

Helsinki Declaration

1. COMMITTING TO SUSTAINABLE DEVELOPMENT

1.1. As the representatives of the Finnish tourism industry, we believe that sustainable development is the guiding principle in our business and a prerequisite for the preservation of our livelihood. For the benefit of global wellbeing and our own industry, we strive to prevent, or minimise, any negative effects of tourism, and increase its positive effects.

1.2. We are committed to developing, practicing, and marketing tourism in a sustainable manner. We also favor those forms of tourism and travel products, which show

respect of local nature and the cultural, social and economic environments, and ensure the sustainability of operations.

1.3. We are committed to following local, national and international laws and regulations regarding our business. We abide by the UN's Agenda2030 Sustainable Development Goals, which aim to eradicate extreme poverty and consider the environment, the economy, and the people equally. The program strives for sustainable development without leaving anyone behind.

2. PRINCIPLES OF SUSTAINABLE DEVELOPMENT

2.1. We are actively against all forms of illegal, exploitative and abusive forms of tourism

2.2. We enact responsible practices by applying the three key areas of responsible and sustainable development.

Sociocultural responsibility

- protecting cultural heritage
- respecting local cultures and enhancing social development
- developing mutual understanding and respect between people

Economic responsibility

- cooperation with local communities and people
- favoring local products and know-how
- ensuring the company's viability, improving employment and supporting society via taxes

Ecological responsibility

- curbing climate change, decreasing emissions, and improving energy efficiency
- responsible use of natural resources, decreasing consumption, and promoting circular economy
- avoiding single-use materials, decreasing the amount of waste, and promoting recycling
- protection of natural diversity, endangered species, land and water ecosystems, and valuable landscapes

2.3. We expect all our partners to invest in the responsibility and sustainable development of tourism. We support our partners in achieving their goals and develop a responsible business culture by spreading good practices.

2.4. We will increase cooperation within the tourism industry as well as in the public sector, local communities, and other interested parties for the development of responsible tourism.

2.5. We will integrate these principles in all aspects of our business. We set the goals, measure our progress, and report on our successes.

3. GENERAL AWARENESS AND COMMUNICATIONS

3.1. We actively disseminate information on travelling and responsibility in tourism, in order to create interest in sustainable industry standards among our customers and stakeholders.

3.2. With our marketing and communications, we aim to promote behavior and activities following the principles of sustainable tourism.

3.3. We encourage other representatives of the tourism industry to support this declaration and develop their own program of sustainable development.