



**SHALL WE ACT TOGETHER FOR A BETTER FUTURE?**

YELLOW IS THE COLOR OF HOPE AND JOY. IT'S ALSO THE COLOR OF MOOD OF FINLAND COMPANY AND IS ASSOCIATED WITH THE MISSION. HOPE WITHOUT ACTION REMAINS HOPEFULNESS. JOY EXPERIENCED TOGETHER DOUBLES THE JOY. MOOD OF FINLAND COMPANY'S MISSION IS TO ACT, TOGETHER WITH OTHERS, FOR A BETTER FUTURE. I AM LOOKING FORWARD TO HEARING FROM YOU!

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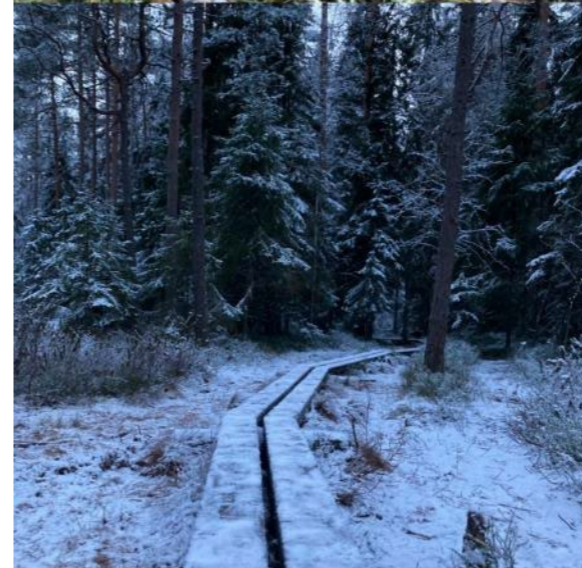
**One Planet – Glasgow Declaration Action Plan 01/2023**  
**Mood of Finland**  
 Glasgow climate declaration signed 22.11.2021



# Action plan 22.11.21- 22.11.22. Action plan published 27.1.2023

Includes the five steps:

- **Measure**
- **Decarbonise**
- **Regenerate**
- **Collaborate**
- **Finance**





# Measure

- Mood of Finland company has implemented the emission counter of Finland's national tourism industry and the emissions have been measured over a period of two years (2021 and 2022)
- The emissions have been measured in level of scope 1-3
- Please, find more information from the adjacent picture
- Results have been published in transparent way in websites and in social media platforms

## MOOD OF FINLAND COMPANY ACTS FOR A BETTER FUTURE, TOGETHER WITH OTHERS AND IN GOOD MOOD

Mood of Finland company's emissions have now been calculated over a two-year period using the Tourism Industry's emissions calculator. According to this counter, the numbers include Scope 1-3 level emissions.

### Note:

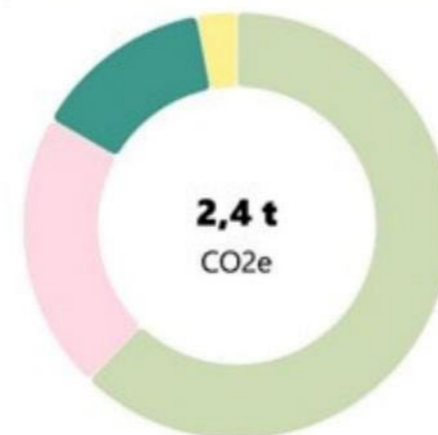
- Mood of Finland is a service provider
- No permanent place for office
- Emissions from energy consumption have been calculated according to home office consumption, 18% of the total consumption (electricity and electric heating, with solar energy)
- Accommodation is clearly the largest single source of emissions -> 1046 kg CO<sub>2</sub>e, i.e. almost half of the emissions
- There are 27 days of accommodation and the cost is €2490 (in the calculator as a coefficient of 0.42 kg/€)
- I have accumulated a lot of travel kilometers because I offer training services all over Finland and the number also includes one trip abroad across the country.
- Train 2460km, bus 250km, car 9026km, of which 85% with renewable fuel)
- There are no flights at all

The emissions counter for the tourism industry in Finland is still in the pilot phase, and the figures may not be correct in all respects yet

## Mood of Finland hiilijalanjälkiraportti

### Päästöjen jakauma v.2022

### Päästökategoriat




Emissions: 21kg CO<sub>2</sub>e by service unit

- Toimitilat ja kiinteistöt
- Hankinnat
- Logistiikka
- Hallinto

2021: 2,6t CO<sub>2</sub>e

## CUTTING EMISSIONS AND CARBON NEUTRALITY

- Mood of Finland's carbon neutrality is strongly in the hands of service providers.
- The choices that can be directly influenced have already been made to a very large extent.
- According to Finnish compensation companies, Mood of Finland could compensate its 2022 emissions by paying €84
- Mood of Finland does not directly compensate, but donates money every year to the Natural Heritage Foundation for the protection of old forests
- In 2022, Mood of Finland paid the Natural Heritage Foundation €330 + €170 for the sale of Love Forest Finland certificates
- Glasgow climate declaration signed 11/21

 Mood of Finland





# Next step 2023: Measure

- Mood of Finland company continues to measure the emissions and continues open communication and fleshing out the emission discussion so that the threshold for other companies to join is lowered
- Emissions can be higher during the following year as international cooperation requires at least one to two trips abroad
- The emissions will be published and at least part of the trips are made by land
- All the domestic trips are made by land





# Decarbonise

Accommodation is clearly the largest single source of emissions -> 1046 kg CO<sub>2</sub>e, i.e. almost half of the emissions.

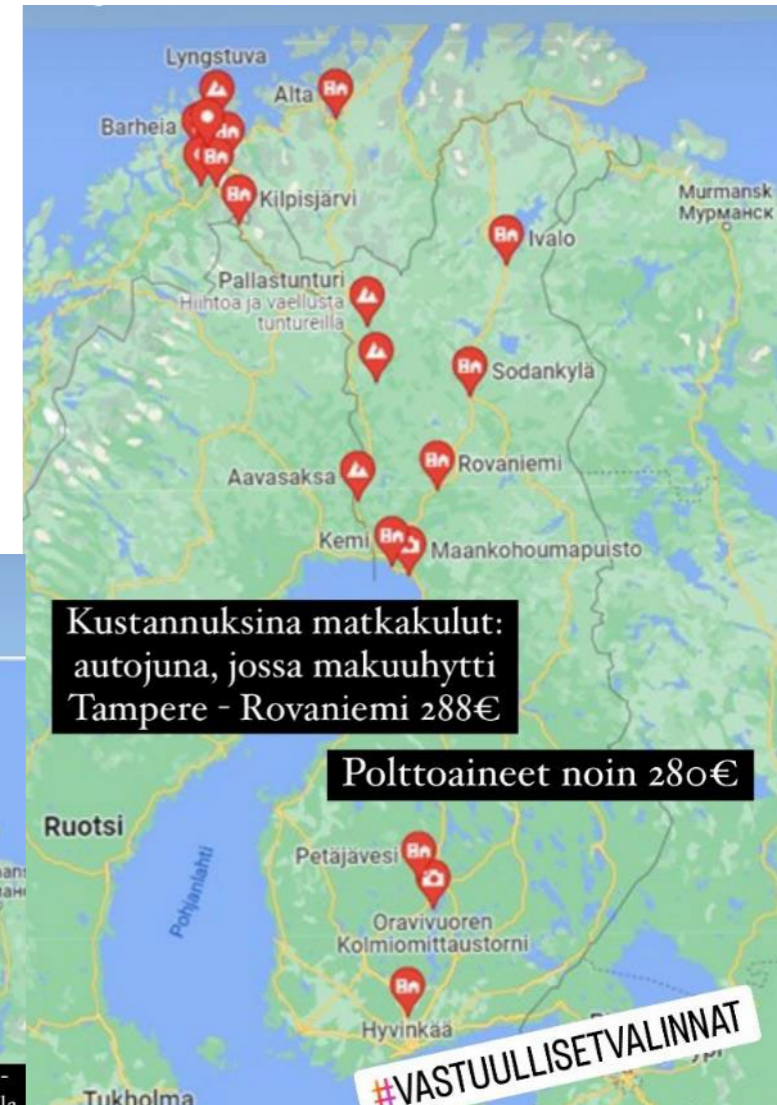
- There are 27 days of accommodation, and the cost is €2490 (in the calculator as a coefficient of 0.42 kg/€)

Lot of travel kilometers are caused because offering training services all over Finland. 2022: Train 2460km, bus 250km, car 9026km, of which 85% with renewable fuel. Total emissions: 425 kg CO<sub>2</sub>e (2022)

- During the years 2021-22 there have been no flights at all
- 85% of the fuel used in car is renewable fuel
- whenever possible, public transport has been used

According to Finnish compensation companies, Mood of Finland could have compensated its 2022 emissions by paying €84

- Mood of Finland does not directly compensate, but donates money every year to the Natural Heritage Foundation for the protection of old forests
- In 2022, Mood of Finland paid the Natural Heritage Foundation €330 + €170 for the sale of Love Forest Finland certificates





# Next step 2023: Decarbonise

Mood of Finland's carbon neutrality is strongly in the hands of service providers.

- The choices that can be directly influenced have already been made to a very large extent.
- Trying to find also in future the best possible connections to travel by public transport

## Solutions:

- Trying to find the accommodation providers with lower emission.
- Asking for the emissions encourages accommodation providers to calculate the emissions and publish the information for customers

## Compensating:

- Mood of Finland does not directly compensate, but donates money every year to the Natural Heritage Foundation for the protection of old forests and keeps on doing so
- In case of business trips that requires flying, the emissions will be calculated and compensated in a fair way





# Regenerate

- Mood of Finland is a forerunner of regenerative tourism in Finland and part of the international community (Turismo Regenerativo, Anna Pollock)
- Anu Nylund (the owner of the company) has attended various international courses of regeneration (2021-22)
- Mood of Finland has organized three webinars (Dec 2021, March 2022, Dec 2022) about Regeneration free of charge to anyone interested in subject
- Mood of Finland company has developed the concept of Love Forest Finland in regenerative way
- Events have been organized (2021, 2022) at Love Forest Finland basecamp to take off the alien species (Giant balsam)
- Mood of Finland company's owner has published several articles about regeneration in Finnish and in English
- Mood of Finland company was a partner to develop Shephard Holidays in regenerative way in Finnish Lapland
- Mood of Finland company has been invited to be a partner in a project funded by Erasmus+ to share the experiences of Love Forest Finland and to produce training material of forest-based well-being and regenerative way of acting
- The first trees under the concept of Love Forest Finland have been planted abroad in Spain (Asturias)
- More information: [www.loveforestfinland.com](http://www.loveforestfinland.com)





# Next step 2023: Regenerate

- Active role in international community of Regenerative tourism and networking in Nordic cooperation
- Keynote speeches on regeneration
- Educational courses in Regenerative thinking and tourism
- At least one cooperation project promoting regenerative thinking with some of the Finnish Tourism Destinations
- Lobbying to ensure that regeneration is not used for wrong purposes or in wrong context
- At least one event / year to take off the alien species
- New openings of Love Forest Finland basecamps in Finland
- New trees of Love planted abroad as Love Forest grows where the trees have been planted





# Collaborate

- Mood of Finland company shares all the possible information in very open way and when signing the Glasgow Declaration as the first one in Finland, also invited others to sign by posting information in social media
- Mood of Finland company has joined the national network for all signatories led by Visit Finland
- Mood of Finland company is an active member of ICRT Finland network, and the owner has got opportunities to join the panel discussions and conferences
- Mood of Finland offers training and invites other companies to join and sign Glasgow Declaration
- The underlying idea is also that the welfare states must work together to ensure that people of the global south no longer have to suffer from the harms of climate change caused by emissions from the global north
- Joining in active way the international networks





# Next step 2023: Collaborate

- Attending the national network for the signatories of Glasgow Declaration
- Attending in more active way the events offered by One Planet, Glasgow Declaration network
- Posting at least one blog article about Glasgow Declaration in 2023
- Opening discussions about climate change and regeneration at international meetings on regenerative tourism





# Finance

- Mood of Finland company is a small company with relatively small financial resources at its disposal
- At home office all possible actions have been done (such as the installation of an air source heat pump, saving energy, waste recycling, all energy is renewable)
- Since acting for a better future is the company's mission, we are also looking for ways to finance projects that can protect and restore nature (500€ donated to Natural Heritage Foundation to conserve old forests)
- We are looking for cooperative projects in line with our values ( such as Forestwell – project funded by Erasmus+)
- Refueling the car with renewable fuel means an additional cost of around €300 per year compared to normal fuel, but will keep on doing so.
- The most important thing from an economic point of view is to act in an economically sustainable manner, monitor economic figures and react in time to possible exceptional situations





# Next step 2023: Finance

- Mood of Finland company is applying for cooperation that finances well-intentioned development measures to restrain climate change and to conserve biodiversity
- Mood of Finland company keeps on donating money (min. 400€) to conserve old forests
- Mood of Finland company will organize at least one webinar on Regeneration that is free for participants, but Mood of Finland company pays a fair fee for keynote speakers
- Mood of Finland company organizes at least one event to take off alien species and offers food and drink to the volunteers who participated in the event
- Mood of Finland company financially supports the opening event of at least one new basecamp of Love Forest Finland so that more trees can be planted
- Mood of Finland company wants to influence lifestyle change; concretely, we invest in e.g. that instead of cutting down Christmas trees, new trees are planted in the forest -> new promotion and events are organized together with others and company will invest in them
- Total investment in activities that slow down climate change and promote regeneration: 2000 -3000€ /year.





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Company  
BAT 004/2020 RTI

Biosphere on yksi Visit Finlandin hyväksymistä, auditoitavista sertifikaateista. Sertifikaatti on yksi Sustainable Travel Finland ohjelman todentamisen askeleista



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