



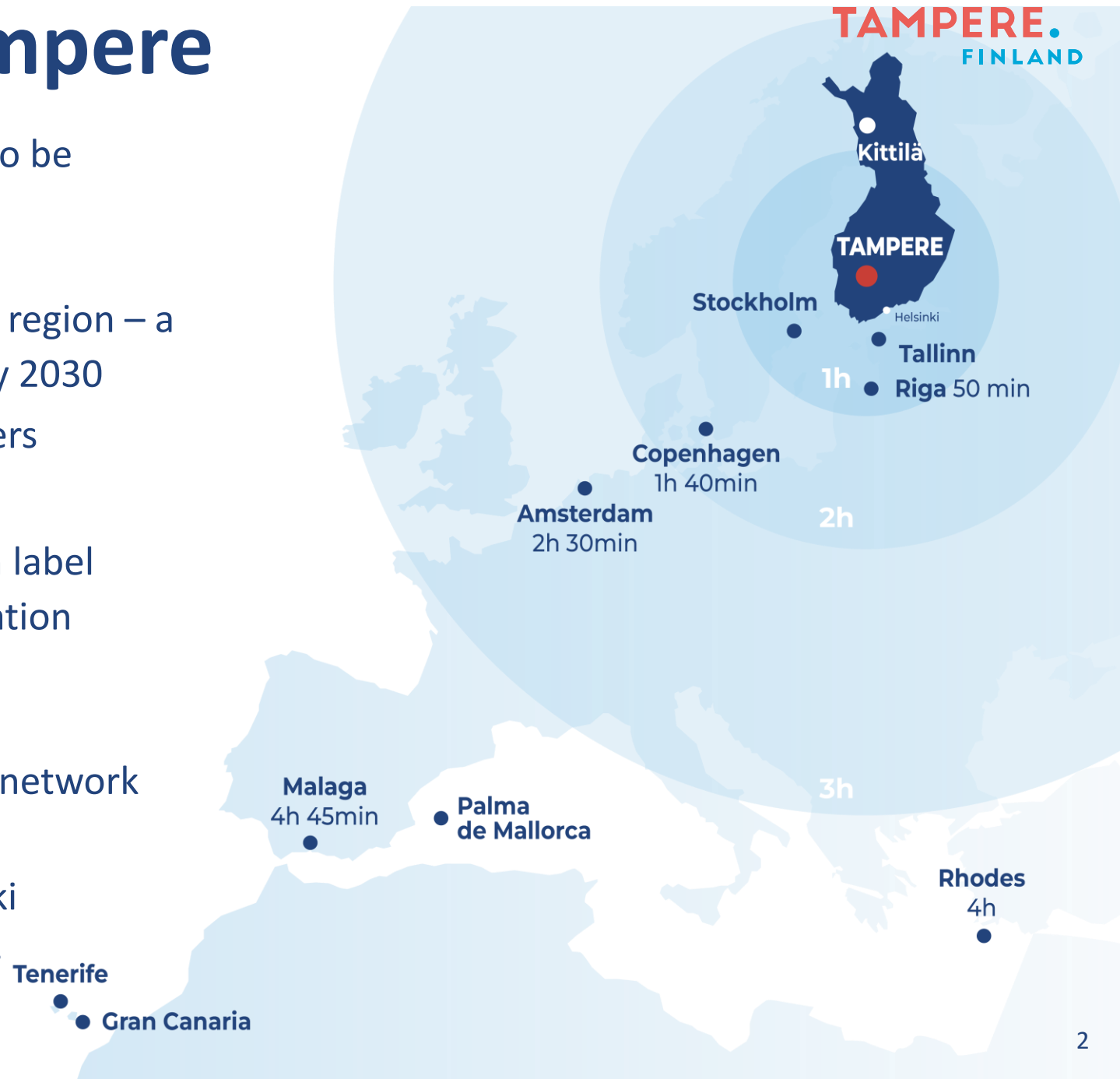
# Towards Climate-Smart Tourism Through Baltic Sea Region Cooperation

CLIMATE NEUTRAL DESTINATIONS  
PROJECT

ANNIKA KOSKENKORVA  
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# Climate action in Tampere

- City of Tampere and Tampere Region aim to be carbon neutral by 2030
  - Tourism sector as a forerunner of this development → Our goal is: Tampere region – a carbon-neutral tourism destination by 2030
- Close cooperation with city and stakeholders
- Visit Tampere has:
  - Sustainable Travel Finland destination label
  - Signed the UNWTO's Glasgow Declaration on Climate Action in Tourism
  - Climate Action Plan
  - Launched the Urban Climate Leaders network together with City of Helsinki
- Strong cooperation with the City of Helsinki inspired the idea for the CliNeDest project.







## Partnership

1. Visit Tampere (Lead partner)
2. City of Helsinki
3. The Baltic Institute of Finland
4. Royal Djurgården Society, Stockholm
5. Pomorskie Tourist Board
6. Public Institution Kaunas IN
7. City of Stavanger
8. Commercial Fund of VisitAarhus
9. Tallinn Strategic Management Office
10. Stockholm Environment Institute Tallinn Center

## Project duration

March 2025 – February 2028

## Total budget

3 110 000 €



# Main objectives of the project

## 1. Transition towards climate neutral tourism business

- Utilizing best solutions for measuring and decarbonizing
- Building competence and cooperation
- Responding to customer demand for low carbon travel

## 2. Increasing the resilience of tourism industry

- Building joint knowledge on the effects of climate change on tourism and how to adjust – resilient business and service models through Nordic-Baltic cooperation

# Results

## 1. Climate Smart Business Toolkit for Tourism –

Systematic development together with the companies

## 2. Baltic Sea Region Climate Neutral Destination Network –

Leading the transition of tourism industry



# Climate-Smart Business Toolkit



**1.**

Climate-smart business development tools for companies

**2.**

Model for co-creating low carbon visitor experiences

**3.**

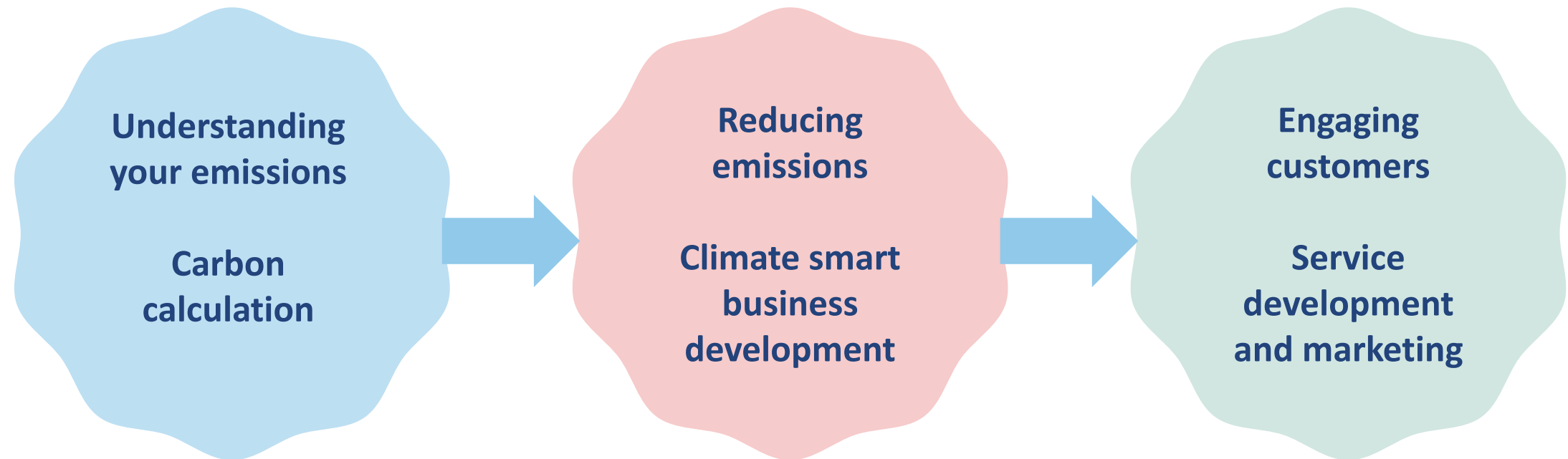
Knowledge management model for climate neutral destination development

**4.**

Training programme for utilizing Toolkit in destination climate work



# Developing Climate-Smart Tourism with companies





# Why should tourism companies join the project? What is the value?



1. **Carbon footprint calculation skills** and knowledge to **utilize the results** as part of business development.
2. **Meeting growing customer demand** and have communication skills on low carbon options.
3. **Skills to develop and market low carbon tourism experiences** and engage customers.
4. **Improving the climate resilience of the business** → Possibility to create new business opportunities.
5. **Climate change adaptation** – Better understanding and skills.
6. **Clear tools & expert support** – No need to figure everything out alone – get practical solutions from the project.
7. **Marketing and visibility** – Participating companies gain extra visibility through the project.
8. **Networking opportunities** – Joining the project, company gains new networks, also transnationally.
9. **Purpose and motivation** – Climate action brings meaning to everyday work, strengthens internal motivation, and ensures the long-term future of tourism.





# Thank you!

Annika Koskenkorva  
Project Manager at Visit Tampere  
[annika.koskenkorva@visittampere.fi](mailto:annika.koskenkorva@visittampere.fi)  
+358 40 562 0790

