



**Climate Action Roadmap
for travel industry in Finland 2024**

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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Navigating a changing landscape

In 2023, Visit Finland unveiled its inaugural Climate Action Plan (CAP), outlining the steps we as the National Tourism Organisation need to take to lead our industry towards a sustainable future. This Roadmap builds upon that foundation, broadening the scope to engage the entire industry in charting a course to our 2030 and 2035 climate goals.

The Roadmap is a guide, exploring the challenges and progress made in the 20 key objectives outlined in CAP2023, and providing a comprehensive overview of the industry's climate action efforts. It isn't just about Visit Finland; it represents the collective voices and actions of stakeholders across the industry. It also highlights some of our international collaborations, demonstrating how Finnish tourism contributes to global sustainable tourism efforts. In this way it's a testament to the collaborative spirit of the Finnish travel industry, designed with input from Visit Finland, industry signatories, and international partners.

Most of all, we recognise that action is key, so this Roadmap includes valuable resources to inspire and empower more companies and destinations to join us on this journey. We want to ensure that everyone in the travel industry in Finland - whatever stage their climate action is at - can benefit from the insights within this roadmap and move forward together.

The Sustainable Travel Finland (STF) programme has brought our industry together to work under shared principles, taking steps on the same path towards more sustainable tourism operations. In the last year, the programme has been updated with content to lower the threshold for systematic climate action. These tools and resources are available for our entire industry, including educational institutions. A widely adopted national sustainable development programme has paved our way to become one of the industry leaders in sustainability and climate action in global tourism. This has inspired many to take action, and we have actively shared best practices to encourage serious commitment. This handprint should not be overseen. Our positive impact can be greater than our size.



As we at Visit Finland face significant budget cuts and staffing reductions from 2025 onwards, however, Visit Finland's role in leading collaborative climate action will inevitably evolve. This Roadmap takes on an even greater significance as a beacon, illuminating the path forward, now that Visit Finland's role is changing.

Together, we can ensure that the Finnish travel industry remains a shining example of sustainability, resilience, and responsible growth in the face of climate change.

Kristiina Hietasaari
Senior Director
Visit Finland

Liisa Kokkarinen
Head of Sustainable Development
Visit Finland

Milestones

	
2018	
<ul style="list-style-type: none"> • Sustainable Arctic Destination projects kickstarts Visit Finland's systematic approach to sustainable tourism development • Current state analysis on sustainable tourism in Finland • Mapping national sustainable tourism programmes • Benchmarking best practices on sustainability schemes • Surveying attitudes for sustainable tourism offering in target markets • Publishing first sustainable tourism guidebooks 	
2019	
<ul style="list-style-type: none"> • Sustainable tourism principles published • Sustainable Finland pledge launched • STF programme piloting • STF guide published • STF training added to Visit Finland Academy 	
2020	
<ul style="list-style-type: none"> • STF launch 	<ul style="list-style-type: none"> • Launch of Tourism Declares Climate Emergency
2021	
<ul style="list-style-type: none"> • Visit Finland updates its vision to "Finland is the 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" • Adding first advanced sustainability trainings to Visit Finland Academy • 100 STF labels awarded 	<ul style="list-style-type: none"> • Launch of Glasgow Declaration for Climate Action in Tourism at COP26, co-authored by UNWTO, UNEP, the Travel Foundation, Tourism Declares and VisitScotland, with 300 founding signatories
2022	
<ul style="list-style-type: none"> • Sustainable Tourism Indicator system becomes part of STF programme • Visit Finland signs Glasgow Declaration with 63 other Finnish signatories • Launch of STF statistics dashboard 	<ul style="list-style-type: none"> • UNWTO and Travel Foundation sign MOU to implement Glasgow Declaration • UNWTO published Overview of Methodologies and Tools for measuring tourism emissions

<ul style="list-style-type: none"> • Piloting national visitor and citizen surveys • 200 STF labels awarded 	
2023	
<ul style="list-style-type: none"> • STF becomes part of hospitality management education • Matkailijamittari Border Survey launched, including traveller's CO2 • Launch of STF Hub • Hiilikuri CO2 calculator becomes part of STF programme • 1000 businesses enrolled in STF programme • Launch of Climate Action Plan for Visit Finland • publishing first State of Sustainable Tourism in Finland annual report • 350 STF labels awarded 	<ul style="list-style-type: none"> • 850+ signatories of Glasgow Declaration • UNWTO Published first Review of Climate Action Plans, assessing 250 CAP's and offering guidance for future development
2024	
<ul style="list-style-type: none"> • Piloting destination level CO2 model in Hiilikuri • Visit Finland attends COP29 in Baku • Finland signs Baku Declaration on Enhanced Climate Action in Tourism • Mapping alternative and low carbon accessibility to Finland • Launch of Selected routes for Mindful traveller • Adding Safe & Sustainable Destination training for DMOs to Visit Finland Academy • Nearly 500 STF labels awarded 	<ul style="list-style-type: none"> • First ever Tourism Day at COP29 • UNWTO launches Baku Declaration • UNWTO announces it will remove those Glasgow' signatories who have not submitted their CAPs • Publishing FS-MST Statistical Framework for Measuring Sustainability of Tourism
2030	
<ul style="list-style-type: none"> • Climate Action Roadmap has enabled us to plan and implement the actions needed to be taken to support the global commitment to halve emissions by 2030 	<ul style="list-style-type: none"> • Glasgow Declaration aims to have reduced tourism emissions by 50% (towards reaching Net Zero as soon as possible before 2050)

The state of climate action in the tourism sector

Climate change is no longer a distant threat; its impacts are increasingly evident across the world, and the tourism industry is particularly vulnerable. The growing impact on destinations is ever more apparent. Traditional summer hotspots in Southern Europe face soaring temperatures, wildfires, droughts and floods, leading to disruptions and safety concerns for travellers. Mediterranean beaches are threatened by erosion and rising sea levels, flooding is becoming more frequent and unbearable across Europe, and Alpine ski resorts grapple with unpredictable snowfall and shrinking glaciers.

These mounting risks are even prompting shifts in European summer tourism towards cooler northern climates. Countries like Finland are emerging as attractive alternatives for summer travel. Our pristine landscapes, milder temperatures, and opportunities for outdoor activities appeal to travellers seeking respite from the heat and environmental disruption.

At the same time, tourism continues to increase its emissions. According to 2023 research by The Travel Foundation, tourism-related carbon emissions will increase by 73% from 2019 to 2050 in a business-as-usual scenario, consuming 66% of the remaining climate budget between 2023 and 2100. The World Economic Forum projects that the industry's CO₂ emissions will reach three billion tonnes by 2050, a 135% increase from current emissions.

Developing a Regenerative Approach

However, there is also a growing realisation that climate change isn't simply an isolated problem of adapting to warming temperatures. We are moving beyond viewing it as a singular threat towards a holistic perspective that connects it with biodiversity loss, human health, and social justice, all within the framework of Planetary Boundaries.

Nature restoration is therefore vital not only for its intrinsic value but also for its role in climate regulation. Healthy ecosystems sequester carbon, mitigate natural disasters, and provide vital resources, impacting both environmental and human well-being. Similarly, the connection between climate change, biodiversity loss and human health is increasingly clear. Extreme weather events, air pollution, and food insecurity directly impact our health and well-being, highlighting the need for climate solutions that prioritise health equity.

This also offers an opportunity for tourism. Travellers are increasingly looking for experiences that are not only entertaining or recreational but also promote health and well-being. Thriving nature provides the tourism industry with peaceful and pure experiences that support mental and physical well-being.

Nature in Finland, and its biodiversity, are attraction factors that encourage especially those visitors who value responsibility and closeness to nature. It simply makes financial sense to look after our industry's number one asset: nature.

Furthermore, climate change disproportionately affects vulnerable people and amplifying existing social inequalities. Addressing climate change necessitates a just transition that ensures social justice and empowers marginalised communities. The concept of Planetary

Boundaries offers a comprehensive framework for navigating these interconnected challenges. By recognizing the finite limits of our planet's systems, we can guide actions towards a sustainable future where climate stability, ecological integrity, human well-being, and social justice coexist.

Barriers to progress

While growing awareness and commitments to sustainability are evident across tourism, the industry faces complex challenges in balancing its economic interests with the urgent need for decarbonisation and climate resilience. Tourism-dependent communities face job losses and cultural disruption. Travelers themselves are reconsidering their choices, seeking sustainable destinations and experiences that minimise their carbon footprint and environmental impact.

Understanding the significance of travel choices when looking to reduce greenhouse gas emissions, in 2024, Visit Finland published the [Alternative and low-carbon accessibility to Finland](#) report, mapping and comparing land and waterway accessibility to Finland from Visit Finland's target markets in Europe (Belgium, France, Germany, Italy, Netherlands, Spain, Sweden, Switzerland, UK). Key findings include:

- For all 11 western origin cities assessed, the best route (considering a balance of time, convenience, emissions) always converges on Hamburg. This presents a potential vulnerability should an issue in Hamburg cause problems with the connections or access to the train network.
- The lowest emitting way to get to Finland is by train. However, since on average land and sea journeys were 7 times longer than flight journeys (often more than 30 hours quicker), for any passenger considering coming by train from Europe to Finland time is not the factor.

Significant other hurdles to decarbonising our industry remain. The aviation and cruise sectors are major contributors to tourism's carbon emissions. Initiatives like the development of sustainable aviation fuels (SAF) and the adoption of cleaner technologies in cruise ships show long term promise, but wider, faster implementation remains out of reach. The heavy reliance on long-haul travel and the proliferation of mass tourism models continue to exert a considerable environmental impact.

Accelerating Climate Action

Since its launch at COP26, the Glasgow Declaration on Climate Action in Tourism has offered the industry a way to come together to accelerate climate action. Many destination organisations, recognising their pivotal role in shaping sustainable tourism, have taken significant strides to implement the Declaration's commitments. Across the globe, destinations are aligning their strategies with the Declaration's five pathways: Measure, Decarbonise, Regenerate, Collaborate, and Finance.

Where previously their focus has been on marketing, progressive destination organisations are now prioritising sustainability, supporting their industry stakeholders, investing in

climate-resilient infrastructure, and engaging local communities. In so doing, these destination organisations can pave the way for a more sustainable and resilient future for tourism. Such efforts also prepare them, and the businesses they work with and support, for the impact of new and upcoming regulation, such as the Consumer Rights Directive (CRD), EU Green Claims, CSRD (Corporate Sustainability Reporting Directive), and CSDDD (Corporate Sustainability Due Diligence Directive). These are all poised to significantly impact European tourism's decarbonization efforts. By enforcing stricter regulations on sustainability claims and reporting, these initiatives will drive transparency and accountability within the industry.

CRD will protect consumers against misleading 'green' claims, including unjustified claims about carbon offsetting. The directive also bans generic environmental claims that create the impression of an excellent level of environmental protection, such as 'environmentally friendly', 'green', 'ecological', 'climate-friendly', 'low-carbon', 'energy-efficient' or 'biodegradable', without recognised evidence of environmental performance associated with the claim. Additionally, the directive will ban own sustainability labels that are not based on a certification scheme or been validated by public authorities.

The EU Green Claims initiative combats greenwashing by requiring businesses to substantiate their environmental assertions with robust scientific evidence. This will force tourism operators to genuinely invest in sustainable practices rather than relying on misleading marketing tactics.

CSRD mandates extensive sustainability reporting, including emissions data and climate risk assessments. This heightened transparency will pressure tourism companies to prioritise decarbonisation strategies and track progress effectively. Although only larger companies are initially required to report, smaller companies will feel the impacts along the value chain as larger companies look to collect data from their partners and commit to sustainable transactions.

CSDDD introduces due diligence obligations for businesses, ensuring they address adverse impacts within their supply chains. This will push the industry to scrutinise its carbon footprint beyond direct operations, promoting responsible sourcing and sustainable partnerships.

The EU also regulates emission-heavy industries, although aviation has previously been exempted. Free emission trading allowances for aviation will be phased out gradually from 2024 to 2026. In 2024, 25 percent of the emissions allowances that are normally distributed for free in air traffic will be auctioned, and in 2025, the auctioned portion will be 50 percent. By 2026, there will be no general free distribution in air traffic. This change will inevitably be reflected in the prices of flight tickets. Electric aviation will not save the situation, as the technology is not yet available. The first electric flights will be small aircraft flying short distances, meaning they will not replace current scheduled or charter traffic. If the development of tourism relies solely on fossil fuel-based air traffic, a collapse in growth is likely to occur in 2026. The tourism industry should prepare for the upcoming changes.

The EU's Restoration Law came into force in August 2024. The aim of the regulation is to improve the state of nature broadly across various environments, both within and outside protected areas. Achieving the goals of the restoration regulation requires the use of various methods to strengthen natural values. The area where the state of nature is improved can remain in economic use or be part of an urban environment, for example. Implementing the restoration regulation requires actions to improve the state of nature in areas such as wetlands, forests, agricultural environments, mountains, shores, seas, and inland waters. The tourism industry should also have a role in restoration, as nature positive product development can provide a real competitive advantage, help to develop positive country image, and improve the industry's social licence to operate.

Collectively, these regulations are creating a regulatory landscape that encourages authentic climate action in the European tourism sector. By fostering transparency, accountability, and responsible business conduct, the regulations can help accelerate the industry's decarbonization journey, making it a more sustainable and resilient contributor to Europe's green transition.'

The first ever Tourism Day at the annual UN Climate Change COP events took place on 20th November 2024 at COP29 in Baku, Azerbaijan. The inclusion of "Climate Action in Tourism" in the COP29 Action Agenda for the first time represents a milestone for a sector as economically important as tourism. The COP29's Presidential Initiative on Enhanced Climate Action in Tourism has the objective to enhance the positioning of tourism climate action globally as a sectoral policy supporting national climate goals.

As part of COP29's Tourism Day, the following objectives were outlined:

- Policy change: **Launch of the Baku Declaration on Enhanced Climate Action in Tourism**, as a call to action to explore the inclusion of national tourism administrations' contributions, as applicable, to developing and achieving the next set of Nationally Determined Contributions (NDCs) to the Paris Agreement and to enhance the integration of climate action in tourism policies. [Access the Baku Declaration](#)
- Sectoral engagement: **Strengthening the Glasgow Declaration on Climate Action in Tourism** as a voluntary commitment to support national climate goals, by increasing the number of national tourism administrations (and national tourism organizations) and tourism stakeholders making commitments to implement integrated climate mitigation and adaptation approaches. [Become a signatory of the Glasgow Declaration](#).
- Science-based approach: **Positioning the UN Statistical Framework for Measuring the Sustainability of Tourism (MST)** as a tool to measure national tourism emissions, as it includes environmental data like greenhouse gas (GHG) emissions and energy use as part of its essential pillars. [Find out more about the UN Statistical Framework MST](#).

- Institutionalization: **Launch of a global coordination and partnership mechanism for enhanced climate action in tourism** across the UN System and key stakeholders to ensure coherence, alignment and greater impact of initiatives.

Finland supports the COP29 Presidency's vision to enhance ambition of the tourism sector in the fight against climate change with the following statement: *"We share the Presidency's view for the shared responsibility of all sectors, including tourism, to contribute transforming aspirations into results. Thus, the Ministry of Economic Affairs and Employment of Finland (TEM) takes the chance to enhance our commitment to climate action in the tourism sector and affirms the Ministry's commitment to the objectives of the Declaration on Enhanced Action in Tourism and pledges to collaborate towards achieving the objectives"*.

In addition to TEM, Visit Finland plays a central role in endorsing the Baku Declaration. Visit Finland participated in COP29, where it represented its ambitions and perspectives during the high-level roundtable on Raising the Climate Ambition of the Tourism Sector – from commitments to implementation (including measurement and decarbonization). We highlighted that 75% of tourism-related emissions come from transportation, with aviation alone accounting for around 40%. Meanwhile, air travel is expected to grow rapidly in the coming years. Tourism emissions are set to increase unless the sector's unsustainable growth and transport-related emissions, including aviation, are better regulated. No country will unilaterally limit international air traffic to reduce tourism-related emissions without facing disadvantages. Therefore, fair regulations that take climate justice into account will be necessary.

Visit Finland's Climate Action Plan 2023 outlined 20 objectives and 163 actions. Of these actions, 143 were completed in 2024, while 20 presented challenges. Among the five common pathways, the Regenerative Pathway proved to be the most difficult, with 34% of the actions postponed to future years. In contrast, all actions under the Collaborate Pathway were successfully completed.

The following pages will demonstrate the roadmap to deliver Visit Finland's 20 key objectives for Climate Action. It represents a progress report on our 2023 Climate Action Plan that navigates the industry through the regulatory environment in changing landscape, outlining the goals the industry should be aiming for in 2030 to meet the ambitious 2050 targets.

Objective 1: Measure and report GHG emissions

2030 goal: Measurement and reporting of emissions according to agreed methodologies is standard practice for Finnish Tourism

Matkailijamittari Border Survey: traveller's CO2 measurement tool



Figure 1 Matkailijamittari Border Survey dashboard illustrates travellers' CO2 emissions, and the results include e.g. country of departure, transport mode, length of stay, travel time of the year, spending and destination within Finland

According to Matkailijamittari the total emissions of leisure travellers to Finland is 1,629,000 tonnes. The figure includes travel to and from the country, travel within its borders, accommodation and food. However, there are some inefficiencies in the methodology used. For instance, the emissions factors for aviation are those informed by the airline, and do not include other GHG emissions or high-altitude impact. For other variables averages are used, and emissions factors are not regularly updated.

Emissions should, however, not be looked alone when making sustainable choices. For tourism to be responsible, it is crucial to pay attention for instance to seasonality, tourism flows, spending and length of stay. Matkailijamittari allows this, as well as measuring travellers carbon efficiency: total emissions divided by money spent. Carbon efficiency indicates, how much revenue each carbon equivalent creates. Figure 2 illustrates that Dutch, Belgian and Swiss travellers have high carbon efficiency. Yet at the same time, Figure 2 indicates the travellers from these markets are seasonal, as during Q2 and Q4 there has been an insufficient number of travellers from these markets to collect data.

Country / continent	2023Q3			2023Q4			2024Q1			2024Q2		
	Spending	CO2	Carbon efficiency	Spending	CO2	Carbon efficiency	Spending	CO2	Carbon efficiency	Spending	CO2	Carbon efficiency
Total	818,0	558145	1,47	651,9	343851	1,90	748,6	388485	1,93	485,5	334313	1,45
America	129,6	122113	1,06	48,4	39812	1,22	57,3	37820	1,51	62,0	55508	1,12
United States	98,9	89425	1,11	37,6	30720	1,22	38,5	24046	1,60	49,1	43213	1,14
Asia	97,5	82869	1,18	89,6	59974	1,49	100,0	66562	1,50	84,0	70457	1,19
China	.	.	.	25,6	18870	1,36	30,2	17296	1,74	.	.	.
Japan	11,5	13247	0,87
Europe	558,4	316688	1,76	481,1	220768	2,18	551,0	254524	2,16	326,2	177254	1,84
Austria
Belgium	26,6	9945	2,67	.	.	.
France	34,8	21696	1,60	55,9	23255	2,40	100,7	43206	2,33	18,5	13502	1,37
Germany	105,6	53061	1,99	49,3	22953	2,15	90,9	38907	2,34	65,3	31598	2,07
Italy	22,5	15253	1,48	24,1	10677	2,26	34,6	18036	1,92	20,1	12606	1,60
Netherlands	25,8	11639	2,22	.	.	.	52,0	17694	2,94	.	.	.
Spain	41,6	36207	1,15	44,5	23686	1,88	23,5	16196	1,45	.	.	.
Sweden	73,5	39903	1,84	30,1	16651	1,81	18,2	9643	1,89	27,0	13622	1,98
Switzerland	43,2	18962	2,28	.	.	.	19,6	7609	2,58	.	.	.
United Kingdom	46,0	34270	1,34	104,8	51478	2,04	62,9	34235	1,84	20,0	14221	1,41

Figure 2 Carbon efficiency demonstrates the correlation between travellers' money spent and emissions created. The higher the efficiency, the more revenue created per carbon equivalent

Visit Finland is committed to producing data on travellers' carbon footprint, making emissions one of the criteria when choosing target markets. As per Visit Finland's strategy, market selections are based on size, growth potential, network priorities and sustainability.

Hiilikuri CO2 calculator: CO2 measurement tool for businesses

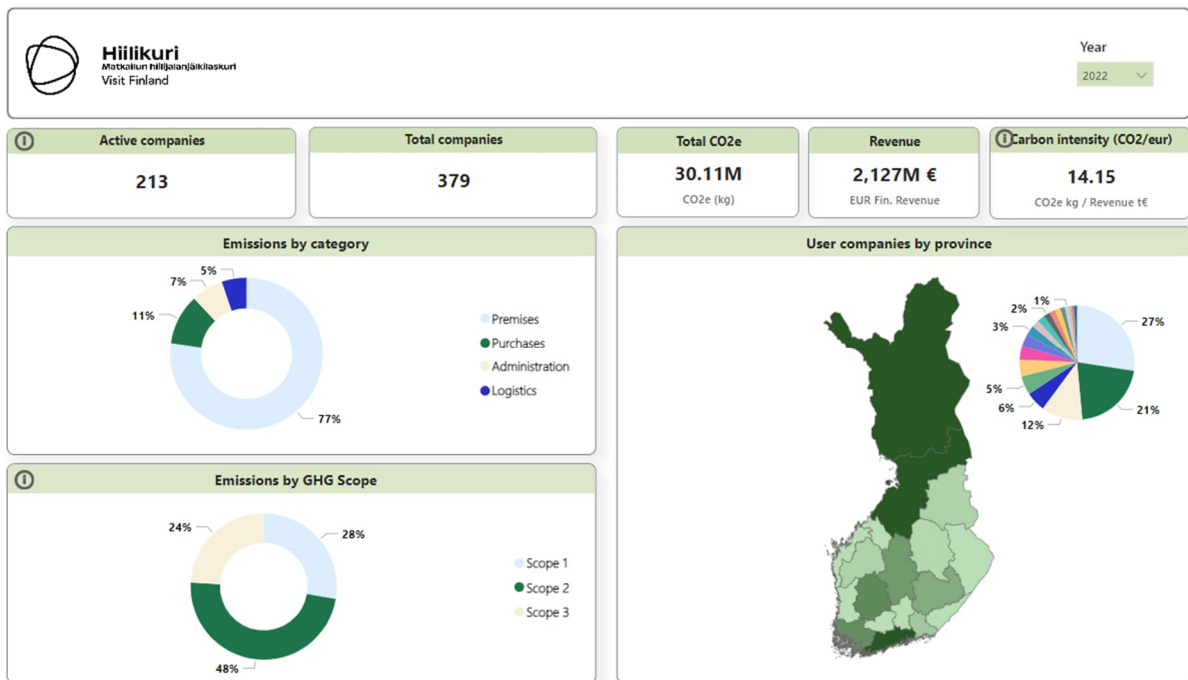


Figure 3 Hiilikuri pilot report on 2022 CO2 data

The pilot version of Hiilikuri CO2 measurement tool for travel businesses was launched in 2022 and the tool was fully integrated as part of STF programme in 2024. The CO2 results were first reported in 2023 drawing a picture of CO2 emissions of Hiilikuri pilot users in 2022. While the data is not fully accurate, as it includes many incomplete and unverified measurements, it already starts to provide a picture on emission sources for tourism businesses in Finland; 77% of the emissions are created in premises, that include waste, energy and heating, for instance. Similarly, according to the Finnish Hospitality Association

MaRa, in 2018 more than 90% of the sector's emissions were caused by the consumption of district heat and electricity from business premises. If volumes were maintained in 2018 level, the sector's emissions would decrease by about 77% of Finland's electricity and fuel modifications in district heating/cooling production by 2035.

After the further development of Hiilikuri, the company's calculations will better correspond to the GHG Protocol. Additionally, a calculation model is currently being developed in Hiilikuri for the destinations, but the piloting is still in progress due to the lack of a clear reference framework. Improvements are also coming to reporting by the end of 2024.

What are the main challenges?

- There is currently no internationally accepted methodology for measuring national or destination level emissions.
- There is no national or international definition on 'climate neutral destination', which challenges achieving the goal, or making concrete, measurable and verifiable steps towards it.
- There is currently no internationally accepted methodology for measuring a positive climate handprint.
- Not all businesses are measuring or disclosing their GHG emissions. Even published data is difficult to compare as different methodologies are used by different businesses / destinations.

What progress has been made?

- Business Finland (inc. Visit Finland) measured emission first time 2022. The biggest emission sources are all in scope 3: funding, procurement and business travel. Business Finland is developing a climate roadmap, based on SBTi, to reduce its climate impact.
- Emissions from tourism are monitored at three levels: national, destination, and company.
 - [Matkailijamittari Border Survey](#) measures traveller numbers, segments, spend and footprint.
 - Destination-level CO2 measurement is being developed, piloting in Ruka-Kuusamo.
 - [Hiilikuri CO2 calculator](#) for businesses is part of the STF programme.
- Visit Finland Academy training on [climate change and CO2 measurement](#) has been updated.
- Weekly Hiilikuri clinics provided for the users.
- Train the Trainer network has access to Hiilikuri and is offered training in late 2024.

How can you get involved?

- Utilise STF Climate Toolkit in STF Guide
- Measure own emissions using [Hiilikuri CO2 calculator](#) and plan and implement emission reduction measures based on the results obtained. Don't forget to report results!

What resources can help?

- [Matkailijamittari Border Survey](#), which can determine a traveller's carbon footprint, density and intensity by market of origin
- [Hiilikuri CO2 calculator](#), for tourism companies to calculate their carbon footprint
- STF guide's chapter about climate change
- Visit Finland Academy training on [climate change and CO2 measurement](#)
- [UN Tourism Overview of Tools and Methodologies](#)

What have we learned?

"Calculating the carbon footprint has proved challenging, but we have received tips and advice from others on how to calculate it. Estimates can be used if completely accurate data is not available."

Riina Helppi-Kurki, goSaimaa Ltd

Objective 2: Develop and maintain Finnish Sustainable Tourism Indicator System

2030 goal: System enables industry to determine limits, scale and opportunities of travel, through learning to read and react proactively to indicators

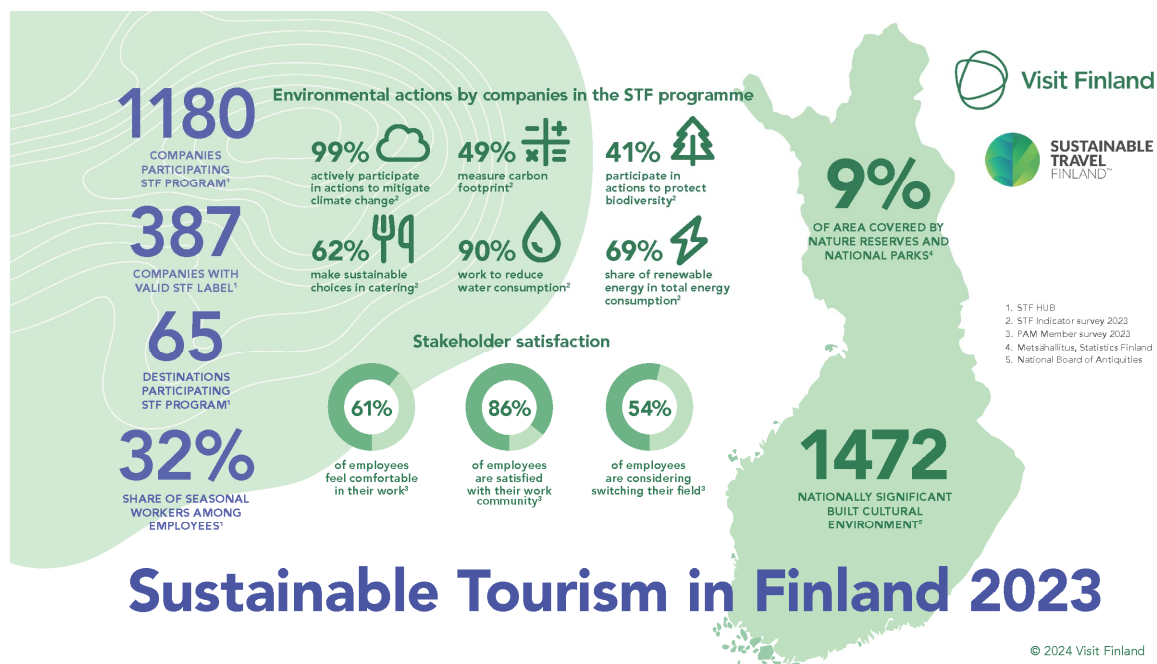


Figure 4 Sustainable Tourism Indicator System 2023 data illustrated

What are the main challenges?

- Ensuring financial sustainability for the programme to keep the Sustainable Tourism Indicator System (STIs) up to date
- Moving from collecting data to accurately reporting and analysing requires very specific knowledge.
- Lack of international comparison and different contexts makes it difficult to use indicators to determine tourism's limits to growth in terms of carrying capacity and local tolerance.
- Regular citizen and visitor surveys have turned out to be nearly impossible to mainstream without sufficient funds on implementation or without DMO or municipality taking an active role in distribution. Proper data collection has been possible mainly in smaller destinations.

What progress has been made?

- 1415 companies participate in the STF programme, with 479 companies awarded the STF label.
- [State of Sustainable Tourism report 2023](#) has been published.
- [STF statistics dashboard's](#) indicator and CO2 pages have been further developed, and companies provided with their own reports on STF Hub.
- 99% users of STF programme actively participate in actions to mitigate climate change impacts.
- STIs revised to account for environmental and social impact.
- Indicators on transportation have been added, which will be part of reporting from 2025 onwards.
- STIs now align with equivalent indicators used by international best practice standards
- STI's Training for Visit Finland staff.

How can you get involved?

1. Sign up to the STF programme.
2. Fill out STIs monitoring form every year and follow and learn from the results obtained in the long term.
3. Participate in STF trainings to improve performance.

What resources can help?

- STF Climate Toolkit
- STF Hub
- Visit Finland Academy training on [STIs](#)
- [State of Sustainable Tourism Report 2023](#)
- [STF statistics dashboard](#)

What have we learned?

"We measure how well we're doing by setting goals, using specific metrics, and making yearly reports. The STIs from Visit Finland help us by showing benchmarks and best practices for sustainability."

Anonymous tour operator

Objective 3: Promote low carbon transport

2030 goal: Ease of use and access to supply mean travellers increasingly favour low carbon transport

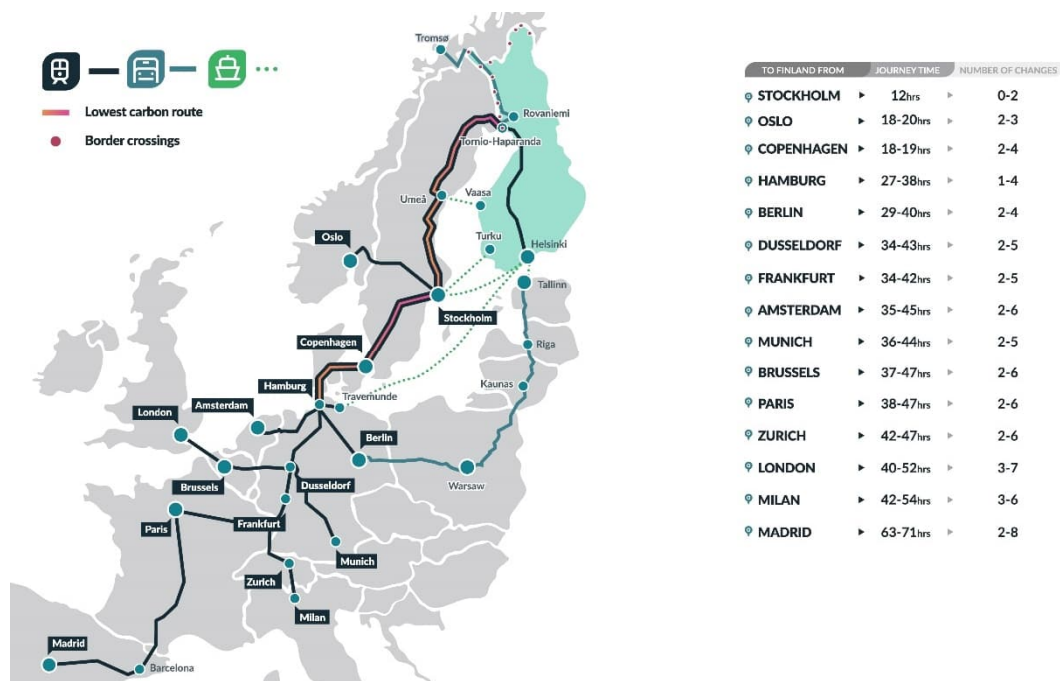


Figure 5 Map illustrating alternative and low-carbon transport options to Finland

What are the main challenges?

- Low carbon transport infrastructure development is not controlled by the tourism sector.
- Accessing Finland by train takes too much time to be used more widely, the routes are congested, and the booking systems are too complex.
- Flying to Finland is much cheaper than alternative forms of transport.
- To promote sustainable travel within Finland, awareness of and interest in
- Selected routes for mindful travellers need to be increased with our target markets.
- Business Finland's travel policy discourages air travel at distances of less than 500 km, yet air travel is often cheapest available option

What progress has been made?

- Visit Finland has published a report, [Alternative & low-carbon accessibility to Finland](#) and promotes alternative ways to travel to Finland on website, social media and presentations.
- Domestic rail is included in Visit Finland's promotional itineraries, FAM and media trips.
- Visit Finland launched 10 "Selected Routes" with an emphasis on STF labelled offering and low carbon transport options.
- [Matkailijamittari Border Survey](#) results about travel emissions have been reported.

How can you get involved?

1. Add info about public transport and electric vehicle charging stations to your website and offer rewards to guests arriving by public transport.
2. Develop local itineraries that can be experienced by public transport, bike or electric vehicle.
3. Support staff with [Climate Perks](#), eg give the staff an extra day off to travel by land to their holiday destination.
4. Ensure company policy allows business trips to be travelled by land, even if it takes longer
5. Support low-carbon travel to work

What resources can help?

- [Alternative & low-carbon accessibility to Finland](#) Report
- [Selected routes for mindful travellers](#)
- [Matkahuolto bus tickets and timetables](#)
- [VR train tickets and timetables](#)

What have we learned?

"We introduced electric bicycle tours as an eco-friendly alternative to traditional car tours. These e-bike tours reduce carbon emissions and provide a unique way for tourists to explore"

Anonymous Tour company

"As far as possible, the driving has been replaced by public transport (rails). Efforts have also been made to improve the logistics of the transfers of equipment used in our activities."

Stefan Eppu Blomqvist / Smiling Red Fox

Objective 4: Promote sustainable accommodation

2030 goal: Emissions from Finnish accommodation sector are 75% below their 2020 baseline figure (as first reported by MaRa).

<p>What are the main challenges?</p> <ul style="list-style-type: none">• Engaging enough accommodation providers to deliver a valid measurement of emissions.• Supporting accommodation providers to make the necessary emissions reductions.• Focussing reduction measures on district heating and cooling, the primary source of sector emissions.• During 2024 Visit Finland mapped energy funding incentives suitable for accommodation sector to decarbonise, but currently very few available.	<p>What progress has been made?</p> <ul style="list-style-type: none">• Visit Finland prioritises STF-labelled accommodation for staff trips in Finland.• Energy Efficiency Agreements are promoted to STF companies and information added to STF Guide.• Year-round availability of accommodation establishments has increased by 17% according to the State of Sustainable Tourism Report 2023.• STF-labelled products are prioritised on Visitfinland.com.• Supporting chain hotels on their STF path
<p>How can you get involved?</p> <ol style="list-style-type: none">1. Develop accommodation packages encouraging guests to stay longer.2. Provide visitors with guidance on reducing energy use during their stay. You can seek ideas on in the STF Self-Assessment on programme's Step 2.3. Measure energy use using Hiilikuri CO2 calculator and follow and learn from the results obtained.	<p>What resources can help?</p> <ul style="list-style-type: none">• Low-carbon roadmap for the Finnish hospitality industry• Hiilikuri CO2 calculator

What have we learned?

"Our guests have also increased the length of their stay over the last year. It might be because we have new accommodation packages."

Jenni Numminen, Karkausmäki Guesthouse

Objective 5: Promote sustainable events

2030 goal: Finland is recognised as frontrunner in delivering low carbon, sustainable events

<p>What are the main challenges?</p> <ul style="list-style-type: none">• Engaging enough event producers and venues to deliver a meaningful measurement of emissions.• Agreeing a valid yet fair methodology for emissions measurement.• Supporting event providers and venues to make the necessary emission reductions and verify them for example by obtaining the STF label or a certificate.	<p>What progress have we made?</p> <ul style="list-style-type: none">• Visit Finland prefers suppliers with the STF label or a sustainability certificate• Visit Finland has developed guidelines and a checklist for sustainable event management published in STF Guide. Visit Finland organizes workshop to Glasgow signatories to implements these guidelines.
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<p>How can you get involved?</p> <ol style="list-style-type: none">1. Read the sustainable event guidelines in STF Guide.2. Work with local event producers and suppliers to develop a climate policy for events.3. Measure your event emissions and learn from the results obtained.	<p>What resources can help?</p> <ul style="list-style-type: none">• Visit Finland Academy training on sustainable events• STF Guide chapter on sustainable events• GSTC MICE Criteria• Tapahtumien hiilijalanjälkilaskuri / Helsingin kaupunki
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What have we learned?

“The City of Lappeenranta has guidelines for sustainable events, and it encourages carbon-neutral events in connection with the rental of event areas and event partnerships. Renting an event area comes with a discount if one follows the guidelines for a sustainable event and enables bicycle parking. Giving a carrot and helping event organisers in the matter by providing means and support has increased the interest in the matter. In 2024, the responsibility of food events has been in focus in cooperation with the organisers, and the event services more closely monitor responsibility aspects of events.”

Mirka Rahman, City of Lappeenranta

Objective 6: Promote sustainable destinations

2030 goal: International survey results confirm that Visit Finland has delivered on its vision that “Finland is the world’s leading sustainable travel destination.”

What are the main challenges?	What progress has been made?
<ul style="list-style-type: none">• Defining what the vision means in quantifiable and communicable terms.• Collecting data through measurements and surveys to support VF’s vision.• Ensuring international survey indices include tourism indicators in their measurements.• Committing destinations to verifying the sustainability work carried out• Significantly increasing the number of destinations with the STF label.	<ul style="list-style-type: none">• STF programme now includes all 69 regional DMOs. 8 of these have obtained the STF label.• Visit Finland has arranged quarterly meetings with DMOs’ sustainability coordinators.• In 2023, destinations hosted 104 sustainable tourism training events.• Visit Finland has begun promoting low-carbon routes across Finland.• Visit Finland shares best practices with other destinations in forums including OECD, ETC Chapter Earth and Destination Climate Exchange.• Internal Sustainability Champions webinars have included companies that have successfully cut emissions.• Destination level CO2 calculation piloting has begun.• Destinations with an STF label have been given more visibility in Visit Finland’s communications channels.• Destinations on STF path have been provided with support on their STF process.

How can you get involved?

1. Research low carbon experiences and connect with providers in your destination.
2. Survey local stakeholders to understand needs and opportunities to collaborate.
3. Promote low carbon itineraries to visitors.
4. Sign Glasgow Declaration and learn from peers in Finnish Signatories' working group and international Destinations Exchange meetings
5. Participate in international sustainable tourism forums and conferences

What resources can help?

- STF programme for destinations, including quarterly meetings for STF destination coordinators
- [STF statistics dashboard](#)
- [Visit Finland survey tools for destinations](#) (BisLenz)
- [Visit Finland Academy's](#) sustainable & safe destination trainings for DMO's
- [Matkailijamittari](#) Border Survey
- Familiarise with [Selected routes for mindful travellers](#) to package and promote sustainable offering in the region

What have we learned?

"Low carbon tourism is all about service design - on destination level it means helping companies to offer better services with a smaller footprint, advancing the development of sustainable mobility and linking these together to provide an easy and attractive customer experience and of course also in destination marketing."

Matti Pollari, Visit Tampere Ltd

Objective 7: Support domestic and inter-regional tourism

2030 goal: Success of domestic and inter-regional tourism market supports Finnish tourism thriving and meeting emission reduction goals

<p>What are the main challenges?</p> <ul style="list-style-type: none">• If international markets are more profitable than domestic, there is less willingness to focus on local markets despite a smaller carbon footprint.• No single organisation focuses on systematic promotion of domestic tourism in Finland.• With the Russian border closed, the remaining neighbouring countries form a relatively small target audience with less interest in Finland.	<p>What progress has been made?</p> <ul style="list-style-type: none">• STF programme and its climate toolkit is available to those with focus on domestic / regional tourism.• Visit Finland participates in Nordic collaboration Reboot Nordic Long haul which focuses on sustainable travel itineraries in the Nordics (interregional) for US and China.
<p>How can you get involved?</p> <ol style="list-style-type: none">1. Consider your own target market choices. Could the domestic market be interesting from your perspective?	<p>What resources can help?</p> <ul style="list-style-type: none">• STF Climate Toolkit in STF Guide

What have we learned?

“From our region mobility related good examples include Outdoor Express shuttle bus service to national parks, e-car adventures concept developed with Avis and also Bike & Rail -service tested with Kaakau and Serlachius Museums. Combined mobility and event/attraction ticketing is also a good way to incentive the use of public transport. This is now in use also in Särkänniemi Amusement Park.”

Matti Pollari, Visit Tampere Ltd

Objective 8: Promote low carbon diets

2030 goal: Emissions from tourism-related food have halved due to success of local, organic and plant-based meals

<p>What are the main challenges?</p> <ul style="list-style-type: none">• Reducing meat consumption in a way that respects traditional farming, herding and hunting practices.• Understanding the connections between minimising food waste, embracing a circular economy and delivering on commitments for biodiversity and climate.• Finnish food culture challenges the shift to plant-based diets.	<p>What progress has been made?</p> <ul style="list-style-type: none">• STF DataHub has a category for "vegetarian/vegan" to make it easier for everyone to promote vegetarian friendly places.• Visit Finland Academy training on sustainable food tourism has been updated.• Visit Finland sustainable food tourism guide has been updated.
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<p>How can you get involved?</p> <ol style="list-style-type: none">1. Ensure your menu has multiple vegetarian and vegan options.2. Connect with and promote local sustainable food producers to reduce food miles and support their efforts.3. Reduce food waste through adopting reuse and reduce strategies.	<p>What resources can help?</p> <ul style="list-style-type: none">• Sustainable food tourism guide• Low-carbon roadmap for the Finnish hospitality industry• STF Guide chapter on sustainable food tourism• Visit Finland Academy training on sustainable food tourism
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What have we learned?

"We have reduced our carbon footprint by redesigning the menus we offer and by significantly reducing the number of animal products offered. In other words, we have replaced meat dishes with vegetarian and vegan dishes."

Johanna Mikkola, White Adventure (Maamieli Oy)

"Much of the food we serve is wild and natural. Rymättylä is the most famous fishing village in Finland. We catch some of the fish ourselves. We prepare all our fish on the spot by hot and cold smoking, flaming, broiling and so on - at its best from catch to oven and from oven to table."

Herrankukkaro Oy Ob

Objective 9: Integrate climate mitigation into business strategies

2030 goal: Climate mitigation is core business strategy across Finnish tourism

<p>What are the main challenges?</p> <ul style="list-style-type: none"> • Carbon efficiency should become an integral part of business, however economic conditions and changes to political priorities have reduced incentives to invest in climate action. • Most companies still see climate action as being a hindrance to business rather than an opportunity. • It may be necessary to increase the penalties for inaction and benefits for action to motivate engagement. • Training on sustainable procurement has been added to Visit Finland Academy but received low interest. 	<p>What progress has been made?</p> <ul style="list-style-type: none"> • Climate Literacy training for all Visit Finland staff has been organised. • Developing Visit Finland procurement criteria to include climate criteria. • STF programme supports companies to integrate climate mitigation, sharing best practice, supporting them in benchmarking and reporting, and connecting them with their peers. • The updated climate Change & Tourism chapter in STF Guide has been communicated to organisations in the STF programme.
<p>How can you get involved?</p> <ol style="list-style-type: none"> 1. Support staff training in Climate Literacy. 2. Consider climate impact as a factor when making business decisions 3. Incentivise all staff to reduce emissions in their departments. 	<p>What resources can help?</p> <ul style="list-style-type: none"> • Visit Finland Academy Training on sustainable procurement, value and supply chains • Glasgow Declaration on Climate Action in Tourism Implementation Report 2023 reviews best practice across published climate action plans

What have we learned?

"From our climate action efforts, we learned that having clear goals, partnering with others, involving your team, and regularly checking our progress are crucial. Sharing our successes and challenges with the public and investing in new green technologies are also valuable strategies."

Anonymous tour operator

Objective 10: Develop long term climate plan for Finnish tourism

2030 goal: Finnish Tourism's 2030 climate objectives delivered

<p>What are the main challenges?</p> <ul style="list-style-type: none">• Reduced budgets and changing political priorities have limited Visit Finland's ability to commit sufficient resources to climate action.• The plan must be ambitious and achievable given the urgency of the situation and limited resources.• The plan needs to be created with the wide support and engagement of the industry, who may not prioritise climate action to the same degree.	<p>What progress has been made?</p> <ul style="list-style-type: none">• Visit Finland's first Climate Action Plan was published in 2023.• This roadmap represents the next key steps to develop a long-term plan for Finnish tourism climate action.• The progress detailed within this roadmap and the tools and resources it highlights, all seek to provide the foundation and support to enable stakeholders to engage in climate action planning.
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<p>How can you get involved?</p> <ol style="list-style-type: none">1. Read Visit Finland's CAP.2. Think how you can benefit from this roadmap or support its success.3. Engage with Visit Finland with your feedback and ideas to strengthen our collective climate action.	<p>What resources can help?</p> <ul style="list-style-type: none">• Visit Finland Climate Action Plan• UN Tourism Policy Guidance to Support Climate Action by National Tourism Administrations
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What have we learned?

"This is one way in which Visit Finland can support us in trying to get service providers to take climate issues into account. It's easier to appeal to a climate plan for the whole of Finland than to our own company's target, even if the content is very similar. It also plays a big role in showing the outside world that something is being done about climate issues in Finland."

Karoliina Vitikainen, Magni Mundi

"Visit Finland Climate Action Plan has a crucial role in shaping Finland's actions in sustainable tourism development and the image of the country. I am very proud of Finland's aim to become the most sustainable travel destination, which inspires collaboration throughout the country."

Mirka Rahman, City of Lappeenranta

Objective 11: Prioritise a regenerative approach to tourism

2030 goal: Tourism in Finland is positive for society, health and biodiversity

What are the main challenges?

- There is little understanding - and significant disagreement - about what regenerative tourism is.
- According to the [State of Sustainable Tourism 2023](#), "Only when we have a holistic view of our impact on the ecosystem can we genuinely minimise the negative impacts and ultimately restore and improve the system."
- Despite reduced budgets, there is a need to develop extensive materials and communications to engage the industry in issues related to regenerative tourism (such as the climate or biodiversity handprint).
- It has proved to be challenging to group regenerative activities in Visit Finland Data Hub, as the term is vague for both businesses and travellers.

What progress has been made?

- Visit Finland has delivered staff training on regenerative tourism in a Finnish context.
- Visit Finland launched regenerative tourism training in 2023, offering training for selected DMO partners throughout 2024.
- Regenerative tourism holidays are emerging, such as the "planet-positive conservation holiday" in Nuuksio piloted by Haltia Lake Lodge and Parks & Wildlife Finland (Metsähallitus).
- The STIs has been reviewed to ensure that they are supportive of the more holistic approach to sustainability that regenerative tourism embodies.
- A chapter on Tourism & Biodiversity has been added to the STF Guide and communicated.
- A training on Tourism & Biodiversity has been added on Visit Finland Academy offering and communicated.

How can you get involved?

1. Read Visit Finland's recommended tools and resources to see how your business can support regenerative principles.
2. Connect with local providers to explore opportunities for collaboration and shared learning.

What resources can help?

- Chapter on Climate change and tourism in STF Guide includes regenerative tourism
- Chapter on Tourism & Biodiversity in STF guide makes a link to health and regenerative tourism
- Visit Finland Academy training on [Regenerative tourism](#) as well as [Tourism & Biodiversity](#)
- [State of Sustainable Tourism in Finland 2023](#) content on the role of regenerative approach and biodiversity loss to tourism
- Environmental impact indicators in STIs
- UN Tourism's [Climate Action through Regeneration: Unlocking the Power of Communities and Nature through Tourism](#) outlines practical examples, available support, and clear action steps so that travel businesses can take action today

What have we learned?

"Developing regenerative tourism products has been a headache because finding committed partners has been slower than I imagined. We have been working tenaciously on product development and partner engagement and may finally have one of the products on sale in the near future."

Karoliina Vitikainen, Magni Mundi

Objective 12: Integrate climate change adaptation considerations into business strategies

2030 goal: Climate adaptation is core business strategy across Finnish tourism

What are the main challenges?	What progress has been made?
<ul style="list-style-type: none">• Most climate action prioritises decarbonisation, meaning less resources and examples have been created focussing on adaptation.• Climate change risk assessments must be delivered and regularly updated. However, there is no agreed methodology for measuring or assessing a destination's climate adaptation needs.• Locally relevant climate adaptation guidance must be developed.• As Visit Finland is part of Business Finland, procurement criteria cannot differ from the rest of the organisation. Therefore, it isn't simple to include climate adaptation criteria. Visit Finland can, however, require tenderers show evidence of their climate adaptation policies, but this should then be included in all Visit Finland procurements, which may be irrelevant in some cases.	<ul style="list-style-type: none">• The STF programme has been reviewed to ensure climate change adaptation is represented across the programme and indicators.• Visit Finland Academy training on sustainable food tourism has been updated to ensure climate adaptation is considered.

How can you get involved?

1. Read STF's chapter on climate change.
2. Consider what climate change impacts could most affect the viability of your business /destination.
3. Consider adapting your tourism products to protect against most significant climate impacts.

What resources can help?

- STF self-assessment tool
- Environmental impact indicators in STIs
- Visit Finland Academy training on [Climate Change and CO2 measurement](#) and [sustainable food tourism](#)
- [Finland's National Climate Adaptation Plan 2022](#)

What have we learned?

"From the beginning, we have always tried to operate as sustainably as possible, and taking climate action is by no means a separate process from the rest of our operations. – Additionally, our staff have received responsible operations training to emphasize the importance of climate action."

Johanna Mikkola, White Adventure (Maamieli Oy)

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

2030 goal: Travel industry in Finland has delivered on Visit Finland's vision that: "We add value to our society and customers and care for our unique environment".

What are the main challenges?	What progress has been made?
<ul style="list-style-type: none">• Although an appreciation of the value of connecting to wilderness comes easily to most Finns, visitors may appreciate it less.• For tourism to be successful in this objective, it needs to ensure that the growth in tourism visitor numbers does not make it impossible.• It is difficult to measure how much tourism contributes to nature and healthy biodiversity related wellbeing.	<ul style="list-style-type: none">• Tourism & Biodiversity chapter added to the STF Guide, connecting the role of natural ecosystems to wellbeing.• Chapter on Tourism & Biodiversity includes 10 examples on those STF labelled companies and experiences that connect travellers with the natural world and support their wellbeing.• New Tourism & Biodiversity training added to Visit Finland Academy, making a clear connection between climate change and biodiversity loss.• Employee wellbeing indicators added to the STI system, and results reported in the State of Sustainable Tourism 2023 report.• Visit Finland has run several successful campaigns promoting the connection between nature and happiness.• Visit Finland participated in SDG Hackathon in March 2024, focusing on SDG8.

How can you get involved?

1. Develop experiences and initiatives connecting guest wellbeing with nature and its preservation.
2. Monitor the state of the wellbeing of your own employees and listen to the opinions of customers and residents. Take concrete action based on the results.

What resources can help?

- Visit Finland's '[Find your Inner Finn](#)' masterclass
- Chapter on Tourism & Biodiversity on STF Guide
- Visit Finland Academy training on [Tourism & Biodiversity](#)
- STIs

What have we learned?

"It is not only about emissions but also such actions as taking off alien species, tree planting and inviting visitors to connect with nature. Mood of Finland company's 'Love Forest Finland' concept makes it possible to plant trees so that the planter truly gets in touch with nature and the desire to preserve nature grows. The concept enables trees to be planted globally, and now the northernmost tree grows in the Arctic Circle in Finnish Lapland and the southernmost in Rio de Janeiro, Brazil. The concept was awarded at the Berlin ITB fair in March 2024 (Scandinavian Outdoor Awards) and is a nominee in the Finnish Tourism Innovation 2024 category. The tree's story is recorded in a certificate and €10 is paid to nature conservation for each certificate."

Anu Nylund, Mood of Finland Oy

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

2030 goal: Ecological compensations are in place when land is cleared for new tourism establishments

<p>What are the main challenges?</p> <ul style="list-style-type: none">• There is no agreed, reliable offsetting methodology in Finland.• There is little understanding of what Nature Based Solutions (NbS) are. As NbS become better known, finding reliable ways to measure their effectiveness will be essential.• The EU Green Claims directive will affect sustainability communication claims, compelling companies making such claims through use of offsets to reconsider their marketing.	<p>What progress has been made?</p> <ul style="list-style-type: none">• As a governmental organisation Visit Finland cannot and does not fund offsetting, however it has published a chapter on ecological compensation and other Nature-based Solutions in STF Guide. The chapter also includes a collection on best practices from companies who increase their positive biodiversity handprint.
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<p>How can you get involved?</p> <ol style="list-style-type: none">1. Learn about the concept of Nature-based Solutions and opportunities to support them in Finland.2. If you currently use offsets, review how you communicate about them to ensure you avoid exaggerating their impact.	<p>What resources can help?</p> <ul style="list-style-type: none">• Nature-based solutions for climate change mitigation, assessing current state of NbS and possible actions.• Lappeenranta Sustainable Tourism Park concept• Tourism & Biodiversity chapter in STF Guide• Visit Finland Academy training on Tourism & Biodiversity
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What have we learned?

"Lappeenranta City's sustainable tourism strategy includes reducing tourists' carbon footprint and increasing carbon sinks by adding urban greenery. In the sustainably managed parks of the Fortress area, new trees are continuously planted through collaboration with tourism services. From the service fees for cultural events sold by Winkki Customer Service Center, 10 cents per ticket are allocated for tree acquisition from January 2024 onward.

Mirka Rahman, City of Lappeenranta

Objective 15: Coordinate collaborative working between Finnish Glasgow signatories

2030 goal: Network of Finnish Glasgow Signatories collaborates to support delivery of all other objectives



Figure 6 illustrating how STF programme can be utilised for fulfilling the requirements of Glasgow Declaration and Climate Action Plan while avoiding overlapping work

What are the main challenges?	What progress has been made?
<ul style="list-style-type: none"> • Signatories are very different entities and may not naturally find benefit from collaboration with one another. They need a reason to collaborate with one another. • There is a need to ensure this collaboration supports other Finnish collaborations, such as STF network • Budget cuts make it uncertain whether Visit Finland can continue to coordinate cooperation among Finnish Glasgow signatories. 	<ul style="list-style-type: none"> • Visit Finland continues to commit significant time and resources to delivering the Declaration objectives. • Visit Finland met Finnish Declaration signatories every 6 weeks in 2024. • Signatories have held workshops and climate literacy trainings together • The declaration 's commitments have been embedded inside the STF programme. • Visit Finland created a STF Climate Toolkit, published in the STF Guide.

How can you get involved?

1. Join Sustainable Travel Finland Programme.
2. Sign the Glasgow Declaration.
3. Read Climate Action Plans submitted by signatories like yourself for inspiration.

What resources can help?

- [Sustainable Travel Finland Programme](#)
- [Glasgow Declaration homepage](#)
- [Glasgow Declaration database of Climate Action Plans](#)

What have we learned?

“Visit Finland's collaborative working group for signatories of the Climate Declaration has been crucial precisely in terms of expanding knowledge, sharing information and peer support.”

Anonymous tourism association

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

2030 goal: Community engagement is common practice in tourism industry in Finland

<p>What are the main challenges?</p> <ul style="list-style-type: none"> • Engagement needs to develop beyond tourism to engage with citizens, but very few currently see local community as a stakeholder • There is very little understanding on the benefits or ways to engagement with local communities • It is essential to ensure the process is valuable, affordable and inclusive for all stakeholders. • Citizen surveys, part of STIs, have proven to be nearly impossible to implement in a sufficient way 	<p>What progress has been made?</p> <ul style="list-style-type: none"> • The STF guide chapter and Visit Finland Academy training on inclusive tourism is updated • STF self-assessment on social sustainability has been updated • Chapters on Climate Justice, community engagement and tourism safety have been added to STF Guide, all relating to work on climate • Climate related questions have been added to citizen and visitor surveys on tourism sustainability. • Glasgow Declaration signatories in Finland were engaged for input into the development of this roadmap.
<p>How can you get involved?</p> <ol style="list-style-type: none"> 1. Read and comment on this Roadmap and Visit Finland Climate Action Plan 2. Carry out citizen surveys, found in STIs 	<p>What resources can help?</p> <ul style="list-style-type: none"> • STF Guide Chapter on Climate Justice and Community engagement • STF Guide Chapter on Inclusive tourism • Visit Finland Academy training on Inclusive tourism

What have we learned?

"The Visit Finland CAP sets a good example for all actors in the sector. It also brings together the pain points and successes of the whole industry."

Anonymous tourism association

"Visit Finland's Climate Action Plan is like a guide for making tourism better for the environment. It sets goals, encourages teamwork, and shows new ways to be green. It also sets a good example for others, teaches about sustainability, and tracks our success."

Anonymous tour operator

Objective 17: Engage with businesses other than frontrunners

2030 goal: The number of Glasgow Declaration Signatories and those in the STF programme continue to grow every year.

What are the main challenges?

- Engaging less committed, or less well-resourced stakeholders, will require greater effort, especially as the challenge they face is just as great (or even greater) than for those who already take climate action
- Ensuring there are mechanisms and communication throughout Visit Finland so that climate action does not become the sole property of one department
- Connecting beyond the tourism sector, seeking guidance from the experience of other sectors in how best to motivate action.
- A 2024 survey by Visit Finland into barriers faced by the less active members of the STF programme found key challenges to be:
 - Cost of achieving certification
 - Difficulties in meeting criteria
 - Perception programme suits to larger organisations

What progress has been made?

- At the end of 2023, a total of 1,180 Finnish tourism companies had joined the Sustainable Travel Finland programme. The number of participants in the programme increased by 25% from the previous year.
- Visit Finland has surveyed its staff to understand their attitudes to climate action in general and the commitments contained within its Climate Action Plan.
- Visit Finland delivered climate literacy training for staff members to understand how it impacts them and how climate work can intersect.
- Visit Finland runs internal 'Sustainability Champions' webinars for personnel, where businesses with STF label showcase their company through sustainability work
- Visit Finland provided number of sustainability trainings especially in Eastern part of Finland
- Visit Finland held in Lapland an 'invitation only' sustainability event for tourism businesses to accelerate the transition
- Visit Finland has attended various domestic events to encourage regional businesses to accelerate their STF path
- Visit Finland Academy provides clinics on every step of STF path to overcome barriers

How can you get involved?

1. If you are already in the STF programme, engage with your network and encourage them to join as well.
2. If you have already signed the Glasgow Declaration, engage with your network and encourage them to sign as well.

What resources can help?

- [Sustainability Ambassador 2024](#)
- STF Guide
- [Sustainable Travel Finland Programme](#)
- [Glasgow Declaration homepage](#)

What have we learned?

“It would be great if Visit Finland had the resources to share information and examples of climate action with those who are not yet working on the issue. This would raise awareness of the importance of the issue and inspire new companies to get involved. A single CAP report will also have an impact by presenting the issue on an international scale. At the same time, the situation in Finland can be compared with that in other countries.”

Anonymous tourism association

Objective 18: Promote sustainable tourism within destinations

2030 goal: All destinations in Finland are signatories of Glasgow Declaration and have published Climate Action Plans

What are the main challenges?	What progress has been made?
<ul style="list-style-type: none">• Different destinations are at different stages of their commitment to climate action, and it will be necessary to support them all.• Defining who is delivering 'sustainable tourism' and can therefore be promoted may be contentious and needs to be delivered sensitively.• Regional destinations have limited resources and climate action can still be seen as optional, non-necessity activity	<ul style="list-style-type: none">• Visit Finland is collaborating with various regional projects promoting circular economy in tourism, or adaptability and preparedness for climate change.• Selected routes for mindful travellers project has created 10 thematic itineraries, bringing together different STF stakeholders into each route.• Visit Finland has continued to work to encourage destinations to prioritise and promote responsible companies and services in their own channels.• Visit Finland has collaborated with Glasgow Declaration signatory destinations on best practice at a regional level.• Visit Finland has published updated sustainability communications material in STF Guide and a sustainability communications training in Visit Finland Academy.

How can you get involved?

1. For businesses:
 - a. Connect with local DMOs to ensure they understand your sustainable tourism offer.
 - b. Add your products to Visit Finland DataHub and add relevant sustainability information to product cards.
2. For DMOs: encourage businesses offering sustainable tourism to engage with you and other local providers, and deliver training and marketing benefits that motivate them to continue and more to join.

What resources can help?

- [Sustainable Travel Finland Programme](#)
- Visit Finland DataHub
- STF Guide's chapter about sustainability communication
- Visit Finland Academy training on [sustainability communication](#)

What have we learned?

"In our Carbon Neutral Experience projects (1 and 2), we've fostered collaboration between up to 15 DMOs in the Uusimaa region, focusing on developing sustainable tourism within these destinations as well as collective climate action. We have done this by educating and assisting businesses on sustainability issues through the STF programme, by bringing DMOs together to tackle barriers to climate action and by working together on the shared pathways of the Glasgow Declaration."

Atlas Juvakka, Posintra Oy

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

2030 goal: STF is financially self sufficient

What are the main challenges?	What progress has been made?
<ul style="list-style-type: none">• Between 2021 and 2024, the EU's Recovery and Resilience Facility (RRF) provided significant additional funding for measures to develop sustainable and digital growth in the tourism sector. However, this phase has now ended and Visit Finland resources have further diminished significantly due to a considerable cut in Visit Finland's basic budget.• International responsibility obligations are becoming stricter, and national direction is more needed than ever.	<ul style="list-style-type: none">• Visit Finland continues working with regional projects aligned with STF and Glasgow Declaration goals to share financial burden.• Visit Finland has benchmarked the national tourism schemes and their financing models in Norway, Slovenia, Estonia and Switzerland, as all also have a national sustainability programme for tourism.• Visit Finland has mapped available destination and business level financing models for sustainable tourism development and decarbonisation.

Funding resources for tourism climate action

- Business Finland provides funding for research, product development and a wide range of business development needs and growth, especially for small and medium-sized enterprises. Large companies and research organisations can get funding for joint projects with SMEs. Especially Tempo and Explorer fundings are suitable for tourism businesses. Projects must include an internationalization element, for example targeting global tourists. Use the Customer Advice Tool for project assessment and funding recommendations. [Funding - Business Finland](#)
- ELY Centres provide multiple funding opportunities, including subsidies for heating transitions, environmental conservation, rural business development, and fisheries management etc. Company Development Aid is available for businesses seeking to develop services, products, and operational efficiency. This grant is a discretionary support aimed at companies undertaking development projects divergent from their usual operations. It facilitates enhancements to business or the creation of entirely new ventures, supporting activities such as internationalisation, product or service development, and tangible or intangible investments. [Rahoitukset, avustukset ja korvaukset - ely - ELY-keskus](#)
- The EU regional and structural policy aims to reduce regional disparities and promote sustainable growth and competitiveness across member states, supported by the Innovation and Skills Programme in Finland 2021-2027. This initiative targets economic structural renewal, enhanced employment and skills, and greater social inclusion, funded through synergistic contributions from the European Social Fund Plus (ESF+), European Regional Development Fund (ERDF), and Just Transition Fund (JTF). These funds collectively bolster long-term growth and renewal efforts in Finland.
 - E.g. ERDF supports SME competitiveness, knowledge exploitation, and low-carbon economy initiatives. Its focus areas include economic renewal, employment, and social inclusion. Project calls are held 2-3 times a year, varying by region. [Structural funds \(rakennerahastot.fi\)](#)
- The Ministry of Economic Affairs and Employment (MEAE) supports businesses to innovate and achieve sustainable growth and productivity. MEAE's role includes ensuring the effective functioning of domestic state financing and export financing while addressing the varied financing needs of companies at different development stages, all within the framework of national and international business regulations. [Enterprise financing - Ministry of Economic Affairs and Employment \(tem.fi\)](#)
- The Ministry of the Environment provides government grants to a range of organizations and oversees the application process for these grants related to their activities and projects. These grants are allocated based on the State budget and are intended for development projects that align with the goals of the Government Programme. [Grants and aid - Ministry of the Environment \(ym.fi\)](#)
- [Traficom grants and subsidies](#) for the purchase of low emission vehicles, funding for public transport and investment and promotion programmes for walking and cycling.

- [Nopef – Helping Nordic green solutions to global markets | Nopef](#): Nopef supports Nordic SMEs in enhancing their global competitiveness through financing for feasibility studies aimed at international business establishment, investments, and demonstration projects outside EU/Efta countries, focusing on green and sustainable solutions. All supported projects must deliver positive environmental or climate impacts, align with Nordic interests, add value, and foster increased cooperation among Nordic companies and stakeholders, thereby contributing to the strategic goals of the Nordic Vision 2030.
- [Regional Councils](#) provide support for tourism development projects, general marketing, advisory services, training and research. While they do not provide direct funding to companies, development organisations can apply, and companies can benefit indirectly by participating in these projects.
- Finnvera provides loans, guarantees, export credits, and venture capital investments, focusing on companies expanding internationally or investing in sustainable projects. [Solutions for sustainable financing | Finnvera](#)
- [Leader Groups](#) support local projects promoting rural development. Funding can be applied for a development or investment project in the public interest and for a business project.
- The '[Suomi.fi for companies](#)' online service is designed for businesses, entrepreneurs, and those planning to start a business, offering guidance on starting, growing, developing, and internationalizing companies.
- Additional Resources
 - EU Funding for Tourism Guide: [Manage Energy EU Funding](#)
 - EURA2021 System: Central platform for EU funding applications. [EURA2021](#)
 - Consultation and Support: [ELY Neuvontapalvelu](#), Advisory Service e.g. on available funding and application processes.
 - [The Team Finland](#) network unites all state-funded services for internationalization, offering everything from guidance to financial support.
- Key considerations: Ensure projects align with green transition goals and sustainability criteria. Many funding sources require an international focus, especially for global tourism markets. Engage with development organizations and regional projects to increase funding chances and monitor deadlines for timely submissions.

What have we learned?

“The challenge is to receive adequate funding for our actions. Since there is no particular financing for sustainable tourism initiatives, we are doing them in internal and external collaboration. In Lappeenranta, one of the net zero cities, we have plans in place that help this cooperation, and with our neighbouring town, Imatra, and our tourism marketing company, goSaimaa, we have our shared goal.”

Mirka Rahman, City of Lappeenranta

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

2030 goal: Having delivered across all objectives in this Roadmap, tourism industry in Finland is more economically secure

What are the main challenges?	What progress has been made?
<ul style="list-style-type: none">• Political and economic changes beyond Visit Finland control will have an impact on the success of Finnish tourism.• Tourism's low carbon development relies on technological developments (e.g. in aviation fuel) that are currently unlikely to scale sufficiently fast.	<ul style="list-style-type: none">• Visit Finland and the Finnish tourism sector are already seen as sustainability leaders globally.• Tourism resilience has been strengthened by lower dependence on the top 3 countries of origin and revived demand in cities and northern destinations.• Sustainable procurement is now a mandatory element of the sustainable tourism development plan in the STF programme. Visit Finland has added new training on sustainable procurement & value chains to Visit Finland Academy.• Visit Finland has mapped sustainability reporting requirements (EU taxonomy, ESG, CSRD etc.) to ensure STF alignment with them.• Continued to ensure that STF labelled offering is prioritised in Visit Finland channels, such as visitfinland.com.

How can you get involved?

1. Any tourism stakeholder who endeavours to deliver their product more sustainably is supporting this objective.

What resources can help?

- Depending upon the context any of the tools and resources already mentioned can help
- Visit Finland Academy training on [sustainable procurement & value chains](#)

What have we learned?

"We have fulfilled objectives and have gone far beyond. CAP work is a no-brainer in all our functions and a natural part of our daily operations."

Hanna Muoniovaara, Visit Finland

Conclusion

This Roadmap isn't just a report; it's a shared vision, a call, and a guide to action. We invite you, the stakeholders of Finnish tourism sector, to actively engage with everything written in the previous pages. Read, reflect, and let your voice be heard. Your feedback, suggestions, and criticisms are invaluable in shaping the future of sustainable tourism in Finland.

Please also use this Roadmap as your toolkit. Put the insights into action, so collectively we ensure Finnish tourism thrives while nurturing our environment and communities.

In 2021 we worked closely with the industry on Visit Finland's strategy for 2022–2025, planned as a roadmap to economic growth, sustainable development and increased competitiveness. Together we shared a mission and vision to guide our action:

- Mission: Visit Finland promotes Finland's international appeal as a sustainable and desirable destination and helps businesses, enterprise groups and travel regions grow sustainably on the global marketplace.
- Vision: Finland is the world's leading sustainable travel destination. We add value to our society and customers and care for our unique environment. Finland is the first choice for mindful travellers.

This climate roadmap lets us live up to our mission and vision.

As Visit Finland is facing major budget cuts, its sustainable tourism development team is also being cut to the bare minimum. Even with smaller resources, our voice for the urgency of climate action will not be silenced. In the coming years, we will not be able to publish a comprehensive progress report on our Climate Action Plan, but analysis on the progress will become available in our annual State of Sustainable Tourism report.

In the future, we will be focusing on the areas where our impact is greatest: providing our industry with tools not only mitigate the impacts of climate change, but also to adopt to inevitable change while building competence on biodiversity management to increase the resilience of our industry. In addition, with any available resource, we will assure our voice is heard in the international forums as an advocate for a sustainable tourism future.

The challenges we face are significant, but the opportunities are perhaps even greater. By working together, sharing knowledge, and embracing innovation, we can ensure our industry remains a global leader in sustainability. Let's continue to build on the progress we've made, learn from our experiences, and forge a path towards a brighter, more resilient future.

The time for action is now. Let's turn the vision of this Roadmap into reality, together.