


ONE ACTION AT A TIME

LEVI'S SUSTAINABILITY COMMUNICATION HANDBOOK

A person in a blue shirt and dark pants stands on a rocky mountain peak, looking out over a vast, hazy landscape. The sky is filled with large, white and grey clouds, with some light breaking through. The foreground is dominated by large, grey rocks. The background shows a wide expanse of green forest and rolling hills under a bright, overcast sky.

*Even if you only climb 20 metres instead
of 200 metres, the view from up there is
completely different from where you started.*



THE CONCEPT IN A NUTSHELL

Small actions accumulate and have a big impact – just like the only way to summit the fells of Lapland is one step at a time. In Levi, we are committed to doing something every day to preserve our Arctic nature, keeping the local culture and community vibrant, and making everyone feel good and welcome in Levi. This is the guiding principle behind our sustainability programme *One Action at a Time*.





WHAT IS IT ALL ABOUT?

Levi's most precious quality is its people. Levi is built around the old Lapland village of Sirkka. The local culture is vibrant, but we have always welcomed new people with open arms. We are a diverse group of people, and we make our living from various sources. However, we have one thing in common, and that is our love for Arctic nature and the vitality of Levi – and we wish to preserve them. That is why we are also committed to working together to achieve this.



Levi is already part of the *Sustainable Travel Finland* network and many local companies have been awarded sustainable certificates or are striving for getting one. In addition to this, we are each actively working towards the following three goals:

1

RESPONSIBILITY
FOR THE
PRESERVATION OF
ARCTIC NATURE

2

RESPONSIBILITY
FOR THE VITALITY OF
THE LOCAL CULTURE
AND ECONOMY

3

RESPONSIBILITY
FOR PEOPLE'S
WELL-BEING



RESPONSIBILITY THESES



These goals can only be achieved through action. We have created a set of theses to guide our actions, to which we all subscribe. In practical terms, the theses mean *different things to different entrepreneurs.*

While one Levi local makes their living from snowmobile safaris, another local makes theirs from running a hotel or providing restaurant services. Different businesses are built on different logics, and responsible actions vary according to the business.

Not everyone can do everything, but everyone can do something – everyone can do one action each day, which is already a lot. And when we all commit to even the smallest action every day, they add up and have a big impact. Just like the only way to summit the fells of

Lapland is one step at a time – one giant leap won't get you there.

The most important thing is that we act together. We must move towards a common goal. And that is to preserve the vitality of Levi's nature and culture. That is why we commit ourselves together to these theses and to each of us doing something every day that contributes to the realization of each thesis. **Even picking just one action from the list is a step towards the bigger goal.**



THE
SIS

1

THE
SIS

WE WORK TO PRESERVE ARCTIC
NATURE AND KEEP IT CLEAN.





1

WE WORK TO PRESERVE ARCTIC NATURE AND KEEP IT CLEAN.



HOW?

We do not throw garbage into nature.

We recycle everything that is recyclable.

We are environmentally certified and encourage others to do the same.

We strive to get our operations environmentally certified.

We avoid single-use plastic products.

We only use marked routes in nature.

We encourage our customers to use local buses and bicycles instead of their cars whenever possible.

We use biodegradable detergents.

We use renewable energy wherever possible.

We instruct our guests to save energy and respect nature during their stay in Levi.

+

We provide instructions for our customers and staff on all these!



THESIS

2

THESIS

WE PROMOTE THE VITALITY OF THE
LOCAL COMMUNITY AND CULTURE.



2

WE PROMOTE THE
VITALITY OF THE
LOCAL COMMUNITY
AND CULTURE.



HOW?

We promote year-round tourism and thus the preservation of local services by creating services and products for the non-snowy season.

We aim to create year-round jobs.

We use local ingredients, products and services.

We inform visitors of local customs, culture and history.

We inform visitors of common issues in Levi and recommend the services of other entrepreneurs.

We promote sense of community and are part of a joint marketing team.

We do not disturb the peace of local people with our business operations.

We provide free activities for local children and young people whenever possible.

We are part of Sirkka village and its community.

+

We provide instructions for our customers and staff on all these!



THESIS

3

THESIS

WE WELCOME ALL PEOPLE
HERE AS EQUALS.



3

WE WELCOME
ALL PEOPLE HERE
AS EQUALS.

HOW?

We make sure that our premises are accessible.

We make life easier for new entrepreneurs of the joint marketing team by helping and supporting them.

We provide information in different languages.

We face all people as equals.

We make it known that we welcome people regardless of their background or characteristics.

We hire people with an open mind and following the principles of equality.

We are fair and good employers.

We train and support people to do well in their jobs and enjoy working.

+

We provide instructions for our customers and staff on all these!





Even picking just one action from the
list is a step towards the bigger goal.[♡]



KEY MESSAGES

The key messages below present the principles and theses behind Levi's sustainability efforts in a nutshell. They can be used, for example, in interviews with the media. In addition to the general key message, be sure to talk about the actions in which that particular key message (based on one of the sustainability theses) is reflected in your company.



KEY MESSAGE

1

ONE ACTION AT A TIME

Levi has been working on sustainability since 1999. Now, entrepreneurs in the Levi region have jointly created a sustainability programme called One Action at a Time and have committed themselves to implementing it in their daily work. They are also encouraging their customers to make the sustainability programme a reality, one action at a time.

+ You can explain what instructions your company provides for its customers and employees, as well as the targets you have set for your own company's sustainability efforts!



KEY MESSAGE

2

PRESERVATION OF NATURE

All Levi activities are based on the preservation of Arctic nature. We are already part of the Sustainable Travel Finland network and more and more Levi companies have been awarded sustainable certificates or on their way to becoming certified.

+ You can explain what kind of efforts your company is making to preserve Arctic nature!



KEY MESSAGE

3

COMMUNITY

The Levi resort is located in the old village of Sirkka. Levi's entrepreneurs want to contribute to the vitality of the community and are actively developing year-round tourism so that as many people as possible can find employment and live in Levi permanently.

+ You can explain your company's efforts to preserve the vitality of the local culture and community!



KEY MESSAGE

4

EQUALITY

Levi has always welcomed all kinds of people. Entrepreneurs from all over the world, everywhere from Europe to Africa and Australia, have moved to the village. We are actively working to ensure that tourists and entrepreneurs moving to the village, regardless of their background, feel welcome and are treated equally.

+ *You can explain your company's efforts to promote equality or support local new entrepreneurs.*



HOW ARE THE GOALS, THESES AND STEPS ALREADY TAKEN COMMUNICATED?

The key is to constantly be involved in some effort and actively communicate it to your customers to convince and engage them. When a large group gets involved, small actions have a big impact. And when you can say that a large group is committed to sustainable activities, it has an impact on the attractiveness of the entire region.



The most effective message is one that leaves room for insight. Think about what kind of image and concrete example you can use to communicate the theses and the work that your company is doing to make them a reality.

Use the shared hashtags that encapsulate the key points of the One Action at a Time sustainability programme. Please always use the One Action at a Time (in Finnish: Teko kerrallaan) hashtag, and you can use the other hashtags according to the content of your message.



ALWAYS USE THESE HASHTAGS:

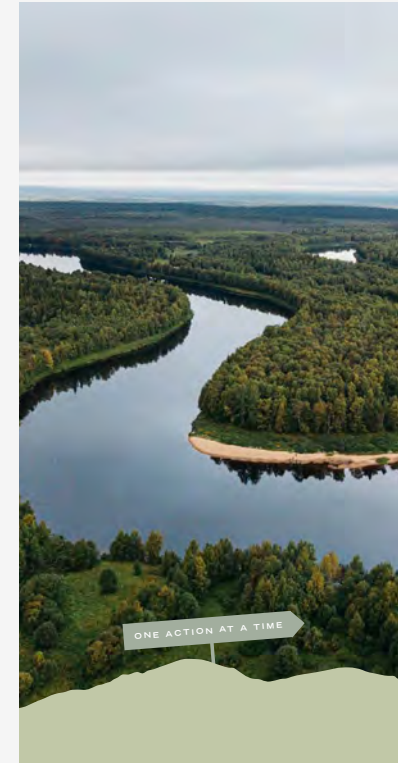
#oneactionatatime #tekokerrallaan #levilapland

ALSO USE ONE OR MORE OF THESE HASHTAGS, DEPENDING ON THE KEY MESSAGE:

*#arcticnature #purenature #purelapland #vibrantculture
#sirkkavillage #localfood #localservices #localisbest
#equality #levilocals #visitlevi*



IN ADDITION TO YOUR MESSAGE, YOU CAN USE THESE FRAME FILTERS:





THESIS

1

THESIS

*We work to
preserve Arctic
nature and keep
it clean.*

EXAMPLE

Instead of saying "We work to preserve Arctic nature and keep it clean", post a picture of a pile of sweet wrappers and say "This week's sweet wrapper total. Collected on evening hikes. Let's remember to put all waste in the bin <3" and use the hashtags #tekokerrallaan #oneactionatatime #arcticnature #purenature #together #levilocals

OR

A picture of a gorgeous snowy forest with the text "The trees are now covered in a gorgeous crown snow-load. The best place to admire them is from the back of a snowmobile. Book your tour now on our website! If you wish to take your own rented snowmobile into the forest, remember to stay on the marked route – this will preserve the snowy landscape and all of Arctic nature." #purenature #arcticnature #tekokerrallaan #oneactionatatime



THESIS

2

THESIS

*We promote
the vitality of the
local community
and culture.*

EXAMPLE

Instead of saying "We promote the vitality of local communities and culture", post a picture of a local ingredient, material or service provider that you use in your business and say something about it.

For example, "This delicious-looking blazed fish was purchased from XX, a local fisherman who sells fresh fish in his yard year-round." #localfood #tekokerrallaan #oneactionatatime #localisbest #vibrantculture #sirkkavillage #levilocals



THE
SIS

3

THE
SIS

*We welcome
all people here
as equals.*

EXAMPLE

Instead of saying "We welcome all people here as equals", you can introduce your staff, where they come from and tell their stories of how they came to Levi. What made them come to the fells of Lapland? #levilocals #vibrantculture #sirkkavillage #tekokerrallaan #oneactionatime



COMMUNICATION

You can focus your posts on the concrete things that your company has already done relating to the theses. Whenever possible, challenge the recipient of the message to join in the efforts. Pure nature, vibrant culture and friendly atmosphere are the result of cooperation between Levi locals and tourists. It is therefore important to get tourists to experience the local “team spirit” as well and get them to join in and contribute to a good and important cause.



N B !

Don't forget the international days directly linked to the theses: they are particularly useful in getting your message across on social media. Remember to use not only Levi's own hashtags and those of the One Action at a Time programme, but also the hastags of the international days.



THESIS 1



WHAT

We are working to preserve Arctic nature and keep it clean.

RELATED INTERNATIONAL DAYS:

World Wildlife Day	3.3.
International Day of Forests	21.3.
World Water Day	22.3.
Earth Day	22.4.
World Environment Day	5.6.
International Winter Bike to Work Day	11.2.
Earth Hour	26.3.
Finland's National Cycling Week	
International Day of Light	16.5.
Bike Week	
Zero Waste Campaign	
International Day of Clean Air for Blue Skies	7.9.
International Day of Awareness of Food Loss and Waste	29.9.



THESIS 2



WHAT

We contribute to the vitality of the local community and culture.

RELATED INTERNATIONAL DAYS:

World Health Day (Here you can highlight the importance of the fact that having year-round tourism in Levi means that it is possible to live there all year round, and year-round residents also ensure, for example, that local health services are maintained.) 7.4.

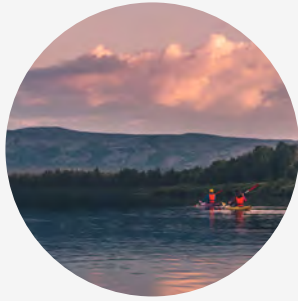
International Day of the World's Indigenous Peoples 9.8.

World Food Day 16.10.

Sustainable Gastronomy Day (Here it is a good idea to highlight the importance of local food.) 18.6.



THESIS 3



WHAT

We welcome all people
as equals.

RELATED INTERNATIONAL DAYS:


World Day of Social Justice	20.2.
International Women's Day	8.3.
International Day of Friendship	30.7.
World Tourism Day	27.9.
International Day for Tolerance	16.3.



GOOD TO REMEMBER

With all Levi entrepreneurs promoting the theses and related company actions, customers will begin to understand that Levi is committed to sustainability – in fact, it has been a sustainability pioneer for a long time.

It pays to take a long-term approach to communication since every post and sentence matters. You can't get the message across in one post – rather, the image will be built up over time. *One action at a time.*



NOW ALL YOU NEED TO DO
IS TAKE THOSE ACTIONS!

ONE ACTION AT A TIME

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