

BUSINESS
FINLAND

Sustainable Arctic Destination

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Visit Finland
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Visit Finland

National Tourism Board

- Travel ecosystem of Business Finland
- Exporting innovation & supporting internalisation

Who am I?

- Regional Manager for Lapland
- Project Manager for Sustainable Arctic Destination programme

A photograph of a forest path with the text "SUSTAINABLE FINLAND" overlaid in large white letters. The path is a narrow dirt trail winding through a lush green forest. The trees are tall and thin, and the ground is covered in moss and ferns. The lighting is soft, suggesting a misty or overcast day. The text "SUSTAINABLE" is on the top line and "FINLAND" is on the bottom line, both in a bold, serif font.

**SUSTAINABLE
FINLAND**

Finland's Arctic Strategy

The action plan of the Arctic Strategy concerns the following priorities:
arctic expertise, sustainable tourism, and infrastructure solutions

On 26 September 2016, the Finnish Government outlined the priorities of the Arctic Strategy. The update of the strategy defines Finland's role and the Government's objectives in the development of the Arctic region in more detail. Finland wants to produce key solutions to various problems related to Arctic development by providing innovative products and practices. **The sensitive Arctic environment and the principles of sustainable development will be taken into account in all operations in the Arctic region. Finland's arctic expertise, sustainable tourism and infrastructure are the priorities that are particularly highlighted.**

Sustainable Arctic development

Increasing travel business in the Arctic region requires responsibility that takes into account the:

- vulnerability of nature,
- the rights of indigenous peoples,
- the vitality of the local communities, and
- the need to ensure safety and quality.

The programme of '**Sustainable Arctic Destination**' pays attention to all aspects of sustainability. To implement the programme successfully, tailored cooperation over sectoral boundaries is required.

Why sustainable Finland?

Finnish tourism product is known for the nature and unique culture – we have a lot at stake!

- ✓ 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!



We have to be sustainable!

We are obliged by many international and national commitments

- UN [Sustainable development goal 13 2030](#)
- [Sitoumus 2050](#)

This is what travelers and travel trade are asking for

- 65% of travelers want to choose more eco friendly overnight place next time (Booking.com's 2017 Sustainable Travel Report)
- TOs are looking for products which have a small carbon footprint -> might be the main criteria in the future!
- 70% of TO's say they can increase sales to Finland if we have more sustainable product offerings

Benefits for travel companies

- Understanding of the importance of sustainable way of working (ecological, social, cultural and economical), more satisfied customers, savings in a long haul, prepared for what's coming...

Why Finnish approach?

A light gray world map is visible in the background. The country of Finland is highlighted in a solid blue color, positioned in the northern part of Europe.

- We need to nurture, protect, preserve, conserve → to ensure the future generations know the Finland as it is today;
- Regional development needs must be addressed – every region has its own triumphs, challenges, barriers;
- Sustainability does not necessary need to be the goal, but should be seen as the process that support sustainable development;
- Every action towards sustainability matters. One can not do all – but we all have a role to be acknowledged;
- We need to start telling the world what we're doing;
- 'Doing more than the bare legal minimum'

'Sustainable Arctic Destination' goals

- More sustainable travel destinations and tourism companies in Finland
- More overnights / visits to sustainable tourism companies in Finland
- Increased knowhow and awareness on the importance of sustainable development among tourism actors in Finland
- More responsible travel behaviour among visitors to Finland, including tour operators
- Improving the image of Finland as a country for sustainable travel
- Quality vs quantity
- Bringing the travel demand and supply together!

→ **What can we do to achieve this?**

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SUSTAINABLE FINLAND concept

To be launched in July 2019

Sustainable Finland (SF) concept

SF concept is:

- low threshold sustainable *development tool* or programme for tourism destinations and companies in Finland (companies of *any* size)
- *marketing communication tool* for Visit Finland
- *label* to identify sustainable travel companies and destinations for the travel trade and consumers

SF programme has 2 levels

- Sustainable Finland - destination level
- Sustainable Finland - company level

Sustainable Finland concept includes:

- Public sector commitment to sustainable tourism development
- Visit Finland Academy's 'Sustainable Finland' educational workshops
- National sustainable tourism principles
- Assessment tool for current state of sustainability
- Action plan for sustainable tourism development
- Sustainability communication plan
- Certificate that supports sustainable development
- Online portal as a project management tool
- Sustainable tourism toolkit – one address for all
- Sustainable Finland label
- Tour operator collaboration

→ Finland can show transparent evidence on practices towards sustainable tourism

So let's go back to happiness.

Find your calm.



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THANK YOU

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