RESPONSIBILITY PLAN



INTRODUCTION

Hostel and Camp Center Suomenlinna organizes high-quality Camps Schools in a unique environment. To help fund the Camp School- and other youth activities, the Hostel also operates a business serving individual travelers, companies, and other groups. The operations are run by the Finnish Camp School Association, a non-profit and public benefit organization.

We want to take care of our environment through the choices we make and the ways we operate. For us, sustainable development is more than just recycling – it is the base of all our activities. We pay attention to environmental, sociocultural, and economic aspects in our daily decisions.

SERTIFICATES AND RECOGNITIONS

- We have earned Hostelling International's **Hi-Q&S certificate** for responsible accommodation, which requires a commitment to the principles of sustainable development in our operations. The certification was renewed in spring 2024
- We were granted the **Sustainable Travel Finland label** in autumn 2022, and it was renewed in autumn 2024. A responsibility plan is one of its core requirements and serves as our most important tool for advancing sustainability
- Our audited nature and environmental education activities have been awarded the **certificate of the Finnish Association of Nature and Environmental Schools**
- We are a discrimination-free zone
- We are part of the "**We Speak Gay**" network, which promotes LGBTQ+ friendly tourism

PROFESSIONAL DEVELOPMENT AND COOPERATION

The staff of Hostel Suomenlinna and the Finnish Camp School Association that runs it are involved in various networks. These networks provide up-to-date information on societal and local developments as well as challenges related to sustainable development. They also offer valuable education and ideas to support continuous improvement and provide opportunities for exchanging thoughts and experiences. Collaboration with other local and industry actors is most effective through regular participation in key networks. These networks offer seminars and courses that help us stay current and well-informed.

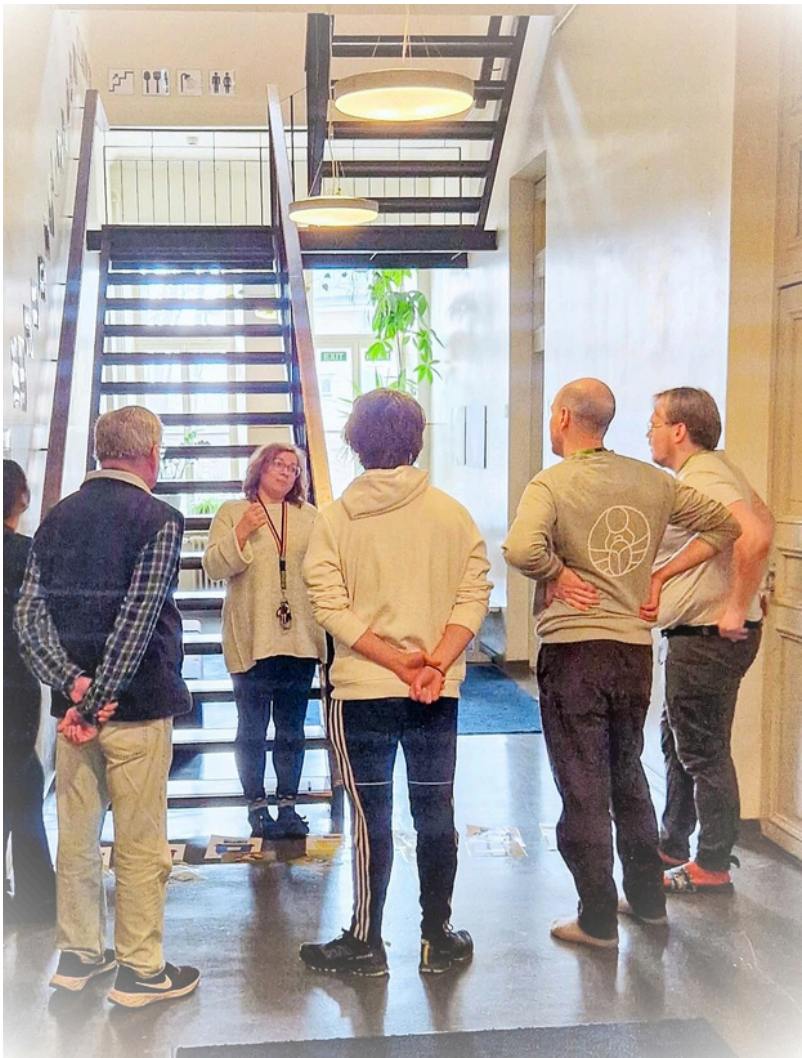
We are actively involved in the following networks:

- Suomenlinna Tourism Operators
- “Helsinki Makers” – Helsinki Marketing
- Finnish Hostel Association (Hostelling international)
- Finnish Association of Nature and Environmental Schools (LYKE ry)
- National Youth Work Organization (Nuorisoala ry)
- Camp School Forum (a cooperation forum of parents, teachers, and camp centre representatives)
- Camp activity Forum (a cooperation forum of Finland’s largest national camp activity organizers)

STAFF INCLUSION AND ENGAGEMENT

This plan is a part of all staff members orientation material, and the implementation of the action plan is evaluated annually in spring once the results of all indicators have been reviewed. Goals and outcomes are discussed with the staff at the end of the year during a development day, which is attended by all current employees of the hostel and the association, regardless of their type of employment.

Sustainability is a key perspective in everything we do—whether it’s about fair sourcing of materials, collaboration with local partners, staff well-being, or camp school programs. That’s why the criteria are part of our everyday decisions, and every member of our team is committed to the continuous development of our operations.



EKOLOGICAL RESPONSIBILITY

We have made significant progress in improving ecological sustainability, but some of our goals are dependent on the actions of the landlord.

Our Sustainable Choices:

- **We sort waste** (plastic, bio-waste, cardboard and paper, glass, metal, bottles and cans, hazardous waste, and mixed waste) and make it possible for our guests to do the same, encouraging them to participate in sorting
- We use **renewable energy certified by the Finnish Nature Conservation League** and strive to reduce unnecessary electricity consumption
- To **reduce water usage**, we have installed water-saving mechanisms in our showers and taps
- We offer **domestic eco-friendly** shampoos and conditioner for our guests
- The majority of the cleaning products we use are **environmentally certified**. Our toilet paper and hand towels are also eco-friendly and certified. We are looking for an ecological and cost-effective alternative to paper towels that works for us.
- We reduce plastic usage by purchasing raw materials for meals with minimal packaging and avoiding changing trash bags unnecessarily
- We always choose **domestic products** and, where possible, organic options for all animal-based products we purchase
- We regularly offer vegetarian and vegan meals to our groups. The proportion of **vegetarian dishes on our menu is already 63 % and vegan 41 %.**
- We **minimize food waste** through sensible meal planning and with good recipes
- We prefer **Fair Trade** products
- Guests to Hostel Suomenlinna almost always arrive by public ferry. Due to the location, **transportation logistics is centralized and less frequent**
- In the summer, we grow vegetables, and for our garden areas, we select plants that are **pollinator-friendly**
- We **avoid unnecessary printing** and always print double-sided
- Our programs emphasize the **protection of the Baltic Sea, as well as environmental and cultural heritage education**
- We regularly communicate our responsibility efforts and highlight our sustainable practices to our visitors

Areas for Development:

The carbon footprint for 2025 has been calculated, but is partly based on the best available estimates only. We will refine the calculation and direct emission reductions in the coming years primarily towards food procurement and goods procurement. By reducing dairy products, among other things, we can bring emissions down. We also hope for a reduction in our largest emission source (district heating), which depends on the city's decisions.



ECONOMICAL RESPONSIBILITY

Financially, we have focused on improving profitability and growing our equity. Thanks to careful planning and financial monitoring, the association has been debt-free since 2023.

Non-profit, public-benefit operations strongly guide our financial responsibility

- The Finnish Camp Association has been selected as the accommodation provider for Suomenlinna World Heritage Site to carry out **cultural heritage education** as part of its camp school activities. The hostel is known in Suomenlinna both as a camp school center and as a hostel. Cultural heritage education is carried out also in the association's projects
- Camp school groups are informed about the residents of Suomenlinna and the need for **World Heritage site protection** as soon as the camp begins. We guide the groups on how to best take these factors into account during their stay
- The protection of the World Heritage site is reflected in all our communications
- We work closely with the Suomenlinna Management Authority and local tourism operators. Key partners include the Ehrensvärd Society, Nordisk kulturkontakt (programs) and the fortress restaurants and cafes
- We are involved in **several networks**, which are listed on the second page
- In our camp school activities, we also collaborate with places like Korkeasaari, where **environmental education** is implemented as part of the camp program. Hostel Suomenlinna is certified as an operational center by the Finnish Association of Nature and Environmental Schools
- We use our linens until they are worn out, and when they are no longer suitable for guest use, we repurpose them, for example, as cleaning cloths or donate them. We only change linens when guests change (unless the accommodation is long-term)
- All new linens and towels are purchased from **domestic suppliers** (Finlayson and Familon) and are made responsibly
- Guests have access to a bookshelf where they can leave books and take others with them
- A large portion of the furniture and equipment (e.g., board games) in our common areas is purchased **second-hand.**

Areas for Development:

To ensure the responsibility of our entire supply chain, we select new partners with sustainability as a key focus. We are developing our operations to become more year-round, enabling us to offer continuous employment contracts. This is both a financial, operational, and social goal on our sustainability journey. As a **non-profit, public-benefit association**, we do not aim for business profit, but we do aim for a financially sufficient surplus to be able to invest in our operations and prepare for challenging times.



SOSIOCULTURAL RESPONSIBILITY

In this area, our operations are already quite sustainable, but there are aspects where our opportunities for development are limited. For example, accessibility is a challenge due to our environment.

We are a discrimination -free zone!

Staff Competence, Engagement and Well-being

- **We take care of our staff's well-being and fair treatment.** This means, for example, flexibility and fair work schedule planning, where staff can have input, ensuring vacations are arranged in good time, and offering the continuation of employment contracts when possible
- **We all meet together four times a year.** Every spring, before the season begins, we hold a team day where we get to know each other and prepare for the upcoming season. At the end of the year, we focus on developing our operations together. Additionally, we organize a summer refreshment day and a Christmas party at the end of the year, inviting all those who have worked with us during the year, regardless of their employment status
- During the **development day**, we hold a workshop to develop our operational models and processes from the perspective of staff well-being
- We encourage our staff to stay at the hostel for free or at a fair discount
- **We manage our operations in a modern way** by offering responsibility to staff based on their strengths and interests while maintaining a safe and relaxed atmosphere
- We offer competitive salaries for all paid positions. We always agree on the terms and benefits of employment personally and flexibly, taking into account the employee's needs. **Remote work** is part of our daily routine if the nature of the work allows it
- We regularly **train and involve our staff** in network meetings and seminars



- We offer comprehensive **occupational health services**, beyond the minimum requirements, to both our permanent and fixed-term employees through a **domestic partner**
- Hostel Suomenlinna is a **discrimination-free zone** and part of the "**We Speak Gay**" rainbow-friendly tourism community. We have a zero-tolerance policy for inappropriate behavior and speech, which is addressed every spring during the team day with all staff. Any form of inappropriate treatment or bullying is immediately addressed

Guest Orientation, Locality and Cooperation

NPS **+ 79**
Stars **4,7**

- We **consistently collect feedback** through our own system, booking channels, and Google. Our feedback system measures satisfaction in every area (meals, cleanliness, service, etc.) and includes the NPS (Net Promoter Score)
- We regularly review the feedback and respond to it in a reasonable time frame.
- We organize an **annual development day** for all staff, during which feedback is discussed together. We also gather our own development ideas and create a plan for the next year's focus areas based on this input.
- The hostel is not fully accessible, but it is possible to stay with a wheelchair. We use entirely or nearly fragrance-free products
- **We pay special attention to the needs of families with children** and the comfort of children in our facilities. **Pets are also welcome**
- We cooperate with educational institutions when opportunities arise, such as ordering theses or collaborating during events at Suomenlinna. Our association also partners in teacher training and environmental education
- We offer 2-4 internships annually in the tourism or youth work sector. Interns are often employed with us at least part-time
- Locality is our strength, and without it, our operations would be practically impossible. We purchase many services to support our operations from local providers. For example, saunas, meeting rooms, programs, and restaurant services are essential components of our comprehensive service package
- We regularly communicate about the activities of our partners and other tourism operators in Suomenlinna, as well as events in the area, through our social media channels
- The frameworks set by the **UNESCO World Heritage Site** for our operations are part of the onboarding for every new employee. In the spring, new and seasonal employees participate in training organized by the Suomenlinna Management
- We share our best practices as examples in all the networks we are involved in

Development Areas:

We aim to create more year-round employment opportunities and focus on continuity. Our goal is to achieve even higher customer satisfaction. We are placing increasing focus on our non-profit activities. We continuously develop the programs of our camp schools by utilizing up-to-date information in the learning content. We will increase communication about our sustainable choices. We regularly participate in training and seminars to stay up-to-date on best practices and current trends.



INDICATORS AND TARGETS

	Development are	Action	Indicator	2022	2023	2024	2025	2026	2027
EKOLOGICAL SUSTAINABILITY	Reducing the amount of red meat in meal services	Planning, development of reception operations	Ratio of red meat meals to total meals served	22 %	**13 %**	**7 %**	**6 %**	5 %	5 %
	Increasing the amount of vegetarian meals in meal services	Planning, development of reception operations	Ratio of vegetarian meals to total meals served	44 %	58 %	56 %	**63 %**	65 %	70 %
	Increasing the amount of vegan meals in meal services	Planning, development of reception operations	Ratio of vegan meals to total meals served	8 %	30 %	30 %	**41 %**	45 %	50 %
	Reducing our carbon footprint	Start measuring and systematically reducing our carbon footprint	Estimated annual carbon emissions (kg CO_2e)	No calculation	No calculation	Participated in two training sessions	62,189 t CO2e	-5 %	-5 %
	Reduce the amount of mixed waste	Improving Waste Sorting Efficiency	Annual amount of mixed waste (by weight)	Can´t be calculated, waste quantities are not weighed	Can´t be calculated, waste quantities are not weighed	Can´t be calculated, waste quantities are not weighed	600 kg *(estimated)*	estimated amount	estimated amount
	Reduce the amount of organic waste	Reducing Food Waste, Planning and Utilization	Annual amount of organic waste (by weight)	Can´t be calculated, waste quantities are not weighed	Can´t be calculated, waste quantities are not weighed	Can´t be calculated, waste quantities are not weighed	200 kg *(estimated)*	weighing the waste starts, exact amount available	-5 %
	Reducing Packaging Waste	Requesting Reusable Transport Packaging from Suppliers	implementation	Open discussions	Open discussions	Investigated Valio-Aimo (largest supplier). Not possible in Suomenlinna	**wholesale food supplier changed from Valio to Kesko. Reusable packaging starts,** estimated amount of card board waste 200 kg	estimated amount of card board waste -10 %	estimated amount of card board waste -5 %
	Reducing energy consumption	Measured annually, energy-efficient devices	kwh / year	16 321 kwh	16 605 kwh	15 235 kwh	16 263 kwh	16 000 kwh	15 800 kwh
	Reducing water consumption / maintaining it at a reasonable level	Installation of water-saving faucets, measuring water consumption	cubic meters (m^3) / year	752 m3	Water-saving mechanisms installed / 810 m3	**746 m3**	**711 m3**	700 m3	700 m3
ECONOMICAL SUSTAINABILITY	Increase in year-round operations	Communication and pricing	Overnight stays October-March	2216 vrk	2727 overn. (+19 %)	2345 overn. (-14 %)	2331 overn.	5% increase	5% increase
	Lengthening guests stay	Communication and pricing	Avg. length of stay	1,7 overn.	1,7 overn.	**1,98 overn.**	**2 overn.**	2 overn.	2,1 overn.
	Responsibility of partners	Ensuring the responsibility of system providers, service providers, and other stakeholders.	Proportion of partners with a responsibility certification, domestic sourcing, choosing of new partners.	44 % Sertified 67 % Domestic	44 % Sertified 67 % Domestic	44 % Sertified 67 % Domestic	44 % Sertified 67 % Domestic	50 % Sertified 70 % Domestic	60 % Sertified 70 % Domestic
	Responsibility of suppliers	Ensuring the responsibility of supliers	Prosentage of partners with a responsibility certification, domestic sourcing, choosing of new partners.	75 % Sertified 75 % domestic	63 % Sertified 75 % domestic	60 % Sertified 70 % domestic	**70 % Sertified** 70 % domestic	75 % Sertifiied 70 % domestic	80 % Sertifiied 75 % domestic
SOSIOCULTURAL SUSTAINABILITY	Improving Guest Satisfaction for Individual Travelers	Investments, processes, communication, service quality	Booking.com rate (1-10), NPS	BC 8,7, (No NPS-measuring)	BC 8,8, (No NPS-measuring)	BC 8,8 / NPS +80	**BC 8,9** / NPS +79	BC 9 / NPS +82	BC 9,1 / NPS +84
	Improving Guest Satisfaction for groups	Investments, processes, communication, service quality	Overall experience (1-5), NPS	4,4 (No NPS-measuring)	4,7 (No NPS-measuring)	4,8 / NPS +70	**4,7 / NPS +80**	4,8 NPS +82	4,9 NPS +84
	Increasing employment	Increasing paid employment	Person-year (full-time equivalent / FTE)	4,31	**5,15**	**5,32**	**5,58**	6	7
	Employee satisfaction	Improving employee well-being	Average score in feedback (questions on scale of 1-5) and NPS	4,5	4,3	4,3 / NPS +29	**4,6 / NPS +69**	4,7 / NPS +70	4,8 / NPS +75
	The number of young people reached in the activities	reach and engage more young people in the camp activities	The number of young people in camps and programs annually	1063	1164	**1484**	**1574**	1600	1680
	Nature and environmental education activities	Increase Nature and enviromental education	Number of participants in nature and environmental education activities	No measuring	No measuring	864	**1375**	1400	1450