**Introduction**

To ensure an overall framework for the sustainability work of the establishment, a sustainability policy, also called Corporate Social Responsibility (CSR) policy, is formulated. It describes the overall aims and ambitions in relation to the establishment’s environmental, social, and economic impact. The sustainability policy is a general statement with a commitment to continuous improvements and monitoring, but it does not deal with specific issues or how to handle them. The sustainability policy should be more ambitious than merely complying with legislation and regulations. The sustainability policy of the establishment is to be reviewed every third year to allow for continuous improvement.

The sustainability policy must include

a) presentation of the environmental commitment and goals of the establishment, and

b) presentation of the social/cultural/economic/quality commitment and goals of the establishment.

It is strongly encouraged that the sustainability policy is developed in cooperation with the establishment staff and compiled in a way that includes contributions from both the management and the staff. The sustainability policy is normally signed by the general manager of the establishment. After development, the sustainability policy is available to all employees of the establishment.

It is strongly encouraged that each establishment has its own sustainability policy, but if the establishment is part of an international or national chain, a common sustainability policy could be shared within the same chain.

It is recommended that the main principles of an establishment’s sustainability policy are presented on the company website. One may also write the whole policy in a form that can be used as such for communications purposes.

If the establishment is participating in the Sustainable Travel Finland (STF) programme, the sustainability plan formulated for STF may also be used for Green Key / Green Activities.

**FRAMEWORK FOR A SUSTAINABILITY POLICY**

In the framework below, the criterion referred to is mentioned after each commitment. Depending on the category of establishment, the criterion may be either mandatory or optional (guideline criterion)

At least the parts **marked in bold** must be included in the sustainability policy.

I = Imperative criterion   
G = Guideline criterion (optional)

By using the framework suggested, a compilation of commitments related to sustainability is produced. This constitutes the establishment’s sustainability policy. On the last page of this document, there is **an example** of a sustainability policy.

Green Key sustainability policy

Company name

Date

Environmental manager

### ECONOMIC AND SOCIAL SUSTAINABILITY

The establishment is committed to continuous development and uses its economic resources in a way that enhances environmental and social sustainability and ensures long-term economic feasibility.

* **The establishment is committed to following all relevant laws and regulations. 11.1 (I)**
  + Recommended elaboration: How the establishment keeps track of possible changes in regulations.
* **The establishment ensures that all its employees, trainees and volunteers are covered by adequate occupational accident insurance. 11.2 (I)**
  + Recommended elaboration: How the establishment monitors this.
* **The establishment guarantees its employees a safe working environment 11.1 (I)**
  + Recommended elaboration: How this is monitored and ensured.
* **The establishment carries out risk assessments and has formulated a crisis management plan 1.2 (I)**
  + Recommended elaboration: how risks are managed.
* **The establishment is committed to** **opposing commercial, sexual or any other form of exploitation or harassment, particularly of children, adolescents, women, minorities, and other vulnerable groups 11.2 (I)**
  + Recommended elaboration: how?
* **The establishment requires that its subcontractors follow legislation on workers’ rights. 11.4 (I)** 
  + Recommended elaboration: How is this monitored?
* **The establishment is committed to anti-corruption measures 11.2 (I)**
  + Recommended elaboration: How?
* **The establishment is committed to making responsible purchases and investments 11.14 (I)**
  + Recommended elaborations:
    - On what grounds are purchase decisions made? What factors are considered? (E.g. regular partners, local suppliers, Fair Trade products, certificates etc.)
    - How do you ensure that the whole supply chain is responsible? (E.g. through choosing suppliers that have a sustainability certificate/policy) 11.4 (I), 11.14.(G) and 13.5 (G)
    - If the establishment has a written purchase policy, it is advisable to mention it in the sustainability policy.

**SOCIO-CULTURAL SUSTAINABILITY**

* **The establishment participates in regional tourism planning and development 1.2 (I)**
  + - Recommended elaboration: How?
* **The establishment is committed to training its personnel in environmental and other sustainability issues relevant to their job description 2.3 (I)**
  + - Recommended elaboration: How this is done
* **The establishment takes inclusivity and accessibility into account in designing and marketing its facilities and services 11.8 (I)**
  + - Recommended elaboration: How this is done
* **The establishment is committed to recruiting personnel regardless of age, ethnicity, gender or i.e. physical handicap in all positions 1.10 (G)**
  + - Recommended elaboration: How is equal treatment in recruitment ensured?
* **The establishment is committed to promoting local culture through its purchases (e.g. in foodstuffs, interior decorations, items for sale as souvenirs) 11.13 (I)** 
  + - Recommended elaboration: How this is done

**ECOLOGICAL SUSTAINABILITY**

* **The establishment is committed to combatting and adapting to climate change 1.6 (I/G)**
  + - Recommended elaboration: action plan to reduce the establishment’s carbon footprint
* **The establishment is aiming at minimising the negative impacts and maximising the benefits of its activities in its operating environment.**

Criteria related to this topic:

* + - Monitoring water consumption and leakages 4.1. 4.3. (I)
    - Cleaning: safe and proper use of detergents (chapter 5)
    - Use of disposable tableware only in exceptional cases / for take-away 6.5 (I)
    - Plan for reducing/ re-using waste 6.18 (G)
    - Monitoring energy consumption and operating procedure for adjusting indoor temperature in unused accommodation and meeting rooms 7.1/ 7.4 (I)
    - Materials: operating procedure for refurbishing and recycling furniture 13.9. (I)
      * Minimising the need for transport
        + of goods 13.5. (I)
        + of people to/within the establishment 3.6. (I) 12.2. (I) 12.3. (G)
    - Minimising the environmental impacts of vehicles owned by the establishment 7.37–7.38 (G)
* **The establishment refrains from using meat, fish or seafood that is derived from endangered or protected populations/species 8.6 (I)**
  + - Recommended elaboration: How this is ensured
* **The establishment is committed to reducing food waste 8.11 (I)**
  + - **An action plan** is required
* **The establishment will not sell, trade or display plants, animals or historical / archaeological artefacts unless permitted by law 11.3 (I)** 
  + - Recommended elaboration: How is this ensured?
* **If the establishment has tourism animals, it ensures their wellbeing e.g. by adhering to ABTA’s Global Welfare Guidance for Animals in Tourism based on the principles of the Five Freedoms 11.5 (I)**
  + Good feeding: Absence of prolonged hunger or thirst
  + Good housing: Comfort while resting, thermal comfort
  + Good health: Absence of injuries, diseases and pain induced by inappropriate management procedures
  + Appropriate behaviour: Expression of social behaviours; natural behaviours; good human-animal relationship; positive emotional state
  + Protection from fear and distress; absence of general fear/distress/apathy; ability to seek privacy/refuge; absence of surgical or physical modification of the skin, tissues, teeth or bone structure other than for the purposes of genuine medical treatment/manipulation/sedation

**An example of sustainability policy**

*The establishment X* wants to offer its guests an experience where sustainable development forms an integral part of all activities. We are committed to preventing and reducing the environmental impacts of our activities, and work actively to promote sustainable development by continuously improving our processes and setting new goals.

Our company provides a safe working environment with risk and crisis management plans in place. We continuously educate our staff in order to enhance their environmental awareness and commitment and inform both our guests and employees about the sustainability measures we take. We are committed to treating all people equally and without discrimination, and fight corruption as well as all kinds of harassment and exploitation of vulnerable groups. We promote social sustainability in our area for both our staff and our guests.

Our most significant direct environmental impact is caused by our energy and water consumption. This is why we actively strive to reduce our use of these resources, as well diminishing the quantity of waste produced and improving sorting. We use 100 % renewable electricity and resource efficient technology. We keep track of our environmental efficiency by monitoring our energy and water consumption as well as the quantity of waste we produce.

Our purchases have a large indirect impact on the environment, for example through the foodstuffs and chemicals we consume. That is why we are committed to using organic, fair trade and locally produced as well as seasonal and eco-labelled ingredients as frequently as possible. We also promise not to use meat, fish or seafood products from endangered or protected populations or species. We strive to minimise the quantity of food waste generated, only use disposable tableware in exceptional cases, and are committed to using eco-labelled detergents and soft tissues.

Complying with laws and regulations forms the baseline for us, and we are committed to exceeding the requirements of the current dictates related to sustainable development.

*The establishment X* aims to be at the forefront of responsible tourism, inspiring its competitors, customers and staff to participate in supporting sustainable development.

Place, xx month 20XX

Name and signature of the Managing Director