

## **Ten principles of sustainable travel Puumala commits to working for a more sustainable Finnish travel industry.**

### *1. We believe in fair cooperation*

We develop travel in cooperation with other actors in our region and industry. Together we can better impact the future of society and travel. Because we want our region to be a great place to live and visit both now and in the future, we make decisions that are sustainable for future generations, as well. We treat everyone with respect and fairness, and we only conduct fair and honest business.

### *2. We take care of nature*

We protect our region's environment, landscapes and biodiversity. Our operations do not exceed the carrying capacity of nature, but help to safeguard the opportunities for a good life and the preservation of our region's clean operating environment. We also take care of the welfare and dignified treatment of our animals.

### *3. We respect cultural heritage*

We preserve the cultural heritage of our region. We aim to present, revitalise, maintain, and strengthen culture genuinely and respectfully. We also understand that cultures have always developed in interaction and learned from each other.

### *4. We promote wellbeing, human rights and equality*

We treat our employees, guests, and the residents of our area equally and with respect, regardless of their background. We consider people's special needs in our operations. We train, guide and encourage our employees to act responsibly.

### *5. We prefer local*

We support our region's products, services and businesses, and our goal is to employ local people. We prefer food made from Finnish raw ingredients. We involve residents and businesses in matters that concern them.

### *6. We invest in safety and quality*

We ensure the safety of our local residents, staff, and guests, as well as compliance with the law and government regulations. When we develop our services and products with a primary focus on quality, we create the conditions for the continuity of our operations.

### *7. We consider climate impacts*

We make good climate choices and reduce our carbon footprint. We monitor the environmental impact of travel and aim for more efficient use of energy and resources through active measurements.

### *8. We communicate openly*

In our region, we boldly communicate about the responsible actions of travel and future plans and visions. We want Finnish sustainable travel to be known around the world. We are not only open about our successes but also challenges.

### *9. We are constantly developing our business*

We are ready to renew our services and products to keep them in demand in the future. A stable economy and ethical business practices provide the basis for the sustainable development of operations.

### *10. We are committed to the principles of sustainable travel*

We take an active role in promoting and implementing these principles of sustainable travel. We will create a sustainable travel action plan, which will guide us more systematically in the future. We are committed to action and want to learn more in the future, too.