



TAMPERE.
FINLAND

Visit Tampere – Climate Action Plan 2023 - 2024

Glasgow Declaration on Climate Action in Tourism

VISIT
TAMPERE

Visit Tampere – Climate Action Plan 2023-2024

Purpose and background

This plan is a supporting document for [Tampere Region – Carbon Neutral destination 2030 roadmap](#), which was published in January 2022. Regional tourism climate work is based on the goals of [Tourism Strategy 2022-2025](#) and City of Tampere carbon neutrality 2030 target and actions.

Aim of this plan is to provide concrete annual actions for implementing the roadmap. Visit Tampere coordinates sustainable tourism development in Tampere Region and is responsible for carrying out the measures stated in the Action Plan.

Action Plan addresses the 5 pathways of [Glasgow Declaration on Climate Action in tourism](#). Plan is assessed and updated yearly.



VISIT TAMPERE Tourism Strategy

FOLLOW-UP AND ASSESSMENT
2022-2025

PHENOMENA:

- UTILIZING ARTIFICIAL INTELLIGENCE
- DEVELOPING VIRTUAL EXPERIENCE ECONOMY
- SHORTAGE OF PROFESSIONALS
- RAPID CHANGES IN THE OPERATING ENVIRONMENT
- GREEN & DIGITAL TRANSITION
- GROWTH OF EXPERIENCE ECONOMY

STRATEGIC GOALS:

INCREASING
THE SHARE OF
TOURISM INCOME
TO
600M€

CARBON-
NEUTRAL
TOURISM &
EVENTS
SECTOR

CUSTOMER
EXPERIENCE
THAT EXCEEDS
EXPECTATIONS

SMOOTH
& ATTRACTIVE
DIGITAL
CUSTOMER PATH

INCREASING
THE
ATTRACTIVENESS
OF TOURISM &
EVENTS SECTOR

DESIRABLE
& VALUED
PARTNER

Visit Tampere – Sustainable Tourism Development

Carbon neutral tourism and events sector 2030

Tampere Region – Carbon Neutral Tourism Destination 2030 roadmap – guidelines for development and public-private sector collaboration
Knowledge management and monitoring the development



Visit Tampere – sustainable business development services

Marketing and communications – customers, B2B sector
Education and development tools for our partner network
EU-projects – funding and resources, cooperation with key partners and stakeholders
Monitoring key performance indicators and progress, GDS index
Ecocompass Certificate – defines our sustainability and environmental policy and actions

Carbon Neutral Tourism Destination – key objectives

1. Addressing the largest sustainability challenge of tourism industry
UNWTO's Glasgow Declaration – international cooperation, Visit Finland and Sustainable Travel Finland network
2. Joint challenge – setting targets and guidelines for cooperation and finding solutions
B2B and cross-sectoral public-private collaboration is essential for climate actions and utilizing best solutions
3. Responding to shift in customer demand and expectations
Tourism is recovering rapidly, leading to increasing carbon emissions. At the same time a growing number of customers wish to lower their travel CO2 footprint. Tourism business and destinations must enable this.
4. City of Tampere and Tampere Region aim to be carbon neutral by 2030
Tourism sector as a forerunner of this development





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.

5 Pathways and tourism climate action in Tampere

Glasgow Declaration - shared pathways for aligning the Climate Action Plans

MEASURE

Measure and disclose all travel and tourism-related emissions. Ensure our methodologies and tools are aligned to UNFCCC-relevant guidelines on measurement, reporting and verification, and that they are transparent and accessible.

DECARBONISE

Set and deliver targets aligned with climate science to accelerate tourism's decarbonisation. This includes transport, infrastructure, accommodation, activities, food & drink, and waste management. While offsetting may have a subsidiary role, it must be complementary to real reductions.

REGENERATE

Restore and protect ecosystems, supporting nature's ability to draw down carbon, as well as safeguarding biodiversity, food security, and water supply. As much of tourism is based in regions most immediately vulnerable to the impacts of climate change, ensure the sector can

support affected and at-risk communities in resilience building, adaptation and disaster response. Help visitors and host communities experience better balance with nature.

COLLABORATE

Share evidence of risks and solutions with all stakeholders and our guests, and work together to ensure our plans are as effective and co-ordinated as possible. Strengthen governance and capacity for action at all levels, including national and sub-national authorities, civil society, large companies and SMEs, vulnerable groups, local communities and visitors.

FINANCE

Ensure organisational resources and capacity are sufficient to meet objectives set out in climate plans, including the financing of training, research and implementation of effective fiscal and policy tools where appropriate to accelerate transition

MEASURE

Targets

- Utilizing the cost free [tourism CO2 calculator provided by Visit Finland](#) as the open monitoring, planning and development tool for companies of different sizes
- Help companies to calculate their CO2 footprint, set climate targets and plan actions
- Developing methods and tools for monitoring destination level CO2 footprint and status of the climate actions, which provides DMOs comparable data of annual development and better understanding how to plan & focus climate actions.

Actions

- Sharing knowledge about the Visit Finland calculator to Visit Tampere partner network. Activating more companies to use the CO2 calculator and supporting them in utilizing it for climate neutral business development.
- Arranging open trainings for companies on carbon calculation and climate action planning. Help finding effective solutions for low carbon business and service development – building a climate action toolbox for companies
- Cooperate with Visit Finland and other city destinations in developing joint model and solution for monitoring climate neutral tourism development in destination.



DECARBONIZE

Targets:

- Main goal is to coordinate cooperation towards enabling climate neutral visit in Tampere Region for different customer groups. This includes:
 - Linking and packaging existing low carbon services together
 - Helping companies decarbonize their business and services and developing new low carbon services – key step is developing joint destination marketing
 - Decarbonizing tourism related mobility in the destination
- Utilizing carbon offset services and regenerative ecologic compensation solutions together with companies – reliability, transparency, quality key attributes

Actions:

- Starting the co-creation process of climate friendly visit in Tampere Region: creating low carbon service chains for visitors together with forerunner companies – engaging visitors with joint marketing, building better customer understanding
- Providing knowledge and arranging joint trainings for companies on climate neutral business and services development and utilizing low carbon solutions
- Creating a sustainable tourism mobility action plan for the destination. Developing sustainable mobility services within and around the destination.



Majority of visitors coming to Tampere are domestic travellers from Finland. First focus of climate actions is to decarbonize domestic tourism, including arrival and visitor's mobility chain.

Strong signals also indicate that the number of tourist arriving to cooler Nordics from Mediterranean and other areas suffering from extreme heat enhanced by climate change will increase in the forthcoming years. To address this demand responsibly destinations need to explore and develop options to enable climate neutral visit. Decarbonizing actions of tourism companies are essential in reaching this and also active collaboration to help minimize climate effects of mobility, arrival and departure.

REGENERATE

Targets:

- Creating an ecologic compensation model and regenerative visitor experience services which enable visitors to participate in or pay for climate and nature positive compensation actions. It can also enhance social resilience and adjustment to climate change. Part of the climate friendly visit in Tampere.
- Nature based solution should enhance carbon sinks and also support biodiversity. Compensation model can also be a technology based solution for carbon capture. Solution must negate the emissions of the visit to be a viable tool for tourism climate action.

Actions:

- Gathering knowledge and exploring reliable and cost effective solutions – national and international benchmarking of best solutions and concepts.
- Start planning compensation models and regenerative zero carbon visitor experiences together with interested tourism companies and other relevant organizations - solutions, focus group, costs, marketing, visitor journey, possibilities of new technology (carbon capture, digital experience). Inviting companies and partners to test, utilize and develop the services further. Including these to destination marketing.



COLLABORATE

Targets:

- Enhance destination level cooperation between companies, City of Tampere, event sector and experience economy, universities and development organizations – involve forerunner companies in climate actions to act as leaders and sign Glasgow Declaration. Joint goal for collaboration is developing and enabling climate neutral visit and service chains in Tampere
- Enhance national and international cooperation to benchmark best practises and accelerate green transition in tourism

Actions:

- Destination level: co-creation process with companies and other stakeholders is the key collaborative action. Kick Off meeting during autumn 2023.
- National level: Glasgow Declaration and Sustainable Travel Finland collaboration with Visit Finland. Joint destination CO2 measuring, sharing solutions and results. Developing Urban Climate Leaders network with Helsinki.
- International level: continue collaborating with Nordic and Baltic City destinations – exchange of knowledge and best practises, joint project planning. Exploring possible solutions for sustainable international mobility and addressing it's climate effects.



FINANCE

Targets:

- Securing sufficient resources of Visit Tampere for the coordination and development actions – service agreement with City of Tampere, cooperation especially with Experience Economy Tampere Programme
- Utilizing project funding to address key development needs effectively
- New successful business and services (special focus in regenerative tourism) can strengthen economic sustainability and resilience – can also provide incentives and financial resources for companies to take further development steps and climate actions

Actions:

- Applying for international EU project funding (Interreg, Central Baltic)
- Applying for regional project funding and/or collaborating with other organizations in project planning and implementation
- Companies implement and finance their own climate actions – Visit Tampere can explore options for cooperation, joint acquisitions and cost effective solutions



CHALLENGES AND RISKS

Major challenges for implementing and reaching the targets of this action plan include:

- Financial situation – companies are unable to focus their resources on carbon neutrality efforts
- Strong cooperation is not generated – potential benefits are not evident, do not materialize or cannot be identified and quantified
- The resources of Visit Tampere for coordination and indicator-based development are insufficient and suitable project funding is not available
- The customer demand does not support carbon neutrality – the commercial incentives are insufficient and the choices of tourists do not support developing low carbon offerings and services.

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