

Urban Climate Leaders in Tourism

Urban destinations as trailblazers in climate action for tourism - cooperation network

Our Mission

We accelerate the transition towards sustainable tourism in collaboration with industry leaders and cities. We aim to be pioneers and serve as role models for the entire sector, both nationally and internationally.

Our Goals and Activities

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

The group's activities are based on the United Nations-led [Glasgow Declaration on Climate Action in Tourism](#). Helsinki and Tampere have set the goal of achieving carbon neutrality by 2030 at the city level. The cities' ambitious climate work provides the foundation for achieving climate goals in the tourism industry as well. The tourism sector can play a significant role as a partner, catalyst, and international showcase in this effort.

Network Members

Members are committed to the network's shared goals and actions. Each member works ambitiously to promote sustainable and climate-friendly tourism within the framework of their own business. These stakeholders are also committed to advancing the [Sustainable Travel Finland \(STF\) program](#) led by Visit Finland.

Explore the sustainability and climate actions of the member organizations:

[Scandic Hotels](#)

[Sokos Hotels](#)

[Strawberry](#)

[Lapland Hotels](#)

[Courtyard Tampere City by](#)

[Marriott](#)

[Messukeskus](#)

[Finlandia-talo](#)

[Suomenlinna](#)

[Linnanmäki](#)

[Särkänniemi](#)

[Korkeasaari](#)

[Menevä](#)

[Helsingin kaupunki](#)

[Visit Tampere](#)

Contact information

If you wish to learn more about the network and the activities, you can contact us for further information:

Jukka Punamäki

Business Helsinki

+35844 713 1753

jukka.punamaki@hel.fi

Matti Pollari

Visit Tampere Oy

+35840 800 7800

matti.pollari@visittampere.fi