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GSTC2024, Stockholm



SUSTAINABLE TRAVEL FINLAND

Sustainability Nordic Programs Utilising the GSTC Framework

25/04/2024

8 DECENT WORK AND ECONOMIC GROWTH



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



**By 2035,
Finland aims to be a sustainable,
carbon-neutral country and the first
fossil-free welfare state.**

A survey among the tourism industry in Finland, carried out by Visit Finland in 2018, revealed that

83%

of the respondents supported the idea of a national sustainable tourism programme.

75%

of the respondents were interested in sustainable tourism coaching.

“everything in one place”

Sustainable Travel Finland programme – Specially tailored for Finland

Although the Sustainable Travel Finland programme aligns with international sustainable tourism standard (GSTC) and Sustainable Development Goals (SDGs), it is tailored for regional and national needs.

In Finland, the programme was developed in cooperation with the Finnish government, regions and companies.

The 7-steps approach to sustainable tourism development

Step 1.
Commitment



Step 2.
Competence building



Step 3.
Certification



Step 5.
Sustainability communication



Step 4.
Sustainable Tourism Indicators



Step 6.
Development & action plan



Step 7.
Application: verification and agreement

The 7-steps approach to sustainable tourism development

STEP 3/7: CERTIFICATION

- An onsite auditing by a 3rd party for companies
- 51% rule for destinations



The 7-steps approach to sustainable tourism development

STEP 4/7: SUSTAINABLE TOURISM INDICATORS

A. Company/destination management

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

C. Social and cultural impact

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

B. Economic value

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

D. Environmental impact

- *Transport and climate change*
- *CO2 measurement*
- *Waste management*
- *Water management*
- *Energy usage*
- *Landscape and biodiversity management*

The 7-steps approach to sustainable tourism development

STEP 6/7

Development & action plan

- Define staff commitment, resources, responsibilities, and duties
- Current state analysis
- Short- and long-term goals and actions
- Compulsory, common themes
- Indicators and reporting

- Identifying and minimizing the adverse effects
- Maximizing the benefits to operating environment
- Impact on public infrastructure
- Climate change mitigating and adaptation
- Carbon footprint measurement
- Biodiversity management
- Sustainable tourism indicators
- Animal welfare
- Visitor experience development
- Community engagement
- Diversity, equity and inclusion
- Security and crisis management
- Profitability and regional economy
- Product development
- Marketing and sustainability communication
- Procurement, supply and value chains



SUSTAINABLE TRAVEL FINLAND™

3rd party auditing

THE SUSTAINABLE TRAVEL FINLAND LABEL IS A GUARANTEE THAT THE COMPANY OR DESTINATION IS COMMITTED TO SUSTAINABLE OPERATIONS AND DEVELOPMENT.

5 DESTINATIONS, 418 STF LABELLED BUSINESSES & 1347 EXPERIENCES

BY CHOOSING A STF LABELLED EXPERIENCE, YOU ARE DIRECTLY SUPPORTING LOCAL SUSTAINABLE TOURISM EFFORTS AND ENSURING THAT A JOURNEY HAS A PROFOUNDLY POSITIVE IMPACT ON THE LOCAL CULTURE AND ECONOMY.

SUSTAINABLE TRAVEL FINLAND TODAY AND WHAT'S NEXT

1180

COMPANIES PARTICIPATING STF PROGRAM¹

387

COMPANIES WITH VALID STF LABEL¹

65

DESTINATIONS PARTICIPATING STF PROGRAM¹

32%

SHARE OF SEASONAL WORKERS AMONG EMPLOYEES¹

Environmental actions by companies in the STF programme

99%

actively participate in actions to mitigate climate change²

49%

measure carbon footprint²

41%

participate in actions to protect biodiversity²

62%

make sustainable choices in catering²

90%

work to reduce water consumption²

69%

share of renewable energy in total energy consumption²

Stakeholder satisfaction

61%

of employees feel comfortable in their work³

86%

of employees are satisfied with their work³

54%

of employees are considering switching their field³

9%

OF AREA COVERED BY NATURE RESERVES AND NATIONAL PARKS⁴

1472

NATIONALLY SIGNIFICANT BUILT CULTURAL ENVIRONMENT⁵



Visit Finland



SUSTAINABLE TRAVEL FINLAND™

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

Sustainable Tourism in Finland 2023



20
OBJECTIVES

163
ACTIONS

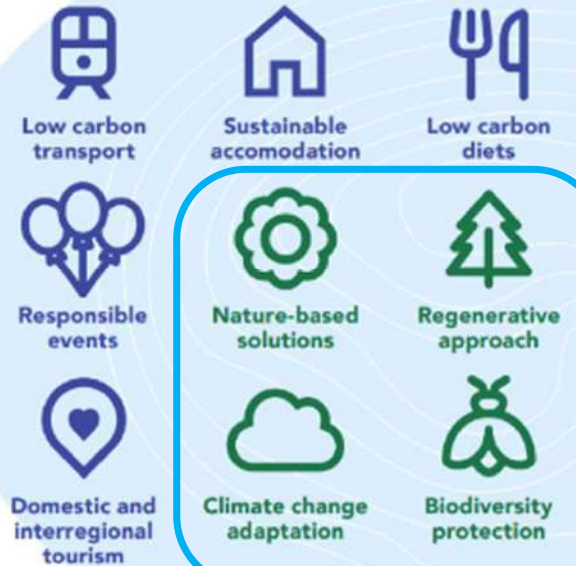
5 PATHWAYS

4 FOCUS AREAS

67 FINNISH SIGNATORIES



EXAMPLES OF 20 OBJECTIVES:



Climate Action Plan 2023

What's coming next?

STF programme is ever-evolving.

We're already working on the following:

- ✓ Better STF prioritization
- ✓ Readiness for EU Green Claims directive
- ✓ Improved integration of
 - Safety, resilience and crisis management
 - Diversity, equity and inclusion
 - Responsible events
 - Sustainability reporting
- ✓ Better tools for climate action
 - Destination model for CO2 measurement
 - Climate toolkit
 - Actions to improve sector's positive impact

Kiitos! 

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Visit Finland



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