



The fire of
sustainability will not
be extinguished!

Plan for Sustainable Tourism

Kittilä and Levi



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1. Foreword

The world of tourism and its operating environment are changing at an unprecedented pace. This is why we need preparation, recognising changes in demand, prediction and new thinking more than ever. A well-functioning tourism ecosystem strengthens business activities, increases cost efficiency and information exchange, as well as interaction with actors with different backgrounds. It produces local and national well-being and value to the tourist.

In Kittilä and Levi, tourism businesses, municipality of Kittilä and other tourism actors want to set ambitious and versatile goals for different sub-areas of sustainability. The goals arise from the themes and activities inherent to Levi and Kittilä. With these actions, we also want to stand out as a unique tourism centre and pioneer in sustainability nationally and internationally.

The over-arching sustainable, low-carbon tourism development plan for Levi and Kittilä is a tool for the actors to promote the sustainability of tourism. Based on an analysis of the current situation in the area and the joint work of the stakeholders, the plan defines the vision and objectives of the tourism area, the structure of the tourism ecosystem and a joint, long-term action plan. It makes visible the varying roles and tasks of the ecosystem actors as a whole and exemplifies the milestones of the actions. Key perspectives are decreasing carbon footprint and increasing carbon handprint, economy and responsibility for the community. The implementation of the plan is reviewed regularly with jointly selected indicators.

2. Basics of sustainability

Sustainable development is a goal that includes many viewpoints. It entails several different terms and definitions. Next, we will clarify the most central ones to tourism.

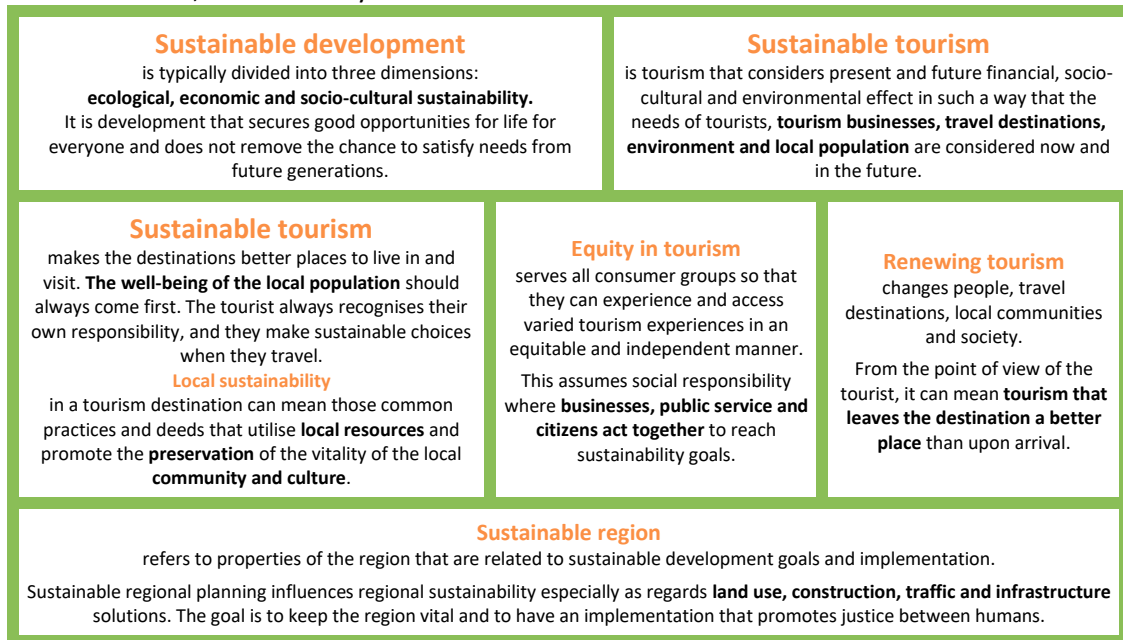


Image 1: Sustainability perspectives in tourism

Visit Finland that is responsible for tourism marketing at Business Finland encourages tourism businesses towards

- **Ecology** e.g. actions related to waste, energy consumption, water consumption, environment, food and communication,
- **economy** e.g. through transparency of local, communal, sustainable investments and business operations, and
- **socio-cultural** sustainability e.g. through respecting the local culture and sustaining vitality, inclusion, local products and elements, and stakeholder co-operation.

Sustainable tourism considers all areas of sustainability and choices in everyday activities, one action at a time.

In the image on the following page, there are examples of considering various perspectives of sustainability in the development of tourism.



Image 2: Perspectives of developing sustainable tourism

Commitments of sustainable development and Agenda 2030

At a higher level, sustainability goals have been outlined in the Finnish Society's Commitment to sustainable development that is in line with the UN **2030 Agenda** for Sustainable Development. The 2030 Agenda includes 17 main goals (Sustainable Development Goals) The idea is to turn the global development on a track that secures human well-being and human rights, economic welfare and social stability in an environmentally sustainable manner.

The Sustainable Development Goals link together, and one cannot be achieved with the expense of the other. All parties are needed: public service, business life, organisations and citizens.



The goals of Finland's commitment are

1. Equal opportunity for well-being
2. Society of impactful people
3. Sustainable work
4. Sustainable communities and local organisations
5. Carbon neutral society
6. Resource wise economy
7. Ways of life that respect natural carrying capacity
8. Decision-making that respects nature

Image 3: 17 Sustainable Development Goals

Green Deal and green transition influence everything

Green Deal is Europe's green development programme and strategy that aims at making the EU carbon neutral by 2050. The requirement of green transition is a part of Green Deal. It particularly aims at structural change of economy and carbon neutral welfare society.

Green transition influences all society and business life areas – including tourism – horizontally and direct funding criteria both in Finland and internationally, from public financing instruments to market-based instruments and bank financing. There is a lot of talk about digital transition that is not automatically green, and the digital and green twin transition.

Below, you will find examples of what green transition can mean in practice from the point of view of tourism.

GREEN TRANSITION IN TOURISM					
Applied from: https://www.lapinliitto.fi/wp-content/uploads/2022/04/Matkailuvritysten-vihrea-siirtyma-vinkkivihkonen.pdf (in Finnish)					
Climate actions	Sustainable procurement	Smart mobility and logistics	Low-carbon food and drink	Sustainable consumption and energy efficiency	Natural diversity
<ul style="list-style-type: none"> Reducing carbon footprint Climate-friendly tourism construction and infrastructure Compensating opportunities (municipality, businesses, tourists) 	<ul style="list-style-type: none"> Emphasis on sustainability criteria and life-cycle thinking Certificates and environment labels Recycling, repairing, leasing Shared procurement 	<ul style="list-style-type: none"> Smart travel chains and public transportation Sustainable "micro-mobility" in the region (equipment, routes, guidance) Prolonging the delay 	<ul style="list-style-type: none"> Preferring local, organic and vegetarian food Naturally sourced fish Wild herbs Utilising seasonal ingredients Reducing and re-using waste 	<ul style="list-style-type: none"> Minimising and sorting waste Saving water Less plastic Smart lighting Renewable energy forms Energy renovations Sharing economy Shared use of equipment 	<ul style="list-style-type: none"> Protection and environmental rehabilitation Carbon sinks (recognition, evaluation, classification, protection) Maintenance of cultural landscape Small actions and getting together for unpaid work Sponsoring
COMMUNICATION • GUIDANCE • INSTRUCTIONS • INCLUSION					

Image 4: Examples of green transition in tourism



Carbon footprint down, carbon handprint up!

Key indicators for ecological sustainability are carbon footprint and carbon handprint. Carbon footprint describes the strain a product or action has on climate. Energy consumption is central. The carbon footprint of services is also formed outside of the business e.g. in the chain from primary production to waste.

Tourism has its own free CO₂ calculator that businesses can use to calculate their carbon footprint and chart their biggest emission sources. Based on the results, it is possible to plan operations into more environmentally friendly and also communicate about climate work. The calculator has been transferred as a part of the STF programme by Visit Finland¹.

As opposed to negative environmental effects, the carbon handprint describes how one's actions can help slow down climate change. In the tourism ecosystem, carbon handprint can be produced by equipment and technology producers whose solutions helps the tourism business to reduce their carbon footprint.

<p>CARBON FOOTPRINT</p> <p>Climate emissions caused by human actions. Can be define for an organisation, activity or product.</p> 	<p>CARBON HANDPRINT</p> <p>Positive handprint is the result of a solution that a business offers that reduces someone else's carbon footprint, typically of a client.</p> 
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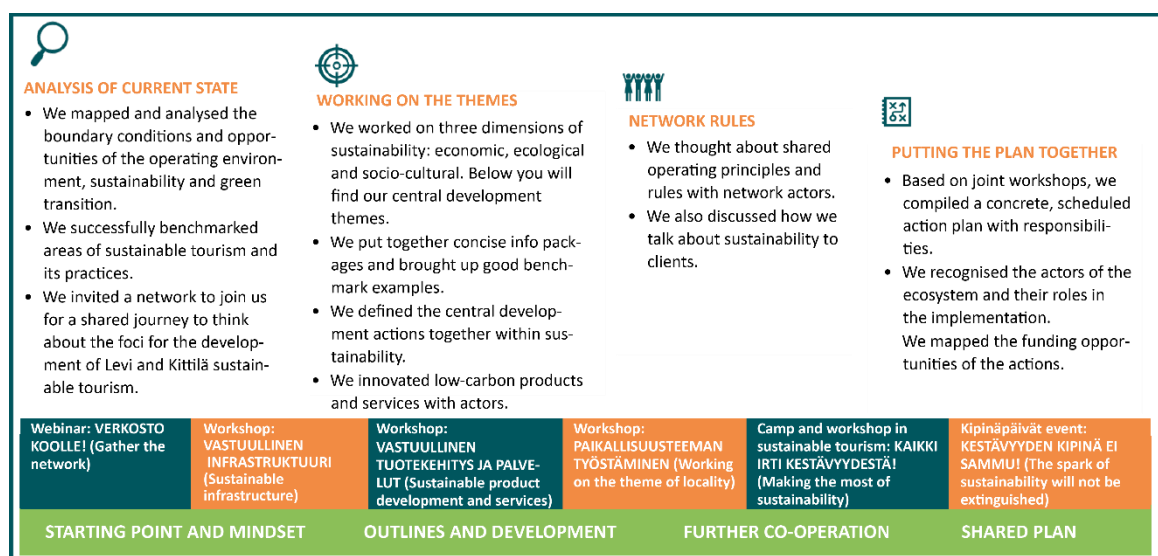
Image 5: Difference between carbon footprint and carbon handprint

¹ <https://co2calc.visitfinland.fi/>



3. This is how we did it

For working on the Plan for Sustainable Tourism, we organised five workshops that systematically proceeded towards building a shared tourism ecosystem, as well as prioritising and scheduling actions that aim at sustainability. The workshops were organised in June–October 2022. The participants were an active group of businesses and actors from Kittilä, Levi and the surrounding area. FCG experts were responsible for the process management and putting the plan together.





4. Tourism in Levi and Kittilä now

Levi is Finland's biggest round-the-year tourism centre. Its growth was fast until the Covid pandemic. Tourism income and employment impact were heavily reduced during the pandemic, although domestic tourism provided a small uplift. In 2020, the impact of tourism to employment in Kittilä was 765 man-years and tourism income was 126,215,900 euros. After the Corona, international interest in Lapland is increasing again.





Accessibility of Levi and Kittilä



By car, main road 79 from Rovaniemi and main road 89 from Sodankylä meet in Kittilä.



The train reaches Kolari or Rovaniemi.



The buses run from Rovaniemi and Muonio.



In addition, there are work and service buses in Kittilä, and there is a SkiBus and airport buses for tourists between Levi destinations in the winter.

By plane to Kittilä international airport.



The amount of public transportation connections varies in different seasons. For example, the airport bus runs in the summer and outside season as call service and by pre-booking.



Transportation without one's own car is not always possible.



Map: House of Lapland

Accessibility of the destination is one of the most central factors to the client and a living condition for the tourism actor. At the same time, it also influences the carbon emissions of the region and its destinations, buyability, delay, functioning of processes and transfers, and comfort.

In addition to price, smooth travel chains and access to current information play a significant role when the tourist is making choices. The internal mobility solutions of the destination and guidance and encouragement for the client to move by using muscle power are good ways to avoid unnecessary emissions.

Framework conditions of development from national and regional goals

The national tourism development strategies guide the development work of the trade and country marketing, which Visit Finland is responsible for. In Visit Finland's strategy for 2021–2025, the vision says, *Finland is a leading sustainable travel destination. We create added value to the society and our clients by caring for our unique nature and culture. Finland is the number one choice for mindful travellers.*

The Sustainable Travel Finland (STF) programme launched in 2019 offers businesses and travel destinations a seven-step sustainable tourism development path.



Image 8: The 7-step sustainable tourism development path (Sustainable Travel Finland)

At the time of drafting this plan, the STF programme has 30 Kittilä tourism businesses. In addition, seven businesses have already received the STF label: Hotel Hullu Poro, Kittilä airport, LeviDay cottages, Lapland Hotels Snow Village, Break Sokos Hotel Levi, Levi Ski Resort and Eat Shoot Drive.

The regional **Lappi-sopimus** (Lapland contract) includes Lapland's regional strategy for 2022–2025 and regional plan until 2040. It provides an overall view of the strategic development of the region. Sustainable development is strongly present in the contract and strategic key points, as well as a cross-cutting theme.

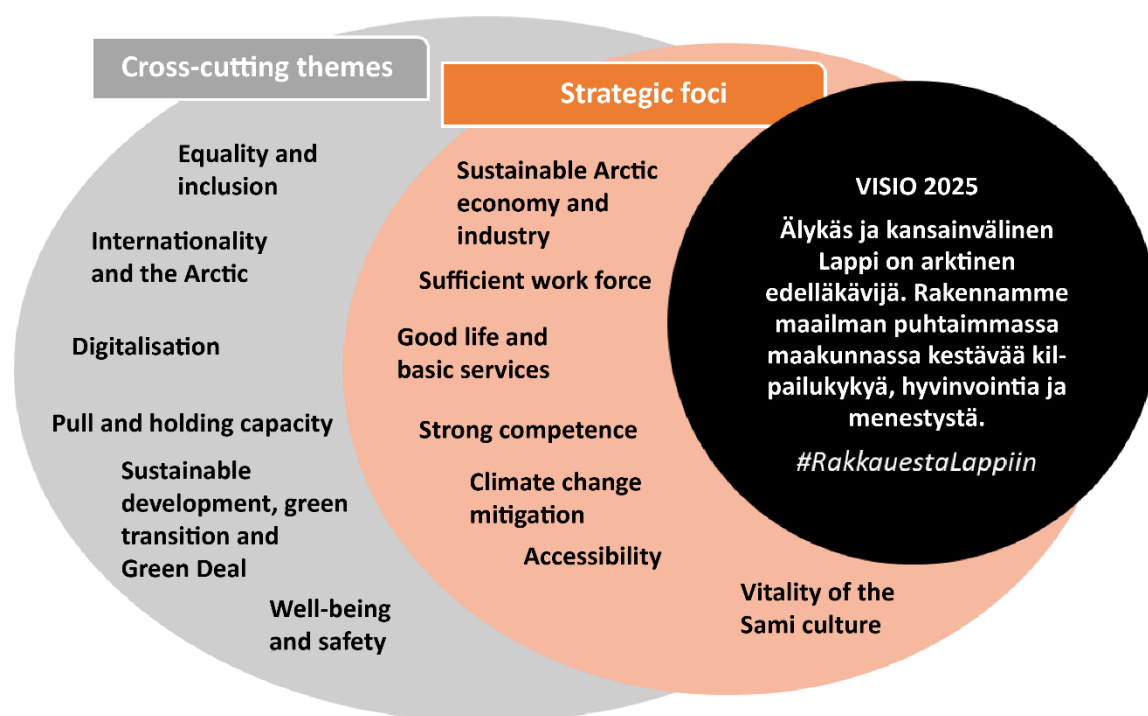


Image 9: The vision of Lappi-sopimus 2025 (adapted)

At the regional level, the Regional Council of Lapland develops tourism with the help of **Arctic Smartness**.

The implementations of sustainable tourism must show at different levels: the strategic level, in the broad inter-business ecosystem collaboration and in the operation of networks, in the functioning of the operational environment, in businesses and the whole service structure, to tourists and inhabitants.

According to the vision of **Lapland tourism strategy 2023**, Lapland is a sustainable and genuine round-the-year travel destination that grows wisely.

At the same time with the Plan for Sustainable Tourism, Levi's strategy work has been published. In the new Levi on rakas (we love Levi) strategy, the vision 2030 is summarised in one sentence:

Vain yksi on Levi! (Levi is unique) – Levi on ainutlaatuinen, nyt ja tulevaisuudessa (Levi is unique now and in the future)

Levi's earlier strategic development plan **Levi 4** is drafted for the area in 2017. The operational programme of the plan reaches until 2025. In the Levi 4 vision:

- Levi is the most interesting round-the-year experience and activity centre of Northern Europe.
- The Levi brand is the same as Lapland in international and national markets.
- In Levi's operations, the client is always at the centre. We focus on uplifting and facilitating the client's travel experience, and we do this with love.
- Levi believes that going digital is a part of life. Our mindset is to produce an exceptional digital encounter with our clients.
- At Levi, we are dealing with people's free-time, and we help them to experience their kind of holiday. Our position is "Lifestyle and Freetime"
- Levi believes that high quality is born out of the set-up and attention.

Our shared mindset and vision were created and chosen the easy-to-remember "Levi on rakas" that is still current and visible even in the new Levi strategy.

Sustainable development is included in the Levi 4 plan as one of its most central development themes. As regards sustainable development, sustainable tourism was given a closer look. Special perspectives were food production, natural diversity and its maintenance, and connection with natural resources and villages around Levi.



Image 10: The internal vision of the Levi 4 plan, Levi on rakas

Kittilä and Levi have systematically implemented sustainable tourism development work for over 10 years. This has been done in projects such as

- Levi 4 development plan 2015 and earlier plans (I-III)
- Kestävät hankinnat (sustainable procurement) project 2016–2018: Innovatiiviset hankinnat pienissä kunnissa (innovative procurements in small municipalities) (2018)
- Levin matkailukeskuksen ja sen vaikutusalueen jätehuollon kehittämissuunnitelma (waste management development plan for Levi tourism centre and its area of influence) (2019)
- Levin pyörämatkailun kasvuohjelma (Levi bicycle tourism growth plan) (2020)
- Kestävän liikkumisen palveluiden ekosysteemi (sustainable mobility services ecosystem) (2020–2022)
- Likiruoka - Maaseudun resurssien jakelun kehittäminen: Uudenlainen toimintamalli maaseutuyrittäjyyteen ja alueelliseen logistiikkaan (development of rural resources distribution, a new

- operating model) (2021–2022)
- One Action at a Time – Levi Sustainability Communication Handbook (2021)



Image 11: Work for sustainable tourism in Kittilä and Levi

The municipality of Kittilä's unit for business operations Kideve Kittilä Development works actively and systematically for entrepreneurship and sustainability. Current topics for autumn 2022 are, for instance, drafting the sustainable mobility strategy for Tunturi Lapland municipalities, intensifying the collaboration between REDU Levi-Instituutti and businesses, as well as training for micro businesses on renewable energy, reduction of food waste and green transition. There is also co-operation on the development and diversifying of Levi region living arrangements.

Many Levi businesses have started acquiring environmental certifications. At the time of drafting the Plan for Sustainable Tourism, the international ISO 14001 environmental certification was granted to Levi Ski Resort and Hotel Hullu Poro. The Green Key environmental certification has been completed by Design Hotel Levi, Levi Hotel Spa, Levi Suites, Levin Iglut – Golden Crown, Northern Lights Village, Polar Star Apartments ja LeviDay cottages. The Green Activities programme directed at programme service businesses has been completed by three businesses: Discover Lapland, Lapin Luontoelämys ja All Huskies. Levi Ski Resort's environmental system received the international ISO 14001 environmental certification in 2018 as the first skiing resort in Scandinavia. Visit Levi has received the Green Office environmental certification.

Local acknowledgement for activity and also work for sustainability is granted annually at the Visit Levi Revontuligaala event. The event awards local businesses, persons and events that have influenced regional growth, development of round-the-year and sustainable tourism and sustaining the Levi spirit. The merited actors are awarded based on open voting and there are 11 award categories. In recent years, the awarded businesses include mining company Agnico Eagle Finland. It has founded a fund that tourism businesses can use to apply for grants to pay for auditing fees and the first year of environmental certifications.

The *One Action at a Time – Levi's Sustainability Communication Handbook* guides tourism businesses towards sustainable communication. It pays special attention on sustainability for preserving the Arctic nature, local culture and the vitality of economy, as well as human well-being.



By communicating about one's own actions in sustainability and responsibility, a company can influence the choices of their clients and guide them towards more sustainable actions. Sustainability communication training for tourism businesses have also been organised in Levi and the work continues.

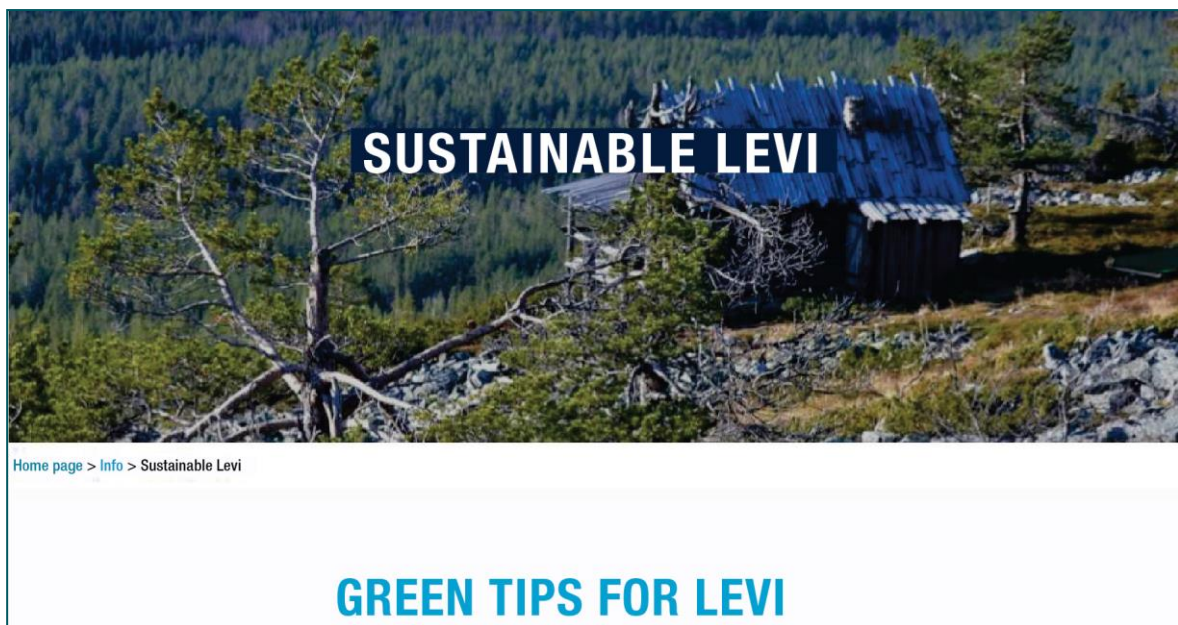


Image 12: Tourists find information about sustainability at levi.fi/en/info

At the level of the whole destination, the tourist gets guidance and information about sustainable tourism actions e.g. on the levi.fi/en/info website. Green tips for Levi provide five ways to preserve nature, the

The Green tips to Accommodation page reminds the tourist about modest water and electricity consumption, for instance, and the pages have information about Levi recycling and eco-points. Tourists are encouraged to favour domestic and local products and culture and use muscle power and the SkiBus for transport.

A need to guide the development of the client's expectations and experiences in the future have been recognised in Levi strategy work. So that client's behaviour and images can be modified to match Levi's offering better, it is necessary to communicate about the sustainable nature and calm side of the destination. Levi can be described with the words quality, balance and community.

<p><i>STRONGER</i> AUTHENTIC CHARACTER HUMOUROUS WARM FREE FEELING</p>	<p><i>LESS</i> ENERGETIC OUTGOING ACTIVE BOLD STRONG</p>	<p><i>KEEP FRIENDLY</i> POSITIVE SIMPLE INSPIRING RELAXED EXPERIENTIAL</p>	<p><i>IN THE FUTURE</i> ALSO SUSTAINABLE GROUNDED CARING CALM FRESH FEELING VALUED</p>
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Image 13: Value Scout, development of experience (Eezy Flow)

5. Goals and mindset

We are not happy with basic level in the development of sustainable and responsible tourism and business at Levi or Kittilä: we want to make sustainability a separate competitive factor. The *Levi on rakas – Levin strategia 2030* that was ready at the same time with Plan for Sustainable Tourism and the current *Kittilän kuntastrategia 2018–2025* strategies outline measures of sustainable tourism development. Nature, human touch, hospitality and pioneering provide the value basis for the activities. There is a wish to develop sustainability of tourism in a sustained and systematic manner.

In addition to pioneering, in the drafting co-operation of the Plan for Sustainable Tourism, goals such as standing out and completing the Sustainable Travel Finland programme comprehensively in the travel destination have been put to the forefront.

Why do we in Levi and Kittilä want to invest in sustainable tourism?

The internal, self-generated mindset of the actors and the Levi 2030 strategy are guiding investments:

- A desire to do the right thing – the best services of the Arctic region in a sustainable and experiential way as a mission
- A desire to be a good place to live for the locals – *Levi is a home*
- Service promise – the client is our guest, *it's easy to fall in love with Levi!*
- Financial reasons and opportunities – sustainable, round-the-year growth

External factors force/encourage to sustainability:

- Financing criteria
- Framework conditions of environment labels
- Legislation
- Changes and trends in travel motives
- Competitiveness and attraction

Based on the above, Levi and Kittilä share the mindset of the development of sustainable tourism for 2030 can be summarised as follows:

Levi-Kittilä is a unique, balanced and high-quality travel destination that is developed with an ecosystem co-operation in sustainable tourism in a bold, systematic way, at the core, there is a thought of Levi as home. This means shared responsibility for the preservation of the Arctic nature, local culture and vitality of economy, as well as people's well-being.

The goals of sustainable development must be set at different levels. There is a need for company-specific, destination-specific and regional measures that are in line with the national and EU-level strategic goals. We must think of co-operation broadly, also considering actors outside of our own trade, related to tourism or otherwise operating in the area.

The arctic tourism ecosystem of Lapland includes actors in the provincial executive, regional organisations, educational institutions, research institutions, Chamber of Commerce and businesses. The goal is smart specialisation that helps support economic growth and social well-being. Network co-operation aims at seeking international development projects and funding. For example, the current TOURBIT project promotes accessibility through digitalisation. The Regional Council of Lapland has started drafting a report of a transversal railway line in Lapland, Sodankylä-Kittilä-Ylläs, and is taking the entire Lapland towards sustainability by drafting a roadmap to Lapland's green development that unites its various trades and sectors. The goal is that Lapland gets a shared Green Deal contract as a part of the regional programme.

For the sustainable tourism ecosystem of Kittilä and Levi, now getting organised, measures for short- and medium-term implementation have emerged from the actors in the ecosystem (Chapter 6). Ones who aim to be pioneers must aim high; the actions require comprehensive co-operation at the level of the ecosystem. A pioneer's innovative, sustainable actions can be, for example, the following themes that were brought up in discussions.



6. Levi and Kittilä sustainable tourism ecosystem

Ecosystems are constantly developing network structures around a shared goal. Three central ecosystem types can be recognised based on their different goals: knowledge, innovation and business ecosystems. The concept of tourism ecosystem in the Lapland region has been built e.g. in the Arctic Smartness project of the Regional Council of Lapland in 2018–2020. The goal of the project was to support sustainable, smart growth and increase tourism income to 1.5 billion euros by developing round-the-year tourism.

The tourism ecosystem of Levi-Kittilä aims at the sustainability of the travel destination by development that unites various trades. The development needs of business are also important for the ecosystem. A tourism ecosystem is made of all the actors that are connected with Levi and Kittilä tourism operations and the development of tourism. At its best, ecosystem co-operation creates more together than its parts alone. If the operation is organised well, the ecosystem forms a safe operating environment rich with ideas that utilises the current research and information of its members in a versatile manner, things are planned together in a sustainable way and distributing the benefits of the tourism activity broadly is secured. The co-operation can solve complex problems, organise logistics or procurement chains together or build destination-specific energy solutions and other resource wise operating methods.

Cross-trade co-operation creates many benefits. Small companies can e.g. expand their business operations with the co-operation without large risks, and utilise external innovations. Large companies can utilise the complementing competence of other actors, share business operation risks and make new co-operation relationships. Start-ups can test new ideas; research instances can build new RDI networks and aim at more complex technologies or

development environments. Third sector actors can find new funding opportunities. The attractiveness and innovativeness of municipalities can be improved, and it is possible to use new RDI funding sources. Funders can benefit from the competitive development platform, technical development and new services, and so on. For tourists, ecosystem co-operation can show as high-quality services and socially responsible activities and preservation of nature values. The role of public service should enable development, not control it.

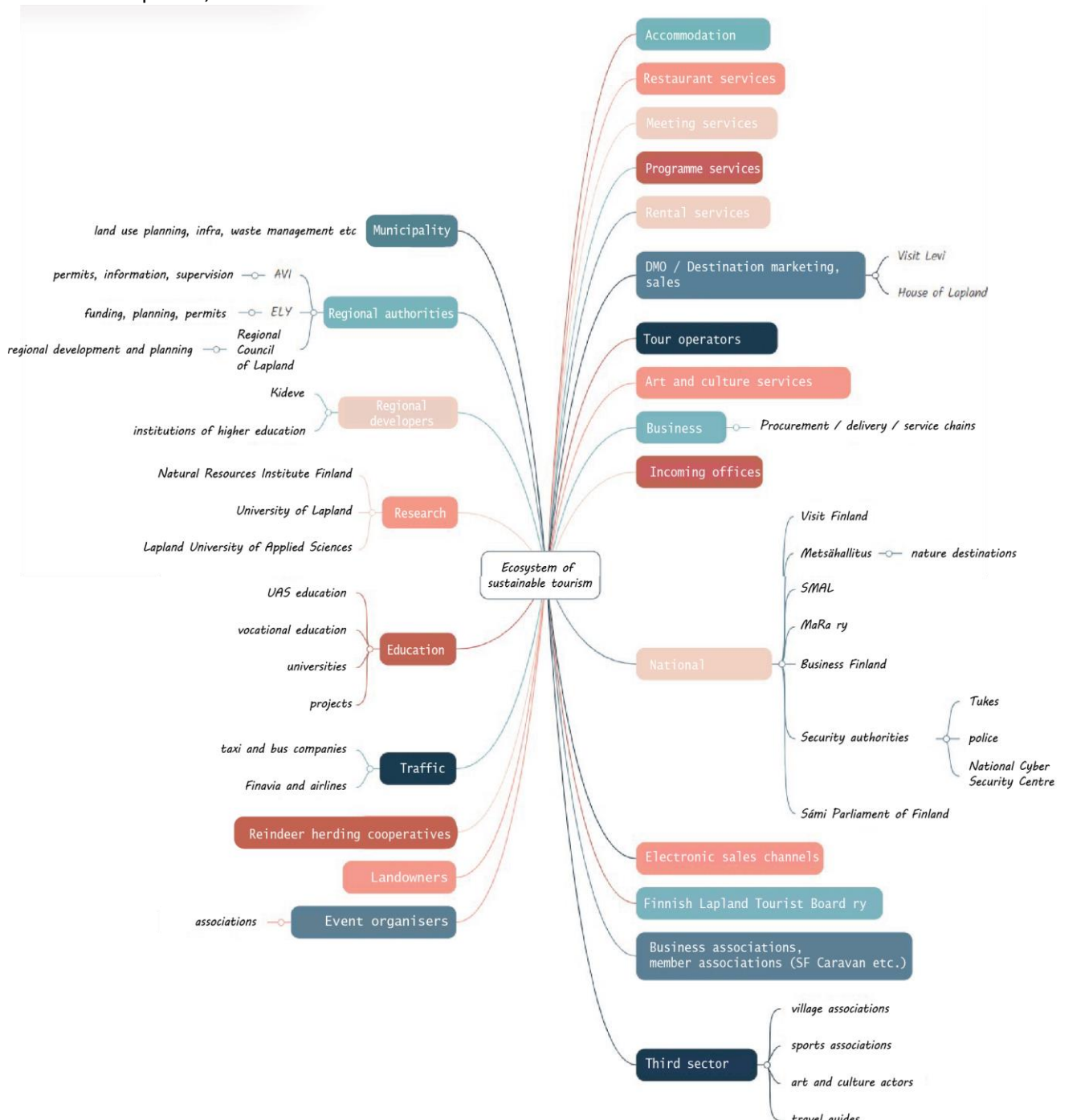


Image 15: The Levi-Kittilä tourism ecosystem

So that the ecosystem operation can be smooth and productive, it needs mechanisms that manage the co-operation. When the goals of its members are their own and also shared by the ecosystem. The management model should be layered. The manager should have strategic competence to form a goal-oriented ecosystem and to commit various actors in the shared operation. The manager must create a credible big picture and gather together the best actors to the shared operation.

The core group is often one or more globally competitive and highly networked ecosystem central or leading company. The core group actors also have plenty of resources and development competence.

The core group actor or actors put together a ready solution or they co-own the shared problem of the ecosystem. Naturally, the core group actors and the shared vision of the ecosystem must be aligned well so that development begins and produces desired solutions.

Companies that participate in the development teams can be smaller than the core group company/team. Although the actors have their own goals, a significant share of the development work can be done jointly with the ecosystem partners. The monitoring members and stakeholder actors differ from the above actors in primarily offering ready solutions to the other ecosystem members or they influence implementing the shared goals indirectly. They may not have their own development agenda in the ecosystem, but the ecosystem offers these actors good opportunities to network and get customer references.

(Ekosysteemiopas, VTT 2020, a guide for ecosystems in Finnish)

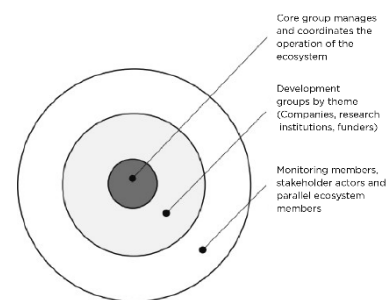


Image 16: The layered structure of the ecosystem (VTT 2020)

The structure of Kittilä and Levi sustainable tourism was drafted in October 2022 in a workshop at the Kipinäpäivät event.

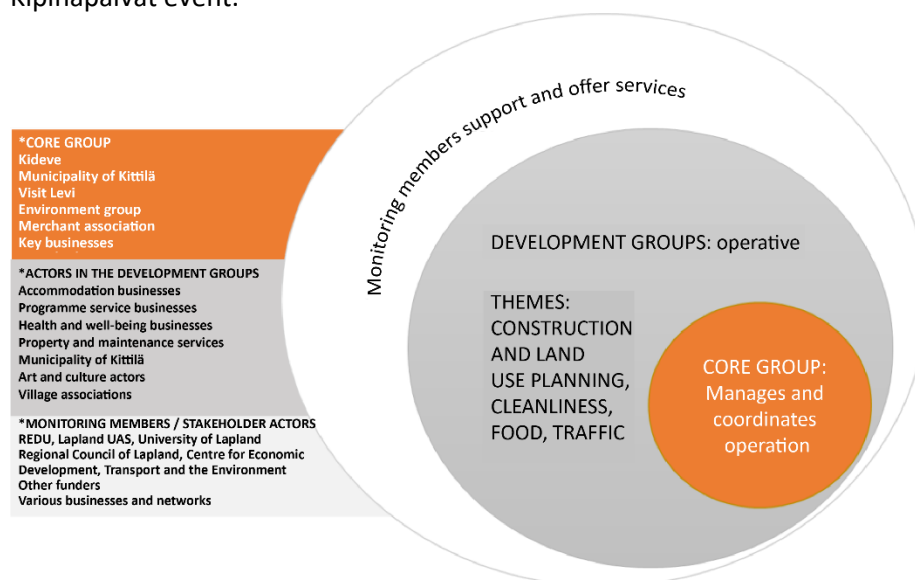


Image 17: A draft of the ecosystem structure at the Kipinäpäivät event in 2022

Values related to sustainability have also been discussed in Levi strategy work 2022. Central values are nature, humanity, hospitality and pioneering. Based on the values and strategy, also plans and actions that aim at sustainable tourism are raised that implement the mission of the strategy, *“The best services of the Arctic sustainably and experientially.”*

Ecosystem rules

It is important for the ecosystem to agree on the principles of operation because coordination of various goals and interests of the actors is critical. Things to agree on:

- openness, communication, co-operation, commitment, continuity, quality, emphases
- how to join or leave the operation
- how knowledge and information is shared
- how fast there should be results and what kinds of measurable benefits there are

As regards the rules of sustainability, a good start can be signing the Visit Finland Kestävän matkailun periaatteet (10 principles of sustainable tourism). By signing them, the actors *commit to work for a more sustainable tourism in Finland*. It is recommended to keep the principles available in the operation, because they can also communicate shared goals to stakeholders. The principles of sustainable tourism are:

- | | |
|------------------------------------|------------------------------------|
| 1. Our co-operation is fair | 7. We consider climate impact |
| 2. We take care of nature We | 8. We communicate openly |
| 3. respect cultural heritage We | 9. We constantly |
| 4. promote well-being, human | develop our business |
| rights and equality We prefer | 10. We commit to the principles of |
| 5. local products | sustainable tourism |
| 6. We invest in safety and quality | |

Despite agreeing and contracts, the ecosystem members should also tolerate uncertainty and uncertain goals. During its operation, the ecosystem will change, and the members will vary.

At the beginning of sustainable tourism ecosystem operation, it is important to use time for getting organised and agreeing on shared operating methods and goals.

Roles of the key actors

<p>KIDEVE & MUNICIPALITY OF KITTILÄ</p> <p>Organisation of the ecosystem and convening</p> <p>Preparations, vision, activation, contracts, communication</p> <p>Securing prerequisites for operation</p>	<p>VISIT LEVI</p> <p>Communication</p> <p>Publicity</p> <p>Competence development</p>	<p>EXISTING CO-OPERATION TEAMS / MERCHANT ASSOCIATION, ENVIRONMENT TEAM</p> <p>Building and maintenance of more extensive co-operation</p> <p>Solutions</p>	<p>KEY COMPANIES</p> <p>Vision Activity in co-operation, creating ideas</p> <p>Contracts</p> <p>Productivisation</p> <p>Increasing competence</p> <p>STF label</p> <p>Investments</p>
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Image 18: Roles of the key actors



7. Action plan – “Solekko tehä” (easy to do)!

The development themes of the Plan for Sustainable Tourism lean on Levi’s strategy and implement its mission. Behind the Plan are also the focal points of Kittilä municipal strategy: communality, positive communication, sustaining well-being, pleasant environment and good transportation, positivity towards businesses and digital development. As regards the entire tourism destination and the sustainable development of the municipality, there are quite a few themes leading to action. Behind the themes, all three sustainability areas have been considered: ecological, economic and socio-cultural sustainability.

The Plan for Sustainable Tourism has been drafted according to five main themes:








The measures selected by the tourism and local stakeholders with the strongest emphasis during the preparation of the Plan can be found in the matrices with implementation time estimates and responsibilities. The effectiveness of the measures in terms of the three dimensions of sustainable development has also been highlighted, as well as indicators for each of the measures.












Choices of the tourism actors: These we do immediately in 2023:















Sustainability communication	▶
Guidance for staff and clients	▶
Bringing up village events in the communications calendar	▶
Providing information about public	▶
Increasing the use of local food	▶
Using products with environment labels	▶
Developing local products	▶
Energy saving actions	▶
Calculating carbon footprint	▶
Promoting traffic solutions: work trip in the tourism region	▶
Composting and recycling	▶
Increasing student co-operation	▶
Promoting actor co-operation	▶
Founding a sustainability work group	▶
Updating the quality handbook for built environment	▶
Finding out about the use of a suitable certification and starting	▶















Action plans per theme











The symbols of impact from the perspective of sustainable development:	
Financial impact	€
Ecological impact	
Socio-cultural impact	








Development targets ENERGY, WATER, WASTE	Time	Impact	Responsibility	Indicator
Energy self-sufficiency investments (solar collectors, wind power)	2-10	 €	ecosystems, companies	Amount of solar collectors / energy amount / year
Developing local recycling solutions	1-5	 €	municipality, companies, ecosystem	Amount of trials
Energy advice project	1-2		municipality	Y/N in target time












Targeting water and electricity consumption per overnight guest with final invoice (requires tracking consumption)	2-5	 	companies	Amount of companies using tracking devices / amount of companies that invoice
Staff training for energy saving and instructing clients	1-2	 	companies, Visit Levi, ecosystem	Persons/year
Repairing aged holiday cottages into energy efficient ones	1-10	 	companies	Amount/year
Increasing the amount of recycling points and a look that stands out	1-3	  	companies, municipality	Amount of points, Traveller survey: look
Report related to regional biowaste utilisation	1-3	 	municipality, ecosystem	Y/N

Development targets MOBILITY AND ACCESSIBILITY	Time	Impact	Responsibility	Indicator
Implementing sustainable mobility strategy for Tunturi Lapland	2-5		municipality, region	Completed actions
Railway track Kolari-Levi	6-10	 	municipality, region	Implementation of the connection
Development of local public transportation into a round-the-year service	3-5	 	municipality	Amount of trials / year, user amounts
Shared orders, public transportation	1-2	 	companies, municipality	Amount of trials / year
Developing multi-purpose routes	3-5	E, E, S	companies, municipality, ecosystem	Amount
Utilising fell area parking places in distance parking and promoting connection traffic	1-2	 	companies, municipality, ecosystem	Amount of trials / target time, amount of parking
Possibilities to walk	1-5		municipality	Comparison to starting point
Increasing knowledge about compensation	1-2		companies, municipality, ecosystem	Actor survey: amount of notified actors, % of implemented
Informing clients about low-carbon travel chains and booking options	1-2	 	companies, Visit Levi	Amount of informing instances / year
Shared cars	2-5		ecosystem, municipality	

Development targets LAND USE, LAND USE PLANNING, CONSTRUCTION	Time	Impact	Responsibility	Indicator
Hybrid land use planning: combining permanent living, holiday living and distance work	1-5	  	municipality, companies, ecosystem	Updates / new plans
Local construction network / carbon neutral construction	1-10	 	municipality, ecosystem	Y/N
Promoting car-free mobility, walking and bicycling	1-5		municipality, Visit Levi	Trials/year
Construction manner instructions that emphasise and guide sustainability	1-3	 	municipality	Updates to instructions
Model area of low-carbon and sustainable living	3-10		ecosystem, municipality	Y/N in target time
Using local materials and surplus materials	1-5	 	companies, ecosystem	% of the total amount / year
Reservation of sites and areas for regional renewable energy production	2-5		municipality	New reservations
Guide to low-carbon holiday house	1-2	 	municipality, companies, Visit Levi	Y/N in target time

Development targets PRODUCT DEVELOPMENT, SERVICES	Time	Impact	Responsibility	Indicators
Local food visible in entire destination	Immediately	  	companies, Visit Levi, ecosystem	The amount of food products bought / year; the proportion of local food e.g. in restaurants
Guideposts for tourists on sustainable ways everywhere in the destination	Immediately - 2	 	municipality, companies, Visit Levi	Tracking based on goals in various destinations. Does the unwanted behaviour decrease?
Organising and communicating about local food procurement	1-2	 	Kideve, companies	Y/N in target time
A recognisable brand name created for local produce	1-5	 	Companies, cultural actors, village actors	Y/N in target time, Brand awareness to tourist survey
Systematic and visible sustainability communication	1-2		companies, Visit Levi, municipality	Using the One Action at a Time – Levis' Sustainability Communication Handbook / amount of companies Amount of messages / in target time

Levi climate compensation model	1-3	 	Kideve, companies	Y/N Amount of usage or €
Kittilä nature destinations on the map	immediately		Visit Levi, companies, municipality	Y/N in target time
Making Levi is neat events regular	1-2	 	companies	Events / target amount, Amount of trash / kg
Organising recycling for cottages	1-2		companies, municipality, ecosystem	Amount of recycling cottages, amount of waste
New co-operation with educational institutes – access to work force	immediately - 3	 €	educational institutes, companies	Quantitative, a part of tourism actor survey

Development targets VILLAGES AND LOCALITY	Time	Impact	Responsibility	Indicators
Increasing local offer (official local product family and live like a local)	1-2	 € 	Companies, Visit Levi, Kideve	Proportion of local produce of the entire offering
Weekly programme of the villages	1-2	 €	companies, Visit Levi	Times/year
Gallery for artists to Levi	1-2	€ 	cultural actors, companies	Times/year or has the permanent realised in target time
Local personalities to the forefront	immediately		companies, Visit Levi	Amount of highlights / year
Increasing virtual content (description of village life, virtual tours/guides/games/galleries)	2	 	village associations, Kideve, ecosystem	Amount/year reflected on target
Improving accessibility with routes (theme routes, repairing Ratsutie and postal road, ring routes to villages)	3-5	 €	Municipality, Visit Levi, village associations, companies	Y/N
Bringing the model of local compensation to villages (repairs etc.)	2-3	 €	village associations, Visit Levi	Amount of possibilities / year Amount of supporters, Qualitative experience
Village association events a part of holiday programme	1-2	 €	companies, village associations, Visit Levi	Amount/year
Increasing voluntary work in villages	1-2	 €	companies, village associations	Amount of projects / year, Village inhabitant feedback

FOCI OF ACTIONS 1–2 YEARS

COMMUNICATION AND PRODUCT DEVELOPMENT:

In 2023, tourism actors invest in staff and client guidance and sustainability communication “one action at a time” with the help of Levi’s sustainability communication handbook. A benefit model of sustainability is created for the tourist.

The use of local food is increased, and local produce are developed (communication about these).

ENERGY WATER AND WASTE

Companies increase composting, recycling and use of environment labelled products. Energy saving is boosted.

INCREASING COMPETENCE AND KNOWLEDGE

Kideve, Visit Levi and educational institutions help tourism actors find e.g. suitable environmental certifications, more information about renewable energy and compensation options.

A local construction network starts its operation. Applying for funding for projects that promote sustainability.

FOCI OF ACTIONS 3–5 YEARS

COMMUNICATION AND PRODUCT DEVELOPMENT:

Promoting car-free mobility and walking in travel destination. Improving accessibility in villages also by creating theme routes.

Own recognisable brand.

ENERGY WATER AND WASTE

Local compensation model in use. Local recycling solutions.

Energy self-sufficiency investments – e.g. joint ground heat procurement.

LAND USE, LAND USE PLANNING AND CONSTRUCTION

Activating use of local materials and recycling. Model region of low-carbon construction.

Space and area reservations for production of renewable energy.

ACCESSIBILITY AND TRAFFIC

Implementing local transportation solutions.

Promoting Lapland's rail loop.

FOCI OF ACTIONS 6–10 YEARS

COMMUNICATION AND PRODUCT DEVELOPMENT

Visibility as pioneer.

ENERGY, WATER AND WASTE

Energy self-sufficiency solutions in use.

LAND USE AND CONSTRUCTION

Carbon-neutral construction, Model region for sustainable living. Space and area reservations for the production of renewable energy.

ACCESSIBILITY AND TRAFFIC

Promoting Lapland's rail loop.

● = Responsibility to coordinate ● = Responsibility to participate

Roles and responsibilities	Starting and monitoring the plan	Implementation of the plan	Product development	Sales and marketing	Development of operating environment	Development of competence	Access to work force	Development of research activity	Forecasting	Advocacy	Funding
Visit Levi		●	●	●●		●	●		●	●	
Kideve	●●	●●	●		●	●	●		●●	●	●●
Municipality of Kittilä	●	●			●●		●			●●	●
Tourism and event service businesses	●	●	●●	●		●	●	●	●		
Cultural actors		●	●	●							
Education and research institutions		●				●●	●	●●	●		
Entrepreneurship associations		●	●							●	
Regional Council of Lapland					●				●	●	●
ELY Centre					●				●	●	●
Leader Tunturi Lapland					●						●
National: Visit Finland, The Finnish Hospitality Association MaRa							●		●	●	
Ecosystem of sustainable tourism	●	●	●●	●	●	●	●	●	●	●	●



8. Impact on sustainability from different perspectives

Actions aiming at sustainable tourism create impacts locally and socially:

IMPACTS ON BUSINESS ACTIVITIES

Active co-operation and innovativeness attract business activity and supports business commitment to the region, good stuff is contagious

- Creates cost savings

- Supply policy supports local entrepreneurship

SOCIO-CULTURAL IMPACT

- Village communities get to be a part of the positive impact of tourism

- Increasing inhabitant comfort and the functionality of everyday life

- Quality experienced by tourists increases

OPERATIONAL IMPACT

- The physical environment becomes more enjoyable and functional Safety is improved e.g. with traffic solutions

ECOLOGICAL IMPACT

- Several actions promote low carbon operations

- Natural values are preserved with good, current regional planning, natural carrying capacity Amount of waste is reduced

9. Ecosystem co-operation roadmap

The roadmap exemplifies the milestones of the progress of the ecosystem co-operation and most important actions.

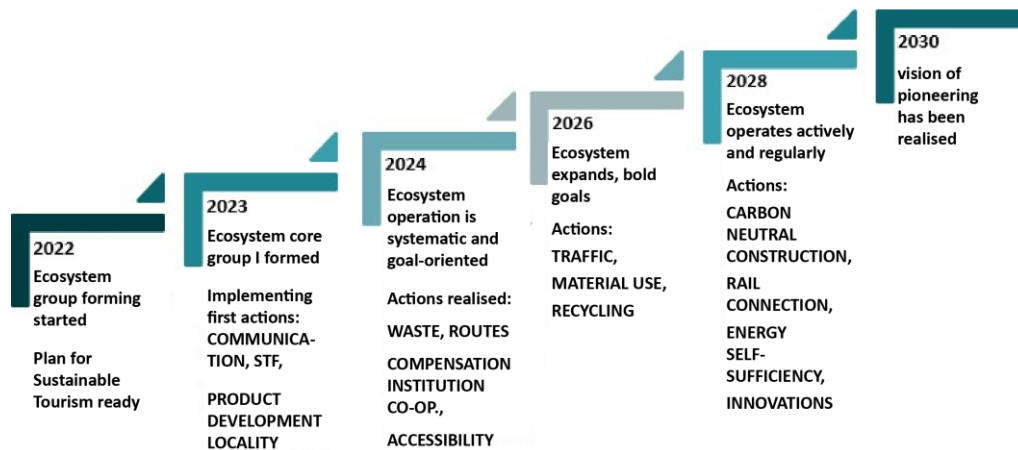


Image 20: Ecosystem co-operation roadmap

In ecosystem work on sustainable tourism, we must inspect goals annually and clarify the tracking methods and criteria so that all actors can commit to them. Actors that belong to the ecosystem core group



10. Communicating about sustainability

Levi and Kittilä actors share love for the Arctic nature and vitality of the region. *One Action at a Time – Levi's Sustainability Communication Handbook* published in 2022 supports tourism actors in communicating about sustainability to both clients and networks. Communication increases openness towards clients, employees, inhabitants and partners. Communication makes values and actions visible and strengthens the impact of the actions. The attraction of the entire tourism region increases.

Internal sustainability communication includes giving guidance to employees and encouraging them for action, and communication to clients. All sustainability work does not need to be ready before communication. It is important for the business to communicate set goals and actions also when in the middle of the process to clients, local inhabitants and business networks. This includes different groups in the shared path of sustainability. Not communicating can even be harmful. There can be misunderstandings if stakeholder groups cannot find information about the company's operation and plans. Successful communication can lead to, for example, strong support from the local community or clients for the evaluation of the company's plans, implementations, marketing and success.

In accordance with Levi's Sustainability Communication Handbook, for a uniform voice, the actors should use content related to natural preservation, community and equality in their main messages: How do we work for the preservation of the Arctic nature, local culture and the

vitality or equality of the community? Genuine, positive personalities and events, plans and achievements are interesting. It is recommended to avoid cliché content and a commanding tone.

To support Levi's sustainability communication, there are hashtags that one should use: [#oneactionatatime](#), [#levilapland](#), [#arcticnature](#), [#purenature](#), [#purelapland](#), [#visitlevi](#), [#vibrantculture](#), [#sirkkavillage](#), [#localfood](#), [#localservices](#), [#localisbest](#), [#equality](#), [#levilocals](#).

At the level of the travel destination, a unified look of guiding the client and signposts is important. In the workshops in 2022, we discussed e.g. a recognisable sticker encouraging against littering all around the destination such as in waste and recycling containers. The client can be encouraged towards sustainable behaviour in a positive manner e.g. with signposts and luminous display boards also outside nature destinations. The messages can display themes such as buying local produce, recycling, modest energy usage, car-free mobility or safety. It is also possible to use campaigns that reward desired behaviour. In the post-marketing of companies, thanking the client for desired action and encouraging to visit outside season for lower prices can be used.

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ATTACHMENT: TERMINOLOGY OF SUSTAINABILITY

Term/ abbreviation	Definition	Sources / further information
Sustainable development	<p>Sustainable development is a goal that cuts across several perspectives. It is divided into four dimensions: ecological, economic, social and cultural sustainability. Often, a tripartition is used: ecological, economic and socio-cultural sustainability.</p> <p>Sustainable development is development that is “meeting the needs of the present without compromising the ability of future generations to meet their own needs” (Brundtland 1987).</p>	<p>https://ym.fi/mita-on-kestava-kehitys (in Finnish)</p> <p>https://kestavakehtys.fi (in Finnish)</p>
SDG (Sustainable Development Goals)	<p>There are 17 Sustainable Development Goals. The UN sustainable development agenda called Agenda 2030 at the background. It aims at the removal of extreme poverty and sustainable development that considers the environment, economy and human equally. The basic principle is that no one is left behind in the development.</p> 	<p>https://um.fi/agenda-2030-kestavan-kehityksen-tavoitteet</p> <p>https://www.vklitto.fi/yhteistyokeskus/kestavan-kehityksen-tavoitteet (in Finnish)</p>
Sustainable tourism	<p>Tourism that considers present and future economic, socio-cultural and environmental effects so that the needs of tourists, tourism companies, travel destinations, environment and local population have been considered now and in the future.</p>	<p>https://www.businessfinland.fi/suomalaisten-asiakkaille/palvelut/matkailun-edistaminen/vastuullisuus/kestava-matkailu-lyhyesti (in Finnish)</p>
Ecological sustainability in tourism	<p>The goal of ecologically sustainable operation is to produce as little harm to the environment as possible, bring benefits to the region and secure abundance of natural resources also for future generations. Tourism companies influence ecological sustainability e.g. by making long-term energy production solutions. In the planning of travel destinations and regions, a so-called classification by carrying capacity can be used, in other words, you can calculate how much consumption the region can handle and for how big a group of tourists it can be built. In this case, attention goes to whether there is enough fresh water, whether there is waste management, how energy is produced, whether the land is suitable for construction and whether the region's nature and ecosystems are disturbed.</p>	<p>https://www.businessfinland.fi/48e735/globalassets/finnish-customers/02-build-your-network/visit-finland/julkaisut/kestavan-kehityksen_yritysoas_4-v5_web.pdf (in Finnish)</p>

Economic sustainability in tourism	Economic sustainability helps adjust people's actions to the conditions of nature so that the economic development is not stopped but tourism promotes the rise of the economy of the region. A tourism company benefits the region financially by offering work for locals and so securing that tax income stays in the region.	
	A sustainable company works in the area in the long run and chooses important investments for the environment instead of quick financial gain.	
Socio-cultural sustainability in tourism	The goal of socio-cultural sustainability is to preserve cultural diversity and the opportunity to develop generation to generation, preserve equal opportunities to live a balanced life and enable well-being and realised basic rights for all. We promote local service providers and show respect to locality. We also take care of fair and equal working conditions.	
STF (Sustainable Travel Finland)	Visit Finland's free STF programme offers companies and destinations a toolbox of sustainable tourism development that helps adapt sustainable actions and choices in the everyday of the region or a company. Companies and destinations that have gone through the programme and fulfil the criteria are awarded the Sustainable Travel Finland label that signals sustainable operation to international tourists.	https://www.bussifinland.fi/suomalaisille-asiakkaille/palvelut/matkailun-edistaminen/vastuullisuus/sustainable-travel-finland (in Finnish)
Sustainable tourism	According to the Cape Town Declaration, 2002, the purpose of sustainable tourism is to make the destinations better places to live and visit. The well-being of local inhabitants should always be a priority. From the point of view of the tourist, sustainable tourism is being aware of one's responsibility and making sustainable choices when travelling. Sustainable local focus in a tourism region can mean shared operating principles and actions that benefit local resources and promote the preservation of vitality of the local community and culture.	https://www.reilu.matkailu.fi/what-is-fair-tourism/
Sustainable region	The sustainability of regions means those properties of a region that are related to the goals and implementation of sustainable development. Sustainable regional planning influences the sustainability of regions especially as regards land use, construction, traffic and infrastructure solutions. "Environmental planning that aims at implementations that promote the preservation of Earth as a viable place and justice between people."	https://figbc.fi/kestaava-van-alueen-maarittely/ (in Finnish)
Sustainable infra	The definition of sustainable infra promotes thinking where sustainability is understood as the sustainability of the infra's entire life cycle and value chain. Sustainability is holistic – ecological, social and economic perspectives considered.	https://figbc.fi/julkaisu/kestava-infra-maaritelma/ (in Finnish)
Inclusive tourism/travel	Inclusive tourism aimed at everyone serves all consumer groups so that they can equally and independently experience and achieve as diverse tourism experiences as possible. This requires shared social responsibility where companies, public service and participating citizens work together to reach sustainability goals.	https://www.bussifinland.fi/suomalaisille-asiakkaille/palvelut/matkailun-edistaminen/vastuullisuus/yhdenvertaisuus (in Finnish)
Regenerative tourism/travel	Regenerative tourism changes people, travel destinations, local communities and society. From the perspective of the tourist, it can be defined as tourism where the tourist leaves the destination as a better place than before the visit.	https://www.reilu.matkailu.fi/what-is-fair-tourism/ (in Finnish)

Circular economy	Circular economy refers to a production and consumption model in which existing materials and products are used as much as possible by borrowing, renting, re-using, repairing, renovating and recycling. In this way, the life cycle of the products is longer. In practice, this means minimising the amount of waste.	https://www.europarl.europa.eu/news/en/headlines/economy/20151201STO05603/circular-economy-definition-importance-and-benefits
Bioeconomy	Bioeconomy utilises renewable natural resources for producing food, energy, products and services. Related innovations and technologies are developed and implemented. At the same time, a systemic change is promoted towards using renewable natural resources instead of non-renewable ones.	https://www.sitra.fi/en/topics/bioeconomy/#a-bioeconomy-is-a-sustainable-solution
	Some of it is circular economy, but not all bioeconomy is circular economy.	
Industrial symbioses	An entity formed by several companies where the companies generate each other added value by efficiently utilising each other's side streams, technology, competence or services. In the best-case scenario, the symbiosis creates financially successful processing products of high degree for the end users both on national and international markets. Part of circular economy.	https://www.motiva.fi/yritykset/verkostot/teolliset_symbioosit_fiss (in Finnish)
Sharing economy	Refers to a new economic thinking where using things, services and other items is more important than owning them. Instead of owning, consumption is based on using the service: sharing, renting and recycling. Digital platforms and applications enable the production, consumption and sharing of various things: food, rides, tools, apartments, hobbies, sports equipment, mobility equipment and so on.	https://www.sitra.fi/artikkelit/mita-nama-kasitteet-tarkoittavat/ (in Finnish)
Resource efficiency	Refers to the efficient and sustainable use of energy, raw materials, materials, water, air, land and land areas so that there are cost-savings, positive environmental effects and improved competitiveness. Only increasing resource efficiency may lead to partial optimising of resources, which is often not resource wise.	
Resource wisdom	Refers to the ability to use various resources (natural resources, raw materials, energy, products and services, facilities and time) in a well-thought-out manner that promotes well-being and sustainable development. A more comprehensive concept than resource efficiency.	
Materials efficiency	Refers to producing more with less and preserving nature, the aim is to use as little materials, raw materials and energy as possible. At the same time, the aim is to reduce the harmful environmental effects of the product or service during its life-cycle.	https://www.ymppari.fi/fi-fi/kulutus_ja_tuotanto/resurssitehokkuus/materiaalitehokkuus (in Finnish)
Nutrient cycling	Refers to treatment and use of side streams in agriculture and the entire food chain such as manure, sludge, biomass and bio waste in such a way that their useful nutrients, especially phosphor and nitrogen, are recovered into the cycle and used as fertilizer, for instance.	https://www.sitra.fi/artikkelit/mita-nama-kasitteet-tarkoittavat/ (in Finnish)
Energy efficiency	Refers to the efficient use of energy and reduction of greenhouse emissions in a cost-effective manner.	
Cleantech	Covers all technologies, products, services, processes and closed systems that promote sustainable use of natural resources and hinder or reduce the negative impact of business. The solutions maximise material, water and energy efficiency in an economic and technological way.	https://www.sitra.fi/en/dictionary/cleantech/

Renewable energy	Renewable energy means energy from renewable non-fossil sources. These are wind and solar energy (solar heat and solar electricity), geothermal energy, environmental energy, tidal and wave energy and other oceanic energy, hydro-power and biomass, gas and biogas created at landfills and sewage treatment plants.	https://figbc.fi/wp-content/uploads/sites/4/2020/05/GBC-V%C3%A4h%C3%A4hiilisyvyeen-sanakirja-27.5.2020.pdf (in Finnish)
Sustainable procurement	Procurements that consider nature as well as social perspectives and economy. The broadest concept, covers all below.	https://projects2014-2020.interreg-europe.eu/fileadmin/user_upload/tx_tevprojec ts/library/file_16449_25659.pdf (in Finnish)
Green public procurement	The aim is to procure things, services and work whose environmental effects are smaller during their entire life-cycle as compared to similar traditional procurements. Some sustainable procurements, cover environmental perspectives but not necessarily social and/or societal perspectives.	
Low-carbon procurement	Procurements that consider the greenhouse emissions of a product or service during its whole life-cycle and sets requirements and/or criterion for comparison. Carbon footprint can be reduced by energy efficiency, utilisation of renewable energy and material choices.	
Innovative procurement	Procurement of new or significantly improved product or service that improves the productivity, quality, sustainability and/or impact of a public service. Can mean innovativeness of the procurement target or method.	
Circular economy procurement	Procurements that maintain the value of the product or material in the economy as long as possible. The product can be used efficiently and finally recycled without causing harmful environmental or health effects. The procurement also includes information about how its materials can be utilised and reused during its life-cycle.	
Business ecosystem	A network in which various actors such as companies; the research, education and innovation sector; and public services collaborate across borders in order to create products and services that complement each other or to develop new competence and production resources.	https://www.sitra.fi/artikkelit/mita-nama-kasitteet-tarkoittavat/ (in Finnish)
Green Deal	Europe's Green Deal programme that aims at making the EU carbon neutral by 2050. Central themes: <ul style="list-style-type: none"> • clean, inexpensive energy with security of supply • encouraging industry towards clean circular economy • energy and resource efficient construction and renovation • non-toxic environment (zero pollution goal) • preservation and recovery of ecosystems and biodiversity • fair, health-promoting and environmentally friendly food system (Farm to Fork strategy) • sustainable and smart mobility. 	https://ec.europa.eu/info/strategy/priorities-2019-2024/european-green-deal_fi
Green transition	Green transition supports the structural change of economy and building a carbon neutral welfare society. In Finland, we often refer to the Sustainable Growth Programme (see link). The demand of green transition is a part of the Green Deal. It has a cross-cutting effect on all funding in Finland and internationally, from public funding instruments to bank funding and insurance activity. The digital transition is also frequently discussed (not automatically green) as is twin green and digital transition.	https://vm.fi/en/green-transition https://reform-support.ec.europa.eu/what-we-do/digital-transition_en

Fit for 55	EU climate law package (instructions that make the Green Deal concrete). Includes e.g. proposals for law amendments that help implement the EU goal to reduce greenhouse emissions with 55% from the level of 1990 by 2030.	https://ym.fi/en/eu-climate-policy
EU taxonomy	EU has published a taxonomy for sustainable financing as a part of the Green Deal that helps recognised certain functions as sustainable. The taxonomy promotes reaching EU's environmental goals and green transition by directing financing to sustainable targets. The criteria used is the DNSH principle (see below).	https://ek.fi/ajankohdasta/uutiset/mika-ihmeen-eu-taksonomia-brysselin-toimistomme-vastaa/ (in Finnish)
DNSH (Do No Significant Harm)	The DNSH principle guides EU sustainable finance criteria (the EU taxonomy) and means that funded operation cannot cause harm to any of the six environmental goals (often they also need to be directed towards one of them): <ol style="list-style-type: none"> 1. climate change mitigation 2. climate change adaptation 3. sustainable use and protection of water and marine resources 	https://www.ymparisto.fi/fi-fi/asiointi-luvat-ja-ymparistovaikutusten-arviointi/Ei-merkittavaa-haittaa-periaate (in Finnish)
	<ol style="list-style-type: none"> 4. transition to a circular economy 5. pollution prevention and control 6. protection and restoration of biodiversity and ecosystems 	
ESG	In sustainability or ESG reporting, a company reports about three kinds of effects of their operation: 1) environmental; 2) social and 3) governance.	https://taloushallintoliitto.fi/tietopankki/esg-eli-vastuullisuusraportointi/ (in Finnish)
CSR (Corporate Social Responsibility)	Corporate social responsibility or corporate responsibility refers to promoting sustainable development in a company. The operation of a socially responsible company is responsible, economic, socially acceptable and it respects nature. It includes respect for human rights, evaluation of environmental impact, openness and monitoring of the operation and reporting the operation. The principles of responsibility also reach sub-contractor chains and partners.	https://www.kuluttajaliitto.fi/materiaalit/Yhteiskuntavastuu/ (in Finnish)
GRI (Global Reporting Initiative)	GRI is a national initiative and standard for corporate sustainability reporting. The purpose of sustainability reporting, that is usually mirrored with the organisation's own themes, is to compile a general overview of the impact the company operations have on e.g. society and the environment. The majority of enterprises and listed companies base their sustainability reporting on the GRI standard.	https://www.globalreporting.org/
Life Cycle Assessment (LCA)	Life Cycle Assessment (LCA) is a method of analysing and assessing the environmental effects of the entire life-cycle of a product or service. The complete life-cycle entails material procurement from nature, processing and transportation, as well as manufacture, distribution, use, reuse, maintenance, recycling and rejection.	https://www.ymparisto.fi/fi-fi/kulutus-ja-tuotanto/tuotesuunnittelu-ja-tuotteet/elinkaariarviointi/alanjaljet-ja-panostuotokset li
Environmental footprint	The environmental footprint combines the different environmental impacts and different footprints described in the life cycle assessment (below). The method used is life-cycle assessment. The European Commission develops the environmental footprint into a measure for a product's environmental friendliness and has given recommendations of its use*.	*http://ec.europa.eu/environment/eussd/smgp/product_footprint (in Finnish)

Ecological footprint	The ecological footprint is the area of land and water needed to produce the resources consumed by a given community and to treat the waste produced. Typically, the ecological footprint is calculated for land or regions, but it can also be calculated for companies and products. Despite the broad definition, the ecological footprint only entails biomass-based resources and carbon dioxide of waste.	o tprint.htm
Carbon footprint	Climate emissions caused by human actions. It can be defined for a company, organisation, activity or product. In addition to carbon dioxide, notice also other significant greenhouse emissions such as methane and nitrous oxide.	https://www.sitra.fi/en/dictionary/carbon-footprint/
Carbon handprint	Climate benefits for a product, process or service, in other words emission reduction potential for the user. A handprint can be created by a state, company, association or individual. For instance, when a company produces a carbon handprint for their client, they can reduce their carbon footprint. Emphasises positive emission effects in the future, whereas carbon footprint focuses on current negative emission effects.	https://www.sitra.fi/en/dictionary/carbon-handprint/
Carbon sink	A natural phenomenon or process that ties in carbon dioxide. A carbon sink can be natural (such as a growing forest), chemical (such as carbonation of concrete) or manufactured (technologies under development). Natural carbon sinks are <ul style="list-style-type: none"> oceans (they absorb around half of the emissions) forests and vegetation (photosynthesis) glaciers 	https://www.mtk.fi/ilmastosanasto (in Finnish) https://figbc.fi/wp-content/uploads/sites/4/2020/05/GBC-V%C3%A4h%C3%A4hiilisyysdeeni-sanakirja-27.5.2020.pdf (in Finnish)
	<ul style="list-style-type: none"> soil (small amounts, farming countries usual source of carbon) 	
Carbon reservoir or carbon storage	Form of carbon when it is stored, for example, in a tree or other biomass and is not freely available in the atmosphere. Plants, for instance, are carbon reservoirs but the size of this reservoir can change. When plants grow, the carbon reservoir they contain also grows. The plant functions as a carbon sink as well. If the plant does not grow, it is still a carbon reservoir. If the plant is degrading, it returns carbon in the atmosphere. It becomes the opposite of a carbon sink, that is a carbon source and the carbon reservoir it contains diminishes.	https://www.sitra.fi/en/dictionary/carbon-storage/ https://forest.fi/glossary/carbon-sink-carbon-storage-hiilinielu-hiilivarasto/
Biodiversity	Biodiversity means the diversity of living nature that secures the prerequisites of life on Earth. The diversity of species is usually measured in an area or ecosystems by the number of species it has.	https://www.sitra.fi/artikkelit/mita-nama-kasitteet-tarkoittavat/ (in Finnish)
Climate compensation	Climate compensation compensates climate emissions by investing in projects that are purely developed for reducing emissions elsewhere e.g. by strengthening carbon sinks or increasing renewable energy sources.	https://figbc.fi/wp-content/uploads/sites/4/2020/05/GBC-V%C3%A4h%C3%A4hiilisyysdeeni-sanakirja-27.5.2020.pdf (in Finnish)
Ecological compensation	Damage caused by human activity to biodiversity somewhere is compensated for by increasing biodiversity elsewhere. Increasing biodiversity can mean, for example, repairing a broken ecosystem or improving the living conditions of species that are endangered, rare or important for the ecosystem.	https://www.sitra.fi/tulevaisuussanasto/ekologinen-kompensatio/ (in Finnish)

Vähähiilisyysdeeni sanakirja (low carbon dictionary): <https://figbc.fi/wp-content/uploads/sites/4/2020/05/GBC-V%C3%A4h%C3%A4hiilisyysdeeni-sanakirja-27.5.2020.pdf> (in Finnish)

MTK:n ilmastosanasto (MTK climate vocabulary): <https://www.mtk.fi/ilmastosanasto> (in Finnish)

Actors	Benefits from the ecosystem	Value to the ecosystem
Large companies	<ul style="list-style-type: none"> - New ideas, perspectives and innovations from outside of the company - Building new co-operation relationships to expand business or scale it - Utilising complementary competence of other actors - Sharing technology and business risks 	<ul style="list-style-type: none"> - Driving the business ecosystem in ecosystem objectives and other areas with established business networks - Contacts with clients and ability to scale and commercialise solutions in a broader area - Opportunity to invest time and resources to ecosystem operations
Small companies	<ul style="list-style-type: none"> - New ideas, perspectives and innovations outside of companies - Expanding business with co-operation without great risks - Contact with clients and ability to scale and commercialise solutions 	<ul style="list-style-type: none"> - Specialisation in certain areas - Bringing new competence and service and product innovations for others to use quickly
Start-ups	<ul style="list-style-type: none"> - New ideas, perspectives and innovations from outside the company - Testing new ideas and solutions quickly in the ecosystem - Opportunity for scaling through new partners 	<ul style="list-style-type: none"> - New ideas, solutions and scaling business operation models - Opportunity to take risks and try out new solutions and approaches - Reach new clients through new channels and technologies
Test areas and living labs	<ul style="list-style-type: none"> - Competitive, efficient and attractive business operation, work and test platform - Financial or other value for producing data and insights - Acting as a cost-effective platform for co-creation 	<ul style="list-style-type: none"> - Test platforms, infrastructure and users for the ecosystem - New information, data and insights to researchers and development - Feedback on solutions or services developed
Research instances / Research institutions	<ul style="list-style-type: none"> - Expand research portfolio through new partners - Build new networks and co-operation in R&D areas - Reaching new skills, talents and competence from the ecosystem - Accessing technologies, tools and data - Accessing research and development environments, infrastructures and users 	<ul style="list-style-type: none"> - Research competence and know-how, as well as international research networks - Technologies, test platforms, tools and data for the ecosystem
Third sector	<ul style="list-style-type: none"> - Accessing skills, talent and competence - Emergence of new funding opportunities 	<ul style="list-style-type: none"> - Understanding of customer relations and needs of citizens - Test platforms and users for the ecosystem
Cities	<ul style="list-style-type: none"> - Support and competence (competence centres) to strengthen city community talents - Creates prerequisites for innovative development of city's community services - Improving city's attraction - Utilising new RDI funding sources 	<ul style="list-style-type: none"> - Enables co-operation in the ecosystem: permit processes, participation of inhabitants, opening own operations and being a client - Understanding of client relations and citizen needs, including client data to develop innovations - Active joint development, functions as a neutral orchestrator and coordinator of the ecosystem - Invites various instances together and offers development environments to support co-operation.
Funders and other stakeholders	<ul style="list-style-type: none"> - Private funders: Short or long-term return on investment from R&D activities - A competitive, efficient and attractive business and development platform - Public funders: technological development and new services; international expansion of growth-oriented companies - Promoting local competition at national and international level - Opportunities to explore new regulatory tools and frameworks in test environments 	<ul style="list-style-type: none"> - Investment of R&D activity of the ecosystem - Provides platforms and development environments that favour R&D activity - Public funders: Co-development and creation of test platforms; Expertise in business scaling and effective commercialisation - Influencers and legislators: Promote creating innovation practices at national and European level

ATTACHMENT: Sustainable tourism measures evaluated in the workshops

Mobility and accessibility



MANAGEMENT AND PROMOTIONAL MEASURES	ACCESSIBILITY OF TOURISM AREA
Utilising and implementing Tunturi Lapland's strategy on sustainable mobility	Promotion and recommendation of smart and low-carbon travel chain options to clients and development of booking options (e.g. shared ride platforms, joint orders, public transportation)
Utilising and participation in national and regional MaaS projects	Possibility of offsetting carbon dioxide emissions from the travel chain in the booking situation -> local offsets (including carbon sinks, energy efficiency campaigns, etc.)
Development of multi-purpose routes	
Reducing the amount of motored activity emissions	
INVESTMENTS AND DEVELOPMENT	ECOLOGICAL MOBILITY CONCEPTS
Logistics centre for material transportation	Round-the-year development of local traffic
Train track connection Kolari-Ylläs-Levi	Development of cottage bicycle system
The electrification of air transport	Improving pedestrian options, emission-free transportation, kick-bikes, scooters
Developing sustainable mobility services: climate-friendly refuelling points (biogas, electric charging, hydrogen)	Development of car sharing and peer-to-peer car rental services
Utilising parking areas in fell regions in distance parking and in promoting connection traffic to Levi centre (= reducing car-free transportation)	Development of bicycle tourism routes to villages and other attractions (bikepacking)

Energy, water, waste



COMMUNICATION AND INSTRUCTIONS
Encouraging actors to use renewable energy
Supporting businesses in utilising various support forms for energy and other green investments
Communicating the origin of electricity
Information packages and guidelines on energy and water saving opportunities for tourists, business staff, sustainability guidelines also for equipment instructions. Selection at the booking stage
Distinctive, consistent cleanliness guidelines and tips for the whole region
Training for company employees on sorting, energy saving and customer guidance
ECOSYSTEM AND CO-OPERATION
Trash collecting campaigns and events (local/tourists)
Development of local recycling solutions
Collection co-operation for bio waste
Giving up single-use containers in tourism businesses and events
Environment labelled detergents and papers as a norm
Reducing food waste: measuring, instructions and communication about results (kitchens and clients)
Minimising use of plastic in businesses and municipality

DEVELOPMENT AND INNOVATIONS
Study on the solar energy potential of the region
Levi a pioneer in wind and solar power (innovations, High-altitude Wind Power etc.)
Allocation of the costs of water and electricity consumption to the overnight guest in the final bill (requires digital leap, including the possibility to track consumption also for the overnight guest).
Calculation of carbon footprint to all cottages
Study related to regional utilisation of bio waste (restaurants, public kitchens, households, husky farms, reindeer manure etc.)
Organising collection of hazardous and special waste, plastics and biowaste
Unified, separable brand for sorting points, waste containers and bins (accessibility, brand)
INVESTMENTS
Distributed hybrid systems and back-up systems, e.g. per plot
Smart, energy-efficient external lighting (safety, accessibility, opportunity to attach other functions to lighting units)
Property-specific energy consumption tracking to the region.
Energy-efficient renovation of ageing holiday homes
Increasing the amount of sorting points and quality of operation
Energy self-sufficiency investments: e.g. our own wind farm, solar collectors at the airport and on large unit roofs

Land use, land use planning and construction

GUIDES AND INSTRUCTIONS	PLANNING AND GUIDANCE METHODS
Updating Levi and Kittilä quality manual for the constructed environment (RYLK) with green transition opportunities	Promoting car-free mobility, walking and bicycling
Building codes and guidelines that emphasise and guide sustainability: choice of materials, energy efficiency, energy self-sufficiency, etc.	Space and area bookings for regional renewable energy production (e.g. wind, solar, hybrid solutions)
Guide for a low-carbon holiday home: activation and campaign	Recognition, protection and increase of carbon sinks, emission compensation
Using the tool and checklist Ilmastokestävän kaavoitus (KILVA) (climate sustainable land use planning) in land use planning	Hybrid land use planning: combining permanent living, holiday use and distance work
	Enabling regional smart energy and data networks and energy storage
	Building siting and site allocation based on renewable energy potential
OVERALL SOLUTIONS AND INNOVATIONS FOR LOW-CARBON CONSTRUCTION	DEVELOPMENT OF ECOSYSTEM AND CO-OPERATION
Model area for low carbon and sustainable living (hybrid use: living, distance work and holiday) as co-operation between businesses and municipality	A local construction network to boost carbon-neutral construction: sustainable procurement, circular economy procurement, responsible material supply chains, exploiting the potential of natural stone
Conceptualising and activating construction solutions that emphasise sustainability in residential and holiday construction <i>Points: 14</i>	Development of the potential of natural stone
Increasing low-carbon and recycled materials in all construction	
Utilising and recycling local raw materials and surplus land	
Smart pre-construction of planned areas (scaling opportunities)	

Responsible business - product development, services and food



SUSTAINABLE FOOD, AUTHENTIC STORIES, HOME-LIKE VILLAGE COMMUNITY	SUSTAINABLE PRODUCT MANAGEMENT OF TOURISM
Guidelines for procurement: the municipality and key companies will not buy xx services from a company that does not have a certificate	Creating Levi-Kittilä sustainability network
Organising and communicating about local food procurement e.g. Lapin Ruokapiste	Creating our own recognisable product label “from our village” or similar
Local food made visible in the entire destination, in the shops and restaurants + themed food events of local producers	Levi's own prize: the sustainability action of the year is rewarded with extra visibility etc.
Making sustainability communication systematic and visible (remember the sustainability communication handbook!), put a face to it with real stories, the content of the Customer Pledge can be found on the websites of committed companies.	Levi-Kittilä measures the effects of tourism regularly: the voices of tourism employees and locals, participation
Organising recycling for cottages in co-operation Compost actor?	Raising the awareness of all businesses in the tourism ecosystem.
Bringing villages and village events to the forefront in the programme and planning.	Creating Responsible Entrepreneurship and Investments in Levi and Kittilä guidelines for new actors (Kideve)
Always considering inclusion in service development and it is communicated (accessibility, LGBTQ, special groups)	Creating Levi's climate compensation model for businesses and tourists
Co-operation with educational institutions becomes regular: Levi's own learning unit for vocational degrees in food services etc.? Co-operation supports access to work force and certification work in tourism businesses.	The safety and security level of the destination is measured each year
Increasing art and culture actor co-operation in all service production ☺	
	EXPERIENTIAL NATURE AND NATURAL PHENOMENA
	Guideposts for tourists towards sustainable operating methods everywhere in the destination
	Strengthening digitalisation in nature destinations: information, findability, permits
	Introduction of criteria for tourist animals
	Levi on siisti (Levi is neat) plogging events regular: trash marathon, trash skiing.
	Naturalness is chosen as a priority in the creation of routes
	Demonstration of restoration sites to interested parties
	Putting Kittilä nature destinations on the map