



# 2020 TOP 100 GOOD PRACTICE STORY

**Title of the Story:** Working towards sustainability by business cooperation in Posio, Lapland

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Country: Finland

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Nomination Category:

- Culture & Communities
- Environment & Climate
- Nature & Ecotourism
- Islands & Seaside
- Immediate responses in dealing with the COVID -19
- Post COVID -19 recovery
- One of the 17 SDGs\* (if yes, which one) Click or tap to choose

\*The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030. The 17 SDGs are integrated—that is, they recognize that action in one area will affect outcomes in others, and that development must balance social, economic and environmental sustainability. What are the Sustainable Development Goals? <https://www.undp.org/content/undp/en/home/sustainable-development-goals.html>

For further information on Tourism for SDGs: <http://tourism4sdgs.org/>

Find detailed instructions for submitting good practices [here](#)



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## Issues faced

Posio is a small municipality and a tourism destination in the Finnish Lapland. Posio's strength as a tourism destination are the small, local tourism businesses operating in the area. They wanted their work towards sustainability to be recognised by international standards. In addition to the systematic support for the work, the sustainability certifications allowed the businesses to utilise Visit Finland's Sustainable Travel Finland label in marketing. The Posio municipality and the Posio Tourism Association started a joint project to support businesses in applying for sustainability certifications. Destination wide efforts towards sustainability were also started in the project.

## Methods, steps and tools applied

As part of the project, the businesses' strengths in sustainability were identified, as described in the destination marketing:

"Pentik-mäki Culture Centre is the most popular attraction in Posio: they sell quality ceramics made in Posio and candles handmade in Posio. If you are missing a piece from your old Pentik set, take a visit to their vintage ceramics shop. Collecting Pentik tableware is an important part of Finnish culture and what would be more sustainable than ceramics that lasts for generations.

Over 50 percent of the ingredients used at the kitchen of Holiday Village Himmerki are local: fish, reindeer, berries and mushrooms come from local producers. Same goes with their workers: at the moment 90 percent of their employees are locals.

Restaurant Tapio became one of the most famous restaurants in whole Finland in its first year. People come to eat at Tapio all the way from Helsinki. About 80 percent of their ingredients are from Posio or Lapland. Out of all restaurants in Finland, Tapio got the best points in the respected publication 360 Eat Guide. They list the best restaurants in the Nordic countries – the ones that are also at the top of their field in sustainability.

Naali Lodge was born out of respect towards nature. Located right next to Restaurant Tapio in the woods of Posio, their log buildings have been renovated by a local wood smith and use geothermal heating. They only take groups of eight people at a time and all activities are done with muscle power.

Restaurant Tapio gets fresh local fish from a local fisherman and wilderness guide Timo Posio. You cant find a better guide than him, after all, Posio is his last name. Timo does not only bring the pikes to the table at Tapio, he also offers unforgettable fishing experiences for travellers at the lakes of Posio. "Amazing landscapes, honest fishing" is how Timo describes his business Posio Outdoors.

Another way to embrace local nature is to spend a night in the forest or go catch some pikes with Oiva Tour. The fish from Oiva's nets end up at Holiday Village Himmerki and travellers get a chance to learn how to prepare the



fish for the kitchen. Visiting Oiva and his wife Marketta's home opens up the true Lapland way of life - living in harmony with our four seasons.

The Adventure Apes Lodge is located in Kuusamo but they also offer many adventures in the nature of Posio. Their strengths are educational camps for kids and youths, in which nature works as the classroom year round. "Nature belongs for everyone" is their motto and Adventure Apes also offers carefully customised nature trips for groups with special needs. Their long skiing trips at Riisitunturi National Park or open water swimming adventures at Lake Livo are unforgettable experiences for all senses.

One way to enjoy the snowy tree giants at Riisitunturi National Park is husky sledding. Kota- Husky's siberian and alaskan huskies will not only guide you through the winter wonderland – they have an endless supply of tenderness. Each dog is an individual with his or her own free days and other routines. The journey starts from the owners home yard, which is also where the dogs live. When you arrive, the first thing you will see are the already retired huskies, running freely around the yard.

In Posio, the reindeer are also a part of the family. Ylitalo Reindeer Farm does not only offer an experience – this visit touches you in a way that can change people deep down. Just to name a few things: the owners Manne and Christina have saved abandoned reindeer calves from the forests, fed them with baby bottles and taught a blind reindeer to walk. This is also the home of the famous movie star reindeer Ailo, who we in Posio know by his real name, Prince."

### Key success factors

Respect for nature and local culture are deeply rooted in the mindset of Posio's tourism businesses. The tourism products in Posio are more about involving the visitors in the everyday life of the local business owners than creating inauthentic, replicated experiences for the masses. The local people and the visitors keep the culture and communities of Posio alive together.

### Lessons learned

Posio is a sparsely populated municipality, with almost a one square kilometre of land per inhabitant. The main attractions are large areas of protected nature. The visitor can feel safe in Posio. The domestic tourists, who are important in the recovery from the COVID-19, appreciate these aspects in Posio. The domestic tourists also appreciate the authentic and down to earth tourism products in Posio.

### Results, achievements and recognitions

Over half of the tourism businesses with international sales in Posio received the Green Key and Green Activities certifications for their achievements and plans in making tourism more sustainable.

