

# Protecting Destinations with the Swedish Tourist Association (STF)



Photo: Anette Andersson - STF

## Summary

The Swedish Tourist Association (STF) believes it should be easy and inspiring to discover Sweden in a sustainable way. We want to inspire tourism that is based on respect for the natural and cultural environment of the places visited, tourism that is built on curiosity and the joy of discovery. We hope that our vision - encouraging people to discover Sweden - will bring people closer together, while at the same time increasing commitment for the preservation of natural and cultural values.

One important step in this process is to gather each accommodation in our network to work in the same sustainable direction, each of them in their own unique way. We have chosen to address this through a pledge, launched in late 2016.

We also want to involve our members and guests and raise awareness on how to discover sustainably. We therefore launched a sales and engagement campaign, called Discover Sustainably, during autumn 2017.

## Objectives

Making it easier and inspiring to discover Sweden in a sustainable way.

### Economic

Supporting the local economy

### Social

Education

### Environmental

Protecting Sweden as a destination

### HI Association

**Swedish Tourist Association (STF)**

**Hostels involved**

**All STF Accommodations**

### SDG Contribution



## Methodology

Building on the fact that STF is a chain of unique accommodations, many of them family run and small scale, and realising there was no single sustainability label that suited all accommodations in our network, we developed our own standard, the pledge. The pledge is constructed in such a way that the accommodations should fulfil each part, but it is mainly up to them to choose how they do it.

The pledge in short:

- 10 points - covers all three dimensions of sustainability
- Based on our sustainability policy, our prioritized aspects, the HI sustainability charter etc.
- Focuses on what is unique in each place
- Suitable for small as well as large accommodations
- Low cost and few administration hours
- Possible to combine with environmental or sustainability labels
- Possible to develop further and raise the level when all have made pledge

### **Which steps did you follow to implement this initiative?**

The pledge was launched at a conference for all hosts in late 2016, together with a STF sustainability Facebook group for sharing best practices and discussing within the network. To make the pledge, each accommodation goes through a checklist together with their regional manager. If they fulfil all criteria, they can make the pledge, meaning they receive a large scale printed version they can put up in their facility. We also celebrate it with the rest of the network by sharing it on the Facebook group and updating our systems so that customers can make conscious choices when booking.

So far, over 80 accommodations have made the pledge, well over our ambitions for the first year. By the end of 2019, all STF accommodations should have made the pledge. The pledge has been warmly received, appreciated especially for the flexible setup and the promotion of local solutions based on current conditions. The success lies in the fact that we built something based on reality, and when making recommendations to others who want to develop something similar, that is where to start: what's the reality and what do we want to achieve?

To create awareness around the pledge and to inspire to discover sustainably, we launched a sales and engagement campaign in September 2017, simply called Discover Sustainably (in Swedish only). The month-long campaign consisted of several parts:

- The accommodations who signed the pledge were highlighted
- Possible to book an experience especially designed with sustainability in mind
- Local enthusiasts and local sustainability initiative were spread
- On our website, we have created a guide to become a more sustainable tourist
- Instagram competition with “your best sustainability tips”

The campaign will be evaluated when it has finished.



# Technical Details

**Duration of the activity:** The pledge is an on-going activity. The campaign lasts for one month and ends in October 2017.

**Reach:** National

**Target audience:**

- Members
- Guests
- Hosts
- Staff

- Internal at conferences, regional meetings and through the Facebook group.
- External through web, press letters, member newsletter, STF Facebook and STF Instagram. The campaign also has a campaign site and uses Facebook advertisement.

**Communication:**



Engagement through STF sustainability Facebook group: Here, we celebrate that the 72<sup>nd</sup> STF accomodation, STF Norberg, has made the pledge.



From the sales and engagement campaign 'Discover Sustainably': Here you can book an experience at STF Grövelsjön mountain lodge, focusing on how the choices you make when travelling can be a part of the solution to tomorrow's challenges. It includes among other things a "behind the scenes" guided tour and an introduction to dehydrating your own hiking food.





Fjällens finaste utedass finns på STF Saltoluokta Fjällstation. Med tema som hav, skog, kungligheter och Ankeborg uppmuntras gästerna att använda dessa istället för vattentoaletter eftersom vattenreningen tar mycket energi från stationens eget reningsverk. Vilket dass väljer du?



Spreading inspiring local initiatives through Facebook advertising: inviting outhouses to save water and energy at STF Saltoluokta mountain station.

Upptäck hållbart med STF

SVENSKATURISTFORENINGEN.SE/HALLBART [Läs mer](#)

310 13 kommentarer 1 delning

Gilla Kommentera Dela

## Read STF's Sustainability Pledge for you:



## OUR SUSTAINABILITY PLEDGE TO YOU

The Swedish Tourist Association (STF) believes that it should be easy and inspiring to discover Sweden in a sustainable way. As a part of STF we are doing everything we can to contribute.



### We sort our waste

We sort our waste for recycling, and make sure that it is easy for you as a guest to do so as well.



### We take responsibility for our energy consumption

We use energy efficiently and choose renewable sources as far as possible.



### We care about our water resources

We use water economically and aim to reduce our water consumption.



### We engage with society

We are committed to our local community based on our values and on those of STF.



### We help you become a sustainable guest

We are happy to inform and to help you make your stay here as sustainable as possible.



### We contribute to a living countryside and a sustainable agriculture

We use products that are organic, fair trade and locally produced.



### We use environment-friendly products

We avoid disposables and use solely eco-labelled cleaning products.



### We take our responsibility as an employer

We pay contractual wages and we do everything in our power to create and maintain a pleasant and including work environment.



### We have a holistic perspective on our business

We consider economy, environment and social aspects in every decision we make.



### We follow the sustainability policy of STF

You can find the policy on the STF website.

## Thank you

...for staying with us. We want to make your stay here as sustainable as possible. If you have any thoughts, concerns or ideas you are welcome to share them with us.

WWW.SWEDISHTOURISTASSOCIATION.COM



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**Would you like to know more about this initiative?**

**Contact: Maria Lidberg, Sustainability Manager**

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**Read more about the Swedish Tourist Association (STF) [here](#)**

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