



Helsinki



Winner of the 2024



LEADERSHIP
AWARD
GDS-MOVEMENT

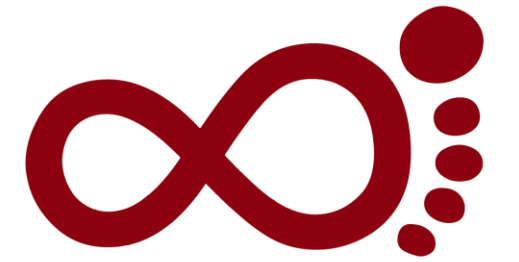
Helsinki



GLOBAL
**DESTINATION
SUSTAINABILITY**
AWARD



CERTIFIED 2025



GSTC[®]

CERTIFIED
GSTC DGD250102



EUROPEAN
CAPITAL
OF **SMART**
TOURISM

HELSINKI 2019

Forecast: Helsinki is on a strong path to achieving the carbon neutrality 2030 goal

27.8.2024 16:00:00 EEST | [City of Helsinki, City Hall](#) | Release

Jaa



According to a recent forecast, Helsinki will succeed in reducing the lion's share of its direct carbon dioxide emissions by 2030 with current measures. In order to reduce emissions, effective measures will be needed in the coming years as well, especially to reduce traffic emissions.



"If tourists were to realize that in Finland, every cottage is heated with carbon-neutral energy and every shower is environmentally friendly in terms of energy, it would make a difference."

Jukka Ruusunen, CEO Fingrid
Finland's electricity transmission system operator

Helsingin Sanomat 5.6.2023

The three strategic goals of the Helsinki Tourism and Events Programme up to 2026 are as follows:

A.

Helsinki is a vibrant and internationally attractive city for tourism and events

B.

Helsinki is an international pioneer and provider of solutions in sustainable tourism and events

C.

Helsinki is a smart destination and a functional event city

B.1. Environmental sustainability and carbon neutrality at the forefront of development



Tourism Climate Action

GLASGOW DECLARATION

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Glasgow Declaration
Climate Action in Tourism



Glasgow Declaration

Climate Action in Tourism

The Glasgow Declaration is a catalyst for increased urgency about the need to accelerate climate action in tourism and to secure strong actions and commitment to support the global goals to halve emissions over the next decade and reach Net Zero emissions as soon as possible before 2050.



Tourism Climate Action

GLASGOW DECLARATION

National group for the signatories of the Glasgow Declaration.

Meetings approx every six weeks.

Helsinki Tourism Climate Action Plan

33 measures for the years 2023–26, including e.g. training and product development for tourism businesses, collaboration with educational institutions, reforming Tourism Information Centre practices, monitoring destination-level carbon footprint and developing new funding methods for regenerative tourism.



Helsinki

Business
Helsinki



**A: Free from
emissions**

**B: Regenerative
tourism**

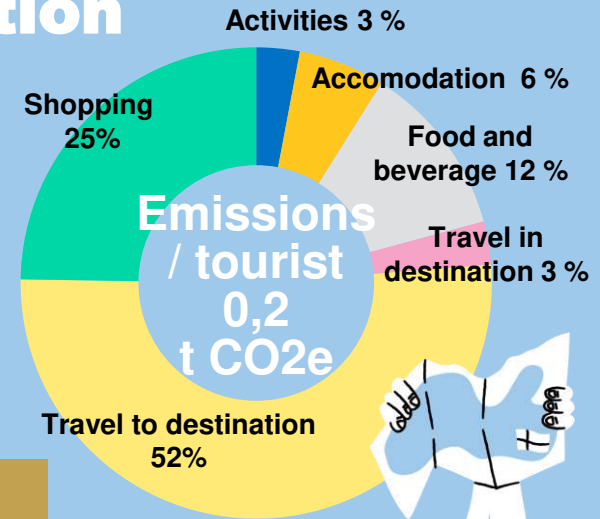
C: Collaboration



D: Resources

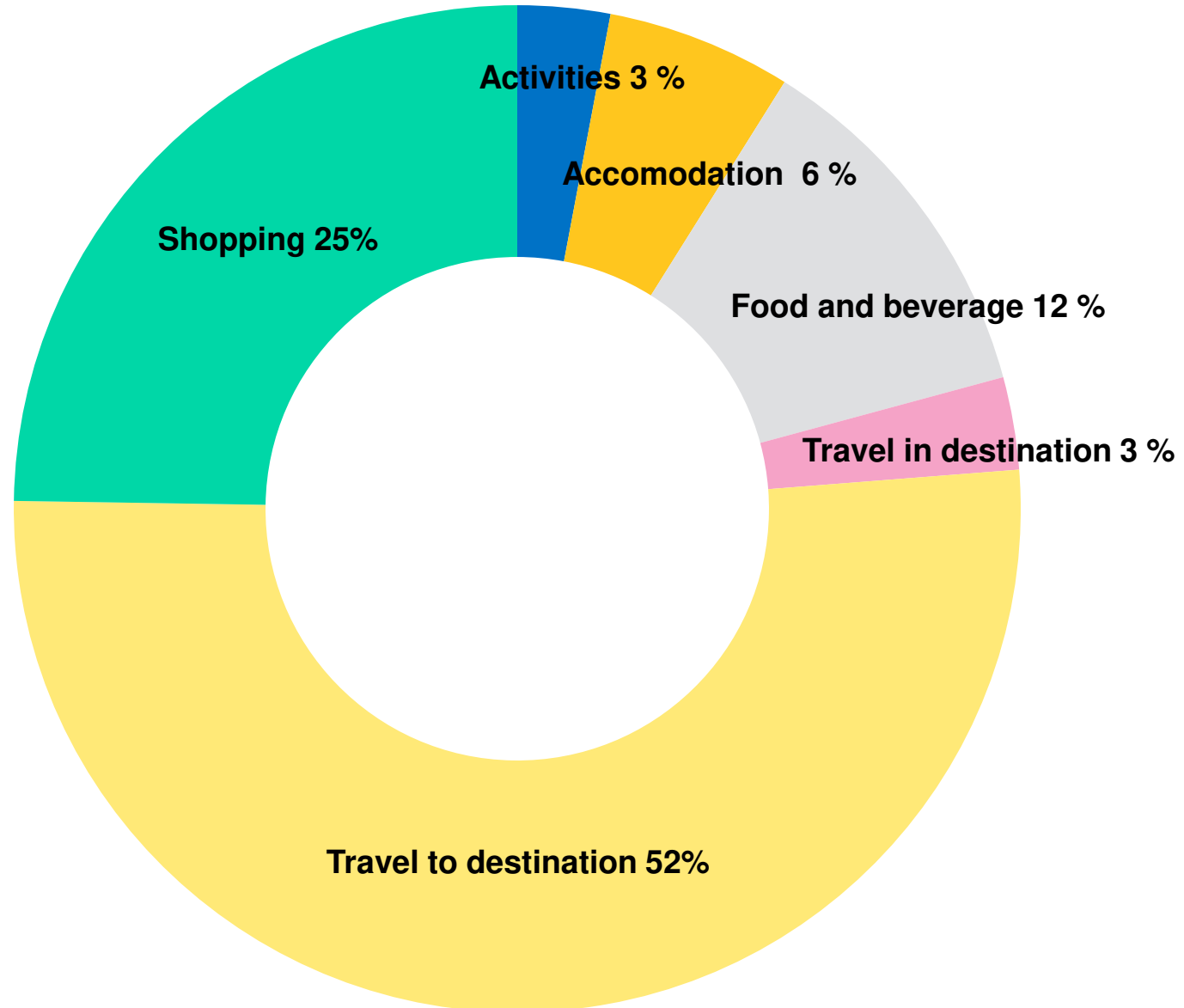


E: Measuring



**Goal:
Half the emissions
by 2030**

Helsinki tourism emissions 2021
(Sitowise & Novago 2023)





Helsinki Tourism and Events Preparedness and Adaptation to Climate Change 2024





The impacts of climate change on tourism: Preparation and adaptation

Three scenarios for the changing operating environment of
urban destination tourism in Southern Finland



Hiilikuri
Matkailun hiilijalanjälkilaskuri
Visit Finland

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Find out your company's carbon footprint

A free tool for the tourism companies' climate work

Want to know the carbon footprint of your travel business? With the free of charge CO2 calculator for the travel industry, you can calculate your company's carbon footprint and map out the largest emission sources. The results will help you to communicate your climate impacts and plan activities that are more climate-friendly.

[Register as a user](#)

Image: Thomas Kast

Get a grip on your company's

The calculator is intended as a tool for companies' own use. The use does not require previous experience in carbon footprint calculation, but interest and time are certainly



Carbon footprint calculator

Most significant emission factors of events

Traffic and transport

Movement of visitors

Movement of staff and performers

Goods freight

Energy consumption

Electricity, heating and cooling

Aggregates

Other energy-consuming equipment

Energy consumption related to viewing a virtual event

Food

Food portions

Other food

Drinks

Waste

Different types of waste

Waste water

Procurements

Newly acquired materials and products

Products to be provided

Other purchased services

Fireworks and pyrotechnics

Accommodation

Accommodation for event visitors

Accommodation for performers and staff



SUSTAINABLE TRAVEL FINLAND®

[Do business with Finland](#) » [Visit Finland](#) » Sustainable Travel Finland label

TOWARDS RESPONSIBLE TRAVEL INDUSTRY

In order for the tourism industry to respond to the changing demand and continue to grow, the development must be sustainable. To help the tourism industry in Finland to adopt sustainable practices, Visit Finland has developed the Sustainable Travel Finland -programme, designed for tourism companies and destinations in Finland.



VISIT
TAMPERE

Urban Climate Leaders in Tourism

We accelerate the transition towards climate friendly tourism together with leading industry representatives and cities. We act as pioneers and trendsetters for the entire ecosystem both nationally and internationally.

Scandic

SOKOS  HOTELS

Strawberry

 LAPLAND HOTELS

COURTYARD[®]
BY MARRIOTT

/MESSUKESKUS


FINLANDIA
TALO HALL


SUOMENLINNA
SVEABORG

Linnanmäki

SÄR
KÄN
NIE MI

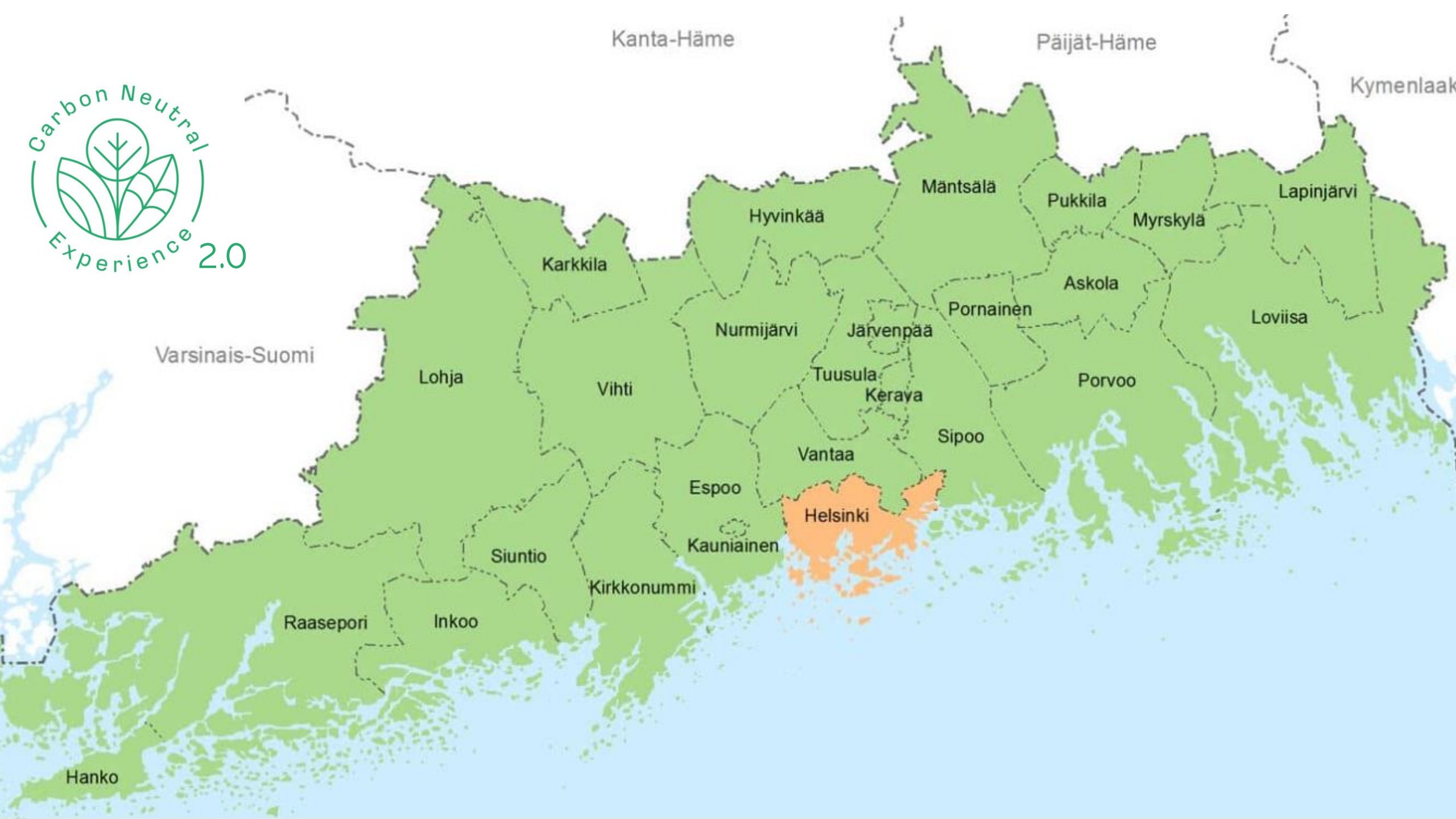
Korkeasaari ZOO

MENEVÄ

Helsinki Makers -network

- 150 companies, schools or other tourism related partners
- 11 theme groups
- Makers of sustainability, approximately 15 companies





KONGRESSI- HANKE



ETUSIVU > MATKAILUALAN AMMATTI... > TIETOA MEISTÄ > MATKAILUN KEHITTÄMIS... > KOKOUS- JA KONGRESSI...

TÄMÄ SIVU LÖYTYY KIELILLÄ: ENGLANTI **SUOMI**

JAA



**KOKEMO- KONGRESSIT JA
YRITYSTAPAHTUMAT INNOVAATIOIDEN JA
KESTÄVYYDEN MOOTTOREINA**

Digi+Hiiletön 2.0



Digi+Hiiletön 2.0-hanke tukee Uudenmaan matkailualan pk-yritysten siirtymistä kiertotalouteen ja digivihreään siirtymään. Hanke edistää yritysverkostojen yhteiskehittämistä ja kestävän kehityksen tavoitteita. Se perustuu perusteelliseen kartoitustyöhön ja vastaa kansallisiin kestävän matkailun tavoitteisiin. Hankkeessa kehitetään uusia kiertotalousratkaisuja ja toteutetaan pilotointeja, joissa hyödynnetään digitalisaatiota ja tekoälyä. Tavoitteena on myös yhdistää pk-yritykset ekosysteemeiksi ja kehittää uusia liiketoimintamalleja. Hanke vastaa osaamisvajeeseen ja auttaa pk-yrityksiä vastaamaan EU:n ympäristövaatimuksiin. Tuloksena syntyy uusia kiertotalousratkaisuja, liiketoimintaosaamista ja alueellisia kehittämisverkostoja.

Hankeaika 1.1.2025-31.12.2027

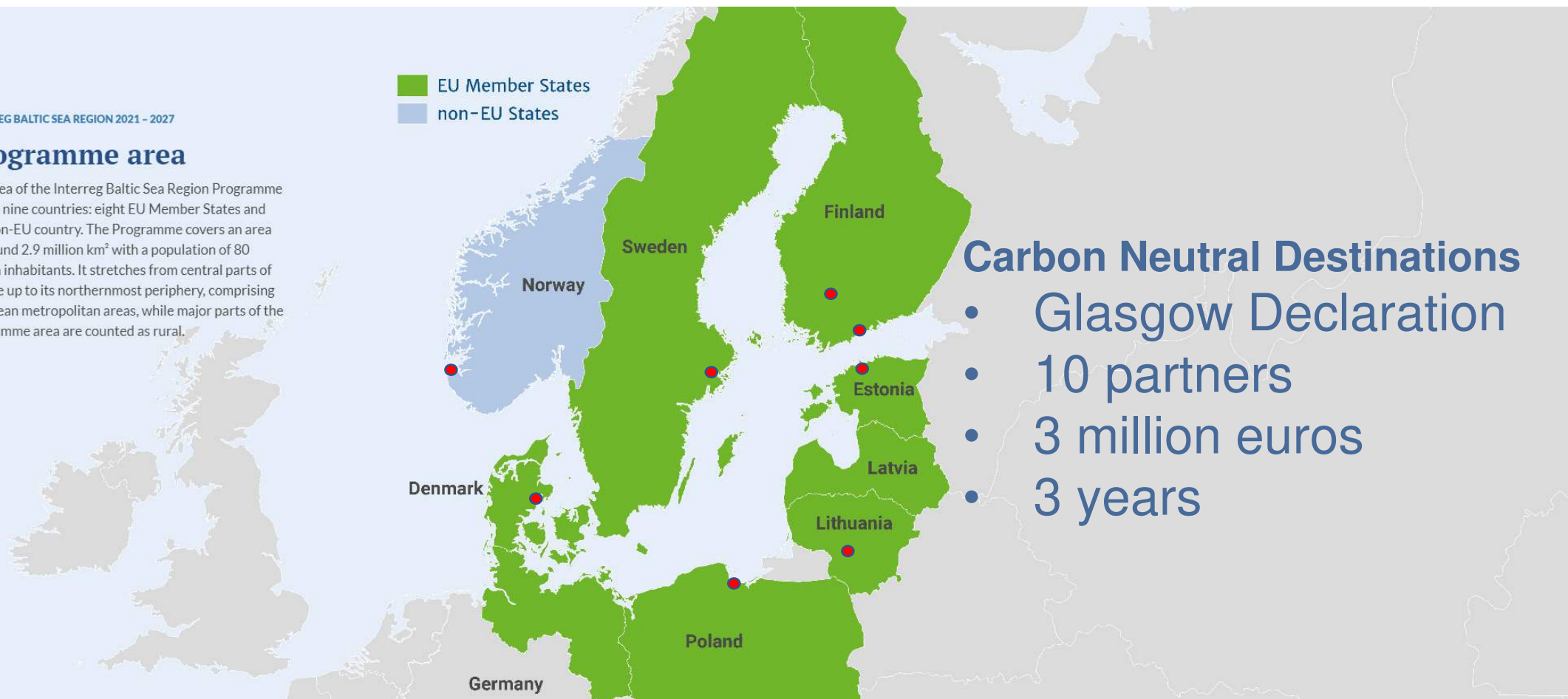
Osarahoittaja EU/EAKR

INTERREG BALTIC SEA REGION 2021 - 2027

Programme area

The area of the Interreg Baltic Sea Region Programme covers nine countries: eight EU Member States and one non-EU country. The Programme covers an area of around 2.9 million km² with a population of 80 million inhabitants. It stretches from central parts of Europe up to its northernmost periphery, comprising European metropolitan areas, while major parts of the programme area are counted as rural.

■ EU Member States
■ non-EU States



Carbon Neutral Destinations

- Glasgow Declaration
- 10 partners
- 3 million euros
- 3 years

Info

Visitor Perception

Environment

Social

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Safety

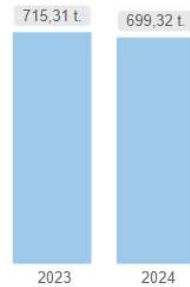
Visit Finland Border Survey (Matkailijamittari)

Visit Finland maintains a monthly statistic that measures the number of foreign visitors, their spending, carbon footprint, and traveller segments. This data shows the Co2 emissions in thousand kgs for the trip in Helsinki. [Matkailijamittari](#). Total emissions from 2023 are from March-December, because Matkailijamittari was launched in March 2023. The emissions from 2024 are year to 2024-09-01 numbers.

Co2 emissions total in 2024

699,3 t.!

Same period previous year: 551,9 t. (+26.7 %)



Co2 emissions per day in 2024

56,9✓

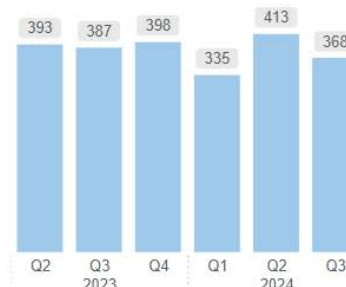
Same period previous year: 72,9 (-21.92 %)



Co2 emissions per trip in 2024

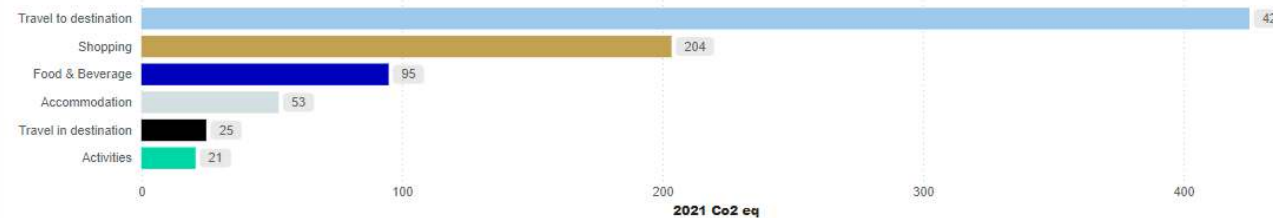
375,6✓

Same period previous year: 391,8 (-4.14 %)



Helsinki Carbon Footprint

Study conducted by Sitowise as part of Carbon Neutral Experience -project. The entire study can be found [here](#). The study was conducted in 2023 based on numbers from 2021.





Helsinki