



TAMPERE.
FINLAND

TAMPERE REGION

Carbon neutral tourism destination **2030**

SUSTAINABLE TRAVEL FINLAND

Regional road map for sustainable tourism



VISIT
TAMPERE

Road map as a basis for sustainable travel

Shared goal

The aim of the road map is to identify the most significant sustainability challenges related to the tourism sector in Tampere and its surrounding region set a shared long-term goal for meeting them. Defining the goal clearly and prioritising the development themes are vitally important for focusing the resources. The road map specifies the development paths and information-based management principles for monitoring development.

The following goals were emphasised in choosing the goal and preparing the road map:

- **Strengthening the business environment of tourism**
- **Pioneering and distinctiveness on national and international levels**
- **Building cross-sectoral cooperation and business opportunities**
- **Using indicators to analyse the results and their comprehensive effectiveness**



Background and work progress

The road map was prepared as part of measures to implement Visit Finland's national Sustainable Travel Finland programme in the Tampere Region. Visit Tampere Ltd was responsible for compiling the road map and coordinating engagement efforts. Ekokumppanit Oy designed and facilitated the co-creation arrangements.

The work progressed based on the needs and ideas collected through participatory theme workshops and progressed to interviews with key operators. The results of the co-creation workshops helped to identify a clear need to set a key goal to ensure that the resources for the sustainability efforts can be focused effectively and to provide results that can be monitored and verified.

The key operator interviews involved sparring efforts around the carbon neutrality goal set for the road map with regional companies pioneering sustainable tourism, the public sector and development organisations. Interviews and co-creation efforts were used to select goals and development themes and build a foundation for cooperation to deploy the road map and solidify carbon neutrality as the shared goal for sustainable travel.





Our goal

Ensuring that the Tampere Region is a carbon neutral travel destination by 2030.

Our promise

Working together to make the Tampere Region an international leader in sustainable tourism.

Our efforts to create solutions exceed our footprint and, in cooperation with regional operators, we provide tourists with the opportunity to visit the area in a carbon neutral manner.

3. Carbon neutrality as a shared goal

Making the region a carbon neutral travel destination by 2030 was set as the key long-term goal for regional tourism. The primary bases are the strategic carbon reduction and sustainability goals of tourism companies in Tampere and the Tampere Region. The regional development promoted by Visit Tampere must support the goals of pioneering companies and strengthen the cooperation between operators. At the same time, the regional organisation must determine the key message of the sustainability work for the joint regional marketing efforts and increase the national and international visibility of successes achieved within the region.

1. The largest sustainability challenge of tourism

Climate change and loss of biodiversity are the most important global threats to sustainability. Responding and adapting to them is a shared challenge and benefit. The carbon neutrality goal is a strong message about ambitious efforts, and it makes the Tampere Region one of the international pioneers in sustainable tourism.

2. Shared key goal with indicators

Tampere and the Tampere Region have set carbon neutrality by 2030 as their goal. The measures towards this goal form the basis for aiming for carbon neutrality in the tourism sector. The uniform goal focuses and steers the cooperation between businesses and the public sector. The tourism sector's carbon neutrality goal contributes to supporting Tampere's position as one of the leading builders and pioneers of a sustainable future.

3. Cross-sectoral cooperation – effectiveness and resource efficiency

Carbon neutrality requires development resources and funding but also offers opportunities for long-term cost savings and building new business activities and tourism services. Minimising emissions requires resource efficient low-carbon solutions for energy production, mobility, construction

and service production. In addition to this, achieving carbon neutrality requires effective carbon sequestration solutions. Carbon neutrality work also provides development and business opportunities outside the tourism sector. This promotes social and economic sustainability across a wide spectrum.

4. Responding to future demand and customer expectations

Based on a customer survey, the importance of carbon neutrality will increase further in the context of the preferences and choices of tourists. Carbon neutrality is not the main reason for selecting a travel destination, but it is important to provide various customer segments with the opportunity of carbon neutral visits to ensure the competitiveness of the destination and strengthen its brand.

Tampere Region – a carbon neutral travel destination by 2030

Strengths and distinctive factors:

1. Pioneering sustainability companies as drivers
2. Urban destination for nature tourism
3. Hub for railway transport
4. Carbon neutral Tampere 2030
5. Carbon neutral Tampere Region 2030

Challenges:

1. Opportunities for low-carbon travel to the area
2. Self-sufficiency with regard to renewable energy
3. Limited carbon sinks
4. Resources and funding
5. Tourists' choices



4. Carbon neutral destination – development arrangements and steps

LOW-CARBON TOURISM COMPANIES

Businesses can mainly impact their operations and service offering themselves.

The first step of regional carbon neutrality efforts involves engaging companies and strengthening cooperation. Pioneering companies serve as drivers.

The carbon neutrality efforts are guided by carbon footprint calculations.

Goals and solutions are set according to the size, resources and capabilities of companies.

Companies can obtain help for sustainability efforts through regional development projects and cross-sectoral cooperation.

THE CARBON FOOTPRINT OF MOBILITY IN THE CONTEXT OF TOURISM

Mobility is another key element affecting the sustainability and total carbon footprint of tourism.

The cooperation of operators in the area is vitally important to development.

Data on mobility and indicators related to the carbon footprint serve as the starting points:

- Arrival of international tourists to the destination
- Arrival of domestic tourists to the destination
- Mobility in the urban area and countryside of the destination

The service companies related to mobility and the cooperation between the commercial and public sectors are key.

NATURE, BIODIVERSITY AND CARBON SINKS

The lakes and nature are among the most important draws for tourism in Tampere and the Tampere Region – improvements benefit all tourism operators in the region.

Increasing and maintaining carbon sinks supports the carbon neutrality goals.

The opportunities for making an impact include compensation models and the partial channelling of tourism yields towards expanding conservation areas, water system maintenance and restoration efforts.

Results and effectiveness are sought through shared solutions. We set a goal and monitor its fulfilment.

FINANCIAL AND SOCIAL SUSTAINABILITY

The carbon neutrality efforts aim to strengthen the financial sustainability and adapt to the changing business environment. The work has social impacts on employment, competence development and engagement.

The tourism sustainability efforts also yield beneficial impacts in other fields: construction, renewable energy, mobility services and compensation solutions.

Moreover, the efforts support regional development and brand efforts in Tampere and the Tampere Region to establish the area as a sustainable place to live and do business.

5. Low-carbon tourism companies

The first step of ensuring carbon neutrality is to focus on promoting low-carbon solutions among the tourism companies and services in the region. The efforts will be initiated with the businesses that have set emission goals for their operations. In the long term, success will require tourism companies to commit to the shared goal on a broad scale and start their own work towards low-carbon operations.

Carbon neutrality as a shared regional goal will combine the sustainability efforts of individual companies to form an impactful message for international marketing. Information distribution and cooperation around carbon footprint indicators and the application of best practices increase resource efficiency. For example, cooperation arrangements and joint acquisition models can be built for carbon sequestration and their effects can be enhanced.

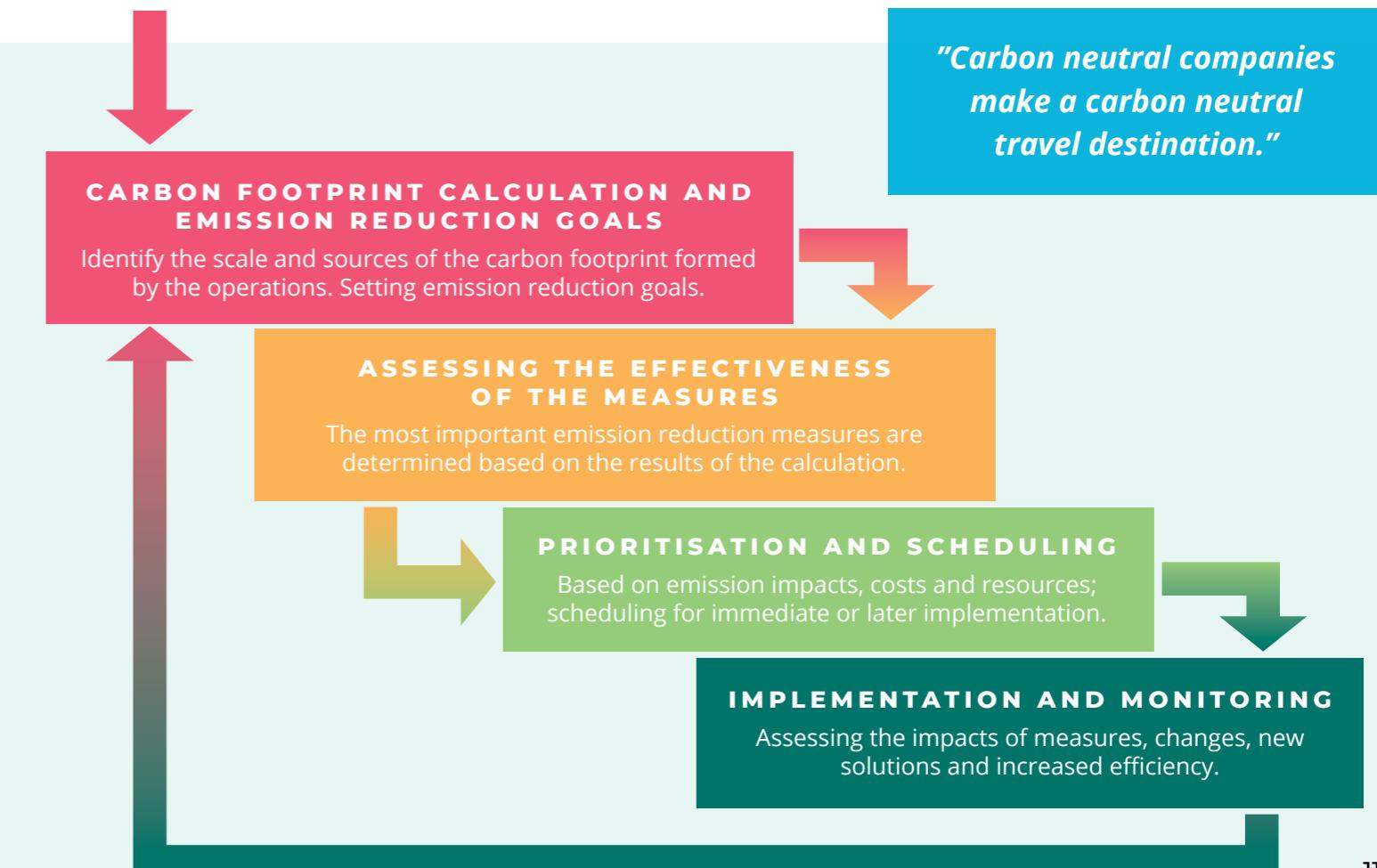
The regional tourism organisation uses indicators to analyse the progress of carbon neutrality efforts and the total carbon footprint, aims to provide information, training and tools, and works to promote cooperation between businesses, the public sector, institutes of higher education and development organisations.

From the carbon footprint to carbon neutrality

Companies determine their emission reduction goals and measures based on their own starting points. Carbon footprint calculations and monitoring their developments form the basis of carbon neutrality work. Most of the carbon footprint of tourism companies is caused by the operational activities of tourism companies – mainly those focusing on energy solutions, procurement, logistics and food. Companies can reduce these emission impacts through their own choices and by improving resource efficiency. Construction and sizeable equipment procurements are individual core elements of the carbon footprint, and their environmental impacts must be assessed and minimised on a case-by-case basis.

The most important goal of carbon footprint calculation is to help identify significant emission sources and steer low-carbon efforts based on carbon footprint calculations. The organisation's carbon neutrality road map can be formed by setting the emission reduction goals and scheduling the measures. Alongside efforts to minimise emissions, compensation services related to carbon sequestration are important tools.

The low-carbon offering of companies, combined with compensation services, provide tourists with the opportunity to visit the destination in a carbon neutral manner. At the same time, tourists themselves have an active role in making sustainable choices. The most important thing is to provide the preconditions through cooperation between the businesses in the region.





"Low-carbon transport services to the natural sites and nature reserves within the city and region are a significant asset."

Sustainable mobility opportunities in the Tampere Region

Strengths and distinctive factors:

- Unique hub of railway traffic in Finland – roughly 2 million residents along railway links spanning 200 km
- Tampere's location at the centre of the region – good links to regional destinations provide the opportunity for the diverse development of tourism services
- A city where you can walk and cycle anywhere – good regional railway and public transport links
- Development of cycling routes and nearby services within the region
- Water routes that link the northern and southern sections of the region – there are vibrant harbours on both of the large lakes in Tampere
- The regional airport enables direct air links

and the development of related services

Development visions:

- The optimal utilisation of railway traffic for arrivals in Tampere and domestic tourism in the region
- Sustainable access to natural sites and carbon neutral day trips in Tampere and the Tampere Region – public transport, electric mobility and physical mobility
- Development of boat traffic on the Pyhäjärvi and Näsijärvi lakes
- Making tourists want to stay longer by combining the offering of Tampere and the region
- Preparing a regional development plan on sustainable tourism-related mobility to steer the efforts

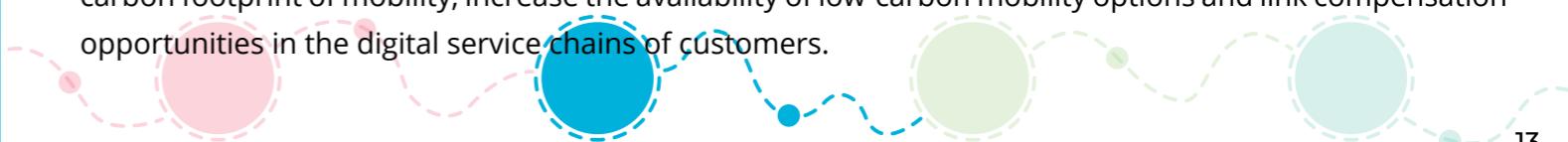
6. The carbon footprint of tourism-related mobility

The carbon footprint related to mobility is among the most significant sustainability challenges related to tourism. The variation in personal needs regarding mobility and travel make resolving issues related to the footprint complicated. The further away the tourist comes from, the harder it is for the destination and local tourism companies to impact the carbon footprint of travel. It is easier to provide low-carbon options for mobility at the destination. The tourist's choices play an important role. Highlighting low-carbon alternatives in customer communications is the most straightforward and impactful first step.

The starting points for developing low-carbon mobility is measuring tourist quantities, travel chains and modes of travel based on relevant indicators. The role of regional cooperation and the dialogue between businesses and the public sector are essential for service development. Reaching the goals of the tourism sector will require reliable customer data on the needs and choices related to mobility and transport volumes.

In the initial phase, it is advisable to focus the development measures on domestic transport and mobility in the area. The starting point is the optimal utilisation of the existing transport infrastructure and public sector services. Transport service companies play a key role in increasing the availability of low-carbon and electrical mobility services. They supplement and expand the services provided by public transport companies and enable fast and flexible service development that meets the needs of tourists. Railway traffic, renting of electric vehicles and cycling also provide a variety of opportunities for building experiential tourism products.

Alongside regional development, it is important to look for models and tools for analysing inbound international travel based on metrics and collecting customer data. Direct flights, the latest plane types and various compensation solutions are currently the best tools for reducing the carbon footprint of international arrivals. Customer data can be used to focus regional tourist marketing with consideration of the carbon footprint of mobility, increase the availability of low-carbon mobility options and link compensation opportunities in the digital service chains of customers.



7. Nature, biodiversity and carbon sinks

Local activities impact nature and the condition of species more directly than climate change. Sustainable solutions related to land use, construction, forestry, agriculture and transport can support the conservation and vitality of nature. In addition to this, local tourism companies can – and should – be actively involved in the protection of nature and water systems. In the best case scenario, the positive results of measures can come to fruition very quickly.

Expanding natural areas suitable for camping and nature tourism and ensuring the health of water systems benefit the entire tourism sector. The starting point for this plan is to minimise direct detriments that tourism causes to natural sites and water systems. In these efforts, tourists have an active role as responsible users of natural environments. Another important goal is to promote the accessibility of natural areas as well as physical mobility.

Verdant and blossoming urban nature is a draw that maintains biodiversity and increases well-being. It also functions as a carbon sink, and well-planned natural green solutions increase the appeal of the area significantly. Tourism operators can impact these aspects through their own real estate holdings.

In selecting compensation services that sequester carbon in biomass, it is also important to consider the impacts of each service on biodiversity. Alongside helping to retain traditional landscapes and natural biodiversity, old forests, heritage landscapes and agricultural areas serve as carbon sinks. Moreover, efforts to restore and open up water systems and streams are a perfect fit for the tourism brand of the Tampere Region and the entire Finnish Lakeland, and they also serve to boost appeal.

There is a close link between the well-being of people and the environment. The tourism sector can support protection and restoration directly through funding and their own operations. Engaging tourists through the regenerative tourism model provides a diverse range of options for developing new kinds of business activities that combine conservation and tourism. It is also important to look for shared monitoring methods for the environmental impacts of tourism and the changes caused.

"Sustainable tourism can only be built on the basis of a healthy environment. This is a requirement for keeping up with the markets and meeting customer expectations, especially on an international scale – it is not an option; it is a necessity"

Strengths and distinctive factors:

Tampere is an urban natural area, which is uniquely located on a neck of land between large bodies of water that combine the region from north to south.

There are numerous appeal-boosting natural sights in the centre of the city: the national heritage landscape of Tammerkoski, the national urban park of Tampere and the nature reserve on the tallest esker in the world, Pyynikki.

In Tampere, the nearby forests, lakes, shore areas and other natural sites shared public areas can be accessed through public transport links.

The nature reserves of Seitsemisen and Helvetijärvi provide amazing hiking and camping opportunities within a reasonable distance from the city.

The region's large water systems and the Lake Trails network of cycling routes enable diverse

travel and other activities in the lake area from fishing, canoeing and steamboat cruises to cycling. The clean lakes are also an essential element of Tampere's image as the sauna capital of the world.

Threats:

Climate change impacts local nature and business opportunities.

The weakening brand image related to clean nature, air and water, the loss of biodiversity and the general decline of the natural state weaken the region's appeal as a tourist destination.

There is not enough funding for protecting and restoring nature.

The aims of different interest groups do not meet.

The financial and social value of a healthy environment is not sufficiently understood and cannot be measured.



The UN's Sustainable Development Goals

Through the carbon neutrality goal, the measures required to promote it and the impacts of the measures, the road map aims to promote the UN's Sustainable Development Goals directly:



8. Economic and social impacts

Tourism has significant and varied impacts on general well-being. Carbon neutrality efforts aim to enable future tourism and ensure the persistence of the related positive cultural, social and economic impacts.

The goals and measures of the road map are focused on ecological sustainability. The most important goal is to help the tourism sector respond to the challenges and opportunities of the changing business environment and customer expectations. Strengthening the business capabilities, sustainability expertise and cooperation of tourism companies is a key element in promoting economic sustainability. Efforts to develop low-carbon tourism services and improve environmental health also provide business opportunities outside the tourism sector. The impacts on the regional economy and social sustainability are diverse.

Aiming for carbon neutrality, providing tourists with sustainable options and engaging tourists

as active participants are other aspects that bolster social sustainability. The opportunities to make a difference, participation in conservation work and spending time in nature increase well-being and a sense of meaningfulness. This sends a positive message to local residents and visitors on our shared goal of building a sustainable future.

Alongside the carbon neutrality efforts, Visit Tampere and the City of Tampere are driving social, economic and cultural responsibility forwards through the Sustainable Steps (Kestävin askelin) tourism strategy and the City of Tampere development programme for experiential business. The Think Sustainably service and the Sustainable Travel Finland programme are tools for developing responsibility, competence, communications and marketing as part of a larger network. The carbon neutrality road map supplements these efforts with a focus on ecological sustainability.

9. Indicators and information-based management

Business level

Carbon footprint calculation is the most important tool for the information-based management of the carbon reduction efforts of companies. The calculation results are used to determine the carbon reduction and carbon neutrality goal of the company: the emission reduction, the share of the emissions requiring compensation and the indicators to be used to proportion the carbon footprint to the company's business operations. Reliability and transparency are key in the calculations. It is advisable to proportion the accuracy of the indicator analyses and the resources required based on the size of the company and the application of the resulting data. The most important aspects are the repeatability of the calculations and the annual changes in the carbon footprint. Alongside their own activities, companies can monitor the carbon footprints of arriving tourists.

Regional level

The first step is to determine what the carbon neutrality of the destination means: the ways of conducting and delineating the calculations, the targeted emission reduction level and the possible share requiring compensation. In planning the specifications and monitoring, it is important to aim for a harmonised model between destinations.

In practice, the carbon footprint of a destination is formed by the carbon footprint generated by the operations of tourism companies and the mobility of tourists. The indicator-based measurement of regional carbon neutrality goals must identify the impacts of companies' emission reduction measures and the comparison of the overall situation on an annual level. It must also be possible to enable combining the emission data related to mobility with the carbon footprint data of companies. The first stage can focus on promoting and expanding the carbon neutrality efforts of companies. The initial step for the indicator-based measurement of mobility involves the regional level and the arrival arrangements of domestic travellers.

Utilisation of carbon footprint data

It is advisable to focus the indicator-based measurement of the corporate and regional levels on aspects that can be impacted. The carbon footprint calculation is, first and foremost, a tool for steer-

ing carbon reduction efforts. The calculation results must be proportioned to the positive impacts and reference figures of business activities and tourism: turnover, tourism yields, employment rates and social benefits. On a regional level, the most important goals of data utilisation and information-based management are promoting the carbon neutrality efforts of companies, developing indicators related to mobility and monitoring the overall situation. In addition to this, carbon footprint data provides a tool for focusing the marketing related on the destination with due consideration to sustainability.

"The carbon footprint is always a calculated estimate based on various coefficients and delineations. Instead of the end results, the most important things are lessons learned and the ways they are applied."

Key figures related to information-based management

Carbon neutrality is a goal that can be monitored based on key figures and indicators. Proportioning the results of carbon footprint calculation with other business-related key figures improves the comparability of carbon footprint results and carbon reduction efforts.

Business-level indicators

- Carbon footprint – the total result and the operations that form it
- Carbon intensity – carbon footprint/turnover, carbon footprint/customer

In terms of the regional carbon neutrality goal, it is important for companies to share their calculation results and carbon intensity data with the

regional organisation. If necessary, the data can be anonymised for monitoring purposes.

Regional-level indicators

- The number of regional tourism companies that calculate their carbon footprint
- Carbon footprint results of companies
- Carbon footprint created by the mobility of tourists
- Tourist quantities and the lengths of their stays
- Tourism income and spending

Collecting this information for each destination provides an overview of the carbon footprint of tourism and the key figures for putting it into the right perspective.

Challenges to success

Financial situation – companies are unable to focus their resources on carbon neutrality efforts; public sector investments do not provide a sufficient basis for the work.

Strong cooperation is not generated – potential benefits are not realised or cannot be identified.

The resources available for the coordination and indicator-based analysis of the regional organisation are insufficient.

The customer demand does not support carbon neutrality – the commercial incentives are insufficient and the choices of tourists do not support a low-carbon offering.

Visit Tampere's central role in the efforts towards carbon neutrality is related to promoting the cooperation between companies and interest groups.

Determining goals, limitations and steps together and monitoring them on a regional level.

Increasing competence and having shared tools for promoting carbon neutrality.

Utilising the carbon neutrality goal in brand-related work and linking it to the City's goals and marketing arrangements.

Highlighting the carbon neutrality efforts and successes of companies as key aspects of tourism marketing.

Targeting the destination's tourist marketing (target areas and measures) to support carbon neutrality, as applicable.

Utilising and strengthening national and international networks.

Promoting the development of business activities and services – considering the needs of businesses, adapting to future changes and responding to challenges.

Regional coordination of the use of project funding – aiming application processes for the project towards the common goal.

10. Cooperation is the key to success

The efforts to promote carbon neutrality and the concrete carbon reduction measures will be conducted by companies and in the context of developing infrastructure and services in the public sector. However, achieving carbon neutrality on a regional scale requires cross-sectoral cooperation towards the shared goal. At the same time, this offers new kinds of opportunities across sectors.

Tourism companies

Pioneers and companies that have initiated their carbon neutrality efforts are important drivers. Cooperation increases resource efficiency; the important aspects include the development and harmonisation of indicator-based measurement, the sharing of information and competence, and shared tools and service development.

Schools and institutes of higher education

Essential partners in regional development efforts. Building a foundation for education and competence, cross-sectoral research and project cooperation.

Public bodies and development organisations

Infrastructure development efforts and services that support sustainable tourism, dialogue and cooperation related to information-based management in carbon neutrality efforts. Targeted utilisation of project funding.

National and international cooperation

Developing indicator-based measurement, information-based management and the development of solutions through national cooperation. Visit Finland's Sustainable Travel Finland plays a key role in this regard. For Tampere, a dialogue between urban destination and cooperation related to competence development are key.

Internationally significant developments include, joining the Smart Destination network and, especially, the strengthening of the Nordic collaboration. Reciprocity and the sharing of successes and solutions with the national and international networks support Tampere's image as a Nordic pioneer in smart and sustainable urban development.



TAMPERE REGION

Carbon neutral travel destination 2030

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