



Photo: Laura Isomäki

Magni Mundi

GLASGOW DECLARATION

ACTION PLAN 2023-24



Magni Mundi

Magni Mundi is an incoming travel agency from Turku, Finland. We offer tailor-made cultural tours around Finland and guided tours in Turku, Naantali and Kauttua.

Magni Mundi's action plan includes five steps:

- Measure
- Decarbonize
- Regenerate
- Collaborate
- Finance



Photo: Magni Mundi

MEASURE

For measurement we have used two calculators, Carmacal and Visit Finland's open-source CO₂-calculator. VF-calculator is still under development, so it doesn't include all the information Carmacal has, but Carmacal doesn't take into account the difference between certified accommodation and other accommodations.

Calculating our emissions is not straightforward or easy. Scope 3 includes several suppliers whose emissions we've had to estimate according to Carmacal calculations on similar products, because we don't have access to the information from these companies directly.

Magni Mundi's main product in 2023 is walking tours in Turku. Most customers are Finnish nationality. We have put all the information concerning these tours in both calculators used and got a result of zero emissions. This is the reason we can have thousands of customers and very low emissions. Our guides live near Turku city center, so they don't generate emissions when walking/cycling to the starting point.

We don't ask our customers where and how they arrive in Turku, so we are not able to take their travel emissions into account for the tours. Asking this would take time from the actual tour and make customers uncomfortable sharing to everyone in the group their private information.

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MEASURE

PLAN 2023-24

Our emissions will be bigger in 2023 than they were in 2022. It would be best to compare 2023 to 2019 emissions, but we didn't calculate our emissions back then. In 2020-22 we had significantly less customers and work-related travel than 2019 and 2023.

We need more data to be able to start reducing our carbon footprint. We have decided to calculate emissions for 2023 before making big changes to our business since so far (July 2023) this year seems to be closer to what it was before Covid. Foreign clients haven't returned as fast as domestic clients so our emissions in 2024-25 might look completely different from 2023 if our foreign clients start to travel more. We are doing marketing in Sweden to get new clients from close to home. Swedish people mostly come by ship from Sweden to Finland, they rarely fly.

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Photo: Magni Mundi

DECARBONIZE

Magni Mundi doesn't own properties or rent office space. We network virtually and use our home offices. That is why our basic CO₂ emissions are very low. An estimate has been made for using our homes as offices. We use renewable energy at home and recycle all our waste. Wastewater goes to Turku region wastewater treatment plant.

Our home office CO₂ emissions for 2022 were 52 kg.

Work related travel consists of travel fairs, networking seminars, and on rare occasions travelling to meet our client for example to guide them in remote locations. We participate mainly online from home office, but in 2022 we felt it was important to meet others after covid years. In 2023 we are planning to travel by plane once and by ship, as we are going to travel fair in Sweden and Sustour sustainability conference in Portugal. The flight emissions will be compensated completely by Sustour.

Clients' emissions are mainly in Scope 3 as suppliers' emissions. For these emissions we hope to get better understanding and confirm our calculations are correct so we could start decarbonizing the emissions.

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Photo: Magni Mundi

DECARBONIZE

PLAN 2023-24

The choices that can be directly influenced have already been made to a big extent. We cannot lower our office CO₂ emissions. We are already doing as much as we can, and the emissions are very low. It is important to maintain these good results, not to, for example, start to print more papers or otherwise produce more emissions.

Scope 3 is the part we need to concentrate on. It includes our suppliers. As a travel agency, all our travel packages include many suppliers from trains to hotels and taxis to guides. We need to encourage especially bus companies to start measuring their emissions and eventually get certified as a sustainable supplier.

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Photo: Magni Mundi

REGENERATE

We work in built areas, like city centers and cultural heritage sites. Part of our ticket prizes go to the protection and upkeep of cultural heritage such as Life on a Leaf -house and Ecumenical Art Chapel in Turku or Alvar Aaltos terraced house and river sauna in Kauttua.

About 99% of our tours were walking tours in 2022 and we always suggest walking to our customers instead of bus tours. Walking is the best for the customers - to see more, hear more - and for nature and local people - no bus traffic, pollution, or noise.

When possible, we have used hotels that offer to plant a tree as part of the room price. We have also donated a small sum to a company that offers tree-planting compensation in Finland. We are not compensating our emissions yet, so we are just testing different choices available.

<https://istutapuita.fi/en/>

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-Photo: Ahlström/ Noormarkku ironworks

REGENERATE PLAN 2023-24

In the future, we are planning to expand our tours more into nature with volunteer tourism and farm visits. Farms we are going to visit are dedicated to Helmi habitats program: <https://ym.fi/en/helmi-habitats-programme>

We are currently negotiating with farms and foreign partners about the best content of regenerative visits and travel programs. The new products will go on sale in the summer season of 2024 at the earliest.

As we don't have mass tourism in Finland (except some parts of Lapland), we don't yet have problems that it brings. In her Doctoral thesis, Magni Mundis CEO Karoliina Vitikainen is interested in finding out the best sustainable ways to use cultural heritage for tourism without mass tourism problems. How can local people living in cultural heritage places and tourists work together to upkeep and protect nature and buildings.

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Sustainability Award

Travelife
PARTNER
Committed to sustainability

This certificate is awarded to

Magni Mundi

Turku, Finland

as evidence of the successful completion of the Travelife Partner sustainability management, reporting and compliance obligations for tour operators and travel agents. All requirements have been met to earn the title of

Travelife Partner

Date of first award 19 June, 2023
Valid from 19 June, 2023
Valid until: 19 June, 2025
Certificate number: PT0121
Website: www.travelife.info

A.H.H. Kusters
Travelife for Tour Operators
Manager



Travelife is a trademark of Travelife Ltd.

COLLABORATE

Magni Mundi is part of the national network for all signatories led by Visit Finland and participates actively in sessions held bimonthly online.

Our CEO, Karoliina Vitikainen, is part of The Association of Finnish Travel Industry (SMAL) Sustainability committee. <https://www.smal.fi/fi/SMAL/Vastuullinen-matkailu> (only in Finnish)

Magni Mundi works closely with Tavolo Bianco, a sustainably certified company, that offers accommodation, and cultural and nature experiences in SÄYNÄTSALO island, Jyväskylä. By sharing our best practices and promoting sustainable travel together, we can do more than alone. Tavolo Bianco is also one of the signatories.

We have participated in 2022-23 Sustour EU-project Carbon Management Training and got Travelife certificate in June 2023.

Magni Mundi



Photo: Magni Mundi

COLLABORATE

PLAN 2023-24

Keep attending the events offered by the international Glasgow Declaration network.

Participate in Sustour final event in Portugal as a speaker and panelist.

Post at least one newsletter article about Glasgow Declaration 2023 and 2024.

Post one blog post on The Association of Finnish Travel Industry (SMAL) blog about Glasgow Declaration in 2024.

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FINANCE

As a small company we donate small amounts, for example our Christmas cards/season greetings have been from WWF for many years now. It costs 40 €.

We have participated in Posankka Race and other events in Turku to support Keep the Archipelago Tidy Association <https://www.pidasaaristosiiistina.fi/en>

Magni Mundi has used about 200-300 €/year for direct funding during covid years.

We haven't calculated the money value of our promotional work for Keep the Archipelago Tidy Association in social media, volunteering for campaigns like cleaning Turku city centre, or actively participating in seminars and webinars to promote sustainability in travel trade and find new partners that share our values.

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FINANCE

PLAN 2023-24

We directly donate a minimum of 300 €/year to the climate-related activities of projects and associations. Depending on our revenue 2023-24, more donations could be possible.

Magni Mundi will keep volunteering for campaigns to clean our environment and promoting these campaigns on social media.

Magni Mundi will be active in the travel trade community promoting sustainability to get more companies to start their journey towards certificates.

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