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# SUSTAINABLE TRAVEL FINLAND: BUILDING FUTURE COMPETENCE

*Sustainable tourism, culture and green entrepreneurship*

*Green & Just Transition Conference, 29/11/2024*

**8** DECENT WORK AND  
ECONOMIC GROWTH



**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



**13** CLIMATE  
ACTION



**VISIT FINLAND WANTS TO MAKE SUSTAINABILITY THE  
NEW TRAVEL INDUSTRY NORM AND FINLAND  
ONE OF THE MOST SUSTAINABLE TRAVEL  
DESTINATIONS IN THE WORLD.**

**WELCOME TO HEAR THE STORY OF SUSTAINABLE  
TRAVEL FINLAND**



**SUSTAINABLE  
TRAVEL  
FINLAND™**



**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.**

# Holistic approach

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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

**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 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 self-assessment
- STF Guide: 17 chapters on sustainable tourism



# SUSTAINABLE TRAVEL FINLAND™

**THE PARTICIPANTS THAT HAVE UNDERGONE THE STF PROGRAMME AND MEET THE CRITERIA WILL RECEIVE THE SUSTAINABLE TRAVEL FINLAND LABEL.**

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

**475  
businesses  
8 destinations  
have been  
awarded STF  
label**



# Sustainable Travel Finland

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**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

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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!

Visit Finland communicates sustainable travel offering in multiple channels:

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

Challenge!



1180

COMPANIES PARTICIPATING STF PROGRAM<sup>1</sup>

### Environmental actions by companies in the STF programme

99% 

actively participate in actions to mitigate climate change<sup>2</sup>

49% 

measure carbon footprint<sup>2</sup>

41% 

participate in actions to protect biodiversity<sup>2</sup>

62% 

make sustainable choices in catering<sup>2</sup>

90% 

work to reduce water consumption<sup>2</sup>

69% 

share of renewable energy in total energy consumption<sup>2</sup>

9%

OF AREA COVERED BY NATURE RESERVES AND NATIONAL PARKS<sup>4</sup>

387

COMPANIES WITH VALID STF LABEL<sup>1</sup>

65

DESTINATIONS PARTICIPATING STF PROGRAM<sup>1</sup>

### Stakeholder satisfaction

61%

of employees feel comfortable in their work<sup>3</sup>

86%

of employees are satisfied with their work community<sup>3</sup>

54%

of employees are considering switching their field<sup>3</sup>

32%

SHARE OF SEASONAL WORKERS AMONG EMPLOYEES<sup>1</sup>

Strenght!

1472

NATIONALLY SIGNIFICANT BUILT CULTURAL ENVIRONMENT<sup>5</sup>

# Sustainable Tourism in Finland 2023

**STF IS AN  
EDUCATION PATH**

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**LEARNING IS A  
JOURNEY**

# Kiitos!



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**Visit Finland**



**SUSTAINABLE  
TRAVEL  
FINLAND**