



# SUSTAINABLE TRAVEL FINLAND\*

By 2035 Finland aims to be a sustainable, carbon neutral country. According to UNWTO, tourism contributes to 5% of the global emissions, and at Visit Finland we wish to ensure tourism industry does its share to reach the national targets.

To help the tourism industry in Finland to adopt sustainable practices, Visit Finland has launched 'Sustainable Travel Finland' concept; a low-threshold, free of charge sustainable development programme that is suitable for any tourism company or region across the country. Companies and destinations that have undergone the entire Sustainable Travel Finland programme and fulfilled the criteria, will be awarded with the Sustainable Travel Finland label – a label that will make it easier for travel trade and travelers to recognise a tourism company or a destination that takes sustainability seriously.

## VISIT FINLAND'S 7-STEP APPROACH TO SUSTAINABLE TOURISM

- Step 1. Commitment
- Step 2. Increasing know-how
- Step 3. Sustainable development plan
- Step 4. Responsible communication
- Step 5. Certification & Auditing
- Step 6. Verification & Measurability
- Step 7. Agreement & Continuous development



Inspired by Sustainable Development Goals (SDGs), Sustainable Travel Finland will provide a sustainable development process including ecological, social, economic and cultural dimensions.

<http://www.businessfinland.fi/en/sustainabletravelfinland>



Visit Finland

## SUSTAINABLE FINLAND PLEDGE

*By taking the Sustainable Finland Pledge I have committed myself for sustainable travelling. I love and respect the nature and show it by taking care of it during my visits. I will also honor the local culture and be thankful for my hosts.*

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*On my journey I pledge to be like a Finn,  
and by this, I mean slowing down from within.*

*The wilderness lets me relax and connect,  
I promise to treat it with the utmost respect.*

*Its forests and lakes should remain plastic-free,  
so I will not leave any rubbish behind me.*

*The world-class tap water shall quench my thirst,  
because in my choices the climate comes first.*

*In Finland it's our equal right to roam free.  
This right should be enjoyed responsibly.*

*The berries and mushrooms are there to be eaten,  
but I'll stick to the paths that are already beaten.*

*Long before humans the wildlife's been there,  
so I won't set up camp just anywhere.*

*I shall also respect the lives of locals,  
and will be considerate with cameras or loud vocals.*

*I know Finns can seem just a little reserved, but with this pledge  
their trust will surely be earned.*

**Show your love for Finland and sign the pledge:**

<https://www.visitfinland.com/sustainable-finland-pledge/>

