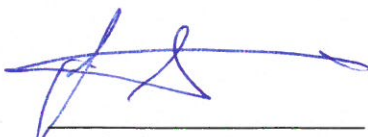


## Visit Tampere – sustainability and environmental policy

Visit Tampere Ltd's sustainability and environmental policy is based on the Sustainable Tampere 2030 programme and its goals. We support the achievement of the Carbon Neutral Tampere 2030 goal with our operations. Our most significant opportunities to influence focus on consumer communication and the involvement and guidance of our stakeholders in developing the sustainability of our own operations. The companies, municipalities and educational institutions in our partnership network are the most important partners in our sustainability work. Visit Tampere Ltd is committed to operating responsibly and in accordance with the principles of sustainable development, and we strive to take them into account in all areas of our operations. We are systematically improving the sustainability of our operations and acting as a leader for tourism operators and companies in the region. Sustainability is a key part of our strategy, and according to the Tampere region, we are taking us to the Sustainable Travel Finland destination programme coordinated by Visit Finland. In the future, Tampere will be known as one of the most responsible tourism, congress and event cities in the world. The eco-compass certificate and our environmental programme guide us in achieving these goals.

- Decision-making is based on the goals of sustainable development
- The company's management is committed to promoting sustainability and allocating resources to the work
- We monitor and report on the progress of our corporate sustainability work on an annual basis
- We aim to be a pioneer in the sustainable development of the tourism industry and a builder of cooperation in our region.
  - Our goal is: Tampere region – a carbon-neutral tourism destination by 2030
  - We aim for the Sustainable Travel Finland destination label in cooperation with our stakeholders and Visit Finland
  - We help our partners commit to the principles of sustainable development in their operations. We provide training, information and tools to promote the sustainability work of our partners
  - We act as an active influencer in the consumer communications. We communicate sustainable choices and services, as well as the sustainability achievements of our partners.
- Equality is a fundamental value of our social responsibility.
- We are committed to sustainability and minimizing the environmental impact of our procurement.
  - We emphasize ecological, socio-cultural and financial responsibility in our procurement.
  - We favor recycled and environmentally friendly materials, procure just the right amount of products, and minimize the carbon footprint of our events by favoring low-carbon and sustainable choices in catering and materials.
- We strive to minimize the environmental impact of our mobility choices
  - We strive to promote sustainable mobility choices for tourists
  - We prefer public transport whenever possible
  - We compensate for the carbon footprint of our business trips whenever possible



Jari Ahjoharju  
CEO  
Visit Tampere Ltd

