CARE
for the
ARCTIC

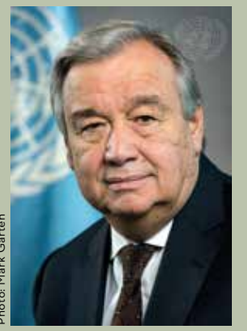


Photo: Mark Garten

»Tourism is a powerful force for progress and mutual understanding. But in order to deliver its full benefits, this force must be protected and nurtured. So let us all do more to harness the full potential of sustainable tourism. Because investing in sustainable tourism is investing in a better future for all.«

António Guterres, United Nations Secretary-General



Photo: Ted Logart

A new story

ONLY NEW STORIES can teach us a new approach and new ways of seeing. To meet the challenges the world now faces, we need new, regenerative ideas. Taking theses challenges as our starting point, Swedish Lapland Visitors Board has presented the *Care for the Arctic – it's our home* agenda. It includes several recommendations which affect the principle stakeholders – enablers, hospitality companies, and visitors.

The *Care for the Arctic – it's our home* agenda has been produced according to the UN's goals for sustainability, Agenda 2030, and Swedish Lapland's strategy for realising the vision of being the Arctic's most responsible destination. The EU's tourism agenda 2030 and the Global Sustainable Tourism Councils (GSTC) standards have served as guidelines. Swedish Lapland Visitors Board is a member of GSTC and staff have been awarded GSTC's professional certificate in Sustainable Tourism.

With its toolbox, this agenda will support moving from words to action for both our sector and our place. Simply because this is our home, something we all care about.

GLOBAL GOALS

EU TOURISM AGENDA

A greener, more digital, and more resilient tourism ecosystem.

REGIONAL TARGET

It is easy for responsible travelers to visit our Arctic destination, to make sustainable choices once they are here, and actively contribute to sustainable local development.

AGENDA

Care for the Arctic – it's our home

VISION

The world's most responsible Arctic destination.



Our Arctic home

THE ARCTIC REGION of Sweden is characterized by magnificent nature; Sweden's highest mountains and deepest lakes, the mighty national rivers and broad-ranging woodlands. It is a slowly evolving cultural landscape, shaped by the living conditions of people who have lived close to nature and on nature's terms for thousands of years. This has created an Arctic lifestyle, born out of customs and traditional knowledge. At the same time, climate change is taking place faster in the Arctic than anywhere else on the planet. Our place, our home, is threatened.

At Swedish Lapland Visitors Board we think this is the best place in the world. And we believe that this part of the world deserves a new story for the future. That is why we have presented *Care for the Arctic*, an Arctic agenda for a more responsible destination. It serves as a guide for those who visit our region and for those who work in, and are affected by, the hospitality sector and wish to do something good for the local community. We were not the first to live here. And we will not be the last. We wish to be the Arctic's most responsible destination. Together, we welcome the world to our Arctic home.

The Arctic region can be defined in several different ways; meteorologically, geographically or politically. The region includes eight Arctic states: Sweden, Finland, Norway, Denmark (Greenland and the Faroe Islands), Iceland, Russia, Canada and the United States.

Photo: The Common Wanderer

Common global initiatives

AGENDA 2030, which sets out the UN's gobal goals for sustainability, has been integrated into civic institutions to guide the creation of a better future for coming generations. But the pathway leading there is neither obvious nor easy. The Inner Development Goals initiative provides tools that will aid our understanding of the challenges that lie ahead, as well as the opportunities. This initiative presents a new approach that will strengthen our capacity to bring about positive change.

Naturally, many of the answers are to be found here, in the place where we live, and in the nature that surrounds us. Global challenges should also find local solutions. Without nature, there can be no way for humanity to thrive and develop on the only planet we have. Our home must be a safe and natural habitat, where preservation of biodiversity is an essential part of all endeavour.

The International Union for Conservation of Nature's Red List of Threatened Species, IUCN, has named the arctic fox a flagship species in terms of climate change. To care about the climate is to care about the arctic fox.



Photo: Magnus Winbjork

THE GLOBAL GOALS

The UN's 2030 agenda for sustainable development identifies 17 economic, social and environmental targets. A plan of action for people, planet and prosperity. The agenda also seeks to strengthen universal peace in larger freedom. sdgs.un.org/goals

INNER DEVELOPMENT GOALS
Transformational Skills for Sustainable Development

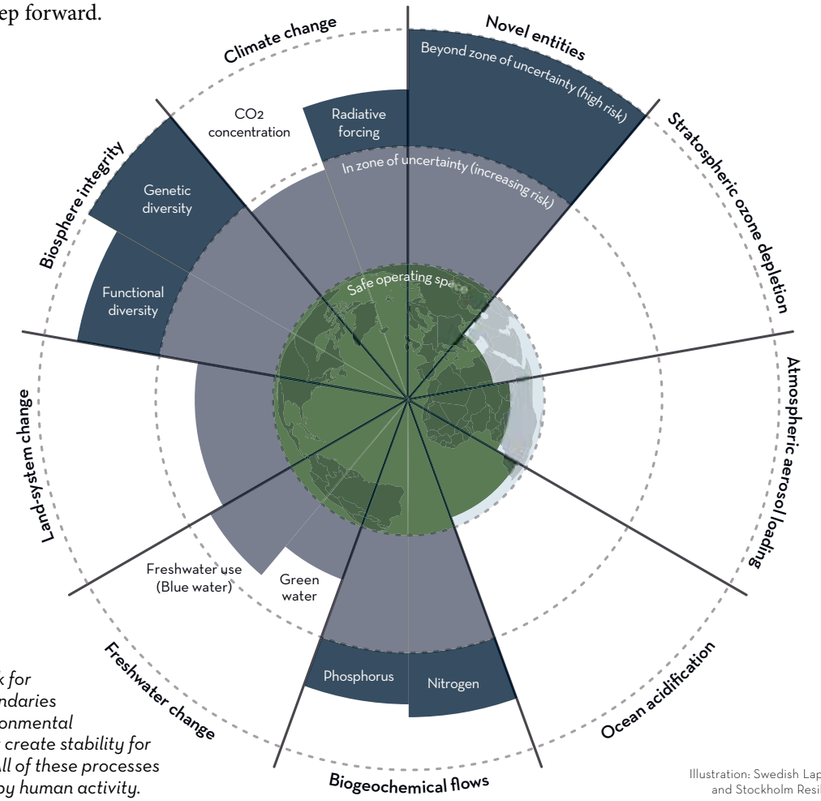
The inner development goals provide a framework of transformative skills for sustainable development. They help us deal with our increasingly complex environment and challenges, so that we can change the story to create a new mindset. innerdevelopmentgoals.org

THE BIODIVERSITY PLAN
For Life on Earth

The vision of the Kunming-Montreal Global Biodiversity Framework is a world of living in harmony with nature where "by 2050, biodiversity is valued, conserved, restored and wisely used, maintaining ecosystem services, sustaining a healthy planet and delivering benefits essential for all people." cbd.int/gbf

Within the planet's boundaries

WHEN THE STOCKHOLM RESILIENCE CENTRE first presented its framework for planetary boundaries, in 2009, of seven boundaries assessed, three were already exceeded. Since then, after the addition of two more boundaries, the results are even more discouraging. 6 of 9 planetary boundaries have now been exceeded. The world is changing. We have to make a fundamental shift; quite simply, we need to turn 180 degrees
and take a step forward.



The framework for planetary boundaries points to environmental processes that create stability for life on Earth. All of these processes are impacted by human activity.

Illustration: Swedish Lapland Visitors Board and Stockholm Resilience Centre 2023.

THE FUTURE DEMANDS a regenerative hospitality sector. Before the pandemic the sector enjoyed a decade of growth. Destination Swedish Lapland looked forward to a doubling in turnover between 2010 and 2020. But in the wake of the pandemic, new considerations arose. Can the attractiveness of a place be measured only in terms of increased growth? Which other values should we consider?

As Sweden's Arctic destination, we understand the seriousness of the matter. We see that the permafrost is melting, and we know that the lakes freeze over later each year, but we also know what nature means to all those who enjoy what it has to offer. That our forbears lived such a close-to-nature lifestyle makes us think of this place as wild and uninhabited, although people have been here for thousands of years. Save that thought for the future.

A regenerative hospitality sector vitalises and applies the same principles as nature uses to create and develop life.

A regenerative approach

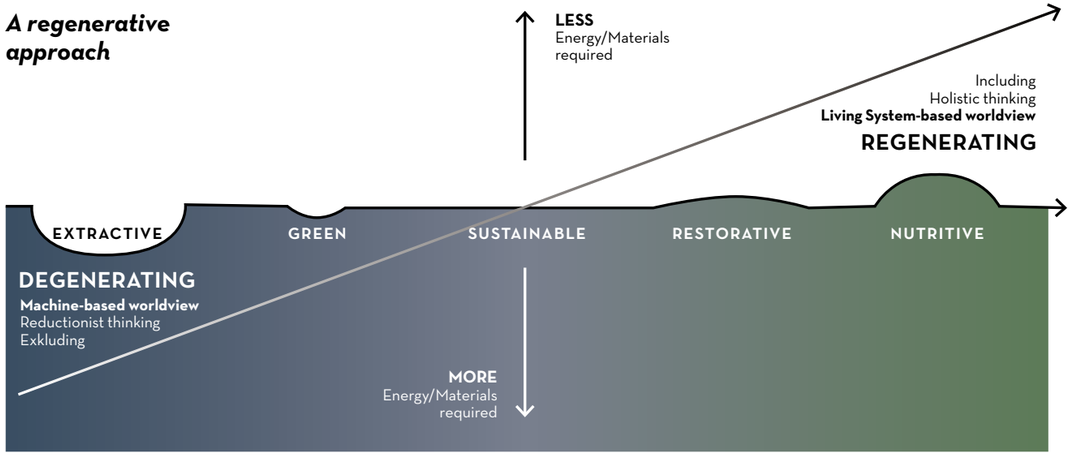


Illustration: Swedish Lapland Visitors Board. Adopted from John Fullerton / Bill Reed's "Trajectory of Ecological Design".


Photo: Andy Anderson

A regenerative force

JUST AS WHAT WE DO, as individuals, has an impact on the place and our day-to-day lives, so do our actions as a sector and a society. If properly managed, the hospitality sector is a regenerative force that supports the economic, social and environmental development of the local community. A responsible hospitality sector will always work in the best interests of the local community. After all, it's also our home.


Photo: Håkan Stenlund



Photo: Håkan Stenlund

ECONOMIC SUSTAINABILITY in the sector is of the utmost importance. Otherwise, companies at the forefront, those with the opportunity to drive regenerative change, risk disappearing. Economic sustainability in the hospitality sector also creates international work environments in areas not previously characterized by such a context. In addition to creating jobs and contributing to the welfare of the local community, often in sparsely populated areas, the hospitality sector has a unique potential to adapt to the future's need for economic circularity and to build where one stands.

MINIMISING OUR IMPACT is becoming all the more crucial. When Camp Ripan in Kiruna built its new kitchen it was hailed as one of Sweden's most energy-efficient kitchens. Coffee grounds are used in spa treatments, and all other kitchen waste is composted and then used as fertiliser by local growers. When the Skoogh family built Hotell Kust in central Piteå, the façade was clad in a unique material that absorbs emissions from the town. The hotel façade functions as a small forest, or an urban lung. When the Explore the North group built the Lapland View Lodge resort on beautiful Luppioberget, in Övertorneå, the hotel was designed so that it can easily be disassembled and relocated, and the mountain preserved. Just 13 trees were cut down to make room for 38 hotel rooms. Instead, the location of the rooms was adapted to the crooked trees.

BUT EQUALLY IMPORTANT is the sector's contribution to social sustainability. When the general store in Kangosfors was threatened with closure, local hospitality company Pinetree Lodge stepped in and saved the day. Most of the hotel staff were offered year-round employment and the store continued to serve the community. Today, the general store, which dates from 1798, is again under the management of its former owners. Much in the same way, the railway station and general store in Naftavaara were reborn, thanks to hospitality company Wildnisdorf Solberget's needs and civic commitment. And when the country trade was restarted, 70 of Solberget's former guests bought shares in the economic association above the Arctic Circle.

A toolbox for place-shaping

IN THE ARCTIC, global warming is happening twice as fast as in other parts of the world. This affects the way our nature, our lives and communities are structured, and these impacts will continue to be felt.

The *Care for the Arctic – it's our home* agenda, for the key stakeholders in a responsible destination, is turning vision into action and harnessing people's commitment to their local community. Each call for action in the agenda's toolbox shows how individuals, entrepreneurs and enablers can take more responsibility through action and help co-create place development. The aim is to create value; locally and globally, today, and for future generations.

As we combine forces, the propeller moves in the right direction – towards the vision of being the world's most responsible Arctic destination – contributing to the well-being of local communities.

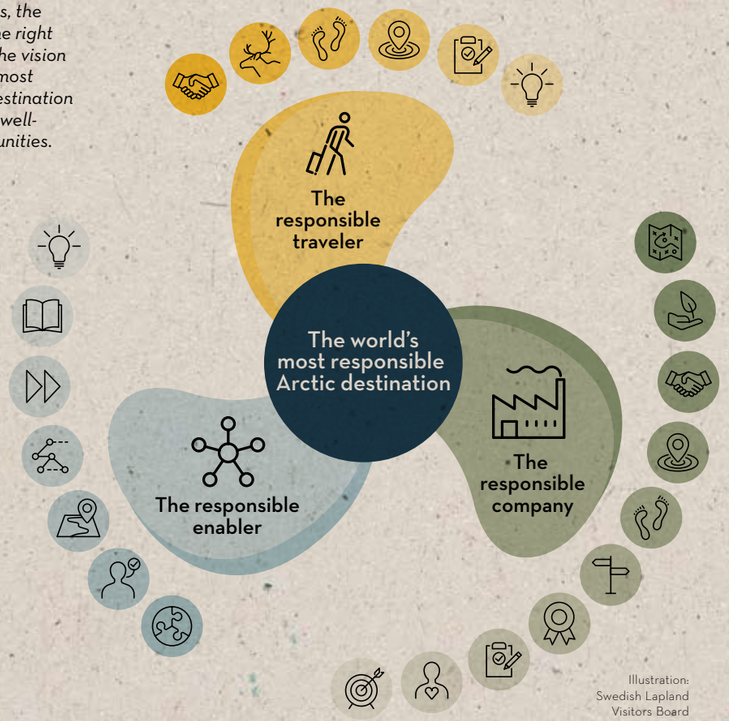
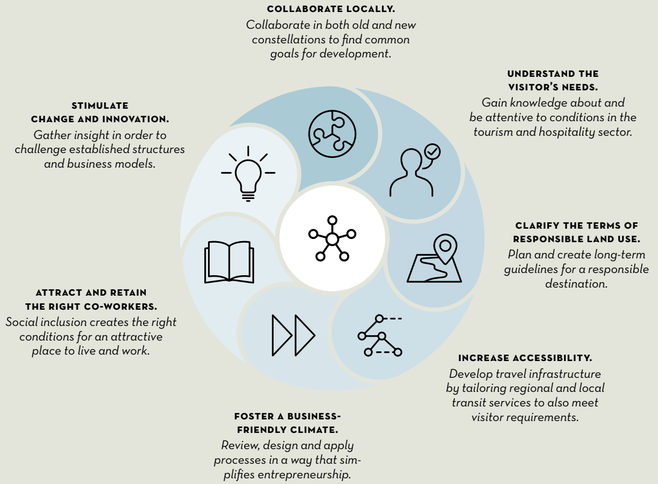


Illustration: Swedish Lapland Visitors Board



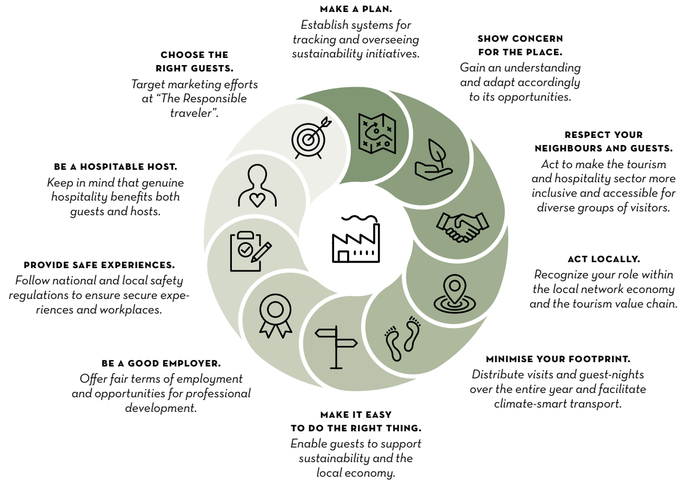
Photo: Viggo Lundberg

REQUESTS TO MAIN STAKEHOLDERS IN THE DESTINATION'S VALUE CHAIN



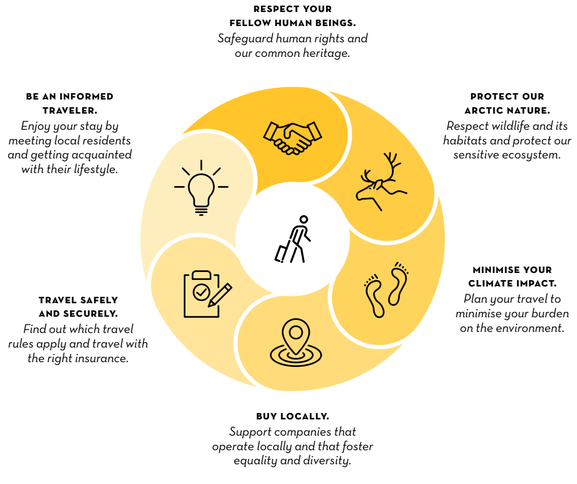
Be a more responsible enabler

ACTING AS a responsible businessperson or visitor can only be possible under the right conditions. For this to be possible, enablers – municipal and regional actors, public authorities, civil society and others – must assume their responsibility on the journey towards becoming the Arctic's most responsible destination. Collaboration is crucial for success in realising sustainable development for humans and the environment.



Be a more responsible company

AS A RESPONSIBLE BUSINESSPERSON, you are driven by a will to develop your company, your products and your supply chains in a sustainable way, and by offering visitors good hospitality and experiences while respecting the place. A responsible company is a good employer who also makes it possible for guests to make sustainable, well-informed choices while visiting.



Be a more responsible traveler

WE ARE WELL AWARE of the impact, both positive and negative, that travel can have on places, nature and culture worldwide. By reflecting over your impact, as a traveler, you also assume responsibility for making the most sustainable choices, regardless of whether this has to do with modes of travel, accommodation, how you interact with local residents and which companies you support.

Find more advice and guidelines at swedishlaplandvisitorsboard.com/en/careforthearctic

A few facts about our Arctic context:

WHAT IS SWEDISH LAPLAND?
A common destination brand, which is intended for marketing Sweden's Arctic region, targeted at global travelers. Swedish Lapland covers 25% of Sweden's surface area and is the northernmost region of Sweden.

WORLD HERITAGE SITE LAPONIA
is Europe's largest unmodified nature area. Covering 9,400 square kilometres, it is protected for its universal values, which are embodied in traditional Sami knowledge, culture and nature. Laponia tells an important story for future generations.

PROTECTED NATURE
25% of natural area in Sweden's Arctic region is protected. The average for the natural areas of Sweden as a whole is 12%.

ARCTIC TRADITIONAL KNOWLEDGE
One-third of the world is inhabited by indigenous peoples. They account for 5% of the world's population, but protect 80% of the world's biodiversity.
Source: World Economic Forum

A CULTURAL MELTING POT
Our region is home to a multicultural society. For 10,000 years, Europe's only indigenous people, the Sami, as well as local cultures; Tornedalings, Lantalaiset and Kvens, together with people from all over the world, have shaped our home.

PART OF SÁPMI
Sápmi is the Sami name for the areas where the Sami traditionally work – a nation without national borders but with languages, history and culture that bind the entire area together. Sápmi extends over the northernmost parts of Norway, Sweden, Finland and the Kola Peninsula in Russia.

GLOBAL WARMING IS OCCURRING 2–3 THREE TIMES FASTER
in Sweden's Arctic region than in other locations around the world.
Increase in mean temperature:
+1 degree globally
+2 degrees in northern Sweden
Source: Swedish Meteorological and Hydrological Institute

OUR REGION IS THE MOST SOCIALLY PROGRESSIVE IN EUROPE
Here, lives that have been lived under the terms and conditions of the place have created an open and progressive society that is not afraid to meet challenges.
Source: EU Social Progress Index 2022

Care for the Arctic – it's our home

AT SWEDISH LAPLAND VISITORS BOARD we know that we are lucky. Every day, we wake up in one of the best places in the world in which to live and work – but also to visit. For that, we are eternally grateful and we want nothing more than that it should remain that way for generations to come.

If properly managed, the hospitality sector is a regenerative force that can serve the entire community in the best possible ways. Together, we will continue to preserve local cultures and places, and tell their stories to foster resilience and understanding. We will also acknowledge the fact that many of our activities take place on the indigenous Sami people's traditional reindeer grazing lands. To that, we say *Giitu!*

careforthearctic.com

Swedish Lapland Visitors Board

Swedish Lapland Visitors Board is a business-oriented collaborative platform working for a sustainable development in the hospitality industry and marketing the destination Swedish Lapland.
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