



Haltia Lake Lodge - Sustainable Tourism Development Plan

August 26, 2024 / Kai Paroma & Teemu Tuomarla

Environmental Policy and Guidelines (August 2024)

1. Sustainability Certifications and Commitments

We are continuing our participation in the Sustainable Travel Finland Program and aim to achieve Green Key certification by the end of 2024. Our hotel's features and services have been designed to meet Green Key criteria from inception, with our most recent Green Key re-audit completed in November 2022.

We are committed to supporting Parks & Wildlife Finland (PWF) sustainability goals:

- Adhering to PWF's principles of sustainable tourism (<https://www.metsa.fi/en/responsible-business/nature-tourism-and-sustainability/principles-of-sustainable-tourism/>)
- Collaborating with PWF on bog restoration in Nuuksio National Park, including the construction of four dams in the Haukkalampi area in August 2024, with plans for continued annual involvement
- Supporting youth and student employment initiatives

2. Environmental Stewardship

2.1 Waste Reduction and Recycling

- Our operations are 99% paper and plastic-free
- We strictly minimize plastic use and prohibit single-use plastics
- Comprehensive recycling practices are in place, with dedicated sorting areas for paper, cardboard, glass, metal, biowaste, batteries, and incineration waste
- We repurpose breakfast leftovers in dinner menus to minimize food waste (e.g., banana bread, tomatoes and bread in panzanella salad)

- A significant portion of our furniture, cutlery, and dishes are upcycled or recycled

2.2 Energy and Resource Management

- We operate on 100% renewable wind power, sourced from our partner, Lumme Energia
- We collaborate with Lumme Energia to promote the advantages of wind power
- Our goal is to achieve carbon neutrality by 2026
- We have joined the Visit Espoo CarbonWise Program to calculate and systematically reduce our carbon footprint

2.3 Sustainable Consumption and Production

- We prioritize local products and services
- We engage in treatment fishing in local lakes and incorporate the catch into our dinner menu
- We cultivate our own herbs both indoors and outdoors
- We produce honey on-site
- We have installed birdhouses and insect hotels in the hotel surroundings, with the latter built by disabled youth from a local vocational institute

3. Guest Education and Community Engagement

- We implement gamified environmental guidelines and education for our guests
- We offer activities for foreign visitors that showcase foraging, wild herb knowledge, and nature and wildlife recognition
- We partner with Sydänturva and have installed a publicly accessible defibrillator on the premises

4. Culinary Approach

We prioritize local, organic, and high-quality produce:

- Partnering with pioneering producers and suppliers
- Featuring game, fish, and locally-sourced vegetables
- Offering extensive vegan options

5. Introduction to Haltia Lake Lodge

Haltia Lake Lodge is a 20-room hotel with 5 glamping units, offering a five-star nature experience adjacent to Nuuksio National Park. Our focus is on sustainable development,

outdoor activities, and connecting guests with nature. The hotel opened in autumn 2021 and received Green Key certification just seven weeks after opening, with recertification achieved in September 2024.

Guiding and engaging customers in environmentally and nature-respectful practices is a core aspect of our customer service. We continuously develop our expertise in responsible actions in collaboration with our partners.

6. Socio-cultural Sustainability

6.1 Visitor Experience Development

- We collect customer feedback through TripAdvisor and the hotel's feedback channel
- Customer satisfaction is measured using TripAdvisor and the hotel's feedback channel

6.2 Local Community Engagement

- We prioritize hiring employees from the local area
- We source local products and raw materials, including food, beverages, and retail items
- We partner with local businesses whenever possible
- We contribute to the local economy by attracting visitor spending. We have calculated that the employment and financial impact on the area will be 26 person-years and 4 million euros over the next 3 years
- We participate in local community activities, such as the Parks & Wildlife Finland's bog restoration project, which we've chosen as our charity focus. We offer our own work time as volunteer labor for this project in Nuuksio National Park. We restore bogs annually in areas defined by Parks & Wildlife Finland

6.3 Staff Training on Local Characteristics

- Our mission is to get customers to engage with nature in a sustainable way. Sustainable development is in the DNA of our entire operation
- We organize staff training as needed

6.4 Inclusive Tourism and Equality

- All are welcome at our establishment

- We particularly cater to seniors and disabled segments due to our accessible facilities and hiking trails
- We offer special rates for seniors from Sunday to Wednesday

6.5 Communicating Sustainability Efforts

- We use our website and Instagram as primary communication channels
- We leverage our Green Key certification and Sustainable Travel Finland label in our communications
- On-site, we provide guidance and instructions as needed. We also have QR codes compiled in a folder at reception, providing detailed information about our sustainability work

7. Ecological Sustainability

7.1 Minimizing Negative Impacts and Maximizing Benefits

- Addressed in Green Key certification: wind power, low-flow devices and faucets, energy-efficient new appliances
- Upcycled materials used in interior design

7.2 Impact on Infrastructure Sustainability

- Instructions for public transportation access are provided on our website

7.3 Climate Change Adaptation and Mitigation

- We calculated our carbon footprint after one year of operation in August 2022. Results will be updated in August 2023 and 2024

8. Economic Sustainability

8.1 Economic Viability and Maximizing Regional Economic Impact

- Calculations were made before opening, with the goal of becoming the region's top destination
- We aim for top customer satisfaction

8.2 Product Development, Marketing, and Stakeholder Communication

- All program services are designed with sustainability in mind, e.g., bird watching tours, hikes, fermentation courses

- Our flagship product is the Nature Conservation Holidays concept, developed in collaboration with Parks & Wildlife Finland, where guests participate in restoration work in Nuuksio National Park

8.3 Procurement and Investments

- We partner with PlanB (Recycling Center) for upcycled furniture
- We sell Vai-ko merino wool beanies and Woolly Wolf pet accessories made from recycled materials
- Toinen Luonto supplies our birdhouses
- Insect hotels are built and delivered by students from Live Vocational College
- We prioritize organic and local food whenever possible
- We carefully select partners that align with our operational model and vision
- A management team member is involved in the procurement process for all significant purchases

8.4 Financial and Human Resources

- We use both full-time and seasonal workers

8.5 Financial Contributions and Metrics

- Volunteer work contribution to Parks & Wildlife Finland/bog restoration:
 - 2021-22 Goal: 6 days (Achieved)
 - 2023 Goal: 6 days = 1 day/employee = 6 days x €150 = €900 (Achieved)
 - 2024 Goal: 6 days = 1 day/employee = 6 days x €150 = €900 (Achieved)
 - 2025 Goal: 6 days
- Water consumption:
 - 2021-22: 464m²/year, 0.1212 per customer
 - 2023 Goal: Reduce water consumption by 5% per overnight guest
- Electricity consumption:
 - 2022: 325,000 kWh, 85 kWh/customer
 - 2023: 279,000 kWh (-14%)
 - Goal: Reduce electricity consumption by 5% per overnight guest for 2023

9. Action Plan for Haltia Lake Lodge

9.1 Ecological Sustainability (as per Green Key certification)

Action	Goal	Schedule	Responsibility	Budget	Measurement	Result 2024
Action: Improve recycling and sorting in the area	Engage Haltia Nature Center and Folkhälsan	2025	Sari / Mikko		Improvement from current state	Communication improved
Participate in bog restoration volunteer work	Participate in Nuuksio bog restoration as volunteers	2025	Teemu	6 person-days	Completed person-days	Completed

9.2 Socio-cultural Sustainability

Action	Goal	Schedule	Responsibility	Budget	Measurement	Result 2024
Action: Develop a model for employee skill development	Hold regular training sessions for staff	2024	Sari/Teemu		Increase in training days compared to the current state	Completed
Ekopassi	Guide customers in nature and sustainable development	2025	Teemu Tuomarla		Introduce mobile app (seppo.io)	In progress

I have read and understood the document:

Date & name (fill in one of the boxes):

--	--

--	--

--	--

--	--