

BUSINESS
FINLAND



WHAT IS SUSTAINABLE TRAVEL FINLAND LABEL?

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Visit Finland
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Lakeland Finland – Sustainable Destination Congress



**SUSTAINABLE
TRAVEL
FINLAND™**

WHY?

WE ARE COMMITTED!



'Inclusive and competent Finland – a socially, economically and ecologically sustainable society'

Our government program, aims to make Finland the first carbon-neutral welfare state by 2035.

The target is ahead of the target year of 1.5°C and the Paris Agreement. The European Commission calls for a climate-neutral Europe by 2050

In 2016, Finland became one of the first countries to present its Voluntary National Review (VNR), that is, to report on its plans regarding the implementation of the 2030 Agenda to the UN. Last review presented in July 2020.

Tourism is estimated to be accountable for 8% of the global CO₂ emissions

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Visit Finland

WHY?

Finland's updated tourism strategy for 2019-2028

'Achieving more together – sustainable growth and renewal in Finnish tourism'

- The strategy defines targets for the development of tourism until 2028 and measures to be taken between 2019 and 2023.
- Finland is aiming to become the most sustainably growing tourist destination in the Nordic countries.
- Tourism is being developed as a responsible and growing service business that generates welfare and creates jobs across the country.
- **Finland's updated tourism strategy identifies four priorities that will facilitate the sustainable growth and renewal of the tourism sector:**
 - **supporting sustainable development**
 - responding to the digital transformation
 - improving accessibility, taking into account the needs of the tourism sector
 - ensuring an operating environment that supports competitiveness.

Publications of the Ministry of Economic Affairs and Employment
Regions, Enterprises • 2020:18

Achieving More Together – Sustainable Growth and Renewal in Finnish Tourism

Finland's Tourism Strategy 2019–2028 and
Action Plan 2019–2023

HOW?

DESIGNING A SUSTAINABLE DESTINATION

Our process

▪ **Benchmark**

- Mapping the current programmes supporting sustainable development
- Learn from the best!

▪ **Surveys & interviews**

- listen to your audience and partners!
- Learn the wants and needs

▪ **Co-create!**

- Understand your key stakeholders
- Steering & working groups
- Piloting phase

▪ **Take holistic approach**

- Be inclusive
- Sustainability is multi-dimensional

▪ **Set clear goals**

- National sustainable tourism principles for common goals
- Current state analysis

▪ **Create awareness**

- never underestimate the power of education!

SUSTAINABLE TRAVEL FINLAND

- low threshold **sustainable development programme** for tourism industry in Finland; for both destinations and companies
- **marketing communication tool** for Visit Finland
- **label** for consumers and travel trade to identify sustainable travel companies and destinations

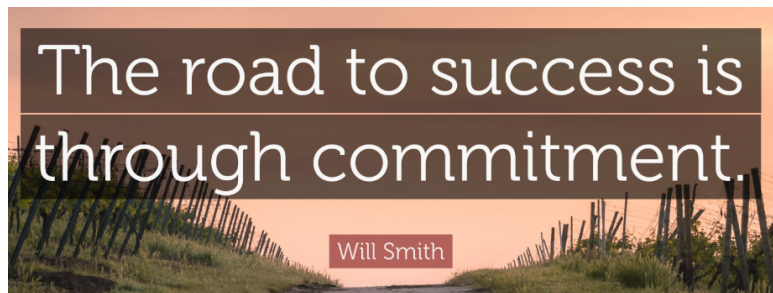


SUSTAINABLE TRAVEL FINLAND

7-steps approach to sustainable tourism development

Step 1. Commitment

- Appointing a person in charge of sustainable development
- Making a formal decision to develop sustainable tourism
- Signing national sustainable tourism principles



SUSTAINABLE TRAVEL FINLAND

7-steps approach to sustainable tourism development

Step 1. Commitment

Step 2. Increasing know-how

- Educational work-shops
- Online self-assessment
- E-learning



SUSTAINABLE TRAVEL FINLAND

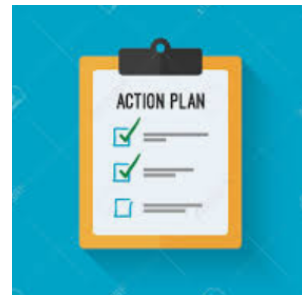
7-steps approach to sustainable tourism development

Step 1. Commitment

Step 2. Increasing know-how

Step 3. Development & action plan

- Everyone's commitment, responsibilities and duties
- Current state analysis and short and long term goals
- Budget, indicators and reporting



Socio-cultural sustainability

Subject	Where are you now?	What could be done differently?	What should you do first?	Schedule	Person in charge	What should you do next?	Schedule	Person in charge	Signature
Is your region part of your services? (Culture, food, promotion, architecture, interior design, etc.)									
Do you take care of your employees?									
Do you support local businesses and favour local products?									
Are you part of the local community? Do you interact with the community?									



Ensure sustainable consumption and production patterns

Indicator 12.b.1: Number of sustainable tourism strategies or policies and implemented action plans with agreed monitoring and evaluation tools

Tools for Sustainability

SUSTAINABLE TRAVEL FINLAND

7-steps approach to sustainable tourism development

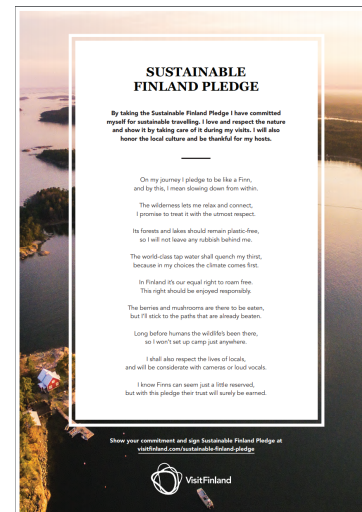
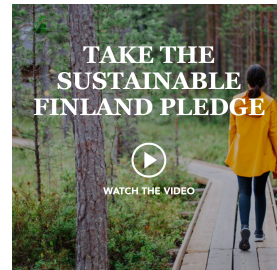
Step 1. Commitment

Step 2. Increasing know-how

Step 3. Development & action plan

Step 4. Responsible communication

- Sustainable Finland pledge – please commit, sign and share!
- Tools for sustainability communications



Tips for sustainability communications

SUSTAINABLE TRAVEL FINLAND

7-steps approach to sustainable tourism development

Step 1. Commitment

Step 2. Increasing know-how

Step 3. Development & action plan

Step 4. Responsible communication

Step 5. Certification and auditing

- Onsite auditing done by 3rd parties



SUSTAINABLE TRAVEL FINLAND

7-steps approach to sustainable tourism development



Step 1. Commitment

Step 2. Increasing know-how

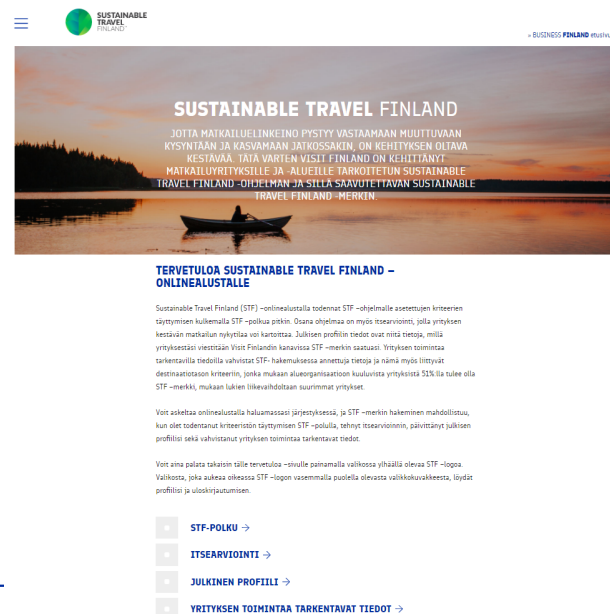
Step 3. Development & action plan

Step 4. Responsible communication

Step 5. Certification and auditing

Step 6. Verification and measurability

- National Sustainable Tourism Indicators (STIs) in use during 2021
- Verification on digital platform purposefully built for STF programme



SUSTAINABLE TRAVEL FINLAND

7-steps approach to sustainable tourism development

Step 1. Commitment

Step 2. Increasing know-how

Step 3. Development & action plan

Step 4. Responsible communication

Step 5. Certification and auditing

Step 6. Verification and measurability

Step 7. Agreement and continuous development

■ Online auditing

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Visit Finland

SELECT DESTINATION

SELECT REGION

SELECT CATEGORY

Puoio Lapland
DESTINATION
FI LAPLAND

In Puoio Lapland pristine nature blends with culture in perfect harmony. Koskenkorva canyon, Ilmatunturi national park, Lake Ukonen, the House of Lapland and Perämeri cultural center create an extraordinary place for enjoying the magic of Lapland.

VISIT WEBSITE

Salja Oy
ACCOMMODATION
FI LAPLAND

Salja Lodge enjoys a wonderful, unique location in the heart of northern Finland. The lodge is a traditional Finnish farmhouse offering a unique experience of nature and calm. The farmstead is nestled by log built houses and offers a unforgettable view of the nearby lake (Lakso).

VISIT WEBSITE

Boutique hotel Lohjanta Lodge
ACCOMMODATION
FI LAPLAND

Lohjanta Lodge is a small boutique hotel in Savonlinna next to Oulunka Castle. The hotel has unique and individual rooms with design furniture and beautiful garden view by Lake Lohjanta. Lohjanta is the first Green Key certified hotel in Lake Savonlinna.

VISIT WEBSITE

Magical Pond
ACCOMMODATION
FI LAPLAND

Magical Pond is a nature glass house with a lot of natural materials and peace. Our glass are performed in the heart of Lapland. Sustainable design compact this blend with our sustainable design. Sustainable design compact this blend with our sustainable design. Sustainable design compact this blend with our sustainable design.

VISIT WEBSITE

Rusko Laukka
GUIDED SERVICES
FI LAPLAND

In the farm you'll meet the traditional Finnish. While staying you get to know the history and the way of living in the family home farm. The foundation class on our farm is to build up environment while making you to take part in our activities and makes you to feel welcome. Our heart is to make making you our animals get the best possible care and we treated with respect and love. We are able to give welfare for our humans too. For each animal a home, a step, a sleep on a shelter is an individual who has a name and a story.

VISIT WEBSITE

Oliva Tour
TOURS & ACTIVITIES
FI LAPLAND

Oliva Tour in Puoskijärvi offers unique riding area. Riding tours to Ilmatunturi National Park and Koskenkorva Canyon and horse riding to megal under forest. Our products are rooted in the local traditional lifestyle. With us you truly experience the life of local Lapland and its history.

VISIT WEBSITE

Solo Sokos Hotel Paviljonki
ACCOMMODATION
FI LAPLAND

Solo Sokos Hotel Paviljonki is a unique combination of personalized service, beautiful design and magnificent view. The scenery characteristic of Central Finland is all the right in the city center. Our hotel is deeply committed to taking into account the well-being of the environment.

VISIT WEBSITE

Port of Helsinki
FERRY SERVICE
FI SWEDEN REGION

Helsinki is the busiest passenger port in Europe, and the Port of Helsinki is the main terminal for sea travel. Helsinki's leading game port is the Port of Helsinki. Helsinki's leading game port is the Port of Helsinki. Helsinki's leading game port is the Port of Helsinki.

VISIT WEBSITE

Naali Lodge
TRAVEL AGENCY
FI LAPLAND

In southern Lapland, nestled in a pine forest, surrounded by lakes. Naali Lodge offers multi-activity trips to experience the area and present nature in small groups of people up to eight. Enjoy the calm of our traditional buildings renovated in 2018 to meet and experience for a night or a week.

VISIT WEBSITE

Mavonarium
ATTRACTION
FI COAST & ARCHipelago

Mavonarium is a public museum with Finnish folk spaces and a information center about Finnish history and the Baltic Sea. Mavonarium is a public museum with Finnish folk spaces and a information center about Finnish history and the Baltic Sea. Mavonarium is a public museum with Finnish folk spaces and a information center about Finnish history and the Baltic Sea.

VISIT WEBSITE

Pyhä Ski Resort
OUTDOOR & SPORTS
FI LAPLAND

Pyhä Ski Resort is a family owned company in the Eastern Lapland right next to the global national park in Finland. Pyhä offers the best on and off-piste skiing combination in Finland. We are the first carbon neutral ski resort in Scandinavia and work to be the cleanest all resort in the world.

VISIT WEBSITE

Tallink Silja Oy
FERRY SERVICE
FI SWEDEN REGION

Tallink Silja Oy is the leading company in the Baltic region and transport services. Tallink Silja Oy is the leading company in the Baltic region and transport services. Tallink Silja Oy is the leading company in the Baltic region and transport services.

VISIT WEBSITE

MORE

To help the tourism industry in Finland to adopt sustainable practices, Visit Finland has developed the Sustainable Travel Finland programme. The programme is designed for Finnish tourism companies and destinations to develop more sustainable practices



SUSTAINABLE TRAVEL FINLAND™

Sustainable Travel Finland –label is a guarantee, that the company is committed to sustainable operations

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Visit Finland

Where are we now?

The programme became available for Finnish travel industry in June 2020

In the programme:

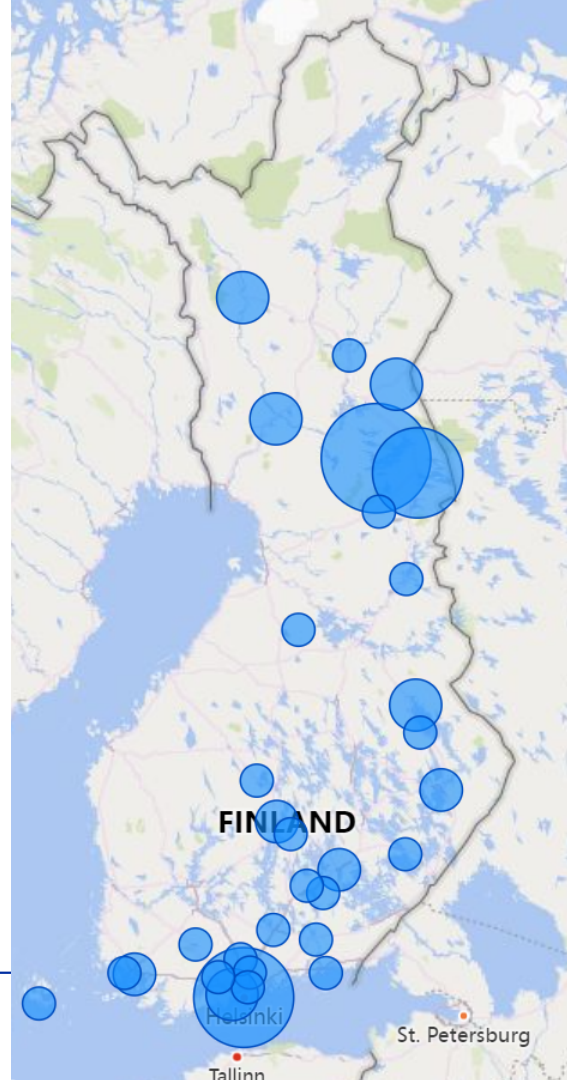
- ✓ 45 destinations
- ✓ 520 companies

STF labelled:

- ✓ 67 companies
(incl. accommodation, ferries, harbour, restaurants, attractions, events, outdoor resorts, travel agencies, transportation companies etc.)
- ✓ 1 destination
(Posio, Lapland)

Educated industry

- ✓ Our "by invitation only" e-learning platform has 850 users
- ✓ More than 50 sustainable tourism workshops held with over 1100 participants (companies)



What's coming up in 2021?

- Taking in use Sustainable Tourism Indicators (STIs)
 - including national, destination and company level
- Deepening collaboration between Universities of Applied Sciences & Visit Finland
 - Educating future work force on Sustainable Travel Finland
- New educational concepts for Finnish tourism actors to stay ahead:
 - Biodiversity protection & tourism
 - Circular economy & tourism
 - Low carbon tourism
 - sustainable food tourism
 - inclusive tourism
 - responsible meetings & conferences
 - Animal welfare & tourism
- Making it easier for travel trade & travellers to find and purchase sustainable travel options
 - Launch of "Sustainable Routes"
 - Digital trip planner for sustainable trips
 - Sustainable Finland e-learning for travel trade

THANK YOU.

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Business Finland / Visit Finland



Visit Finland



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