



# GOSAIMAA

LAPPEENRANTA AND IMATRA REGION

Glasgow Declaration on Climate Action in Tourism –  
Climate Action Plan 18.5.2022-17.5.2023 – goSaimaa Ltd



Leverage from  
the EU  
2014–2020



- goSaimaa Ltd is the official destination development and marketing company on Lake Saimaa, Purest Finland, Lappeenranta & Imatra region.
- goSaimaa has a partner network of 68 tourism related companies which are joint marketed under goSaimaa DMO -page [www.gosaimaa.com/en](http://www.gosaimaa.com/en). goSaimaa cooperates closely with the cities of Lappeenranta and Imatra, who are also the biggest shareholders of the company.
- We work our utmost to become a sustainable travel destination – we respect the unique nature of Lake Saimaa, the biggest lake in Finland.
- As Glasgow Declaration signatory we commit to deliver our climate action plans within 12 months of signing and implementing them accordingly.  
This is our first Climate Action Plan 2023 of CAPs 2023-2030.





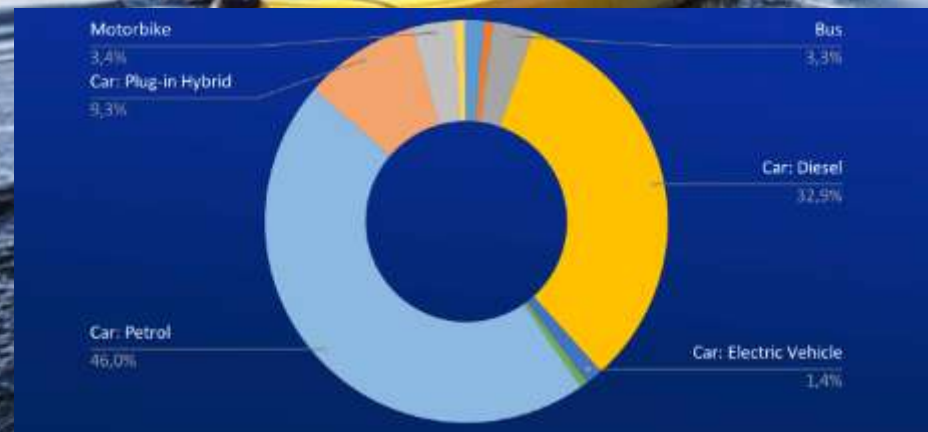


- goSaimaa brand is part of Lake Saimaa Purest Finland. Internationally we promote under the Visit Finland brand.
- During the CAP 2023 process we have encountered many familiar perspectives related to sustainability, such as, local food, low footprint experiences in the nature and smart mobility in terms of public transportation and accessibility, the CAP planning and implementing has resulted to wider thinking and as this is the first time to the CAP to be presented, we have such a big amount of information to extend to include our main activities and implement to our partners.

## 1 MEASURE 1/2

- 2022-2023 goSaimaa has conducted a measurement of the carbon footprint of travelers travelling to the region.
- Travelling to the destination is a significant factor in the carbon footprint. goSaimaa monitors the traveler's carbon footprint in order to improve the matter.
- The measurement was done by an outside service provider. The data review is found in Finnish: <https://gosaimaa.com/nuut/majoitus-ja-matkailutilastot/>
- The result of the measurement is 0,09 kgCO<sub>2</sub>e/km.
- Referred to above mentioned, the aim is to halve the result by 2030.

The diagram on the right indicates the distribution of different kind of vehicles.





## 1 MEASURE 2/2

### FUTURE

- It has been noted that the 2022-2023 measurements should be observed and developed cause of the measurement model. Now it indicates the whole journey of the traveler as it can be misleading from the DMO point of view.
- Referring to the diagram on previous page, we will highlight the possibilities for smart mobility, such as public transportation options, in our marketing and communications.
- We are solving the possibilities for measuring our own carbon footprint both on company and DMO level, as it is not yet possible.
  - goSaimaa Ltd already does many things in a sustainable way: promotional bags are made of recycled material, holiday guide brochure is printed on a certified paper, the staff travels with public transportation when business trips occur and the office has recycling as it is heading to become a paperless office.

## 2 DECARBONISE

- goSaimaa has worked together with the cities of Lappeenranta and Imatra to observe the overall situation and created a [Regional roadmap for Sustainable tourism >>](#). The roadmap is cutting through the point 2 of the CAP. The roadmap is done for the first time and it creates an option for updating, which will be explored.



## 3 REGENERATE 1/2

What we have learned:

- Key emissions recognised.
- The CAP tells us the whole picture: what we can do in the future and how to do it with the resources available.

What we need to do:

- Head for lowering the carbon footprint.
- "Make sustainability a default option."

(Source: BehaviorSMART.)



## 3 REGENERATE 2/2

- goSaimaa explores the possibility to act concretely at least once a year for the climate. This requires continuous development work and embracing new habits and operating models.
  - goSaimaa implements many different project throughout the year, one being study of electronic flying.
- In May 2023 we organized in cooperation with the cities of Lappeenranta and Imatra a cleaning day. It was also a part of a national campaign of the Finnish national broadcasting company, Yle, Miljoona roskapussia ('one million carbage bags').
  - The main purpose of the act was adding positive impact to local community and environment. By growing awareness the Lake Saimaa will stay pure for the future generations.

Link to a local newspaper article in Finnish:  
<https://www.esaimaa.fi/paikalliset/5910598>





## 4 COLLABORATE

- goSaimaa cooperates on international, national and local levels.
- goSaimaa communicates about sustainability issues to the partners and stakeholders.
- goSaimaa is the curator in Visit Finland's Sustainable Travel Finland (STF) -path in Lappeenranta and Imatra region.
  - Aim to become a STF-destination.
- goSaimaa organizes training sessions on communication regarding sustainability, inclusiveness and other themes.
- goSaimaa does light marketing on the themes of accessibility and sustainability.



## 5 FINANCE

- goSaimaa will do research work for finding best solution for finance and maintaining sustainable ways of working as also developing the measurement work.
- For companies and stakeholders the message is clear: Climate action to bring cost savings.



## GOSAIMAA SUSTAINABILITY

- goSaimaa is currently updating [the sustainability webpage >>](#). Constructing, planning and implementing the CAP has helped a lot with the webpage plan.
- Summer 2023 we will also publish a guide for a responsible traveler & the best guidelines to become a sustainable tourism company.

GOSAIMAA



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# GOSAIMAA

LAPPEENRANTA AND IMATRA REGION

Glasgow Declaration on Climate Action in Tourism – Climate  
Action Plan #2 18.5.2023-17.5.2024 – goSaimaa Ltd



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## 1 MEASURE

- 2023-2024 goSaimaa has conducted a measurement of the carbon footprint of travelers travelling to the region.
- Travelling to the destination is a significant factor in the carbon footprint. goSaimaa monitors the traveler's carbon footprint in order to improve the matter.
- The measurement was done by an outside service provider. The data review is found in Finnish: <https://gosaimaa.com/nuut/majoitus-ja-matkailutilastot/>
- The result of the measurement is 0,09 kgCO<sub>2</sub>e/km, the same as previous year.

The diagram on the right indicates the distribution of different kind of vehicles.

- It has been noted that the measurements should be observed and developed cause of the measurement model. Now it indicates the whole journey of the traveler as it can be misleading from the DMO point of view.
- We are planning to measure our own carbon footprint both on Ltd and DMO level.







## 2 DECARBONISE

- goSaimaa works together with the cities of Lappeenranta and Imatra to improve the overall situation.

## 3 REGENERATE

What we have learned:

- Key emissions recognised from the point of view of goSaimaa personnel. Personal carbon footprint calculations indicate that the emissions are a result of business travelling abroad.

What we have done:

- goSaimaa explores the possibility to act concretely at least once a year for the climate. 2023-2024 we took indirect actions, such as:
  - We handed out pencils with seeds, so that the receivers could grow their own pine trees.
  - We published a guide for a responsible traveler & the best guidelines to become a sustainable tourism company. These are found in our sustainable travel webpage at [gosaimaa.com](https://gosaimaa.com).
- As carbon handprint actions we conducted business consultation regarding the Sustainable Travel Finland (STF) -program and our region has now more STF-labelled companies and also our cooperation partner Saimaa UNESCO Global Geopark is STF-labelled.





## 4 COLLABORATE

- goSaimaa continues to cooperate on international, national and local levels.
- Sustainability issues are a part of everyday communication.
- goSaimaa works as the curator in Visit Finland's Sustainable Travel Finland (STF) -path in Lappeenranta and Imatra region.
  - Aim to become a STF-destination.
- goSaimaa organizes training sessions regarding sustainability, inclusiveness and other themes.
- goSaimaa continues light marketing actions on the themes of accessibility and sustainability.



## 5 FINANCE

- goSaimaa continues to do research work for finding best solution for finance and maintaining sustainable ways of working as also developing the measurement work.



Small steps for the greater good.

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# GOSAIMAA

LAPPEENRANTA AND IMATRA REGION

Glasgow Declaration on Climate Action in Tourism – Climate  
Action Plan #3 18.5.2024-17.5.2025 – goSaimaa Ltd



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the European Union



REGIONAL  
COUNCIL  
OF SOUTH  
KARELIA



## 1 MEASURE

- 2024-2025 goSaimaa has not conducted a measurement of the carbon footprint of travelers travelling to the region.
- We are planning to measure our own carbon footprint both on Ltd and DMO level next time during 2025-2026.





## 2 DECARBONISE

- goSaimaa continues the work together with the cities of Lappeenranta and Imatra to improve the overall situation.



## 3 REGENERATE 1/2

What we have learned:

- Sustainable tourism operations require resources, especially timewise.
- 26.6.2024 the city of Imatra held 'Towards Regenerate Travel' - seminar, goSaimaa acted as a cooperation partner to the event held.

What we have done:

- goSaimaa explores the possibility to act concretely at least once a year for the climate. 2024-2025 our climate act is introduced in the next slide.



## 3 REGENERATE 2/2



GOSAIMAA SUSTAINABILITY ACT  
2024:

<https://www.youtube.com/watch?v=muhsSWq-7x8>.



## 4 COLLABORATE

- goSaimaa continues to cooperate on international, national and local levels.
- Sustainability issues are a part of everyday communication.
- goSaimaa works as the curator in Visit Finland's Sustainable Travel Finland (STF) -path in Lappeenranta and Imatra region.
  - Aim to become a STF-destination.
  - Visit Finland gave recognition to goSaimaa's sustainability work in the end of 2024. Link to the article: <https://www.visitfinland.fi/ajankohtaista/utiset/2024/kestavan-matkailun-suunnannayttajat-palkittiin>
- goSaimaa organizes training sessions regarding sustainability, inclusiveness and other themes.
- goSaimaa continues light marketing actions on the themes of accessibility and sustainability.



## 5 FINANCE

- goSaimaa continues to do research work for finding best solution for finance and maintaining sustainable ways of working as also developing the measurement work.





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