

A scenic view of a town with colorful wooden houses and a church, reflected in a body of water. The houses are in various colors, including yellow, orange, and red, and are built on a hillside. A large white church with a dark roof is prominent in the background. The water in the foreground is calm, reflecting the buildings and the sky. The sky is blue with some clouds.

Climate Action Plan for implementation of the Glasgow Declaration

Visit
Porvoo

July 2023



Strategic sustainability

The aim of the Unelmien Porvoo 2030 city strategy is that local businesses live a sustainable daily life and actively take part in promoting environment and climate goals. Climate actions are expected to generate more well-being and appealing services to citizens and tourists in Porvoo as well as a health-promoting urban environment.

In the future the success of tourist attractions and tourism businesses is determined by how they acknowledge sustainable development in their operations. Tourists' decision making is guided by values and attitudes. Stakeholders' demands towards tourism operators are increasingly public and discussions on responsibility are ongoing in the media.

To create successful business activities, tourism businesses must be increasingly interested in following and measuring the effects of their own actions on the economy, environment and society. Responsibility increases competitiveness, enables the success of businesses and affects the success of Porvoo as a tourist attraction.

A responsible tourist attraction has a good reputation, which attracts customers. A good reputation is not built solely through marketing and advertising. Instead, it is earned through reliable and responsible deeds and by discussing them openly. The choices of every business counts for the success of tourism in Porvoo.

Visit Porvoo

It is important to recognize and take into consideration the different aspects of sustainability. The environmental actions have been recognized and preserving nature and biodiversity, decreasing the amount of waste, decreasing energy consumption and promoting circular economy have been added in the strategic work.

Social responsibility is in Finland generally on a good level, we have equal rights for all, human rights are being followed, there is good occupational safety and combining work and family life is considered important. Where we still need to get better is within the inclusivity and we need clearer communication that every traveller is safe here no matter what their sexual orientation might be.

The financial sustainability takes into consideration the profitability, competitiveness, efficiency, the use of wealth and power including corruption, bribery and taxes.

What Visit Porvoo aims for is to make the visitors stay longer, which is a more sustainable way of traveling compared to making day trips, but it also increases our financial sustainability as the guests probably will need to use more services and spend more during their stay.

In addition to this the expanding of the tourist season is our focus and for this we organize for example different events in spring and autumn to draw guests into the city and make them stay outside the traditional high season periods.

The most important thing to recognize is that we are not doing all of this alone. Genuine sustainability is based on co-operation within the different sectors of the city, together with the companies in the city, with the inhabitants and together with the visitors. Our co-operation reaches to the neighboring municipalities, to Visit Finland networks on national level and abroad to other cities and countries working towards the same goal through different projects. Visit Porvoo focuses on developing the co-operation, building bridges and sharing information.



Measure

As part of Carbon Neutral Experience project Porvoo participated in a pilot calculation of the carbon footprint of tourism in Porvoo. The calculation was carried out by Sitowise Oy's experts, and it was financed by Uusimaa Regional Council.

At the beginning of the work, the calculation methods and limitations of previous similar studies were mapped. Based on the results of the initial surveys, a calculation pilot was implemented, the goal of which is to increase understanding of the carbon footprint caused by tourism, the most significant emission factors, and the uncertainties and challenges related to the calculation.

The goal of the calculation pilot was to determine the carbon footprint caused by tourism for the 15 participating municipalities in Uusimaa region.

In the municipality-specific tourism carbon footprint calculation, the following traveler groups are considered:

- Domestic and foreign tourists.
- Overnight tourists (those staying in both registered and unregistered accommodation establishments) and day tourists.
- Only commercial Travel (travel to own leisure apartments is not considered).

The limitations and method of the pilot calculation have been chosen so that ready-made data can be used in the calculation, the collection of which does not require information surveys for stakeholders or information requests to municipalities. In the calculation, public statistical data from the Statistics Finland, Visit Finland and Visitory have been primarily used. Usable statistical information was available on, among other things, the number of tourists who arrived, the number of overnight stays, the tourists' consumption in the area and the prices of overnight stays.

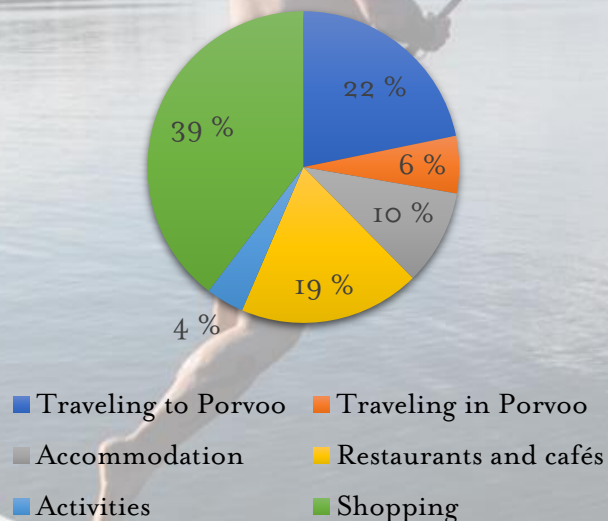
The Co2-calculator developed by Visit Finland for tourism regions will be taken into use as soon as it is released.

Measure

In the pilot calculation, the size of the carbon footprint of tourism for Porvoo was **43.7 ktCO₂-eq**. The result describes the number of emissions from tourism in 2021 (most of the starting data for the calculation was from 2021).

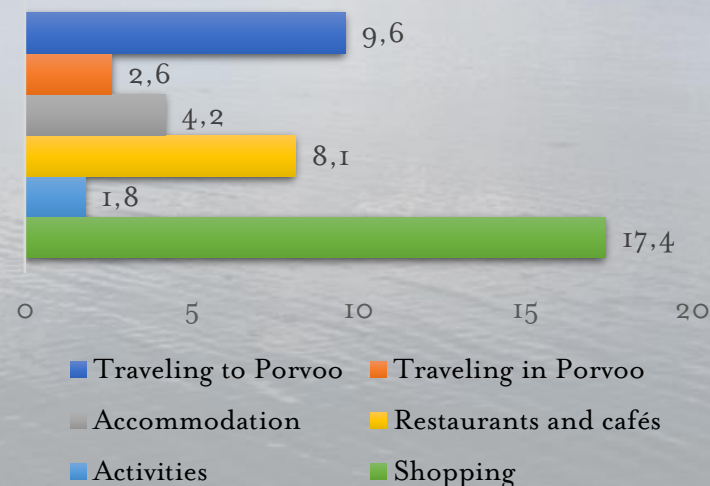
The amount of tourism emissions per passenger was **0.13t CO₂-eq**.

Sector-specific tourism emissions
as relative shares



Porvoo 2021. The emissions from shopping are only partially caused by tourism.

Sector-specific tourism emissions
in carbon dioxide equivalents
ktCO₂-eq



Porvoo 2021. The emissions from shopping are only partially caused by tourism.



Decarbonise

- Porvoo is the climate municipality of 2023
 - The city of Porvoo was awarded Climate Municipality of the Year at the Climate Conference for Municipalities in Tampere in May 2023 by the Association of Finnish Municipalities. The city of Porvoo's climate work started in 2008 and has grown into a common cause of the entire organization and Porvoo. Porvoo is aiming for carbon neutrality by 2030. The goal is achieved through close cooperation, the commitment of different stakeholders and strong communication.
- The Climate Action Plan for City of Porvoo is being updated and will be released by end of 2023 for 2024-2027.
- Visit Porvoo Guidebook for tourism actors and stakeholders in the area including information on sustainability is under construction
- Recognized areas
 - Traffic; the development of rail connections, the development of local public traffic, the development of bike travel, energy efficient planning and urban infrastructure
 - Energy; Carbon neutral energy for homes and businesses by Porvoo Energia, choosing energy-efficient solutions and communicating about them when organizing public events
 - Consumption; promoting and supporting development of local products and services under Porvoo Local-theme, marketing of local businesses and services on web, social media and on different marketing events
 - Other; development of local carbon compensation to improve the sustainability and climate friendliness of the tourism industry

Regenerate

The first step is to ensure that all actors, both public and private, have the same view of what regenerative tourism is. This is done through collaboration and education.

- The Climate Action Plan for City of Porvoo is being updated and will be released by end of 2023 for 2024-2027.
- Visit Porvoo Guidebook for tourism actors and stakeholders in the area including information on sustainability is under construction
- Extending the stay of the tourist and expanding the tourist season.
- Several tourism operators in Porvoo region have started their journey to sustainably certify their operations and the journey towards Sustainable Travel Finland certificate during 2022 and 2023. Many more have shown interest towards the work.
 - We have three Sustainable Travel Finland certified actors in Porvoo area.
- Promoting bike travel with the South Coast Bikepacking Trail project funded by the Ministry of Economic Affairs and Employment of Finland
- Promoting and cooperating with the unique Old Porvoo and its strong cultural heritage and history and at the same time preserving its genuity
- Promoting the archipelago of Porvoo as destination and highlighting services and tourism operators
- Promoting inclusion and LGBTQ Travel for tourism actors in Porvoo region
 - The We Speak Gay partnership supports Visit Porvoo's strong desire to develop sustainable tourism, where social sustainability is one of the cornerstones of the development. With this partnership, we commit to promoting inclusiveness in our area and our networks. We want to ensure a safe travel experience for everyone, which is not a given globally.
- The Visit Porvoo team participated in the Miljoona Roskapussia (One million bags of trash) campaign by YLE, where every Finn was invited to collect trash from the streets and roadsides during two months time in spring of 2023. Altogether more than 1000 bags of collected trash was reported from the Porvoo area.

Collaborate

- Collaboration with local tourism and event actors, companies and associations
- Promoting and communicating about the climate program of the city of Porvoo for tourism actors and visitors in Porvoo region
- Promoting the development of sustainable tourism products through the Carbon Neutral Experience project for tourism actors in Porvoo region
- Collaboration with Visit Finland and promoting the Sustainable Travel Finland certification among tourist actors in Porvoo region
- Visit Porvoo was accepted to the Urban Agenda for the EU network to create innovative sustainable solutions for urban challenges and promote cooperation within states, cities, the European Union and other stakeholders.
 - The sustainable tourism partnership network focuses on tourism as a central part of the sustainable development of cities. Sustainable tourism requires a balance between economic, social, cultural and environmental sustainability. Themes discussed include, for example, respect for the natural and cultural environment, socio-economic development of destinations and companies, and the effects of tourism growth in cities.
- Visit Porvoo signed the Glasgow Declaration to demonstrate a shared voice and commitment to aligning the tourism sector's climate ambitions with scientific recommendations and international agreements.
- Co-operation with Haaga-Helia University of Applied Sciences on CULTURATI project, where the main goal is to increase the sustainability of cultural heritage sites and bring silent cultural capital and local stories to life.
- Educating stakeholders within sustainable travel including subject areas of social, environmental and strategic responsibility and responsible leadership
- Collaboration with neighboring municipalities for stronger marketing visibility and shared knowledge and experiences



Finance

The City of Porvoo is committed to the targets set for sustainability and carbon neutrality. It is recognized that to meet the needs resources are required in expertise, actions, knowledge-sharing and funding.

The city's climate program is a dynamic entity that lives with the city's operations. The program is constantly maintained and updated whenever there is a need to make such changes or updates to the program that require the approval of the city council or when the amount of information to be updated has substantially increased.

Visit Porvoo actively scans for ways to support sustainable development through for example projects and collaborations.



For more information

Sari Myllynen
Head of Tourism Development
sari.myllynen@porvoo.fi
+358 40 706 1200

Katri Nikiforow
Specialist in Tourism & Events
katri.nikiforow@porvoo.fi
+358 40 487 2113

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