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# Visit Tampere – Climate Action Plan 2026

## Glasgow Declaration on Climate Action in Tourism

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# Visit Tampere – Climate Action Plan

## Purpose and background

This plan is a supporting document for Tampere Region – Carbon Neutral destination 2030 roadmap, which was published in January 2022. Aim of this plan is to provide concrete annual actions for implementing the roadmap.

Regional tourism climate work is based on the goals of Tampere Tourism Strategy 2030 and City of Tampere climate neutrality 2030 target.

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. Key actions of tourism sector are integrated also to the city level climate roadmap of Tampere. Progress is updated and monitored with Climate Watch platform and dashboard, which provides a tool for communicating these openly to stakeholders and residents.

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# Tampere Tourism Strategy 2030

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## Core Values

Boldness

Sustainability

Collaboration

## Key Focus Areas

Empowering Commercial Solutions

A Renowned and Attractive Destination

Expanding International Offerings and Cooperation

Smart and Sustainable Practices

Seamless Accessibility

## Objectives

Increased Tourism Revenue

Enhanced Recognition and Year-Round Tourism

More International Visitors

A Leading Smart and Sustainable Destination

Easy, Accessible and Seamless Transportation

## Promise

**Tampere is an Experience**

## Shared Goal

**€1 Billion in Tourism Revenue**

**2.3 Million Visitors**

## Mission

**Environment for Thriving Tourism Business**

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# Key focus areas, objectives and indicators

| | | | | | |
|---|---|---|---|---|---|
| KEY FOCUS AREAS | Empowering commercial solutions<br>• Inspiring new, customer-oriented business and promoting product development<br>• Developing capacity, competitiveness and sales solutions<br>• Industry advocacy and knowledge sharing, closer dialogue and common goal, e.g. on planning and licensing | A renowned and attractive destination<br>• Digital accessibility and inclusiveness for all customer groups<br>• Branding Tampere with distinctive strengths: e.g. a sauna-, event- and culture city, urban nature<br>• Strengthening year-round tourism<br>• Leveraging urban development and renewal domestically and internationally | Expanding international offerings and cooperation<br>• Long-term growth of international sales through strategic partnerships and knowledge-led actions<br>• Identifying and strengthening the international potential and commercialising key themes<br>• International and national cooperation, networking and EU projects | Smart and sustainable practices<br>• Developing ecologically, socio-culturally and economically sustainable tourism business and service offer<br>• Leveraging knowledge, technology and artificial intelligence for business and decision-making and making more efficient use of resources between operators<br>• Optimising digital customer journeys and developing and utilising data services | Seamless accessibility<br>• Improving accessibility and promoting smooth, digital and inclusive solutions—an accessible and safe city for all<br>• Promoting more sustainable modes of transport, rail connections and travel chains<br>• More sustainable air transport: route choices and lengthening of stay |
| OBJECTIVES | Increased tourism revenue<br>• Overall capacity growth; new tourism investments, an increase in existing investment and improved business conditions<br>• Turnover growth in experience economy and tourism | Enhanced recognition and year-round tourism<br>• The city's international recognisability<br>• Increasing year-round tourism (international and domestic), including events, fairs, congresses, meetings and leisure tourism | More international visitors<br>• Increasing tourism export revenue and securing international growth potential<br>• Increasing the share and number of international visitors and lengthening the stay | A leading smart and sustainable destination<br>• Smoother and smarter travel destination<br>• Sustainable and climate-neutral tourism and event sector by 2030 | Easy, accessible and seamless transportation<br>• Increasing attractiveness and improving visitor experience through accessibility<br>• Easy arrival to Tampere by various modes of transport—easiest city to reach by rail in Finland<br>• Good and smooth connections to the city centre from Tampere-Pirkkala and Helsinki airports |
| INDICATORS | • Tourism revenue from €600 million to €1,000 million | • Tampere's familiarity in international comparison | • Number, share, length and country of origin of international overnight stays | • GDS index comparing the sustainability of urban destinations | • Direct connections from airports(TMP and HEL) at different times of the day |

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# 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

### Sustainable Travel Finland

National sustainability program for tourism companies and destinations. Coordinated by Visit Finland, regionally by DMO's.

### Carbon neutral tourism development

Long term actions and cooperation towards carbon neutral toursim business and mobility services.

### Think Sustainably

Sustainability criteria and Action Plan for companies
-
guiding customers to choose more sustainable services.

## Visit Tampere – sustainable business development services

Marketing and communications – customers, B2B sector
Education and developmet 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.

# Summary of the actions and results 2024-2025

# Main results of 5 pathways from 2024 - 2025

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MEASURE

- Sustainable tourism indicators and targets defined in Regional Development Plan For Sustainable Tourism (Published 03/2025)
- Sustainable Travel Finland and Matkailijamittari data services provided by Visit Finland are the main tools monitoring tourism climate impact: https://www.visitfinland.fi/suomen-matkailudata/matkailijamittari
- Key indcators:
  - Carbon footprint of international tourism (119 000 tCo2/a 2025)
  - Carbon efficiency of international tourism (970 €/tCo2 2025)
  - Share of tourism companies implementing climate actions

DECARBONIZE

- CliNeDest project started in 03/2025 is the main resource for decarbonizing actions.
- Toolkit for climate smart business development started in 09/2025, will be piloted during spring 2026, refined and published after piloting

REGENERATE

- Concept development and negotiations on launching nature positive compensation concept "Greentings from Tampere.Finland"

COLLABORATE

- Tourism climate actions aligned with the climate roadmap of the City of Tampere 05/2024 – reported annually to climate watch
- Nordic-Baltic cooperation in CliNeDest project
- Urban Climate Leaders in Tourism network collaboration continued in cooperation with City of Helsinki – Impacts of climate change on tourism scenario report published in 2025 https://visittampere.fi/en/professionals/urban-climate-leaders-in-tourism/

FINANCE

- TaaS – Tourism as a Service Interreg Europe project started in 04/2024 – focus on sustainable mobility (04/2024-03/2028)
- Climate Neutral Destinations –project application for 3rd Call of Baltic Sea Region EU funding – ongoing (03/2025-02/2028)
- Visit Tampere own funding for coordination and cooperation

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# Goals and climate actions for 2026

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# Glasgow Declaration - shared pathways for aligning the Climate Action Plans

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## 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

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# 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
- Helping companies to calculate their CO2 footprint, set climate targets and plan actions – utilizing BSR Climate Neutral Destinations (CliNeDest) project resources to engage more companies to start their climate pathway.
- Utilizing CliNeDest project resourses to develop methods and tools for monitoring destination level CO2 footprint and status of the climate actions

Actions

- As a part of the CliNeDest project, engaging 15 tourism companies and organizing for them open workshops in spring 2026 to support their climate work. In these workshops, companies identify and calculate their CO2 emissions using the Visit Finland Hiilikuri calculator, develop climate-smart business plans, and learn to communicate their climate actions in line with EU greenwashing regulations.
- Developing in transnational cooperation a Knowledge management model for systematic destination level carbon data management. This provides guidelines to integrate climate smart tourism development in strategic planning on a city level.

## Ecocompass certificate guides climate work in Visit Tampere

Visit Tampere has Ecocompass certificate. One of the development goals and actions is calculating our own carbon footprint and also developing monitoring and indicators of carbon efficiency of our business activities.

# DECARBONIZE

Targets:

- Main goal is to coordinate cooperation towards creating a low carbon holiday 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 nature positive compensation solutions together with companies – reliability, transparency, quality key attributes

Actions:

- As part of the CliNeDest project, developing a model for creating low carbon visitor experiences. This includes creating tools for low carbon service design and marketing.
- Engaging 15 tourism companies and organizing for them workshops in autumn 2026 for supporting in shaping their service offerings and communication from a low carbon perspective. Aim is to create low carbon holiday in Tampere -concept by linking low carbon service chains together with forerunner companies.
- Implementing 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:

- Supporting development of cost efficient and reliable carbon capture (natural and technology based solutions), which can be utilized by DMO and tourism companies aiming towards climate neutrality.
- Exploring options for creating regenerative visitor experiences that enable visitors to participate in or pay for climate and nature positive actions.
- Nature positive services should enhance carbon sinks and support biodiversity. It can also enhance social resilience and adjustment to climate change. Exploring options to integrate this to low carbon holiday concept which is developed in CliNeDest projest.

Actions:

- Further development and possible piloting of Carbon Waste Management concept created together with City of Helsinki and Urban Climate Leaders network.
- National and international benchmarking of best regenerative concepts with positive climate effects. Master thesis on the potential renegerative nature travel services (ready in 2026). Low carbon holiday development and piloting in CliNeDest project.

# 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 low carbon holiday and service chains in Tampere
- Proactive national and international cooperation to benchmark best practises and accelerate green transition in tourism

Actions:

- Destination level: Activating the Urban Climate Leaders in Tourism network started in 2023 with Helsinki to lead climate work by example. Doing climate-smart business development and co-designing low carbon holidays in CliNeDest project together with the tourism companies.
- National level: Glasgow Declaration and Sustainable Travel Finland collaboration with Visit Finland. Joint destination CO2 measuring, sharing solutions and results.
- International level: Continue close cooperation with our international partners through the CliNeDest and TAAS projects and also exchanging knowledge and sharing best practices with other international projects and stakeholders.

# FINANCE

Targets:

- Allocating resources coordination and development actions as part of the service agreement with City of Tampere.
- Utilizing project funding to address key development needs effectively
- Creating new business opportunities with low carbon service development and marketing can provide more incentive and also financial resources for companies to take further development steps in climate work.
- Supporting local businesses and ensuring strong domestic demand can strenghten economic sustainability and resilience with small climate impact.

Actions:

- Utilizing TaaS – Tourism as a Service Interreg Europe project (2024-2028) for strategic stakeholder cooperation
- Climate-smart business development and co-designing low carbon holidays in CliNeDest project.
- Exploring new funding options, especially in Nordic-Baltic cooperation.
- Companies implement and finance their own climate actions – Visit Tampere can explore options for 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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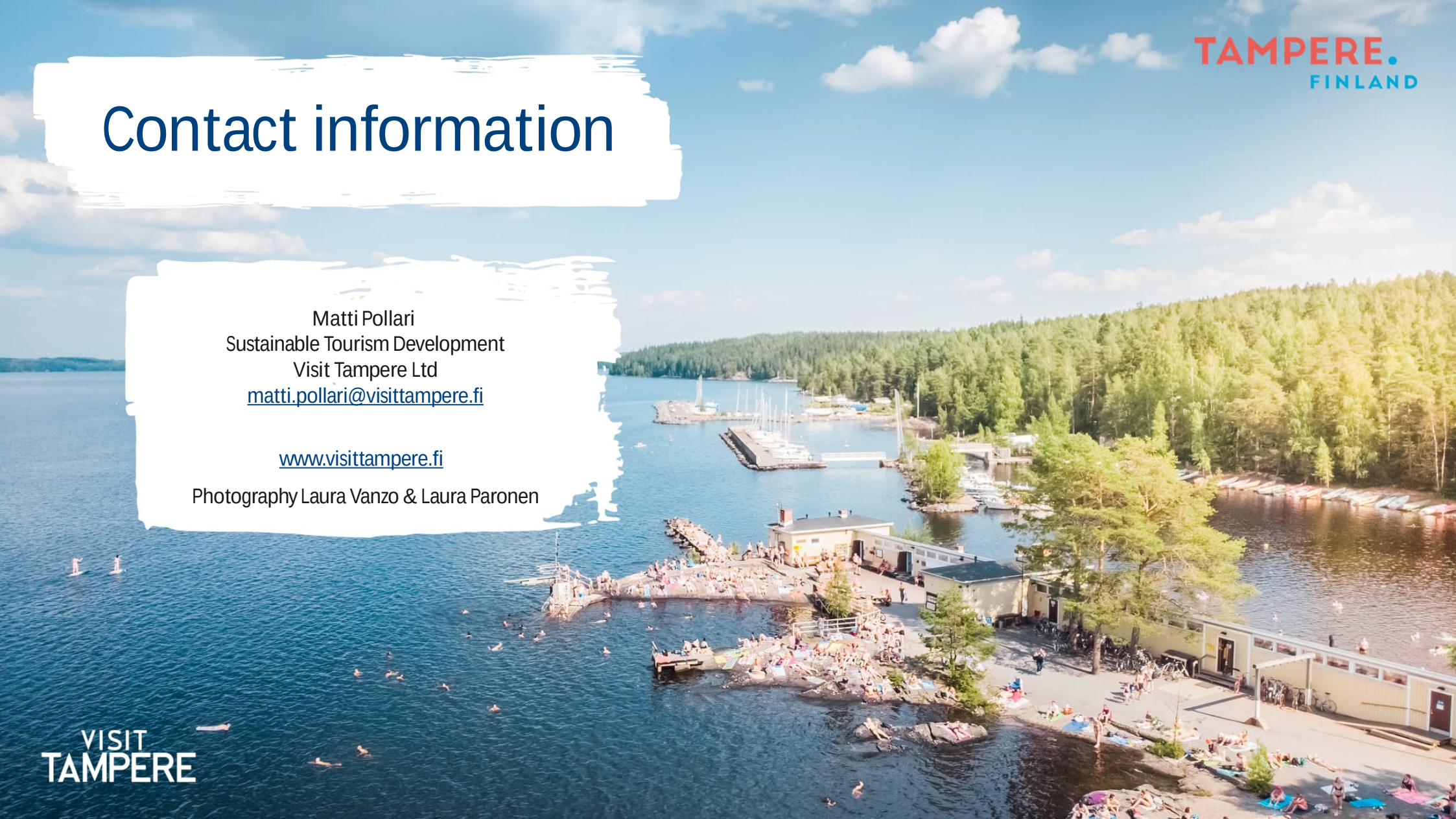

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