



Helsinki Tourism Sustainability Policy

Helsinki

This policy outlines the commitment, principles, values and framework of the City of Helsinki towards sustainable tourism. It is drawn up in connection with the Helsinki City Strategy and the Helsinki Tourism and Events Programme. Helsinki has set an ambitious goal to be the most sustainable tourism destination in the world and is fully committed to achieve it.

31.1.2023



Nina Vesterinen
Tourism Director
City of Helsinki

The City of Helsinki has a tourism and events programme (TEP) for the years 2022 – 2026. This programme is signed by the Mayor and approved by the City of Helsinki’s Economic Development Sub-committee on 9.5.2022. The programme and its appendix “Measures and indicators (MI)” outline comprehensively our sustainability goals, measures and indicators. It has been drawn up in the connection with the City Strategy and several other programmes which are described more in detail in the programme. The whole tourism and events ecosystem was involved in formulation of the programme.

Mission statement

- An appealing city also attracts travellers. We will develop Helsinki into the smartest and most sustainable travel destination (Helsinki City Strategy page 56).



Core Values

- City of Helsinki’s core values are: resident orientation, ecology, justice and equality, economy, safety, involvement and participation, entrepreneurial spirit.
- The values and ethical principles can be read in more detail from the [city’s webpage](#)



Policy Principles

- Helsinki is committed to sustainability in all its activities. Helsinki’s sustainable tourism development principles are stated in the tourism and events programme. Sustainability is developed from an ecological, socio-cultural and economic perspective.

Helsinki Tourism and Events Programme 2022-2026

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

Strategic choices

A.1. International visitors will generate the growth in tourism	B.1. Environmental sustainability and carbon neutrality at the forefront of development	C.1. Smart development of tourism and events is based on knowledge
A.2. Events strengthen the liveliness and vitality of Helsinki	B.2. Helsinki residents, inclusiveness and social and cultural sustainability at the core of development	C.2. City space-related decisions support tourism and events
A.3. International congresses and major events as drivers of growth	B.3. Helsinki is a world leader in sustainability, verified by indices and certifications	C.3. Helsinki is a functioning platform for events

Prerequisites for the development

A.4. Distinctive urban culture, food and unique nature enhance the city’s appeal	B.4. The availability of skilled labour is vital for the sectors	C.4. Promoting companies’ digital capabilities to increase their competitiveness
A.5. Good transport links and smooth customer paths as prerequisites for competitiveness	B.5. Focusing on comprehensive safety is a prerequisite for the city’s appeal	C.5. Growth and renewal through accelerating innovation in the tourism and event sectors

Highlights from the Helsinki Tourism and Events Programme

- Helsinki as a tourist destination aims for the national Sustainable Travel Finland (STF) label by 2025.
- The City of Helsinki aims to be carbon-neutral by 2030.
- Helsinki aims to be number 1. in Global Destination Sustainability -index by 2025.
- Helsinki has signed the Glasgow Declaration on climate action in tourism.



UN Sustainable Development

Helsinki is a pioneer when it comes to enhancing and reporting the UN Sustainable Development Goals.

- The City of Helsinki delivers a SDG report to UN every two years.
- The Helsinki tourism and events programme is entirely based upon SDG's (TEP page 6).
- SDG analysis has been done to the tourism and events programme, as it is done to all the city programmes (TEP page 42).



Alignment

- *As sustainability should not be a separate action from the rest of the development, sustainability is written into the tourism and events programme. Thus, the policy is aligned with all the tourism development objectives and goals.*



Review, continuous improvement, and commitment

- Helsinki Tourism Sustainability Policy will be reviewed annually together with tourism and events programme (TEP page 26) and reported to City of Helsinki's Economic Development Sub-committee and discussed with the ecosystem.
- Helsinki aims to be the most sustainable destination in the world. This will be achieved by strengthening the international and national collaboration with other sustainability leaders (TEP page 20, MI page 8).
- Helsinki has signed the Glasgow Declaration on Climate Action in Tourism, Lisbon Declaration on Cities for all: building cities for citizens and visitors, and the Nur-Sultan Declaration on 'Smart Cities, Smart Destinations'. Additionally, Helsinki is part of the Global Destination Sustainability Index and the Sustainable Travel Finland programme.
- Special attention will be given to developing the skills and knowledge of the working staff and the whole tourism ecosystem.
- City of Helsinki has its own Tourism and Destination Management Unit whose sole purpose is to continuously develop tourism towards the main goal of becoming the most sustainable tourism destination in the world.



Procurement policy

- The City of Helsinki has a procurement strategy which places a strong emphasis on the responsibility and impact of procurements. The three main themes of the City's procurement strategy are 1. Functional markets and innovation promotion; 2. Impact and responsibility; and 3. Procurement management and procurement skills.
- Strong emphasis is also placed on developing the whole tourism ecosystem's procurement policies by enhancing the national Sustainable Tourism Finland programme and the local Think Sustainably service.



Communication

- This document will be publicly available on the official webpage of the Tourism and Destination Management Unit. It will also be published in the Helsinki tourism network intranet.
- Policy will also be published at the myhelsinki.fi website, which is targeted towards locals and visitors.

References

[Helsinki tourism operators](#) – *website for tourism ecosystem*

[MyHelsinki](#) – *website for visitors and locals*

[Helsinki City Strategy 2021-2025](#)

[Helsinki tourism and events programme 2022 – 2026](#)

[Measures and indicators](#)

[From Agenda to Action: Implementation of the UN Sustainable Development Goals in Helsinki 2021](#)

[City of Helsinki Procurement Strategy 2020](#)

The Helsinki logo consists of the word "Helsinki" in a bold, black, sans-serif font, centered within a white, rounded rectangular shape with a black border. The shape has a decorative, slightly scalloped bottom edge.

Helsinki