



Brussels, Belgium

25<sup>th</sup> January 2021

**Re: Climate Friendly Travel**

Dear Jeff Bezos and Jack Ma

I am writing this open letter, at the start of the annual Davos Conference and a new more collaborative era of international relations, ***in the hope of getting you to help save air travel for future generations and for the planet itself.***

I do not need to remind you how your incredible businesses have prospered during the recent dark Covid past and will do so more going forward as consumers are realising the convenience benefits you bring. BUT I can remind you that your success rests also on the back of an incredible global transport system with a self-declared, time limited Achilles heel - International Aviation - which continues to state it cannot meet the Paris 2050 Climate Targets and so will remain an increasingly dominant greenhouse gas polluter as everything else on the planet shifts to clean energy.

Apart from the massive socio-economic impact, this will leave your packages increasingly exposed, as the industry, fossil fuel suppliers and bankers rehash old stories of insurmountable challenges, weak ambitions, and government inertia, as they skilfully rearrange the “no-can-do” policy and operational deckchairs on the Titanic, as it ploughs inevitably towards the planetary boundary iceberg.

It's clear we need significant innovation, to cut through the failing traditional approaches, based on decade old ambitions – something like Elon Musk's recent \$100 million carbon capture Award to refocus old ideas and incentivise new breakthroughs, **So dear Jeff and Jack** – *to save your \$300 billion a year package businesses* – and on the way, key elements of humanity, I invite you to collaborate across the great US/China divide and put up \$100 million to launch a 10 million dollar a year Award, for each of the next 10 years for the best ideas to accelerate zero carbon flying.

You can ask the World Economic Forum – the only organization with the capacity and vision for this scale of challenge - to administer the Award, pull stakeholders together and announce annual winners at Davos.

And why not dedicate the Award in memory of the late Maurice Strong – climate activist for half a century, architect of the UN Sustainability Framework & lifelong Sinophile We at SUNx Malta, *a legacy for Maurice Strong*, have long called for [an aviation zero carbon Moonshot](#), and stand ready to play our part, with our evolving [Climate Friendly Travel action & education program](#). We have just this decade to bend our trend.

Sincerely

A handwritten signature in black ink, appearing to read 'Geoffrey Lipman'.

Professor Geoffrey Lipman

President SUN<sup>x</sup> Strong Universal Network

Cc Professor Klaus Schwab Executive Chair World Economic Forum: DG IATA: SG ICAO: SG ACI: CEO WTTC: SG UNWTO