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SUSTAINABLE TRAVEL FINLAND: BUILDING FUTURE COMPETENCE

Sustainable tourism, culture and green entrepreneurship

Green & Just Transition Conference, 29/11/2024





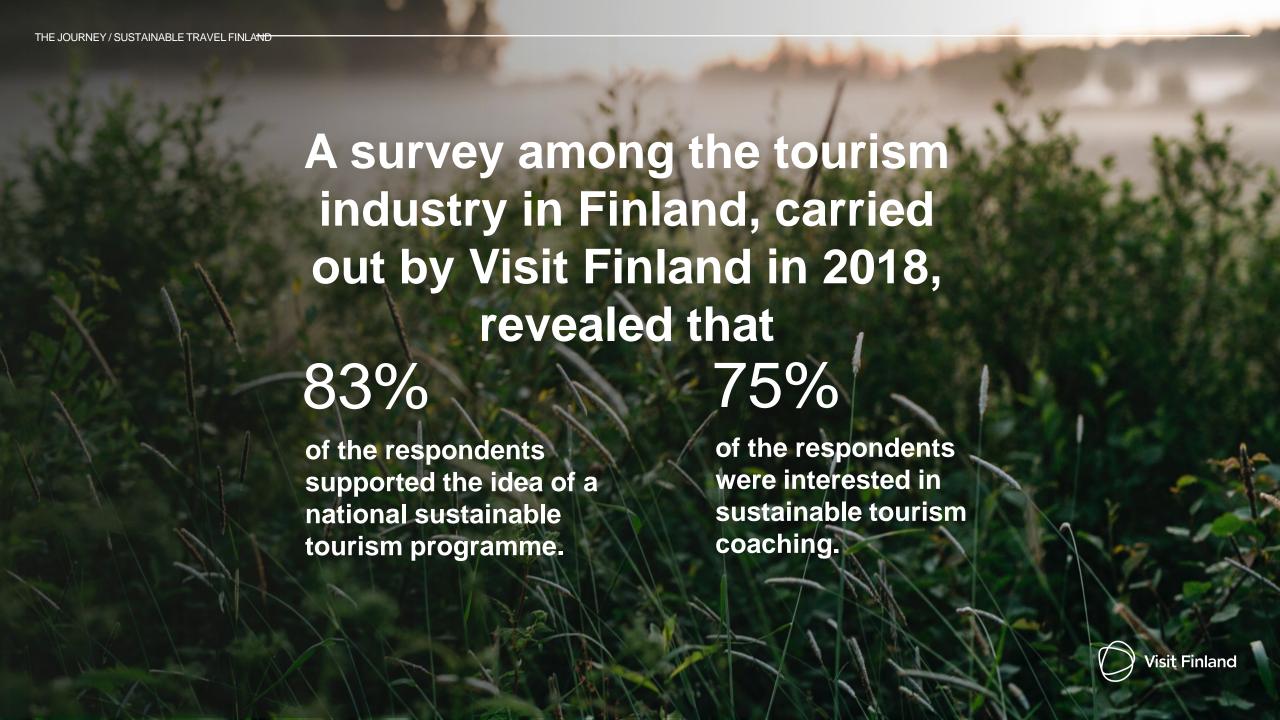












Holistic approach

We have taken a holistic approach to sustainable development, moving beyond only environmental concerns and towards a more inclusive industry that secures the vitality of our communities while reducing economic inequalities.

The programme focuses on all dimensions of sustainability:

Ecological

Cultural

Social

Economic



The 7 steps approach to sustainable tourism development

The STF programme offers you a complete toolkit to effectively adopt sustainable practices:

a 7-step sustainable tourism development path which is audited on a regular basis.



The 7-steps approach to sustainable tourism development



The 7-steps approach to sustainable tourism development

STEP 2/7
Competence building

- Visit Finland Academy: 15 thematic educational workshops
 - User clinics e.g. on 'Hiilikuri' CO2 measurement tool
- Current state analysis: 10-dimensional selfassessment
- STF Guide: 17 chapters on sustainable tourism





Sustainable Travel Finland

Low-threshold, free sustainable development programme for the Finnish tourism industry; destinations and companies

Marketing communication tool for Visit Finland and stakeholders

Label for consumers and travel trade to identify sustainable travel companies and destinations



STF equals to added visibility

STF provides all tools to systematically adapt sustainable practices to daily operations and sustainability becoming the new norm.

In our communication, we prioritise STF labelled offering and nudge the travellers to choose more responsibly.

We aim to make sustainability the default, not an alternative!

Challenge!

Visit Finland communicates sustainable travel offering in multiple channels:

- Events
- Fairs
- Memberships
- Partnerships
- Tour operators
- FAM trips
- Media cooperation
- Newsletters
- Webpages
- Social media



Visit Finlanc

1180

COMPANIES
PARTICIPATING
STF PROGRAM¹

387
COMPANIÉS WITH VALID STE LABEL¹

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

62% T 9

make sustainable choices in catering²

49% × =

measure carbon footprint²

90% O

work to reduce water consumption²

41% 🕰

participate in actions to protect biodiversity²

69% 🕏

share of renewable energy in total energy consumption²



9%

OF AREA COVERED BY NATURE RESERVES AND NATIONAL PARKS⁴



Strenght!

Stakeholder satisfaction



of employees feel comfortable in their work³



of employees are satisfied with their work community³



of employees are considering switching their field³ 1472
NATIONALLY SIGNIFICANT
BUILT CULTURAL

ENVIRONMENT⁵

Sustainable Tourism in Finland 2023

STF IS AN EDUCATION PATH

LEARNING IS A JOURNEY





