



# Parks and Resorts

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# Parks and Resorts

SCANDINAVIA

- ★ Four parks
- ★ 2 - 3 million guests
- ★ 6,500 employees
- ★ SEK 1.3 billion
- ★ Founded in 1883
- ★ Family business





# Successful sustainability work

1. Goals, strategies and systematic follow-up
2. A culture that promotes sustainability
3. Concrete actions and innovation
4. Communicating what you do

**Key:** Spread the word!

*- to engage and create participation*

# Holistic business models

- Resource consumption and other ecological issues
- Trademark
- Employee health and well-being
- Potential new products and markets
- Employer brand
- Funding opportunities
- Etc.