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SUSTAINABLE TRAVEL FINLAND

Learnings from the tourism sector

Leading Industrial Transition
06/11/2024

8 DECENT WORK AND
ECONOMIC GROWTH



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION



TOURBO aims to boost the transition pathway of MSMEs in tourism with green and digital transformation.

TOURBO offers an innovative approach to a crucial priority for the EU: Enabling Public Authorities and MSMEs to develop TWIN TRANSITION Strategies to stimulate economic development of the regions.

Good practices: Inspiring solutions to improve regional policies

Sustainable Travel Finland (STF) and Hiilikuri are projects developed and owned by Visit Finland.

**Interreg
Europe**



Co-funded by
the European Union

TOURBO

VISIT FINLAND WANTS TO MAKE SUSTAINABILITY THE NEW TRAVEL INDUSTRY NORM

WELCOME TO HEAR THE STORY OF SUSTAINABLE TRAVEL FINLAND



**SUSTAINABLE
TRAVEL**
FINLAND™



Achieving more together

Since the 1990s, the Finnish travel industry has worked persistently on sustainable travel.

Finland's tourism strategy for 2022-2028:

“Achieving more together - sustainable growth and renewal in Finnish tourism”

Finland aims to become the most sustainably growing tourist destination in the Nordic countries.

Finland's tourism strategy identifies four priorities that will facilitate the sustainable growth and renewal of the tourism sector:

1. supporting sustainable development
2. responding to the digital transformation
3. improving accessibility, taking into account the needs of the tourism sector
4. ensuring an operating environment that supports competitiveness.

Guiding all our actions

Mission

Visit Finland promotes Finland's international appeal as a sustainable and desirable destination and helps businesses, enterprise groups and travel regions grow sustainably on the global marketplace.

Vision

Finland is the world's leading sustainable travel destination.

We add value to our society and customers and care for our unique environment.

Finland is the first choice for mindful travellers.

Sustainable development and climate mitigation & adaptation requires proactive tourism planning and management at national, regional and business levels

LET'S DO THIS TOGETHER!



**SUSTAINABLE
TRAVEL
FINLAND™**

a 7-step sustainable tourism development path which is audited on a regular basis.

Step 1.
Commitment



Step 2.
Competence building



Step 3.
Certification



Step 5.
Sustainability communication



Step 4.
Sustainable Tourism Indicators



Step 6.
Development & action plan



Step 7.
Application: verification and agreement

Educational institutions to help with green & digitation transition

Sustainable Tourism indicators

A. Company/destination management

- *Sustainable travel policy*
- *Destination management*
- *Customer satisfaction*

B. Economic value

- *Tourism flow (volume and value)*
- *Travel enterprise(s) performance*
- *Quantity and quality of employment*

C. Social and cultural impact

- *Community/social impact*
- *Gender equality*
- *Inclusion/accessibility*
- *Protecting and enhancing cultural heritage, local identity and assets*

D. Environmental impact

- *Transport and climate change*
- *Carbon emissions*
- *Waste management*
- *Water management*
- *Energy usage*
- *Landscape and biodiversity management*

Hiilikuri CO2 calculator for businesses

Hiilikuri calculator is helping businesses in finding out the company's most significant emission sources in order to make impactful reductions.

The calculator aligns with GHG protocol, and includes scope 1 – 3 emission, including the following:

- Energy (electricity, heating & cooling)
- Property maintenance fuels
- Transport (people & goods)
- Water
- Waste
- Travel (business)
- Procurement (e.g. food & beverages)

1180

COMPANIES PARTICIPATING STF PROGRAM¹

Environmental actions by companies in the STF programme

99% 

actively participate in actions to mitigate climate change²

49% 

measure carbon footprint²

41% 

participate in actions to protect biodiversity²

62% 

make sustainable choices in catering²

90% 

work to reduce water consumption²

69% 

share of renewable energy in total energy consumption²

9%

OF AREA COVERED BY NATURE RESERVES AND NATIONAL PARKS⁴

65

DESTINATIONS PARTICIPATING STF PROGRAM¹

Stakeholder satisfaction

61%

of employees feel comfortable in their work³

86%

of employees are satisfied with their work³

54%

of employees are considering switching their field³

32%

SHARE OF SEASONAL WORKERS AMONG EMPLOYEES¹

1472

NATIONALLY SIGNIFICANT BUILT CULTURAL ENVIRONMENT⁵

Sustainable Tourism in Finland 2023

1. STF HUB
2. STF Indicator survey 2023
3. PAM Member survey 2023
4. Metsähallitus, Statistics Finland
5. National Board of Antiquities

Why join Sustainable Travel Finland programme?

470 STF
labels
awarded

Better visibility


- Access to tools to systematically adapt sustainable practices to daily operations
- Visit Finland prioritises STF labelled offering and nudge the travellers towards responsible option

Regulatory landscape

- Better access to finance
- Better ability to respond to sustainability regulations and reporting requirements
- Better risk management e.g. climate change adaptation and avoiding green washing

Competitive advantage

- Better reputation
- Business opportunities
- Improved employer image
- Stronger brand
- Social licence to operate
- Cost savings
- Resource management

Kiitos! 

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Visit Finland



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