

Visit Finland's Climate Action Plan 2023

VETTEN PÄÄLLÄ

Finns walk on water



"In the Arctic region, the climate is warming triple the speed comparing to the rest of the world and climate change is already affecting our industry.

We at Visit Finland commit to sustainable travel development to secure the long-term viability of the entire industry and ensure the continued happiness for everyone in Finland and those Visiting Finland - now and in the future.

Our strategy steers us towards inclusive, competent industry and a holistically sustainable travel destination, which is carbon neutral by 2035."

- Visit Finland's Glasgow Declaration commitment

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Foreword: A journey from greenhushers to bold climate speakers

In the Arctic region, the climate is warming three times faster than the global average and already affecting our industry, our Finnish way of life, and our flora and fauna. Snow no longer protects vulnerable Arctic nature. Alien species are taking over space from local varieties, which have no place to retreat. During the winters, homes in the archipelago and lakelands are becoming inaccessible, as ice cover no longer provides us access and a safe way to move around. We are losing our superpower to walk on water, *vetten päällä*.

We at Visit Finland commit to sustainable travel development to secure the long-term viability of the entire industry. Our strategy steers us towards an inclusive, competent industry and a holistically sustainable travel destination, which is carbon neutral by 2035. This first Climate Action Plan (CAP) is part of our commitment. The CAP will be an annual publication, reporting our progress, and as it matures, it will provide tourism businesses, tourism destinations and Visit Finland with a pathway to systematically reduce emissions caused by the tourism industry - our roadmap to decarbonise the tourism sector. This roadmap will also help us cherish natural environments and seek ways to use nature-based solutions to regenerate nature and our connections with it, and to increase our positive impact - our climate handprint.

Through this CAP we commit to stop being silent about our climate action (so called 'greenhushing') and learn to become bold climate speakers. We choose to no longer simply walk our walk, but to talk about it too. This transparency will create a more open platform for discussion, share best decarbonisation practices, and help us all address environmental and climate challenges and targets. This CAP aims to provide a platform to start showing the way, learning from each other and creating ever greater impact, even beyond our borders. This CAP is our call for all tourism stakeholders to become signatories of the Glasgow Declaration, to reduce emissions and become bolder speakers on climate action too.

The actions taken by tourism companies and destinations have a greater impact on climate change than the actions taken by Visit Finland as an organisation. Likewise, the greatest impact of Visit Finland's climate action lies in the education and tools we offer to support the tourism industry in responding to climate change. Therefore, instead of focusing solely on our organisational emissions, this CAP is designed to support all tourism stakeholders in their decarbonisation journey.

This holistic approach has also guided how we have created the CAP, involving many tourism stakeholders in its creation. We thank the Ministry of Economic Affairs and Employment (TEM) and Finnish Hospitality Association (MaRa) for their continuous support and guidance. Special thanks also to the [67 Finnish Glasgow Signatories](#), who have inspired this CAP and been involved in collaborative climate action. This is our collective effort, and a result of many meaningful encounters. Together we make a greater impact!

Liisa Kokkarinen, Head of Sustainable Development, Visit Finland
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1. Introduction: Securing a future for Finland

Climate change's impacts on Finland

According to the International Energy Agency, Finland's average annual temperature has risen more than 1°C in the past 150 years and is projected to continue warming more rapidly than the global average over the decades to come. Annual temperatures are expected to be up to 3.5°C hotter than in 1981-2000 by mid-century and up to 5.6°C warmer by its end, an increase nearly two times greater than the global average. In the Arctic region, things are even worse, as the climate is warming here three to four times faster than global averages.

This accelerated warming impacts our weather, our nature, life on land and in the waters. Our forests are shifting towards the north and higher up on the fells. The warmer weather is changing the seasons, with spring starting 12 days earlier than it did in the late 19th Century. And while this can mean more time for farmers to grow food, it's also changing habitats for wildlife, with climate change now the major threat to around 30 endangered species.

As spring starts earlier, so our winters are getting shorter, with snow cover in southern and western Finland shrinking by 2–4 centimetres each decade over the past 50 years. The sea is also heating up, with the deepest waters of the Baltic already 0.75–2.9 degrees warmer than they were in the 1960s, threatening marine ecosystems and fish habitats. Winter ice on both sea and inland waters now freezes for less time each year, bringing further challenges for the many species that rely on the ice.

Climate change's impacts on Finnish tourism

There are those who argue that Finnish tourism will benefit from global warming. If - as predicted - summer in South Finland becomes more like current conditions in France, or should Lapland's climate resemble South Finland's, then changing patterns of tourism behaviour may see more people look to escape the heat of southern Europe in the summer and head north.

While these patterns may develop, this in no way diminishes the urgency with which Finland, and Finnish tourism, need to act to reduce emissions and adapt to changing conditions. It is our global responsibility. And our country's identity, as well as tourism product, is inextricably intertwined with our deep connection to nature and the activities we love, such as skiing and ice fishing.

More importantly, the arrival of warmer temperatures does not mean the future climate will be stable and pleasant. The risk of forest fires, more intense rainfall, flooding and storm damage, increase vulnerability for tourism enterprises and the general population and can disrupt travel plans and heighten the safety concerns of tourists.

With warmer temperatures, we may experience more rain than snow in our winters, which could decrease the snow cover depth and bring icy surfaces instead, making it harder to get around, and making conditions for winter activities much worse. During summer times, rising sea temperatures contribute to the proliferation of blue-green algae in the Baltic Sea. These algae blooms create unsuitable conditions for swimming, boating, and other recreational water activities, deterring tourists and locals alike.

Climate-induced challenges, like greater maintenance costs due to extreme weather, also threaten tourism infrastructure. Simultaneously, alterations in air and water quality may pose health hazards to travellers. Shifts in forests and ecosystems affect Finland's natural allure for tourists, impacting activities like hiking and wildlife exploration. Increasing turbidity and eutrophication in waters, along with the spread of alien species like pink salmon, hogweeds, and foxes, will negatively impact native species.

To mitigate these impacts, in Finland we can focus on preserving nature, promoting responsible activities, and embedding climate resilience into our tourism services, while at the same time providing safe, attractive and sustainable experiences for travellers.

Moreover, we can't assume that in the future, a warmer climate will mean more people will fly to Finland for their holidays. It is unclear what impact warming temperatures will have on aviation, both in terms of policy and behaviour change. And while in future years, Sustainable Aviation Fuel (SAF), electrification and hydrogen fuels may well reshape the aviation industry and deliver much lower carbon ways of flying, all of these solutions are many years or decades away from being deliverable at anything like the scale necessary.

Early in 2023, UK-based NGO The Travel Foundation published a research report into how the tourism industry can achieve its Net Zero commitments. According to the report, [*Envision 2030 - How Can Travel and Tourism Plan for a Decarbonising World*](#), under current predictions, tourism is set to almost double in size by 2050 from 2019 levels. "If business-as-usual continues," states the report, "its emissions will also rise steeply (direct emissions increasing by 73%). In such a scenario, tourism would use a staggering 66% of the remaining climate budget between 2023 and 2100." To avoid this situation, reveals the report, the following transformations need to occur:

- Tourist boards and travel companies target a greater proportion of short-haul customers and bring net zero products to market;
- Governments invest in greener forms of transport and the travel industry adopts and promotes them.

Shifts are beginning to be seen. France has moved to restrict domestic aviation, and the Netherlands decided not to expand Schiphol's capacity. Meanwhile, anti-aviation initiatives continue to grow, calling for changes in taxation, the banning of private jets or removal of frequent flyer benefits. And as all this happens, tourism's engagement with low carbon alternatives increases.

Uncertainty and risk define the decades to come. Which is why we need to plan.

Climate action in Finland

When considering what climate action for Finnish tourism should look like, our first guide has to be our global and national commitments. How can tourism best support our society to deliver on these shared goals? There are three key commitments to consider first.

The key pillar of our country's climate policy is the national [Climate Act](#), which came into law on 1 July 2022. It committed Finland to new emission reduction targets of -60% by 2030, -80% by 2040 and -90 % but aiming at -95 % by 2050, compared to the levels in 1990. According to the new Act, the country must be carbon neutral no later than 2035.

As well as our decarbonisation commitments, Finland has committed to a plan to adapt society to climate change. The [National Climate Change Adaptation Plan for 2022](#) has three main commitments:

- Adaptation must be integrated into different sectors' planning and activities
- Each sector's stakeholders must be able to access climate change assessment and management methods
- Research and development, communication, and education must improve the adaptive capacity of the society, develop innovative solutions and improve citizens' awareness of climate change adaptation.

The third commitment that guides the creation of this climate action plan is the government program [A Strong and committed Finland](#) and especially the following sections:

- 7.4 Finland will use effective and sustainable means to increase its climate handprint and proceed towards carbon neutrality
 - Sector-specific low-carbon roadmaps will be revised continuously to meet emission targets.
 - The Government, in collaboration with industry, will develop a model to calculate positive climate handprints, exploring potential and setting export targets alongside carbon footprints. The aim is to integrate this model into EU legislation.
- 7.5 Finland will cherish its valuable natural environment
 - The Government encourages all sectors to draw up biodiversity roadmaps through which the economic dependence on the natural environment and its ecosystem services is understood.

In addition to these, Visit Finland is committed to deliver on Finland's national tourism strategy (2022–2028), which aims to make Finland the most sustainably growing tourist destination in the Nordic countries. This is also echoed in our own vision, which states that "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".

All these commitments have guided Visit Finland as we create our first Climate Action Plan.

Sustainable Travel Finland programme

The Sustainable Travel Finland (STF) programme provides companies and destinations with a practical toolkit for developing sustainable tourism, which makes it easier to systematically adopt sustainable measures and choices into the everyday life of a region or company. The programme is free of charge and designed for all tourism stakeholders in Finland.

The STF programme offers companies and tourism destinations a 7-step sustainable tourism development path. Each step is accompanied by criteria that comply with international standards. The programme is completed, and fulfilment of the criteria verified in the STF Hub - a digital platform built for the programme. When the tasks are completed and criteria fulfilled, the application for the STF label is sent to a third party for review.

The destinations and companies that undergo the entire programme and meet the criteria are awarded with STF label, and gain access to ongoing development, with the latest information on sustainable travel and tourism, marketing support, and additional visibility through Visit Finland's channels.

Naturally, developing sustainable tourism takes time. For this reason, STF is a development path. The STF label is renewed regularly so that we can be sure it keeps on delivering on its aims. The STF programme and its criteria are also updated at regular intervals to ensure that the operations of tourism operators comply with ever-tightening responsibility obligations.

The ever-evolving STF programme is supported by the STF Guide, an extensive guidebook on sustainable tourism development; and with training delivered through Visit Finland Academy. Visit Finland Academy is a network of selected tourism consultants providing coaching on various topics related to tourism. Visit Finland Academy has ten sustainability consultants, and currently the academy provides 11 different sustainability training modules for the tourism industry. Through the academy, Visit Finland builds the competitiveness, resilience, and competence of the entire tourism industry in Finland.

Climate action is an integral part of the STF programme, providing self-assessment and an indicator system on climate action & resource knowledge. All participants have to develop an action plan to respond and adapt to climate change as a compulsory part of the STF programme. In addition, the programme provides the free CO2 calculator Hiilikuri for the tourism industry, plus training on climate change and carbon measurement through Visit Finland Academy.

By November 2023, some 1,081 businesses and 65 destinations have enrolled on the programme, of which 359 businesses and five destinations have already been awarded with the STF label.

2. Our approach to Climate Action Plan

The Glasgow Declaration for Climate Action in Tourism

This plan has been delivered as the central action in our commitment as a signatory of the Glasgow Declaration for Climate Action in Tourism.

Launched by the UNWTO (along with partners UNEP, the Travel Foundation, Tourism Declares a Climate Emergency and VisitScotland at COP26), the Glasgow Declaration for Climate Action in Tourism is the most comprehensive climate change commitment in the tourism sector. The declaration provides a framework that, for the first time, brings together all operators in the tourism industry around five shared commitments under which all plans should be framed: Measure, Decarbonise, Regenerate, Collaborate, Finance. At the end of 2023 it had over 850 signatories.

The Glasgow Declaration on Climate Action in Tourism focuses primarily on climate change mitigation. However, it also recognises the need to adapt to changing climatic conditions and the opportunities that integrated mitigation-adaptation approaches can deliver. Furthermore, it frames climate action as needing to take place within the context of sustainable development as well as biodiversity and ecosystem restoration. By ensuring such an integrated approach, the declaration supports signatories in building resilience to climate risk and enables a transition towards regenerative and circular approaches that support the restoration and preservation of nature and human wellbeing.

On World Environment Day, July 5 2022, four days after the National Climate Act came into law, Visit Finland and 62 other tourism actors in Finland signed this global declaration. In so doing we all made the following key commitments:

- We support the global commitment to halve emissions by 2030 and reach Net Zero as soon as possible before 2050.
- We will consistently align our actions with the latest scientific recommendations, so as to ensure our approach remains consistent with a rise of no more than 1.5°C above pre-industrial levels by 2100.

In undertaking to meet these commitments, we are ensuring that Visit Finland's focus will be to secure the long-term viability of the entire industry and ensure the continued happiness for everyone in Finland and those Visiting Finland - now and in the future.

This climate action plan aims to steer us towards a more inclusive and competent industry and a holistically sustainable travel destination, which will be carbon neutral by 2035.

How we created our Climate Action Plan

2022-2023: Collaborating towards our first plan

When over 60 tourism stakeholders became Glasgow signatories in summer 2022, a model for collaboration was created. Visit Finland opened a digital platform for information exchange, and signatories got together every six weeks to share best practices, challenges, and solutions. In addition to these meetings, workshops explored climate action and helped recognize emissions sources in the value chain. It was through these meetings that the outline for this CAP was first agreed.

Before publishing in November 2023, the draft plan was shared with the Ministry of Economic Affairs & Employment, responsible for national tourism strategy; the Finnish Hospitality Association (MaRa, a leading hospitality industry association whose members' combined turnover represents over 85 % of the sector); and all Finnish Glasgow signatories. Their contributions ensure this plan is an inclusive vision of how we can work together.

Although this CAP is a collective effort, it is referred to as Visit Finland's CAP, because it is delivered as the central part of our commitment as a signatory of the Glasgow Declaration. Likewise, every Glasgow signatory has also committed to deliver their own public CAP.

As Finland's national tourism organisation, our CAP has to lay the foundations for our long-term roadmap to transform Finnish tourism in support of our country's climate commitments. It also supports all in our industry, including those with least capacity, in climate action.

We present it here as an ever-evolving working document, and we encourage all stakeholders to comment and work with us so that together we can transform Finland's tourism industry towards Net Zero.

2023-2024: Enabling everyone to engage in climate action planning

Perhaps most importantly, this 2023 CAP is written to facilitate progress towards the creation of our 2024 CAP. As you read the objectives and actions on the following pages, you will hopefully see how much of what we are already doing or have planned for the next months is designed to develop the foundational structures and processes that are necessary to enable everyone in our industry to make their own commitments, create their own CAPs, and engage in climate action in their business or destination.

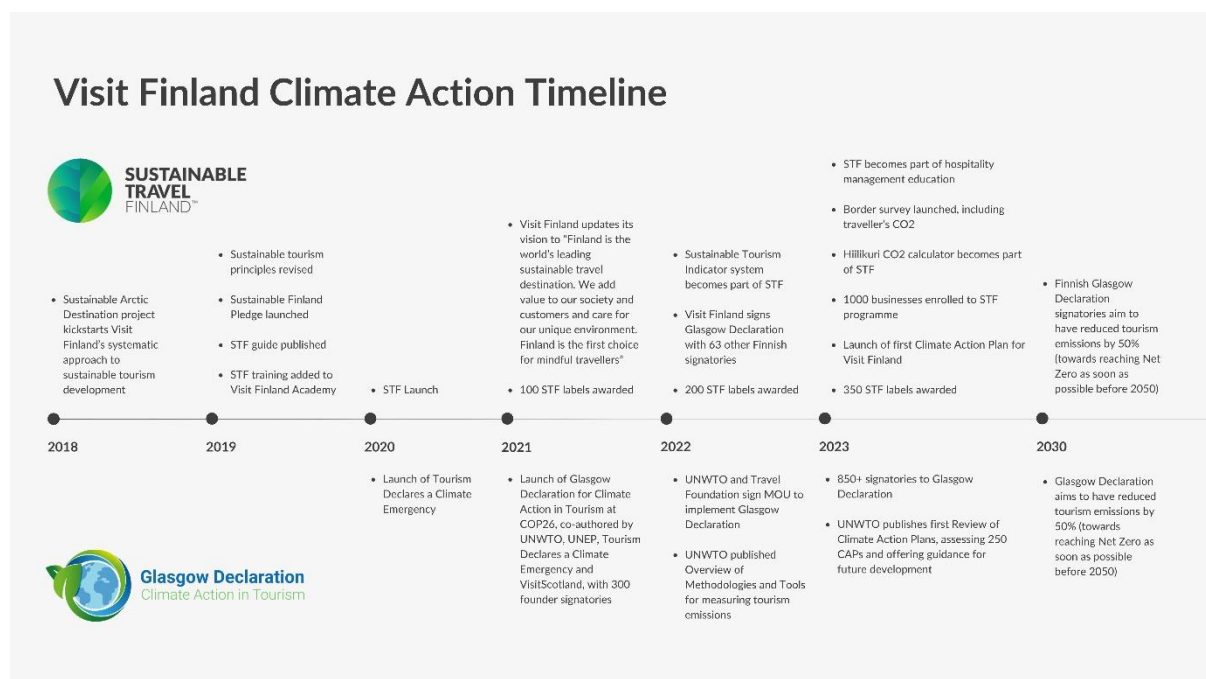
We will be spending considerable time between the publication of this CAP and our next in November 2024 reviewing our operations, engaging with our stakeholders, and ensuring that we have collaboratively developed the necessary resources, networks and actions that mean we can all achieve our long-term climate commitments.

We don't want to rush to make bold sounding statements that we can't then deliver upon or that distract us from where our efforts should be concentrated. This is not the final word. It is the first step on a journey we will take together.

Timeline of Visit Finland's Climate Action

This timeline shows the progress from 2018 up until the launch of this 2023 plan, and our short-term goal in 2030. These actions, supported by the ones outlined in this CAP, are taking us towards the 2030 goal to halve emissions: they will enable us to plan and implement the actions to achieve this goal.

Our 2024 CAP will further define our actions up until 2030 and ultimately focus on the long-term plans, the actions needed to take us to the ultimate 2050 net-zero goal.



How the Climate Action Plan is structured

We have committed to a series of 20 Main Objectives, aligned with our national and international commitments.

As a Signatory of the Glasgow Declaration, we present our plan in five sections to align with the Declaration's 5 Pathways: **Measure, Decarbonise, Regenerate, Collaborate, Finance**. Each of the 20 main objectives addresses one of these pathways.

As the National Tourism Organisation, we need to consider a wide range of stakeholders and responsibilities. Our plan is designed to deliver on these 4 Focus Areas:

- **ORGANISATIONAL CAPACITY:** Deliver our organisational commitments, justifying our leadership role and enabling staff to support others in their actions.

- **NATIONAL GUIDANCE:** Establish a national framework for tourism climate action that supports all across our industry and society, and ensures tourism plays its role in delivering on our national commitments.
- **INTERNATIONAL ALIGNMENT:** Collaborate internationally, aligning our action in Finland with EU and global standards and best practice, learning from others, and sharing our own insights to catalyse action.
- **INDUSTRIAL SUPPORT:** All of the above enable the support our industry needs, destinations and Visitors in playing their parts in delivering on our shared objectives.

For each of these 20 objectives, therefore, we have reported a series of **Actions** designed to deliver in all four focus areas. Wherever possible we have included links to relevant resources supporting our sector to deliver as well.

Finally, our Plan includes **5 Appendices**:

- Useful climate terms
- Finnish industry Climate Action Plans
- Useful resources for creating Climate Action Plan
- National and international reports and policies
- Alignments with national and international commitments

As Visit Finland is an international organisation, this Climate Action Plan is in English. Soon, as the final plan starts to take its shape, we aim to have an updated plan published in Finnish to support our industry stakeholders better.

3. Visit Finland's Climate Action Plan 2023

Measurement

All signatories to The Glasgow Declaration commit to measure their emissions. The declaration describes the commitment as "Measure and disclose all travel and tourism-related emissions. Ensure our methodologies and tools are aligned to UNFCCC-relevant guidelines on measurement, reporting and verification, and that they are transparent and accessible."

Finland's National Climate Act looks to enhance and coordinate the monitoring of the implementation of climate change mitigation and adaptation measures.

In order for Finnish tourism to deliver on its decarbonisation commitments, it is essential that all stakeholders are able to appropriately measure their emissions and track progress towards our shared goals.

In March 2023 the UNWTO published an *Overview of Tools and Methodologies for Measuring Tourism Emissions*, a report analysing the status quo for measurement in the tourism sector. Visit Finland took part in the working group supporting the development of the report (and was included as an example of best practice for the support given to our industry through the STF initiative).

Key findings and guidance from this report that has guided the development of our approach to measurement include the following recommendations from this 2023 UNWTO report:

- Build consensus over differing responsibilities and boundaries, and metrics used when organisations measure.
- Adopt an equitable approach to accelerate measurement, which considers the needs of those most vulnerable to climate change, must be found.
- Prioritise usability over precision to scale up engagement, and in particular support needs to be developed for SMEs.

Objective 1: Measure and report GHG emissions

ORGANISATIONAL CAPACITY

- Business Finland currently measures and reports operational emissions each year. Visit Finland's operational emissions are included in this figure.

NATIONAL GUIDANCE

- In order to track and report Finnish tourism's efforts to decarbonise and meet its commitments, we need to be able to measure our sector's emissions for all greenhouse gases (not just CO₂). Together with relevant stakeholders, we will therefore determine the appropriate methodology for measuring countrywide tourism industry emissions. Already the Finnish Hospitality Association's (MaRa) low-carbon roadmap for the tourism and restaurant sector has calculated the current carbon footprint of the sector and estimates the development of its emissions up to 2035. Working with our industry and other relevant expertise, we will agree on all the emission sources that are within Finnish tourism's emissions boundaries and how best to measure them. When this is done, together with partners, we shall publish the methodology to catalyse wider engagement.
- Having established the methodology, we will be in a position to report tourism industry emissions, establishing an initial 2024 baseline. We shall report this early in 2025 and use and update it to track our sector's progress to its long term goals.
- We shall also work with the Government to develop a model to calculate positive climate handprints, for example through supporting the ability of biodiversity to absorb and sequester CO₂, looking to optimise the role of tourism in developing this concept and its implementation.

INTERNATIONAL ALIGNMENT

- Since signing the Glasgow Declaration, we have actively developed collaboration with other destinations working on climate action. We continue to explore approaches to aligning our different approaches to measurement, seeking a balance between standardisation and appropriateness for the specifics of our situation.
- We play an active role in the European Travel Commission's (ETC) ongoing work to decarbonise European Tourism and are a founder member of Chapter Earth, the new ETC working group on climate change in tourism. ETC published its first Climate Action Plan earlier in 2023, in which it committed to delivering a handbook for measurement for National Tourism Organisations during 2024.
- We continue to keep up to date on global developments organised by the UNWTO towards establishing a universally agreed set of standards. We consult regularly with relevant international experts and other NTOs in collaborations such as ETC's Chapter Earth. Throughout the development of our methodology, we will continue these collaborations to ensure alignment with international best practice.
- At the appropriate stage in its development, we shall introduce our work on positive climate handprints to our key partners in Europe, seeking to develop ways for this to be implemented internationally and to synthesise approaches.

INDUSTRY SUPPORT

- The tourism sector is in need of the expertise to measure its carbon footprint. Having launched the Sustainable Travel Finland (STF) programme in 2010, we added Hiilikuri, an open and free CO2 calculator for the tourism sector in 2022, developed as a collaborative effort of many regional projects in Finland. The calculator is now fully under Visit Finland's maintenance and available to all companies in the STF programme. During 2024 we will continue to develop Hiilikuri focusing on its user friendliness and integrating it further into the STF programme. From 2025 onward we will evaluate opportunities to develop Hiilikuri even further.
 - Apply or sign in to the STF programme via STF Hub [Etusivu – STF \(VisitFinland.com\)](#)
 - Sign in to Hiilikuri [Matkailualan CO2-laskuri \(VisitFinland.fi\)](#)
- We deliver free Hiilikuri CO2-calculator user clinics. Up until the end of 2023, we will deliver weekly user clinics to accelerate the implementation of the tool. We have also added Hiilikuri clinics to our portfolio of Visit Finland Academy sustainability offering. Destinations are encouraged to arrange Hiilikuri clinics for regional business networks through Visit Finland Academy. Businesses are encouraged to conduct their own calculations, join free Hiilikuri clinics, or request these from their DMOs.
- We have recently updated our Visit Finland Academy training on climate change to include guidance on CO2 measurement. As part of the implementation, Visit Finland will finance the module for Glasgow signatories and selected partners in 2024. Destinations are encouraged to provide training on climate change & CO2 measurement for regional business networks through Visit Finland Academy.
- We are expanding our current Train the Trainer (TtT) programme to include CO2 measurement. In September 2023, Visit Finland signed a Memorandum of Understanding on operational cooperation with Satakunta University of Applied Sciences (Satakunnan Ammatikorkeakoulu, SAMK) about the coordination of the Sustainable Travel Finland programme's Train the Trainer network. We are looking to expand this approach, hoping that companies could actively offer internships and eventually hire tourism students who are equipped with STF know-how, including CO2 measurement skills.
- All Glasgow Declaration signatories have access to a tool called "journeys" (developed by BehaviourSmart for Finnish Glasgow signatories only) to help identify emissions in the value chain and supporting the more effective measurement of Scope 3 (value chain) emissions.
- In collaboration with many DMOs and projects, we are currently developing a model to measure destination (DMO) level emissions. Methodology should be tested and ready in 2024. We will use the insights gained from this process to further develop the support we currently offer through the STF programme.

Objective 2: Develop and maintain Finnish Sustainable Tourism Indicator System

In order for the tourism industry to be able to respond to changing demand and secure its future, development must be sustainable. For this purpose, Visit Finland has developed the STF programme for tourism companies and destinations. The programme includes seven steps or criteria, of which one is the [Sustainable Tourism Indicator System](#) (STI). This system is Visit Finland's tool to measure sustainable tourism.

Destinations and companies that undergo the entire STF programme and meet the criteria are awarded with STF label. The annual analysis report on STIs, [State of Sustainable Tourism Finland 2022](#), found that 99% of companies with an STF label report participating in actions to mitigate climate change, and 27% report they measure their carbon footprint. We will continue to work to increase that number and report progress.

ORGANISATIONAL CAPACITY

- We ensure that all relevant staff members have up to date training and ability to engage stakeholders in the use of and benefits of the STIs through the recently updated module "Sustainable Tourism Indicator Systems" in Visit Finland Academy.

NATIONAL GUIDANCE

- We continue to develop and maintain the STIs. Currently there are 10 indicators directly related to emissions and climate change, as well as related ones that concern biodiversity, food, waste, water and length of stay. We regularly review our indicators and will be doing this to ensure progress in climate action and the regeneration of biodiversity is fully reported, and that all objectives in this CAP are connected to relevant indicators.
- We will continue to publish an annual analysis on STIs in the [State of Sustainable Tourism in Finland](#) report.
- The Ministry for the Environment now includes selected STIs related to biodiversity in the new [National Nature Recreation Strategy 2030](#).

INTERNATIONAL ALIGNMENT

- Since creating the STIs, we have worked to ensure alignment with equivalent indicators used by international standards of best practice - namely European Tourism Indicator System (ETIS) at a European level, and Global Sustainable Tourism Council (GSTC) as well as Sustainable Development Goals (SDGs) globally. We will continue this process, while also ensuring alignment with any other relevant indicators in the future.

- We continue to collaborate with international tourism and sustainability organisations, including ETC, Organisation for Economic Co-operation and Development (OECD), United Nations World Tourism Organisation (UNWTO) and the EU Commission on data and indicators, ensuring the STIs aligns with international best practice and commitments. We will discuss integration of decarbonisation indicators in procurement with ETC.

INDUSTRY SUPPORT

- We have launched an updated Visit Finland Academy training on utilising STIs.
- We provide businesses with STF label their own private STIs report, allowing them to compare data with regional and national averages
- We are developing further our [Power-BI STF report](#); the STIs reporting tool to include CO2 statistics and destination level indicators for easier and more transparent comparison.
- We encourage all businesses in STF programme to utilise environmental impact indicators in STI system. These indicators give concrete lists of actions available for businesses to mitigate the effects on climate change.
- We will look to monitor and increase the number of actions in environmental impact indicators D.2.1 (share of companies actively participating in climate change mitigation activities) and D.7.1 (percentage of tourism enterprises actively supporting the protection, conservation and maintenance of local biodiversity).
- Our Self-Assessment tool, part of the STF programme, includes 10 dimensions of sustainability, one of which is climate change and resource knowledge. The climate change and resource knowledge dimension alone includes 42 questions on possible climate actions tourism businesses can engage in, and suggests 39 actions for destinations. The questions have been updated in 2023, and all businesses in STF programme are encouraged to re-do their self-assessment.
- Everyone in the STF programme who completes the self assessment receives a report on their results. These results can be used as a current state report and we encourage everyone to utilise them to support short and long term climate action planning. We are currently looking for ways to report the national averages, allowing tourism companies to benchmark their results against national results.
- We shall communicate with industry stakeholders to raise awareness about the updated STIs chapter in STF Guide.

Decarbonisation

According to the Glasgow Declaration, signatories need to “Set and deliver targets aligned with climate science to accelerate tourism’s decarbonisation. This includes transport, infrastructure, accommodation, activities, food & drink, and waste management. While offsetting may have a subsidiary role, it must be complementary to real reductions.”

As a member of the European Union, its climate and energy legislation are binding in Finland. The EU is committed to reducing greenhouse gas emissions by at least 55 per cent by 2030, compared to 1990. Another aim for the EU is to make Europe the first climate-neutral continent by 2050.

In fact, Finland has gone further, committing to be climate neutral by 2035. The national Climate Act (2022) commits the country to reduce emissions 60% by 2030, 80% by 2040 and 90 % (but aiming at -95 %) by 2050, compared to the levels in 1990.

This will be a challenge for the tourism sector. According to the UNWTO, on average, transport is responsible for 75% of tourism-related emissions of which 40% is attributable to flights. As reported in the *State of Sustainable Tourism 2022*: “Due to our location, the emission intensity of air travel in Finland is almost double the EU average. In 2021, the average emissions intensity of Finnish flights per passenger was 193.55 kg CO₂e, which is 47% higher than the EU average (131.79 kg CO₂e)”.

Aviation is the most popular means of transport for international travellers visiting our country. According to the Border Survey, which surveys those arriving to Finland by land and sea, 61% of the travellers to Finland arrive by air. The figure does not count who arrive to Finland by land, as the survey takes place only at most airports and ferry ports. The transport method varies greatly by the season, and most international travellers arrive by air during winter. For domestic tourists, according to the STF programme's visitor survey, the car is by far the most used mode of transport accounting for 80% of journeys, followed by train with just 9%.

Objective 3: Promote low carbon transport

ORGANISATIONAL CAPACITY

- As a service area unit of Business Finland, Visit Finland’s Travel Policy encourages the use of other means of transport than aviation at distances of less than 500 km. The need for business travel will be assessed, also taking into account the climate impact.
- Business Finland encourages its employees to prefer public transport. Business Finland has a policy for supporting hybrid work and is investigating ways to support remote work in its locations abroad.

- When designing FAM, PR, and media trips we prioritise STF labelled transport companies and seek ways to utilise public transport in destination.

NATIONAL GUIDANCE

- Visit Finland has recently launched the Matkailijamittari [Border Survey](#), a new monthly data source that measures the number of foreign tourists, money spent, carbon footprint and tourist segments. In order to achieve our emission reductions commitments, it is essential that the information delivered by the Border Survey is used as one of the ways to guide Visit Finland, DMOs and the private sector when making decisions as to which target markets and segments to choose. Having begun measuring international travellers' relative emissions, we will look at how to use the results in making market selections, aiming for markets with lower CO2 footprint or eco efficiency.
- According to the *State of Sustainable Tourism Finland 2022* report, investing in rail transport could provide low carbon and attractive alternatives to flying. During 2023 and 2024 we will be mapping low carbon accessibility options to Finland and using the results to promote the most low carbon ways for international travellers to travel to Finland through the Visit Finland website and social channels.

INTERNATIONAL ALIGNMENT

- As part of the project mapping low carbon transport to Finland, we will connect with our ETC partners to share methodologies and data towards the development and promotion of Europe-wide low carbon transport options.

INDUSTRIAL SUPPORT

- We are developing and launching 10 thematic "Sustainable Routes" around Finland by utilising STF labelled offering and low carbon transport options. As well as supporting businesses committed to working sustainably, we also intend to attract travellers looking for more sustainable ways of travelling and making it easier for them to extend the length of their stay, thus also enabling us to reduce the emissions intensity of tourism, while increasing the local benefit.
- Measures proposed in the Finnish Hospitality Association MaRa's low-carbon roadmap for the tourism and restaurant sector include cooperation campaigns with public transport operators, increasing the number of charging points for electric cars, and offering discounts to customers who choose public transport. During 2024 we will be researching the viability of different approaches such as these with a view to launching new low carbon transport initiatives in time for our 2024 CAP.
- Having begun measuring international travellers' relative emissions through the Matkailijamittari Border Survey, we shall report results to the Finnish tourism industry in order to help stakeholders make impactful decisions.

Objective 4: Promote sustainable accommodation

Finnish Hospitality Association MaRa's low-carbon roadmap for the tourism and restaurant sector calculates the current carbon footprint of the sector and estimates the development of emissions up to 2035. During the roadmap work, it was determined that the biggest emissions in the sector (93%) are caused by the consumption of district heat and electricity in owned and rented premises (note that these figures did not include emissions from transport, by far the largest contributor to tourism's total emissions footprint).

Much of these impacts will be mitigated by the ongoing shift in Finland's energy mix towards renewable sources. Meanwhile, we continue to work to support the accommodation sector in reducing energy consumption and transitioning to low carbon operations as quickly and effectively as possible.

ORGANISATIONAL CAPACITY

- Visit Finland explores the possibility with procurement to prioritise STF labelled accommodation for staff hotel bookings. As accommodation on business trips is part of Visit Finland's organisational Scope 3 reporting requirements, we aren't only supporting good practice but also reducing our own footprint.
- STF labelled accommodation should be prioritised during events, FAM, and PR trips.

NATIONAL GUIDANCE

- According to MaRa's low-carbon roadmap, the most common energy efficiency renovations adopted included better insulation, the production of solar electricity and the transition from district heating to geothermal heating. However, since such transition can be difficult especially for urban hotels, where district heating is usually the only option, solar energy should also be better supported, with information about the many funding incentives readily accessible. We plan to research, who is responsible collecting and sharing such information, which we can then distribute through STF programme.

INTERNATIONAL ALIGNMENT

- Through our engagement in key international collaborations and meetings, we are working with international partners to deliver Europe wide guidance and support for sustainable accommodation, and to ensure that criteria and guidance support the context we operate in in Finland.

INDUSTRIAL SUPPORT

- Visit Finland seeks constantly ways to prioritise STF labelled businesses in our promotion, either on the Visit Finland websites or social media channels, when designing FAM, PR, and Media trips, or for instance when representing internationally at trade shows.

- We continue advising the accommodation sector on certification options and working in close collaboration with hotel chains on their STF journey.
- We research possibilities to collaborate with MaRa in promoting Energy Efficiency Agreements (Energiatehokkuussopimus) to those in STF programme and in delivering training / resources for the Finnish accommodation sector on ways to support sector's decarbonisation efforts.

Objective 5: Promote sustainable events

ORGANISATIONAL CAPACITY

- Business Finland launched an internal "Guide for sustainable events" in March 2023. Visit Finland will integrate and adapt these guidelines where necessary with its new Trade Promotions team.
- Where possible, Visit Finland's looks to work only with event suppliers who have STF label, or with a sustainability label / climate policy in place.

NATIONAL GUIDANCE

- During 2024 we will work with key national stakeholders, including Finland Convention Bureau (FCB), to develop national guidelines for sustainable events.

INTERNATIONAL ALIGNMENT

- We are connected with several frontrunners internationally working on sustainable event frameworks. As we look to develop Finnish national guidelines for sustainable events, we look to collaborate with organisations such as Global Destination Sustainability Movement (GDS), Trace by ISLA carbon calculator for event organisers, and Green Tourism standard for sustainable meetings and events.

INDUSTRIAL SUPPORT

- When the national guidelines for sustainable events are launched, we will support their implementation by developing and delivering training workshops.
- Resources will be added to Visit Finland's website providing interested parties with guidance and tools for delivering events more sustainably.

Objective 6: Promote sustainable destinations

ORGANISATIONAL CAPACITY

- Visit Finland's vision is that "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". This therefore guides all of our work.

- We will continue with our "Sustainability Champions" quarterly webinars to create awareness on sustainable tourism actions for Visit Finland staff. We'll also look to include more companies that have successfully cut emissions or promote low-carbon options in the Sustainability Champions webinars.

NATIONAL GUIDANCE

- Already all 65 regional DMOs in Finland who have activities in international markets are in the STF programme. Together we are able to ensure our programme reaches all parts of our country, represents their many different needs, and supports them on the journey to sustainability.
- In 2021, destinations in Finland reported that they had organised 184 sustainability training sessions. Together we are working to ensure this continues, and that climate action is a key component in such training.

INTERNATIONAL ALIGNMENT

- We regularly represent Finland in international tourism industry events, using the opportunity to raise our destinations' profile and to network with other destinations and exchange best practice.
- We are a member of the Destination Climate Exchange, a global online network of destinations that have signed the Glasgow Declaration and meet monthly to share stories, challenges, and ideas towards developing climate action in destinations.
- We work closely with other members of the ETC to support Europe-wide destination transformation.

INDUSTRIAL SUPPORT

- Our support for Finnish destinations is driven through our STF programme. For instance, we arrange quarterly meetings with STF sustainability coordinators to promote best practices and to support destinations on the STF path.
- We are currently developing our Hiilikuri CO2 calculator to enable regional destinations to measure tourism related emissions across their territory, helping them understand where the biggest emitters are and the best opportunities for intervention.
- We provide added visibility to destinations awarded with STF label.

Objective 7: Support domestic and inter-regional tourism

Because such a significant proportion of tourism-related emissions are caused by international travel, developing source markets closer to home is an effective way to decarbonise the sector. Furthermore, the experience of the COVID pandemic has shown

that domestic and inter-regional transport networks are more resilient than long haul. Fostering strong connections with neighbouring countries and regions therefore supports the financial and environmental sustainability of our tourism sector.

ORGANISATIONAL CAPACITY

- Visit Finland's international work supporting climate action in tourism also benefits those businesses whose focus is toward domestic and inter-regional tourism.

NATIONAL GUIDANCE

- Visit Finland does not have a mandate to promote or develop domestic tourism. However, smooth domestic transport connections within and between domestic destinations also serve international travellers. In addition, the accessibility from the neighbouring countries is crucial for the success of the tourism sector in Finland. Collaboration with the Nordic and Baltic tourism and transport sectors is important. Therefore, we will encourage clear commitment in the national tourism strategy towards ensuring support for developing and sustaining domestic and inter-regional tourism markets.

INTERNATIONAL ALIGNMENT

- We continue to work with other destinations through international forums to develop co-ordinated support for inter-regional and domestic tourism.

INDUSTRIAL SUPPORT

- Through the many objectives of this CAP, we will ensure that support is delivered for domestic tourism businesses.
- We will assess the possibility of accepting companies who are only engaged in domestic tourism for the STF programme.

Objective 8: Promote low carbon diets

According to the STIs, 60% of tourism businesses make sustainable choices in catering. As stated in the *Sustainable Tourism Finland* report, a low carbon and sustainable diet is essential to reduce the carbon footprint and protect biodiversity.

ORGANISATIONAL CAPACITY

- From 2024, we aim that all Visit Finland events prioritise low carbon food (such as organic, local and plant based), and always have more vegan and vegetarian food than meat offers. At domestic events, any meat or fish served should be sustainably sourced Finnish game meat and fish.
- We will investigate how best to support or work with food reuse schemes such as RES-Q to minimise food waste from our events.

NATIONAL GUIDANCE

- We shall explore adjusting or adding to the Sustainable Tourism Indicators, which currently talk of sustainable food choices, to highlight low carbon alternatives as well.
- We shall develop communication materials to make clearer the connections between food choices, food waste, biodiversity and climate change, for example updating the [sustainable food tourism guide](#) to increase the focus on food, biodiversity and climate change, and the potential for low carbon diets.

INTERNATIONAL ALIGNMENT

- We will work with international partners to support focus on plant-based diets, sharing international best practices to support each other.

INDUSTRIAL SUPPORT

- During 2024, we'll consult with industry stakeholders (e.g. MaRa) to understand what is needed to drive the shift to supporting low carbon diets. Depending on the outcomes of these consultations, we will look to develop the necessary support and resources.
- We will explore the opportunity to include "low-carbon diet" or similar tag in DataHub, to make it easier for everyone to promote vegetarian friendly places in tourism establishments.
- We will ensure that organisations understand the connections between minimising food waste, embracing a circular economy and delivering on our commitments for biodiversity and climate.

Objective 9: Integrate climate mitigation into business strategies

ORGANISATIONAL CAPACITY

- We are working to deliver Climate Literacy training for all VF staff, to ensure that everyone, regardless of their position, sees how they can integrate a climate conscious approach to doing their job.
- We are exploring ways to develop our procurement criteria to include climate related criteria. We will ensure a full review of our operational processes so that all opportunities to decarbonise or choose low carbon options are considered.

NATIONAL GUIDANCE

- The Sustainable Travel Finland programme, and the Sustainable Tourism Indicators that underpin it, frame the national guidance that we offer as a framework to move our industry in an increasingly sustainable direction.

- More than 40% of companies in the tourism sector report that they prefer eco-labeled products in their procurement. We want to support them, connect them to one another and build sustainable supply chains. Therefore, we have recently added a module on sustainable procurement and supply chains to our Visit Finland Academy portfolio.

INTERNATIONAL ALIGNMENT

- We connect with international actors working on their own national and regional sustainable tourism schemes, looking to learn from one another how to improve and align our respective programmes.

INDUSTRIAL SUPPORT

- Through the STF programme we actively support companies to integrate climate mitigation into their business strategies, sharing best practice with them, supporting them in benchmarking and reporting, and connecting them with their peers.
- We have added new training on sustainable procurement, value and supply chains to the Visit Finland Academy offering. We will also be offering the workshop for selected DMO partners.
- We shall communicate with industry stakeholders to raise awareness about the updated Climate Change & Tourism chapter in STF Guide.

Objective 10: Develop and publish long term climate plan for Finnish tourism

According to the 2022 Climate Act, by 2025 Finland must deliver a Long-term Climate Plan that presents scenarios concerning the trends in emissions and removals that cover at least the 30 years following the adoption of the plan and in which consideration is given to the reduction in greenhouse gas emissions, strengthening of natural carbon sinks and climate change adaptation.

ORGANISATIONAL CAPACITY

- During 2024-25, we will revise Visit Finland's strategy to ensure that it takes into account evolving climate commitments and is able to support our industry on a roadmap to 2035.

NATIONAL GUIDANCE

- During 2024-25, we will work to build on this initial Climate Action Plan, developing the roadmap and capacity to ensure that Finnish tourism as a whole is transformed in order to deliver on our climate commitments, and that the work of those in the Sustainable Tourism Programme becomes increasingly mainstream practice.

INTERNATIONAL ALIGNMENT

- We will continue our collaborative work at all levels, ensuring alignment with international initiatives and frameworks as they develop, and encouraging and supporting other destinations (in Finland) to commit.

INDUSTRIAL SUPPORT

- Through continual discussion and outreach with stakeholders across Finnish tourism, we will address barriers to companies signing up to the STF Programme.

Regenerate

The Glasgow Declaration defines the Regenerate Pathway as follows: “Restore and protect ecosystems, supporting nature’s ability to draw down carbon, as well as safeguarding biodiversity, food security, and water supply. As much of tourism is based in regions most immediately vulnerable to the impacts of climate change, ensure the sector can support affected and at-risk communities in resilience building, adaptation, and disaster response. Help Visitors and host communities experience better balance with nature.”

In recent years, the concept of Regenerative Tourism has gained a great deal of profile, but often without being fully understood. Although regularly described as being about ensuring tourism leaves a positive impact, true regenerative tourism runs deeper. As with all forms of regenerative business and regenerative approaches, it focuses on the need to model human systems (such as the tourism system) on how living systems operate. This systems approach is designed to ensure that not only the business operates more sustainably, but that its operations mean the systems in which it operates (the communities and ecosystems living in the place it is based, the many stakeholders it has relationships with, etc) flourish too.

Objective 11: Prioritise a regenerative approach to tourism

ORGANISATIONAL CAPACITY

- Visit Finland held its first regenerative tourism workshop for staff October 2022, with more planned for the coming months, as we work to ensure all staff see how the concepts and thinking impact on their roles, and how they can adopt their work to support this more holistic way of delivering tourism. During 2024 we will ensure all Visit Finland staff have a shared understanding of the concept of regenerative tourism and how it can be developed in a Finnish context.

NATIONAL GUIDANCE

- During 2024, we will collate a national database / guide / map of best practice examples of regenerative tourism, supported by clear guidance as to what regenerative tourism is (and isn't), and how different companies can get involved.

- Working with key actors developing regenerative tourism and other biodiversity initiatives for our sector, we shall look to create or participate in development of a biodiversity roadmap for tourism that makes clear for all stakeholders the role tourism can play in preserving biodiversity and its relationship with climate action.
- We will promote the concept of the climate handprint across industry and society. “Handprint” refers to the positive impact an organisation makes through its services and products.
- We will review the Sustainable Tourism Indicator system to ensure that they are supportive of the more holistic approach to sustainability that regenerative tourism embodies.

INTERNATIONAL ALIGNMENT

- We will work with international partners to ensure shared understanding of regenerative tourism, undertaking knowledge sharing with other destinations and organisations working on relevant frameworks, resources, and indicators.

INDUSTRIAL SUPPORT

- As we develop relevant knowledge and resources, we will share tools and guidance to support tourism business and destinations deliver regenerative tourism in practice. In 2023 we added a new module "regenerative tourism" to the Visit Finland Academy. We will be piloting the module with Visit Finland staff, Glasgow Declaration signatories and selected destinations.
- Destinations are encouraged to book the regenerative tourism workshop through Visit Finland Academy to their regional tourism network.
- We will add a chapter on Biodiversity and Tourism in the STF Guide.
- We will develop materials and communications to engage our industry in the principle of the Climate Handprint.
- When published we will build awareness of the Biodiversity Roadmap for tourism.

Objective 12: Integrate climate change adaptation considerations into business strategies

ORGANISATIONAL CAPACITY

- We are working to deliver Climate Literacy training for all VF staff, to ensure that everyone, regardless of their position, sees how they can integrate a climate conscious approach to doing their job. Understanding the significance of Adaptation is part of this training.

- We are exploring ways to develop our procurement criteria to include climate related criteria. If such criteria are possible, it should include adaptation criteria as well.

NATIONAL GUIDANCE

- The STF programme, and the STIs that underpin it, frame the national guidance that we offer as a framework to move our industry in an increasingly sustainable direction. During 2024 we will be reviewing the programme to ensure that Climate change adaptation is adequately represented across the programme and indicators.

INTERNATIONAL ALIGNMENT

- During 2024 we will be working with UNWTO, ETC, for example, to increase focus on Adaptation in Glasgow Declaration CAP guidance.

INDUSTRIAL SUPPORT

- Having reviewed and where necessary enhanced the STF programme to address the challenges of climate adaptation, we will be working with those in STF programme to ensure they get the guidance and support necessary to integrate any new measures into their business strategies. We will ensure adaptation is fully integrated and if needed, expanded in updated climate change and tourism training (via Visit Finland Academy) and updated STF guide.

Objective 13: Ensure travel industry supports connection between climate, biodiversity and wellbeing

In 2023, Visit Finland launched an initiative promoting Happiness Masterclasses, designed to enable international audiences to understand how Finns connect time in nature with wellbeing. At a time where 80% of young people report suffering from climate anxiety, yet less than 10% of national Climate Action Plans address such issues, we consider it paramount that Visit Finland addresses these connections, and the role that tourism can play in reconnecting people and nature.

ORGANISATIONAL CAPACITY

- Many of our staff are working far more on climate issues than they have done in the past, and as our Climate Action Plan increasingly guides our work, this is set to increase. In addition to supporting their knowledge through Climate Literacy work, we understand the importance of supporting their wellbeing.
- The Climate Perks initiative grants employees additional travel days to support them in using the train to take their holidays. We will explore the potential for Business Finland to support a policy such as this in 2024, enabling our staff to enjoy the sort of holidays we also want them to promote.

NATIONAL GUIDANCE

- During 2024 we will work to increase the connections between Visit Finland’s work to promote nature and wellbeing tourism and our work on Climate Action.
- We will review the STIs, exploring how they can support a shift in mindset across tourism towards proactively prioritising the wellbeing of people and nature, rather than fixating on arrival numbers as a measure of success. We are about to add an indicator about employee wellbeing to the indicator system. We have been working on this with some frontrunner businesses, the Service Union United (PAM) and the Ministry of Economic Affairs & Employment (TEM). An industry wide survey will be conducted in November 2023 with data available for analyses in January 2024.
- In March 2024 we will participate in a hackathon that focuses on the SDGs. Our selected SDG is 8 (Promote inclusive and sustainable economic growth, employment, and decent work for all). The idea is that young, international students will go over the employee wellbeing data to come up with solutions to utilise the results in a meaningful way so as to increase employee wellbeing in tourism, as well as industry’s attractiveness.
- As we develop the Biodiversity Roadmap together with stakeholders, we will ensure that tourism’s vital work supporting wellbeing and its connection with the preservation of nature is fully integrated.

INTERNATIONAL ALIGNMENT

- We will continue to research international best practice and insights into connections between human wellbeing, biodiversity, and climate action.
- Specifically, we will consult to establish best practice regarding how to measure the positive effects on human wellbeing of time connecting with healthy biodiversity.

INDUSTRIAL SUPPORT

- We are committed to promoting those STF labelled companies and experiences that most connect travellers with the natural world and support their wellbeing. Throughout 2024 and beyond we will be exploring ways to deliver this most effectively, in preparation for our 2024 CAP.
- We will ensure that organisations understand the connections between minimising food waste, embracing a circular economy and delivering on our commitments for biodiversity and climate.

Objective 14: Progressively promote Nature Based Solutions in place of offsetting

Our country’s natural wonders, from our forest cover to our peatlands, islands, lakes, and wilderness areas, mean we are blessed with a huge natural capacity to sequester carbon

and a wide range of Nature Based Solutions (actions which involve working with nature to address societal challenges, providing benefits for both human well-being and biodiversity). Our Climate Act of 2022 commits Finland to reaching carbon neutrality by 2035 and then becoming carbon negative without relying on international carbon offsets. Likewise, our Forest Act mandates that four trees be planted for every tree harvested.

ORGANISATIONAL CAPACITY

- As a governmental organisation Visit Finland cannot and does not fund offsetting.

NATIONAL GUIDANCE

- Working with relevant expertise, we are seeking to develop and publish national guidelines on the use of offsetting and other nature-based solutions for tourism enterprises in Finland. Our work will follow the [Guide to good practices for voluntary carbon markets : Supporting voluntary mitigation action with carbon credits](#) (Valtioneuvosto). Updated content will be published in STF guide and later integrated into Biodiversity Roadmap.
- We will collect best practice examples from across Finland (and where relevant internationally) to help stakeholders understand what Nature Based Solutions are and how they might support or benefit from them.

INTERNATIONAL ALIGNMENT

- We are in close collaboration with international partners to ensure we are aligned with international developments and to influence any European wide agreements on how tourism should be utilising different Nature Based Solutions.
- In particular, we will be focusing during 2024 on engaging with the development of the EU Green Claims directive, and how its legislation will affect the use of communication claims such as Carbon Neutral (which it currently says will not be able to be claimed through use of offsets).

INDUSTRIAL SUPPORT

- As this is a rapidly developing area of focus internationally, we need to ensure that individual operators are kept informed but not confused by changing requirements and opportunities. We are currently tendering for the updating of all our sustainability communication material for the tourism industry, and for it to be expanded to include Green Claims.

Collaborate

Objective 15: Coordinate collaborative working between Finnish Glasgow signatories

ORGANISATIONAL CAPACITY

- We continue to commit agreed, significant time and resources to delivering on the objectives of the Glasgow Declaration.

NATIONAL GUIDANCE

- Since signing the declaration simultaneously with 62 other Finnish tourism organisations, we have worked to embed the commitments of the Glasgow Declaration inside our STF programme, and to ensure that STF is the national framework and initiative for delivering our commitments to the Declaration.

INTERNATIONAL ALIGNMENT

- We are a member of the UNWTO's Glasgow Declaration Working Group, directly engaged in feeding into any official guidance and reports that are prepared.
- We connect regularly with other signatories of the Glasgow Declaration.

INDUSTRIAL SUPPORT

- Following the upcoming publication by the UNWTO of its first report into Climate Action Planning (due late 2023), we will be providing a toolkit containing aligned guidance and recommended actions that organisations can consider including in their own CAPs, categorised according to the five common pathways agreed in the Glasgow Declaration (which also frame our CAP).
- We provide regular meetings and workshops with Glasgow signatories and encourage all new Glasgow signatories to join our community!

Objective 16: Ensure community engagement in Visit Finland's Climate Action Plan

The State of Sustainable Tourism in Finland report finds that "the diversity of people is not particularly well taken into account in tourism companies" and that "only about half of the local residents are satisfied with their own opportunities to influence tourism development." We are committed to addressing these concerns.

ORGANISATIONAL CAPACITY

- The 2023 CAP establishes the initial framework for action, which we will then deliver in the following months. During 2024 we will arrange an open consultation process

that ensures there is sufficient opportunity for the Finnish public to comment on the 2024 CAP.

- Our annual sustainable tourism seminar for 2023 is focusing on Diversity, Equity, and Inclusion (DEI). In 2024 onwards, DEI will play a more prominent part of our work, and we will look at ways to address Climate Justice, exploring the disproportionate impact of climate change on vulnerable members of society and how our work can best support their needs.

NATIONAL GUIDANCE

- We will be updating the STF guide chapter on inclusive tourism and [Guide to inclusive tourism](#) to take into better consideration all employees, and ensure Visit Finland Academy module on inclusive tourism takes the updates into consideration. We will ensure that this engagement directly relates to our work on climate action so that the significance of its relationship with inclusivity is clear.
- We shall add climate related questions to citizen and visitor surveys on sustainability of tourism development / sustainability of the destinations that are currently carried out every 3 years.

INTERNATIONAL ALIGNMENT

- During our ongoing collaborations with international partners, we will raise the importance of community engagement when developing national CAPs and seek to learn from others as to best practice.

INDUSTRIAL SUPPORT

- We will share our learnings with the industry through the STF programme, ensuring there are resources and supporting guidance in how regional and local destinations and businesses can effectively engage with their local communities when it comes to delivering climate action.
- All Glasgow signatories are encouraged to be involved and comment on Visit Finland's CAP work, to ensure all stakeholders are considered and heard in the work. This will significantly increase the impact of climate action.
- Engaging with local communities is key for sustainable and climate-conscious tourism. This may involve, for example, building partnerships and effective communication with local stakeholders, community engagement strategies, sharing best practices, and stories of successful engagement within communities.

Objective 17: Engage with businesses other than frontrunners

ORGANISATIONAL CAPACITY

- We will ensure there are mechanisms and communication channels throughout our organisation so that climate action does not become the sole property of one department, but that all staff members understand how it impacts them and how their work can intersect.
- Having published this first 2023 plan, we will survey all members of our organisation to understand their attitudes to climate action in general and the commitments of the CAP. We will then develop actions that respond to any concerns to ensure that all members of Visit Finland (and Business Finland) are supportive and feel engaged.

NATIONAL GUIDANCE

- We will review the most recent national research on attitudes to climate change and climate action and review our national guidance and communications in context of what we learn.
- We will design our guidance and outreach to extend beyond those most engaged, understanding what barriers they face and working with them to overcome them.
- We will deliver guidance and supporting training for regional tourism bodies that enables them to also engage beyond frontrunners where they work.
- We will look beyond the tourism sector, seeking guidance from the experience of other sectors in how best to motivate action.

INTERNATIONAL ALIGNMENT

- We will collaborate with other national and regional destinations for insights and to develop guidelines on how best to connect with previously excluded or less active stakeholders and support them into action.

INDUSTRIAL SUPPORT

- Having understood through a process of research and engagement how best to connect beyond frontrunners, we will develop the appropriate plan to encourage new stakeholders to get involved. In particular we will look to engage stakeholders into the STF programme and to sign the Glasgow Declaration. We will launch this plan no later than our 2024 Climate Action Plan.

Objective 18: Promote sustainable tourism within destinations

ORGANISATIONAL CAPACITY

- When working in regional destinations, Visit Finland will always prioritise staying in, eating at, or otherwise engaging with STF labelled ones.

NATIONAL GUIDANCE

- The STF programme works with all regional destinations to promote sustainable tourism across the country. We will continue to work to encourage destinations to promote responsible companies and services in their own channels.
- We will continue to explore how Visit Finland can support and collaborate with regional sustainable tourism programmes.

INTERNATIONAL ALIGNMENT

- We will continue to collaborate with Glasgow Declaration signatory destinations on best practice at a regional level, while also sharing best practice from Finland and using our international network to gather insights that we can use to support ongoing improvements within our own destinations.

INDUSTRIAL SUPPORT

- The STF programme will continue to provide the tools and guidance enabling businesses to be active in their local communities and developing the area together with other local stakeholders.
- We will work with pilot programmes such as the Carbon Neutral Experiences project, developing in-depth learning materials on issues such as circular economy in the tourism industry, or adaptability and preparedness for climate change.
- In March 2024 we will publish our updated sustainability communications material for businesses. This update includes our current guides, STF guide chapter, as well as a Visit Finland Academy module on responsible communication.
- Sustainable Routes project will create 10 thematic itineraries around Finland, bringing together different STF labelled stakeholders in one story. In addition to these itineraries, destinations are encouraged to develop itineraries from their regional STF offering.

Finance

Objective 19: Ensure sufficient funding for Visit Finland's Sustainable Travel Finland programme

ORGANISATIONAL CAPACITY

- Up until the end of 2024 STF programme is funded by the EU Recovery and Resilience Facility. As we work to secure funding for 2025 and beyond, and to ensure STF's alignment with national and international climate and sustainability goals and targets, we will ensure that our stakeholders and decision makers understand the need for sufficient resources to be able to successfully develop and implement sustainability goals and targets.

NATIONAL GUIDANCE

- We will map all available destination and business level financing models for sustainable tourism development and decarbonisation.
- We continue to work together with different regional projects that align with STF and Glasgow declaration goals to share resources and financial burden.

INTERNATIONAL ALIGNMENT

- We benchmark how other NTOs finance their sustainability work.

INDUSTRIAL SUPPORT

- While this objective focuses on ensuring funding for the STF programme, we should also ensure that the stakeholders that STF supports are aware of, have access to, and have the necessary capacity and support, to access different funding opportunities are available for them to develop climate action.
- We will work towards making STF mandatory criteria for Visit Finland sales promotion.
- We have added new training on sustainable procurement & value chains to Visit Finland Academy.
- We will continue to share knowledge of sustainable funding opportunities for the tourism sector.

Objective 20: Ensure Finnish tourism prospers through low-carbon development

Our vision is of a thriving Finnish tourism sector, flourishing at home and admired abroad. It is essential that our ongoing focus on decarbonising the tourism sector and supporting its adaptation to climate change helps it to thrive economically too.

ORGANISATIONAL CAPACITY

- We will ensure that our staff are adequately supported in their work and have access to the necessary training and tools to help them deliver on Visit Finland's climate and sustainability commitments to the best of their abilities.

NATIONAL GUIDANCE

- Through honest, up to date and transparent communication at a national level we will always endeavour to engage all stakeholders in our industry, ensuring everyone benefits from decarbonising our industry. Our STF programme has always been designed to provide the necessary ongoing support to make this work as easy as possible and to ensure it makes business sense. This will continue.

INTERNATIONAL ALIGNMENT

- Visit Finland and our tourism sector are already seen as sustainability frontrunners at a global level. We will continue our work to maintain and enhance this position.
- We will map sustainability reporting requirements (EU taxonomy, ESG, CSRD etc) and utilise the STF programme for reporting the needs for investors and financiers.

INDUSTRIAL SUPPORT

- Through the STF programme we will strengthen the industry's close and self-sustaining ecosystem, which collaboratively works towards low-carbon practices and reduces the overall carbon footprint of the tourism sector.
- We will continue to ensure that STF labelled offering is prioritised in Visit Finland channels. This supports the economic sustainability of those with the STF label.
- Sustainable procurement will be a mandatory element of development planning for in STF programme. This will bring prosperity to those committed to sustainability.
- After mapping international sustainability reporting requirements, we ensure the sustainability reporting will become easier for those in the STF programme, allowing easier reporting for investors and financiers.

4. Appendices

Appendix 1: Useful climate terms

Active travel: making journeys in more physically active ways, such as walking, using a wheelchair or mobility aid, cycling.

Adaptation: Preparing for these changes and adjusting to already occurring climate risks is known as adaptation, and forms part of climate action.

Biodiversity: the variety of plant and animal life in the world or in a particular habitat, a high level of which is usually considered to be important and desirable.

Carbon Negative: emitting less than zero carbon dioxide and other greenhouse gases.

Carbon Neutral: balancing the amount of carbon released by financing or supporting the removal of it elsewhere, often through mechanism such as offsets.

Carbon Sequestration: a natural or artificial process by which carbon dioxide is removed from the atmosphere and held in solid or liquid form.

Circular Economy: an economy in which products, services and systems are designed to maximise their value and minimise waste.

Climate Crisis / Climate Emergency: a situation in which urgent action is required to reduce or halt climate change and avoid potentially irreversible environmental damage.

Climate Justice: connects the climate crisis to the social, racial, and environmental issues in which it is interwoven. It acknowledges the disproportionate impacts of climate change on low-income and BIPOC communities around the world, and that these people and places are least responsible for causing the problem.

COP26: the 26th UN Climate Change Conference of the Parties, which took place in Glasgow from 31 October to 13 November 2021. COP26 brought together delegates including heads of state, climate experts and negotiators to accelerate action towards the goals of the Paris Agreement and the UN Framework Convention on Climate Change

Decarbonisation: is part of mitigation efforts and effectively means to reduce our use of fossil fuels for energy and materials (e.g. plastics). It also requires active removal of CO₂ from the atmosphere, for example by investing into reforestation.

GHG protocol: The Greenhouse Gas Protocol provides standards, guidance, tools and training for business and government to measure and manage climate-warming emissions. Most authoritative decarbonisation methodologies align with its standards.

Just Transition: the concept that justice and equity should form an integral part of the transition towards a low-carbon world.

Mitigation: Actions reducing humans' impact on the climate are referred to as mitigation.

Natural Capital: the world's stock of natural resources, which includes geology, soils, air, water and all living organisms. Natural capital 'assets' such as habitats and ecosystems provide benefits to human wellbeing, known as 'ecosystem services'.

Nature-based Solutions: actions to protect, sustainably manage and restore natural or modified ecosystems, that address societal challenges effectively and adaptively, simultaneously providing human wellbeing and biodiversity benefits.

Offset: Paying for another organisation to reduce greenhouse gas emissions

Regenerative Tourism: Tourism which is designed so as to follow and support nature's guiding principles - to sustain and encourage the flourishing of life.

Resilience: the capacity to adapt to or recover from challenges or adverse situations

Science-based Targets: an increasingly accepted best practice approach for companies to develop and report pathways for reducing Greenhouse Gas Emissions

Wellbeing Economy: a new economic model that puts the wellbeing of people and planet first. Rather than pursuing economic growth through narrowly defined indicators such as GDP, a wellbeing economy monitors and values more fundamental areas such as health, nature, education, and communities.

Appendix 2: Finnish industry Climate Action Plans

The following Finnish signatories to the Glasgow Declaration have published their own Climate Action Plans. If you see yours missing, let us know!

[Association of Finnish Travel Industry SMAL](#)

[City of Lappeenranta](#)

[Erikkilä Sport & Outdoor Resort](#)

[Visit Tampere](#)

[Helsinki](#)

[Hawkhill Oy](#)

[Hymyilevä Punakettu Luonto ja ohjelmapalvelut, Smiling Redfox nature guiding](#)

[Kiinteistö Oy Krepelin](#)

[Kristina Cruises](#)

[Lahden seutu - Lahti Region Ltd](#)

[Mood of Finland](#)

[goSaimaa Ltd](#)

Appendix 3: Useful resources for creating Climate Action Plan

The following resources and case studies may be useful for Finnish organisations looking to develop their own Climate Action Plans.

General

[UNEP Recommended Actions - Glasgow Declaration](#)

Measure

[Climate Action In The Tourism Sector: An Overview Of Methodologies And Tools To Measure Greenhouse Gas Emissions](#)

[An open-source guide for tour operators to set a science-based target](#)

[Net Zero Methodology for Hotels](#)

[Hotel Carbon Measurement Initiative \(HCMI\)](#)

[Much Better Adventures Methodology](#)

[Case Studies On Measurement Of GHG](#)

Decarbonise

[Global accommodation sector: The road to net zero emissions](#)

Regenerate

[WTTC's Toolbox of Nature Positive Tourism Resources](#)

[Climate Action through Regeneration: Unlocking the Power of Communities and Nature through Tourism](#)

Finance

[Making the Business Case for Climate Smart Investments: Guidelines for the Tourism Sector](#)

Appendix 4: National and international reports and policies

[Finland's Climate Act](#)

This Act lays down the objectives and framework for the planning of Finland's climate policy and the monitoring of its implementation.

[Finland's tourism strategy for 2022-2028](#)

Strategy defines targets for the development of tourism until 2028.

[National Climate Change Adaptation Plan for 2022](#)

[State of Sustainable Tourism Finland 2022](#)

Report into progress of the Sustainable Travel Finland programme.

[A strong and committed Finland](#)

Programme of Prime Minister Petteri Orpo's Government.

[Strategy of the National Commission on Sustainable Development 2022–2030](#)

Report exploring how a prosperous and globally responsible Finland can also protect the carrying capacity of nature.

[Finland's biodiversity policy](#)

A process to prepare a new National Biodiversity Strategy and an action plan to 2030 related to this is currently underway.

[Finland's Action Plan for Climate Smart Foreign Policy](#)

Finland is among the first countries to have drawn up an action plan for its foreign policy on climate change.

[Fit for 55](#)

Ensuring EU policies are into line with EU climate goals.

[EU Tourism Transition Pathway](#)

The aim of this report is to describe the measures and outputs needed to accelerate the green and digital transitions and improve the resilience of the tourism ecosystem.

Appendix 5: Alignments with national and international commitments

The following table summarises our CAP's key objectives and how they align with our national and international commitments.

OBJECTIVE	GLASGOW PATHWAY	STF SUSTAINABLE TOURISM INDICATOR	NATIONAL TOURISM STRATEGY	NATIONAL CLIMATE COMMITMENTS	EU TRANSITION PATHWAY	GLOBAL SUSTAINABLE DEVELOPMENT GOALS
1: Measure and Report GHG Emissions	Measure	Percentage of tourism companies in the STF programme that measures their carbon footprint (D2.1.1)	Recognising tourism sector's share as a source of emissions (National Tourism Strategy, 3).	National Climate Act looks to enhance and coordinate the design and monitoring of the implementation of climate change mitigation and adaptation measures	Topic 3: Improving statistics and indicators for tourism	13.3 Build knowledge and capacity to meet climate change 17.18: Enhance availability of reliable data 12.b: Develop and implement tools to monitor sustainable tourism
2: Develop and maintain Finnish Sustainable Tourism Indicator System	Measure	Number of enterprises that have received the STF label (A1.1)	National indicators on sustainable tourism will be introduced as part of the criteria of the STF programme (National Tourism Strategy, action 6).	National Climate Act mandates that any response by industry must be designed to support the wider country's goals. The Government, in collaboration with industry, will develop a model to calculate positive climate handprints, exploring potential and setting export targets alongside carbon	Topic 9: Data-driven tourism services	13.2 Integrate climate change measures into national policies, strategies and planning 17.19: Further develop measurements of progress 12.b: Develop and implement tools to

				<p>footprints. The aim is to integrate this model into EU legislation. (Government Programme 7.4)</p>		<p>monitor sustainable tourism</p> <p>12.6: Encourage companies to adopt sustainable practices and sustainability reporting</p> <p>12.7: Promote sustainable public procurement practices</p>
<p>3: Promote Low Carbon Transport</p>	<p>Decarbonise</p>	<p>Share of train journeys / Greenhouse gas intensity of tourism</p>	<p>Tourism entrepreneurs are encouraged to switch from fossil fuels to more climate-friendly solutions in snowmobiles and other off-road vehicles used in tourism services (National Tourism Strategy, 7.3).</p> <p>Low-carbon travel is promoted through enhancing accessibility, promoting sustainable choices, addressing price increases and emissions trading, leveraging digital innovations, adopting Mobility as a Service, offering emission offsetting options, developing transport infrastructure and exploring electric aviation. (National Tourism Strategy, appendix 4).</p>	<p>The aim is to achieve net-zero transport emissions by 2045, with a milestone to halve emissions, compared with 2005, by 2030. (Climate Action in Finland European Parliament)</p> <p>Finland's Governmental Programme for low-carbon transport includes measures such as a distribution obligation for renewable fuels, technology-neutral approaches, and gradual increases in the obligation, along with penalties for non-compliance and a focus on promoting low-emission fuels, carbon capture, and emissions reduction mechanisms.</p>	<p>Topic 2: Regulatory support for multimodal travelling</p> <p>Topic 6: Sustainable mobility</p>	<p>9.1: Develop sustainable, resilient and inclusive infrastructures</p> <p>11.2: Affordable and sustainable transport systems</p>

4: Promote Sustainable Accommodation	Decarbonise	The percentage of tourism companies in the STF programme using various methods to reduce energy consumption and average amount of measures	Sustainable accommodation is promoted by addressing the challenges posed by the sharing and platform economy in the tourism industry, ensuring fair competition and regulation, supporting the availability of skilled workforce, encouraging investment in the tourism sector, and participating actively in European Commission initiatives related to short-term accommodation services, while also focusing on enhancing the industry's sustainability and economic impact. (National Tourism Strategy, 7.4, action 34)	Finland will phase out the use of fossil fuel oil in heating by 2024, and for all buildings in the early 2030s. (Finland's Integrated Energy and Climate Plan) Energy consumption in construction will be reduced and the energy efficiency of buildings improved through cost-effective means. (source?)	Topic 7: Circularity of tourism services Topic 8: Green transition of tourism companies and SMEs	9.4: Upgrade all industries and infrastructures for sustainability 7.3: Double the improvement in energy efficiency
5: Promote Sustainable Events	Decarbonise		Finland is a trendsetter in implementing responsible and sustainable event production, and sustainable development and responsibility will continue to be actively invested (National Tourism Strategy, Action 12).		Topic 7: Circularity of tourism services	11.6: "Reduce the environmental impacts of cities"
6: Promote Sustainable Destinations	Decarbonise	Number of STF destinations	Destinations are promoted by facilitating marketing and promotion through networks between tourism businesses and international sales channels, focusing on sustainable and innovative tourism in product development, ensuring high-quality customer-centric services with an emphasis on	The Climate Act will be supplemented with an obligation for municipalities to draw up climate plans and with provisions on requests for review concerning the climate policy plans. In Petteri Orpo's government program, it has been stated that the obligation imposed	Topic 4: Comprehensive tourism strategies development or Update Topic 5: Collaborative governance of tourism destinations	11.2: Affordable and sustainable transport systems 11.3: Inclusive and sustainable urbanization 11.4: "Protect the world's cultural and natural heritage 11.7: "Provide access to safe and

			safety, equality, and accessibility, and utilizing digital means to enhance discoverability and accessibility for nature destinations and remote areas. (National Tourism Strategy).	on municipalities to create climate plans will be revoked through legislative changes. Ministry of Environment is preparing a proposal to remove municipalities' obligation from the Climate Act. (Ministry of Environment, 2023)		inclusive green and public spaces"
7: Support domestic and inter-regional tourism	Decarbonise	Dependence on long-distance tourist market The proportion of international tourists to all tourists (B.1.12)	Efforts are being made to promote the competitiveness of domestic tourism. The Ministry of Economic Affairs and Employment is responsible for domestic tourism development. Investment in domestic tourism marketing and development strengthens year-round tourism, ensuring market stability especially during times of international uncertainty and changing demand. The strategy recognizes the growing appreciation of domestic tourism and the increasing environmental awareness of travellers, making domestic travel in Finland more attractive. (National Tourism Strategy).	Finland aims to halve emissions relative to 2005 by 2030, focusing mainly on road transport. Investments in rail, digitalisation and spatial planning should promote public transport, walking and cycling. (Climate Action in Finland European Parliament)	Topic 6: Sustainable Mobility Topic 17: Seamless cross-border travelling	11.2: Affordable and sustainable transport systems 11.a: "Strong national and regional development planning"
8: Promote Low Carbon Diets	Decarbonise	Average number of actions contributing to sustainable food choices /	The strategy recognizes food tourism as a growing theme, encouraging travellers to explore local food culture while minimising the environmental impact of food	National Nutrition recommendations (updated 2023) recommends more vegetables and less meat IPCC 6th Assessment	Topic 7: Circularity of tourism services Developing the use of locally supplied ingredients with low	2.4: Sustainable food production and resilient agricultural practices 12.3: Halve global

		The percentage of tourism companies in the STF programme that use sustainable and organic products comprehensively as part of their food services, and average amount of measures (D.7.1.1)	services; emphasising the collaboration between different stakeholders (food producers, the food industry, and the tourism sector), facilitating the development of new food tourism products. (National Tourism Strategy, Action 11). Strategy encourages environmentally responsible practices in food services; using locally sourced ingredients, minimising food waste, and adopting renewable energy sources. Enhancing the synergy between food exports and food tourism (National Tourism Strategy, appendix 4)	recommends shift to healthy diets as key short-term action for climate mitigation	environmental footprint to reduce the environmental impact of food services Reducing food waste in the hospitality industry	per capita food waste
9: Integrate Climate Mitigation into Business Strategies	Decarbonise	The percentage of tourism companies in the STF programme actively participating in climate change mitigation measures and average amount of measures. (D.2.1)	We need more transparency in the tourism sector collaboration. Regional tourism development projects should more strongly implement, and support actions outlined in tourism strategies. (National Tourism Strategy, 5.1).	Finland will use effective and sustainable means to increase its climate handprint and proceed towards carbon neutrality (Government Programme 7.4).	Topic 8: Green transition of tourism companies and SMEs	13.3 Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning
10: Develop and publish long term climate plan for Finnish Tourism	Decarbonise	Greenhouse gas intensity of tourism	Condensing the cooperation between Finnish actors, who have signed the Glasgow Declaration, on implementation of the declaration, and its application to Finnish	According to the Climate Act, the Long-term Climate Plan must present scenarios concerning the trends in emissions and removals that cover at least the 30 years.	Topic 4: Comprehensive tourism strategies development or update	8.9: Promote beneficial and sustainable tourism

			conditions (National Tourism Strategy, action 8).	One of the priorities of the climate and energy strategy will be for Finland to utilise the opportunities for faster emissions reductions in industry and energy production than anticipated and to take advantage of its potential to capture and further utilise wood-based carbon dioxide, which is among the most significant in Europe. Sector-specific low-carbon roadmaps will be updated. (Government Programme, 7.4)		
11: Prioritise a regenerative approach to tourism	Regenerate	Average number of actions promoting biodiversity		<p>Finland will cherish its valuable natural environment</p> <p>The Government, together with business and industry, will promote the creation of a model for calculation positive climate handprints.</p> <p>The Government encourages all sectors to draw up biodiversity roadmaps through which the economic dependence on the natural environment and its ecosystem services is understood. (Government Programme, 7.5)</p>	Topic 7: Circularity of tourism services	11.5: "Reduce the adverse effects of natural disasters"
12: Integrate climate change adaptation	Regenerate			National Climate Change Adaptation Plan for 2022 says adaptation must be	Topic 12: Research and innovation projects and pilots	13.1 Strengthen resilience and adaptive capacity to

considerations into business strategies				integrated into climate action planning and activities	on circular and climate friendly tourism	climate-related hazards and natural disasters in all countries 15.9: Integrate ecosystem and biodiversity in governmental planning
13: Ensure Travel Industry supports connection between climate, biodiversity, and wellbeing	Regenerate	Percentage of tourism enterprises actively supporting the protection, conservation, and maintenance of local biodiversity (D.7.1)		The Government will encourage all sectors to draw up biodiversity roadmaps through which the dependence of economic activities on the natural environment and the added value it offers (ecosystem services) is also understood from the perspective of the national economy. (Government Programme, 7.5)	Topic 12: Research and innovation projects and pilots on circular and climate friendly tourism	15.1: Conserve and restore terrestrial and freshwater ecosystems 15.5: Protect biodiversity and natural habitats
14: Progressively promote Nature Based Solutions in place of offsetting	Regenerate	Percentage of tourism enterprises actively supporting the protection, conservation, and maintenance of local biodiversity. (D.7.1)		Finland's goal is to be carbon neutral by 2035 and then carbon negative without relying on international carbon offsets Forest Act mandates that four trees be planted for every tree harvested.	Topic 12: Research and innovation projects and pilots on circular and climate friendly tourism	15.b: Finance and incentivize sustainable forest management 12.2: Sustainable management and use of natural resources
15: Coordinate collaborative working between	Collaborate		Condensing the cooperation between Finnish actors, who have signed the Glasgow		Topic 5: Collaborative governance of	17.6: Knowledge sharing and cooperation for

Finnish Glasgow signatories			Declaration, on implementation of the declaration, and its application to Finnish conditions (National Tourism Strategy, action 8).		tourism destinations Topic 19: Awareness raising on skills needs for twin transition in tourism	access to science, technology, and innovation 17.17: Encourage effective partnerships
16: Ensure equitable Community Engagement in Climate planning and action	Collaborate	Proportion of residents who are satisfied with their own opportunities to influence tourism	We will promote the consideration of local residents and other stakeholders, as well as recognising local strengths in regional tourism development, incl. product development and marketing (National Tourism Strategy, action 5).	Climate Act states rights of the Sámi must be taken into account to prepare climate policy plans. Social Climate Fund promotes a socially just transition to climate neutrality, including improved access to zero- and low-emission mobility and transport. Climate Act strengthens the opportunities of Parliament and the public to participate in and influence the planning of climate policy. According to the Non-Discrimination Act of 2017, every company with at least 30 employees must draw up an equality plan.	Topic 24: Fairness and equality in tourism jobs Topic 26: Tourism services for Visitors and residents alike	8.2: Diversify, innovate, and upgrade for economic productivity 8.9: Promote beneficial and sustainable tourism
17: Engage with businesses other than frontrunners	Collaborate	Share of companies actively participating in climate change mitigation activities (D.2.1)	SMEs participating in the SUSTOUR project can obtain an internationally recognised sustainability certificate, which can be utilised when applying for the STF label (National		Topic 11: Easily accessible best practice, peer learning and networking for SMEs	13.b: Promote mechanisms to raise capacity for planning and management

			Tourism Strategy, 7.1).		Topic 20: Awareness raising on changes in tourism demand and the opportunities of twin transition for Tourism	
18: Promote Sustainable Tourism within destinations	Collaborate	Percentage of surveyed travelers who consider the listing a sustainable destination (A.2.1b) Percentage of the destination's residents who are satisfied with tourism's impact on their place of residence (A.1.2a)	Finland's USPs and country image strengths will be utilised in promoting tourism in Team Finland work. Raise awareness of Finland as a leading sustainable destination, e.g. through regular PR and media work, innovative campaigning and active multichannel communication. (National Tourism Strategy, action 38).	The Climate Act will be supplemented with an obligation for municipalities to draw up climate plans and with provisions on requests for review concerning the climate policy plans. In Petteri Orpo's government program, it has been stated that the obligation imposed on municipalities to create climate plans will be revoked through legislative changes. Ministry of Environment is preparing a proposal to remove municipalities' obligation from the Climate Act. (Ministry of Environment, 2023)	Topic 5: Collaborative governance of tourism destinations Topic 26: Tourism services for Visitors and residents alike	11.2: Affordable and sustainable transport systems 11.3: Inclusive and sustainable urbanization 11.4: "Protect the world's cultural and natural heritage" 11.7: "Provide access to safe and inclusive green and public spaces"
19: Ensure sufficient funding for Visit Finland's sustainable tourism scheme Sustainable Travel Finland (STF)	Finance	Companies participating in the STF programme	Increase funding allocated to Business Finland / Visit Finland for promoting tourism, especially marketing work (National Tourism Strategy, action 35)		Topic 27: Support visibility of funding opportunities for tourism actors Topic 11: Easily accessible best practice, peer learning and networking for SMEs	15.a: Increase financial resources to conserve and sustainably use ecosystem and biodiversity

20: Ensure Finnish Tourism prospers through Low Carbon Development	Finance	Tourism's direct impact on the destination's total employment (B.3.1)	National tourism strategy envisions Finland as the most sustainably growing tourist destination in the Nordic countries.		Topic 11: easily accessible best practice, peer learning and networking for SMEs	
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