

Responsible Travel Policy

Updated Dec 2021:

Our goal is to remain a pioneer in sustainable tourism in the region and to build a profitable and sustainable business in cooperation with our partners.

Our farm is the first organic EU farm in the region and our forests are FSC certified.

In tourism, Green Key certified; sustainability means to us, among other things, that all our cottages are built of wood to store carbon and last a long time. In all our activities, we strive to minimize the impact on the environment, including recycling, not using disposable products and operating in the environment.

We invest in cultural, ecological, social and economic sustainability.

In practice, we do environmental work on a daily basis, e.g.

- By favoring renewable energy sources
- Continuous monitoring of environmental developments and continuous training
- Communicating to our visitors about everyday environmental activities such as sorting and water and energy savings
- Using eco-labeled detergents and cleaners
- Providing our visitors with alternative forms of exercise instead of a car
- By favoring ecologically sustainable materials
- Sorting, recycling and refurbishing the old one
- Composting biowaste on our own farm

Environmental projects

- Carbon neutral business by 2030
- We are committed to monitoring our carbon footprint and measures to reduce it through continuous improvement.
- Reduction of mixed waste by more efficient sorting
- We strive to reduce mixed waste by updating sorting instructions and communicating about sorting effectively. We are also exploring the area's potential for separate plastic waste collection.
- Promoting customers' environmental awareness and practices through effective communication
- We are applying for a Sustainability Green Key certificate, which would enable customers to communicate through it.

We are making environmental guidelines for each cottage, where you can find information on everyday environmental activities in both Finnish and English.

- Rehabilitation of the holiday home environment with an emphasis on sustainable development and natural values
- We are making a plan to update the environment of holiday cottages based on the protection of the environment through well-functioning routes and the creation of a comfortable area in the conditions of local nature.
- Renovation of cottages
- Log cabins have reached an age where their renovation is topical. We reuse and refurbish every possible material.

Most of the old furniture is still original and usable. We deliver old textiles and furniture that we cannot recycle ourselves to other parties for recycling.

Effective marketing and communication for sustainable tourism

- In our company, we invest in co-operation with other entrepreneurs in the area and in informing about the Vaikkojoki service network. Information on hiking trails and environmental services in the area is made available to visitors, and guidance on the subject is available at the resp.
- Water consumption monitoring
- We are committed to monitoring water consumption on a seasonal basis and to developing solutions to further reduce its consumption.

Economic responsibility – e.g. details of: donations to charities, employing local people, etc

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We partner and collaborate with locals, as well as employee. We take part in local charity, church networks as an example. In our company, we invest in co-operation with other entrepreneurs in the area and in service network.

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Environmental responsibility – e.g. details of: recycling, protecting wildlife / national parks, etc

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Social responsibility – e.g. details of: preserving local culture, visits to local projects, etc

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We build our business to local the unique nature of Eastern Finland - unspoilt forests, northern lights, wilderness cabins. Quietness with selected activities. Darkness and stars in winter time. Lightness and beauty and pureness of nature in summer time. This is the roots of mythic Kalevala, Experience the land of Kalevala - 19th century work of Finnish epic poetry by Elias Lönnrot.

Wander the land of stories.