

# The Green Activities Audit Description

Green Activities is a sustainability program based on commitment to continuous improvement by the applicant. Achieving the certificate requires meeting the Green Activities criteria, and adherence to them is ensured by regular audits.

Besides checking that all relevant criteria are met, the audit provides an opportunity for exchanging ideas about the establishment's sustainability work and future plans for developing it, discussing the goals of participating in the Green Activities program, and planning ways of communicating all this to the customers.

The audit lasts approximately 2 hours (3 hours for establishments that offer tourism animal activities). The audit is carried out by Going Green Oy staff or by an authorised, external auditor. If the establishment has facilities in several locations, the audit may take longer. Depending on the type of establishment, the Green Activities audit may take place either online or on-site (establishments that offer activity programs using tourism animals).

## The contents of the audit

In the audit, the following topics will be reviewed/ discussed:

- The application
  - We go through the application and the required attachments
  - We discuss
    - Your past/future sustainability goals and plans on how to achieve them
    - Your objectives for participating in the Green Activities program
    - Your plan on sustainability induction and training of staff
    - Your sustainability communication to guests
- The Green Activities binder
- Visual inspection (either on-line or on-site)
  - Communal areas (visibility of sustainability communication/ the Green Activities certificate)
  - Waste management and recycling facilities and instructions
  - In establishments with tourism animals, the following facilities/equipment will also be checked:
    - Enclosures/housing where tourism animals are kept
    - Sleighs, harnesses, feeds etc.
    - Runs, convalescing/whelping spaces, storage rooms
    - Equipment used for transporting the animals
    - Areas/facilities used for collecting manure
    - Other facilities referred to in the criteria

## The certification process

After the audit, the auditor compiles an audit report that will be made visible on the application platform. If some criteria require further information, the auditor will notify the applicant in writing and give a deadline re-submission.

Based on the application and audit report, an independent jury and the auditors meet regularly for joint meetings, where the decision on granting the certificate is made. This ensures impartial and equal treatment for all sites.

The members of the jury represent national actors related to the tourism business and environmental responsibility.

The composition of the jury on 14.4.2025 is:

- Riitta Rönn (chair)
- Visit Finland, Hanna Muoniovaara
- Haaga-Helia, Minna-Maari Harmaala
- Sitra, Lotta Toivonen
- Finnish Camping Association, Antti Saukkonen
- The Finnish Association for Fair Tourism, Mia Halmén
- University of Oulu, José-Carlos García-Rosell

The authorized external Green Activities auditors on 14.4.2025 are:

- Päivi Pälvimäki, Kiara Oy
- Mikko Äijälä, University of Lapland

Going Green Oy will inform the applicant company of the jury's decision personally on the day of the meeting and will then publish the names of the certified companies on its website and social media channels.

Certified sites will be sent a certificate printout by post, and support materials for responsibility communication by email.

The certificate is valid for 12 months from its start date.