



2026

Plan For Our Kids

CLIMATE FRIENDLY TRAVEL ACTION PLAN Template

Your Climate Action Journey

Provided by The SUNx Program
www.thesunprogram.com



Introduction

Climate change is going to have severe consequences for tourism business. Rising sea levels and intensifying storms can flood coastal properties, erode beaches that attract visitors, and damage critical infrastructure. Droughts can lead to water shortages, straining the ability to maintain amenities and services. Shifting weather patterns can disrupt peak seasons and visitor flows, affecting revenue.

These impacts are already happening, and without a solid Climate Action Plan, Tourism Business will suffer major losses.

But assessing risks and adapting isn't just about defense – it's a chance to reimagine your business for a more **Climate Friendly Travel (CFT)** future. As you evaluate your vulnerabilities and develop action areas, you can also identify opportunities to reduce your environmental footprint, improve resource efficiency, and engage your clients and staff in supporting climate solutions.

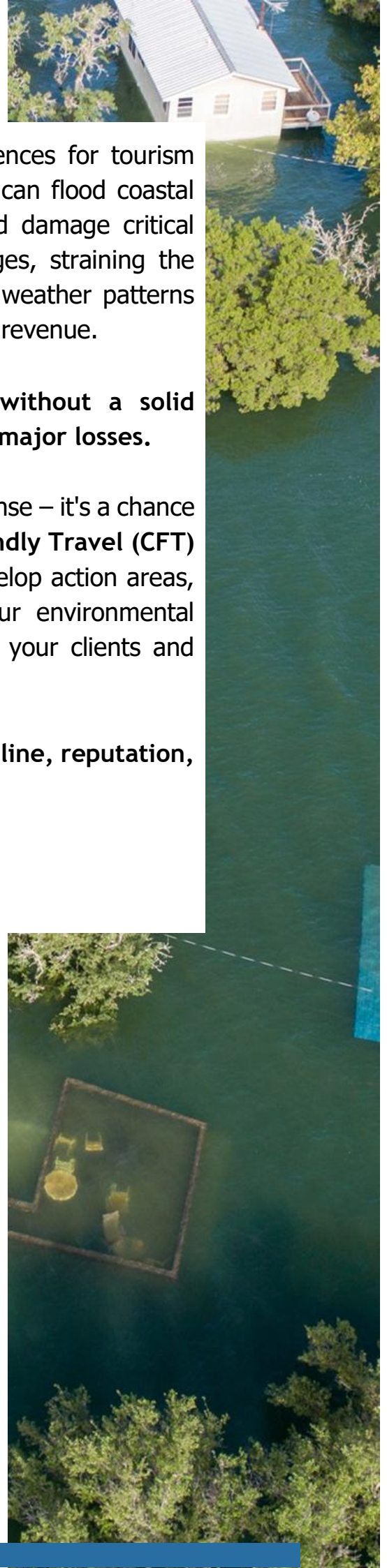
Building a CFT Action Plan protects your bottom line, reputation, and long-term viability.

The Climate Action Plan Template

This template helps Tourism Businesses develop their tailored **Climate Action Plan** to engage in Climate Friendly Travel (CFT).

The idea is to **decouple** tourism growth from emissions and become **climate ready** by focusing on the three pillars of **Paris 1.5**, **SDG-Linked**, and **Nature Positive**.

It can help shift your business to prioritise key areas to focus on, to be ready for a Climate Friendly Travel future.



Background on the Climate Friendly Travel Framework

What is CFT?

Climate Friendly Travel (CFT) is an approach to tourism that aims to better prepare for the impact of **Climate Change** while supporting the **UN Sustainable Development Goals (SDGs)** and becoming **Nature Positive**.

The CFT Framework we use to develop the Climate Action Plans is built upon **three key pillars**:

- **Paris 1.5** focuses on helping tourism businesses to align with the **Paris Climate Agreement**. This involves building resilience to climate impacts and reducing greenhouse gas emissions.
- The **SDG-Linked** pillar seeks to incorporate the **United Nations Sustainable Development Goals (SDGs)**.
- **Nature Positive** emphasises the **protection and restoration** of ecosystems, biodiversity and wildlife.

The CFT Framework helps to provide a structured approach for tourism businesses to develop and implement strategies aligned with these three pillars. It recognizes the need for urgent action to address the climate crisis and the global sustainability effort.



How can your Tourism Business become Climate Friendly?

The CFT Framework includes **12 action areas** for tourism businesses which are grouped into three pillars: **Paris 1.5**, **SDG Linked** and **Nature Positive** acting as a **guide** towards developing your own CFT Action Plan.

PARIS 1.5	1. Climate Risk & Resilience
	2. Energy Efficiency
	3. Low-Carbon Transport
SDG LINKED	4. Water Consumption
	5. Waste Reduction
	6. Local Sourcing
	7. CFT training
	8. Community Engagement
	9. CFT Commitment
NATURE POSITIVE	10. Habitat & Wildlife
	11. Guest Participation
	12. Sustainable Suppliers

Each action area has a clear description and further information on why it is important. We recommend using this framework and find additional support by using the [Research Platform](#) accessible at the [SUNx Program site](#).



We offer a low-cost support system to help your business start their climate action journey. Whether you need expert feedback on an existing Climate Action Plan or a fully developed plan tailored for immediate implementation, our team is here to guide you every step of the way.

Executive summary

Compile an executive summary for this plan that includes your company name, location, main climate challenges identified, key priorities this plan addresses and a vision/commitment statement.

PILLAR ONE

Paris 1.5 Action Areas



PARIS2015
UN CLIMATE CHANGE CONFERENCE
COP21·CMP11

The first Three Action Areas require tourism businesses to assess their climate risks and develop urgent responses as well as improve energy efficiency, and integrate low-carbon transportation. These actions prepare tourism businesses to deal with climate change while decarbonizing.



Action 1: Climate Risk and Resilience	Current Status → This is where you describe what your company is already doing in this action area.
	Why is this important? (You can delete this section after reading it)
	Climate change poses direct and serious threats to tourism businesses like yours. Climate Risk Consequences Rising sea levels and intensifying storms can flood coastal properties, erode beaches that attract visitors, and damage critical infrastructure. Droughts can strain water resources, making it difficult to maintain facilities and services. Shifting weather patterns and temperatures can shorten peak seasons and alter traditional visitor flows, affecting your bottom line. Furthermore, heat waves can debilitate tourists and strain water resources, increasing energy and water costs and making it difficult to maintain facilities and services. Climate Risk Assessment and Resilience Plans Conducting a thorough risk assessment allows you to identify your business's specific vulnerabilities and take targeted actions to minimize potential losses. Investing in climate resilience measures – such as fortifying structures, improving drainage systems, installing water-saving technologies, increasing insurance, diversifying your offerings, and establishing emergency response plans – is crucial for the long-term viability and competitiveness of your business. By proactively identifying and managing risks, businesses can save on potential repair costs, maintain business continuity, and protect their assets and reputation in the face of increasing climate hazards and extreme weather.

Next steps

Actions Planned

Every **pillar** should have a **set of actions** that guide the company forward, and each action should be designed around the **four key elements**:

- **Why?** → The reason for taking this action (link to risks, benefits, Paris 1.5, climate goals).
 - Example: Protect staff, guests, and assets from sea level rise and flooding, etc.
- **How?** → The method or strategy to implement it (training, technology, partnerships, policy, infrastructure, etc.).
 - Example: Develop a disaster management plan; restore mangroves for coastal protection, etc.
- **Goal/Target** → A specific, measurable objective with a timeline.
 - Example: Complete a full risk assessment and preparedness plan by 2026.
- **KPI** → The indicator(s) you will track to measure success.
 - Example: Existence of disaster plan; number of mangroves planted per year, etc.

PILLAR ONE

Paris 1.5 Action Areas



PARIS2015
UN CLIMATE CHANGE CONFERENCE
COP21·CMP11

Action 2: Energy Efficiency	Current Status → <i>This is where you describe what your company is already doing in this action area.</i>
	Why is this important?
	Increasing renewable energy and becoming energy efficient reduces greenhouse gas emissions. Reducing energy consumption can lead to significant cost savings for tourism businesses. With energy often being one of the largest operating expenses, implementing energy efficiency measures and investing in low-carbon technologies can lower utility bills, improve profitability, and enhance competitiveness.
	Next Steps
Actions Planned Every pillar should have a set of actions that guide the company forward, and each action should be designed around the four key elements : ➤ Why? → The reason for taking this action (link to risks, benefits, Paris 1.5, climate goals). ○ Example: Reduce carbon footprint and operating costs, etc. ➤ How? → The method or strategy to implement it (training, technology, partnerships, policy, infrastructure, etc.). ○ Example: Install solar panels; introduce energy management system (EMS), etc. ➤ Goal/Target → A specific, measurable objective with a timeline. ○ Example: Generate 25% of electricity from solar by 2027, etc. ➤ KPI → The indicator(s) you will track to measure success. ○ Example: % of renewable energy in total mix; kWh per guest night, etc.	

Action 3: Low Carbon	Current Status → <i>This is where you describe what your company is already doing in this action area.</i>
	Why is this important?
	Increasing client use of low-carbon transport reduces the carbon footprint associated with their travel. By providing EV charging infrastructure, offering incentives for low-carbon transport use, and partnering with local providers,

Transport

businesses can enhance their green reputation, attract new customers, and potentially generate additional revenue streams.

Next Steps

Actions Planned

Every **pillar** should have a **set of actions** that guide the company forward, and each action should be designed around the **four key elements**:

- **Why?** → The reason for taking this action (link to risks, benefits, Paris 1.5, climate goals).
 - Example: Reduce emissions from guest and staff transport, etc.
- **How?** → The method or strategy to implement it (training, technology, partnerships, policy, infrastructure, etc.).
 - Example: Provide EV charging stations; bicycle rentals; electric shuttle service, etc.
- **Goal/Target** → A specific, measurable objective with a timeline.
 - Example: 20% of guest arrivals use low-carbon options by 2028.
- **KPI** → The indicator(s) you will track to measure success.
 - Example: % of guests/staff using low-carbon transport.

PILLAR TWO

SDG-Linked Action Areas

The Six Action areas under the SDG-Linked pillar cover various aspects of CFT operations. These actions align with multiple **Sustainable Development Goals**, including SDG 4, SDG 6, SDG 8, SDG 11, SDG 12, SDG 13, SDG 14, SDG 15 and SDG 17. Tourism businesses can enhance their reputation through these action areas, attract conscious travelers, and contribute to achieving sustainable development.



	Current Status → This is where you describe what your company is already doing in this action area.
	Action 4:
	Why is this important?
	Water Consumption Reducing water consumption conserves natural resources, lowers operating costs, and supports sustainable development (SDG 6 Clean Water and Sanitation, SDG 12 Responsible Consumption and Production). Reducing water consumption can result in direct cost savings (lower water bills) by implementing water-efficient technologies, fixing leaks, and encouraging client's awareness of water issues. In water-scarce destinations, demonstrating responsible water management can also help business maintain their license to operate and avoid potential conflicts with local communities.
	Next steps
	Actions Planned Every pillar should have a set of actions that guide the company forward, and each action should be designed around the four key elements : ➤ Why? → The reason for taking this action (link to risks, benefits, SDGs). ○ Example: Avoid water scarcity, reduce costs, protect local supply etc. ➤ How? → The method or strategy to implement it (training, technology, partnerships, policy, infrastructure, etc.). ○ Example: Install greywater recycling system; fit low-flow taps; pool covers, etc.

	➤ Goal/Target → A specific, measurable objective with a timeline. ○ Example: Reduce water consumption by 30% per guest night by 2027. ➤ KPI → The indicator(s) you will track to measure success. ○ Example: Litres of water used per guest night.
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	Current Status → <i>This is where you describe what your company is already doing in this action area.</i>
Action 5:	Why is this important?
Waste Reduction	Reducing waste supports sustainable development and aligns with circular economy (SDG 12 Responsible Consumption and Production). Minimizing waste can lead to cost savings by lowering waste disposal fees and improving operational efficiency.
	Next steps
	Actions Planned Every pillar should have a set of actions that guide the company forward, and each action should be designed around the four key elements: ➤ Why? → The reason for taking this action (link to risks, benefits, SDGs). ○ Example: Minimize landfill, protect marine environment, reduce costs, etc. ➤ How? → The method or strategy to implement it (training, technology, partnerships, policy, infrastructure, etc.). ○ Example: Introduce zero single-use plastic policy; improve waste segregation, etc. ➤ Goal/Target → A specific, measurable objective with a timeline. ○ Example: Divert 90% of waste from landfill by 2028. ➤ KPI → The indicator(s) you will track to measure success. ○ Example: % waste diverted; kg of food waste per month.

PILLAR TWO:



THE GLOBAL GOALS

SDG-Linked Action Areas

Action 6: Local Sourcing	Current Status → This is where you describe what your company is already doing in this action area.
	Why is this important?
	Sourcing local reduces transportation emissions and supports local economies. Sustainable sourcing promotes responsible production methods (SDG 12 Responsible Consumption and Production, SDG 8 Decent Work & Economic Growth). Local procurement can reduce transportation costs, support the local economy, and contribute to a unique and authentic client experience. Sustainable sourcing can also mitigate supply chain risks, meet growing consumer preferences for environmentally and socially responsible products, and enhance the business's sustainability profile.
	Next steps
	Actions Planned Every pillar should have a set of actions that guide the company forward, and each action should be designed around the four key elements: ➤ Why? → The reason for taking this action (link to risks, benefits, SDGs). ○ Example: Support local economy, reduce transport emissions, enhance guest experience, etc. ➤ How? → The method or strategy to implement it (training, technology, partnerships, policy, infrastructure, etc.). ○ Example: Partner with local farmers; create "Sustainable Local Cuisine" menu, etc. ➤ Goal/Target → A specific, measurable objective with a timeline. ○ Example: 50% of food sourced locally by 2026. ➤ KPI → The indicator(s) you will track to measure success. ○ Example: % of food/beverage spend on local suppliers.

	Current Status → This is where you describe what your company is already doing in this action area.
	Why is this important?

Action 7:**CFT
Training**

Employee training raises awareness and embeds sustainability practices across all business' operations (SDG 4 Quality Education, SDG 12 Responsible Consumption and Production). Trained employees are better equipped to identify and implement cost-saving opportunities, such as energy and water efficiency measures. They can also provide better service to sustainability-minded clients, leading to increased satisfaction and loyalty. A knowledgeable and engaged workforce can help drive innovation and continuous improvement in the business's CFT performance.

Promoting equity and inclusion can help business attract and retain a diverse workforce, which has been shown to improve business performance and innovation. This aligns with SDG 10 Reduced Inequalities and supports ethical business practices.

Next steps**Actions Planned**

Every **pillar** should have a **set of actions** that guide the company forward, and each action should be designed around the **four key elements**:

- **Why?** → The reason for taking this action (link to risks, benefits, SDGs).
 - Example: Staff are key to driving change and guest awareness, etc.
- **How?** → The method or strategy to implement it (training, technology, partnerships, policy, infrastructure, etc.).
 - Example: Enroll staff in CFT training; establish a Green Team, etc.
- **Goal/Target** → A specific, measurable objective with a timeline.
 - Example: 100% of staff trained by 2026.
- **KPI** → The indicator(s) you will track to measure success.
 - Example: % of staff trained; number of Green Team initiatives per year.

PILLAR TWO:

SDG-Linked Action Areas



THE GLOBAL GOALS

Action 8: Community Engagement	Current Status → <i>This is where you describe what your company is already doing in this action area.</i>
	Why is this important?
	Community engagement supports local development, stakeholder relationships and aligns with SDG 11 Sustainable Cities and Communities. Engaging with local communities can provide numerous benefits for companies. Building strong relationships and partnerships can help secure local support, improve the business's reputation, and enhance the client experience through authentic exchanges.
	Next steps
	Actions Planned Every pillar should have a set of actions that guide the company forward, and each action should be designed around the four key elements: ➤ Why? → The reason for taking this action (link to risks, benefits, SDGs). ○ Example: Ensure tourism benefits are shared; preserve culture, etc. ➤ How? → The method or strategy to implement it (training, technology, partnerships, policy, infrastructure, etc.). ○ Example: Develop community-based eco-tourism tours; support local schools. ➤ Goal/Target → A specific, measurable objective with a timeline. ○ Example: Launch 2 community programs by 2027. ➤ KPI → The indicator(s) you will track to measure success. ○ Example: Number of community projects supported; \$ invested locally.

	Current Status → <i>This is where you describe what your company is already doing to promote the business's commitment to Climate Friendly Travel through the CFT eco-badge, engagement with CFT events, Chapter leaders</i>
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Action 9: CFT Commitment	and Partner Solutions.	
	Why is this important?	
	The tourism business can effectively communicate its CFT initiatives to clients, stakeholders, and the wider community, contributing to SDG 17 (Partnerships for the Goals). This commitment not only enhances the business's reputation as a socially responsible company but research shows a number of clients are looking for this kind of tourism offer. Effective marketing of your CFT commitment can help differentiate you from the competition and capture a larger share of the growing green market. Also, showcasing your dedication to CFT can generate positive media attention and word-of-mouth recommendations, ultimately driving increased bookings and revenue for the company.	
	Next steps	
	Actions Planned Every pillar should have a set of actions that guide the company forward, and each action should be designed around the four key elements: ➤ Why? → The reason for taking this action (link to risks, benefits, SDGs). ○ Example: Increase transparency and attract responsible travelers, etc. ➤ How? → The method or strategy to implement it (training, technology, partnerships, policy, infrastructure, etc.). ○ Example: Publish CAP on website; join SUNx community; display eco-label. ➤ Goal/Target → A specific, measurable objective with a timeline. ○ Example: CAP published and certification achieved by 2025. ➤ KPI → The indicator(s) you will track to measure success. ○ Example: Public CAP available; membership/certification status.	

PILLAR THREE:



Nature Positive Action Areas

Nature Positive is a way to describe steps on the path to full nature recovery. Being nature-positive means reversing the current declines in biodiversity so that species and ecosystems recover and thrive.

The final Three action points focus on the Nature Positive pillar, which aims to protect and preserve the natural environment through actions such as habitat & wildlife protection, client engagement in conservation activities, and collaboration with sustainable suppliers. By implementing these measures, tourism businesses can actively contribute to biodiversity conservation, minimize their environmental impact, and make their business Nature Positive. This section works towards SDG goals, 14 : Life below water and 15 : Life on land.



Action 10: Habitat & Local Wildlife Protection	Current Status → This is where you describe what your company is already doing in this action area.
	Why is this important?
	Protecting and preserving the local habitat and wildlife not only supports biodiversity conservation but also provides numerous benefits for the business. By minimizing your impact on the surrounding ecosystem, implementing sustainable practices, and supporting conservation efforts, you can reduce operational costs, enhance reputation, and attract eco-conscious clients. If you have a garden, native plants often require less water, fertilizer, and maintenance, leading to lower landscaping expenses. Providing clients with opportunities to connect with nature responsibly can also improve client satisfaction and increase customer loyalty.
	Next steps
	Actions Planned Every pillar should have a set of actions that guide the company forward, and each action should be designed around the four key elements : ➤ Why? → The reason for taking this action (link to risks, benefits, nature

positive goals).

- Example: Protect natural assets relevant to your area of influence (coral reefs, mangroves, forest, jungle, etc) essential for tourism, etc.
- **How?** → The method or strategy to implement it (training, technology, partnerships, policy, infrastructure, etc.).
 - Example: Partner with NGOs on the specific natural asset to do something together.
- **Goal/Target** → A specific, measurable objective with a timeline.
 - Example: Restore 2 hectares of (*mangroves*) by 2030.
- **KPI** → The indicator(s) you will track to measure success.
 - Example: Hectares restored; # of coral nurseries established.



PILLAR THREE:

Nature Positive Action Areas

Action 11: Client participation	Current Status → This is where you describe what your company is already doing in this action area.
	Why is this important?
	Engaging clients in conservation activities promotes awareness, education, and participation in protecting the environment. Offering nature-based experiences and conservation activities can help you differentiate your business and tap into the growing ecotourism market. These offerings can attract environmentally conscious travelers, increase length of stay and spending, and provide a unique selling proposition. By supporting conservation efforts, you can also contribute to the protection of the natural assets that underpin your business.
	Next steps
	Actions Planned Every pillar should have a set of actions that guide the company forward, and each action should be designed around the four key elements : ➤ Why? → The reason for taking this action (link to risks, benefits, nature positive goals). ○ Example: Guests expect meaningful eco-experiences and can contribute to impact, etc. ➤ How? → The method or strategy to implement it (training, technology, partnerships, policy, infrastructure, etc.). ○ Example: Offer beach clean-ups, biodiversity walks, plastic-free kits, etc. ➤ Goal/Target → A specific, measurable objective with a timeline. ○ Example: 50% of guests engage in at least one eco-activity by 2028. ➤ KPI → The indicator(s) you will track to measure success. ○ Example: % of guests participating in activities.

Action 12: Sustainable Suppliers Engagement	Current Status → This is where you describe what your company is already doing in this action area.
	Why is this important?
	By prioritizing suppliers that adhere to environmental and social standards, your business can reduce their indirect environmental impact, support responsible business practices, and minimize reputational risks associated with unsustainable supply chains. Eco-friendly products often have a lower environmental footprint, reducing resource consumption and waste generation. Collaborating with sustainable suppliers can also lead to innovative solutions, cost savings through resource efficiency, and improved stakeholder relationships. Demonstrating a commitment to sustainable procurement can enhance brand image and attract environmentally conscious clients and investors.
	Next steps
	Actions Planned Every pillar should have a set of actions that guide the company forward, and each action should be designed around the four key elements: ➤ Why? → The reason for taking this action (link to risks, benefits, nature positive goals). ○ Example: Influence supply chain, reduce emissions, promote responsible business, etc. ➤ How? → The method or strategy to implement it (training, technology, partnerships, policy, infrastructure, etc.). ○ Example: Create sustainable procurement policy; require certifications, etc. ➤ Goal/Target → A specific, measurable objective with a timeline. ○ Example: 70% of suppliers assessed for sustainability by 2027. ➤ KPI → The indicator(s) you will track to measure success. ○ Example: % of suppliers meeting sustainability standards.

Action Area Prioritisation

We recommend creating a similar table in Excel, where you can record each action under its corresponding pillar, define your goals and KPIs, and mark whether it is a short, medium, or long-term priority. This table can then be used as a yearly review tool to track progress and measure your achievements against each KPI.

		Priority			KPI1	KPI2	KPI3
Action Area		Short	Med	Long			
PARIS 1.5	1. Climate Risk & Resilience						
	2. Energy Efficiency						
	3. Low-Carbon Transport						
SDG LINKED	4. Water Consumption						
	5. Waste Reduction						
	6. Local Sourcing						
	7. Staff CFT training						
	8. Community Engagement						
	9. Promote CFT Commitment						
NATURE POSITIVE	10. Protect Habitat & Local Wildlife						
	11. Encourage Guest Participation						
	12. Work with Sustainable Suppliers						

Next Steps

This template is meant for Tourism Businesses to focus on the actions most relevant to their specific context and priorities. The [SUNx Research Platform](#) can provide guidance on examples of implementation.



01

Identify areas for improvement

Look through the Toolbox Guide and identify which priority action areas align with the business.



02

Research Platform & Chat Bot

Use the resources provided on the research platform to help develop your CFT Action Plan. If you have questions, use the Dodo Chatbot to help you towards your specific area/commitment.



03

Action or Commitment

Take action or commit to these action areas and communicate this in your CFT Plan B.



04

Upload your CFT Plan B onto the registry

Once you have developed your CFT Action Plan, upload it to the registry for other members and the global community to see what action your business is taking.

For Tourism Businesses that may not have the time or capacity to develop their own Climate Action Plan, our services team can help you with an initial analysis, support call and partnerships facilitated by SUNx through a nominal fee. Contact us at olly@climatefriendlytravelservices.com to find out more.



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We thank you for your support in our efforts
to continue our movement towards Climate
Friendly Travel

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