

Visit Finland's Climate Action Plan 2023

VETTEN PÄÄLLÄ

Finns walk on water



“The goal of our Climate Action Plan is to align Finland’s governmental programme, provide tourism businesses, destinations and Visit Finland a pathway to systematically reduce emissions caused by the tourism industry; a roadmap to decarbonise tourism sector.

The roadmap will cherish natural environments and seek ways to utilise nature-based solutions, regenerate and increase handprint”.



Collaborative way of working

Ever-evolving working document

- Encouraging all stakeholders to comment and work with us so that together we can transform Finland's tourism industry towards Net Zero!

Thank you goes to:

- Ministry of Economic Affairs and Employment (TEM)
 - Finnish Hospitality Association (MaRa)
 - 67 Finnish Glasgow Signatories
- *The ones who have inspired this CAP and been involved in collaborative climate action!*

CAP 2023: Reducing emissions by 50%

- Short-term climate goal
- Our progress from 2018 up until the CAP launch
- These actions, supported by the ones outlined in 2023 CAP, are taking us towards the 2030 goal to halve emissions



Visit Finland Climate Action Timeline

“CAP2023 enables us to plan and implement the actions we take to support the global commitment to halve emissions by 2030”



**SUSTAINABLE
TRAVEL
FINLAND™**



Glasgow Declaration
Climate Action in Tourism

- | Year | Events |
|------|--|
| 2020 | <ul style="list-style-type: none"> Launch of Tourism Declares a Climate Emergency |
| 2021 | <ul style="list-style-type: none"> Launch of Glasgow Declaration for Climate Action in Tourism at COP26, co-authored by UNWTO, UNEP, Tourism Declares a Climate Emergency and VisitScotland, with 300 founder signatories |
| 2022 | <ul style="list-style-type: none"> UNWTO and Travel Foundation sign MOU to implement Glasgow Declaration UNWTO published Overview of Methodologies and Tools for measuring tourism emissions |
| 2023 | <ul style="list-style-type: none"> 850+ signatories to Glasgow Declaration UNWTO publishes first Review of Climate Action Plans, assessing 250 CAPs and offering guidance for future development |
| 2030 | <ul style="list-style-type: none"> Glasgow Declaration aims to have reduced tourism emissions by 50% (towards reaching Net Zero as soon as possible before 2050) |



Climate Action Plan aligns with *national* commitments

- ✓ National Climate Act
- ✓ The National Climate Change Adaptation Plan
- ✓ Governmental programme: *A strong and committed Finland*
- ✓ National tourism strategy: *Achieving more together – sustainable growth and renewal in Finnish tourism*
- ✓ Visit Finland's vision: *Finland is the world's leading sustainable travel destination. We add value to our society and customers and care for our unique environment. Finland is the first choice for mindful travellers.*
- ✓ Sustainable Travel Finland (STF) programme

Visit Finland's Climate Action Plan structure

Our plan includes **20 Main Objectives**, aligned with our national and international commitments

- Each objective addresses one of the **5 pathways**.
- Each objective is designed to deliver on **4 focus Areas**:
 - **Organisational capacity**: Deliver our organisational commitments, justifying our leadership role and enabling staff to support others in their actions.
 - **National guidance**: Establish a national framework for tourism climate action that supports all across our industry and society, and ensures tourism plays its role in delivering on our national commitments.
 - **International alignment**: Collaborate internationally, aligning our action with EU and global standards and best practice, learning from others, and sharing our own insights to catalyse action.
 - **Industrial support**: All of the above enable us to support our industry, destinations and visitors in playing their parts in delivering on our shared objectives
- Each objective have series of **actions** designed to deliver in all focus areas.

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"In the Arctic region, the climate is warming triple the speed comparing to the rest of the world and climate change is already affecting our industry."

We at Visit Finland commit to sustainable travel development to secure the long-term viability of the entire industry and ensure the continued happiness for everyone in Finland and those Visiting Finland - now and in the future.

Our strategy steers us towards inclusive, competent industry and a holistically sustainable travel destination, which is carbon neutral by 2035."

- Visit Finland's Glasgow Declaration commitment

20 climate objectives with alignments

OBJECTIVE	GLASGOW PATHWAY ALIGNMENT	NATIONAL & INTERNATIONAL ALIGNMENTS				
1: Measure and report GHG emissions	Measure	SUSTAINABLE TOURISM INDICATORS (STIs)	NATIONAL TOURISM STRATEGY (TEM)	NATIONAL CLIMATE COMMITMENTS	EU TRANSITION PATHWAY	GLOBAL SUSTAINABLE DEVELOPMENT GOALS (SDGs)
2: Develop and maintain Finnish Sustainable Tourism Indicator System						
3: Promote low-carbon transport	Decarbonise					
4: Promote sustainable accommodation						
5: Promote sustainable events						
6: Promote sustainable destinations						
7: Support domestic and inter-regional tourism						
8: Promote low-carbon diets						
9: Integrate climate mitigation into business strategies						
10: Develop and publish long term climate plan for Finnish tourism						
11: Prioritise a regenerative approach to tourism	Regenerate					
12: Integrate climate change adaptation considerations into business strategies						
13: Ensure travel industry supports connection between climate, biodiversity and wellbeing						
14: Progressively promote Nature Based Solutions in place of offsetting						
15: Coordinate collaborative working between Finnish Glasgow signatories	Collaborate					
16: Ensure equitable community engagement in climate planning and action						
17: Engage with businesses other than frontrunners						
18: Promote sustainable tourism within destinations						
19: Ensure sufficient funding for Visit Finland's sustainable tourism scheme Sustainable Travel Finland	Finance					
20: Ensure Finnish tourism prospers through low-carbon development						

From objective to climate actions

OBJECTIVE	FOCUS AREAS	ACTION
4: Promote Sustainable Events	ORGANISATIONAL CAPACITY	Business Finland launched an internal “Guide for sustainable events” in March 2023. Visit Finland will integrate and adapt these guidelines where necessary with its new Trade Promotions team.
		Where possible, Visit Finland’s looks to work only with event suppliers who have STF label, or with a sustainability label / climate policy in place.
	NATIONAL GUIDANCE	During 2024 we will work with key national stakeholders to develop national guidelines for sustainable events.
	INTERNATIONAL ALIGNMENT	We are connected with several frontrunners internationally working on sustainable event frameworks. As we look to develop Finnish national guidelines for sustainable events, we look to collaborate with organisations such as Global Destination Sustainability Movement (GDS), Trace by ISLA carbon calculator for event organisers, and Green Tourism standard for sustainable meetings and events.
	INDUSTRIAL SUPPORT	When the national guidelines for sustainable events are launched, we will support their implementation by developing and delivering training workshops.
		Resources will be added to Visit Finland’s website providing interested parties with guidance and tools for delivering events more sustainably.

A person stands on a large rock in the middle of a calm body of water at sunset. The sky is a gradient of blue and orange, and the water reflects the colors. The person is silhouetted against the bright horizon. The foreground is filled with many smaller rocks.

CAP 2024: 2050 net-zero goal

