Maurice Strong
University Network

April 2014
Dedication

To our friend and mentor Maurice Strong – 85 today

For more than half a century, Maurice Strong, as much as anyone on the planet, has been the torchbearer for the cause of sustainable development – as visionary, humanist, teacher, businessman and diplomat, as well as champion global thought and action leader.

His crowning achievement was to curate and manage the 1992 Rio Earth Summit which brought together more than 100 Heads of State to forge a landmark Agenda 21 based consensus, which changed the course of our planet and its people towards a better, brighter and more sustainable future. This in addition to being Secretary General to the first UN Conference on Environment in 1972 and first Executive Director of UNEP.

To celebrate his 85th birthday Barbara Pyle and Frank Melli created a video – “Conversations with Maurice Strong” - which shows the measure of the man and the enduring, game-changing nature of his thinking, action and teaching.

It has been released, with the support of Felix Dodds and Geoffrey Lipman, on the launch today of the attached “Maurice Strong University Network”, which will seek to carry his ideas to a global audience through the medium of Travel & Tourism, which he has always recognized as a force for positive change.

Geoffrey Lipman, Felix Dodds, Barbara Pyle, Frank Melli
Toronto Canada April 29th 2014

http://youtu.be/zbV809xQP0M

www.greengrowth2050.com
Introduction

The Green Growth and Travelism Institute (GGTI) is part of a World Environment University (WEU) concept, envisaged by Maurice Strong, one of the architects of the global sustainable development movement. Mister Strong asked Prof. Geoffrey Lipman, director of greenearth.travel to take responsibility for the Travel & Tourism sector within this framework. He in turn enlisted the support of likeminded colleagues to create an academic structure that could stand alone and be smoothly integrated into the WEU at an appropriate time.

GGTI was established in Brussels (BE) in 2010 as a not-for-profit global foundation that would serve as the organizational base for this work.

GGTI aims to position and support the $6 trillion Travel & Tourism sector as a positive change agent in the paradigm response to the economic, climate and poverty crisis of today, as well as the population and resource challenges of tomorrow.

It is fundamentally different from current tourism networks because of its focus on Travel & Tourism in the broader green growth transformation; its core education and training role; its emphasis on new financing, communication and delivery models.

GGTI has the support of strategically located anchor universities for the development of its knowledge and action platform. It will build on this base to engage partner universities across the world to make Green Growth & Travelism an integral part of the core curriculum. It aims to focus on operational research to aid progressive policymaking at a global level to bring the benefits of the transformation to “the base of the pyramid”.

The anchor partners include Victoria University (Australia), Hasselt University (Belgium), George Washington University (USA), University of Saint Ignatius Loyola (Peru), Central University Finance & Economics (China), Udayana University (Indonesia), Jeju National University (RSK), Oxford Brookes University (UK), Livingston University (Zambia) and Emirates Academy (UAE).

“In its multiple dimensions, Travelism – the travel & tourism socio-economic value chain – is one of the most pervasive industries, driving the processes of globalization and contributing to the economy of even the smallest communities, providing an ever expanding linkage between the local and the global. At the core of this challenge is the need for the industry to become a true leader in the greening of the economy.

Travelism plays a key role in protecting the earth’s natural capital – its biological diversity, the services that nature provides on which so much of our life and wellbeing depends. The eco systems – mountains, forests, islands, waters and coastal areas which provide some of the most attractive venues for tourism – are nature’s gift to humankind which it is in our interest and responsibilities to protect”.

Maurice F. Strong
Secretary General
1992 Rio Earth Summit
www.mauricestrong.net
http://youtu.be/zbV809xQP0M
GGTI will be the academic and knowledge network that helps promote Green Growth & Travelism.¹

**Green Growth** is the new paradigm for a shift to a lower carbon, more resource efficient, biodiversity conserving, fairer and more ethical future. **Travelism (Travel & Tourism)** - the mobility related value-chain linking visitor, industry, and local community - will be a key driver in this paradigm shift.

GGTI will work closely with partnering institutions and ultimately with the World Environment University (WEU) to facilitate global research initiatives around Green Growth & Travelism and delivery of strong support education and training content. Twenty Universities are envisaged in 2015, when the world focuses on Climate and Sustainability Goals: One hundred in 2022 for Rio+ 30.²

The work will be closely aligned with Green Growth 2050 Investment Roadmaps, which help Countries and Communities to:

- Use travelism in transformation to a low carbon, resource efficient future, integrating into overall green growth development and competitiveness.
- Provide big data driven research and long term scenario planning.
- Strengthen risk response systems, particularly for climate adaptation.
- Sustainably manage increasing visitor numbers and impacts, while benefitting local stakeholders and enhancing livelihoods and well-being.
- Develop new green growth related products, soft/ hard infrastructures & jobs.
- Increase funding for implementation, particularly through impact investment.
- Access global education/capacity building by state of the art distance learning.
- Enhance communications, branding and strategic positioning.
- Review progress routinely to adjust to planned and unforeseen changes.

GGTI will seek to secure funded annual scholarships for a graduate student in each partner University to act as a focal point for communications and program implementation.

It will also seek to integrate its work with the broader Green Growth development within the UN system, in collaboration with Felix Dodds, Senior Fellow Global Research Institute University of North Carolina and Co-director of the Nexus Water-Energy-Food-Climate 2014 and 2015 Conference

Governance

GGTI was established as a not for profit Foundation in Brussels, Belgium on June 28th, 2010. Its Founder and Board Chairman is Professor Geoffrey Lipman. Its Patron is Hon. Maurice Strong Secretary General of the 1992 Rio Earth Summit.

Its goals are to support, promote and participate in research projects, mainly but not exclusively pertaining to:

- Study of the Travel and Tourism sector’s impact on the environment and more specifically the impacts relating to carbon footprints and any possible solutions;
- Analysis and research on this subject and dissemination of the results;
- Education of the Travel and Tourism sector participants, the general public and governments on the environment and more specifically concerning carbon impacts;
- Raising awareness of Travel and Tourism sector participants, general public and governments as to the importance of the Travel and Tourism sector in the development of a global green economy;
- Evolution of the legislation concerning the environment and support for the organisations occupied therewith;
- And more generally, any activity which is directly or indirectly connected to the aforementioned activities;

Its Founding Board chaired by Professor Geoffrey Lipman, has designated an Academic Council to oversee the development of its programs. The Council is chaired by Professor Terry DeLacy, Victoria University Australia and includes distinguished industry, environment and civil society members.

It will have Active and Affiliate Members consisting of signatory Universities, supporting Corporations and NGO’s.

Location

GGTI is headquartered in Brussels, Belgium. The Governor of the Province of Limburg, Belgium has also proposed to host a global demonstration centre, in line with its vision of being a green, responsible and sustainable province. This is being actioned through collaboration with the Rector of Hasselt University and the Director of the Belgian National Park, Hoge Kempen – the inaugural Summer School on Climate Response was successfully held in August 2014.

The GGTI network will operate virtually, with overall co-ordination from the central Belgian node and a strong focus on operational research. Each engaging institution
will adopt the common structure and in addition develop a unique discipline in Green Growth & Travelism.

The network universities will develop relevant academic content and research in their ‘Focus Area’ with support from GGTI.

Through collaboration, internet connectivity, engagement with non-travelism green growth networks and shared learning systems, GGTI will progressively strengthen its overall capabilities.

Through its support for Roadmaps, GGTI and its members will gain practical experience that will advance the individual and collective expertise. Through its linkages with greenearth.travel and ICTP it will engage with the industry leadership, government decision makers, development and financial communities.

**Funding**

Initial funding to operate the Institute is provided by greenearth.travel and 1st Global Capital US. The Province of Limburg, is also considering support to advance global Climate and Mobility Programs with the University of Hasselt and the National Park.

Recurrent revenue generation and scholarships will be through sponsor donations, as well as agreed contributions from various programs, conferences and events that will be held in collaboration with the Partner Universities across the world. They will also use their infrastructure and resources to conduct ‘summer schools’ or short-term programmes in their area of expertise with additional academic inputs and content sourced from GGTI and its members.

**Programmes / Curriculum**

Each of the partner universities will:

- Offer a standardized, 3 day, Green Growth and Travelism Course at least once each year. The Content will be based on the publications “Green Growth and Travelism”. This will be further supported by on-line resources at www.
- Develop their own courses specific to their elected area of Green Growth specialization.
- Contribute 5% of the course fee revenue they generate, to the administrative costs of the Institute (while being able to generate revenue from the agreed use of their courses by partner institutions).
- Maintain research and publications in their area of specialization.
- Provide network connection and a designated focal point – ideally through a funded research scholarship.
GGTI is engaging universities from all across the world into its emerging academic framework, to be known as the Maurice Strong University Network.

The current committed participants, and Green Growth specialization, as of April 2014, are:

- Victoria University (AU) – Events, Big Data Analysis
- Hasselt University (BE) – Mobility, Climate Education
- George Washington University (US) - Social Entrepreneurship
- University of Saint Ignatius Loyola (PE) - Authenticity
- Central University Finance & Economics (CN) - Climate Finance
- Udayana University (ID) - Development
- Jeju National University (RSK) - Islands
- Oxford Brookes University (UK) - Hospitality Leadership
- Livingston University (ZM) - Peace
- Emirates Academy (UAE) - Communications

Discussions continue with a further group of interested universities.
Corporate partnerships and sponsorships will be sought to support operations, strengthen industry ties and keep abreast of market realities.

**Greenearth.travel** - a Brussels based policy think-tank network promoting the positive role of Travelism (the travel & tourism value chain) in the evolving Green Growth paradigm. Its activities are geared to strategy, innovation & funding, with a strong interest in climate response, clean energy technologies and low carbon lifestyles. It is a founding partner of ICTP, GATEtrip and Greengrowth Services.

**The International Coalition of Tourism Partners**, is a grassroots travel and tourism coalition of global destinations, local communities and stakeholders committed to quality service and green growth.

**1st Global Capital** – a US based corporation, providing alternative financing services to SMEs, with a focus on the travelism sector.

---

*For more information*

www.greengrowth.travel  
www.ictp.travel

*Contact*

*Professor Geoffrey Lipman*

glipman@greengrowth.travel