

Helsinki, Finland (2018)

Environmental Performance

83%

EN-1. Does the city have a Greenhouse Gas emissions reduction strategy? Please indicate if it includes specific reference to the events/hospitality industry. Please provide source (i.e./ website or link to PDF document).

Yes. The City of Helsinki has set new climate targets in the City Strategy (Carbon neutral by 2035, -60% emission reduction by 2030) and the action plan to implement these targets is under preparation.

EN-2. What is the city's Greenhouse gas emissions per capita? Please provide source and year (i.e./ website or link to PDF document).

In 2017, total emissions of greenhouse gases caused by residents, services and industry, were 4.14 tons of CO₂e per capita

EN-3. What percentage of the city's total electricity usage is derived from renewable sources (e.g./ wind/ bio/ solar/ hydro/ tidal or geothermal energy)? Please provide source and year

Finnish average share of renewables 47 % in 2017. Helen Oy's share 32 % in 2017. Sources <https://energia.fi/en> and <https://www.helen.fi/en/>

EN-4. What percentage of the city's solid waste has been disposed of in a landfill or open dump (including ashes from incineration)? Please provide source and year

1 % (2016), from 2015 all mixed waste goes to incineration

EN-5. What percentage of city's solid waste is recycled or composted?

48 % in 2015 (household waste)

EN-6. Annual municipal solid waste (MSW) generation per capita (Kg/capita)

313 kg/as/a (in 2016)

EN-7. What is the city's annual Fine Particulate Matter (PM2.5) concentration?

6.22 mikrog/m³ (in 2017, monitoring station in city center)

EN-8. What is the city's annual Particulate Matter (PM10) concentration?

19.07 mikrog/m³ (in 2017, monitoring station in city center)

EN-9. Water Stress Level (Ratio Of Total Annual Water Withdrawals To Total Available Annual Renewable Supply)

Finland: low to medium (WRI)

EN-10. Does your destination offer public Bicycle Sharing Facilities & Network? Please provide details and a link

Yes. Helsinki has an active city bike system, there are 2550 bikes and 150 bike stations in Helsinki. Helsinki has also an action plan for cycling and the City of Helsinki has signed up for the charter of Brussels where the participating cities are committed to increase the modal share of bicycle trips to 15 % by 2020. For Helsinki, this would mean an increase from 6 % to 10 % in bicycle use.

EN-11. Does your destination offer Electrical Vehicle Charging Stations ? Please provide details and a link

Yes, Helsinki has 28 public fast charging stations and several slow charging stations in shopping malls etc.

EN-12. What is the city's Traffic Congestion Index percentage?

9 % (2016)

EN-13. Which of the following public transport links exist between the main airport and the city centre? Please indicate which of the following apply:

Express Bus, Rail (Train)

EN-14. What is the city's Green Area (hectares) per 100 000 population?

1194 hectare / 100 000 population

Social Performance

79%

SO-15. What is the country's score and ranking on the Corruption Perception Index?

Score: 85. Ranking: 3. (Finland 2017)

SO-16. What is the country's score and ranking on the World Bank Gini Index? Please use the data for the most recent year given.

Score: 27.1 (Finland 2015). Ranking: 150 (Finland 2014).

SO-17. Share of public open space with facilities for people with special needs

100%. Helsinki wants to be an accessible city, which is suitable for all people who live and function there. An accessible and safe environment promotes the well-being of the residents and the functionality of the entire society. In Helsinki, the aim of the accessibility efforts is that every city resident finds it easy to move around in Helsinki and do their things, regardless of age or ability to function.

SO-18. What is the country's score and ranking on the Gender Inequality Index?

Score: 0.056. Ranking: 8. (Finland, 2015)

Supplier Performance

90%

SU-19. What percentage of the city's total hotel room inventory has an active 3rd party sustainability certification? Please provide a list showing the name of the certifications and total number of rooms for each of the certified hotels.

78% . The list of hotels & certificates will be sent in a separate E-mail.

SU-20. What percentage of the total hotel room inventory is within walking distance (1km) of the congress and exhibition centre(s)? Please include a list of hotels or link to a pre-existing list.

80%

SU-21. What percentage of the city's hotel room inventory is easily accessible (within 30mins) by public transport to/from the congress and exhibition centre(s)?

100%. Everything in Helsinki is within a 30-minute reach by public transport.

SU-22. Does the city's largest airport (or nearest airport) have a current eco-certification?

Yes. Finavia and Helsinki Airport has ISO 14001. Helsinki Airport is carbon neutral. The carbon footprint of Helsinki Airport is zero and it has received the international Airport Carbon Accreditation (ACA) certificate for this achievement.

SU-23. What percentage of partner PCOs and DMCs located in the city (over 3 full-time employees) have a formal written sustainability policy? Please list the agency names and indicate if they have a sustainability certification

50% (2/4 partner agencies). Elämys Group has a written CSR policy. Confident International (a local PCO) observes sustainability in all its actions. (TTE and Next Travel do not have a written policy that the CVB is aware of but they have several activities and processes that comply with sustainability certifications.)

SU-24. Are there policies/ initiatives or programmes in place for restaurants and/or F&B suppliers to reduce non-recyclable/biodegradable material waste (e.g./ plastic bags/ water bottles or styrofoam) and food waste?

Not specifically for F&B suppliers, but national waste law requires waste hierarchy where companies first have to reduce waste and secondly re-use or re-cycle. The national Waste law also obligates restaurants & event venues to act accordingly. City of Helsinki has environmental criterias for event organisers <https://www.hel.fi/static/ymk/esitteet/hki-tapahtumien-ymparistokriteerit.pdf> Finn Church Aid will soon open Finland's first ever supermarket selling surplus food. The supermarket is called WeFood. The volunteer-run, innovative WeFood store sells food products for 50 to 70 percent below normal prices. The profits are used to support Finn Church Aid's development cooperation helping the poorest. WeFood combats food waste by selling food that would otherwise become food waste, such as food in slightly damaged packagings or fruits and vegetables with superficial imperfections. The products for sale come from businesses as donations. (<https://wefood.fi/finn-church-aid->

opens-finlands-first-ever-supermarket-selling-surplus-food/) NOLLA - zero-waste restaurant in Helsinki: The idea of a zero-waste restaurant was born out of our frustration in the wastefulness of the restaurant industry. Nolla strongly believes that the contemporary waste management practices of the industry are outdated, and they want to do something about it. This is why they started Restaurant Nolla ('zero' in Finnish) – the first zero-waste restaurant in the Nordic countries. Nolla offers experiences based on the best, local and organic produce, without waste. (<https://www.restaurantnolla.com/eng>) Among the objectives of Finland's Government is that Finland is a forerunner in the circular economy by 2025. The key project on the bioeconomy and clean solutions contributes to reaching this objective. Finland is also a member of EU's Circular Economy Package, which includes legislative proposals on waste. (http://www.ym.fi/en-US/The_environment/Circular_economy)

SU-25. Does the city have a program and/or certification promoting or supporting restaurants with a commitment to sustainability (e.g./ organic/ locally sourced/ vegetarian options)? Please provide more information

Local & seasonal products and producers are preferred in most restaurants in Helsinki. Helsinki's environmental criteria for events include recommendations to serve vegetarian options, use Fairtrade products etc. The Strategy Programme of Helsinki for 2009–2012 set a goal that Helsinki will be developed as a centre for Finnish food and top gourmet by promoting business through cooperation between companies, the educational institutions in the city, Palmia (city-owned catering company) and the Wholesale Market. Key individual projects in the City of Helsinki culinary culture development programme included the organic meal programme for children, development of the Wholesale Market, integration of culinary culture development into the World Design Capital Helsinki 2012 project and city events as well as augmentation of small-scale farming in or near residential areas. The set goals are in line with the Finnish Culinary Culture Development Programme, launched by the Finnish government. http://www.helsinkifoodism.com/wp-content/uploads/2012/12/ENG_Helsinki-Culinary-Culture-Strategy.pdf NOLLA - zero-waste restaurant in Helsinki: The idea of a zero-waste restaurant was born out of our frustration in the wastefulness of the restaurant industry. Nolla strongly believes that the contemporary waste management practices of the industry are outdated, and they want to do something about it. This is why they started Restaurant Nolla ('zero' in Finnish) – the first zero-waste restaurant in the Nordic countries. Nolla offers experiences based on the best, local and organic produce, without waste. (<https://www.restaurantnolla.com/eng>)

SU-26. What percentage of the city's congress and exhibition centres have active third-party sustainability certification? Please provide a list with the name of the certification for each of the certified venues.

100% (4 major venues): Messukeskus Helsinki, Expo and Convention Centre (ISO 14001), Helsinki Congress Paasitorni (ISO 14001), Scandic Marina Congress Center (Swan ecolabel), Finlandia Hall (ISO 14001)

CVB Performance

80%

DM-27. Has the CVB/DMO established and is implementing a destination sustainability strategy? Please indicate which of the following components are included and provide a copy or link

Commitment Statement, Vision, SMART Objectives, Integrated sustainability

DM-28. Does the destination or CVB hold a current sustainability certification or is in the process of obtaining one? Please identify, for example ISO20121, GSTC or Green Globe, EarthCheck, or Biosphere.

EcoCompass certification; in co-operation with the Helsinki City Environmental Department

DM-29. How does the CVB/DMO manage the development and governance of the destination sustainability program. Please indicate all that apply

Internal sustainability team / committee, Committee with external industry stakeholders (e.g. venues/hotels)

DM-30. Does the CVB/DMO regularly measure and report on sustainable destination progress? Please indicate which of the following components are included and provide a copy or link

Data and details of sustainability performance published on CVB/DMOs website, Data and details of the sustainability performance included in Annual CVB Report

DM-31. Does the CVB/DMO support or lead local sustainability training for the city's MICE industry? Please indicate which of the following is done:

Organise training programs about sustainability, Organise regular events about/including sustainability in the MICE industry

DM-32. Do the CVB/ DMO or local authorities provide incentives or funding for events or event organisers wanting to increase sustainability performance? Please explain

When the EcoCompass Event environmental management system is approved for an event, Helsinki grants 30% discount for the rent of public areas. CVB partners with active sustainability policies & environmental management systems get extra visibility in marketing activities & online portal.

DM-33. Does the CVB/DMO provide information about the destination's sustainability features/ suppliers and best practice in its RFP responses and sales information? Please explain

Sustainability is always stressed in bid documents; especially the use of public transport is highlighted. Also information on eco-certified accommodation options are included in sales information and bid documents. Sustainability is also stressed in sales presentations and communications (newsletters, website, press releases). The clients are always informed about CSR & legacy initiatives available in Helsinki. Support in sustainable actions is also given a standard procedure.

DM-34. Does the CVB/DMO website provide information about the destination's sustainability features/ suppliers and best practice. Please list all that apply and add a link to the website

Basic Info, Sustainable event guides and manuals, Sustainable supplier lists, Best practice example

DM-35. Does the CVB/DMO provide free or subsidized public transport passes for major conventions? Please indicate:

Free Public Transport, Discounted Public Transport

DM-36. Does the CVB/DMO have an accessibility program or list for places of interest/ transport lines/ hotels / venues that supports attendees with physical challenges to participate in events and navigate in the destination? Please explain

The goal of Helsinki's accessibility work is a city in which everyone can move, work and live with ease, regardless of age and physical condition. Other aims are creating an accessible and safe environment and strengthening the wellbeing of Helsinki's residents and the overall functioning of society. All major venues emphasize accessibility and support people with disabilities, for example Messukeskus: <https://messukeskus.com/messukeskus/how-to-find-us/accessibility/?lang=en> Helsinki Congress Paasitorni about accessibility & guests with reduced mobility: <https://www.paasitorni.fi/en/contact/how-to-find-us/> In 2015, Helsinki took the second prize in The Access City Awards: Helsinki presents a major challenge on accessibility also in winter conditions. For example, it has invested in harder tactile paving for the visually impaired so that the paving stones don't break when snow is being cleared. (https://www.youtube.com/watch?v=BJarOk_STZ0) Check lists and planning guidelines for better accessibility can be found here: <https://www.hel.fi/helsinkikaikille/en/planning-guidelines> Accessibility in public transport: <https://www.hel.fi/helsinkikaikille/en/accessibility-symbols/public-transport/>

DM-37. Does the CVB/DMO provide clients with ideas and resources to support the local community? Please select all that apply and explain.

Donation programs for food, Donation program for leftover event materials, List of NGO partners and projects, Other

DM-38. Does the CVB/DMO communicate on the website list of partner associations/NGOs ?

Helsinki CVB collaborates with many organizations in Helsinki and can help the clients find the most appropriate ways to include a strong legacy component in the conference programme.