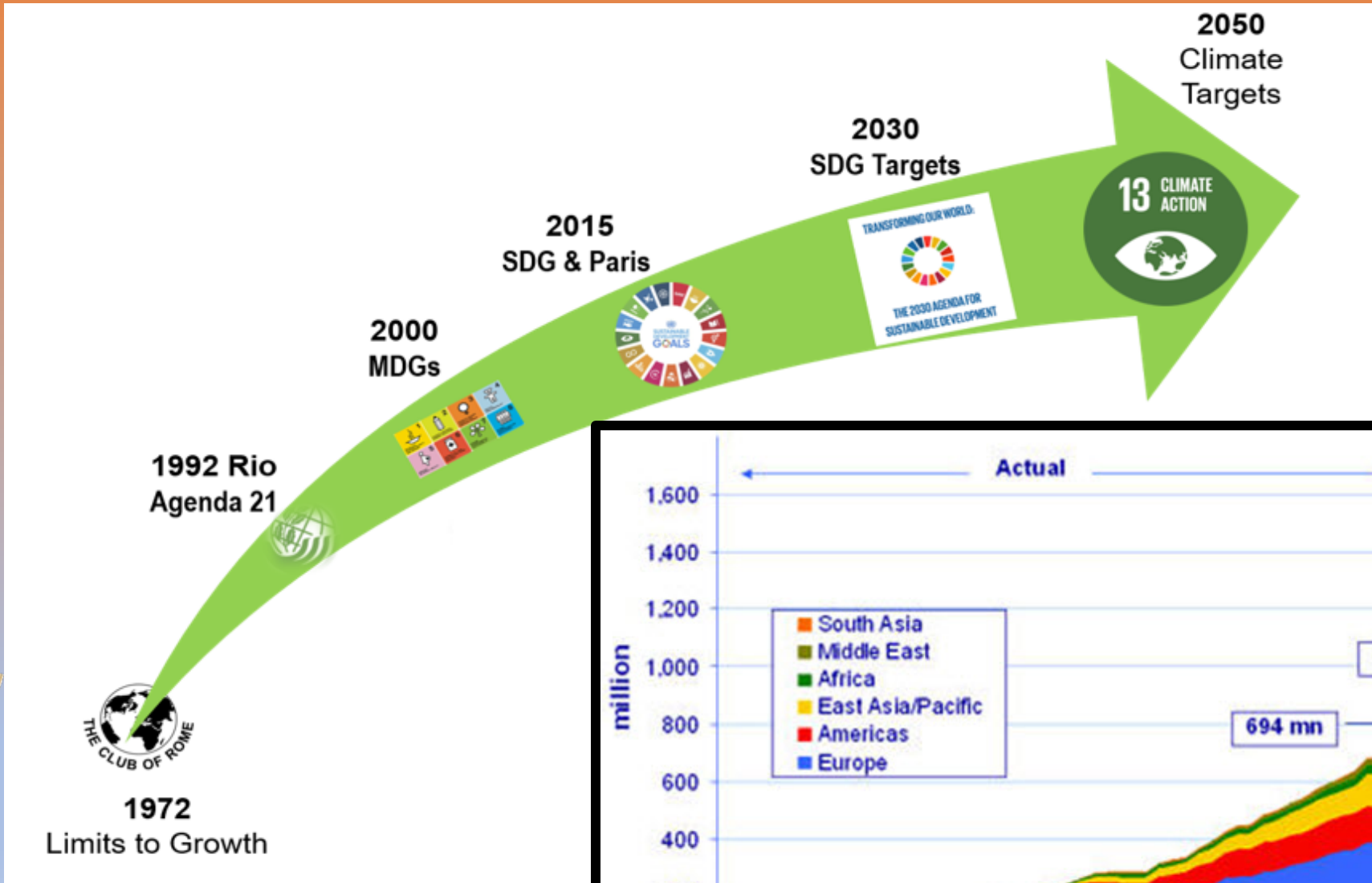




Reflections

"My personal experience with travel and the environment have been integral to my own life. It is out of my own experiences that I have become so firmly committed to the systemic relationship between the environment and green travelism and indeed the imperative for this sector to fulfil its leadership destiny through the transition to green travelism"

Maurice Strong 1929 - 2015



Travel Ecosystem



5 – 10% Economy

5% - 8% CO₂

1.3 billion International trips X 2 every 15 years

Trade

Investment

Development

Understanding

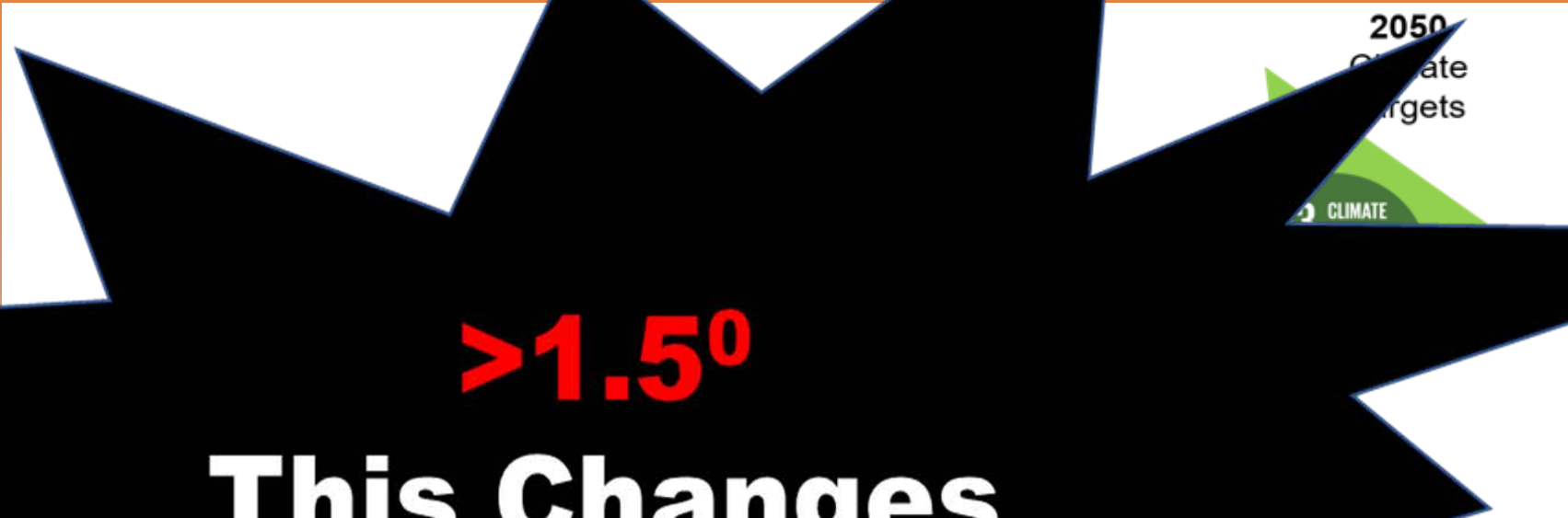
Domestic 80%

Jobs

Infrastructure

SME 80%





>1.5°

This Changes Everything

eXistential !!!



Support for THE CLUB OF BOWEN'S Project on the
Production of Methanol
A POTOMAC ASSOCIATES BOOK 112%

Triple
Bottom Line
Economic / Social /
Environment

Quadruple
Bottom Line
Climate / Economic
Social / Environment

1970

2015

2050

Classic Tourism
Grow / Market /
Promote / Sustain

Impact-Travel
Measured / Green Growth /
2050 Proof

- **Strengthen Resilience Systems,**
- **Intensifying Performance Targets,**
- **All Markets, Communities and Consumers**
- **All Production, Consumption & Investment**
- **Changes need “glocal” action plans.**

- **Reassess Impacts**
- **Upgrade Metrics**
- **Advance Green Growth**
- **Support Green Jobs**
- **Access Green Funds**
- **Spread Good Practice**
- **Reach Out of the Silo**
- **Digitally Track**
- **Boost Education**

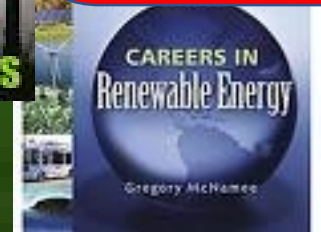
Transformation

- Product
- Markets
- Consumer
- Supply Chain
- Distribution
- Brand
- Investment

Sustainable
Tourism
+
Sustainable
Transport
+
Sustainable
Communities

Committed
Governance
+
Committed
Industry
+
NexGen
Education

Innovation + Finance



Past is Prologue ~ Future is Impact-Travel



- **Measured**
- **Green Growth**
- **2050 Proof**



1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION	14 LIFE UNDER WATER	15 LIFE ON LAND	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS	SUSTAINABLE DEVELOPMENT GOALS

17 Goals
169 Targets
200+ Indicators

- **Low Carbon**
- **Inclusive**
- **Resource Efficient**
- **Biodiversity Sensitive**



2030

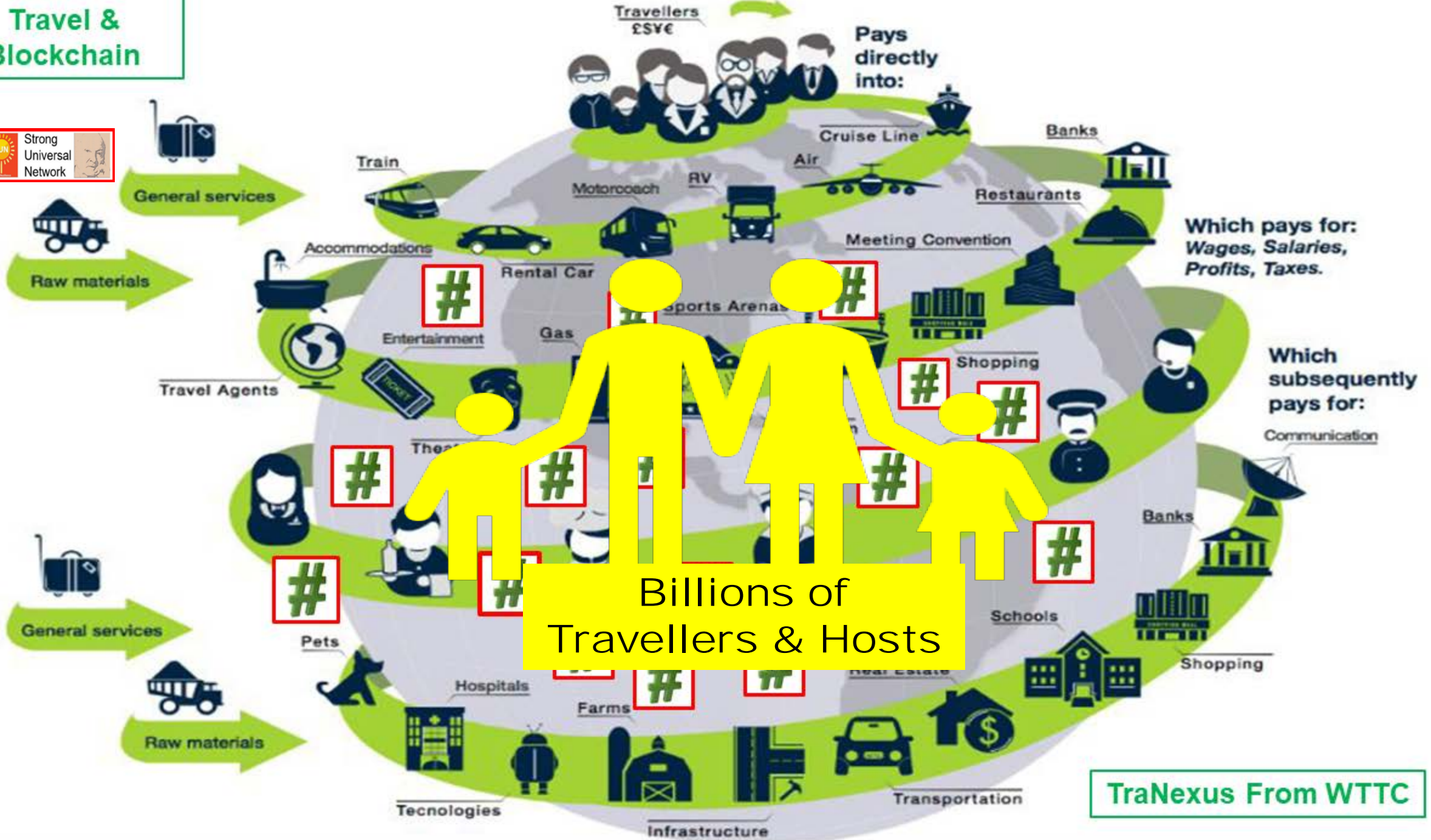
**Connected
SUN^x
Climate
Resilience
Centres in
every
Country**

+

**100,000
Graduate
Climate
Champions**



Travel & Blockchain



Pays directly into:

Which pays for:
Wages, Salaries,
Profits, Taxes.

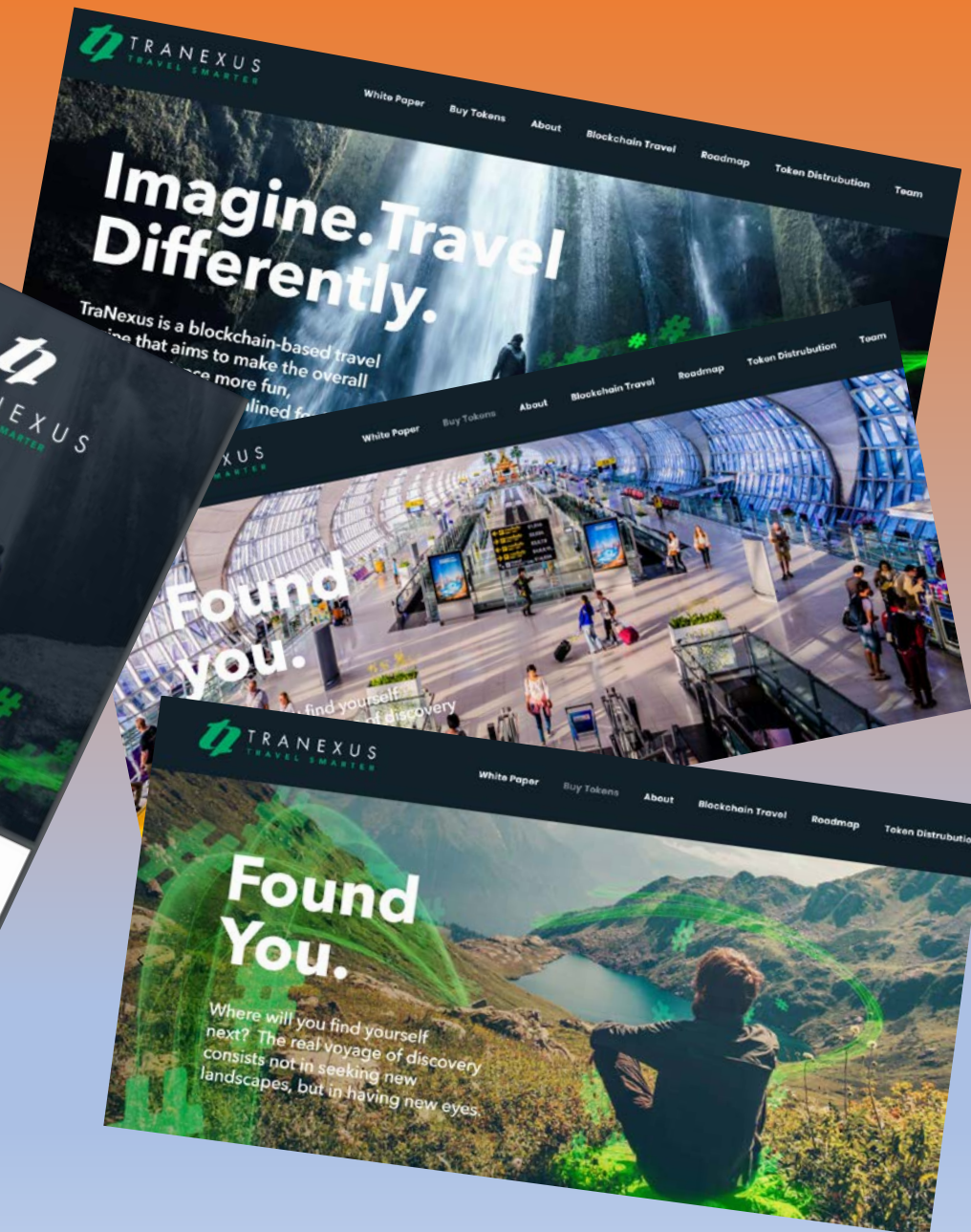
Which subsequently
pays for:
Communication

Billions of
Travellers & Hosts

TraNexus From WTTC

TraNexus

- New Travel Blockchain
- Linked Crypto Currency
- Traveller and Community Centric
- Supporting Green Transformation
- www.tranexus.com



Making Travel ~ Easier, Better Value, Greener and More Fun

