

SMAI Climate Action Plan



Published 27.7.2023

Association of Finnish Travel Industry SMAL signed the Glasgow Declaration in February 2022. By signing the declaration, SMAL recognizes that travel and tourism related activities play a key role in the fight against global climate change. Sustainable development as a whole is already an important part of the Association's activities and objectives. SMAL is committed to supporting the global goal of halving the industry emissions by 2030 and reaching net zero as soon as possible before 2050.

By signing the agreement, SMAL commits to develop and publish a Climate Action Plan for the operations and staff of the Association. The plan incorporates the five strands of the Climate Declaration - Measure, Decarbonize, Regenerate, Collaborate and Finance. SMAL will report annually on progress. SMAL will work in partnership with others in the industry to share good practice, solutions and knowledge.

As an advocacy organization for the travel industry, we recognize that our primary role is to act as a multiplier to promote and support the climate efforts of our members. As an association, we must also reduce the carbon footprint of our internal operations and lead by example.

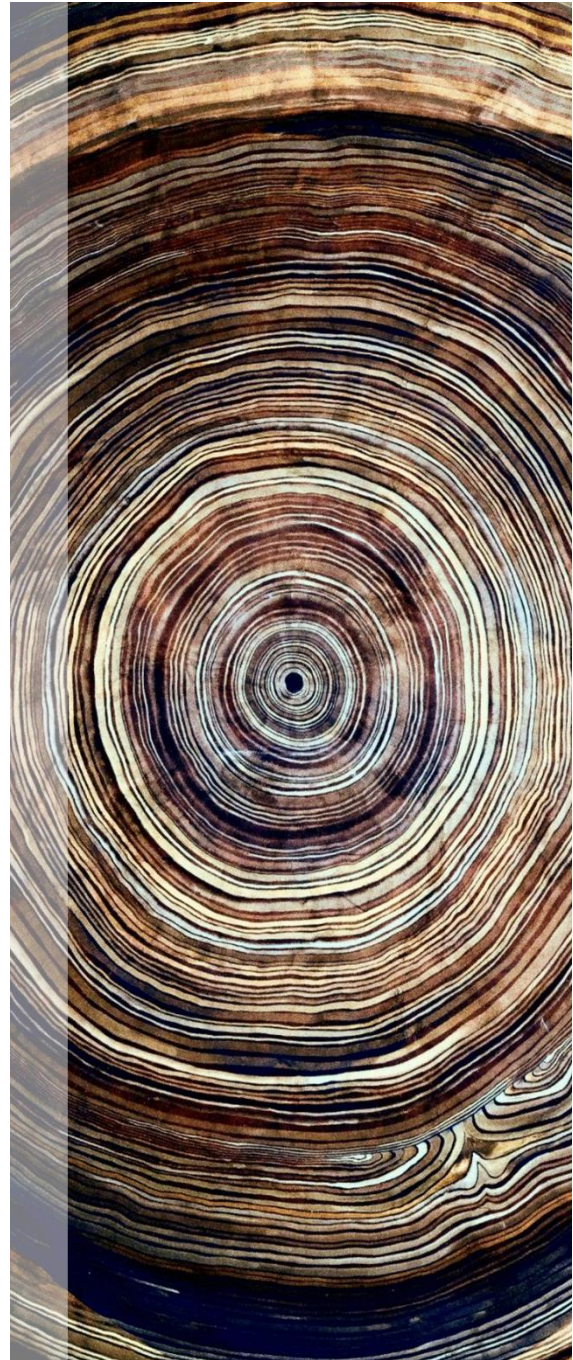
This document presents Climate Action Plan of SMAL, which is the first step in fulfilling commitments of SMAL.

Measure

Measurement activities include the following

- ~ Contributing to the truthfulness, accuracy and consistency of tourism emissions measurement
 - Informing our members about and encouraging the use of emission measurement tools
- ~ Conduct a survey of member companies that are active in climate work
 - Encourage and support passive members to take climate action
- ~ We measure the carbon footprint of our own operations, using 2023 figures as a starting point
 - Commuting of SMAL staff
 - Purchasing office supplies: paper, coffee, tea and cleaning supplies
 - Office energy consumption excluding heating and waste (not available)
 - SMAL meeting catering
 - Telecommunications
 - Events organized by SMAL

SMAL reports annually on its carbon footprint and progress in reducing carbon emissions





Regenerate

- ~ We are increasing the knowledge of SMAL staff on the topic
- ~ We promote, where possible, the protection of natural ecosystems and the regeneration of tourism ecosystems and the management of tourism flows in a more sustainable way
- ~ We share information on best practices in the field with our members and other stakeholders





Collaborate

SMAL collaborates with Finnish and international partners, its own stakeholders and sustainability experts on the following matters

- ~ Participation in national and international cooperation and working groups
- ~ Strengthening cooperation between members
- ~ Raising awareness and knowledge through events and communication
- ~ Organisation of training events
- ~ Supporting and promoting the development of common carbon measurement systems
- ~ Sharing information on best practices

Finance

- ~ We share information on funding opportunities and initiatives
- ~ We share information on opportunities for projects
- ~ We support our members in setting their emission targets so that this work is done within the resources and capacity of the organization



Association of Finnish Travel Industry

