



Heureka, the Finnish Science Centre

- Sustainability in Heureka - how do we do it?

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Why and how are we doing this?

- Sustainability is in our strategy and values
 - **VALUES:**
 - **Our operations are sustainable**
 - Ecological, social and economic sustainability steer all our activities.
- We want to act the same way as we communicate and teach to our audiences!
- We needed tools for our sustainability work and decided to complete these programmes:
 - Sustainable Travel Finland (STF) programme and label
 - EcoCompass environmental management system and certificate
 - + Carbon footprint calculation 2021 and 2022
 - + Green Handprint Workshops with staff



Visit Finland



SUSTAINABLE
TRAVEL
FINLAND™

SUSTAINABLE TRAVEL FINLAND

A holistic approach

WHY?

Climate change is the greatest threat to humanity

Climate change is a major challenge that affects our living conditions, culture, societies and humanity as a whole.

In the Arctic region, the climate is warming at triple the speed compared to the rest of the world.

The earth needs vibrant and diverse natural environments with a rich spectrum of plant and animal species. It is a prerequisite for all life.

The massive impoverishment of biodiversity caused by humans has put many species in real distress.

Many of Finland's travel products and services depend on weather conditions, making them highly vulnerable to climate change.

Protecting our number one asset makes sense financially as well.

Inclusive and competent Finland

– a socially, economically and ecologically sustainable society

Since the 1990s, the Finnish travel industry has worked persistently on sustainable travel. Our groundwork for sustainability is solid.

Finland

- Among the top 10 sustainable countries in the world.
- Almost 80% of land area is covered by forest
- The richest freshwater resources in the EU
- The cleanest air in the world.

Inclusive and competent Finland

Finland

- The happiest country in the world (World Happiness Report 2018, 2019, 2020, 2021, 2022)
- The best country in the world for human wellbeing. (Sustainable Society Index in 2016).
- The target is ahead of the target year of 1.5°C and the Paris Agreement. The European Commission calls for a climate-neutral Europe by 2050
- Finland is highly committed to global Sustainable Development Goals

OUR GOVERNMENT HAS A VERY AMBITIOUS GOAL:

**By 2035,
Finland aims to be a sustainable,
carbon-neutral country and the first
fossil-free welfare state.**

Achieving more together

Finland's national tourism strategy for 2019-2028:

"Achieving more together - sustainable growth and renewal in Finnish tourism"

Finland aims to come the most sustainably growing tourist destination in the Nordic countries.

**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™**



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

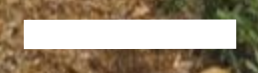
Economic

SUSTAINABLE TRAVEL FINLAND PROGRAMME – SPECIALLY TAILORED FOR FINLAND

Although the Sustainable Travel Finland programme is aligned with international sustainable tourism programmes and Sustainable Development Goals, it is tailored for regional and national needs.

In Finland, the programme is developed in cooperation with the Finnish government, regions and companies.

SUSTAINABLE TRAVEL FINLAND PROGRAMME





SUSTAINABLE TRAVEL FINLAND™

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

Sustainable Travel Finland

**Low-threshold, free
programme for the
Finnish tourism
industry, destinations
and companies**

**Marketing
communication tool
for Visit Finland and
stakeholders**

**Label for consumers and
operators to identify
sustainable travel
companies and
destinations**

The 7-steps approach to sustainable tourism development

Step 1.
Commitment



Step 2.
Increasing know-how



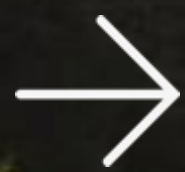
Step 3.
Development & action plan



Step 5.
Certification and auditing



Step 4.
Responsible communication



Step 6.
Verification and measurability



Step 7.
Agreement and continuous development

The 7-steps approach to sustainable tourism development

STEP 1/7 Commitment

- Appointing a person in charge of sustainable development
- Making a formal decision to develop sustainable tourism
- Signing national sustainable tourism principles
- Enhancing public-private partnerships

STEP 1/7
Commitment

10 PRINCIPLES OF SUSTAINABLE TOURISM

- joint statement by travel industry operators

- 1. We cooperate fairly**
- 2. We take care of nature**
- 3. We respect the cultural heritage**
- 4. We foster wellbeing, human rights and equality**
- 5. We appreciate locality**
- 6. We invest in safety and quality**
- 7. We consider the climate impacts**
- 8. We communicate openly**
- 9. We are continuously developing our business**
- 10. We are committed to the principles of sustainable tourism**

The 7-steps approach to sustainable tourism development

STEP 2/7 Increasing know-how

- Educational work-shops
- Online self-assessment
- E-learning

STEP 2/7

Increasing know-how

Self-assessment

Businesses can evaluate their current state through a self-assessment process.

The assessment contains 218 questions that are based on principles widely accepted in the industry.

The process will help you discover which aspects of sustainability are already in check, where more attention is needed and what should be communicated to the world.

The process will also provide Visit Finland with data about the current state, successes, challenges and development needs of the travel industry.

The 7-steps approach to sustainable tourism development

STEP 3/7

Development & action plan

- Everyone's commitment, responsibilities and duties
- Current state analysis, short and long term goals and common themes
- Budget, indicators and reporting

The 7-steps approach to sustainable tourism development

STEP 4/7

Responsible communication

- Transparency
- Tools for sustainability communications
- The Sustainable Finland pledge – commit, sign and share!

The 7-steps approach to sustainable tourism development

STEP 5/7 Certification and auditing

- An onsite auditing by a 3rd party for companies
- "51% rule" for destinations



The 7-steps approach to sustainable tourism development

STEP 6/7

Verification and measurability

- National Sustainable Tourism Indicators (STIs) in use 2022
- Verification on digital platform purpose-built for STF programme

The 7-steps approach to sustainable tourism development

STEP 7/7

Agreement and continuous development

- Online auditing
- Regular renewal



The label is valid for about two years, after which re-application is required.

The same level of performance is not enough for renewal – it must be improved.

TOOLS SUPPORTING CARBON NEUTRALITY

Common digital carbon footprint calculator for the tourism industry

The carbon footprint calculator (CO2 calculator) for tourism services at the national level makes it possible to measure and compare the climate impact of services.

The aim is for tourism industry in Finland to have one common carbon footprint calculator.

Calculator has been developed in cooperation projects (Välkky -project & 6aika: Carbon Neutral Tourism) promoting low-carbon tourism, and next the implementation, introduction and further development of it will be ensured at the national level.

The calculator will be introduced and developed as part of the Sustainable Travel Finland program coordinated by Visit Finland, which provides a natural and existing platform for the introduction of the meter.

<https://co2calc.visitfinland.fi/>

SUSTAINABLE TRAVEL FINLAND TODAY

STF today

See the statistics: <https://www.visitfinland.fi/suomen-matkailudata/sustainable-travel-finland-tilastot>

Participating in the programme:

- *67 destinations*
- *1000+ companies*

STF labels:

- *253 companies*
- *2 destinations:*
Posio, Lappi
Kristiinankaupunki, West Coast

Active & educated industry:

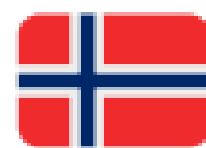
- Numerous sustainable travel workshops have been held
- Over 200 pilot users are using CO2 calculator
- Informational e-learning platform has over 1000 users

Destination Certification Overview

The four study destinations are taking a lead in the implementation of sustainability certification at a national level



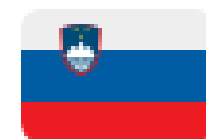
Norway



- 600-700 businesses within Norway are Green Travel certified
- 50 destinations are certified as sustainable



Slovenia



- 140 businesses are currently certified (less than 5% of the total)
- 58 destinations are engaged in the scheme. 35 of these produce 98% of all overnight stays. So in effect 100% of leading destinations are engaged with the certification programme.



Finland



- 150 businesses are accredited while 867 companies are currently engaged in the programme
- 70 destinations are participating in the certification programme, and so far just 1 destination is certified



Switzerland



- 1,070 of a possible 35,000 businesses are involved in the scheme
- 142 have achieved the top level
- The Swisstainable scheme includes DMOs (as these are businesses) but not traditionally recognised destinations

EcoCompass is an environmental management system and a certificate

EcoCompass enables every organisation, regardless of size and industry, to engage in effective environmental work.

It provides expert competence and additional resources for environmental management.

EcoCompass is based on the international ISO 14001 standard.

The environmental certificate is granted based on an external audit.

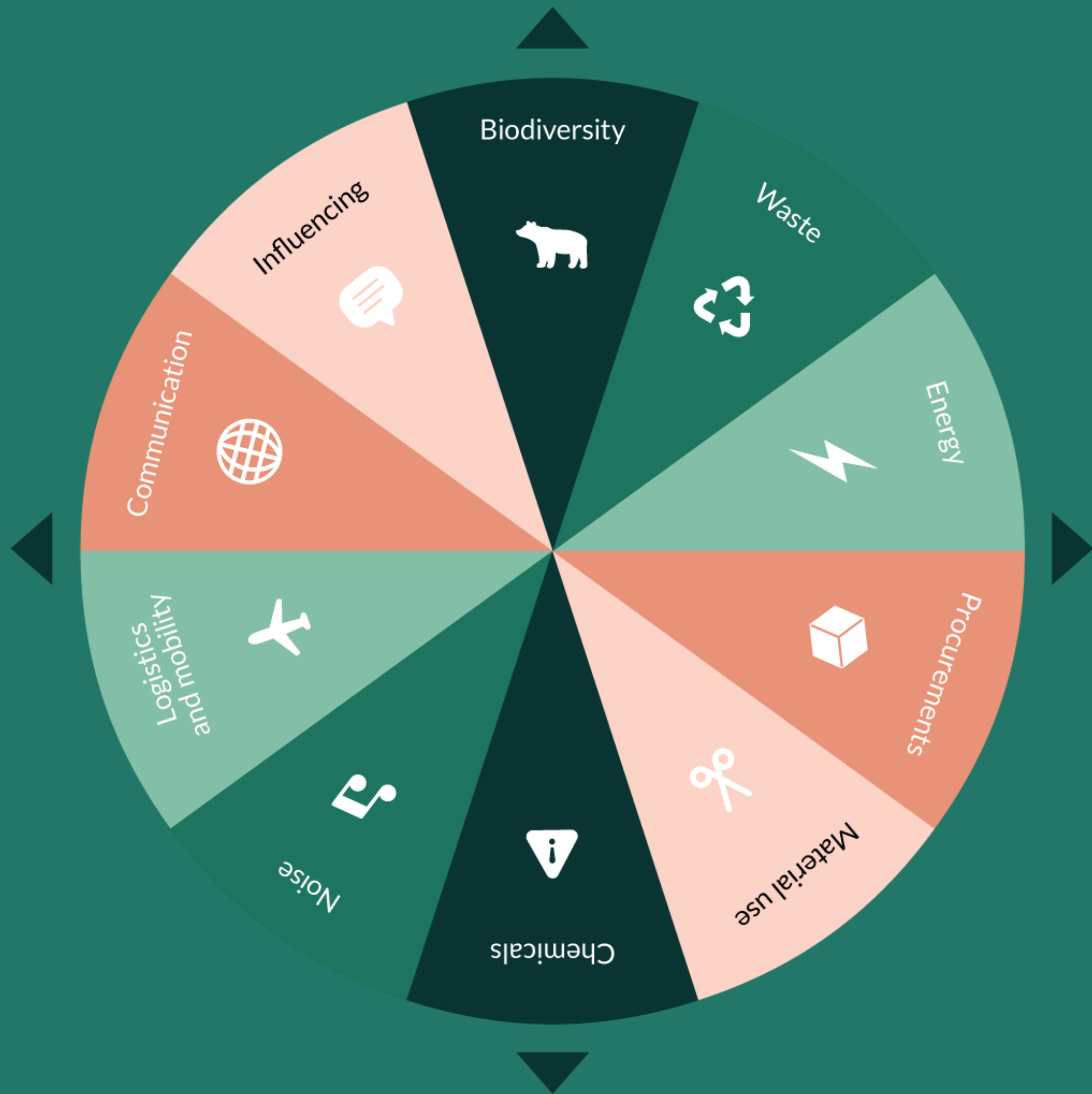
EcoCompass is owned by the Finnish Association for Nature Conservation.



EcoCompass helps to...

- . Get off to an easy start with environmental management. It also makes the environmental work concrete, systematic and measurable.
- . Communicate the environmental responsibility through actions and figures.
- . Identify the organisation's environmental impacts and find ways to mitigate them.
- . Commit the personnel to changes in operating methods.
- . Improve customer and personnel satisfaction.
- . Obtain an advantage and additional points in competitive tenders.
- . Enhance performance and develop competitive edge.
- . Turn the sustainability talk and strategies into action.

Why EcoCompass?



Easy:

A clear road map and ready forms for setting up an environmental management system, as well as an electronic reporting platform, complete with indicators.

Resource-efficient:

The EcoCompass environmental experts guide through the process, and we can jointly draw up development measures suitable for the needs of our organisation.

Adaptable:

The EcoCompass environmental management system is industry-independent and tailored to each organisation.

Reliable:

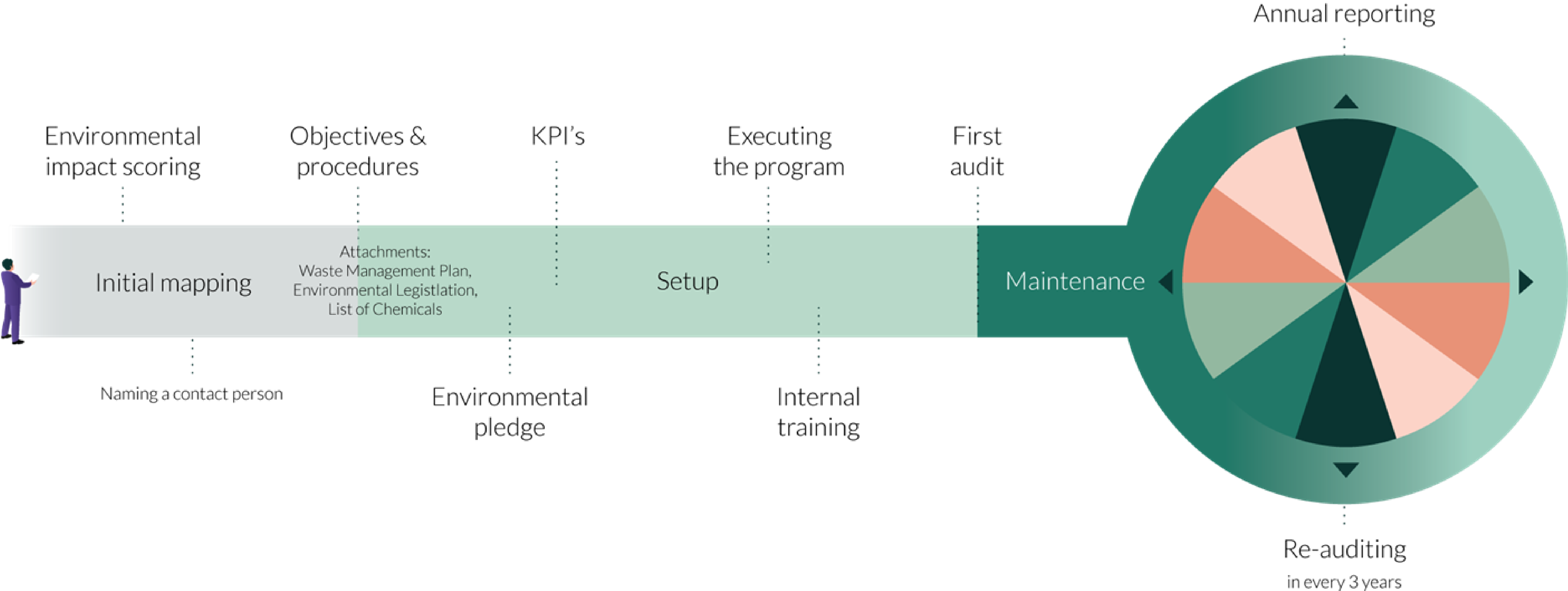
Certification and external auditing ensure the system's quality and reliability.

Meeting the 10 certification criteria with expert assistance

1. Environmental legislation
2. EcoCompass contact person
3. Environmental impact scoring
4. Environmental pledge
5. Internal training
6. Waste management plan
7. Hazardous waste
8. Chemicals
9. Environmental programme: goals and action plans
10. Reporting



How EcoCompass works





Moving towards a more sustainable future with EcoCompass

Almost 500 organisations already use EcoCompass in their environmental work.

More info:

<https://ekokompassi.fi/briefly-in-english/>



Thank you!

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