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GSTC Conference 2022



Visit Finland



# SUSTAINABLE TRAVEL FINLAND

*Välkommen!  
Buresboahdin!  
Tervetuloa!*

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*National Tourism Programs Using Existing Sustainable Tourism Standards  
Seville, December 2022*

# Sustainable Travel Finland

Supports governmental programme:

*Inclusive and competent Finland – a socially, economically and ecologically sustainable society*

Supports government's climate policy:

*climate-neutral Finland by 2035*

Funded by Ministry of Economic Affairs & Employment

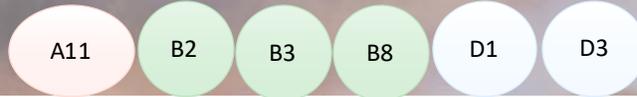
*accelerated by EU Recovery & Resilience Fund (RRF)*

Everyone at Visit Finland works on sustainable development

*3 full time*



# Sustainable Travel Finland



Step 1.  
*Commitment*



Step 2.  
*Increasing know-how*



Step 3.  
*Development & action plan*



Step 5.  
*Certification & auditing*



Step 4.  
*Sustainability communication*



Step 6.  
*Sustainable Tourism Indicators*



Step 7.  
*Agreement & continuous development*

# Investing in climate action

## Finland's National tourism strategy on Glasgow Declaration on Climate Action in Tourism

- ✓ Condensing cooperation between Finnish signatories in implementation, and application to Finnish conditions.
- ✓ Encouraging new companies and regions to commit to the declaration
- ✓ Approx. 10% global signatories from Finland

## Finding common pathways

- ✓ Industry specific CO2-calculator
- ✓ Destination level CO2 measurement model

## Sustainable Tourism Indicators

- ✓ Supporting protection, conservation and management of local biodiversity
- ✓ Using methods to reduce water or energy consumption
- ✓ Participating in climate change mitigation measures
- ✓ Measuring carbon footprint

## Collaboration model to fill the knowledge caps

- ✓ Creating platform for cross-sectoral collaboration
- ✓ Sharing the financial burden and creating synergy
- ✓ Reducing overlapping work





# Thank you!



Liisa Kokkarinen  
Head of Sustainable Development  
Visit Finland



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