SUSTAINABLE TRAVEL FINLAND
How can destinations adapt sustainable approach?

Liisa Kokkarinen
Visit Finland
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Who are we?
- Finnish government organisation for innovation funding and trade, travel and investment promotion.
- Exporting innovation & supporting internalisation

Who am I?
- Working for Visit Finland, travel ecosystem of Business Finland
- Regional Manager for Lapland
- Project Manager for Sustainable Arctic Destination programme
What is Finland all about?

Snow, ice, cold, Arctic, polar nights, swimming in the ice, ice hockey, ski jumping, cross-country skiing. Our lifestyle is rooted to snow and ice.

Ok, also known for education & health care systems, bizarre language, coffee drinkers, heavy metal bands, sisu, sauna...
Our new five-party government program, presented in May 2019, wants to make Finland the first carbon-neutral welfare state by 2035.

The target is ahead of the target year of 1.5°C and the Paris Agreement.

The European Commission calls for a climate-neutral Europe by 2050.
Naturally sustainable Finland?

✔ The greenest country in Europe
✔ The cleanest air in the world
✔ The largest certified organic collecting area in the world
✔ Richest in water resources
✔ Clean food
   → Tells about our relationship with the nature!

✔ Finland is also leading the way in... social progression, human rights, happiness, trust, stability, freedom, anti-corruption, prosperity, safety, equality, soundness...
   → Tells about the ethics and values in our culture and society!
CLEANTECH
FROM ONE OF THE GREENEST COUNTRY IN THE WORLD

‘Clean thinking runs in our genes and sustainability is our second nature’

- Finland is rich in natural resources (forests, lakes, minerals).
- Extremely skilled cleantech professionals.
- As one of the greenest country in the world, we are in a perfect position to drive sustainable development globally.
- Finland has a large ecosystem of cleantech companies – climate friendly and sustainable solutions for our businesses and global audience.

- Finland ranks 2nd in Global Cleantech Innovation Index
- Finland’s share of energy from renewable resources is 2nd highest in the EU
TOURISM IN FINLAND

- In Nordic scale tourism figures still small in Finland
- Rapidly growing tourism brings along new challenges
- Growth requires governance and proactive steps to be sustainable
BACKGROUND STUDY

More education!
Current state analysis!
Benchmarking!
Templates!
Structure!
Hand-holding!
Common goals!
Role-models
Practical
Understandable
Hands-on
Human
SDGs
Carbon-neutral
GSTC
Transparancy
SUSTAINABLE TRAVEL FINLAND
by Sustainable Arctic Destination, Visit Finland

The programme is:

→ low treshold sustainable development programme for tourism industry in Finland; for both destinations and companies

→ marketing communication tool for Visit Finland

→ label for consumers and travel trade to identify sustainable travel companies and destinations
SUSTAINABLE TRAVEL FINLAND

Step 1. Commitment

Step 2. Increasing know-how

Step 3. Development & action plan

Step 4. Responsible communication

Step 5. Certification and auditing

Step 6. Verification and measurability

Step 7. Continuous development

Multi-stakeholder approach

Destination-level collects the regional tourism business network together and creates data for destination’s development purposes
THE FINLAND WE WANT BY 2050
Society's Commitment to Sustainable Development

- The vision of Society’s commitment is a prosperous Finland within the limits of the carrying capacity of nature.
- Through the commitment, the government and the administration, in collaboration with companies, organizations and citizens, pledge to promote sustainable development in all their work and operations.

Our shared objectives

To make the vision for 2050 a reality, Finland will focus on achieving the following objectives.

1. Equal prospects for well-being
2. A participatory society for citizens
3. Sustainable work
4. Sustainable local communities
5. A carbon-neutral society
6. An economy that is resource-wise
7. Lifestyles that respect the carrying capacity of nature
8. Decision-making that respects nature
final thoughts for policymakers
Z: "GC !aJ [Š!"