



Tampere FINLAND

CLIMATE WORK –CHALLENGES
AND INSPIRATION

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Carbon Neutral Tourism Destination – key objectives

1. Addressing the largest sustainability challenge of tourism industry

UNWTO's Glasgow Declaration – international cooperation, Visit Finland and Sustainable Travel Finland network

2. Joint challenge – setting targets and guidelines for cooperation and finding solutions

B2B and cross-sectoral public-private collaboration is essential for climate actions and utilizing best solutions

3. Responding to shift in customer demand and expectations

Tourism is recovering rapidly, leading to increasing carbon emissions. At the same time a growing number of customers wish to lower their travel CO2 footprint. Tourism business and destinations must enable this.

4. City of Tampere and Tampere Region aim to be carbon neutral by 2030

Tourism sector as a forerunner of this development





Our goal

Ensuring that the Tampere Region is a carbon neutral travel destination by 2030.

Our promise

Working together to make the Tampere Region an international leader in sustainable tourism.

Our efforts to create solutions exceed our footprint and, in cooperation with regional operators, we provide tourists with the opportunity to visit the area in a carbon neutral manner.

Tampere Tourism Strategy 2030

VISIT
TAMPERE

Core Values

Boldness
Sustainability
Collaboration

Key Focus Areas

Empowering Commercial
Solutions

A Renowned and Attractive
Destination

Expanding International
Offerings and Cooperation

Smart and Sustainable Practices

Seamless Accessibility

Promise

**Tampere is
an Experience**

Objectives

Increased Tourism Revenue

Enhanced Recognition and
Year-Round Tourism

More International Visitors

A Leading Smart and
Sustainable Destination

Easy, Accessible and Seamless
Transportation

TAMPERE.
FINLAND



Shared Goal

**€1 Billion
in Tourism
Revenue**

**2.3 Million
Visitors**

Mission

**Environment
for Thriving
Tourism Business**





TAMPERE.

FINLAND

Visit Tampere – Climate Action Plan 2024 - 2025

Glasgow Declaration on Climate Action in Tourism

VISIT
TAMPERE

CHALLENGES AND RISKS

- **Engaging and supporting the companies:**
 - **Financial situation** – companies are unable to focus their resources on carbon neutrality efforts
 - **Incentives:** potential benefits are not evident, do not materialize or cannot be identified and quantified
 - **The customer demand** does not support carbon neutrality – the commercial incentives are insufficient and the choices of tourists do not support developing low carbon offerings and services.
- **Coordinated destination level cooperation** – fragmented action, no commitment to joint climate goal, lack of impactful public-private collaboration
- **The resources of Visit Tampere** for coordination and indicator-based development are insufficient and suitable project funding is not available

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Examples and inspiration

**SUSTAINABLE
TRAVEL
FINLAND™**



The logo for Tampella, featuring the word "Tampella" in a stylized, gothic-style font. The letters are dark with a lighter, possibly metallic or reflective, outline. The logo is positioned above a dark, rectangular structure that appears to be part of a building or a large sign.



Measure package

[5. Sustainable consumption](#) /

5.5. Sustainable tourism and experience economy

CARBON NEUTRAL EVENT

Organize a carbon neutral event. Compensate for the emissions of your event to the own carbon sink of Tampere Hall.

Carbon neutral event – reliably and transparently!





**SUSTAINABLE
TRAVEL**
FINLAND™



Carbon-neutral property

In 2019, the Tampere Hall became a carbon-neutral property, which together with the Courtyard by Marriott Tampere City Hotel forms a carbon-neutral block. The journey of environmental acts has already begun in 1991, and along the way we have e.g. switched to renewable energy (2012–2019), achieved the Nordic Swan Ecolabel (2014) and raised our energy class from E to C (2019). Over the years, the property has undergone several environmentally friendly and energy-efficient improvements.

Urban Climate Leaders in Tourism

Collaboration network of cities and tourism industry leaders – hotels and main attractions – to accelerate transition towards climate neutral travel. Led by Helsinki and Tampere.

Goals and Activities

- We enhance public-private partnership and collaboration between companies across industry sectors
- We seek more effective ways to measure and reduce the environmental impact of tourism and to prepare for and adapt to climate change
- We produce and share new information and best practices for the tourism industry
- We engage new stakeholders in our collaboration
- We elevate climate action to a competitive advantage for tourism

Member organizations

**Scandic Hotels
Sokos Hotels
Strawberry
Lapland Hotels
Courtyard Tampere City by Marriott
Messukeskus
Finlandia Hall
Suomenlinna
Linnanmäki
Särkänniemi
Korkeasaari
Menevä**

**Business Helsinki
Visit Tampere**



OUTDOOR EXPRESS

YOUR TICKET TO NATURE